



Aftenposten Education

How Aftenposten embedded itself in Norwegian education and reached readers nationwide, across all segments of society

Aftenposten has a proud history dating back to 1860...



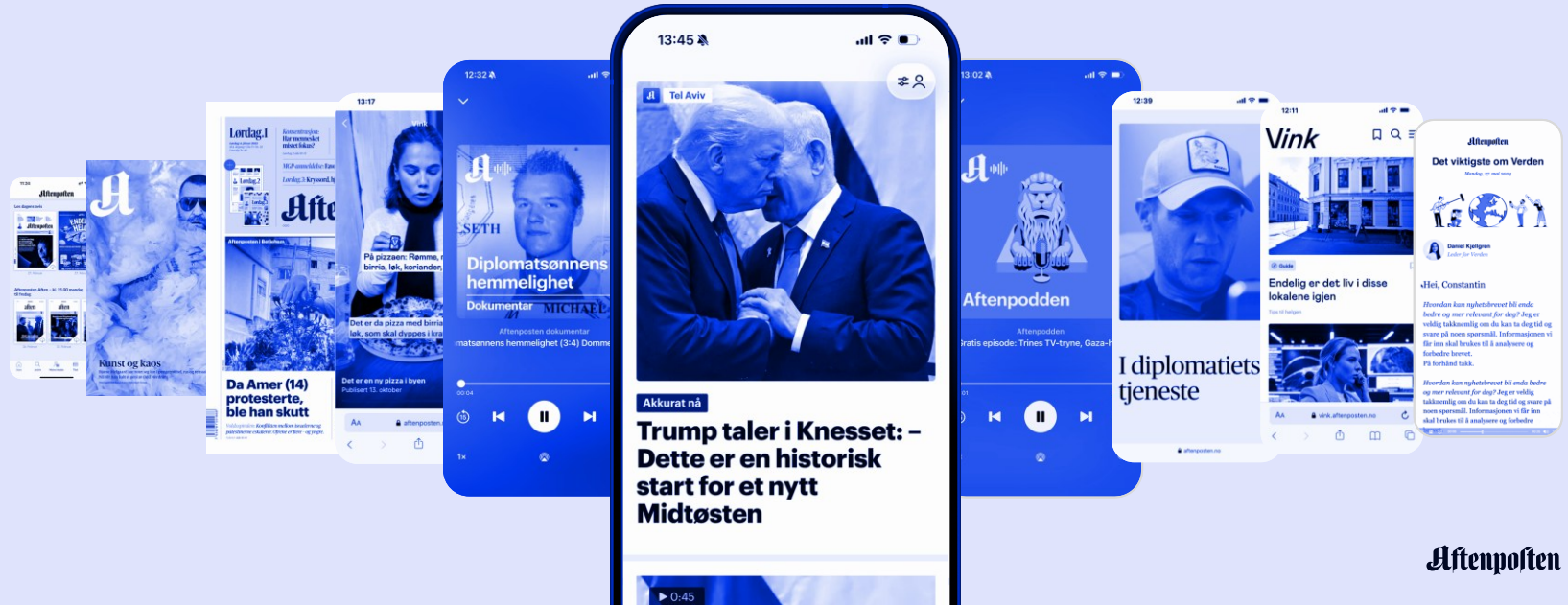
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Aftenpostens vision

Norway's quality newspaper

Aftenposten aims to be the preferred source of quality journalism for socially engaged people nationwide.



...however, young people rarely read newspapers. **They primarily obtain information from YouTube and social media platforms.**



The Norwegian minister of Education is concerned

“ Significant decline in knowledge about democracy among 14-year-olds.”

Norwegian students talk more about politics, social issues, and international events than before. However, they know less about democracy and citizenship than previously, according to an international study.

“These results worry me. Democracy is under pressure in many countries, including Norway. Preparing students to participate in democracy is one of school’s most important societal missions,” says Minister of Education Kari Nessa Nordtun (Labor Party) and adds:

“Among other things, young people today unfortunately largely get their news through algorithm-driven media rather than editor-controlled media. This poses new demands on schools.”



**DECLINING DEMOCRACY
KNOWLEDGE**



**ALGORITHM-DRIVEN
MEDIA**



**EDITOR-CONTROLLED
MEDIA**

Teachers are requesting reliable news resources for students in the digital age



“Meanwhile, information and news dissemination is being left to algorithms and questionable social media.”

This is not just a betrayal of our children and youth, but it also undermines the values we depend on as a democratic community and society.

I am a teacher of social studies subjects.

After another year of teaching Social Studies, Sociology and Social Anthropology, and Politics and Human Rights; Rights, I want to once again highlight a main problem: Young people’s lack of access to editor-controlled media and reliable news stories.”

(Andreas Brekke)

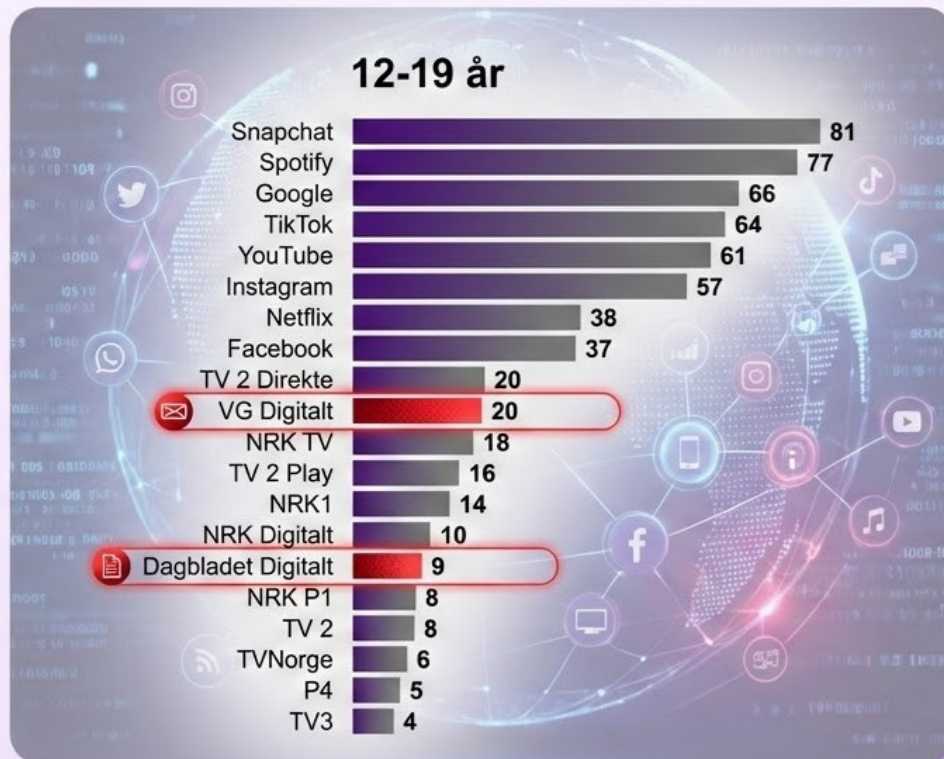


Aftenposten was not even on the list of media outlets that young people use in their everyday lives.

Daily media reach among Norwegian youth.



- VG and Dagbladet are the only traditional newspaper brand on the list. They have a tabloid background, and a significant portion of their content is based on entertainment.







Aftenposten approach to reach younger audiences



In 2012 Aftenposten created a weekly print newspaper for kids



-  A weekly newspaper for kids with real news and topics that are relevant for kids.
-  A dedicated editorial news desk only focusing on journalism for kids.
-  No advertising – the goodwill we earn from parents and schools far extends the value of ads.
-  A great success from the first edition. Now, 13 years after the launch, Aftenposten Junior is one of Norway's largest newspapers on print - seeing an 18 % increase in printrun compared with january 2025.



In 2022 Aftenposten we launched Aftenposten Junior School - a technological news platform for children i primary school



Daily news for kids for classroom education provided by municipalities through licencing.



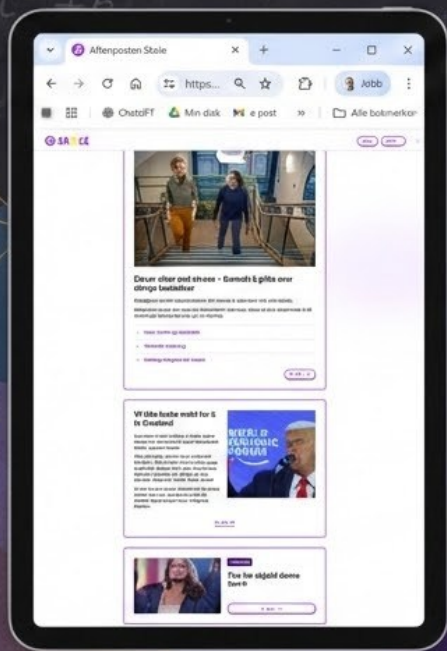
Dedicated editorial department delivering new relevant content and collaborating with the news desk of Aftenposten Junior on print.



Strong market penetration: by 2025, 35% of Norwegian children have access to the product. By comparison, the parent brand Aftenposten is read daily by approximately 10% of the population.



In 2025, we launched **Aftenposten Skole**, an innovative educational news product tailored to young audiences and presented in a way that reflects their perspectives and language.



Classroom-ready news product

Built together with the people it's made for.



Smart navigation

Made for a demanding audience with very little patience to spare.



Connecting design

Built to connect with the target audience, far from the look and feel of traditional media.



Dedicated editorial team

Mixing serious news with the stuff young people truly care about.



The product: Aftenposten Skole

An edtech news service for lower secondary schools



The front page



Fast, frequent publishing in a classroom landscape dominated by static and outdated teaching materials.



A wide mix of stories designed to spark interest in a fragmented, picky audience with short attention spans.

SKOLE

Søk Q Kompetansemål Språk v

Dette har skjedd!

- En stor storm skaper problemer i USA. Så langt er 30 mennesker døde, og hundretusener er uten strøm.
- Norge er ute av håndball-EM etter at de bare klarte uavgjort mot Portugal i hovedrunden.
- Skuespiller Sydney Sweeney er i trøbbel etter å ha spilt inn en BH-reklame ved det berømte Hollywood-skiltet i Los Angeles. De som eier skiltet, hadde ikke gitt tillatelse.

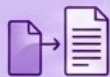
Kilder: NTB og VG

(The photo shows a snowy road with a 'No Right Turn' sign and a 'Forsvarstilt' sign.)

(The video player shows a person's face.)



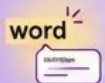
A news way of storytelling



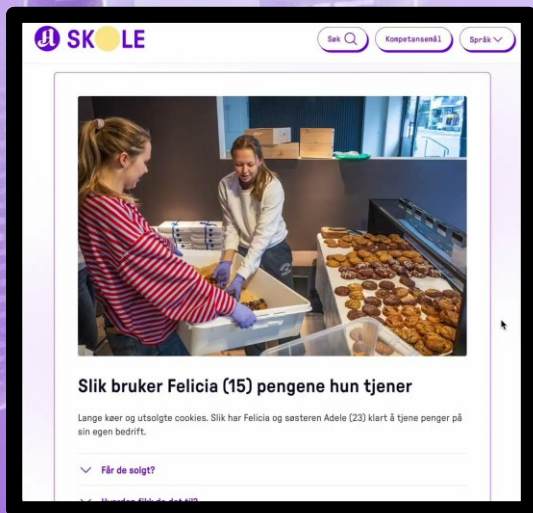
Longer stories are presented in a “collapsed” format, giving students a quick overview first. They can easily expand each story to read more — at their own pace.



This creates better overview and supports reading practice, especially for students who struggle with or feel discouraged by large blocks of text. For those who want it all, the full article is just a tap away with “Read more.”



Tricky words are highlighted, and simple explanations appear when you hover over them.



Engagement through weekly quiz



The weekly quiz brings the whole class together – with a dash of competition.



We wrap up the week's most important stories, rewarding curiosity, engagement, and a love of reading.



Students can team up and compete against each other, turning news into a friendly challenge. The quiz uses multiple-choice questions, with instant feedback on right and wrong answers – no waiting, no guessing.



Teachers who actively encourage quiz participation see stronger engagement and better learning outcomes.

De siste ukene har USAs president Donald Trump ønsket mye an til bSA burde ta over øye Danmark. Men Grenland liker den Kangerket Danmark.



WEEKDAG

Hva har skjedd denne uken?

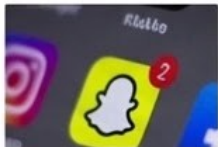
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Kan bli forbudt for britiske barn

Politikere i Storbritannia skal undersøke om det er lurt å forby sosiale medier for barn.

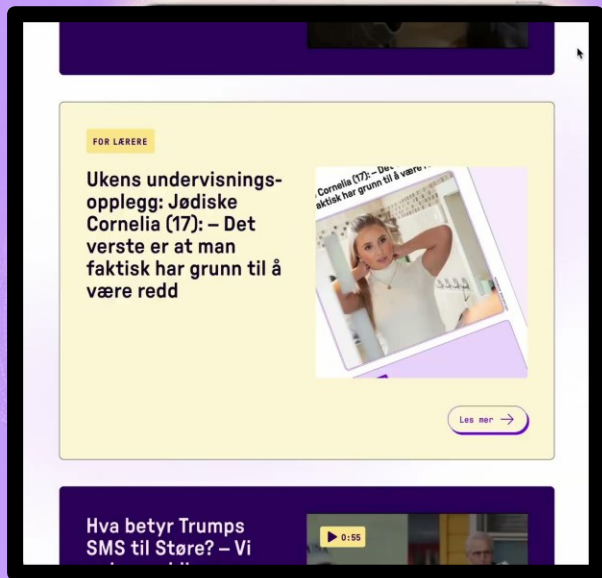
Det skriver nyhetstjenesten NTB.

Politikere skal finne ut hvordan et slikt





Weekly lesson plans - ready to go.



Through Aftenposten School we provide specially tailored content with different difficulty levels and tasks for students with varying skills. Tools that make teachers' workdays easier and students' school days more inspiring.



The lesson package work just as well in the classroom as they do for independent practice or homework.



Each learning resource is linked to curriculum learning objectives and comes with answer guides highlighting what students should reflect on — and remember — from the articles.



A multi language edtech service



- Every article is translated into multiple languages.



- That means *Aftenposten School* works across subjects — not just social studies or history. It's especially valuable in today's schools, where cross-disciplinary learning is a big deal.
- And for students with another first language, it doubles as a powerful language-learning tool — which is also why *Aftenposten School* has become popular in adult education.





Sales strategy

Launch strategy

The school market plays by very different rules than the media market.

Market Dynamics & Barriers



Sales cycles are long, relationships matter, and progress depends on ongoing dialogue (emails, approvals, and consent included). Contracts last longer, habits change slowly – and the barriers to entry are high.

Strategic Partnership & Pricing



That's why we partnered strategically with Gyldendal, Norway's leading provider of textbooks and educational materials.

To succeed, the product must not only be available – it must actually be used. That's why the service is introduced at a **symbolic launch price** of NOK 1 per student.

Onboarding & Trust



To make sure the service is known and adopted, we invest heavily in onboarding and continuous dialogue with school owners, teachers, and key stakeholders. The end users – students – are not directly reachable, which makes trust and facilitation even more important.



The results



Gyldendal is our partner in the Edtech business. This is their comment on our market launch...



Hanne-Mari Bennett
Publishing Director Gyldendal Education

*"We've never seen a service reach schools this quickly. **Aftenposten School** delivers something schools have truly been missing – and fits perfectly alongside our traditional learning materials."*

HUGE SUCCESS!

Sales of the service began in May 2025. By the beginning of the school year, 30% of the target group had access to the service.

For comparison, the Aftenposten master brand is read daily by approximately 8% of Norway's population. Prior to the launch, usage among lower secondary school students was very limited.

This performance exceeds the strong launch of Aftenposten Junior School, our primary school news platform launched in 2022.



The business case



Reaching young readers is notoriously hard for news media.

Those who succeed often point to brand awareness or user numbers — but rarely to profitability in the traditional sense.

It's highly profitable.

For our newspaper, Aftenposten Junior, we deliver **industry-leading margins** in print. And in our school initiatives, we already see **positive contribution margins**, despite significant investments in technology and editorial resources.