

EXPLOIT EXISTING NEWS CONTENT

IN A LOW COST RADIO FORMAT



OLE SLOTH

MANAGING EDITOR

Responsible for Ekstra Bladet Radio

JP / POLITIKENS HUS

Ekstra Bladet



1904



1954



2004



2017



NOW



DIGITAL

CIRCULATION

ALL DIGITAL

4 BILLION PAGE VIEWS/YR

Time spending among top 20 commercial news websites in Denmark



CONTENT



ekstrabladet.dk -
300 articles / day

PLATFORMS

- PRINT
- WEB (desktop, mobile)
- APP's
- DIGITAL SUBSCRIPTIONS (EKSTRA BLADET PLUS)



RADIO PROGRAMMING



NEWS SCHEDULING



RADIO STUDIO

**Ekstra
Bladet**

RADIO

LOVIN' DANISH MUSIC

EXISTING CONTENT
+
NEW PLATFORM (RADIO)
+
REACH (DAB)
=



MERCI BEAUCOUP!



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