



LE FIGARO

LE FIGARO PREMIUM

GROUP FIGARO

IT ALL STARTED WITH A WEEKLY NEWSPAPER...

1826



1854



1914



1939



1945



1969



1970



1985



1989



1998



2005



2009



2018

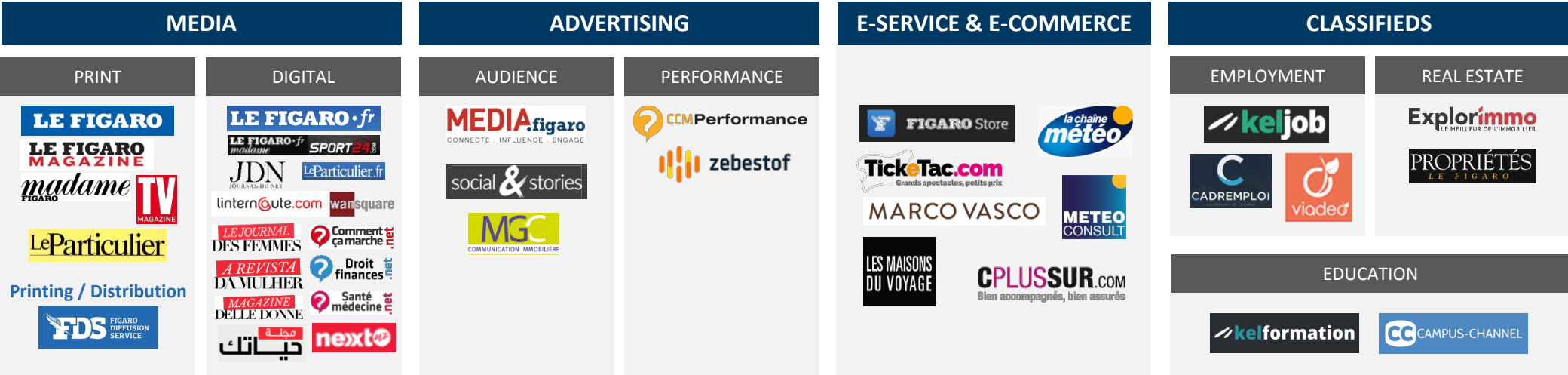
#1

DAILY
306 000 copies / 1,7 M Readers

LE FIGARO PREMIUM

GROUP FIGARO

A DIVERSIFIED AND DIGITALIZED MEDIA GROUP



€ 430M

€ 130M

€ 60M

1 950 PEOPLE

LE FIGARO PREMIUM

A LEADING MEDIA GROUP IN FRANCE

#1 NEWS MEDIA IN FRANCE

Unique Users per month



1	LE FIGARO · fr	20 119 586
2	Le Monde	17 315 628
3	France Info	16 793 310
4	lintern@ute	15 810 424
5	Le Parisien	15 564 736
6	BFM TV	15 165 862
7	20minutes.fr	14 551 388
8	L'Express	13 532 687
9	Ouest France	12 712 179
10	Huffington Post	10 107 350

#4 INTERNET PLAYER IN FRANCE

Unique Users per month



1	Google	50 304 440
2	Facebook	46 174 569
3	Microsoft	37 847 744
4	GRUPE FIGARO CCM Benchmark	35 167 317
5	Webedia	30 332 948
6	Wikimedia Foundation	29 801 847
7	Solocal Group	28 595 652
8	Prisma Media	28 553 953
9	Amazon	28 298 169
10	Schibsted	27 672 780



... BUT WE FACE MAJOR BUSINESS ISSUES

PRINT



DECLINE IN
CIRCULATION

DIGITAL



DOWNTURN IN
AD REVENUE

LAUNCHED IN MAY 2015





FIGARO DIGITAL FIGARO DIGITAL+

- 1€ for 3 months 1€ for 6 months ...
- 1€ / month for 3 months, then 15€ / month ...
- 5€ / month 12€ / month 15€ / month ...
- 144€ / year 180€ / year ...
- 45€ for 3 months 90€ for 6 months ...
- 4,99€ / week ...



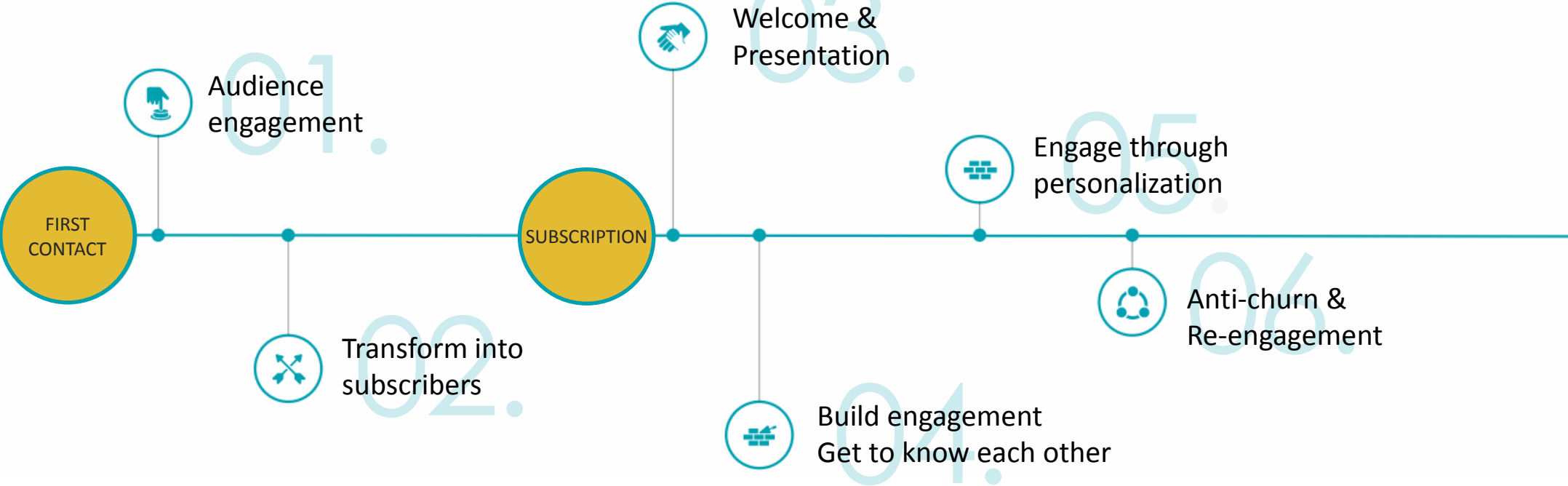
LE FIGARO PREMIUM



-  Unlimited access to Premium articles
-  Access to the Premium website and dedicated apps, free of ads
-  Daily digital edition of Le Figaro on your desktop, tablet or smartphone
-  5 newsletters and daily briefings

LE FIGARO PREMIUM

ENGAGEMENT PROCESS



UX CENTRIC ORGANIZATION

01. Subscription funnel

02. Welcome

03. Customer care

04. Surf & Ergonomics

05. Connection

06. Self care

07. Pdf / digital edition

08. Apps

09. Premium offer

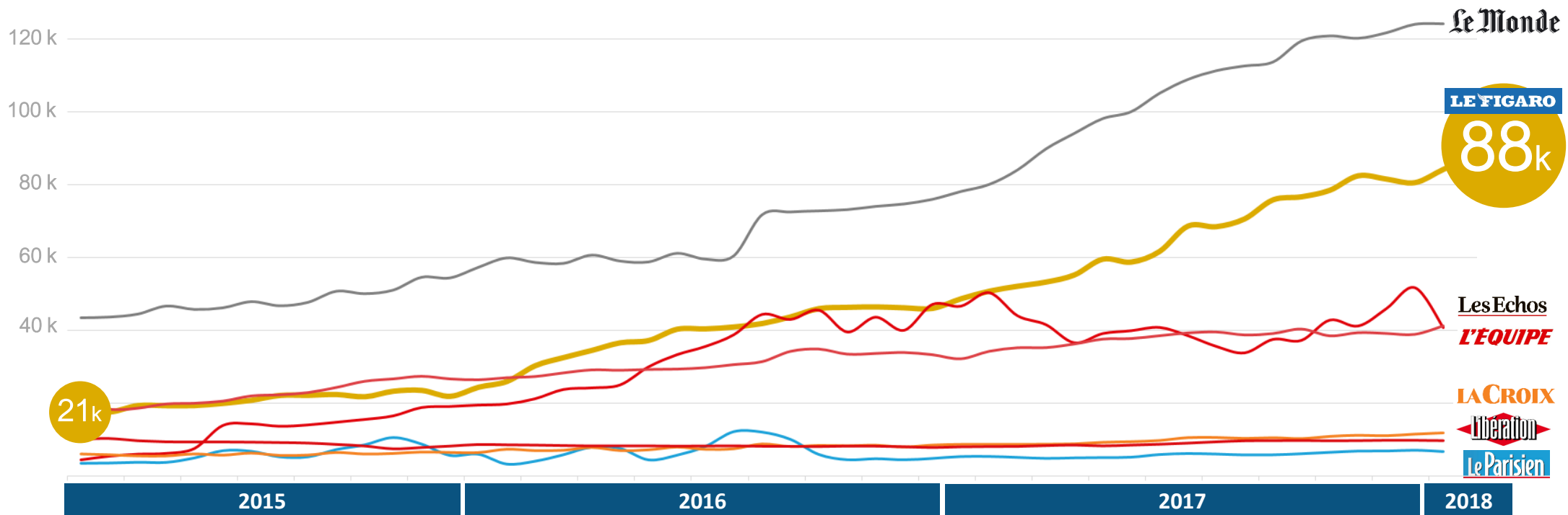
10. Data & Analytics

UX DASHBOARD SHARED THROUGH ALL TEAMS

EXPERIENCE CLIENT PREMIUM – TABLEAU DE BORD DES PERFORMANCES / ÉVOLUTIONS/mois vs cumul / VS OBJECTIFS										
ce que nos abonnés Premium disent : Voix du Client (via MyFeelBack) et ce qu'ils font : Usages (via GA / SRC)										
mars-18										
Parcours de souscription (fixe+mobile)			mois	vs cumul	objectif	Site Abonnés (fixe+mobile)				
Voix du client	Très satisfaits	46,2%	1,2%	90	Voix du client	Très satisfaits	51,2%	1,2%	90	
	cumul depuis juin 2017		50,2%	2,4%		90	NPS	27,8	0,1	28
	Très satisfaits Clarté offre	28,7%	10,2%	95		Usages	Visites	1,44 00	1,2%	
Usages	Abonnés nouveaux mois	4 000	1,2%		Durée visites (min)		25,2	1,4%		
	Taux conversion tunnel abonnement	1,40%	40%		Pages vues		9,20 00	1,2%		
	Taux conversion articles fermés	0,012%	1%		Pages vues / Visites	6,2	1,2%			
Print activés (action volontaire)			14 120			Taux de rebond	10%	1,2%		
Espace Client et Service Relation Client			mois	vs cumul	objectif	Application bleue abonnés connectés				
Voix du client	Très satisfaits téléphone	46,2%	1,2%	90	Voix du client	Très satisfaits application	46,2%			
	cumul juillet 2017		47,2%	1,2%		90	One shot fev	NPS	28	
	Très satisfaits rapidité réponse téléphone	46,2%	2%	90	One shot Sept	Satisfaction des Stories	56,2%			
	Très satisfaits solution de connexion par téléphone	46,2%	2%	90	Usages	Visites	1,47 00	1,2%		
	Très satisfaits accueil par téléphone	71,2%	1,2%	75		cumul janvier 2017	Durée visites (min)	6,2	1,2%	
Très satisfaits solution FAQ (à lancer)	%			Poids visites onglet Premium		0,2%	1,2%			
Usages	Visites Espace client	colonne			Liseuse /PDF			mois	vs cumul	objectif
	Visites FAQ	colonne			Voix du client	Très satisfaits (à lancer)	%			
	Appels traités sans attente	20%	4%			Facilité d'utilisation (à lancer)	%			
	Nb contacts tel Motif Connexion	500	10%		Usages Millibris	1ère ouverture de l'appli	618	10%		
	Poids des appels Motif Connexion	27%	10%			cumul janvier 2017	Téléchargement PDF	104 140	0,1%	
Nb contacts Motif Résiliations tel+email+courrier	1 000	1%		via appli blanche IOS		100 000	1,2%			
Newsletters Premium			mois	vs cumul	objectif	via appli blanche Android	40 000	1,2%		
Voix du client	Très satisfaits Lettre Figaro Premium	70%			via site	157 000	10,2%			
	One shot Mars	NPS	47							

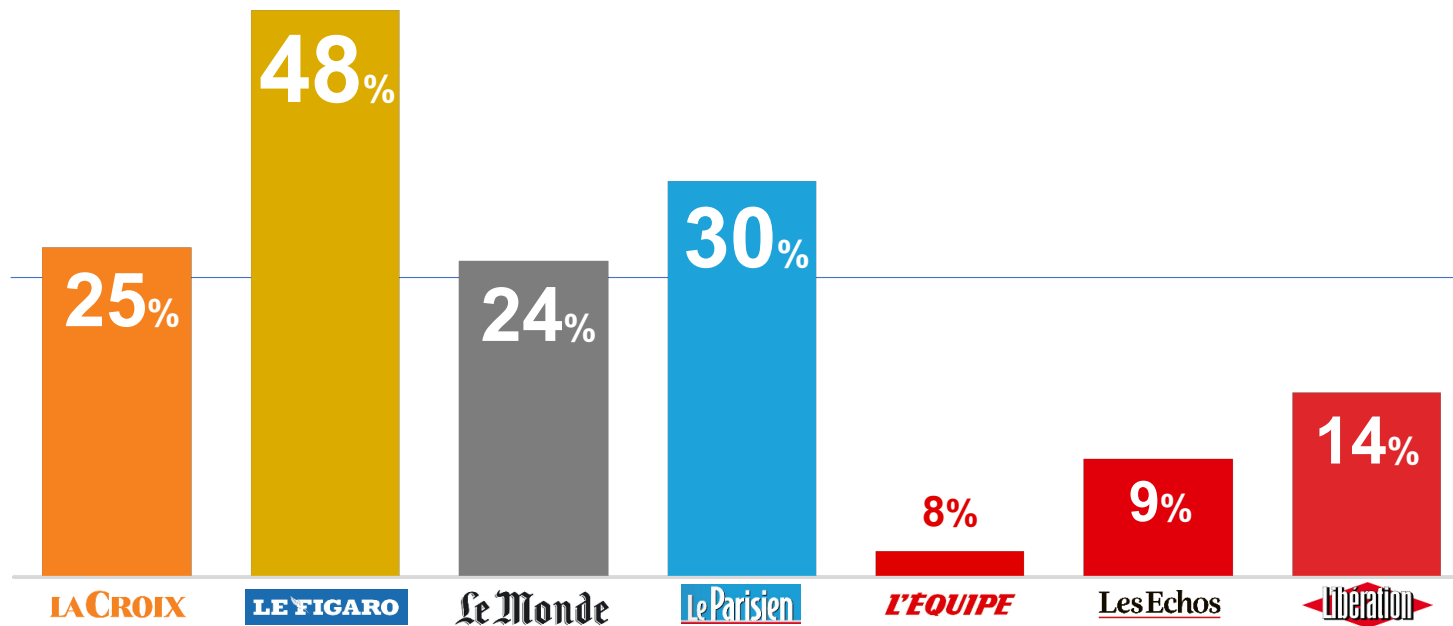
DIGITAL CIRCULATION: THE FRENCH MARKET

Figaro Premium: 300% increase since the launch in April 2015



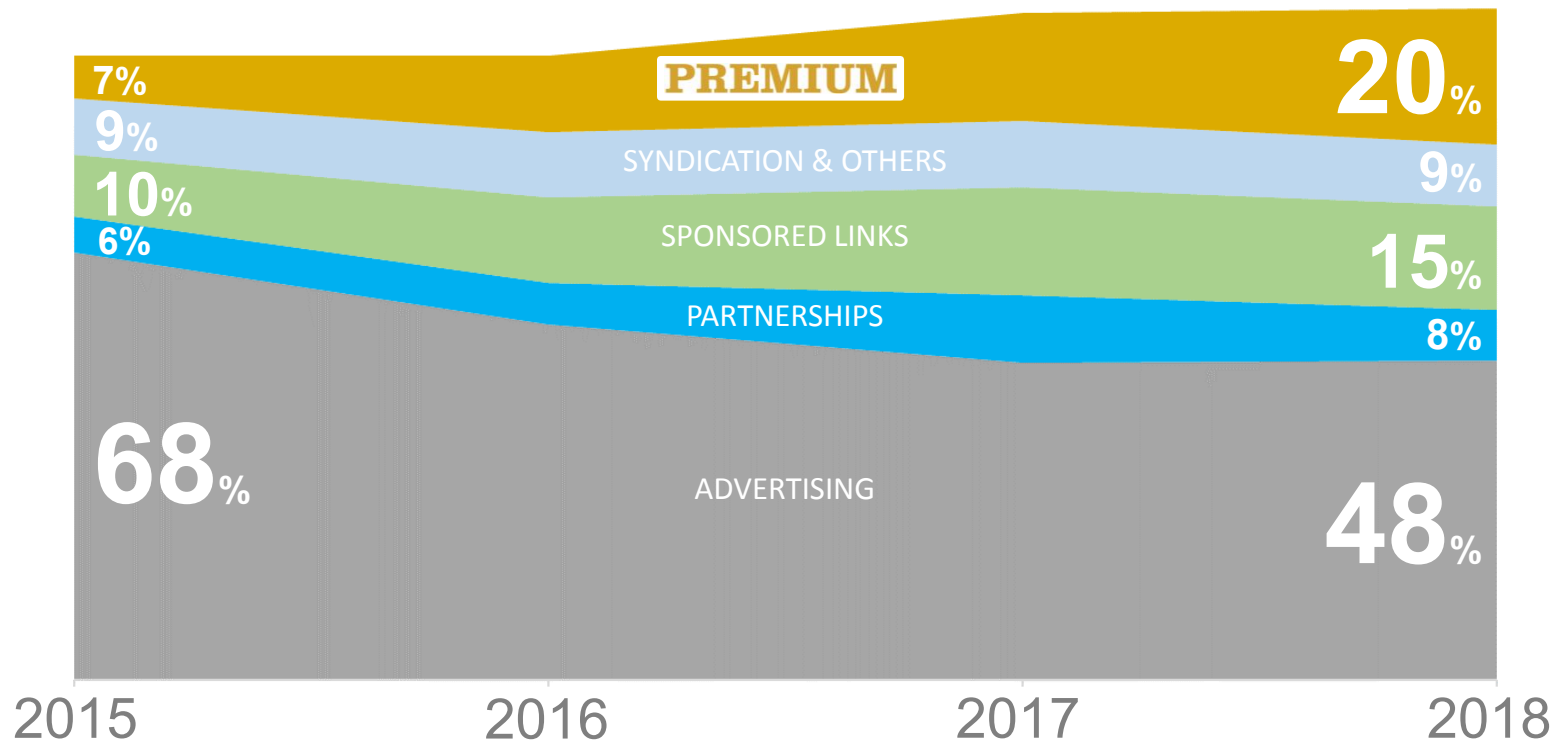
Digital circulation of national papers in France (source : ACPM)

23% MARKET GROWTH IN 2017



Digital circulation of national daily papers in France (source: ACPM)

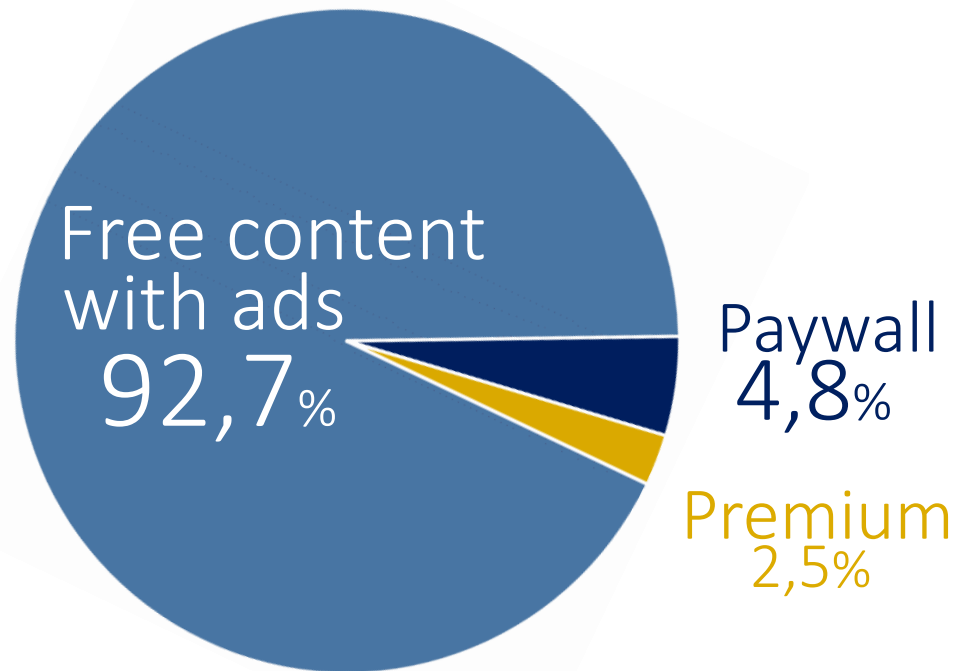
PREMIUM: NOW THE 2ND DIGITAL REVENUE MAKER



Evolution and repartition of the Digital Revenues for Lefigaro.fr

PREMIUM DOES NOT IMPACT THE AD REVENUE

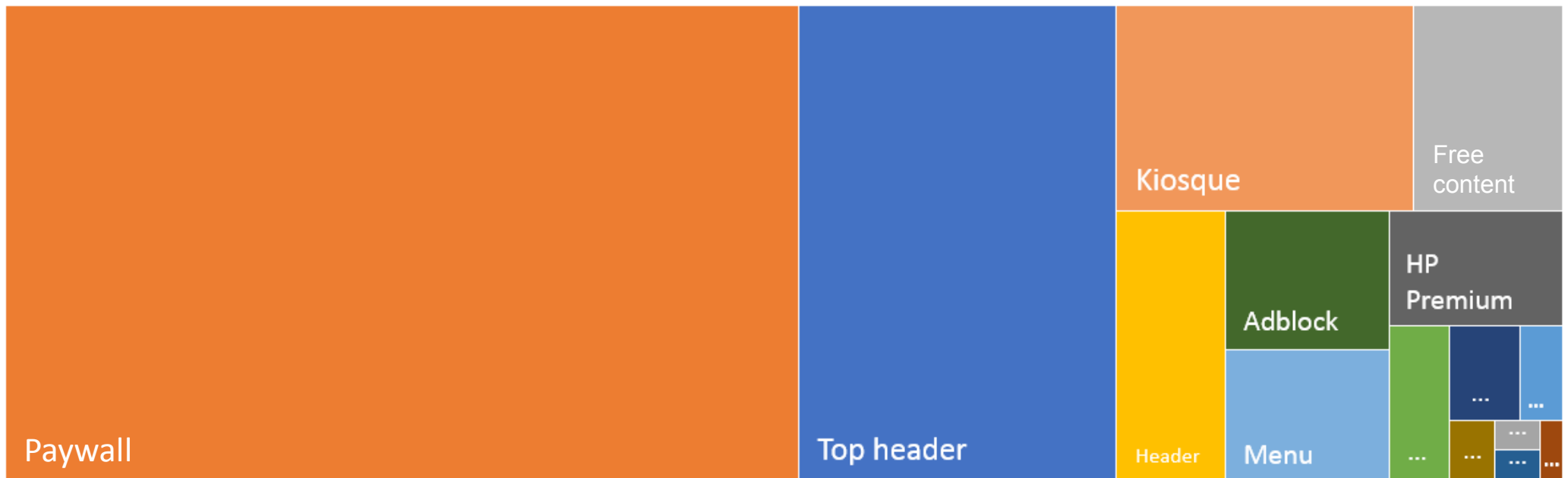
Premium only represents 2,5% of total sessions and does not impact the advertising inventory



Sessions web and apps in February 2018 (source : GA)

CONTENT IS THE MAIN SUBSCRIPTIONS GENERATOR

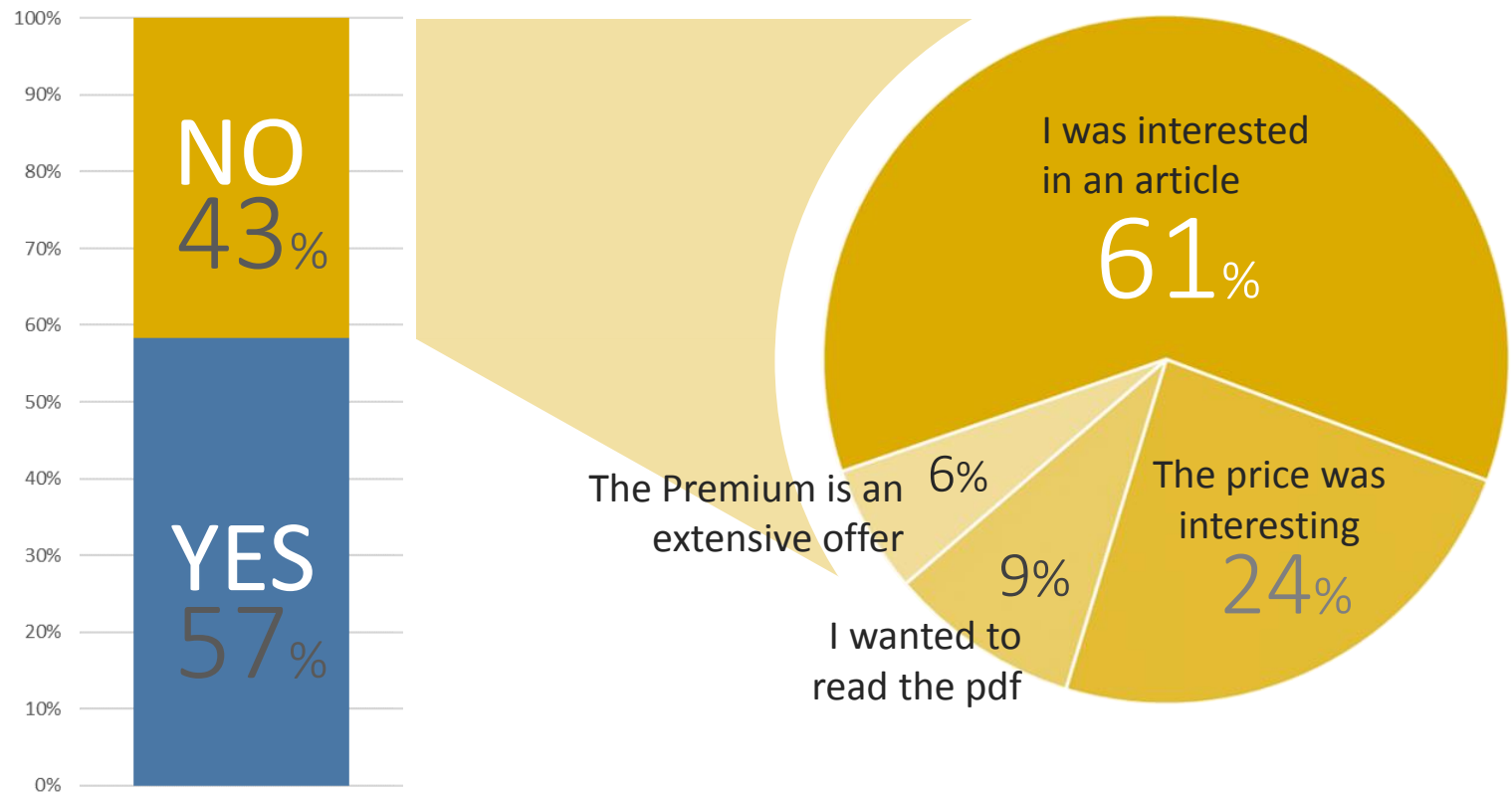
50% of the subscriptions made through the paywall



Top sources of sales on Lefigaro.fr

MERGING EDITORIAL WITH OPPORTUNISTIC MARKETING

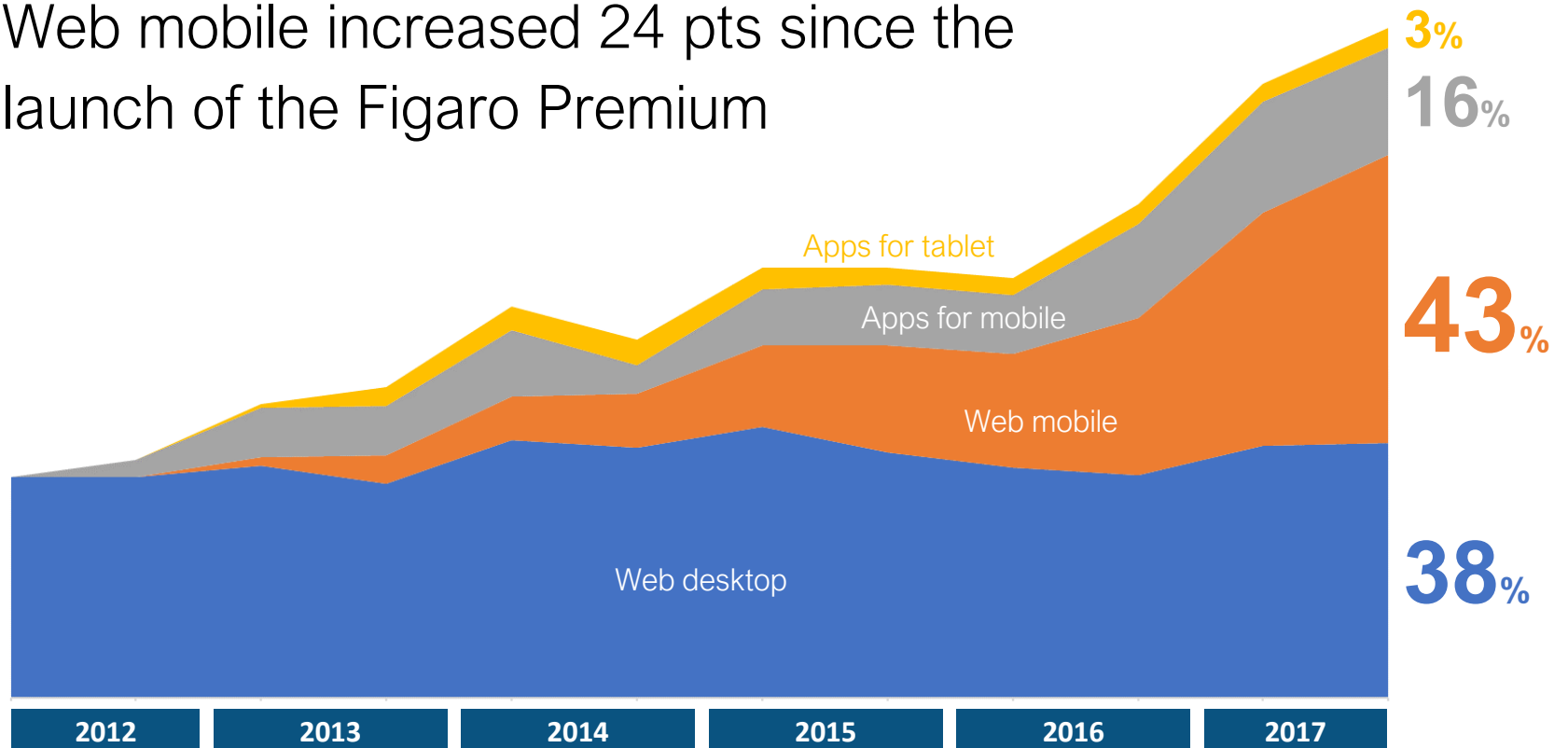
Did you intend to subscribe when arriving on Le Figaro ?



Survey placed at the end of the subscription funnel (source : MyFeelBack)

USAGE IS MOVING TOWARD MOBILE DEVICES...

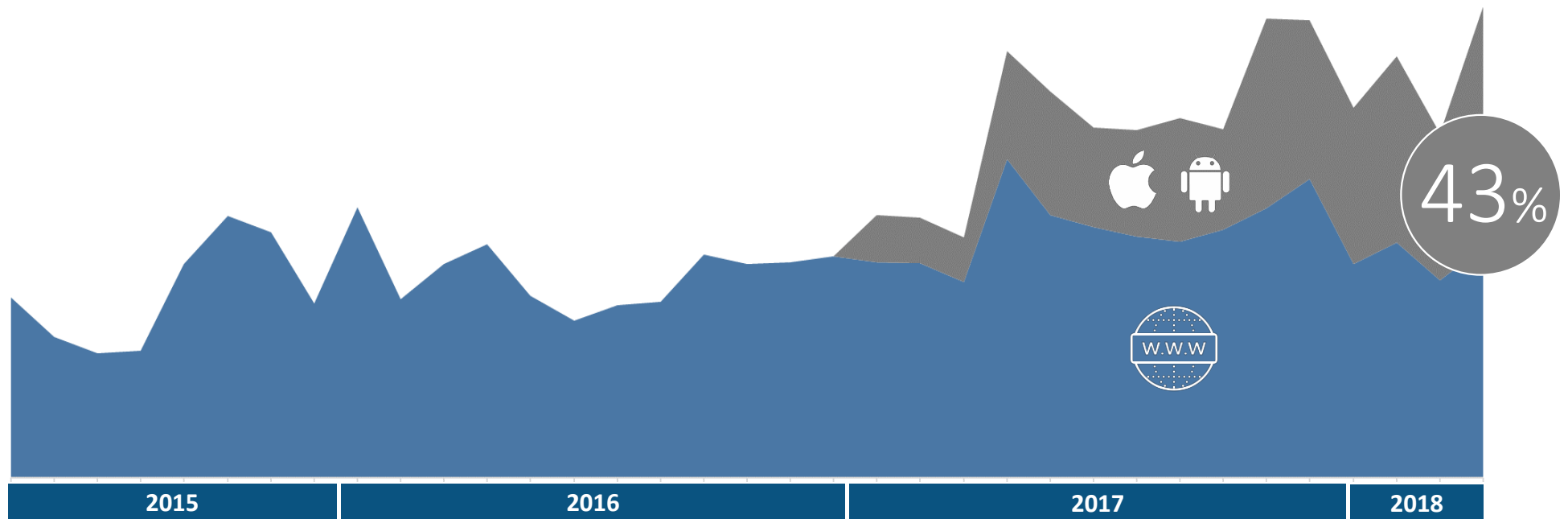
Web mobile increased 24 pts since the launch of the Figaro Premium



Le Figaro.fr : sessions and % per device, sources : ACPM OJD

... SO ARE THE SALES

over 100% increase in the monthly sales



43%

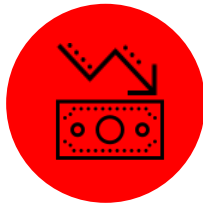
IN-APP SUBSCRIBERS BASE IS NOW SIGNIFICANT

260% growth over the last 12 months



... UNFORTUNATELY ...

REVENUES



Loss of the
French publishing
VAT at 2,1%

&

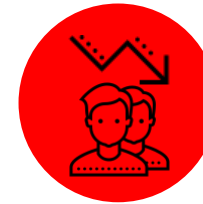
Revshare: 30% & 15%

DATA



Only 50% of the
in-app subscribers
extend their
subscription
to the web

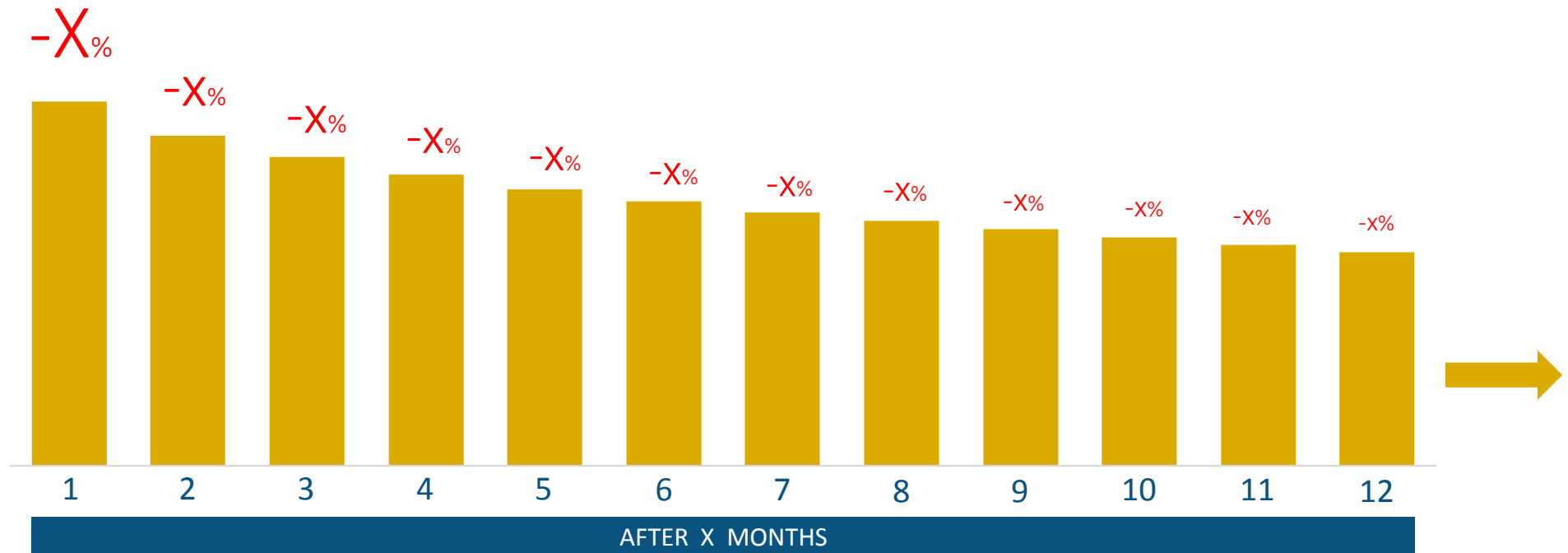
CHURN



The churn rate is
much higher
on the in-app
subscriptions
versus the web

RE-THINK OUR CHURN APPROACH

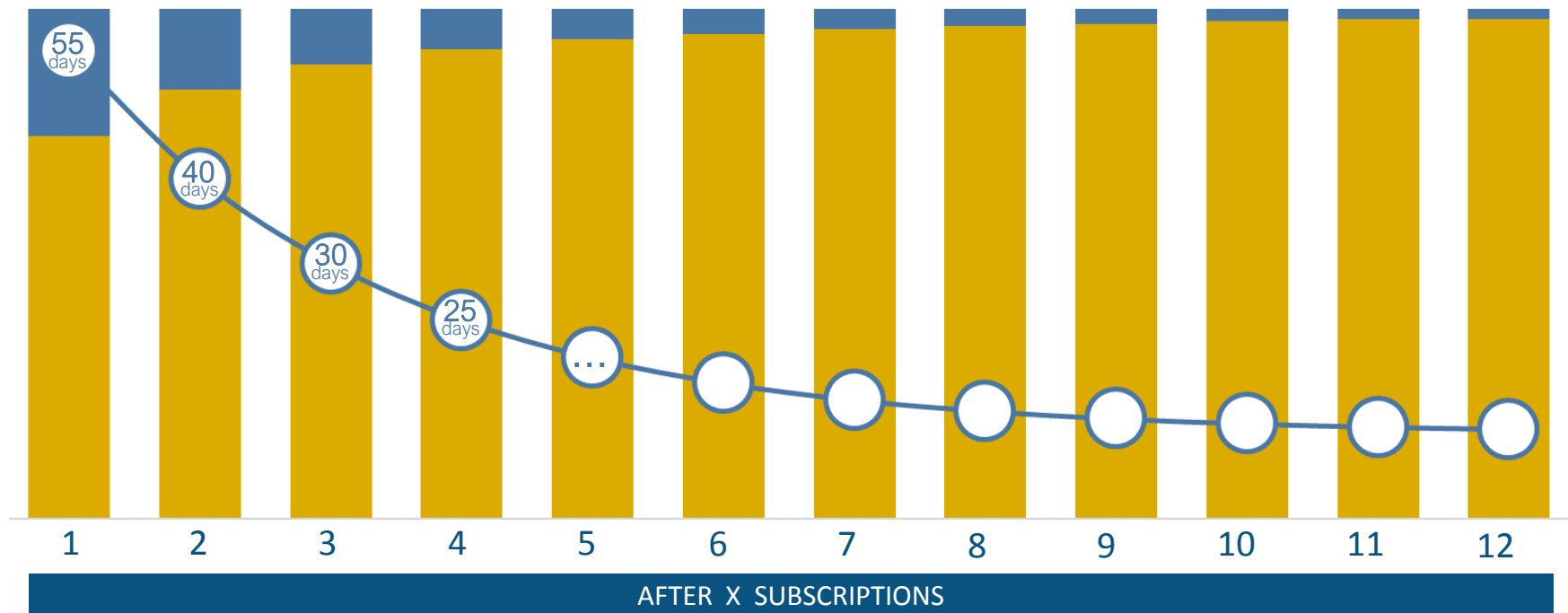
How many subscribers do we **lose** every month ?



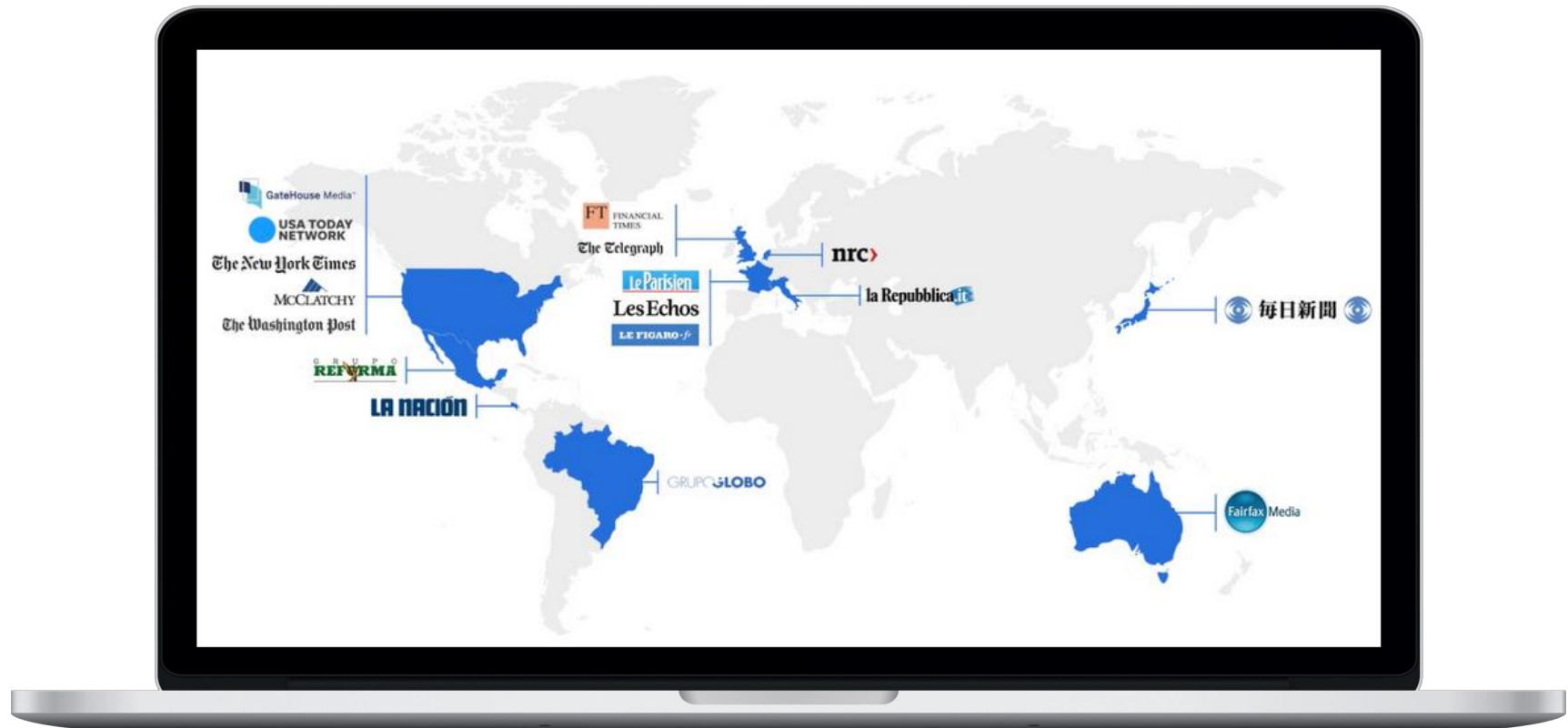
RE-THINK OUR CHURN APPROACH

How many subscribers do we **keep** every month ?

And for the others, how many **days between 2 subscriptions** ?



SUBSCRIBE WITH GOOGLE & CARRIER BILLING

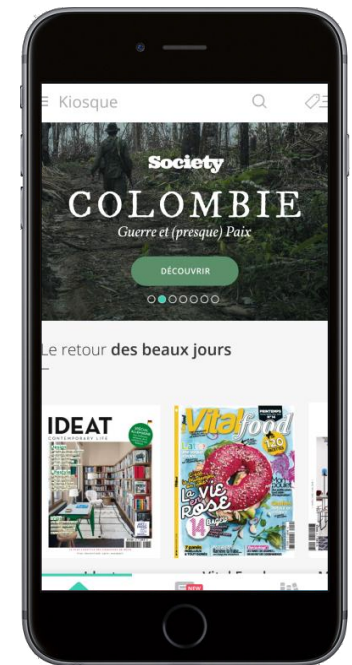
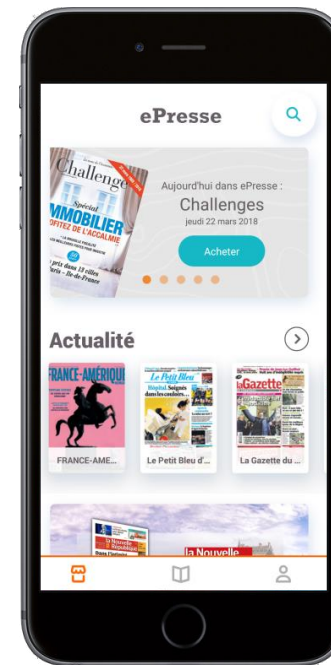


LE FIGARO PREMIUM

DIGITAL NEWSSTAND

Telecom operators are switching to an **Over The Top** offer

A revshare agreement is difficult to determine



4 GLOBAL GOALS FOR 2018

More Premium articles all day long



Reinforce engagement journeys :
personalization (content / device / timing)



Improve the product, more features



MERCI / THANK YOU