

Dagbladet uncovers the formula for live breaking news and significantly grows audience

Dagbladet is a Norwegian publisher that focuses on national breaking news, sport, and entertainment. They publish digital videos through Dagbladet TV.

OPPORTUNITY

Dagbladet wanted to become a modern breaking news facility. They saw an opportunity to build up digital video capabilities in a way that would empower their reporters to produce and publish a live event whenever breaking news happened, without having to rely on supporting technical staff.

APPROACH

Dagbladet built a bespoke studio and refreshed workflows and procedures to make live reporting easier. They created an easy-to-use system so that even the most non-technical staff could prepare and host a breaking news live event.

Identifying a technology strategy: The Dagbladet team performed an internal audit of their content production and existing technology and realized they'd need an overhaul of infrastructure to fulfill their breaking news video goals. They implemented a fully network-based technology solution that would be easy to scale.

Designing the production processes and studio: With a technology solution in place, Dagbladet designed workflows, processes, and training protocols to help the team better deliver breaking news stories in the moment. While they continued to tweak and optimize processes, they also designed and built a studio space, with an emphasis on simplicity and ease of use – the studio can be operated by a single anchor/reporter, either within the space or from any network attached production line. They established the new studio as a complement to the existing production facility, so that programming wouldn't be disrupted.

Testing the processes and studio: Dagbladet tested the new breaking news facility with a single report. From that, they learned how best to scale and run multiple breaking news reports at a given time. They trained additional staff on the new workflows and went from one to four productions. After a month, they were able to decommission the old production facility and run all live events through the new studio.

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**The GNI YouTube
Innovation Funding helped
us take the first step into
becoming a true modern
breaking news facility
targeting web distribution.**
”

400% increase in views during
the last 12 months

RESULTS

Dagbladet has successfully updated capabilities and streamlined production to publish more live breaking news stories, and have significantly grown their audience.

- With the new studio set up, Dagbladet is able to go live only seconds after an event occurs.
- Increase in live reporting from once per week to several per day.
- **100% increase** in staff production efficiency (measured by live and edited video content published per day).
- **400% increase** in views during the last 12 months.

LEARNINGS

Move quickly, but don't compromise your journalism:

Being first with the story requires customized technology for digital video, which differs from a traditional TV production system. But that doesn't mean you can compromise on the quality of your journalism. YouTube audiences reward trusted news outlets that are the fastest out of the gate with high-quality coverage of breaking news events.

Design technology solutions that everyone can use:

Complex technology solutions can get in the way of great reporting, so make your technology invisible to the people who need to use it every day. For Dagbladet, easy-to-use technology meant that anyone within the organization could publish a live breaking news event as it happened, and live transmissions could be more frequent. Audience numbers increased as Dagbladet became the reliable, go-to service for Nordic live news events.

Make transparency the backbone of your systems:

We've all heard that open and honest communication improves workflows and group dynamics. Being open and accessible with resources has a similar effect, too. Dagbladet found that sharing resources via the cloud made collaboration easier, and greatly improved efficiency and team spirit.