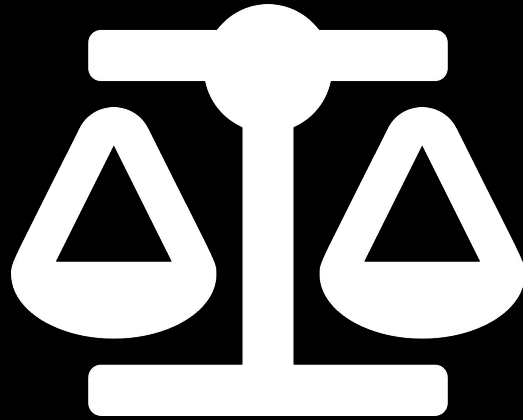


Trusting the machine:

How Amedias  
front editors let  
algorithms rule  
- and loved it





Most news sites share one, common issue:  
What we might label ***The impossible scales.***



Front pages serves numerous purposes. They cater to thousands of individuals with different preferences, they try to balance ad revenue with subscription sales, they try to please casual readers while at the same time giving paying, loyal subscribers great value.

**No single front page can do this at once.**



# At the same time, news brands face a fundamental challenge

**Amedias** Avisa Nordland is a case in point: Revenue has dropped by **33%** from 2012 until 2024. Editorial work force has been reduced accordingly.

In the meantime, the users have grown accustomed to seamless user experiences, content being available 24/7, and even consuming content in the format they expect.

**Freeing up invaluable time from tasks the machines can do better is deemed crucial.**



# During the last couple of years, we've added tools that help our news desks in this balancing act

Personalisation and automation tools have changed the way our front editors approach their jobs - and supercharged our front page in the process.

Here's how - and what we've learned.

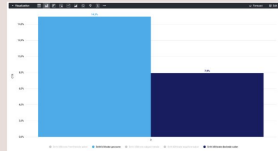
## Geografisk personalisering gir dobbel effekt, men kun 10 aviser har tatt det i bruk så langt



Gir nesten dobbel effekt av en manuelt desket teaser (+89% CTR)

Totalt for de 10 avisene som har tatt i bruk geosoner, uke 33.

Pageview Domain
1 www.bt.no
2 www.fremoversk.no
3 www.et.no
4 www.ringlad.no
5 www.amsalerene.no
6 www.obid.no
7 www.sobladet.no
8 www.fansposten.no
9 www.nyttorms.no
10 www.erebakken.no



## Helautomatisert styring av fronten:



Rekkefølgen på saker styres etter:

- Klikkrate for dagen (generell lesing)
- Klikkrate siste 10 minutter (temperatur/ferskhet)
- Hva du har sett/ikke sett før
- Personaliserte saker som løftes inn

I mai og juni ble det lagt inn en del regler for

- At ferske saker ikke skal falle for raskt
- At hendelsesnyheter under oppdateringer ikke blir borte
- At utdaterte saker ikke flyttes opp

### Fremhev sak

Redaksjonen bestemmer hvilke saker som alle må se, selv om saken er langt nede/lute av fronten.

Effekt: +29% CTR



### Segmenterte topplister

De mest populære sakene innenfor leserens segment (alder/bosted/kjønn)



### Geosoner

Sakene fra leserens nærmiljø. Basert på tagging knyttet opp mot et kart med geosoner.

Effekt: +9% CTR



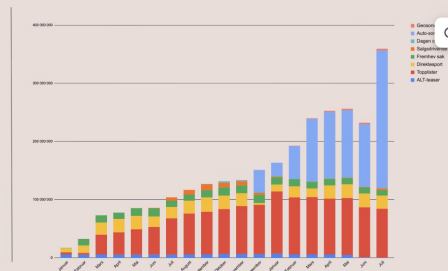
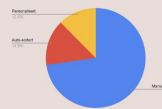
### Automatisk sortering

Sorterer forside fra posisjon bestemt av redaktør.

Effekt: +12% CTR



## I juli var 12% av teaservisningene i Amedia personalisert, mens 15% var automatisk sortert.



**<< 2023**

**A quick recap**



Identifying the front page as a bottleneck, we set two clear targets:

1. Users should find **engaging journalism** each time they visit
2. We need to **utilize our content** to it's fullest potential

#3



**Hjelpe  
brukeren  
med å finne  
riktig innhold**



**Over en million nordmenn er  
innom en Amedia-forside hver  
dag**

**Kun 50% av brukerne får med  
seg mer enn 50% av innholdet  
vårt**



# One of our early learnings:

Sometimes, it's not the most advanced algorithm that provides the best results.

A simpler, rule-based logic has provided us with the best results thus far.



Generating segmenting top lists proved highly efficient - **increasing CTR by 70-80%** compared to manual teasers

## Segmented top lists

Simple rules have proven more efficient than trying to come up with complicated and clever solutions - like using AI to predict what kind of stories are more likely to resonate with different users.

In stead, we use these steps - with great results:

**Step 1:** We split our subscribers into segments, based on variables such as their age, gender, location

**Step 2:** We generate a longlist of stories with high engagement within each segment, excluding articles that are outdated - such as breaking news articles from yesterday

**Step 3:** We use this list to show these stories to users - with the caveat that they've not been exposed to them before - in designated spaces on our news sites

**Step 4:** If a story has been shown to an individual user with no effect, we move on to the next article on the list



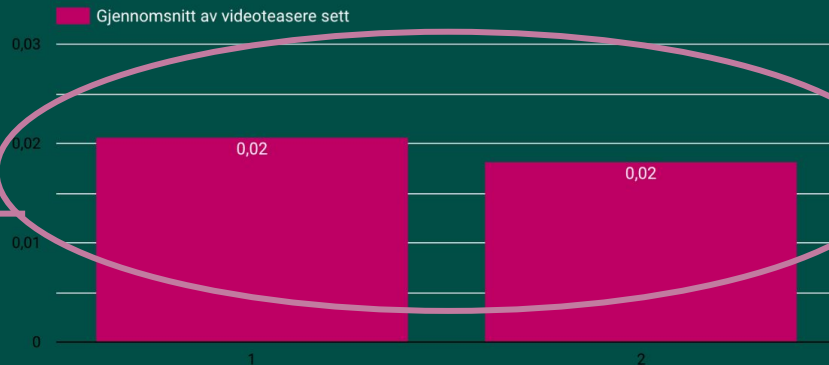
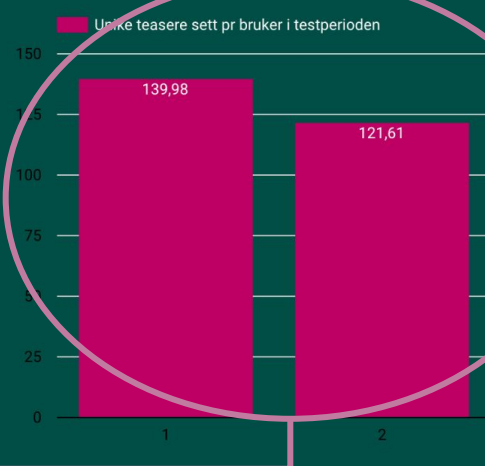
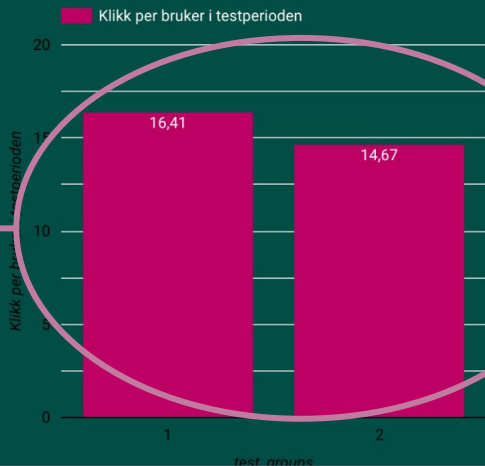
# Deep dive: Case from local newspaper Amta

# Testgruppe 1 (full personalisering) mot 2 (ingen personalisering) - hele fronten

Personalization provided a 12% increase in number of clicks

Personalization ensured that each user was exposed to 15% more content

No drawback in terms of video consumption



## Avis ^

1. Akershus Amtstidende
2. Akersposten
3. Arbeidets Rett
4. Aura Avis
5. Aust-Agder Blad
6. Avisgaula
7. Avis Hordaland
8. Avis Nordhordland
9. Avis Nordland
10. Avis Oslo
11. Avis Valdres
12. Avisen Agder
13. Bladet Vesterålen
14. Bodø Nu
15. Bondebladet
16. Budstikka
17. Bygdebladet
18. Bygdeposten
19. Dalane Tidende
20. Drammens Tidende
21. Drangedalsposten
22. Eidsvoll Ullensaker Blad
23. Eikerbladet
24. Enebakk Avis
25. Fanaposten

# Another learning point:

We underestimated the need for information, onboarding and communication with the newsrooms and front editors.

When they relinquish control of the front page, understanding how things work is **key**.



We built dashboards and browser plug-ins for live information, and tools for added editorial control – most importantly, we spent **a lot of time** talking to and educating editors and front editors

### Blokkerte Alt-teasere

Søk...

- 5-115-1170053
- 5-126-450390
- 5-128-518108
- 5-128-635375
- 5-134-112436
- 5-17-1362628
- 5-20-1707255
- 5-28-436989

#### Legg til ny

5-115-1170053

##### Velg Aviser

(Om ingen aviser er valgt vil blokkeringen gjelde alle aviser.)

fr

- Fredrikstad Blad
- Fremover
- Frostingen

Blokker

### Personalisering: Hvilket innhold eksponeres som følge av personalisering?

Date: Skjeløy +

Dashbordet viser hvilket innhold som er eksponert for leserne dine som følge av personalisering idag.

Tallene er totalt for hele dagen. Dersom du skruer av personalisering for en artikkel vil den ikke forsvinne fra lista (men den bør ikke få flere nye eksponeringer).

Du kan endre dato i filteret på toppen av dashbordet

**49 905**  
Totalt antall personaliserte eksponeringer

**11:34:11**  
Sist oppdatert

Tessertittel	Totalt personalisert eksponering (Drukere)	Toppliste	Fremover sak	Alt-teaser
- Vrangforestillingerne har fungert i 75 år ...	0	0	0	0
- Bie at seriekriminelle drøper hvesand ...	67	0	0	67
Konverterte til islam: Dette skjer nå ...	60	0	0	60
Drar rett tilbake på jobb - oppfersten vekker stadig oppsikt ...	57	0	0	57
Silår alarm om Oslo system - Sævi stans for forsøkshandling ...	52	0	0	52
Her ranskes hylene for parfyme - Politiet har mer enn nok til å ta dem ...	51	0	0	51
Erklærer valgsiter i Canada ...	49	0	0	49
Førtviler etter barnehageoppkjøpet - Det kommer til å bli et allstort år ...	47	0	0	47
Altstad i rasekrangel vekker -helt rasbiggen på St. Hanshaugen - Jig ...	47	0	0	47
Sier nei til redusert fart - Vi føler til fare farlige forbljåninger ...	43	0	0	43
Her femes siste minne om et levd liv - Vemodig, men nødvendig ...	43	0	0	43
Fikk uventet besøk på åpningsdagen. Så ble det fullt kaos hos populære rest...	40	0	0	40
Kjent krimforfatter til Bjerkelangen ...	38	0	0	38
Bra Trump-møte og herri til å endog - Det er travelt, gjende og lærerik ...	37	0	0	37
Erik (48) endte med sprukken lappe, bløves og knuste briller da han tok gi...	36	0	0	36
Får ikke jobb i Aurskog-Holand - Ønsker ikke kommunen menn i helsesek...	35	0	0	35
Har blitt kalt et «problembar» nå er det slutt ...	30	0	0	30
Tredjedens Premier League-ryker ...	29	0	0	29
Inngår nytt samarbeid - Det er et viktig løft ...	28	0	0	28

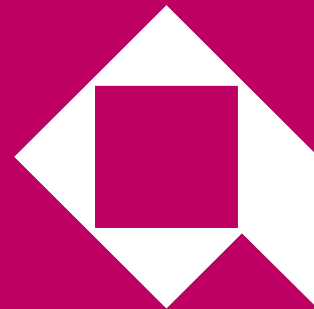


# Key success factor

Working together with front editors, communication and transparency turned out to be invaluable as we turned our attention to the next step: Testing fully automated front pages.



# One newsroom led the way



Front editors of Tønsbergs Blad





Through instant feedback from newsrooms, we eradicated some of the stranger side effects almost immediately and evolved our algorithm

### Automated front page

Sorts every position that's not a pinned one dynamically, optimizing for consumption  
**Effect: +16% CTR from front page on first attempt**



Letting the algorithm control the front page frees up valuable time for other, important tasks at the news desk – like optimizing content for new formats and social media



# Current status: A sophisticated suite of specialized, effective automation and personalisation tools in one platform, as we're rolling functionality out to more newsrooms

User attributes & preferences

User consumption history

Content metadata



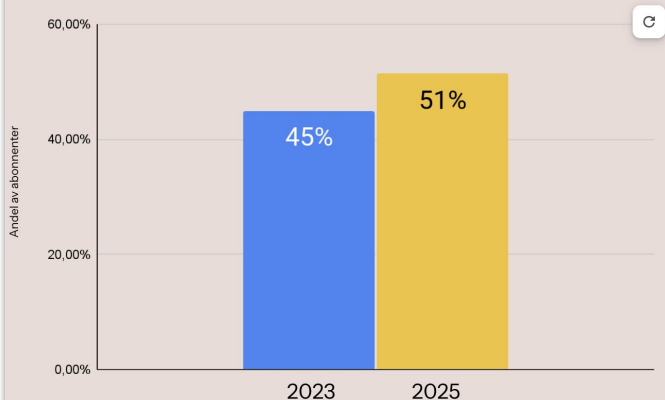
Top lists	Stories and content readers should have read, but missed - based on an algorithm utilizing data about geography, age, sex and numerous other factors	71% increased CTR vs manually edited teasers
Booster stories	Boosting stories that newsrooms themselves deem critical	29% increase in CTR
News in short	A short, AI-assisted summary of the most important news stories. The newsroom stays in full control of which stories are chosen	11,9% average CTR - on par with manually produced, editorial content
Geography	Promoting geographically relevant news stories, personalized for each reader	90% increase in CTR
Automated curation	Sorting parts of the front page automatically	12% increased CTR from the front page
Fully automated front pages	The entire front page is curated automatically, using our algorithm	18% increased CTR from the front page
Front page for non-subscribers	Creating a specialized front page experience for non-subscribers	19% increase in loyal non-subscribers and 14 % increase in ad views



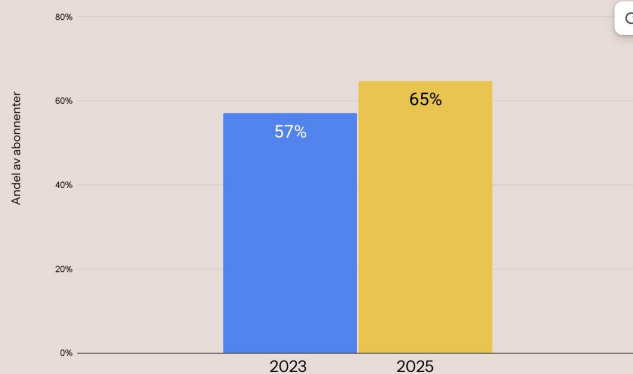


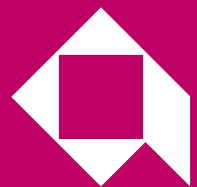
Users see more of our content across our 120+ brands, and they're becoming more frequent users - while we're freeing newsrooms and valuable editorial resources up to do what's most important

Våren 2025: 51% av DT-abbonnentene ser halvparten eller mer.



I 2025 er 65% av abonnentene innom minst 6 dager i uka.





**amedia**