

Digital view: Life on the Danish Internet, August 31-  
September 6, 2009

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“Digital view: Life on the Danish Internet, August 31-September 6, 2009: General news-sites: cracking open variations and drivers of growth in an all-on-average category” is written by Jon Lund.

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Jon Lund  
Byholmvej 10 // 2720 Vanløse // Copenhagen // Denmark  
[jon@jon-lund.com](mailto:jon@jon-lund.com) // +45 2819 9052  
CVR: 32 17 61 19 // Bank: 2128-7563384616

## Introduction

Digital view: Life on the Danish Internet provides a weekly overview of the evolution of traffic on Danish websites, as measured for nearly 300 of the largest Danish websites member of the Interactive Bureau of Denmark (Foreningen af Danske Interaktive Medier, FDIM).

Data stems from an ongoing research carried out by Gemius for FDIM, measuring all pageviews of the sites taking part of the survey, and published on [fdim.dk](http://fdim.dk).

Data is collected through a peer-reviewed, automatic, structured and rule-based methodology and is generally of very high quality.

Openness key to huge and steady lift in traffic for intellectual niche news-website Information.dk of 70 percent against average of 11. Avisen.dk still lacks proving their concept, not really taking off traffic-wise.

Findings: General news-sites follows grand average in activity growth. Intellectual newspaper-site Information.dk stands out with 70 percent increase. Newly launched avisen.dk hasn't really taken off yet.

Singling out the general news-sites in the preliminary traffic-stats from FDIM last week (August 31-September 6) documents how the growth of general news-sites for the last year performs exactly equal to the grand average of all sites: the number of visits went up by 11 percent.

When cracking open the category of general news sites you will, however, find the performance of the 17 sites greatly varying, ranging from -25 to +70 percent. The field is headed by the site of one leading intellectual daily newspaper, information.dk (+70 percent) and finished off by another - now weekly - leading intellectual newspaper, weekendavisen.dk (-25 percent).

Between these two extremes the site of the Christian Danish newspaper, kristeligt dagblad.dk, scores a yearly growth of 45 percent increase in activity, setting it in the same league as information.dk.

In the top you'll also find the sites of two of the free Danish daily newspapers, urban.dk and metroexpress.dk (58 and 36 percent respectively). The third free daily newspaper, 24timer.dk, lacks somewhat behind with 18 percent growth (still 50 percent above average).

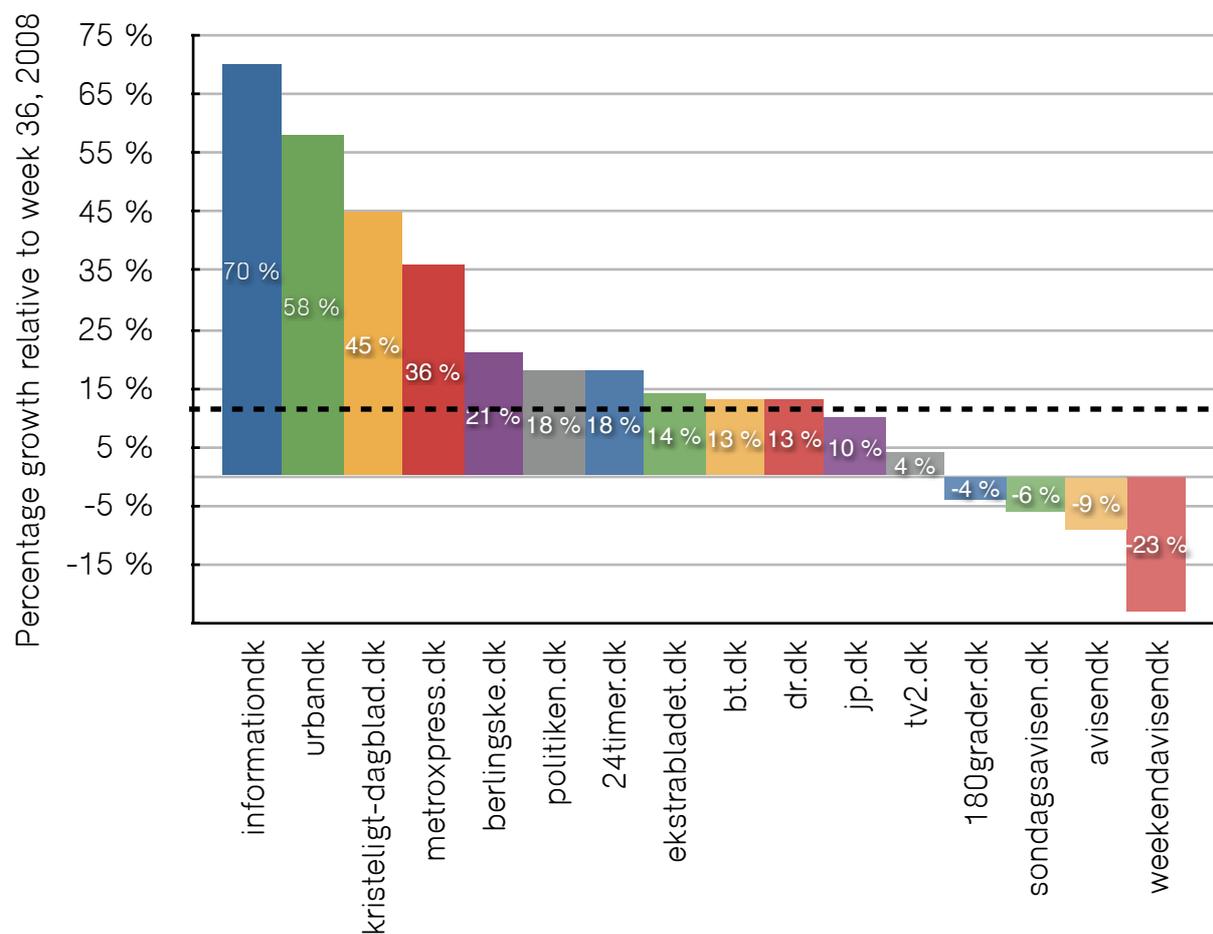
With 21, 18 and 13 percent respectively, the sites of the three large morning-papers Berlingske Tidende, Politiken and JyllandsPosten comes in in positions somewhat above the average of 11 percent together with to sites of the two leading tabloid-papers Ekstrabladet and BT (14 and 13 percent growth, respectively).

Danish broadcasting corporation (DR) manages a growth of 13 percent contrasted to the other dominant Danish TV-broadcaster, TV2 (4 percent growth).

The small liberal purely online news-site 180grader.dk decreases 4 percent, while the likewise online-only news-site avisen.dk, relaunched this week, drops 9 percent.

The site of weekly pan-regional newspaper Søndagsavisen decreases 6 percent.

Visits on general news-sites, yearly growth



Growth in number of visits between week 36 2008 (September 1-7) and week 36, 2009 (August 31-september 6) (preliminary figures). Source: FDIM/gemiusAudience toplist and realtime-study.

Site	Visits, week 36 (August 17-23 2009)	Visits, week 36 (August 31-september 6, 2009)	Growth
<b>information.dk</b>	69.370	118.000	70 %
<b>urban.dk</b>	15.781	25.000	58 %
<b>kristeligt-dagblad.dk</b>	70.495	102.000	45 %
<b>metroxpress.dk</b>	62.458	85.000	36 %
<b>berlingske.dk</b>	839.724	1.017.000	21 %
<b>politiken.dk</b>	1.812.208	2.142.000	18 %
<b>24timer.dk</b>	73.088	86.000	18 %
<b>ekstrabladet.dk</b>	5.716.708	6.537.000	14 %
<b>bt.dk</b>	2.473.252	2.785.000	13 %
<b>dr.dk</b>	3.169.001	3.567.000	13 %
<b>jp.dk</b>	1.897.735	2.094.000	10 %
<b>tv2.dk</b>	4.158.534	4.345.000	4 %
<b>180grader.dk</b>	31.120	30.000	-4 %
<b>sondagsavisen.dk</b>	1.015.667	954.000	-6 %
<b>avisen.dk</b>	101.749	93.000	-9 %
<b>weekendavisen.dk</b>	13.025	10.000	-23 %

Number of visits (preliminary) August 17-30, 2009. Source: FDM/gemiusAudience realtime-study

## Analysis. Openness' a winning hand

Asking head of internet at Information.dk, Nikolai Thyssen, to the secret of their success, increasing the number of weekly visits by 70 percent in a year, gives you a clear answer: there is no secret. No new initiatives have been launches, no new services, no redesign, no organizational changes. They're just doing their job, and doing it good.

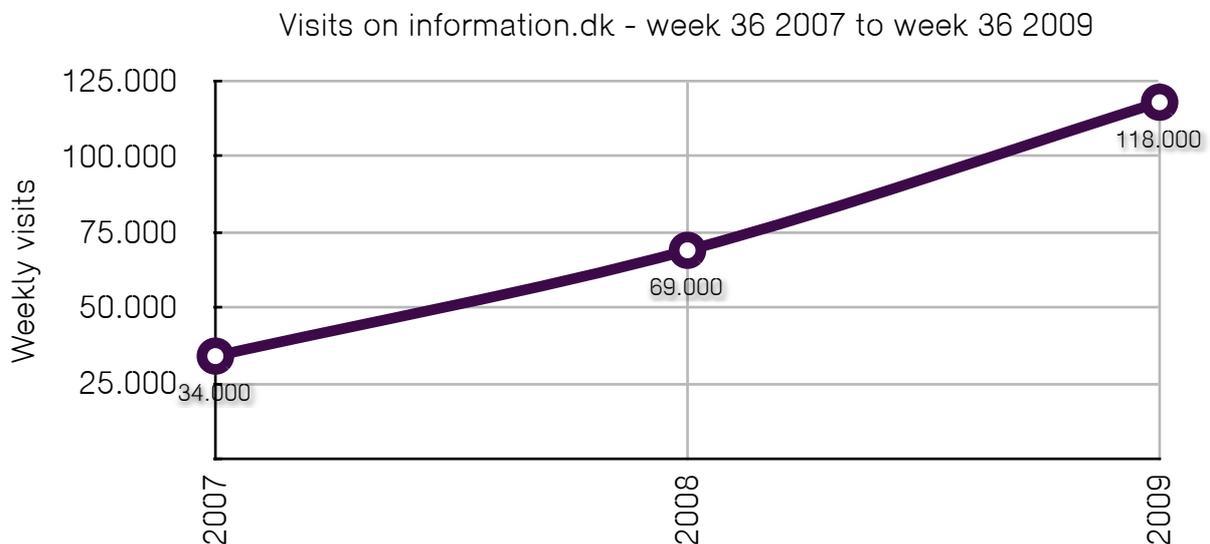
Or, that is, there actually is a secret. It's 2,5 years old, but it's apparently still working, driving traffic up. The secret - the motor working on in the background can be summarized in one term: openness. That's the term best summarizing the major relaunch Nikolai Thyssen and his team pulled off in 2007.

First off, the archives was opened up, making all articles from the printed Information since 1997 available online. For free. And optimized for Google. (That is, nearly all the archive. From today's or yesterday's edition you'll only be able to find a third of the articles. The rest is barred, for-subscribers-only).

Secondly, Information.dk opened the possibility to comment on all articles on information.dk. At first you didn't even have to register, but could post comments anonymously. This, however, was changed in order to avoid hate-speech and hi-jacking off discussions by no-names. And the result is today a fair and balanced discussion, according to Nikolai Thyssen. Actually, he says, we find the tone-of-voice much more nuanced and calm at information.dk than we do on the editorial pages of the newspaper. The more direct relationship between journalist and users online seems somehow to make a difference: users finds themselves debating a real person, not a newspaper-institution.

It doesn't sound like a lot, but the effects are significant: Half of the 20.000 subscribers on the printed version of Information have registered online. 40 percent of all visits are generated from Google, and another 20 percent from other search-engines, blogs and what have you of external sources.

Add to this, that this weeks increase over the same week last year on 70 percent, follows a more than doubling of activity in the year before: from some 34.000 to 69.000 weekly visits - which was up from the year before again from 34.000 visits. And that the increase in visits seems to be accompanied with an increase in the number of different users.



Number of visits between week 36 2007 (September 3-9) and week 36, 2009 (August 31-september 6) (preliminary figures). Source: FDIM/gemiusAudience topliste and realtime-study.

Wonder what software runs the open (now not-so-new-anymore) information.dk? The open-source newspaper CMS Drupal, naturally.

## Analysis: Will labour-market issues news and social network universes go together well?

The avisen.dk fairy-tale keeps evolving these days. Once the digital version of the double-free printed newspaper Nyhedsavisen, avisen.dk was launched with bells and whistles three years ago, promising to change the power-balance between journalists and users, empowering the latter in what from Nyhedsavisen was meant as a general attack on the established Danish newspaper world. The coming of Nyhedsavisen sparked the so-called “free newspaper war” which ended exactly a year ago, the 1. of september 2008, with Nyhedsavisen finally being declared bankrupt and the established newspapers - especially JP/Politiken newspaper group - having suffered substantial losses.

Last week - on september 1, actually - avisen.dk was relaunched after having 12 months of stand-alone, newswire-powered existence in the realms of Danish social networking conglomerate Freeway. The relaunch followed a reconstruction of the avisen.dk ownership, with the media-company of the Danish labour movement, a-pressen, stepping up next to Freeway with a 50-percent ownership share.

With the relaunch of avisen.dk Denmark has gotten itself a new news-website, claiming ownership of a new category focusing on what-happens-on-the-job journalism. We want to do for the on-the-job experiences what consumer journalism has done for the shopping-experiences, says head of avisen.dk Rasmus Emborg, pointing at recent successes of how-to guides consumer journalism.

Discussing the somewhat odd partnership between Freeway and a-pressen - between internet liberalist entrepreneurs and workers unions - the parties have focused on the match-winning potentials of having access to the social networking sites of Freeway and their ability to and experience with building traffic to external sites.



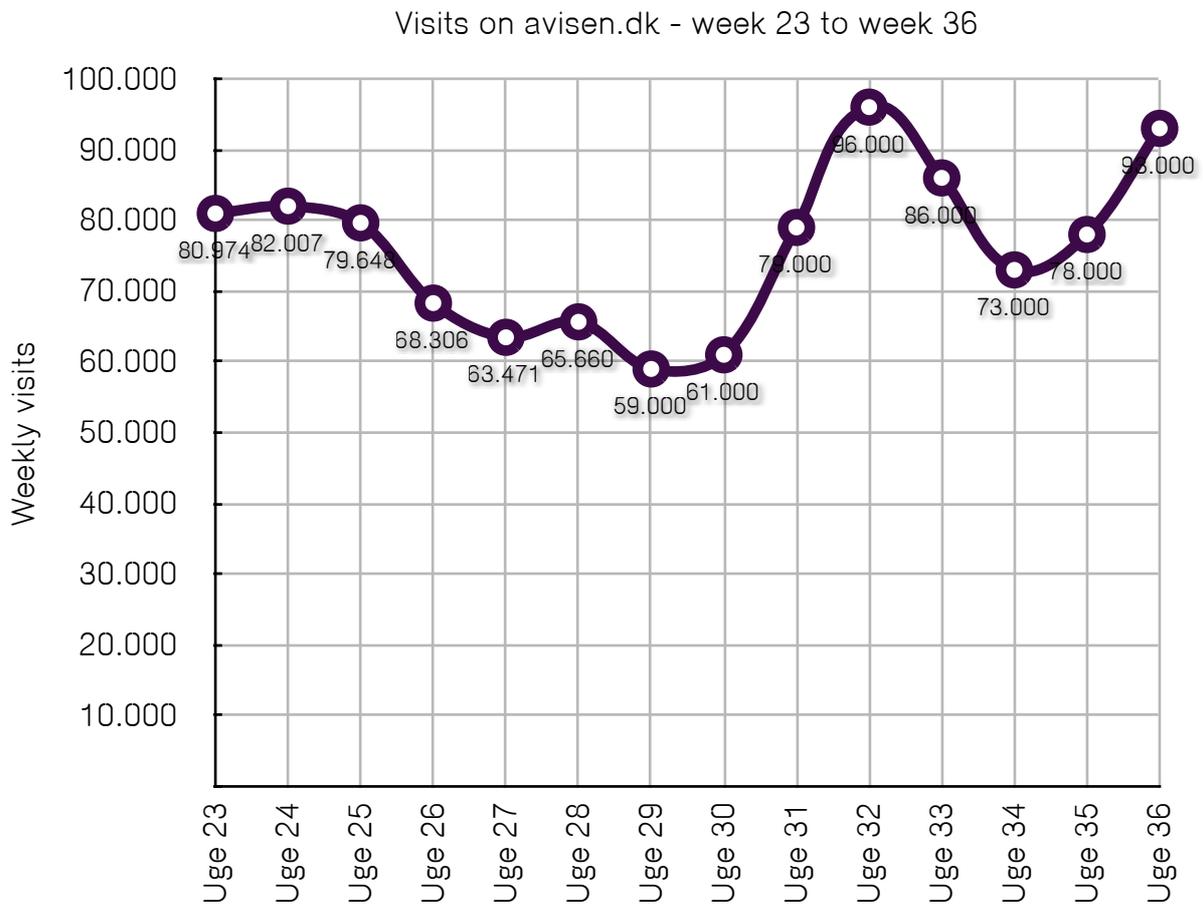
Front-page of *avisen.dk* Monday, September 7, 2009. Two on-the-job stories among first picks: “Flere på fuld tid i det offentlige/More on full-time in the public sector” and “SAS-forhandlinger brudt sammen/Breakdown of SAS-negotiations”

The question, however, is how the mix works. That is: exactly which kind of stories does *avisen.dk* plan to do - and are these stories really that appealing to the generally very young user-base of the social networking-sites of Freeway, that Freeway will succeed in building traffic for *avisen.dk*?

Judging from the first weeks new *avisen.dk*, no clear answer can be given. With stories like “nurses sex-hunted on the internet” about patients harassing nurses through sites like Facebook or “Activated with the signature of Hitler” about how a job-training course for unemployed included sessions in analyzing the handwriting of dictators as a getting-to-know-yourself better element the category isn’t exactly clear to me. Especially I’m a little confused by the mix of tabloid-style Hitler/Sex stuff and the more serious subject of the articles in question, on-job-safety and how best to educate unemployed to get back to work.

Likewise it's hard to testify to the ability of Freeway to draw traffic to avisen.dk.

The rather poor performance of avisen.dk last week relative to the same week last year is hardly a fair way of judging the new initiative. But no conclusive numbers turns up either when looking at avisen.dk in isolation for the past 10 weeks:



Weekly visits on avisen.dk during summer holiday period (ended week 34). Avisen.dk relaunch tuesday in week 36).  
Source: FDIM/gemiusAudience topliste and realtime-study.

## Data and methodology

“Digital view: Life on the Danish Internet” provides a weekly overview of the evolution of traffic on Danish websites, as measured for nearly 300 of the largest Danish websites member of the Interactive Bureau of Denmark (Foreningen af Danske Interaktive Medier, FDIM).

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The querying and processing of data, identification of key parameters for selected sites showing significant trends is done by Jon Lund based on a profound experience in traffic-analysis and an in-depth knowledge of the Danish internet-landscape.

Data is collected through a peer-reviewed, automatic, structured and rule-based methodology and is generally of very high quality.

The preliminary number of visits used in this report, has a general uncertainty of +/- 5 % within a 90% level of confidence. This uncertainty is, as FDIM notes, explained as follows: "In the regular gemiusAudience measurement, the definition of publications (websites) is given in the rules for the said study, especially the concept of "Look & Feel". The definition hereof can vary from month to month. The final definition of a given publication for a given month is decided upon, after all data have been gathered for the month in question. For the estimated realtime figures, the last known definition of each site is used - that is the definition stems back to the latest officially published gemiusAudience measurement, being two month prior to the present month (m-2)."

Apart from the preliminary figures for number of visits, FDIM publishes an official statistic, carried out by Gemius, based on monthly reporting. This statistic, which is also been drawn upon in this analysis, includes information on the socio-demographic makeup of audiences of individual websites, and information on websites not being member of FDIM, like Google.com, facebook.com, wikipedia etc. The official statistics are available on [www.fdim.dk](http://www.fdim.dk) and through a special analytics application.



## About Jon Lund

Jon Lund is advising, speaking and analyzing the impact of new media and new technology on business and society. Jon Lund views openness and transparency as factors contributing to the growth of business, the welfare of societies and the well-being of individuals. Open up, give away data, figures, facts and opinions, invite customers, business-partners and society in general to engage with you, in the long term will leave you better off.

From 2004 to 2009 Jon Lund was general manager of IAB Denmark (Foreningen af Danske Interaktive Medier, FDIM) and headed as such the official measurement of activity and ad spend on the internet.

Jon Lund is member of the board of IAB Europe and has held honorary positions as member of the Danish Ministry of Cultures advertising forum, member of the board of directors of the forum of the Danish Media, member of ICC Denmark's marketing committee. He holds a masters degree in Political Science and has worked with internet since starting his own agency in 1995.