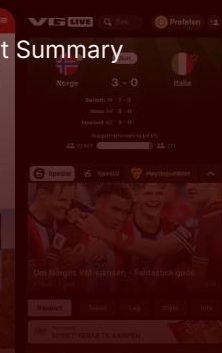
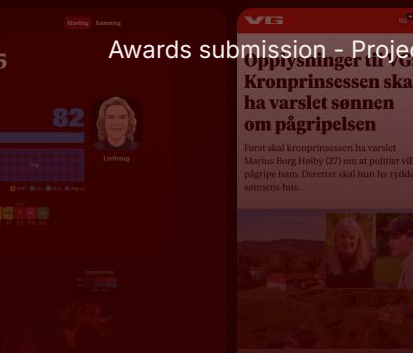


730 % Above Median: How VG Scaled Reader Revenue with AI



Awards submission - Project Summary

VG+ operates in a mature subscription market where growth increasingly depends on efficiency, relevance, and speed . At the same time, newsroom staffing has been reduced, placing greater pressure on each individual journalist. The strategic challenge was to sustain and grow reader revenue without compromising journalistic standards.



The objective was to test whether **AI could increase** each journalist's capacity and translate that increased capacity directly into **reader revenue**. The goal was not automation, but a **journalist-led workflow** where AI supports efficiency while all reporting, interviews, verification, ethical assessments, and editorial decisions remain human-led.



VG+ developed a structured AI-assisted workflow supporting research, structuring, and drafting. The method was tested in a real editorial setting under normal publishing and commercial conditions. All content was published as standard VG+ subscription journalism, following existing editorial standards and ethics .

VG



Derfor bøyde han av



Glipper på direkten

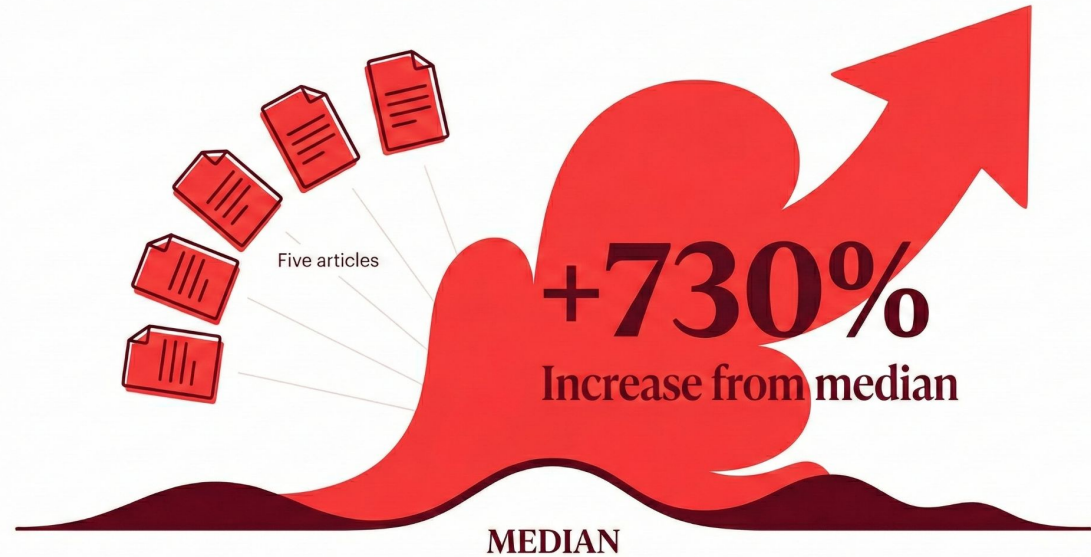


– Hva om det var Kina eller Russland?

VG

Results & Impact

Subscription articles produced through the workflow achieved performance levels **more than eight times** higher than established benchmarks, representing a **730% increase above median** performance. Total readership reached **84% above benchmark levels**, while engagement metrics such as article scroll and view time remained strong.





The project demonstrated a **direct and repeatable** link between increased journalistic capacity and reader revenue. It **reframed AI** from a technical experiment into a **strategic tool** for sustainability, enabling VG+ to do **more journalism** with the same resources while protecting quality, ethics, and reader trust.

WHY IT MATTERS

This project offers a replicable model for newsrooms facing similar pressures. It shows how AI, when led by journalists, can **strengthen subscription** value, **improve efficiency**, and support long-term reader revenue growth without compromising the **core principles** of journalism.