



**ZH TABLET**

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# ZH TABLET SPECIAL SUBSCRIPTION

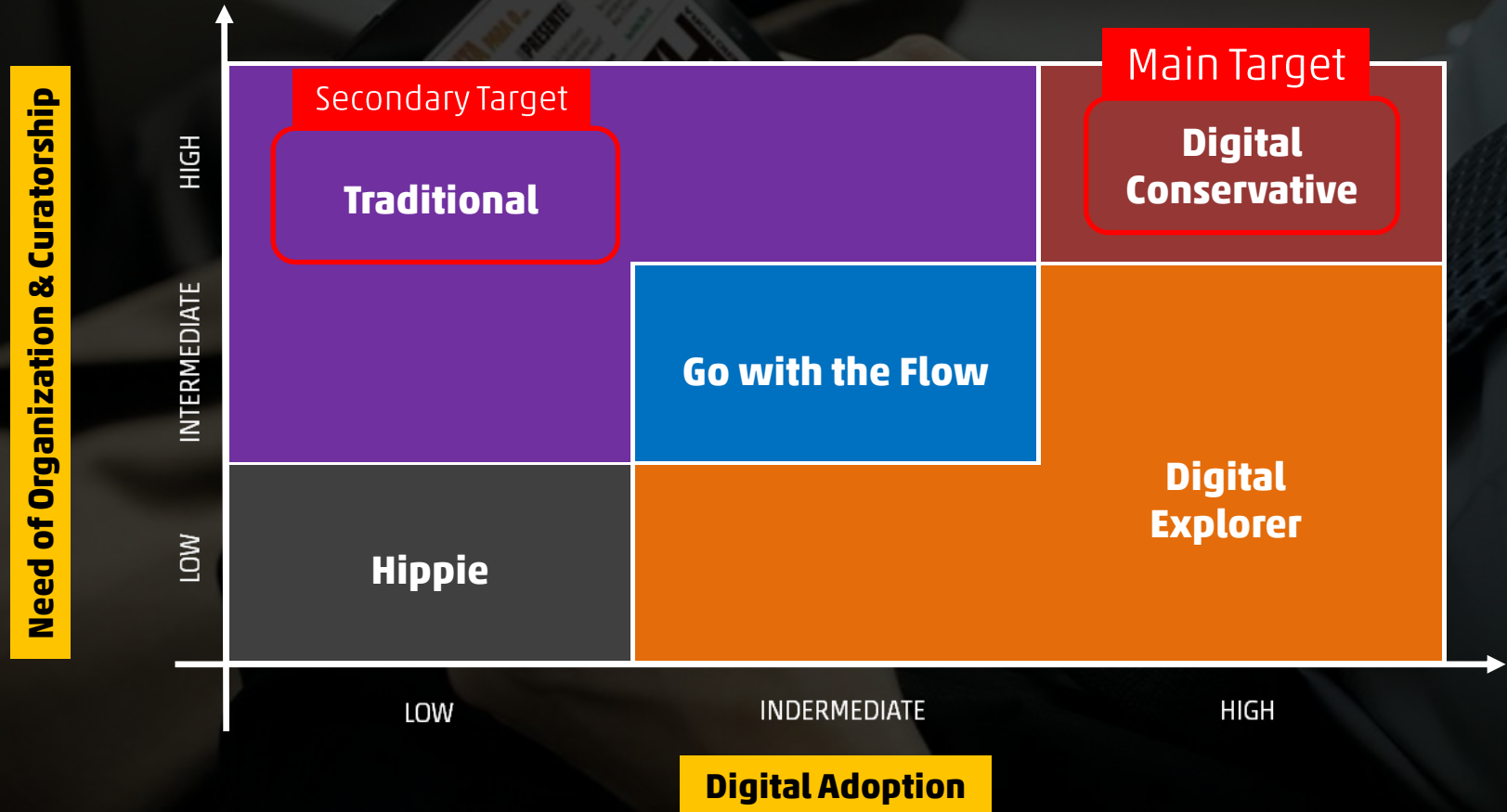
Zero Hora newspaper, also known as ZH, is the largest newspaper in the southern Brazilian state of Rio Grande do Sul. It features over 20 sections and has close to 100 columnists.

We identified that our customers are segmented in those who has "low to high need of curatorship" and "low to high digital adoption". We also have a segment called "Digital Conservative", whose were not well treated for us so far. They need curatorship and have a good digital adoption. We focus on those to delivered this new product.

During 2015, ZH team developed a new way to deliver the feeling of reading the printed newspaper. In December, we launched ZH Tablet: a special subscription that delivers our digital newspaper plus a high tech tablet.



# CUSTOMER SEGMENTATION



# ZH TABLET OBJECTIVES



- ▶ **PROVIDES A NEW EXPERIENCE TO READ THE PRINTED REPLICA ON THE DIGITAL PLATFORM**
- ▶ **OFFERS INTERACTIVITY IN A TRADICIONAL MEDIA, INCLUDING VIDEO, PHOTO GALLERY AND PUZZLES.**
- ▶ **REDUCES DELIVERY AND PRINT COSTS**
- ▶ **BUILDS CUSTOMER LOYALTY TO THE BRAND AND ITS PRODUCTS**
- ▶ **DELIVERS CONVENIENCE AND MOBILITY TO THE DIGITAL CONSERVATIVE READER**

# ZH TABLET CONCEPT

ZH Tablet is a new subscription model where customers get an exclusive tablet all along with Zero Hora apps installed. It is all prepared for reading and it was built thinking in the best experience in a tablet.

In the ZH Jornal Digital app, the reader can access two different newspaper issues per day: the standard morning daily edition and ZH Noite, our new evening daily edition. The customer receive the replica of the printed version with interactive possibilities.

The client can download the editions everyday and saves those that they prefer. It can be read already during the download and it's possible to favorite a page or a whole paper to read later.

The subscription costs US\$ 27,50 per month and it has a loyalty contract for 12 months.





# ZH TABLET BUZZ



Nova assinatura digital de Zero Hora oferece tablet e du

dezembro 1, 2015 Sem Comentários Notícias ANJ



RBS (RS), passará a oferecer a de dezembro) uma inovadora meio impresso para o digital com mais apegado à versão impressa: e gratuitamente um tablet para ativos que permitem a leitura da scimo de atualizações e de mais

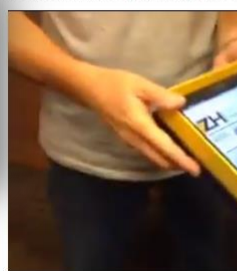


GAUCHA

Gaúcha Hoje

30 de novembro às 06:09

Macedo, Cleo Kuhn e Jocimar com a ZH nova Zero Hora Digital. Imagens: Volpato Santos



24 mil visualizações



meio & mensagem

Midia

## Zero Hora lança jornal em tablet

Novo projeto piloto do Grupo RBS aposta na distribuição de conteúdo por plataformas móveis

RUIVILA-AVELINO | 03 de Dezembro de 2015 - 18:46

realfetter RBS Radios -

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1,193 likes

realfetter Chegou o meu @zerohorabrs reventando o seu jornal. #zerohorabrs angeloaltri @maestro\_carnes @pedrocarvalho.cl Quando vc's vem pra Chapeco? @lufsouza20 que sucesso!!! @dmangotti viro adorador desse tablet kkkkk. Sgn lodi\_le78 O pretinho tá ta muito chato, so



Grupo RBS dá início ao lançamento do ZH Tablet

# OUR RESULTS UNTIL NOW

## ZH TABLET

- ▶ **1388 ACQUISITIONS IN ONE MONTH, 65% OF MIGRATION OF FORMER BASE AND 35% OF NEW SUBSCRIBERS**
- ▶ **CONVERSION OF 8.81% OF EXPLORATION MAILING**
- ▶ **IN LESS THAN ONE WEEK, 33 PRE SALES IN STORES AND 126 INTERESTED COSTUMERS**
- ▶ **OVER 80% OF THE SALES ON E-COMMERCE IN JUST 5 DAYS**

# ZH JORNAL DIGITAL

RENEWAL THE READING EXPERIENCE



- ▲ **LAUNCHED ON NOVEMBER 30TH**
- ▲ **PHOTO GALLERY, VIDEOS, PODCASTS AND EXTRA DIGITAL CONTENT ARE NOW AVAILABLE**
- ▲ **MORE THAN 30 INTERACTIVITY EACH EDITION**
- ▲ **DESKTOP AND MOBILE VERSIONS**
- ▲ **INCLUDES TWO DAILY EDITIONS (MORNING + EVENING)**
- ▲ **DAILY PUSH**
- ▲ **DIGITAL CROSSWORD**
- ▲ **OFF-THE-SHELF SALE AVAILABLE**

**AVAILABLE IN:**





# ZH JORNAL DIGITAL



On/off  
button

Other  
ZH  
apps

Config  
icon

ZH Jornal  
Digital app  
(replica)

Zero Hora  
app (native)

## PRODUCTS INSIDE THE TABLET

### Zero Hora App



Here, the user can access all the content that we present in the website, in a native experience. It has all divisions from sports to politics, breaking news, videos and photos galleries.

### ZH Jornal Digital App



The customer will find the replica from the daily edition, with interactivities, crosswords and special content. Besides it, they will find the exclusive evening edition, the **ZH Noite**, released everyday at 7p.m. The app can storage the last 30 days and it has a favorite folder to save special pages and editions

### Clube do Assinante WebApp



An exclusive subscriber's club where they can find peaks, events and special ZH offers, all in one place. Over 200 partners that offers the greatest opportunities in the south of Brazil.

# ZH NOITE

EXTRA EVENING EDITION, DIGITAL ONLY. LAUNCHED ON NOVEMBER 30<sup>TH</sup>.

INTERACTIVE CONTENT  
AS ITS BEST

NEWSROOM FULLY/  
TRULY INVOLVED

EVENING EDITION, AT 7PM

EXCLUSIVE CONTENT

EXCLUSIVE COLUMNISTS

DAILY UPDATE AND LEAD  
UP FOR THE NEXT DAY

DAILY PUSH

CULTURAL AND  
EVENING AGENDA

SPONSORED EDITIONS  
SINCE DAY ONE

WEATHER FORECAST



# OUR RESULTS UNTIL NOW

## APP AUDIENCE

- ▲ **OVER 18k USERS ACCESSING 'ZH JORNAL DIGITAL' APP PER WEEK.**
- ▲ **23% GROWTH IN VIEWS AND 100% INCREASE ON THE VOLUME OF SCREENS PER SECTION IN RELATION TO THE FORMER ZH APP**
- ▲ **10k ISSUES DOWNLOADS PER WEEK**
- ▲ **THE VOLUME OF USERS IN THE NEW APP ALREADY REPRESENTS 85% OF USERS OF THE FORMER APP ZH**



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