

Clíona Mooney

Head of Subscriptions and Reader
Insights

The Irish Times

30th January 2020



Living the high life
Luxury Howth homes for €1.5m

Which wins
Microsoft
muscle or
Apple agility?

Fashion
festivals
and
fitness

THE IRISH TIMES

11°C
Sun 10 May

Voters go to the polls as Britain faces hung parliament

Final opinion polls suggest that the UK electorate will be divided to all Democrats. Labour Party must stay afloat in the days ahead.

Public service workers set for €800 windfall

Government agrees €200 to €300 increase for 200,000 public workers.

300m users via Ireland

Facebook reports 300 million users via Ireland.

MEGA EVENT

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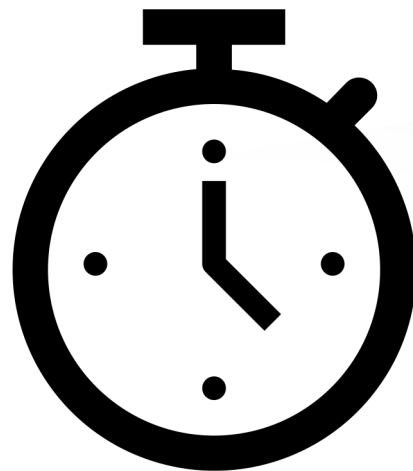
MUST END SUNDAY

ARNOTTS





Then ...





Creating an analytics culture



Ask: What decisions
are being made?



Hire good
people!



Find the
evangelists



Get a quick win

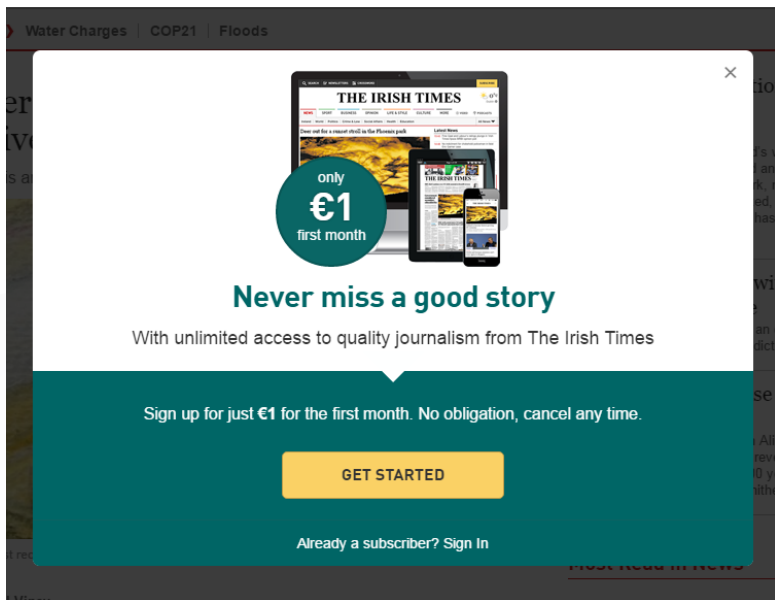


Build trust



Data-informed not
data-led

Launch of subscriptions – metered model



Water Charges | COP21 | Floods

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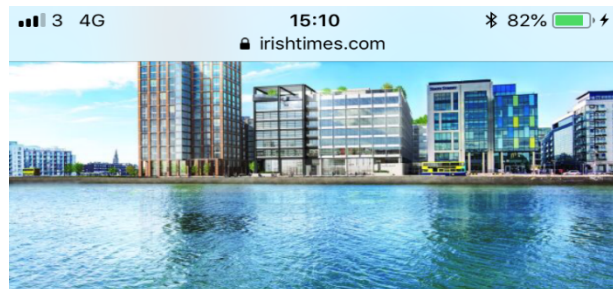
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Kennedy Wilson's Capital Docks development in Dublin's south docklands.

Peter Hamilton

44 minutes ago

Move in dates for prospective tenants of the Kennedy Wilson Capital Docks development remain unchanged after a burst valve caused water to flow through the building.

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Continuing to grow traffic and audience

Reader Focus

Analytics

Who and where are our readers?

What do they read?

When?

On which devices?

How do they consume?

Research

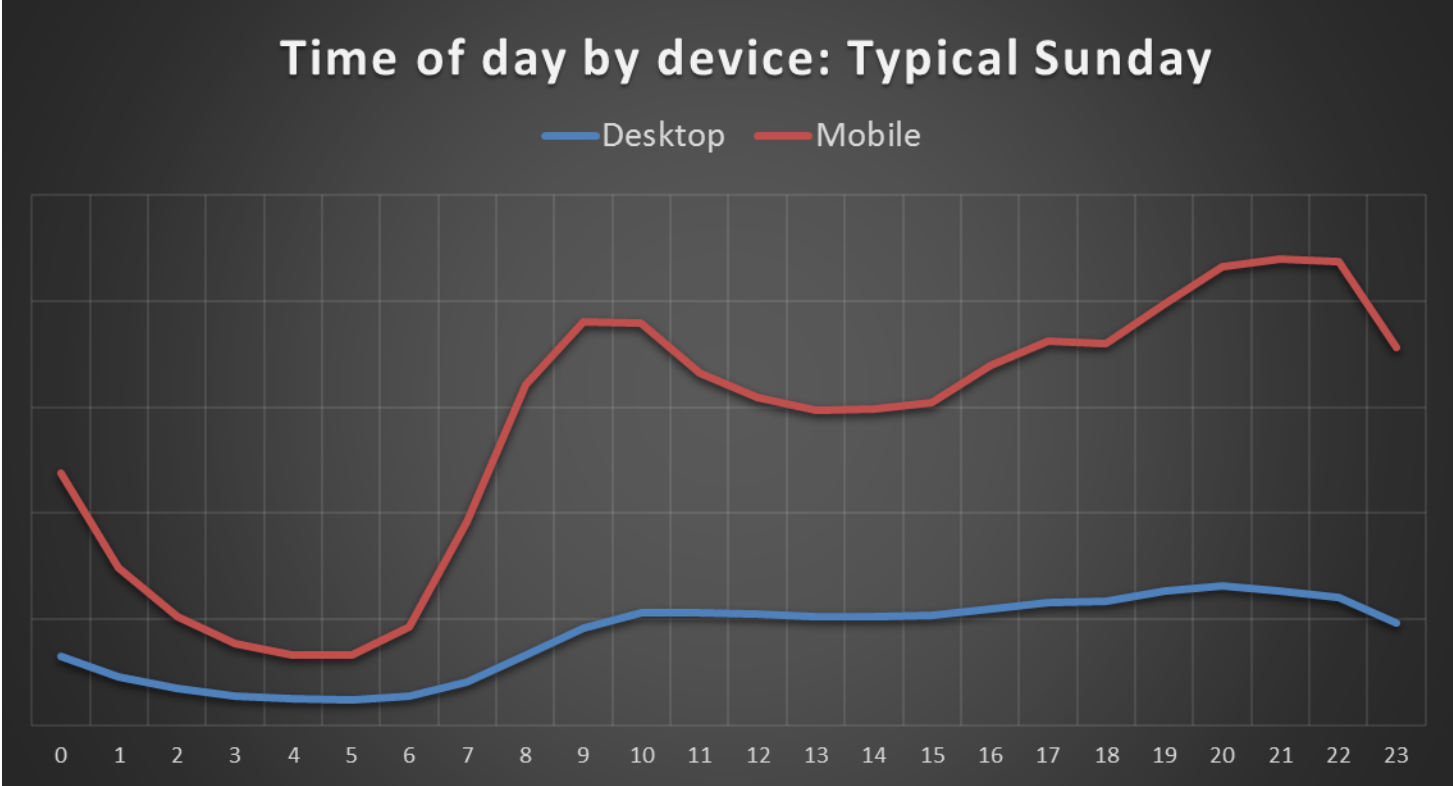
What do you want?

What would delight you?

How are we doing?

Will you try out our prototypes?

Example 1 – when and where

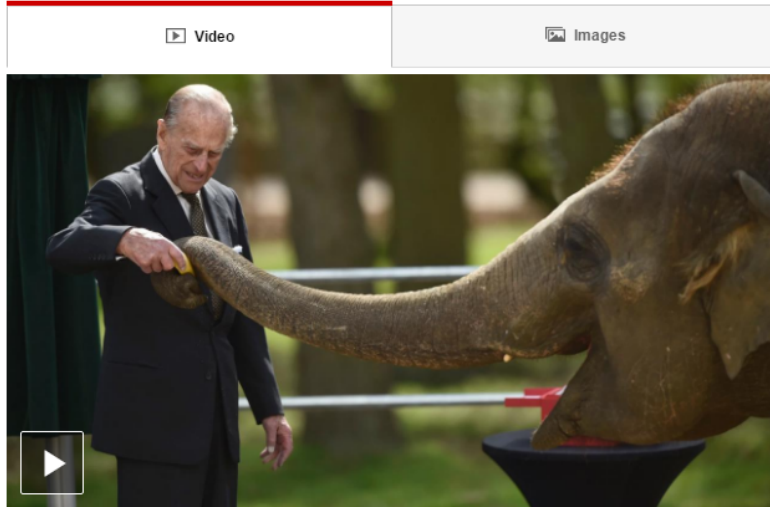


Example 2: Real-time monitoring of content

Britain's Prince Philip to stand down from royal public engagements

Buckingham Palace announces the decision was made by the 95-year-old and supported by the Queen

© Thu, May 4, 2017, 07:40 | Updated: Thu, May 4, 2017, 14:09



Britain's Duke of Edinburgh is to step down from royal public engagements. The 95-year-old Prince has been married to Queen Elizabeth since 1947. Video: Reuters

'You're too fat to be an astronaut' and other 'off-the cuff' remarks by Britain's Prince Philip

Duke of Edinburgh's reputation for plain speaking has led to controversy

© Thu, May 4, 2017, 11:14 | Updated: Thu, May 4, 2017, 11:42



Britain's Prince Philip has shocked and sometimes delighted the public with his outspoken comments. File photograph: Ben Stansall/AFP/Getty

Example 3: Content can last longer than a day

Pope's visit to Ireland: everything you need to know

Why is he visiting? Where will he stay? and more questions answered

© Thu, Aug 9, 2018, 14:45 | Updated: Thu, Aug 23, 2018, 19:19

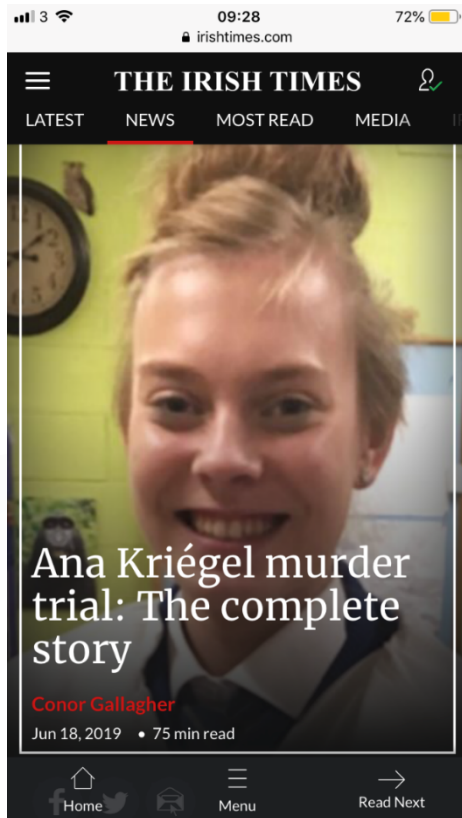
Brian Hutton



Pope Francis was born in December 1936 in Argentina. File photograph: Luca Zennaro/Reuters



Growth in mobile – new long read template



Growing subscribers

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Government not out of the woods on broadband issue

Inside Politics: Report finds tender process not tainted, but achieving full broadband rollout by target of 2020 looks unlikely



SPORT Exaggerated rumours of death in Ballybrack; D'Arcy says Schmidt's standards are here to stay



RUGBY Gordon D'Arcy: Farrell's way of playing will bring Ireland in a new direction



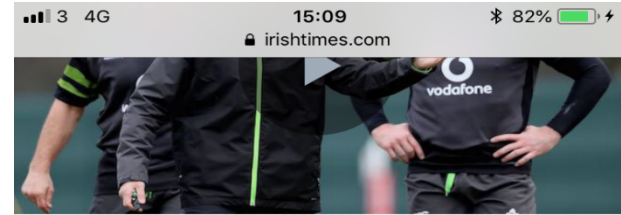
PERSONAL FINANCE Why a cash buyer ends up paying up to 50% less for their home



POLITICS Smyth report set to clear way for rural broadband scheme



SPORT Is Schmidt really finishing coaching?; Kenny looking for expansive football



Clarity is Joe Schmidt's greatest gift to Irish rugby.

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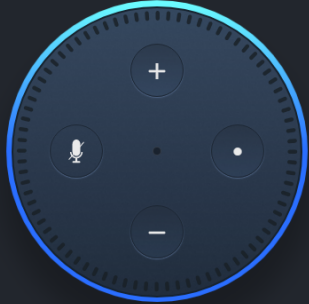
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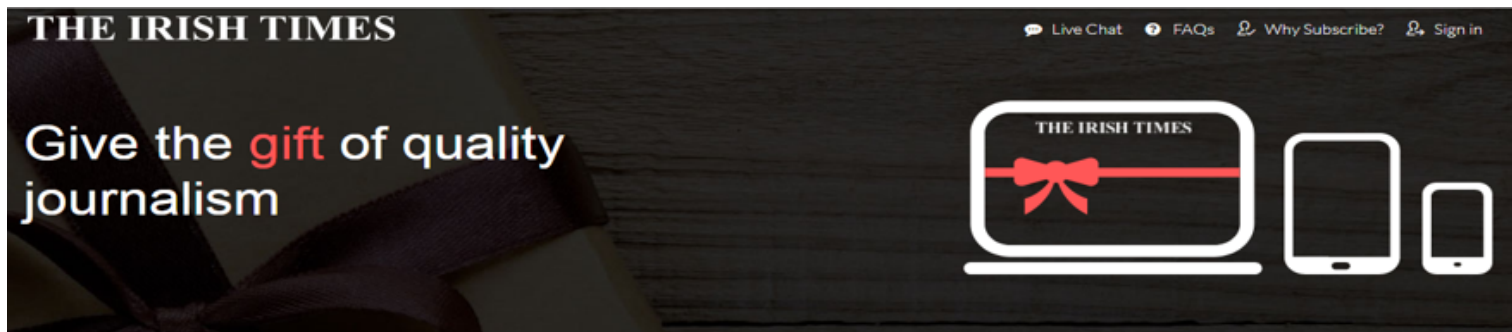
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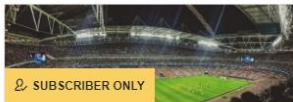
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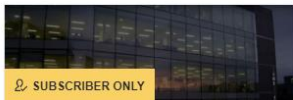
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Managing churn



Key learnings



Democratisation
of data



KPIs related to
subscriptions



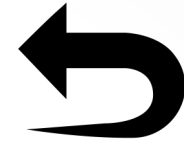
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data-led



Writers and topics



Functional,
life guides, explainers



Managing churn

90,000



Enda and after...

★ Pat Leahy, Stephen Collins and Cliff Taylor assess the political career of the outgoing Taoiseach and FG leader
★ Miriam Lord on the end of an era and yesterday's events at Leinster House

Simon v Leo
Profiling of the two men battling to succeed Enda Kenny

THE IRISH TIMES

Thursday, May 10, 2017
€2.00 (incl. VAT)
€3.30 (incl. VAT) (abroad)

Special counsel to lead FBI inquiry

Special counsel to lead FBI inquiry
The US justice department has named a special counsel to lead an inquiry into the 2013-14 period when the FBI was accused of covering up the CIA's spying on the Obama White House.



Varadkar in lead as Kenny steps down

Leadership contest begins in earnest as Taoiseach resigns as leader of Fine Gael
Survey shows 20% backing for Meekins for Social Protection, with Cowley on 14%

Pinked design
Leahy's cool
Shahpar brace
with
controversy
and
FG
Property

66 I wonder if a high-tech job will lead the way for the next Taoiseach.
Simon O'Sullivan,
Sport, page 18

Big-name developers bid for RTÉ site

Big-name developers bid for RTÉ site
The other bidders are Cable News Network, Virgin Media, and the Irish Film Institute.

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Breakfast
Teating in

Weather
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Inside Politics
Battle begins for Enda's crown

Printed newspaper cover for The Irish Times
POLITICS
There is a vacancy: Varadkar holds early lead in race to succeed Kenny

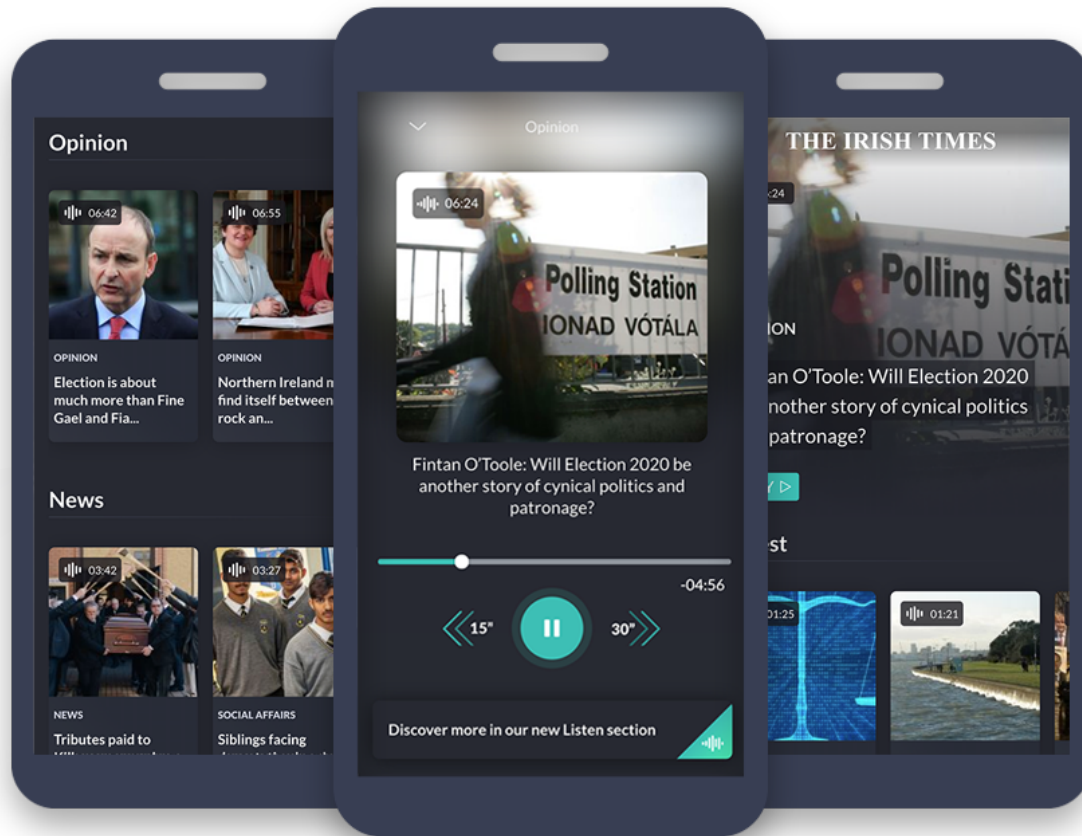
IT The Irish Times
Published by SocialFlow (7): 14 hrs
The high-salutific of Simon Cowley's supporters cast his ideological successor to Garrett FitzGerard, determined to refo society after years of focus on the economy.

IT The Irish Times
Published by SocialFlow (7): 15 hrs
Fifteen years ago, a 23-year-old Leo Varadkar wrote to The Irish Times proposing a new system for electing the leader of Fine Gael. Now, he is at the mercy of a system he helped to create.

IT The Irish Times
Published by SocialFlow (7): 15 hrs
The battle for Fine Gael leadership

Leadership Tracker
THE IRISH TIMES
Leadership Tracker
This Thursday we look back on Enda Kenny's lifetime in politics in a 4 page pull-out
THE IRISH TIMES

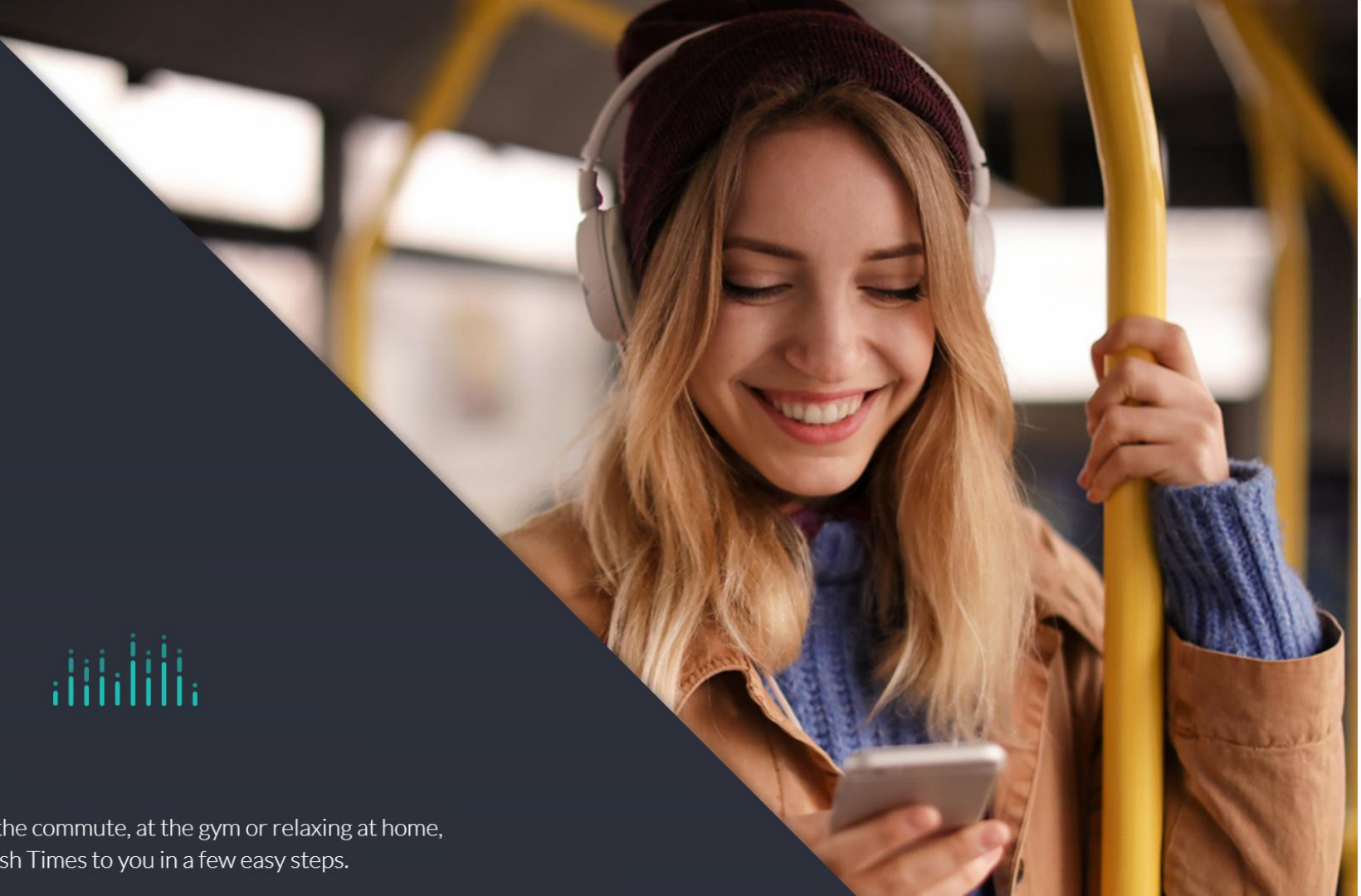
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