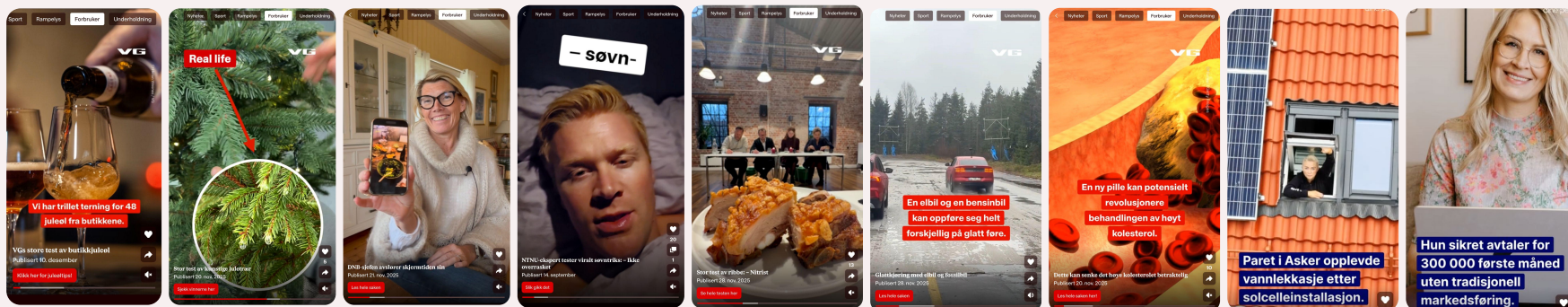


REIMAGINING VIDEO FOR PREMIUM JOURNALISM



How VG reimaged discovery, engagement, and long-term value for premium journalism — beyond the front page.

**In 2025, VG used AI-powered
video to extend the life of
premium journalism –
from hours to months –
driving video-to-article
conversion rates above 20%**

WATCH VIDEO FOR SHORT VERSION

https://youtu.be/j3_RTX11bd8



OVERVIEW

- The challenge
- The goals
- The beginning
- From tool to ecosystem
- What this solved
- The results
- Summary

Norway's
biggest
news site

The challenge

1

Journalism is under pressure as audience behavior changes.

2

Subscribers fund quality, independent journalism.

3

Most VG content is free. VG+ complements our open journalism.

4

But premium content struggled with:

- Short lifespan on a fast-moving front page.
- Limited visibility for long-tail journalism.
- Text-heavy formats less engaging for younger audiences.





Jo Nesbo:

– Vi var nok litt strenge



Tour de Ski:

Nå: Disse skal gå



Her faller «frihetsgudinnen»



– Fullstendig irrasjonell



Haaland-dietten forbløffer

This icon + tells users it is a premium article

Only 12–13% of VG front page exposure is paid content – limiting discovery of the journalism readers actually pay for



When premium stories lose visibility faster than their value

1

They never get
discovered

2

The value of the
subscription
is reduced

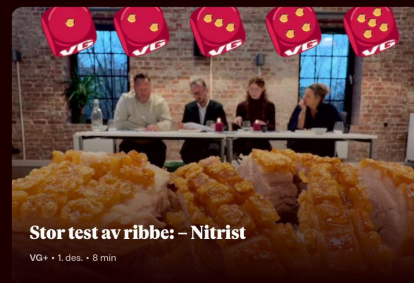
3

Loyalty and
engagement
suffer



People who pay for journalism deserve quality.
And a simpler way to discover the stories that matter most.

Consumer and personal finance journalism are key drivers of subscriptions – and core to VG's premium strategy



Stor test av ribbe: – Nitrist

VG+ • 1. des. • 8 min



Test av årets juleakevitt: Tre får toppkarakter

VG+ • 29. nov. • 11 min

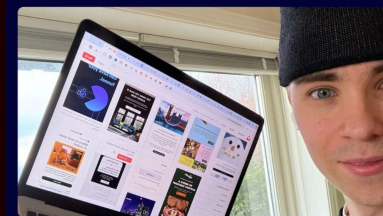
Klineviner: – Denne imponerer!

VG+ • 28. nov. • 2 min



Consumer

cine penger



Drar inn en halv million kroner fra gutterommet: – Folk betaler med glede flere titalls tusen

Dine Penger • 2 dager siden • 6 min



Anne-Sofie Rolfsjord svarer: Kan mor overføre alt til stefar?

Personal finance



**We decided to rethink
how premium journalism
is **discovered, presented,
and experienced.****

making it more visual
and engaging

OUR GOALS

1

Reach
more
potential
subscribers

2

Engage
younger,
mobile-first
audiences

3

Extend
the life of
long-tail
content

4

Build a
visual-first
storytelling
experience

The insights

1

The VG front page can no longer be the only gateway to premium journalism.

2

Video is how many users – especially younger audiences – discover stories.

3

AI should solve real editorial and business problems – not be a gimmick.

4

AI could help us:

- Scale video production.
- Make journalism more visual.
- Create new entry points to premium content.





The beginning

We created a custom-built Videofy setup tailored specifically for VG+.

Not to automate video production, but to unlock new entry points to premium journalism.

With one click, articles become video in seconds. From text to dynamic storytelling — at scale.

Journalists keep full editorial control. AI handles the heavy lifting.

Videofy is an AI-powered text-to-video platform for publishers

Videofy

Begin by pasting the URL or ID to the article below.

* Newsroom
VG

* Configuration
Create a VG Userpayment video

* Article URL or ID

Generate video

Custom prompt

Instructions:

Context:
You are a journalist for the Norwegian newspaper VG. You write manuscripts for social media videos that summarize premium articles. The manuscripts are used both as voice-over and text-overlay on the social media videos.

You are creating short videos (20–40 seconds) for social media to promote premium VG+ articles.

Continue editing a project?

Click to Upload

FROM TOOL TO ECOSYSTEM

We didn't stop at production. We took it one step further — integrating Videofy videos deeply into the VG+ experience.



The ecosystem

- Stories: a vertical, mobile-first video format built for swipe and discovery
- Users swipe and explore premium content in a mobile-first video feed
- Curated video playlists by topic, creating a clear and organized content hub
- Direct video-to-article links on every video, guiding users straight to the full story

Every video becomes a gateway to premium journalism, driving discovery for new users and deeper engagement for subscribers.

Every video features a clear **call to action** linking directly to the full article



Dedicated consumer category

FORBRUKER



A New Life for Long-Tail Content

- A **curated video playlist is embedded** across all relevant articles, creating continuous discovery
- Videos create a **fast, visual overview** of all stories – making long-form content faster to understand and easier to explore
- Readers can **move seamlessly** between overview and depth, video and text



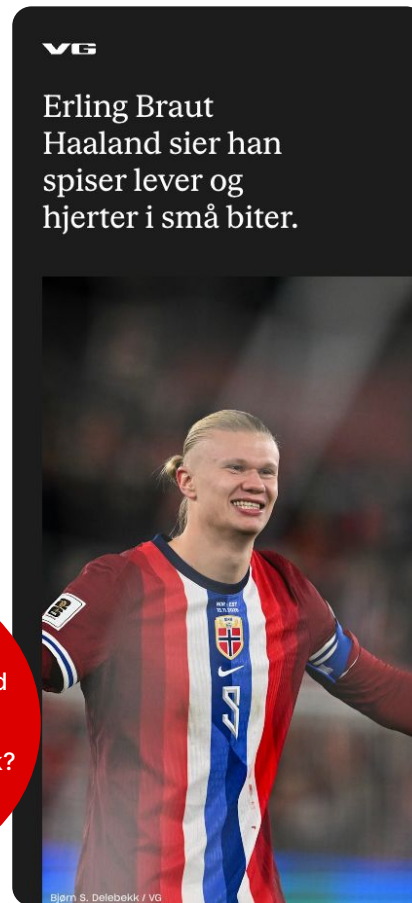
Short Video. Tap for depth.

Once a premium article goes live, it can instantly be turned into a short video.

Journalists edit, approve, and publish – so quality and tone stay ours.

- 30 seconds to understand
- Tap to read full story
- Built for reuse

The story:
Erling Braut Haaland eats raw liver and heart: Boost – or risk?
Experts weigh in.



from article
to video

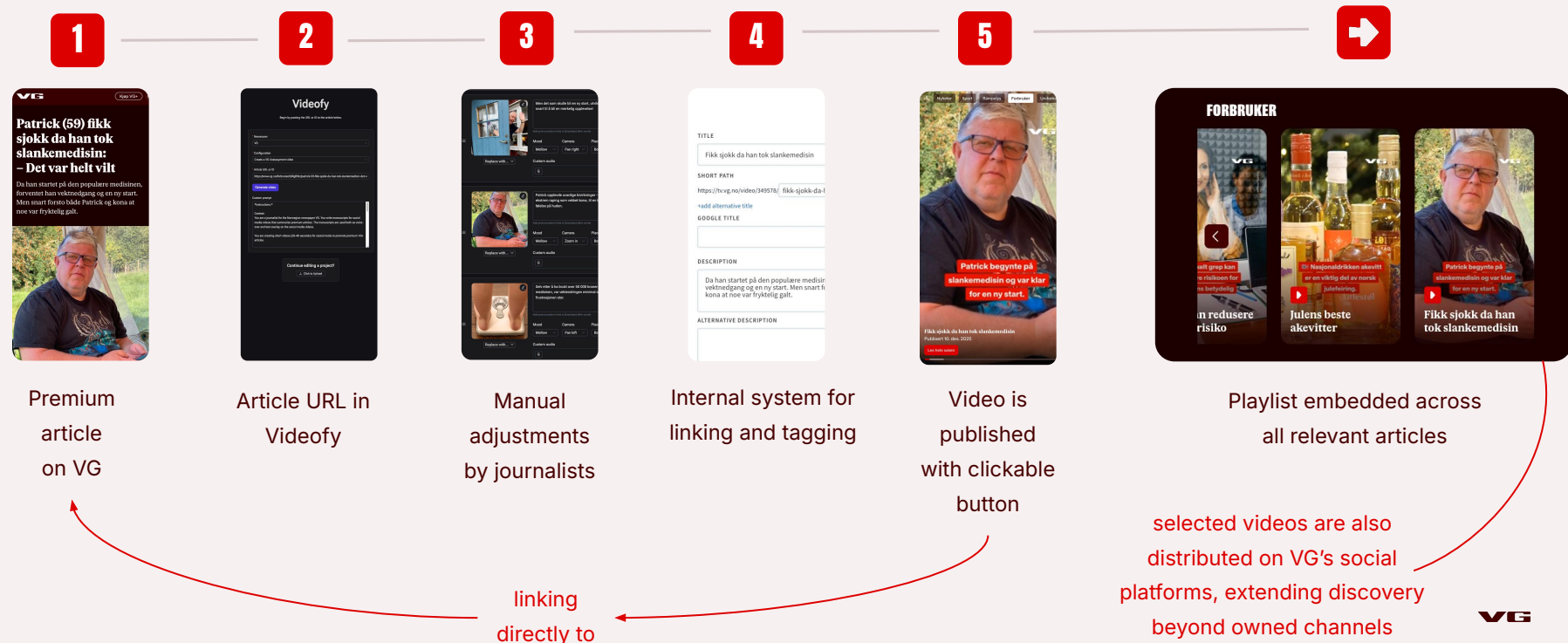


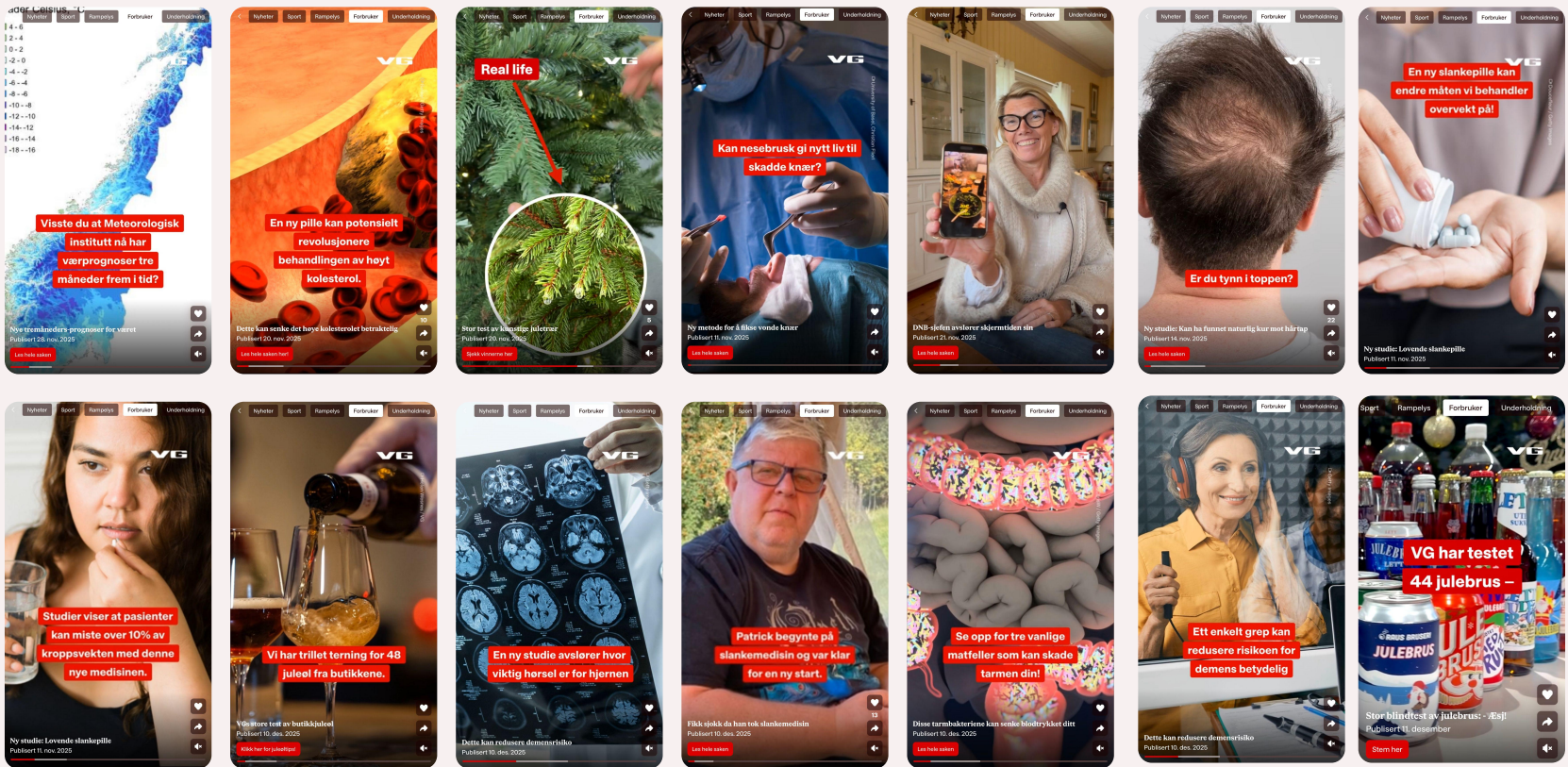
and
back



A Scalable Editorial Workflow

This workflow ensures scale without compromising editorial judgment – a prerequisite for responsible AI in journalism.





Premium journalism — reimaged for visual and seamless discovery

Our consumer journalism covers the full spectrum of everyday life — from weather and health to product tests and personal finance choices.



The playlist:

<https://www.vg.no/stories/?playlistId=32vsATGEZxtT3YOmNS0g9YbF>

What this solved

1

Reduced dependency
on the front page.

2

Extended the lifespan
of premium journalism.

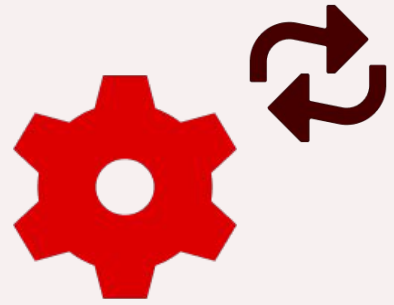
3

**Made complex
topics** easier to
understand.

4

Created new, more
visual and
effective discovery
paths for long-tail
content.





**Transforming premium journalism
from fleeting moments into lasting,
visual, and discoverable stories.**

THE RESULTS



Embedded playlists and vertical video stories have extended the life of VG's premium journalism far beyond the front page. Long-tail articles now stay visible and discoverable for months – not hours – reaching thousands of additional users.



Over 20% Video-to-Article Conversion

Combining AI-generated videos with mobile-shot footage allows us to experiment with visual storytelling.

Across multiple stories, more than 20%+ of viewers clicked the video's call to action, leading them to the premium article.

A direct path from fast-paced visual discovery to deep-dive premium journalism – where video drives audiences deeper into articles.



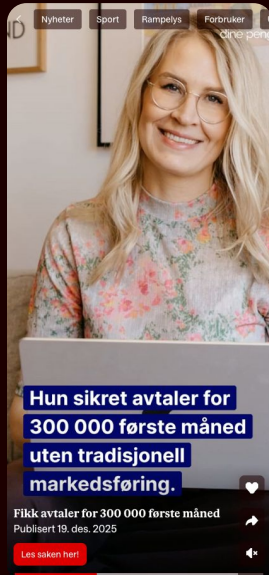
The story:
Fossil cars vs.
electric vehicles:
How do they behave
on icy conditions?

25.7% of
viewers
clicked this
button
leading to
the article

15.8% of viewers clicked this button leading to the article



Tore



Meri

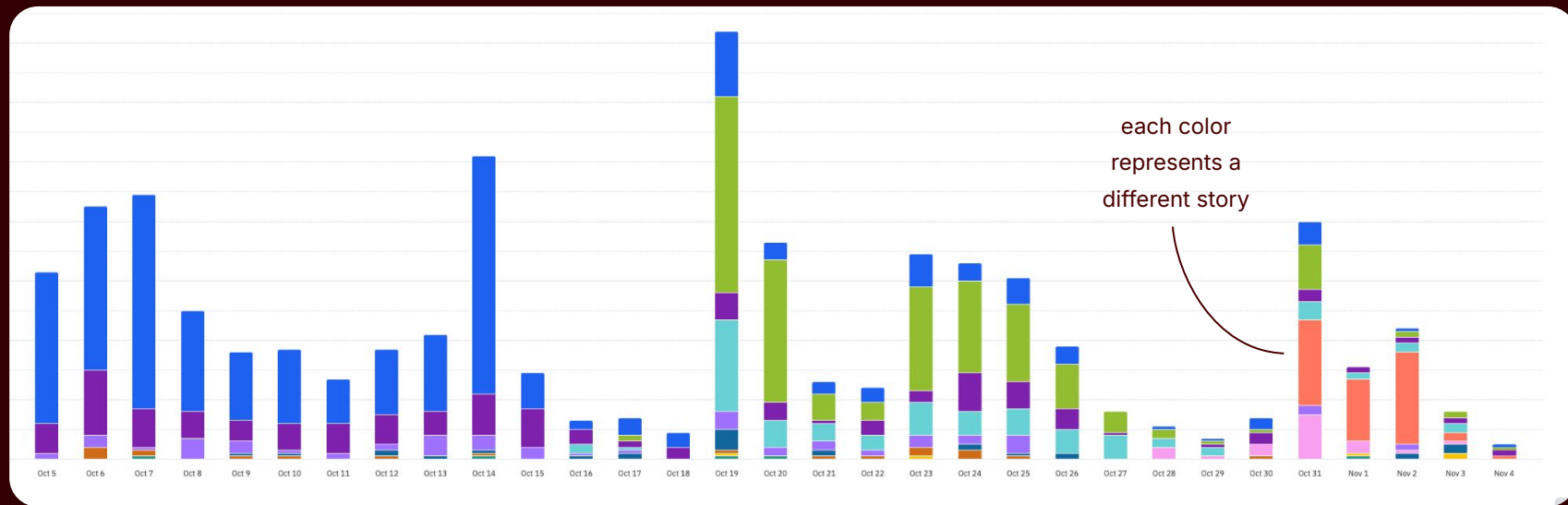


Katrin

Key driver of subscription: Personal finance

On personal finance we have produced a series of videos that extend the life of articles and expand their reach. Stories such as how Tore built a million fortune, how Meri's own company attracts a steady flow of customers, and the couple Katrin and Oddvin who experienced water damage after installing solar panels continue to reach new audiences through video long after publication.

Sustained Discovery From Video to Premium Journalism

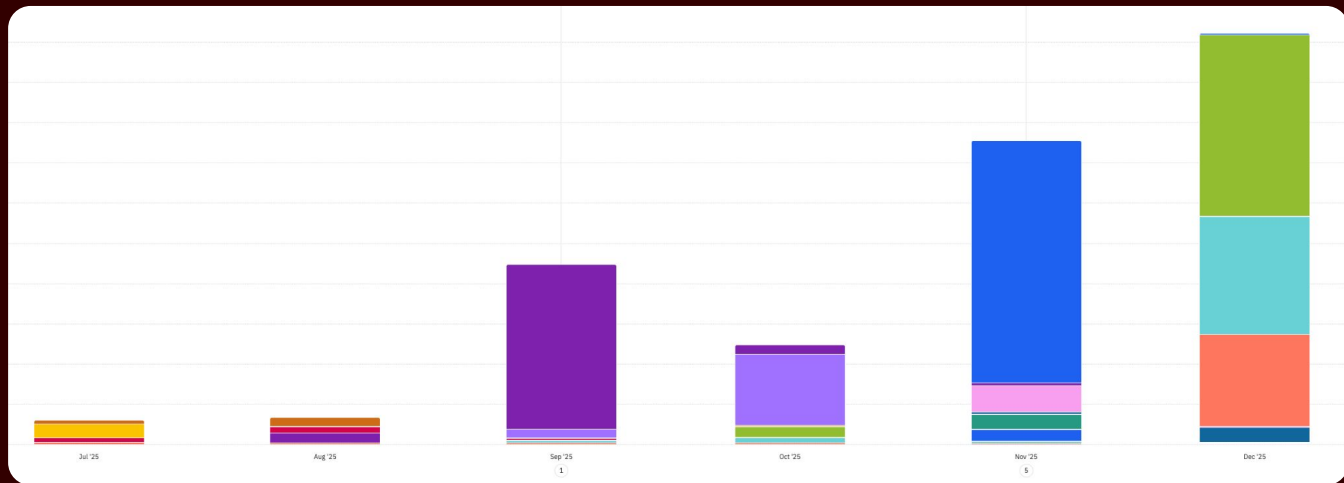


October 25

November 25

Each color represents a different story, showing sustained discovery over time. The chart shows **clicks from video to premium article** over time — across multiple stories. Evidence that premium articles remain discoverable well beyond the moment of publication.

Growing Discovery From Video to Premium Journalism



the bars show increasing clicks on the button «Read article» over time

July August September October November December

Videos in the consumer category generated more than 1 million views in 2025. The chart shows sustained growth in **clicks from video to premium articles** across multiple stories, indicating increasing discovery over time.



click

premium
+ article

Over **several months**, videos expands the reach, guiding thousands of additional users to the premium articles



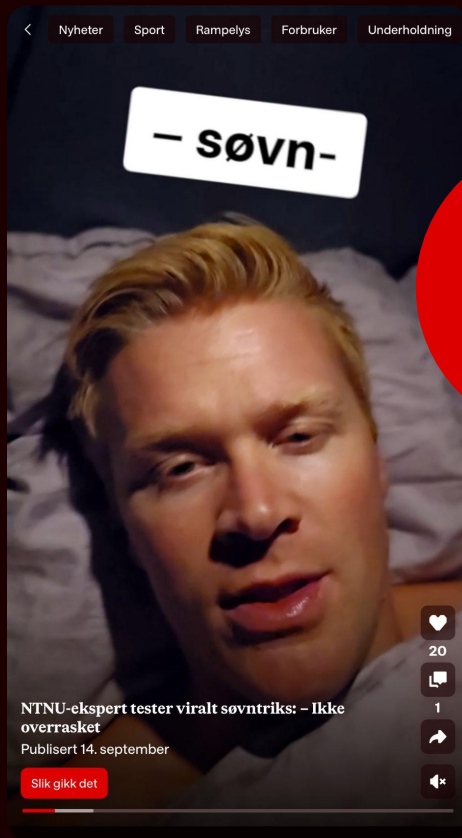
**By increasing our use of video,
we have strengthened our focus
on **visual-first storytelling**
across our journalism.**



Turning Attention into Engagement

The story:
Testing a viral sleep hack with a professor from NTNU University

23.5% of viewers clicked this button leading to the article



Distributed across platforms, the story about a viral sleep hack reached 477,990 views on TikTok, and 232,000 views on Instagram, expanding discovery far beyond the front page.

The accompanying video-driven premium article attracted nearly 130,000 readers and sparked strong interest among the youngest audiences.

Together, this demonstrates strong reader demand – and how video can convert attention into meaningful engagement with paid journalism.

Keeping Readers Awake – By Design

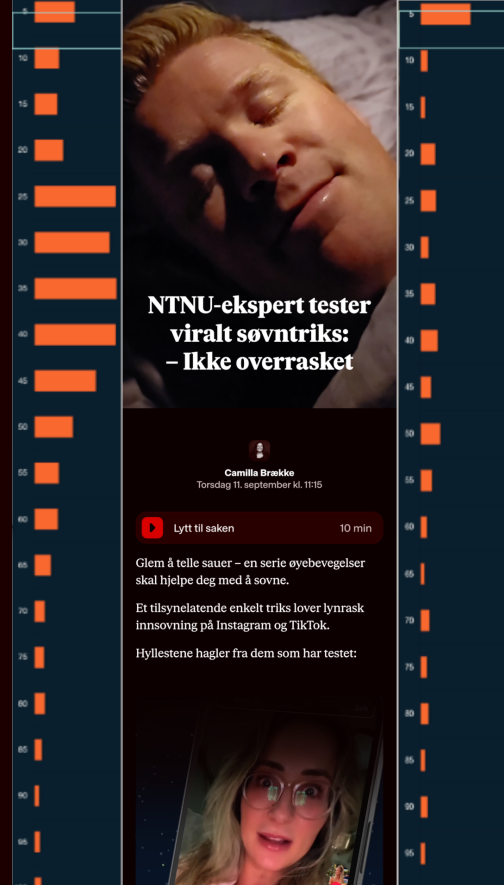
The sleep hack was tested with a sleep science professor and VG journalists – told through first-person video, graphics, and visual storytelling.

After launch, reader data revealed where readers dropped off. Seven small editorial tweaks improved structure, pacing, and flow – without changing the journalism.

The result

- 10% more readers reached the end
- 1:51 average read time
- Strong subscription conversion

The orange bars show where readers drop off from the article



Reader engagement increased significantly after the adjustments

➔ **Before** **After** **VG**

Read more about the adjustments and this case here:

<https://www.inma.org/blogs/video-innovations/post.cfm/vg-went-to-bed-with-a-professor-7-small-tweaks-kept-readers-awake-longer>

From Text to Visual Experience

We tested a Norwegian Christmas tradition – pork ribs – using a visual-first approach instead of a traditional text-led article.

The article achieved an average reading time of 2:18 and a 74% completion rate.

On the next slide, we highlight the in-article visual choices that drove these results.

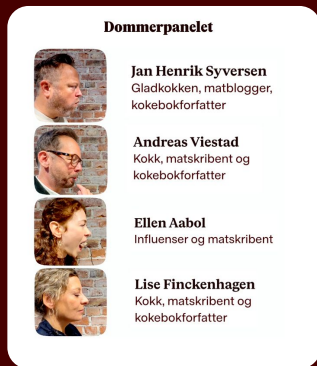


22.1% of viewers clicked this button leading to the article

The story:
Testing a Norwegian Christmas tradition:
13 pork ribs



The Visual Experience Inside the Article



01

Video introduction

The jury is introduced through autoplay video, capturing real reactions as they taste and evaluate ribs

02

Playful tone

A button can make it snow inside the article (AI coded), and an AI-generated Santa presents the lowest-rated ribs

03

Video presentation

Each rib and its score is presented through video, replacing static text with visual comparison

04

Ribs in 3D

Winning and losing ribs can be explored in 3D



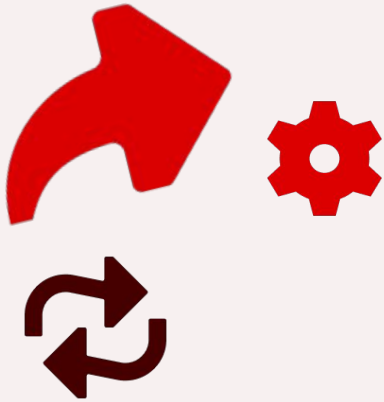
video is now part
of our storytelling
from the start

By working **more visually,
we are redesigning our articles –
with the paying reader at the center.**



up to
several
months

Video has extended the life of our premium journalism – helping stories reach further, last longer, and matter more to readers.



**Video is no longer a
format. It's how we build
journalism **that lasts.****

longer life,
deeper engagement,
more value

SUMMARY

A scalable ecosystem making premium journalism more visual, longer-lasting, and easier to discover – without compromising editorial integrity.

- Reliance on a single front page was replaced by a network of visual entry points into premium journalism.
- Unlike social video, our videos don't replace journalism – they lead directly into it.
- Every story now has multiple opportunities to be discovered, engaged with, and converted.
- Premium journalism reaches readers who would otherwise never find it.
- By extending the life of each article, the long-term value of journalism increases.
- AI enables scale, while journalists retain full editorial judgment.
- Video and visual storytelling is no longer a format – it's a new editorial language.

The goals

✓ **Extend**
the life of
long-tail
content

✓ **Reach**
more
potential
subscribers

✓ **Engage**
younger,
mobile-first
audiences

✓ **Visual-first**
storytelling
experience

How we **leverage AI** across the entire editorial workflow

Producing video
content, including
scripting, structuring

Improving our own writing, refining
structure, tone, clarity, and impact
without losing editorial voice

Transcribing and
translating interviews
quickly and accurately

Vibe-coding graphic
elements and interactive
buttons for articles,
enabling visual and
interactive storytelling

Idea development
and brainstorming

Researching stories,
from background to
contextual insight,
document analysis

Gathering the latest and
relevant research from
around the world

THE FUTURE

AI lets us
scale and play –
so premium
journalism
can last



- By combining AI, innovation, and real journalism, we're redefining how stories are told and experienced.
- Our data shows that more readers discover our journalism, with video-to-article conversion exceeding over 20%.
- A visual-first approach keeps readers engaged longer – increasing the value for subscribers.

This isn't just a tech project. It's how we make premium journalism sustainable, visible, and worth paying for – now and for the next generation.

THE TEAM



Hege Lyngved Odiinsen



Anders Ihle Tovan



Andreas Fredriksen



Ane Bakken



Mona Kristin Langset



Astrid Dalen



Vegar Jansen



Øystein Furu Reistadbakk




Nanna Johannesen




Camilla Brække

REFERENCES


To make it easier for the jury, we've created a set of selected links that grant access to selected premium articles 
(valid until Jan 2027)

- Video playlist: <https://www.vg.no/stories/2plavlistId=32vsATGEZxT3YOmNS0g9YbE>

Testing a viral sleep hack

- Article: https://www.vg.no/sharedx/forbruker/i/vgMwOX/ntnu-ekspert-tester-viralt-soevntriks-ikke-overrasket?pwsig2=ac2635d35ae4019478c73077ff04c46c19385394de303e6da38992bc9ac6447a_1801008000 
- Video: <https://www.vg.no/stories/341407/ntnu-ekspert-tester-viralt-sovntriks-ikke-overrasket>
- TikTok: <https://vm.tiktok.com/ZNdKXBxCG/>
- INMA (more on the case): <https://www.inma.org/blogs/video-innovations/post.cfm/vg-went-to-bed-with-a-professor-7-small-tweaks-kept-readers-awake-longer>

Testing 13 Christmas pork ribs

- Article: https://www.vg.no/sharedx/forbruker/i/e7WeoR/ribbe-test-2025?pwsig2=b39c1bbcd761a9a9a3da15209152c784d6738c1f149b8019ebcdc7aef257761f_1799884800 
- Video: <https://www.vg.no/stories/348520/se-bak-kulissene-fra-testingen?playlistId=4iDrYWXvX4D8qQgutqp8c2ni>

Electric car vs fossil car on slippery roads

- Article: https://www.vg.no/sharedx/forbruker/i/JbPw36/elbil-og-bensinbil-slik-er-de-paa-qlatt-foere?pwsig2=431813524909813445516893799b57a699f20a6ab2723ecf951ba1204900022e_1799884800 
 - Video: <https://www.vg.no/stories/348552/qlattkjoring-med-elbil-og-fossilbil>
-
- All recent consumer articles: <https://www.vg.no/forbruker>
 - All recent personal finance, «Dine Penger» articles: <https://www.vg.no/dinepenger>