



Intelligence Beyond Digital:

Unlocking Subscription Potential

Daniel J Buenas, Deputy Head, Media Strategy & Analytics Division
14th – 15th July 2016, WAN-IFRA Audience Intelligence Conference

SPH VISION

“To be the leading multi-media company in Asia”



PRINT

18 NEWSPAPERS in 4 languages
1.2M copies reaching
2.4M readers daily
reaching **58%** of residents*



> 100 MAGAZINE titles in SEA

This is Singapore.

(we know it's rather...small)

Population:

5.4M



DIGITAL

>50 news, lifestyle & marketplace brands

>50 Mobile Apps

Desktop sites reaching **1.7M Monthly UVs^a**

Mobile Sites reaching **2.4M Monthly UVs^a**

3 RADIO stations, fastest growing radio network



OTHER MEDIA PROPERTIES

EVENTS



OUT-OF-HOME



*Nielsen Media Index 2015, population aged 15+, Print-only copies; Print+Digital: 1.4M copies

^aComScore Desktop and Mobile Web Metrix, 3-month average as of May 2016

SPH VISION

“To be the leading multi-media company in Asia”



However,
even as digital grows...

This is Singapore.

(we know it's rather...small)

Population:

5.4M

Total Daily Circulation

420K

Total Daily Readership

1.45M

Source: Nielsen Media Index 2015



THE STRAITS TIMES

6.6M Monthly UVs

↑ **8%** against Q4 2015

联合早报

Lianhe Zaobao

6.2M Monthly Uvs

↑ **22%** against Q4 2015

(Jan-Mar 2016 monthly avg. across desktop & mobile sites and mobile app)
Source: AT Internet

Print is still an important part of our business.

SPH VISION

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(we know it's rather...small)

Population:

5.4M

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Have we maximized our outreach effort to all Singaporeans?

How do we

Unlock Subscription Potential?

Print is still an important part of our business.

1

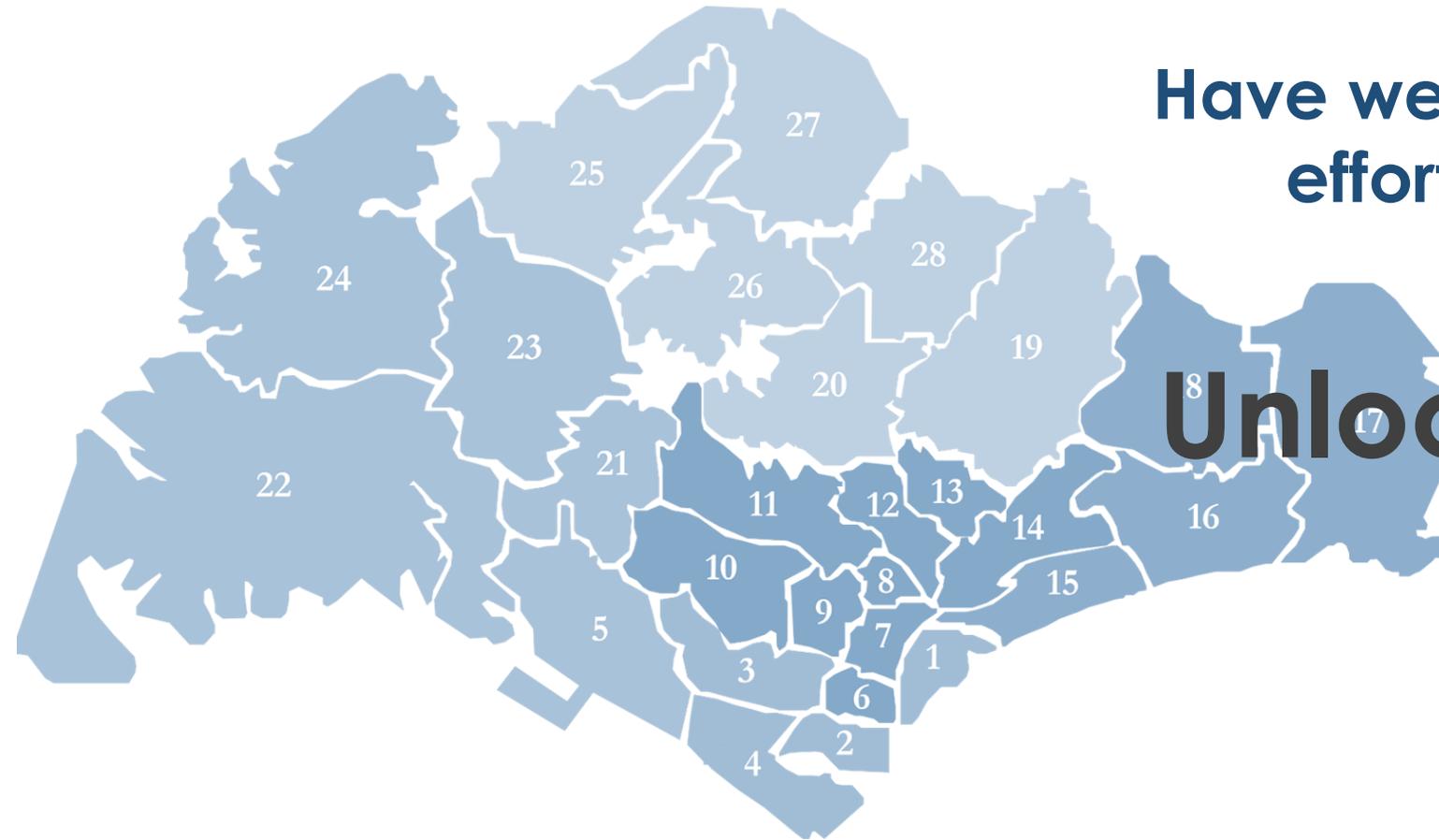
Preliminary overview of subscription penetration based on internal data



Have we maximized our outreach effort to all Singaporeans?

How do we

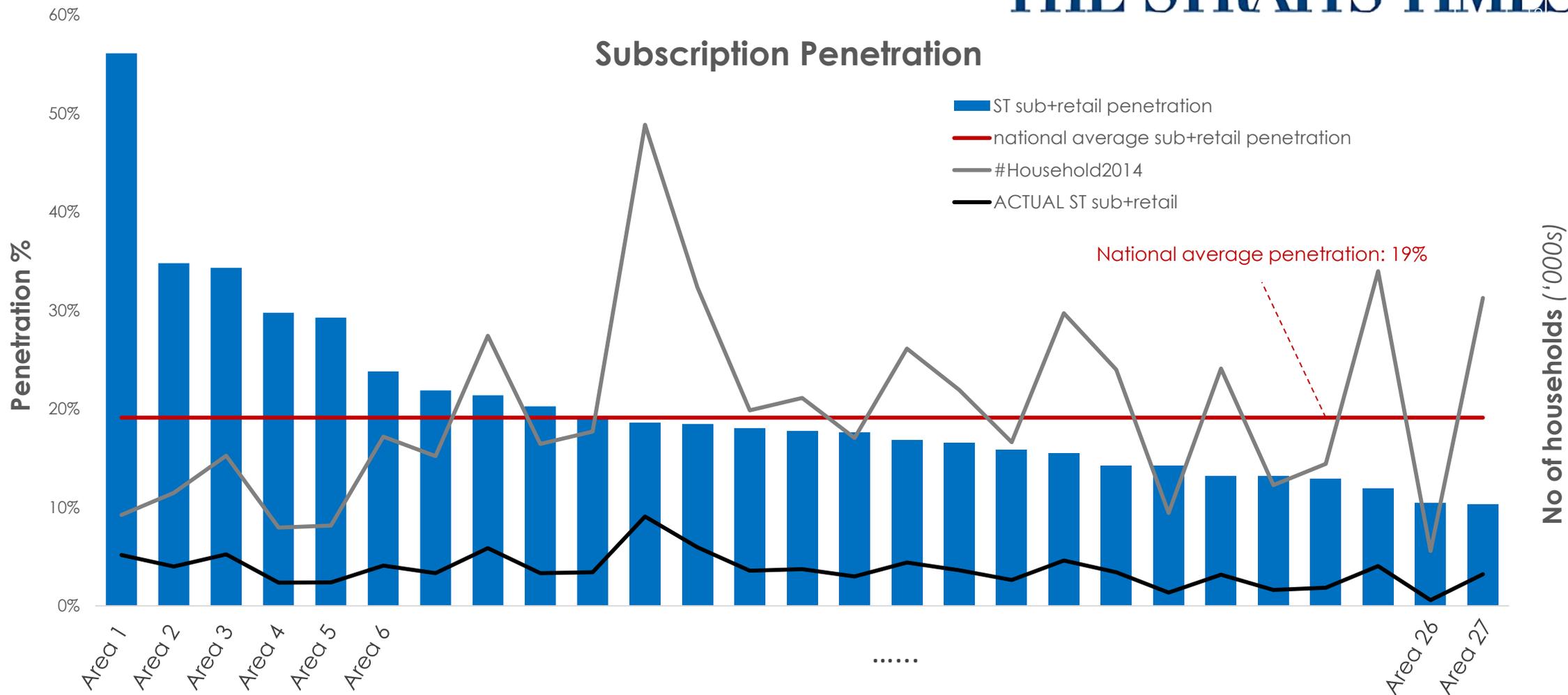
Unlock Subscription Potential?



Subscription Penetration – A Preliminary Overview



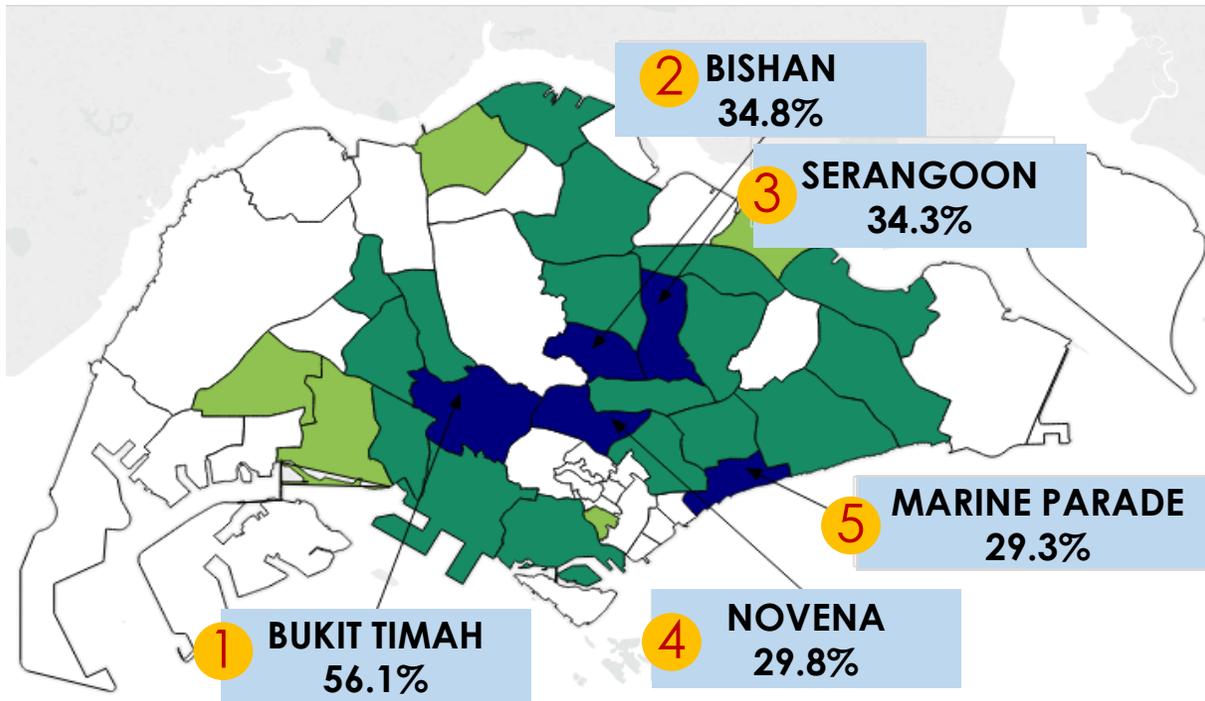
THE STRAITS TIMES



Subscription Penetration – A Preliminary Overview

Areas with highest Subscription Penetration in Singapore

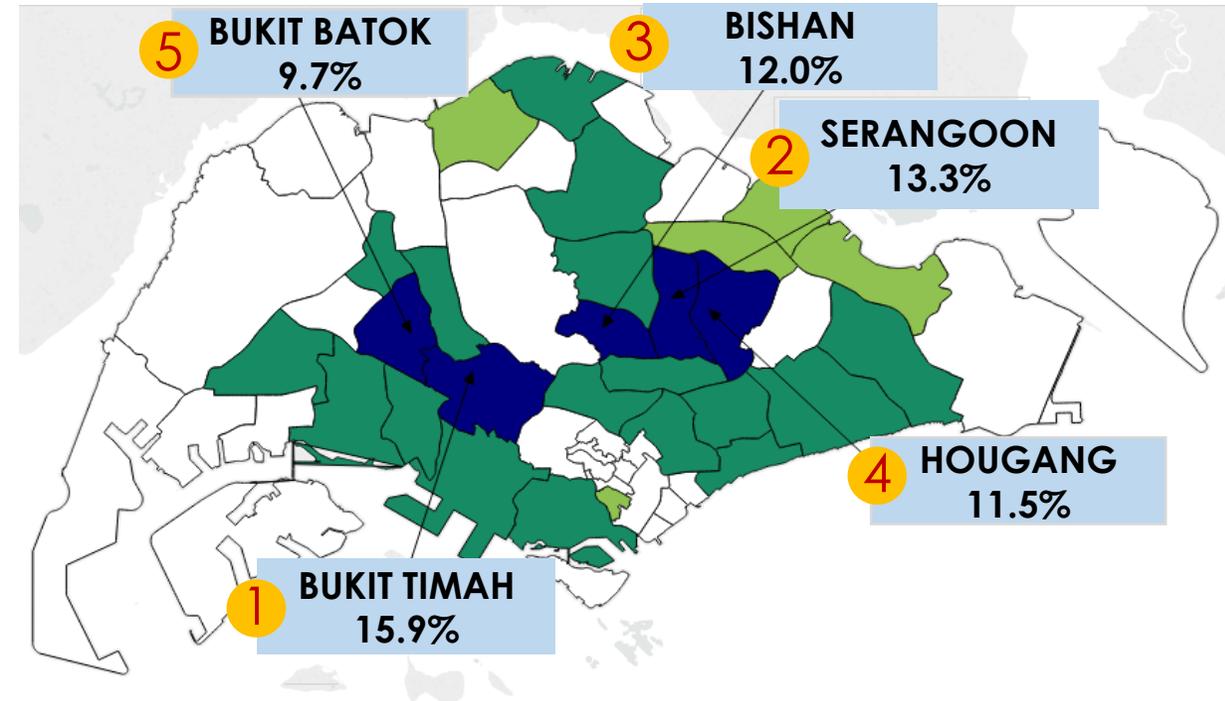
THE STRAITS TIMES



ST average penetration: 19%

联合早报

Lianhe Zaobao



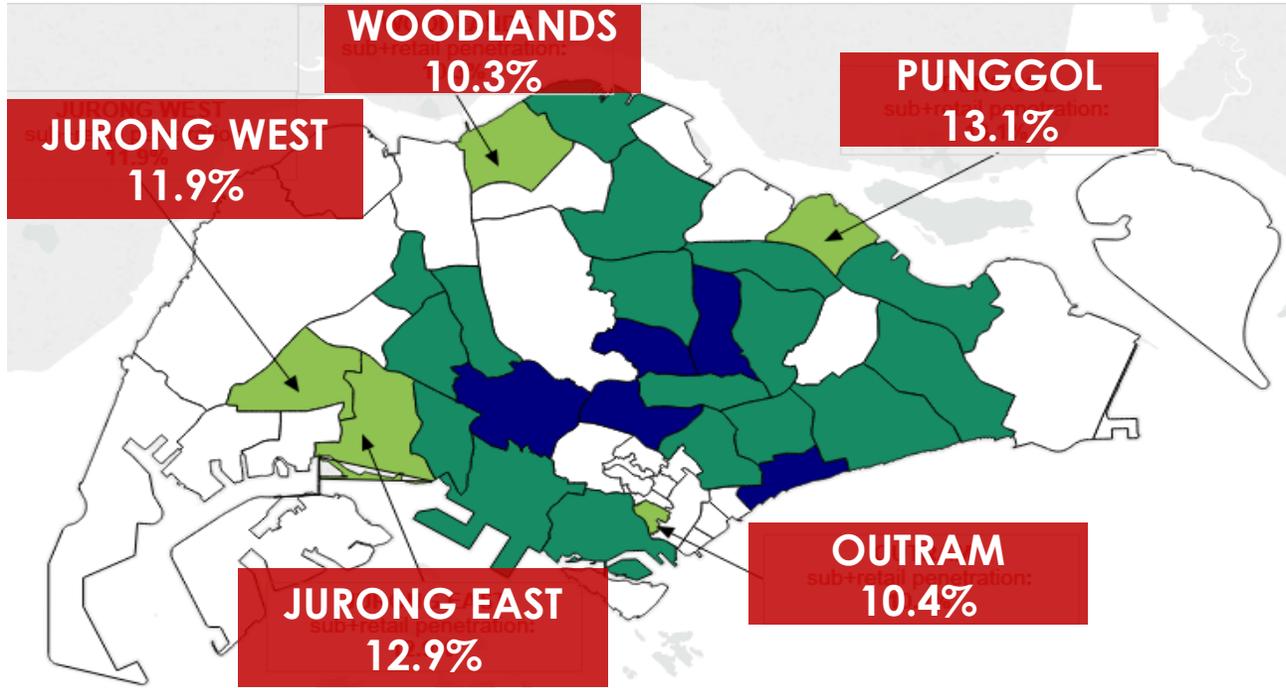
ZB average penetration: 9%

Subscription Penetration – A Preliminary Overview



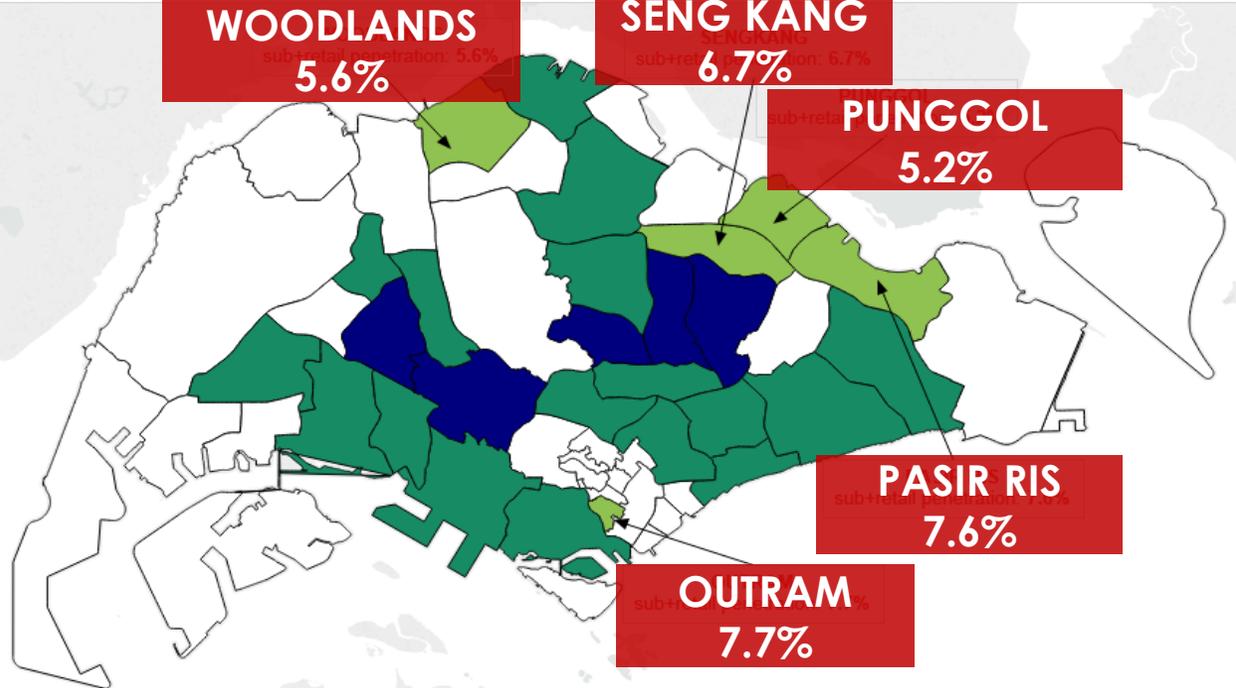
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联合早报 Lianhe Zaobao



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Preliminary overview of subscription penetration based on internal data

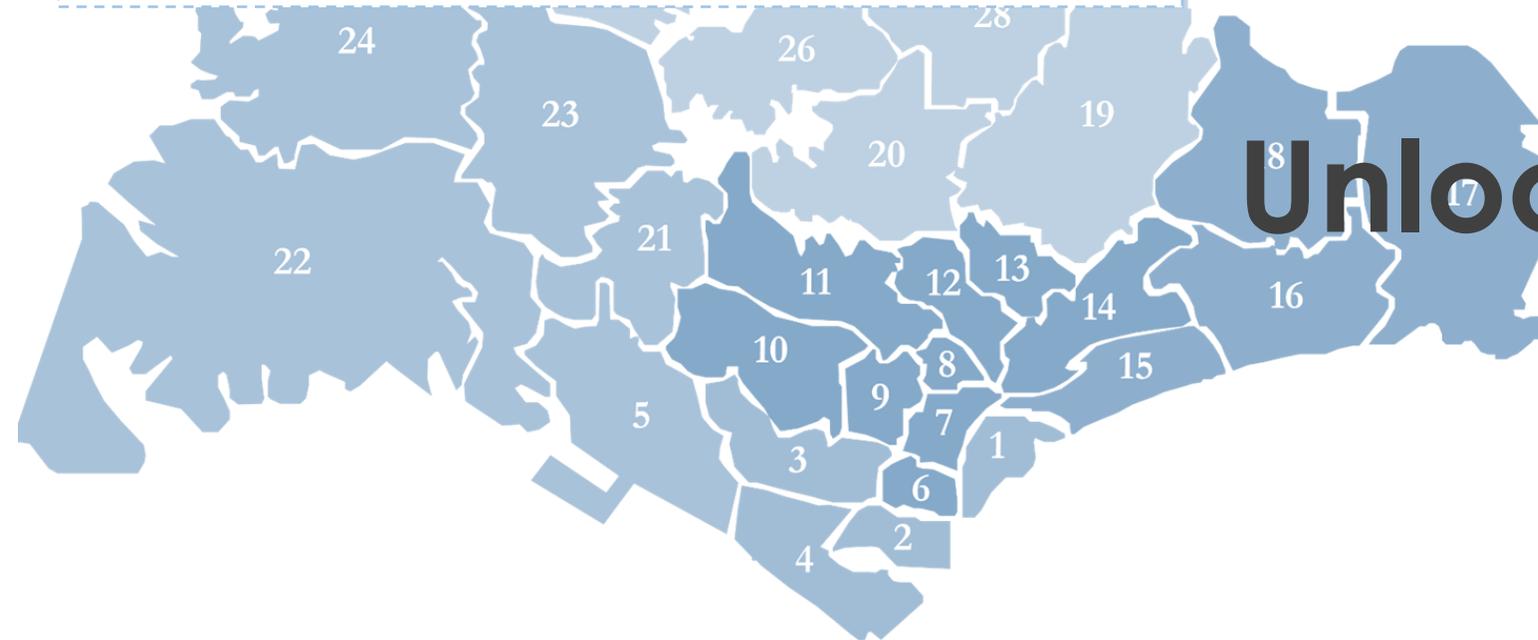
2

Delving deeper:
Exploring factors correlated to subscription by areas

Have we maximized our outreach effort to all Singaporeans?

How do we

Unlock Subscription Potential?



We examined each publication's

Subscription Penetration by:



Area, Housing category
& type, Tenure, etc.

Housing Category

Introduction-to-Housing-Types-in-Singapore 101:



HDB Flats

(>80% of population, some call them
"highly Dangerous Buildings")



Condominiums/ Private Apts

(Basically more expensive HDBs)



Landed Property

(for those really afraid of heights)¹⁰

We examined each publication's

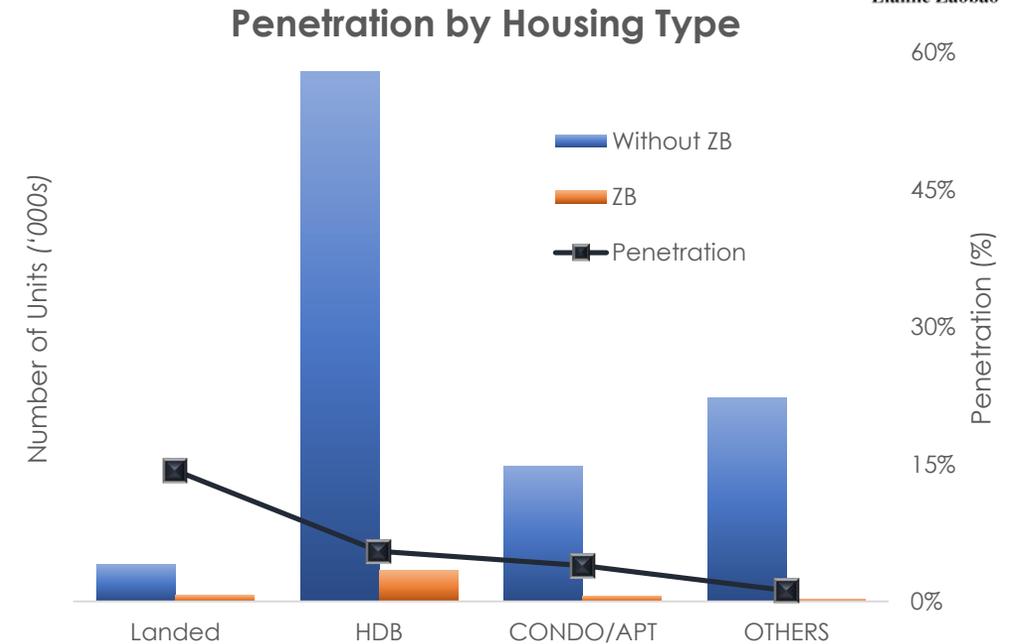
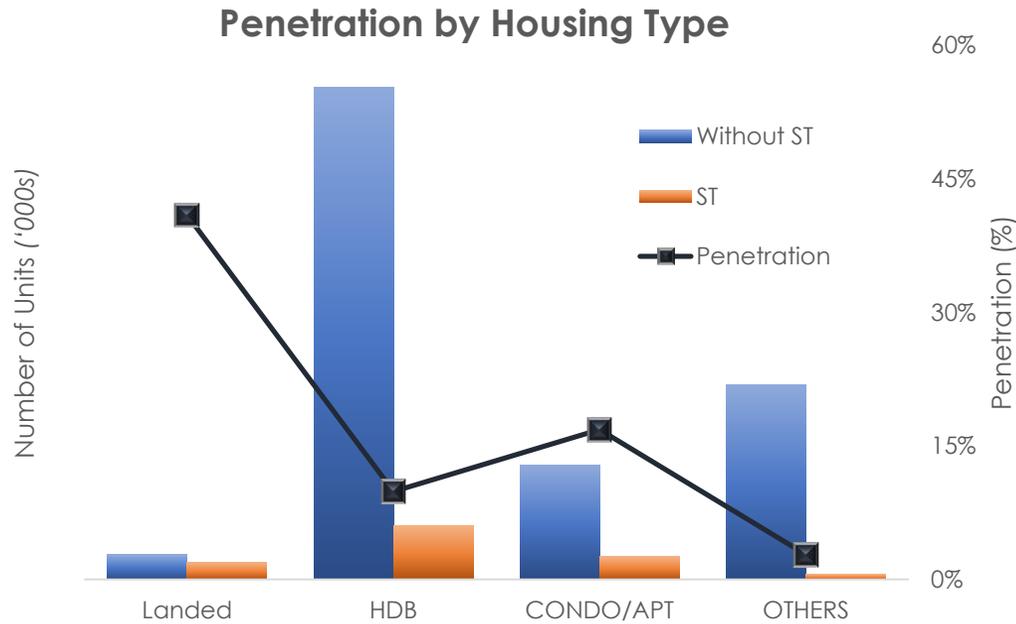
Subscription Penetration by:



Area, Housing category & type, Tenure, etc.

Housing Category

THE STRAITS TIMES



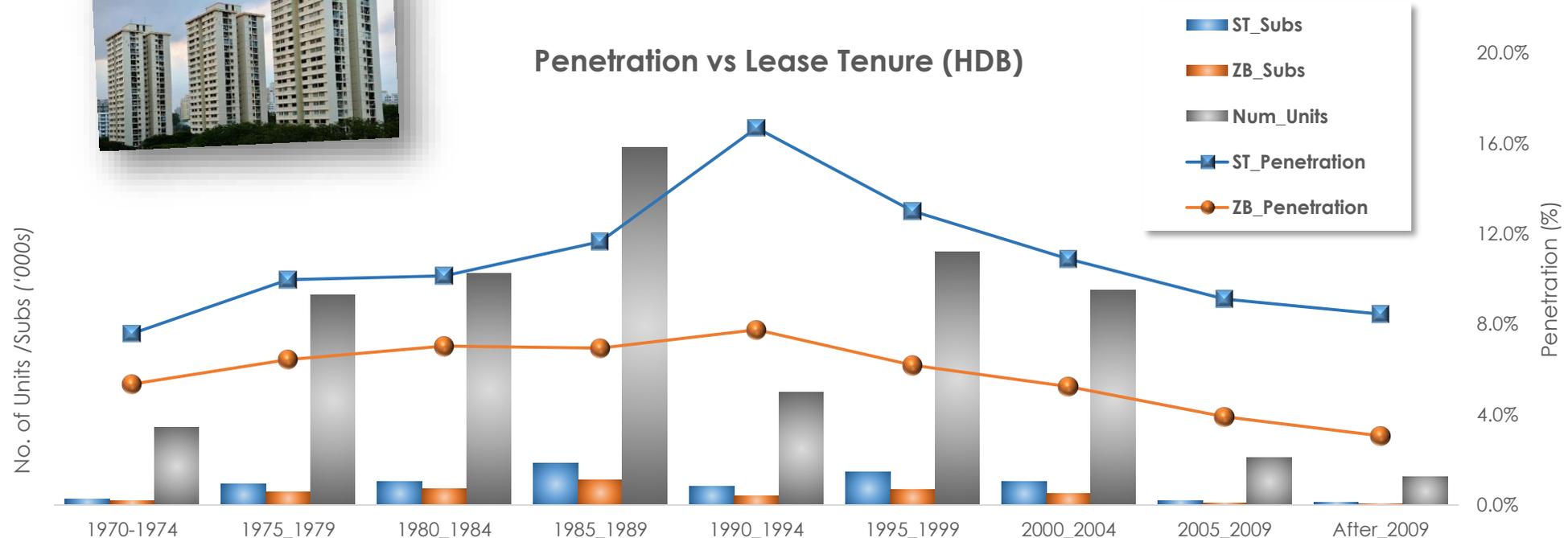
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Lease Tenure



1

Preliminary overview of subscription penetration based on internal data

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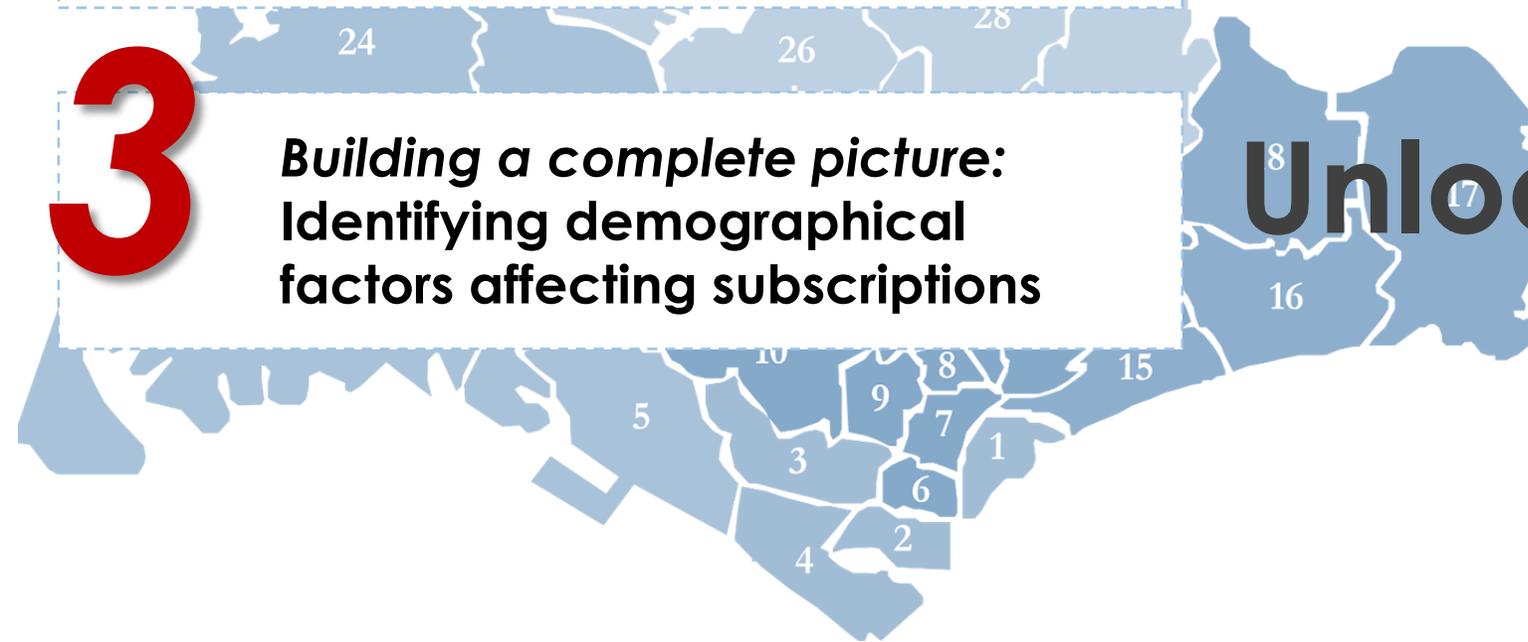
Have we maximized our outreach effort to all Singaporeans?

3

Building a complete picture:
Identifying demographical factors affecting subscriptions

How do we

Unlock Subscription Potential?



REGRESSION MODELLING



Area, Housing category
& type, Tenure, etc.

What are the common traits of the people living in these different areas?

Which specific traits are affect subscription more than the others?

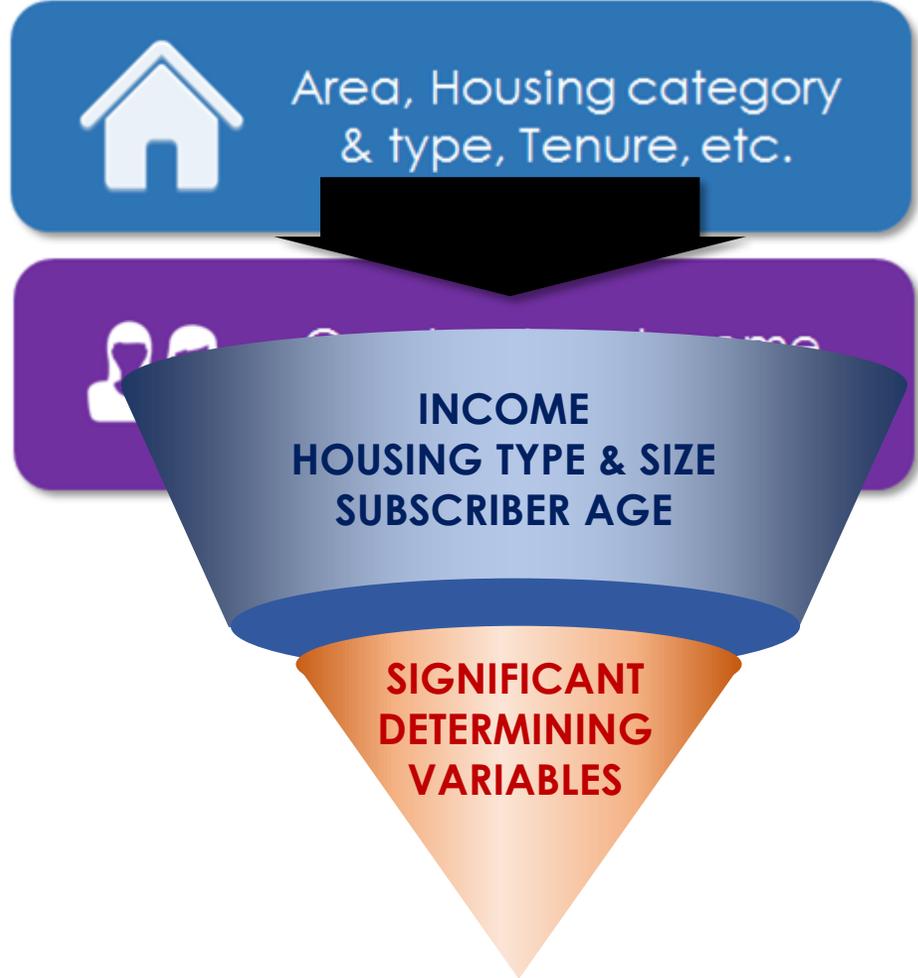
Considering publicly-available information from the Government...



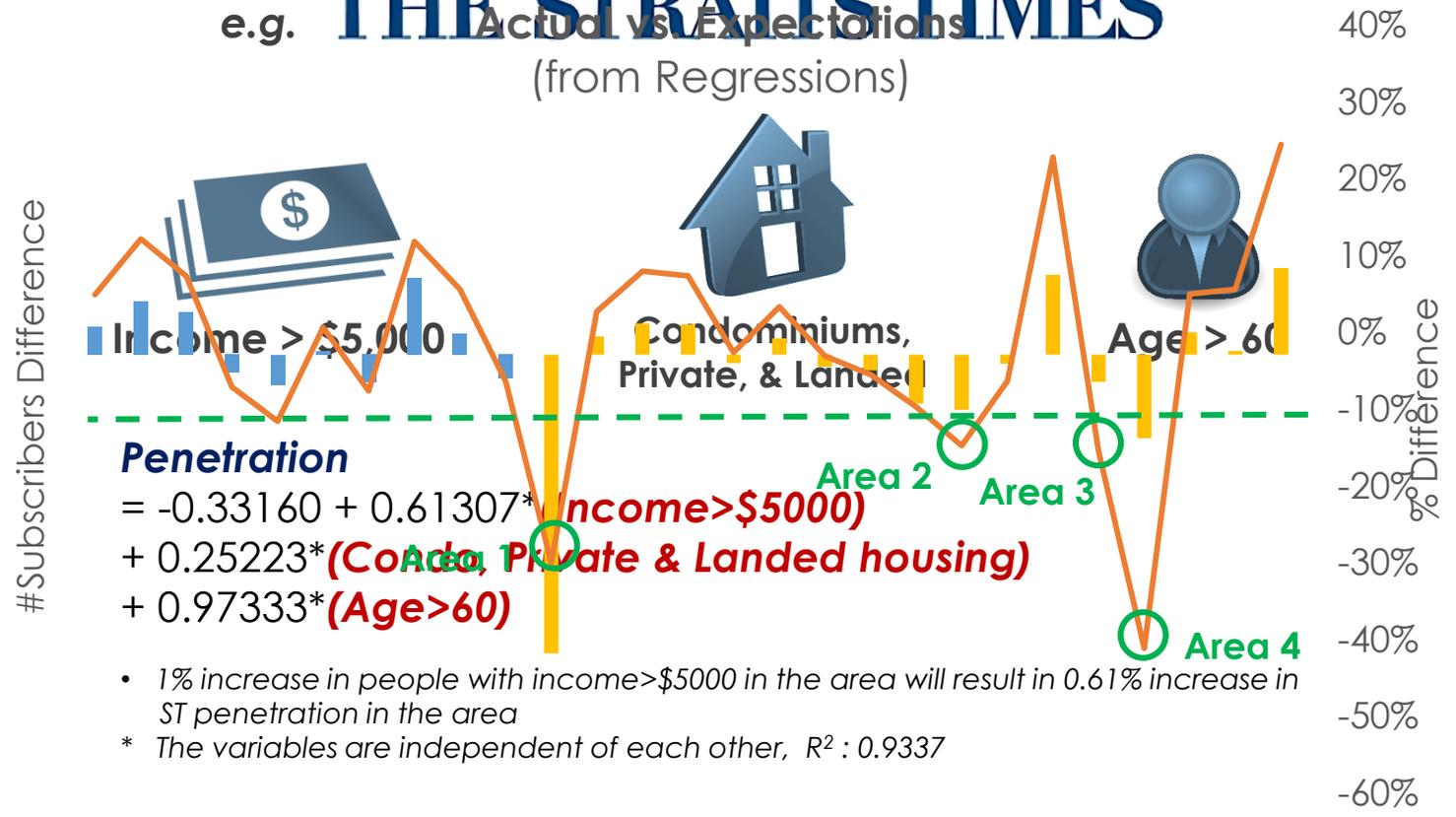
Gender, Age, Income,
etc.



REGRESSION MODELLING



e.g. THE STRAITS TIMES



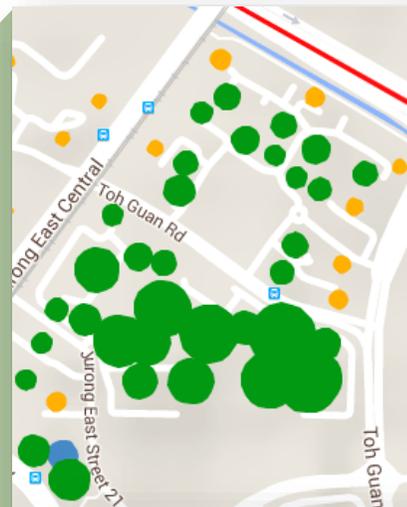
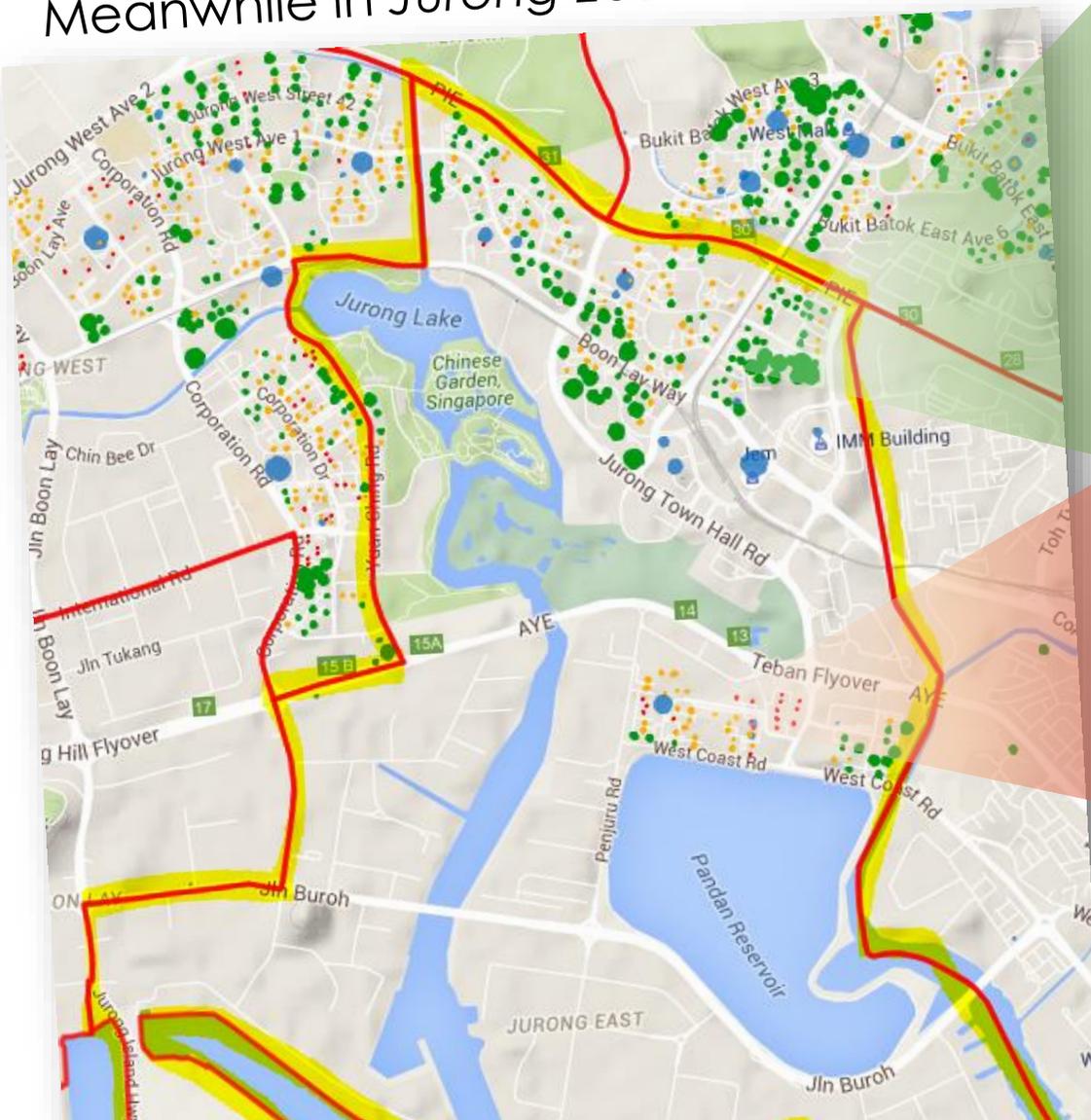
*How can the circulation team
make sense of all the area-
specific data in their planning?*

DATA VISUALISATION !

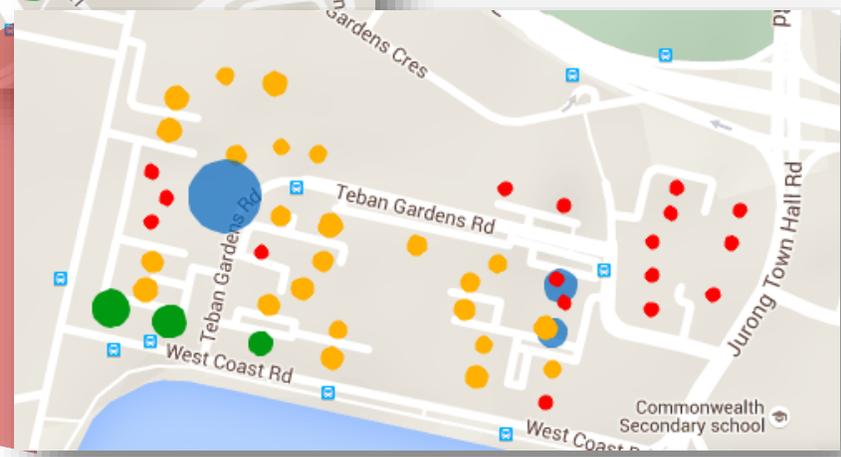


Visualisation: Areas with Untapped Potential

Meanwhile in Jurong East...



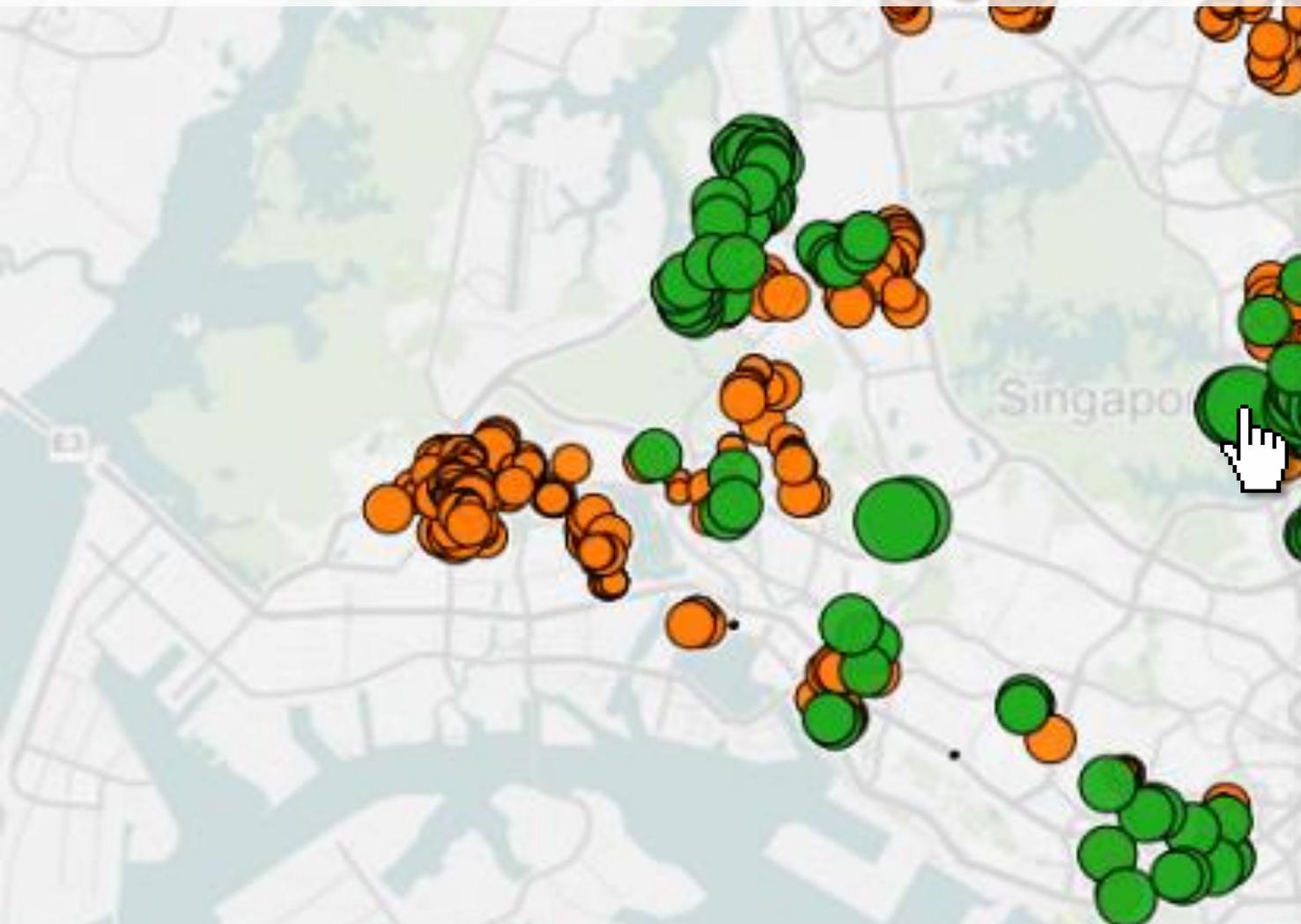
Some specific areas in Jurong East are performing relatively well...



... while others could do with a little more targeting!

- Retail outlets
- High Penetration
- Moderate Penetration
- Areas with large untapped potential

Our Visualisation Tool



The Straits Times : 20
Penetration: 19.80%
URA planning area: BISHAN
Postcode: 570441
Building description: HDB
House Type: 4RM,5RM,EXE
No of units: 101
Lease year: 1990
Address: BLK 441 SIN MING AVENUE



3As of Analytics

ACTION

The *Subscriber Study* prompted Circulation Division to:

AUGMENT

- Develop digital subscription and acquisition plans
- Increase use of data for business planning and resource allocation
- Equip unit with visualisation tools to explore data for such as such as subscription penetration and retail returns
- Execution

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Use of analytics across the organisation...

Can we enhance data with other asset or partners?

AMPLIFY

Partnership Collaboration

Optimise Paywalls

PRINT DIGITAL

PROPERTIES

Understand Newspaper Audience Patterns

FACEBOOK

Optimise Newspaper Retail Returns

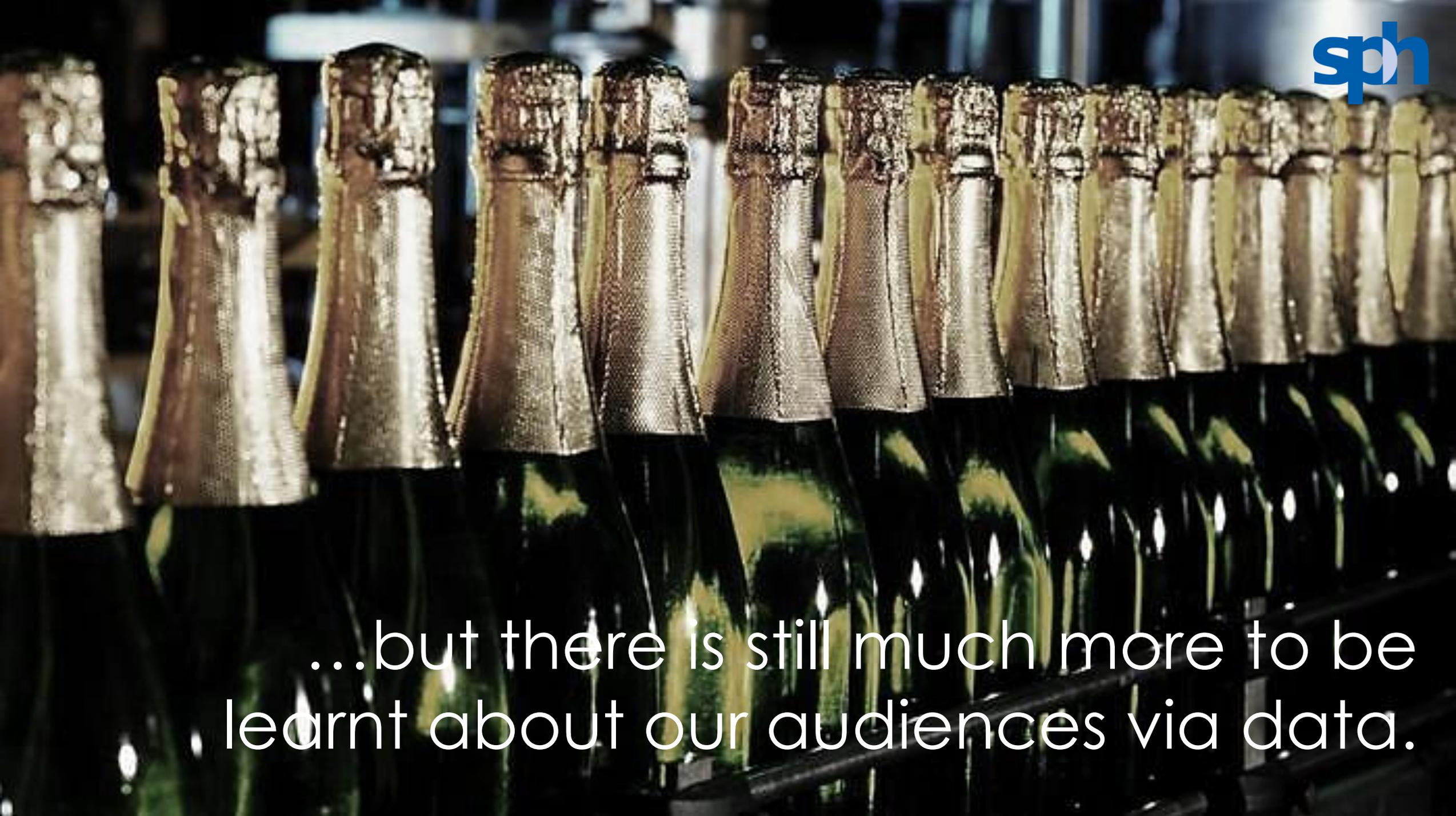
StarHub

GOOGLE

Understand Newspapers Subscription penetration

Each “success” brings us
closer to understanding
our audiences...

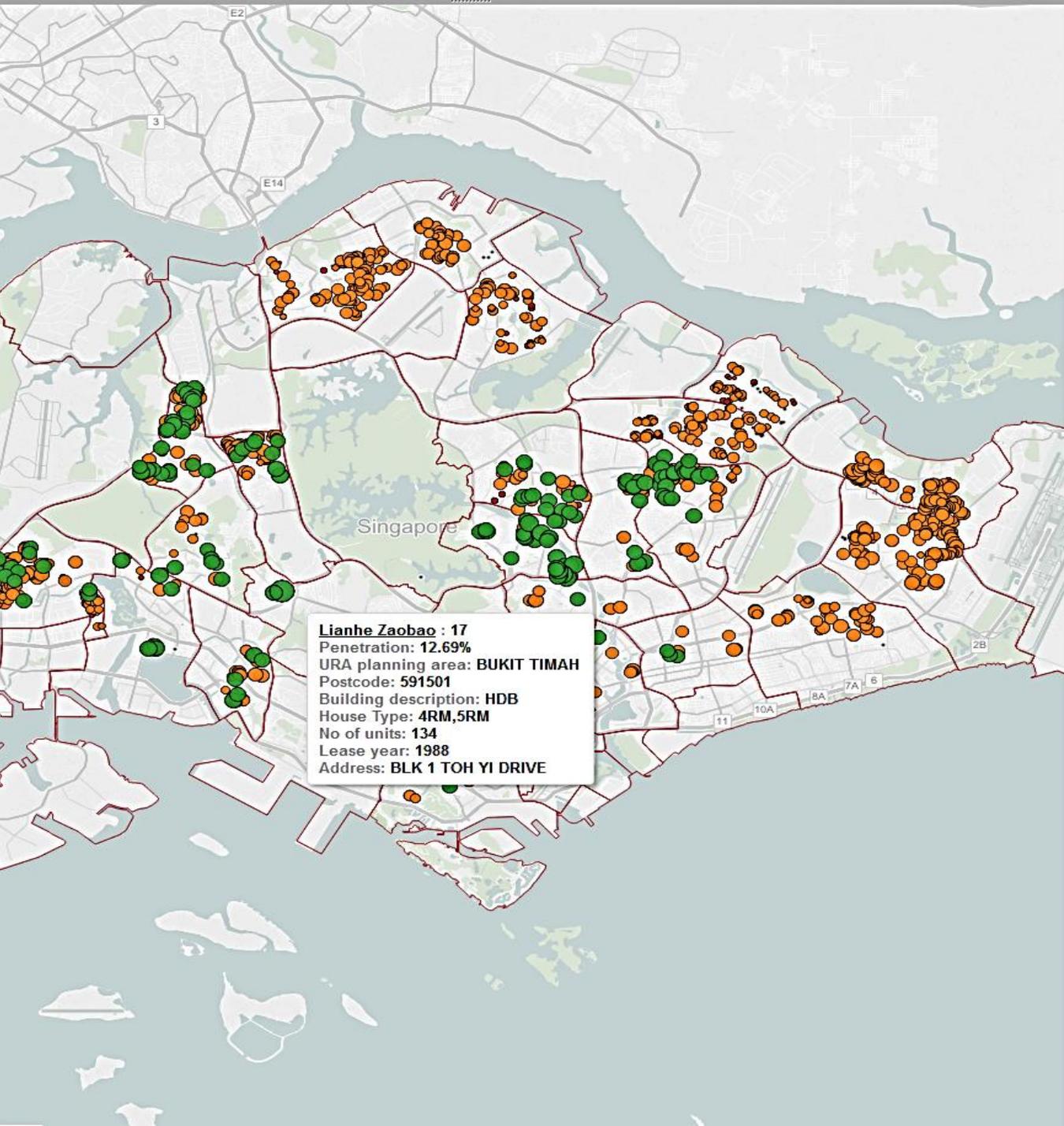




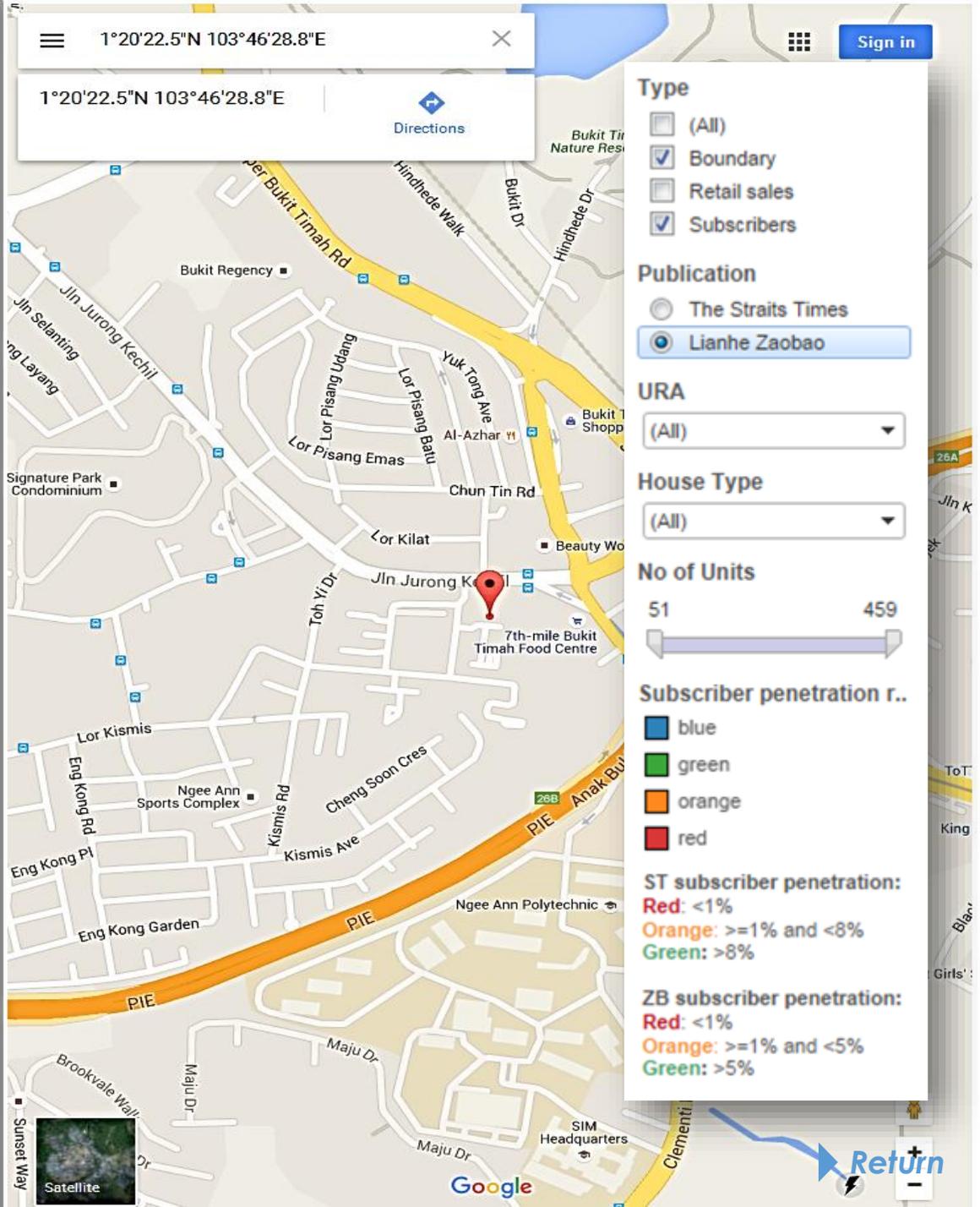
...but there is still much more to be learnt about our audiences via data.



Thank You



Lianhe Zaobao : 17
 Penetration: 12.69%
 URA planning area: BUKIT TIMAH
 Postcode: 591501
 Building description: HDB
 House Type: 4RM,5RM
 No of units: 134
 Lease year: 1988
 Address: BLK 1 TOH YI DRIVE



1°20'22.5"N 103°46'28.8"E
 Directions

Type

- (All)
- Boundary
- Retail sales
- Subscribers

Publication

- The Straits Times
- Lianhe Zaobao

URA

(All)

House Type

(All)

No of Units

51 459

Subscriber penetration r..

- blue
- green
- orange
- red

ST subscriber penetration:

- Red: <1%
- Orange: >=1% and <8%
- Green: >8%

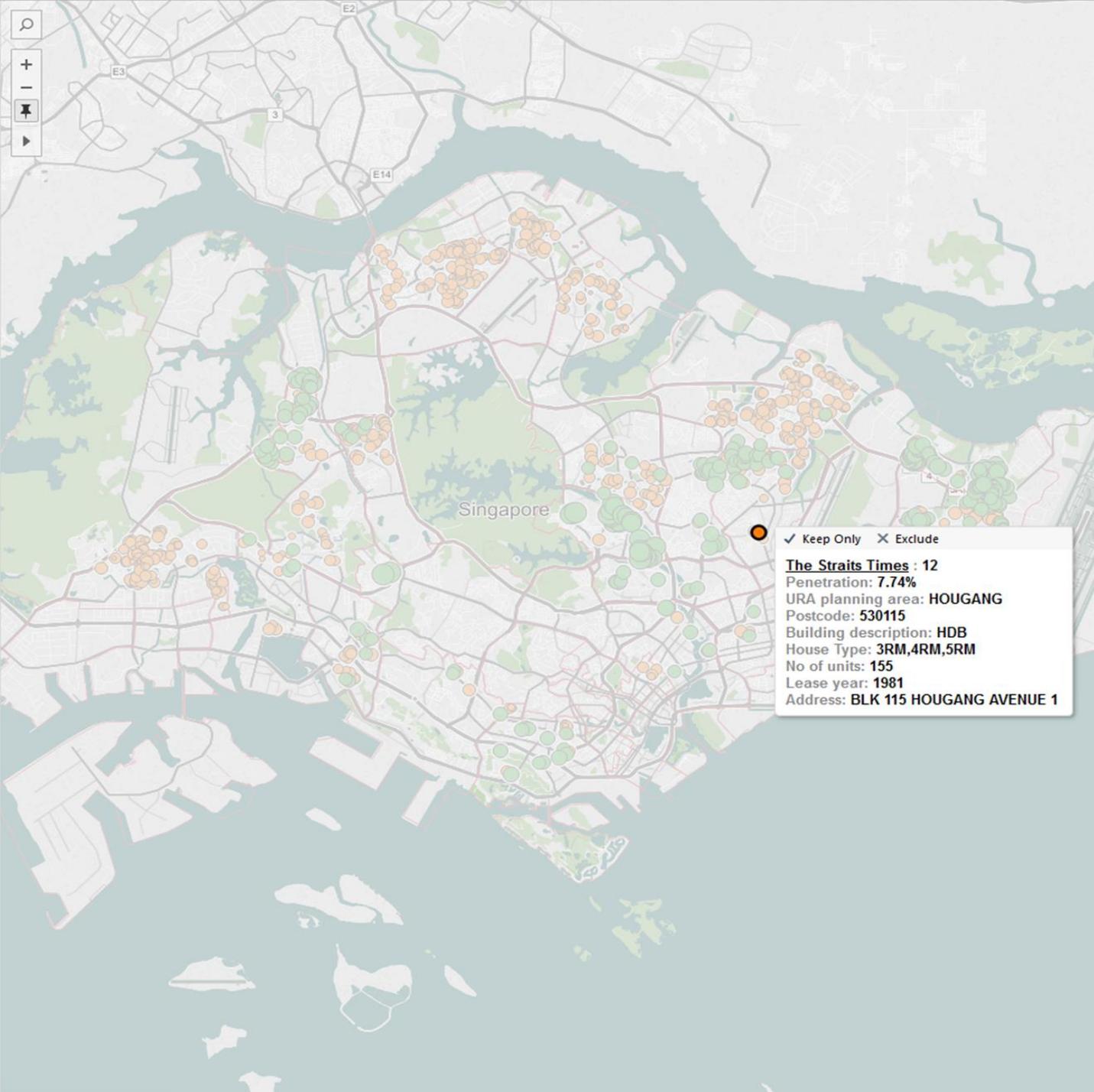
ZB subscriber penetration:

- Red: <1%
- Orange: >=1% and <5%
- Green: >5%



Google

Return



Keep Only Exclude
The Straits Times : 12
 Penetration: 7.74%
 URA planning area: HOUGANG
 Postcode: 530115
 Building description: HDB
 House Type: 3RM,4RM,5RM
 No of units: 155
 Lease year: 1981
 Address: BLK 115 HOUGANG AVENUE 1

