

Worldnow Case Study

Creating a Successful Online News Site

WBTV - Charlotte, NC

Business Challenge

- Station's digital brand did not resonate with the local audience
- Website was static, lacked commitment to updated local news
- Station needed dramatic point of differentiation
- WBTV's staff didn't believe in the web

Solution

- Organized a strategic digital retreat that included 35 staff members and focused on four key areas
 - Create a web-centric culture in the newsroom
 - Set goals for audience performance
 - Create a site design that was useful and user-friendly and leveraged the web as a platform to drive people to the newscast
 - Become a multi-platform news outlet by delivering news and information to anyone, at any time and on any device

Benefits

- WBTV won AP's Award for Best Website in North Carolina beating perennial broadcast and online leader WRAL.com
- 118% increase in page views (May 2010-May 2011)
- 93% increase in UVs (May 2010-May 2011)
- 124% increase in video views (May 2010-May 2011)
- 254% increase in mobile (LSN) page views (May 2010-May 2011)
- Everyone in the newsroom contributes and embraces digital
- Everyone understands the importance to the station's core brand
- Instilled a web-first mentality for breaking news. Reporters tell their stories on their digital platforms (web, mobile and social) first, which has re-engaged their audiences and increased their news ratings
- Re-engineered their newsroom, placing their dedicated digital team next to the assignment desk and their producers, creating an environment where digital coverage is literally at the center of their news operation