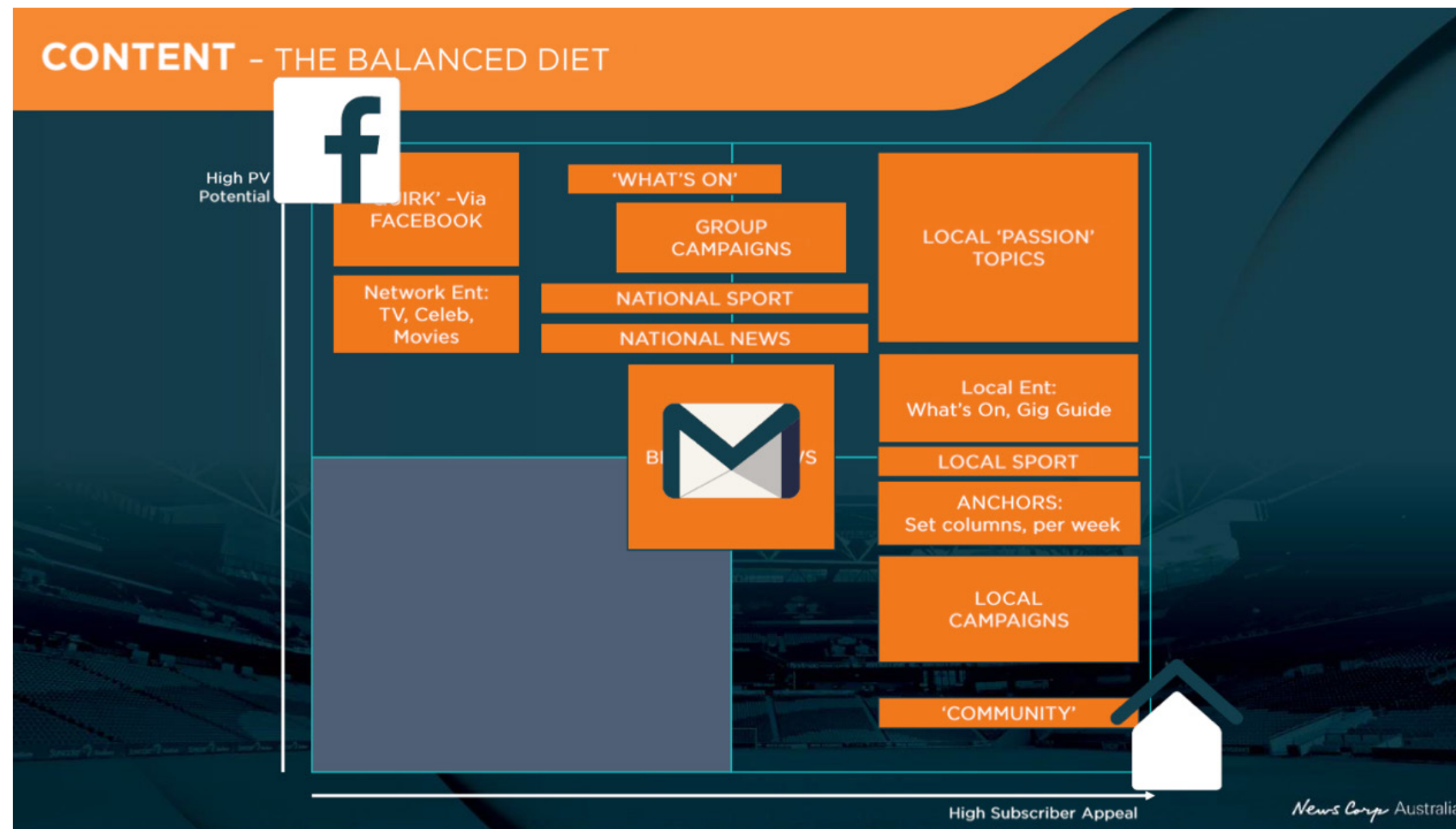
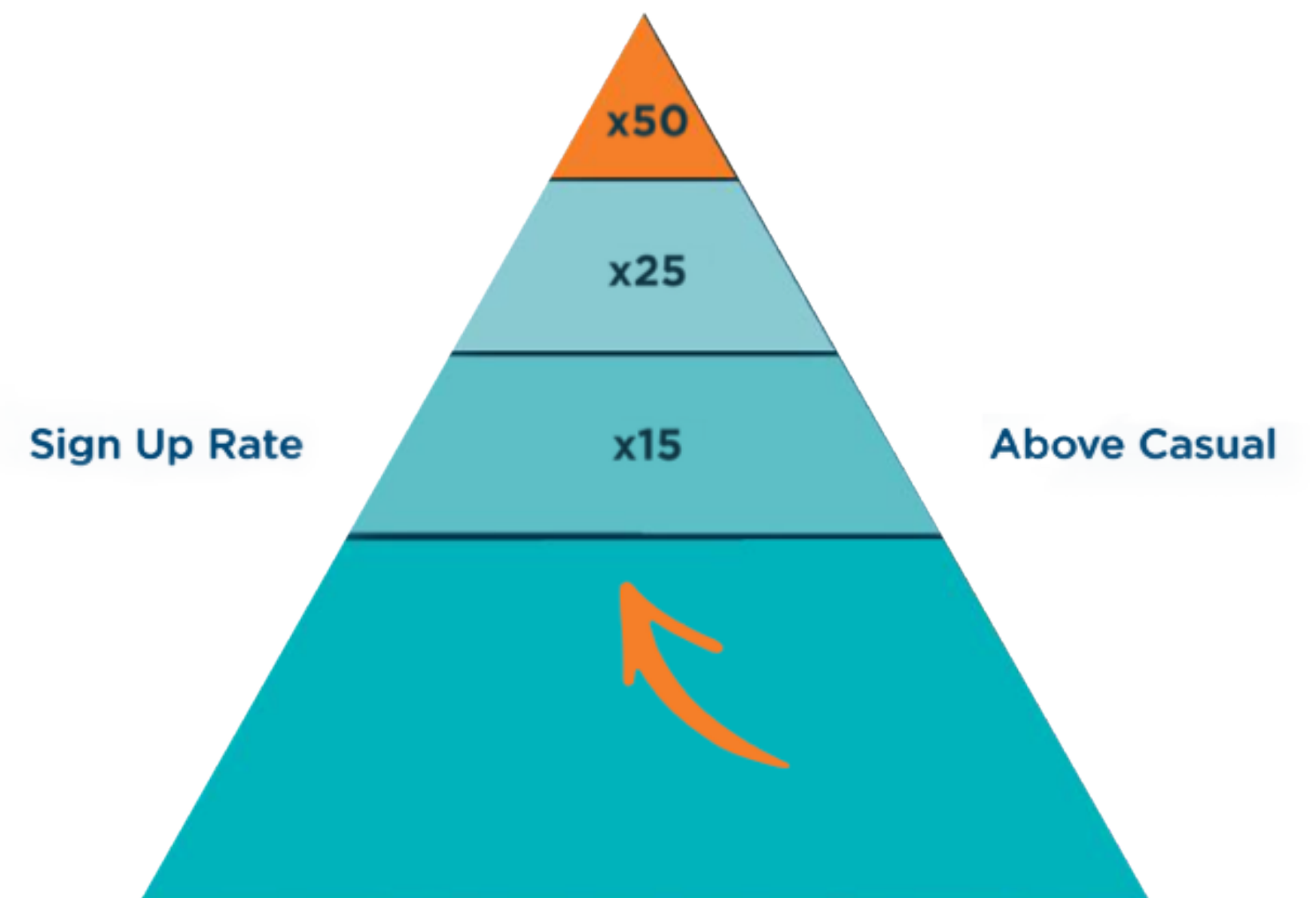


# A DIGITAL PLAYBOOK FOR EVERY NEWSROOM



**Deliver and retain digital subscribers**  
through increased audience engagement



## VIDEO AND STORY EXAMPLES

### Gold Coast Power 100

[www.goldcoastbulletin.com.au/news/special-features/in-depth/power-100-2017-gold-coasts-most-influential-10-to-1-revealed/news-story/d92cf37e9a01e22f78c67ea267a80023](http://www.goldcoastbulletin.com.au/news/special-features/in-depth/power-100-2017-gold-coasts-most-influential-10-to-1-revealed/news-story/d92cf37e9a01e22f78c67ea267a80023)

### 90 new things coming to Toowoomba

[www.thechronicle.com.au/news/90-new-things-coming-toowoomba-2017-2018/3123412/](http://www.thechronicle.com.au/news/90-new-things-coming-toowoomba-2017-2018/3123412/)

### Massive Toowoomba fire

[www.thechronicle.com.au/videos/fire-destroys-amigos/49972/](http://www.thechronicle.com.au/videos/fire-destroys-amigos/49972/)

### Double fatality NSW

[www.dailyexaminer.com.au/videos/macleay-head-collision/56148/](http://www.dailyexaminer.com.au/videos/macleay-head-collision/56148/)

### Coolum fire coverage

[www.sunshinecoastdaily.com.au/videos/coolum-fire-latest-ground/45832/](http://www.sunshinecoastdaily.com.au/videos/coolum-fire-latest-ground/45832/)

[www.sunshinecoastdaily.com.au/news/bushfires-break-out-coolum-roar-towards-gas-depot/3133603/](http://www.sunshinecoastdaily.com.au/news/bushfires-break-out-coolum-roar-towards-gas-depot/3133603/)

### Funeral of Brett Forte

[www.thechronicle.com.au/news/state-funeral-to-farewell-citys-heroic-officer-bre/3186606/](http://www.thechronicle.com.au/news/state-funeral-to-farewell-citys-heroic-officer-bre/3186606/)

## Consolidated Reporting and Data Points

### Weekly Updates, Updated

- Replatformed: improved stability and flexibility
- Introduced network wide
- New: subscriber view

### Subscriber Tracking

- Consolidated report
- Sign ups, cancels, movement, tracking to goal



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