



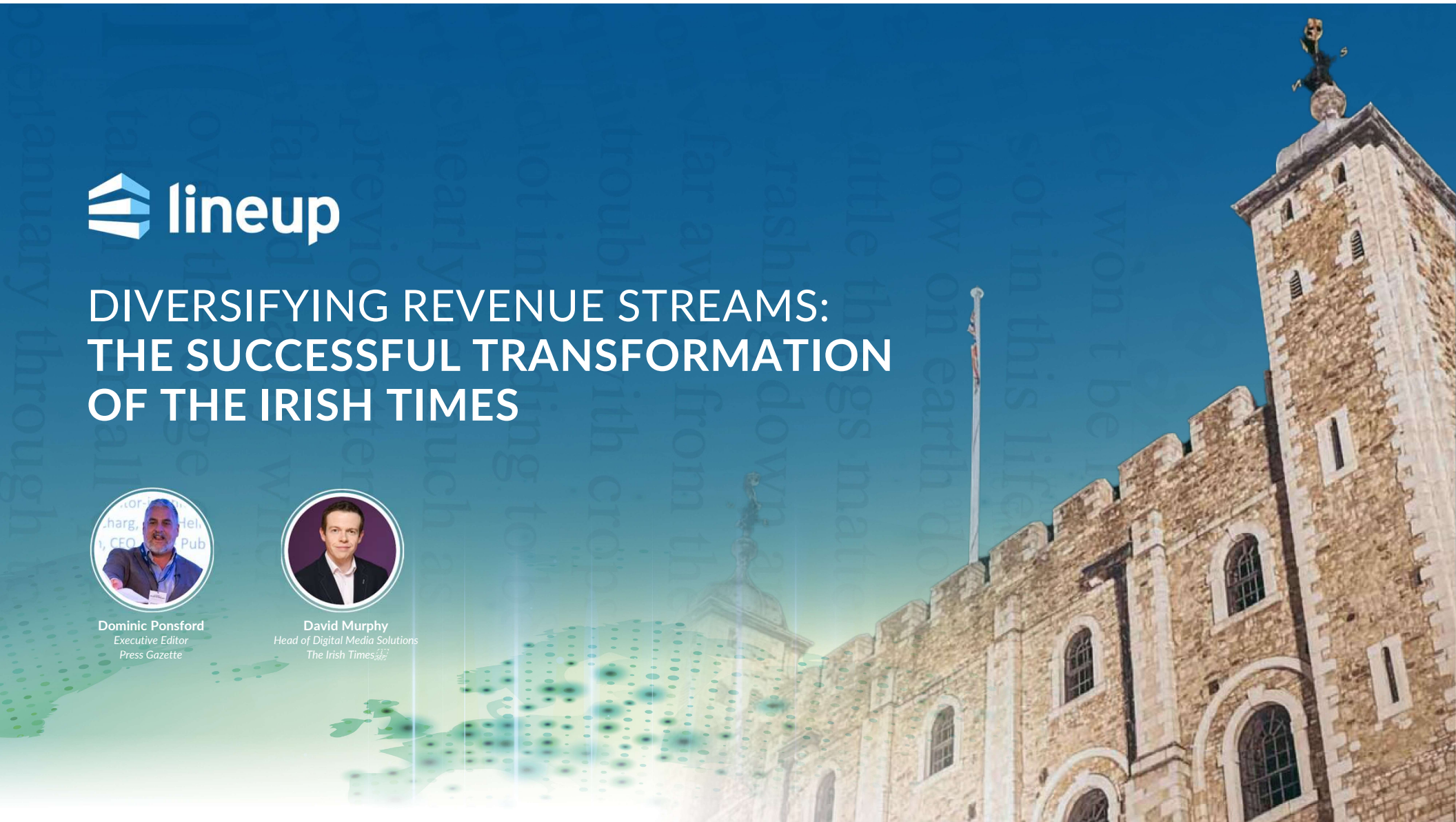
DIVERSIFYING REVENUE STREAMS: THE SUCCESSFUL TRANSFORMATION OF THE IRISH TIMES



Dominic Ponsford
Executive Editor
Press Gazette



David Murphy
Head of Digital Media Solutions
The Irish Times



THE FIGHT OVER DIGITAL MARKETSHARE

DIVERSIFYING REVENUE STREAMS



IT/Ex

THE IRISH TIMES

 Irish Examiner

 **breakingnews.ie**

 **RECRUIT**
IRELAND.COM

myhome.ie

Echo **LIVE.ie**

The Nationalist

Kildare Nationalist

Laois Nationalist

Waterford News & Star

Roscommon Herald

Western People

The Anglo-Celt

OFFALY
INDEPENDENT

Meath Chronicle

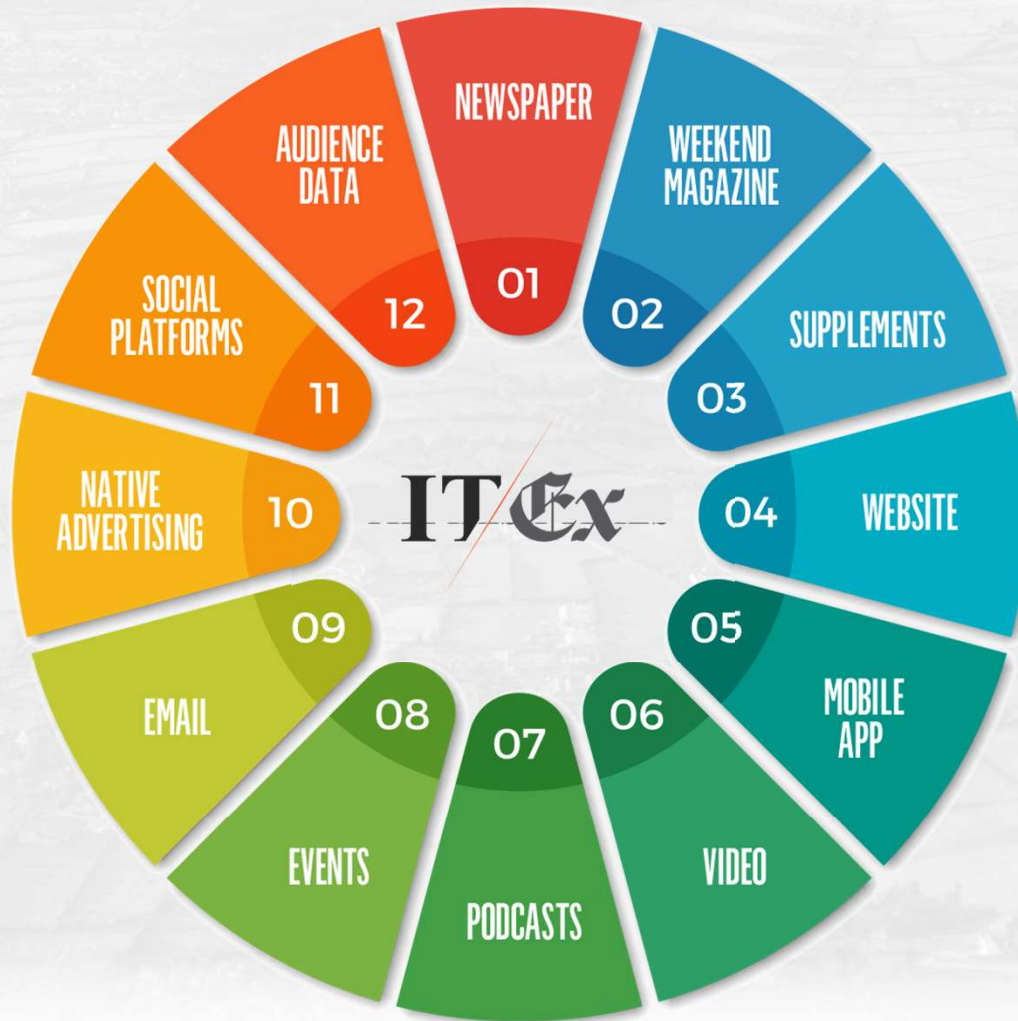
Beat.

Westmeath
Independent

Westmeath Examiner

The Connaught
telegraph





OUR WEEKLY DIGITAL AUDIENCE

1,945,000

50%
MALE

50%
FEMALE



47% ABC1
55% ABC1 IT
51% ABC1 IE



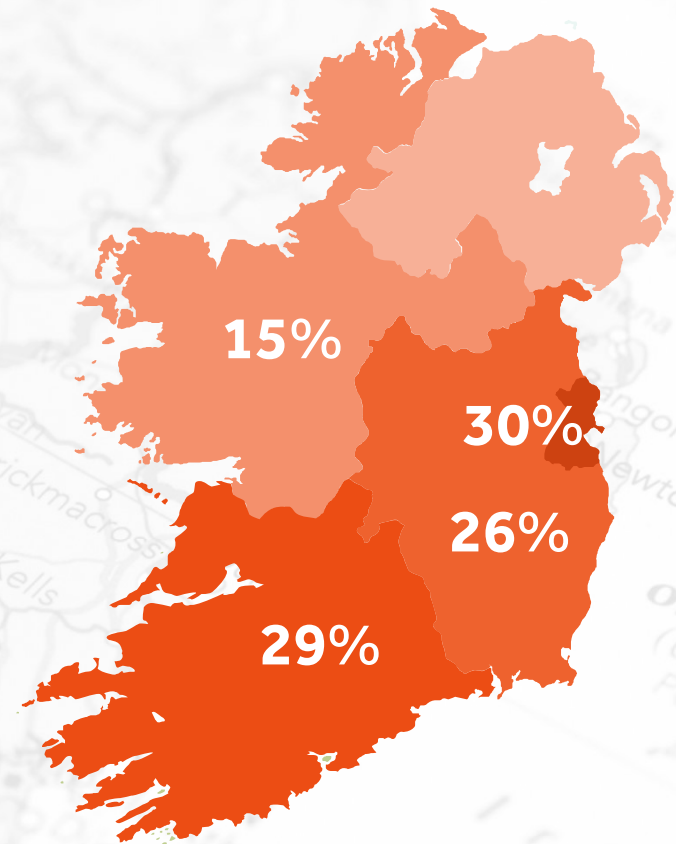
68% Main Shopper



9% higher pre-tax
personal income
compared to national
average



23% more likely to
be professionals in a middle
managers or more senior
positions



Dublin



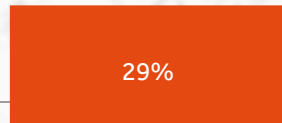
Munster



Rest of Leinster



Connacht/Ulster



18-34

35-54

55+

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Source: Kantar TGI RoI Survey 2023 R1

MARKET OVERVIEW

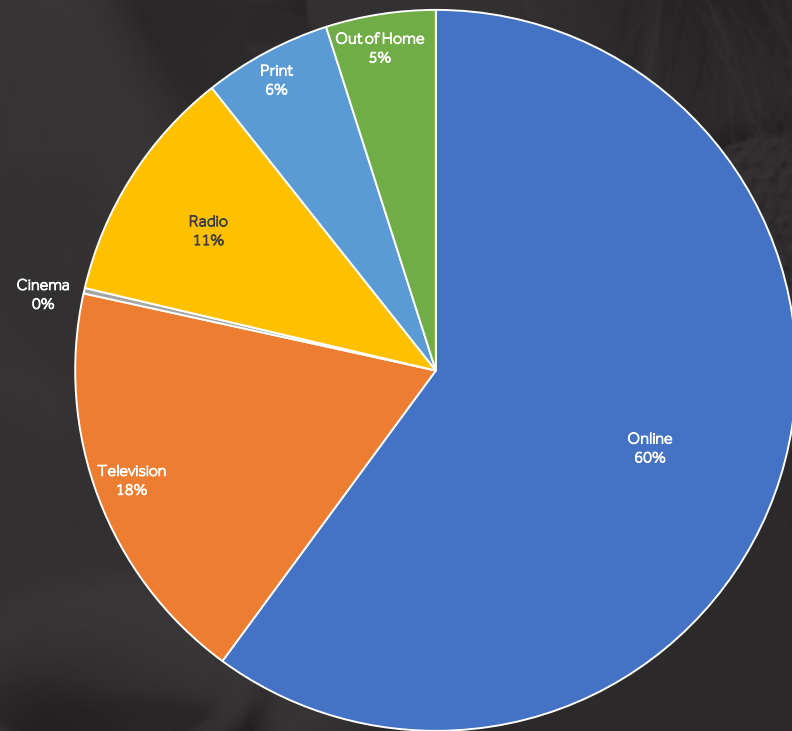
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IRISH ADVERTISING MARKET OVERVIEW €1.4B

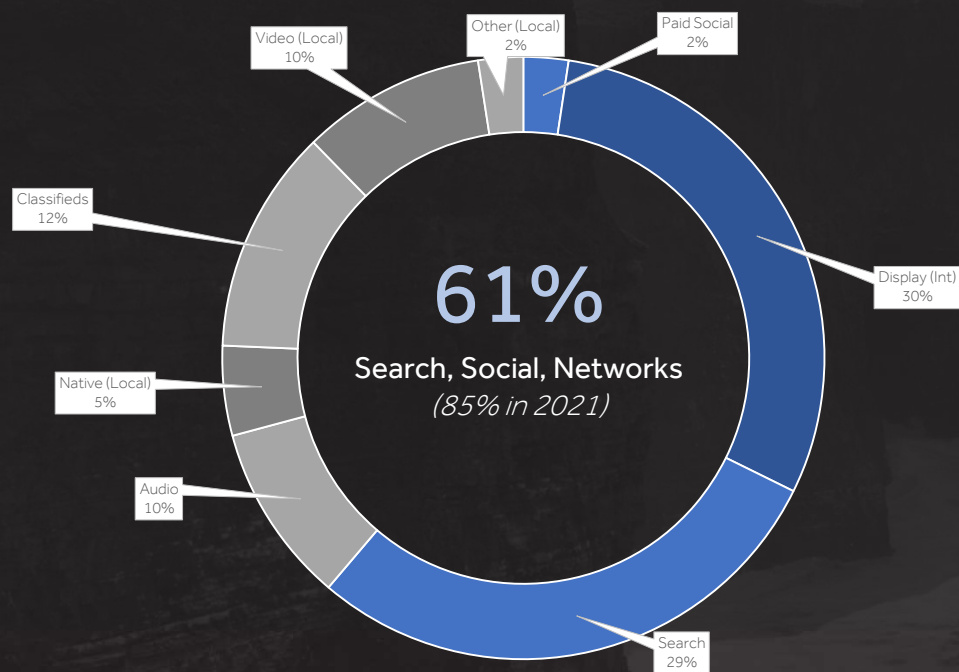
➤ Of an advertising market worth €1.43bn in 2022, online accounted for 60% share of spend;

- Online: +4% YoY (+13% PA 5 yr. avg)
- TV: +2%
- Cinema: +93%
- Radio: +8%
- Print: -0.2%
- OOH: +28%

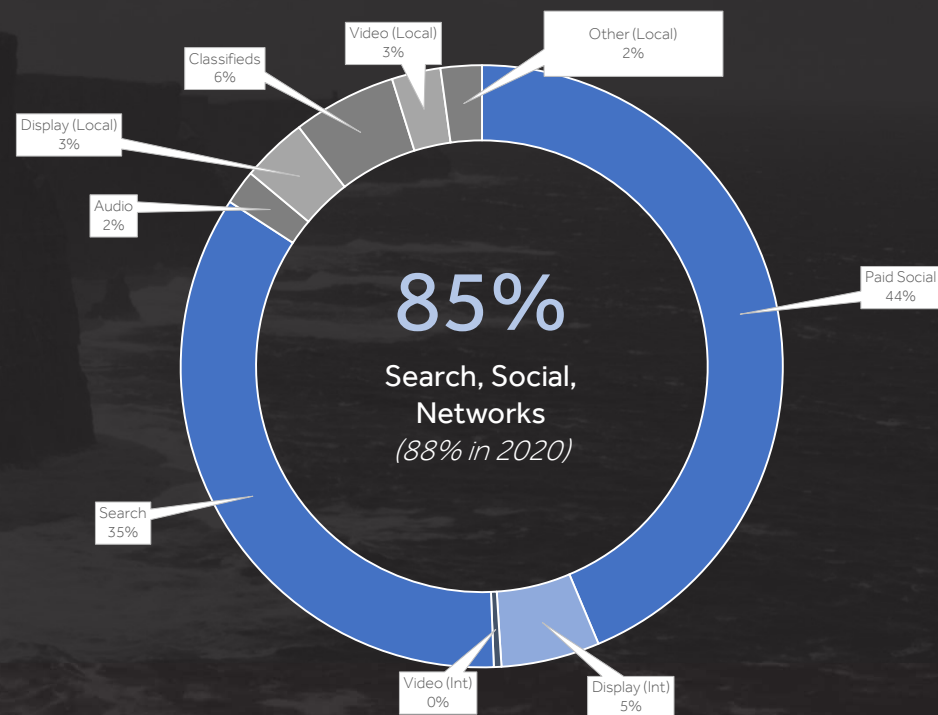
TOTAL +4%



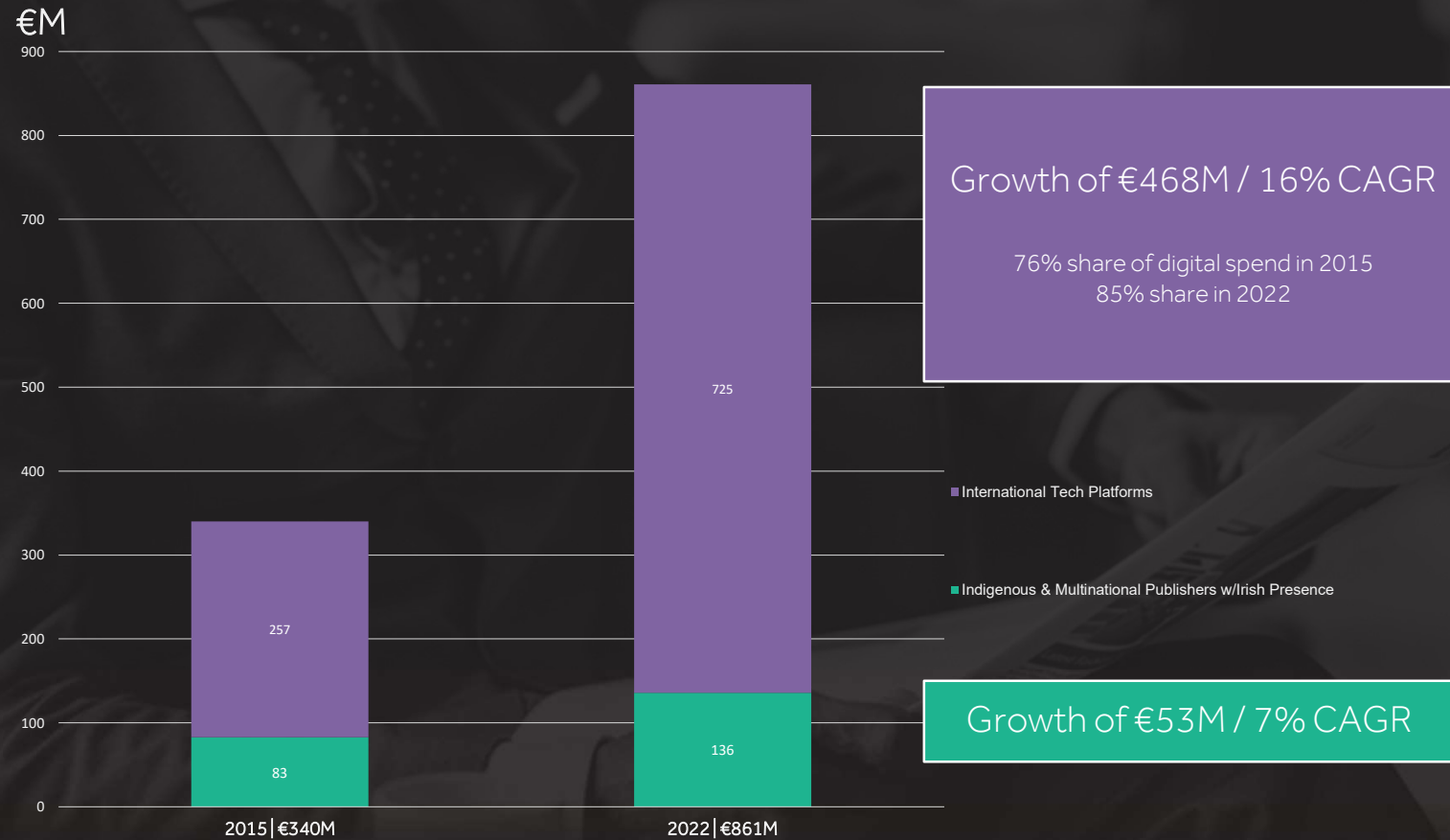
GROWTH BREAKOUT



SPEND BREAKOUT



INTERNATIONAL TECH DOMINATE IRISH AD MARKET



VIDEO &
SUSTAINABILITY

FIRST PARTY DATA

EVENTS &
PARTNERSHIPS

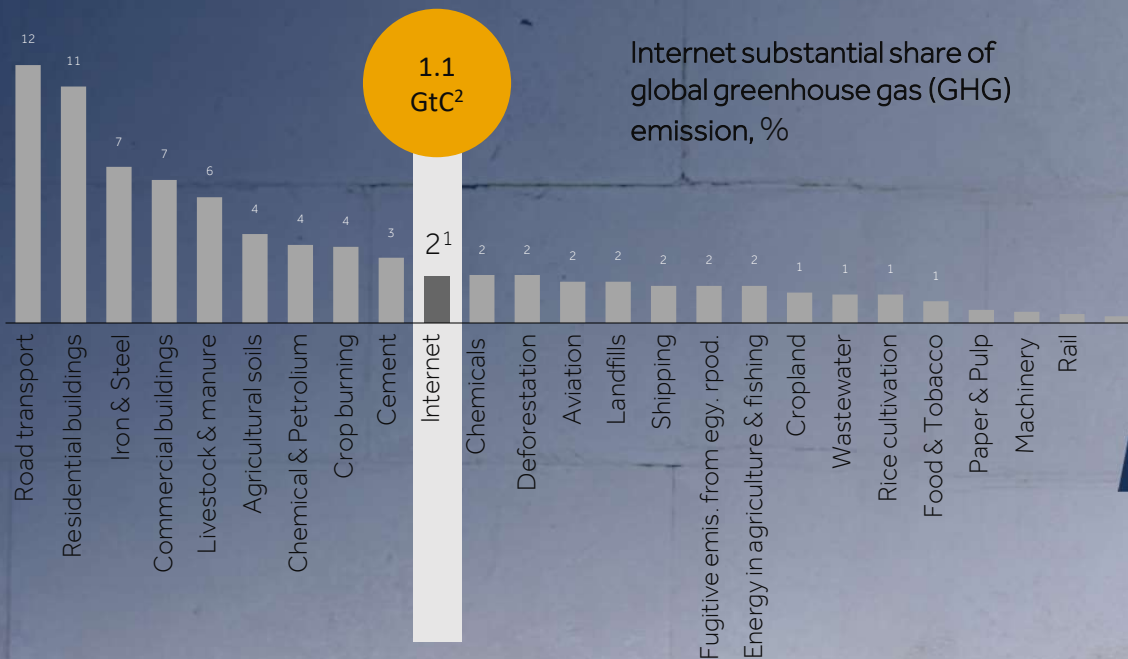


RISE OF (A)VOD

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THE INTERNET IS A BIG POLLUTER

DATA TRANSFER IS A MAJOR DRIVER



30%

of Internet energy consumption comes from data transfer³

Source: <https://ourworldindata.org/emissions-by-sector>

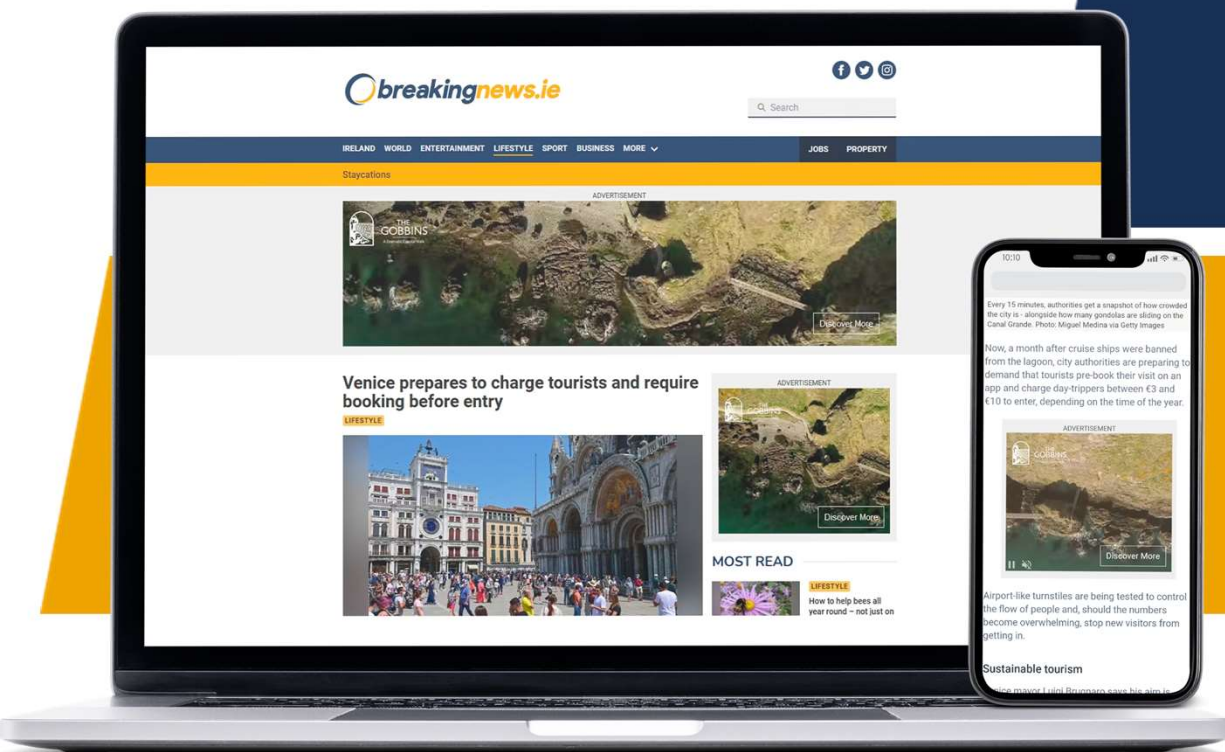
1: Fossil fuel & energy emissions = 73% of total carbon footprint, Power = 40% of fossil fuel and energy emission, Internet = 7.4% of total power generated (Growth partner analysis)

2: 49.9 bn tonnes * internet share of total carbon footprint (2,2%)

3: Andrae (2020a), Andrae (2020b), Ericsson, Cisco, Sandvine

WHERE PLANET & PERFORMANCE CO-EXIST

SEEN THIS



- Adaptive streaming technology,
- Reduce data transfer by up to 40% meaning less impact on the environment
- Market exclusive partnership
- Made great use of our abundance of display inventory, yielding higher rates than standard display

Examples:



 **breakingnews.ie**

ADVERTISEMENT



ENTERTAINMENT

Disney treats fans to first looks at new live-action films on D23 Expo first day



ENTERTAINMENT

Fans finally get a chance to see Garth Brooks at Croke Park



ENTERTAINMENT

Westlife announce two Christmas gigs at Dublin's 3Arena

- **STREAM** Launch Format
- **HD** Quality, Better **UX**, **Instant** Starts
- Initially uptake from film distributors, car companies before being trailed and embraced by a wider variety of sectors.





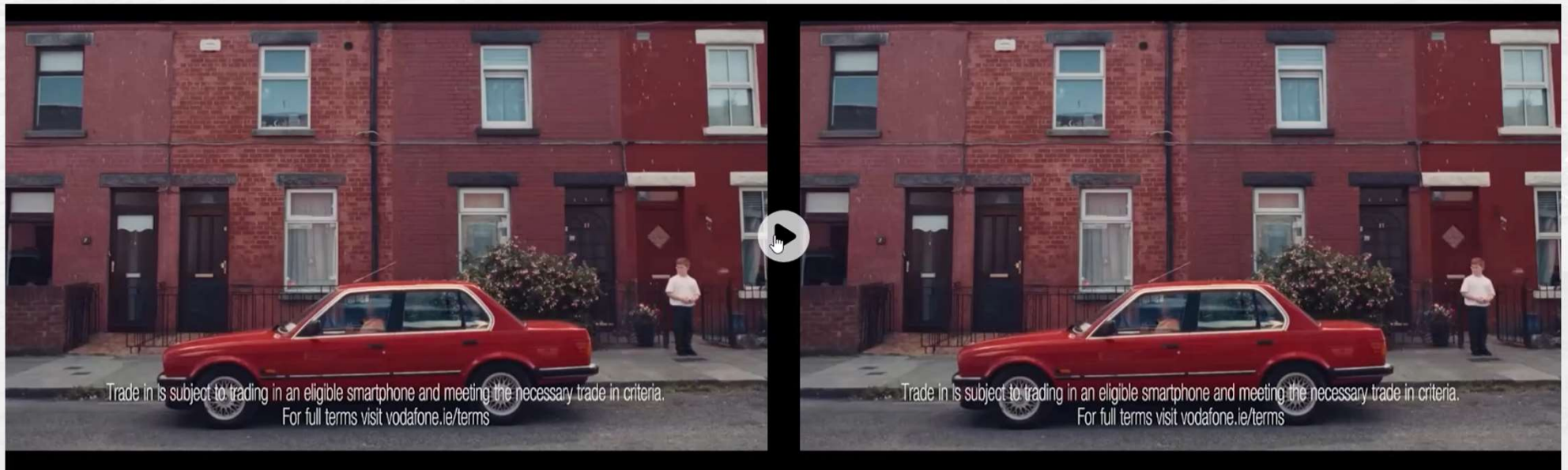
 THE IRISH TIMES
MEDIA SOLUTIONS

GREENER FORMATS

 **inma**
Sharing Ideas. Inspiring change.
GLOBAL MEDIA AWARDS


DIGITAL MEDIA AWARDS

TVCS MADE OUTSTREAM FRIENDLY WITH INTERACTIVE VIDEO OVERLAYS



FIRST PARTY DATA

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THE SHIFT TO PRIVACY

TODAY

60%

Targetable by
Advertisers

40%

Invisible to
Advertisers

TOMORROW

5%

Targetable by
Advertisers

95%

Invisible to
Advertisers

AUDIENCE SOLUTIONS

POWERED BY



IT/Ex

Our Future Facing Data Management Platform



DATA SIGNALS
More than 75 per page for granular targeting



SEGMENTS
Hundreds of interest, intent and persona based segments for targeting



CUSTOM AUDIENCES
A wide range of custom and bespoke audience options



HIDDEN USERS
Target the 40% who are mostly invisible to audience cookie based targeting



REAL-TIME
Target users in-session across all browsers

FIRST-PARTY DATA AT SCALE IN A PRIVACY-SAFE ECOSYSTEM

RICH VARIETY OF UNIQUE DATA FROM OUR READERS



USAGE
BEHAVIOURS



CONTENT
ENGAGEMENT



SUBSCRIBERS



ADVERTISING



NEWSLETTERS



VIDEO



HIGHLY VALUABLE, RELIABLE AND
PRIVACY COMPLIANT 1P DATA
ACROSS ALL PLATFORMS

Target genuinely interested and
relevant users across all of our
titles.



PREVENT AD WASTAGE, YET MAXIMISE
SCALE

Don't advertise to everyone or anyone.
Target by user interests and behaviours
across one or all of our sites.



IMPROVED PERFORMANCE
Digital advertising with deeper insights
used to inform and optimise campaigns.

IT/Ex

OUR KEY AUDIENCES

NEWS

- News Junkies
- Politically Engrossed
- Passionate Podcast Listeners
- Ethical Empathisers
- Celebrity Obsessed

BUSINESS, FINANCE & CAREERS

- Business Decision Makers
- Financially Engaged
- Career Climbers
- Job Jumpers
- Education Enthusiasts
- Business Innovators
- International Business Audience
- HR Mavens
- Commercial Property Deciders
- Keen Traders
- Brexit Buffs
- Farming and Agribusiness

BIG TICKET SPENDERS

- Domestic Designers
- House Hunters
- Car Buyers
- Luxury Car Lovers
- First-Time Home Buyers

LIFESTYLE

- Healthy Lifestylers
- Foodies
- Family & Parenting
- Tech Lovers
- Wine Buffs
- Eco Warriors
- Avid Home Cooks
- Bargain Hunters
- Fitness Fanatics
- Weather Watchers

LEISURE

- Culture Vultures
- Sports Enthusiasts
- Fashionistas
- Travel Buffs
- Luxury Lovers
- GAA Disciples
- Rugby Obsessed
- Football Fanatics
- Golf Lovers
- Goggleboxers
- Music Infatuated
- Gamers
- Crossword Connoisseurs
- Competition Fiends
- Staycationers
- Flight Intenders
- Film Buffs
- Bookworms

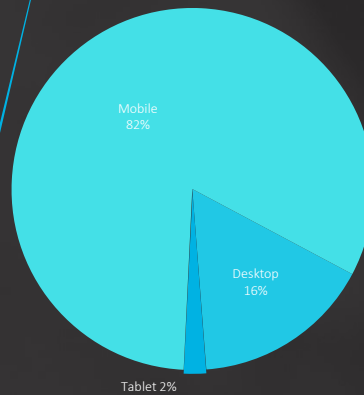
FIRST-TIME HOME BUYERS

224k Users | 5.7m Sessions | 16m Page views | 30 Mins Avg Time Spent.

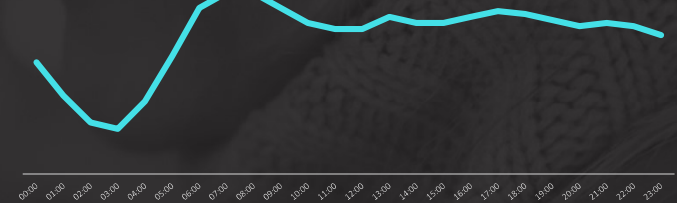


Readers of first-time buyer related editorial content. Viewers of at least eight properties on MyHome below €350k in the past month

Devices



Hourly Activity Trend



MOST ACTIVE DAYS: Monday to Wednesday

FIRST TIME HOME BUYERS ARE ALSO MORE LIKELY TO BE:

Ethical Empathisers, Eco warriors, Culture Vultures, Car Buyers, Film Buffs

POPULAR CONTENT TOPICS & SECTIONS:

Property, Sport, Public Park, Homes, Sustainability, Cost of Living, Travel

AUDIENCE MODELLING

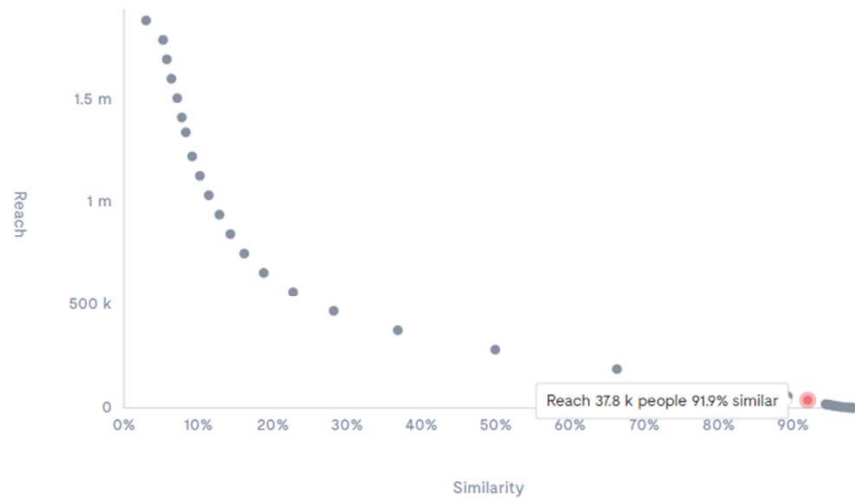
Lookalike model for Gamers

Define the parameters for your model

Seed cohort

This model is based on seed cohort 89823 (Gamers)

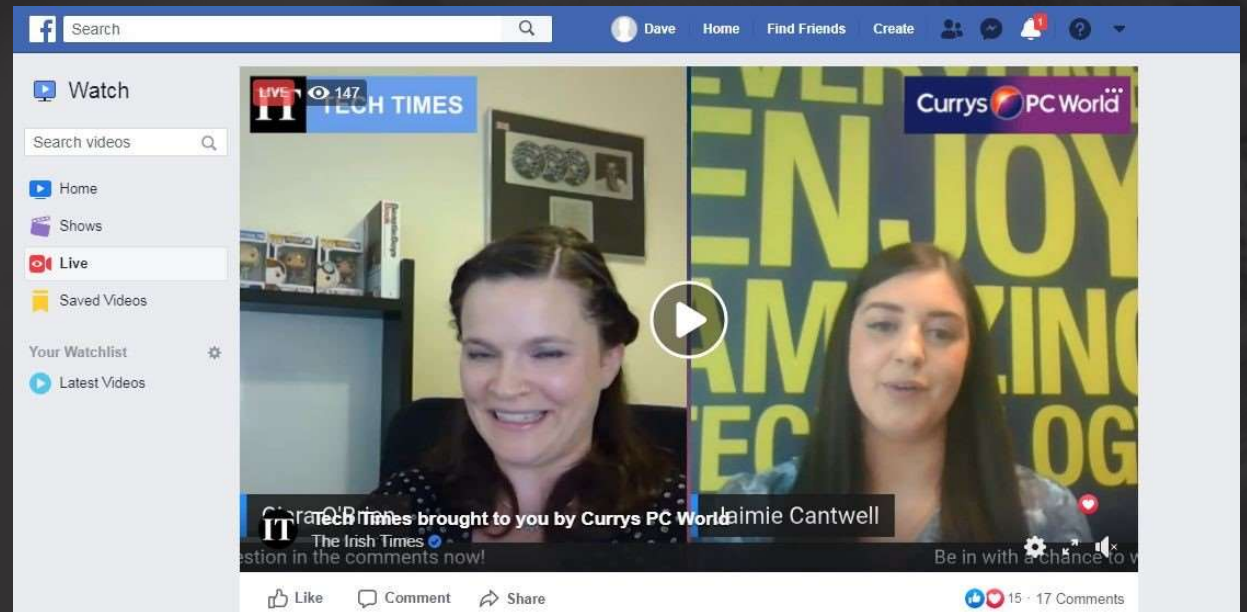
Curve



VIRTUAL EVENTS

IT/Ex

TECH TIMES



VIEWS

55k+

SOCIAL REACH

200,000+

IT/Ex

SUMMER / WINTER NIGHTS

**SUMMER
& NIGHTS**
A FESTIVAL OF
CONVERSATION, CULTURE AND IDEAS

THE IRISH TIMES
winter nights
A festival of conversation,
culture and ideas



IT/Ex



TOTAL SALES	SOCIAL REACH	RATING
2,200	770,000+	8.2 / 10
PROFILE	INSIGHTS	
68% Female	57% from Dublin	

ACTIVE FAMILIES



VIDEO VIEWS

14k+

SOCIAL REACH

52k+

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SUMMARY

- Leverage unique strengths to create new products. Events help to create a deeper relationship with advertising clients and enable media spend on other products.
- First party data can help unlock new advertisers, create scale and better performance for advertising customers.
- Pay attention to market trends, like sustainability and video, and innovate solutions that work for your platforms.
- Look for potential synergies and allegiances with other publishers.
- Make use of trade bodies to help improve the situation for your, and closest competitor, titles.

An aerial photograph of a river flowing through a dense forest, with the image in a dark, monochromatic style. Two thin, horizontal, light blue lines are positioned above and below the 'THANK YOU' text.

THANK YOU

IT/Ex