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THE  TIMES

THE **Sun**

THE  SUNDAY TIMES

wireless



UNRULY

At the higher end of the market, the paid subscription model is tried and tested with a good trajectory



But Sun readers are the most passionate and committed audience in Britain



Our Grow, Know, Monetise strategy for The Sun started with print



Grow...

digital scale and engagement,
while retaining our loyal print readers



Know...

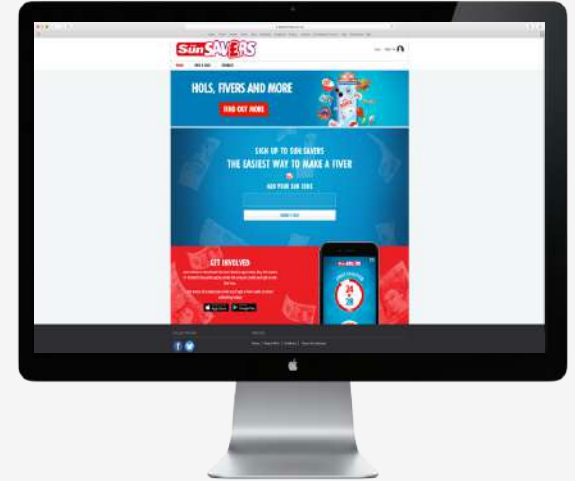
who they are and build
a direct relationship



Monetise...

with a platform that enables
two-way financial transactions

We flipped the traditional newspaper promotion on its head



What started as a loyalty scheme is now a multi-faceted part of The Sun's ecosystem



Which has provided a myriad of ways to provide additional value to and from our audience



We will now apply our learnings to digital



Key takeouts

1

This is a **long-term** strategy,
that takes years and not
months or weeks

2

Harness expertise
and collaborate across
the **whole** business

3

Keep it **simple**