

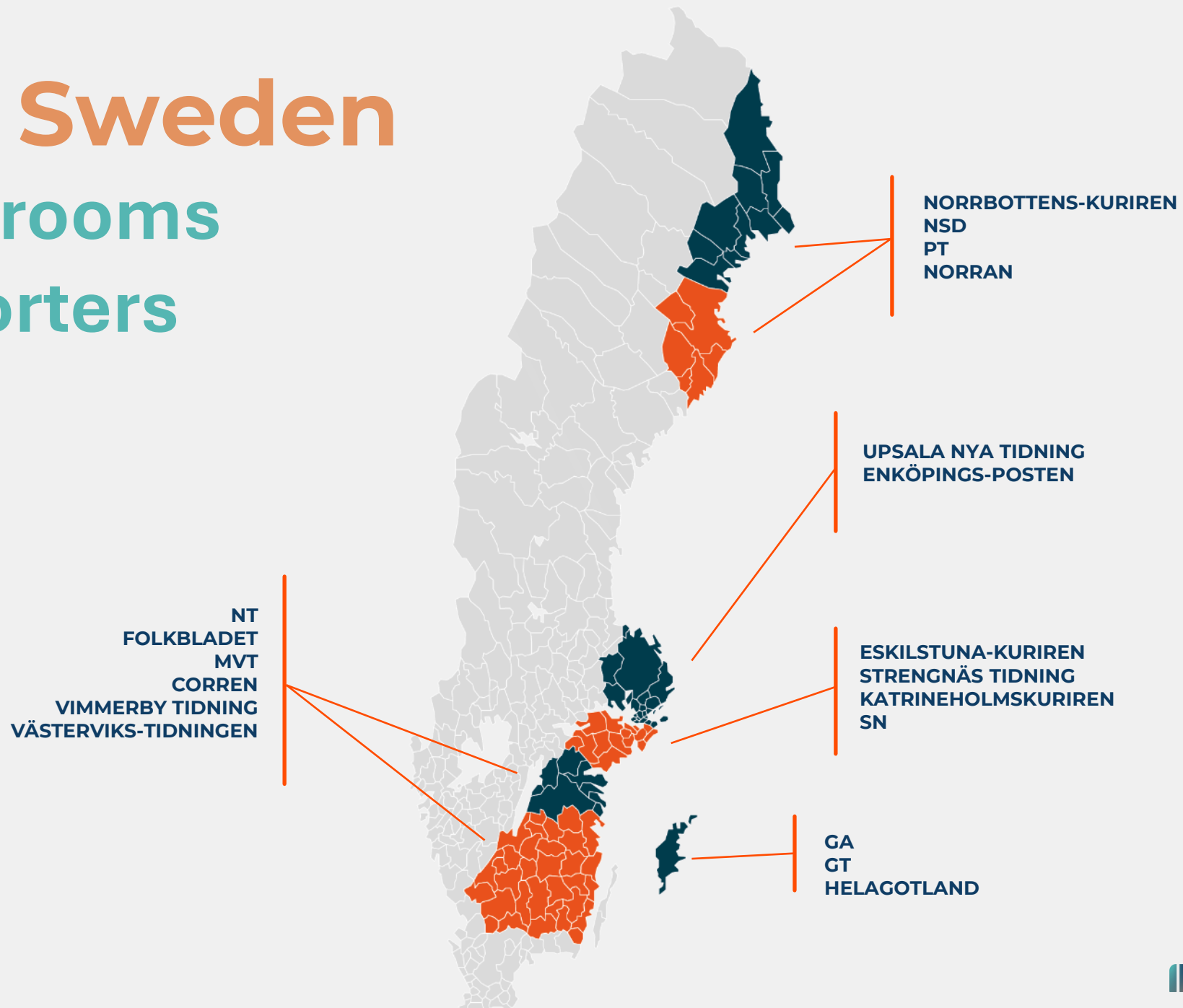


Winning the young ones

NTM - Sweden

16 newsrooms

320 reporters



Winning the young ones

The challenge:

The transition from print to digital has challenged newsrooms on many levels. The product has evolved from a once-a-day printed paper to a 24/7 flow of articles, photos, live reporting, video and podcasts.

At the same time, **the shift has radically changed how we acquire and retain subscribers**. In the print era, many readers subscribed early in life and stayed for decades. In today's fragmented digital landscape, we must constantly fight for attention and loyalty, competing not only with other media but with global giants like Meta, Spotify and Netflix.

Reaching younger audiences has always been difficult, but it is even harder today. Where earlier generations grew up with the newspaper on the kitchen table, **many young people today are barely aware that local newsrooms exist**. With a subscriber base skewed towards older generations, winning younger readers has become critical.

This was the challenge Swedish local media group **NTM** and its 320 reporters in 16 local newsrooms took on in 2025: to **capture young people's attention** and convert them into first-time subscribers.

Our North Star is 250,000 solely digital subscribers by 2027, with **100,000 of them being under the age of 50**. At the start of 2025, we had **34 240** subscribers under 50. By the end of the year, that number had grown to **50 057** — an increase of **46%**, narrowly missing our ambitious target of 52 500.

This big leap was made possible through new subscription packages, tailored onboarding, a sharp editorial focus on younger audiences, a strong presence on Instagram and TikTok, and **close, pragmatic collaboration between B2C and the newsrooms**.





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The action:

In June 2025 we created a **whole new subscription package for those under 25**. The offer includes access to web site and app for free until the day the reader turns 25 years old.

We have realized that the young audience, used to getting news for free via social media, free trials only mean that you sometime soon must start paying and no discount is generous enough. **This time we wanted it to be free and no strings attached** – for real.

Our promise to the young audience is today crystal clear: **You don't have to pay a dime until you turn 25** – even though this might be 2, 3, 4, 5 years or more in the future. And this has been a game changer for us.

So, unlimited reading – for free! Although – **account sharing is both prohibited and impossible**, underscoring the value of what we now are giving our young readers.

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The offering:

To be successful in subscriptions it's all about creating true value. And that **true value is journalism.**

To create relevant and valuable journalism our newsrooms have listened to the digital audience for many years. All reporters have access to **personal dashboards to follow the audience engagement.**

In 2025 we turned things upside down. We adjusted to younger audiences by **“muting the grumpy old men”** in our data. We only show audience data from the ones below 50 years. Why? If we want to be successful with the young ones, we need to listen to what they engage in.

Our editorial strategy is simple:

- Focus on our seven prioritized topics
- Aim for the 30-39 years old with your stories
- Always aim to expand your story when it comes to user needs perspective, Try to fulfill another user need than update me: such as guide me, move me or explain to me.



Example
of SoMe
campaign

SoMe video
– watch it
attached to
application!

Reporter
Hedvig Nittve:
"We give you
all you need
on your city,
and it's free for
you under 25!"



Winning the young ones

The collab

This new offering gained traction quickly – much driven by close collaboration between the consumer revenue team and newsrooms, with social media campaigns **highlighting relevant journalism** and young, profiled reporters.

In 2025, newsrooms sharpened their focus on Instagram and TikTok, building closer relationships with audiences through more reporter-led content. The results are clear, with strong growth across social channels.

Instagram followers increased by **43 percent** overall, adding more than **80 000 new followers** across 16 newsroom accounts. One title grew by more than 200 percent during the year.

A stronger focus on video content has also boosted **average Instagram reach** by over **180 percent**, driven by high publishing frequency and better understanding of audience preferences.

Growth has been further supported by paid Meta campaigns amplifying high-performing editorial content.

Winning the young ones

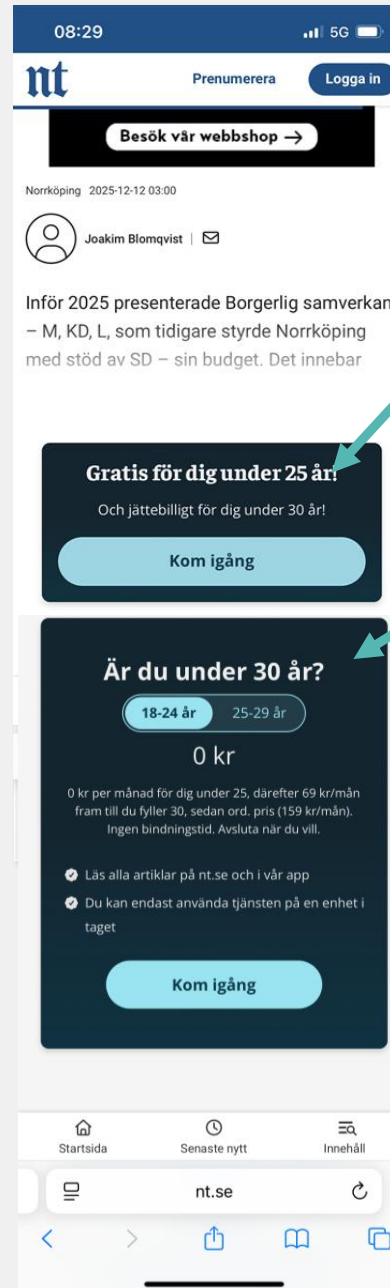
The sales:

Alongside our successful growth strategies in social media, **tailored paywalls and landing pages** have also been important.

Our “under 25”-subscription is now a mainstay in our subscription landing page, **clearly underscoring our key offering**: not a dime paid until you turn 25 years old, after which you still enjoy a hefty discount until you turn 30.

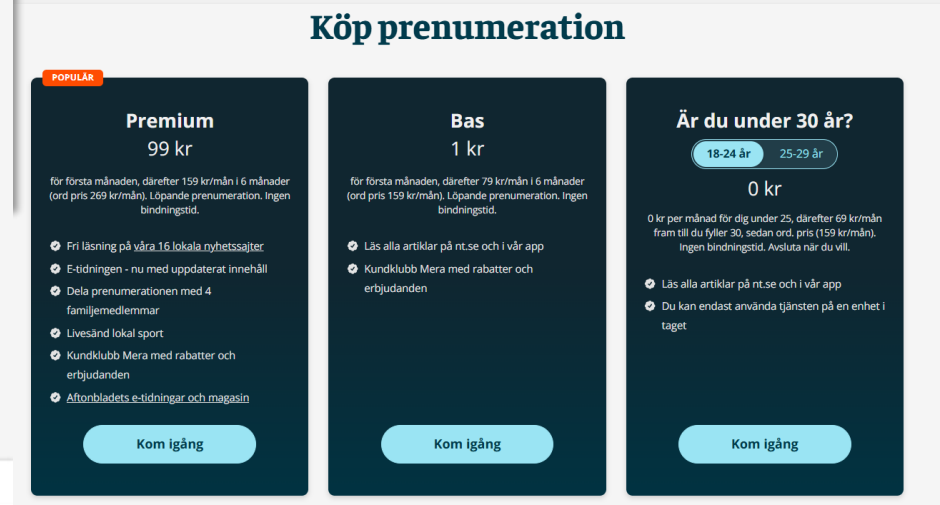
The subscription is now also our key offering in **our targeted paywall** against traffic sources that usually carry younger, harder to convert audiences.

The checkout experience also features a technical solution **that automatically checks the reader’s social security number** against the Official Swedish Personal Address Register and instantly either grants or denies the reader access to the free subscription – ensuring no undue access whilst keeping the onboarding experience super smooth.



“Free for you under 25!”

“0 kronor per month for you under 25, thereafter 69 kronor/month til you turn 30, after that ordinary price 159 kronor/month. No commitment time. Finish whenever you want.”



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The results:

We launched the new free subscription in June. And managed to **attract more than 13 000 new free subscribers in just six months.**

This initiative has brought in an entirely new audience: **90% had no prior relationship** with us before. Allowing us to build engagement with a group that has been difficult to reach. Early signals show many convert to paying subscribers after turning 25.

The launch was achieved with minimal paid-subscriber churn: **only 3% previously held a paid subscription.**

At the same time we have managed to beat our overall goal on average reader revenue per user by 10 percent when it comes to all our subscriptions, including the “free” young ones.

And our **digital reader revenue increased from 16.3 to 21.8 MEUR.**



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The numbers:

45

... percent increase in subscribers below 50 in 2025.
From 34 240 to 50 057.

21

... percent increase in digital subscribers in 2025.
From 125 132 to 151 802

3

... percent increase in total subscribers in 2025.
From 248 896 to 256 803

... and yes, we have increased average revenue per user
and total reader revenue during the same time period =)

Winning the young ones

The struggle goes on in 2026...

