### **Live**center

EUR 10.56 . 0.580

870 19266.97

Nyhetsstudio Makspris på 2,13 kron

per kWh for street

### **Case study**



### **Dagens Næringsliv & Live Center**

Norway's leader in investigative journalism uses live blogging to keep news constantly fresh



• • •

USO 10,82 A 1,54X

Mulig observasjon av drone

Nyhetsstudio | 13.34

over Mongstad i natt

Amerikansk inflasjon

OLJEPRES 88.25 ¥ 0.273

overrasker

Nyhetsstudio | 14.13

våpeneksport til Tyrkia

Sverige apner for

1005.68 + 1.49%

· SISTE

Dagens Næringsliv

SEK 96.96 A L19X

Investor | 13.26

produksjonskutt på opptil...

Opec diskuterer



ENERGE | 11:25 | ABONNENT

- Jeg bidrar med ti milliarder i skatteinntekter som finansministeren kan putte rett i foret



Den personlige vinneren er Kjell Inge Røkke

OMMENTAR | 11-24 | ABONNES



44 | Terje Erikstad Derfor er det uenighet om hvor verdifulle skattelettelsene er

# Overview

The balance between in-depth investigative journalism and leading the charge with constantly breaking news is one Dagens Næringsliv (DN) has prided itself on striking.

With the help of <u>Live Center</u> live-blogging technology, DN found a way to focus journalists' efforts on investigative journalism and exclusive indepth stories while continuing to publish a constant and fresh flow of breaking and updated news and information.



### Background

Dagens Næringsliv (DN) is a businessfocused newspaper in Norway, founded in 1890. DN, part of the NHST Media Group, is one of Norway's largest and most influential news outlets.

Circulation/readership: 300,000+ per day



## Giving journalists the best of both worlds: Enabling instant tools for instant news

Quality has been a watchword for DN since its inception. As a business newspaper, they have focused resources and time on investigating and publishing exclusive, high-quality stories that demand days to write and weeks or months to research.

Yet as a trusted news source with a reputation for breaking news and sharing up-to-the-second information, DN needed a faster, more convenient way to share more bite-sized, but important, information instantly. Live blogging and DN's Nyhetstudio filled this role, enabling journalists to rapidly write and post frequent updates to ensure that the freshest information is available and that users always got the impression that every time they visited DN, they would see something new. DN's Target Group Manager, Marit Tronier Halvorsen explained, "We want to be exclusive and have best investigative coverage balanced with being the best in breaking news. With live blogging, we can constantly deliver short-form news, which is really fast to publish, and satisfy that requirement for breaking news. We know that a full article takes a lot of time to produce, but we need to be able to publish something more, all the time, when that highquality content is being created. Live blogging enables a kind of just-the-facts news flash that creates an impression of something new being published all the time."

"With live blogging, we can constantly deliver short-form news, which is really fast to publish, and satisfy that requirement for breaking news."

Marit Tronier Halvorsen, Target Group Manager at DN



## The benefits of balance: More time for in-depth journalism, more touchpoints for readers

Live Center opened up possibilities for using resources better, according to Marit. In-depth journalism requires time, resources and focus, and not every piece of data or information requires a full article. With live blogging, it is simple to provide readers with real-time, near-constant updates without taking valuable time away from journalists' core work or diluting the effect of the longer-form, high-quality content journalists produce.

At the same time, constant updates and breaking news make the DN site stickier. DN's "latest news" banner, which sits on top the dn.no site and pulls in fresh posts from different live blogs, such as Nyhetsstudio and Investor\*. "Users return time and again because they perceive each time that there is always something new and engaging for them," Marit shared. "We see a lower risk of churn and a higher chance of gaining new subscriptions by meeting this need for instant, constant information."

Live blogging allows DN to spin up live blogs for specific, timebound events, such as for election coverage or to cover updates on natural disasters or health crises like Covid-19\*\*.



<sup>\*</sup> https://investor.dn.no/#!/Oversikt

<sup>\*\*</sup>https://direkte.dn.no/koronaviruset



### Putting a finger on the pulse of the future: Growth and monetization

Continuing to grow while delivering both exclusive content and breaking news will require new strategies.

Marit acknowledged that DN is experimenting with different strategies for subscriber growth and user stickiness/engagement. "The overall strategy so far has been to keep Live Center-based blog coverage open to everyone while decreasing the number of exclusive articles you can read on DN without being a subscriber. We want to give everyone something for free, but reserve highquality content for subscribers."

The future may include new monetization possibilities, including in-blog ads.



### KL. 18.07 | AV NTB

Flere kommuner vil stenge svømmehaller for å spare strøm

Flere kommuner ønsker å tømme bassengene i svømmehaller i vinter for å spare strøm. Slik kan kommunene spare flere hundre tusen kroner.

 Dette vil jo ikke være en permanent stenging. Det er snakk om to måneder i år og eventuelt januar neste år, sier kommunedirektør Trond Aslaksen i Risør kommune til NRK.

Lukk ×





Mest leste pluss

«De pok

opi

### 40 MINUTTER SIDEN | AV NTB

Storbritannias høyesterett lover rask avgjørelse om skotsk folkeavstemning

Storbritannias øverste domstol sier den «så raskt som mulig» vil komme med en avgjørelse om lovligheten av en ny skotsk folkeavstemning om uavhengighet.



Mest sette video

Storbritannias høyesterett har tirsdag og onsdag vurdert om det skotske parlamentet kan bestemme at det skal holdes folkeavstemning, uten godkjennelse fra regjeringen i London.



Les mer 🗸

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