

# The Ten Most Discussed Topics at Times Online



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# Hello Readers

- Who is our audience?
  - Loyal UK newspaper base
  - Random global web users
- How do we reach them?
  - Search, Marketing, Drudge,
  - Front page plus subscription

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# It's the content, stupid

- High-quality content is core business
  - How papers beat portals
- The power of the brand
  - Newspapers as part of national life
  - Digital gives global reach

# Hello, I'm your reader

- The evolution of content
  - Words, pix, video, audio
  - Transparency versus impact
- Where readers add value
  - Comments, Content, Experience
  - Impact on papers

# MyMedia

- Contextual advertising and content from papers to mobile
- Creating communities
  - The power of paper brands
  - Info journalism

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# Money Matters

- The Drogba effect
  - New measure of value
  - Impact on journalism
- Integration
  - Major organisational change
  - Evolving business model