

Navigating the Digital Landscape: Content Recommendations for Future Investment

Sathwik Kesappragada

10/19/2023



Table of Contents

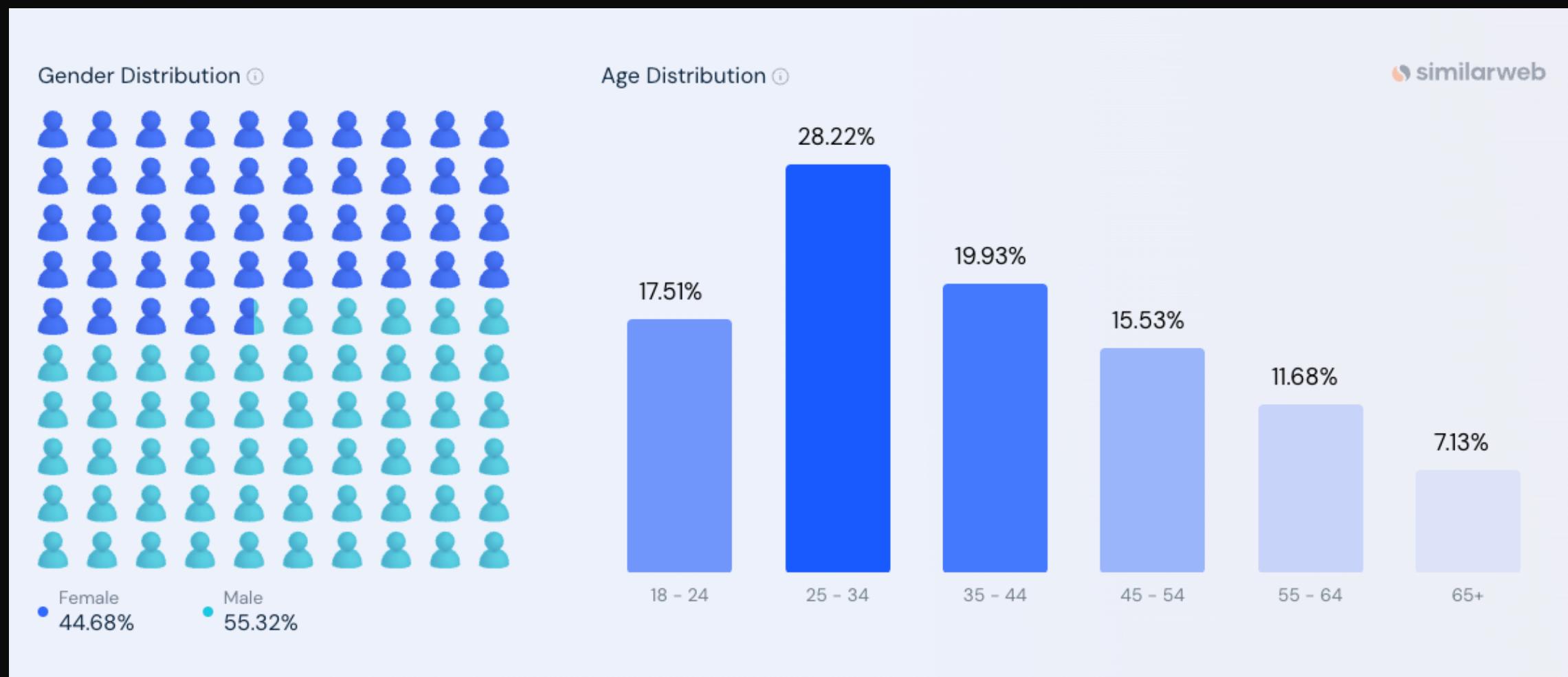
- 1. Who are we?**
- 2. What do we know?**
- 3. What should we do?**
- 4. How do we get there?**
- 5. What can also help?**



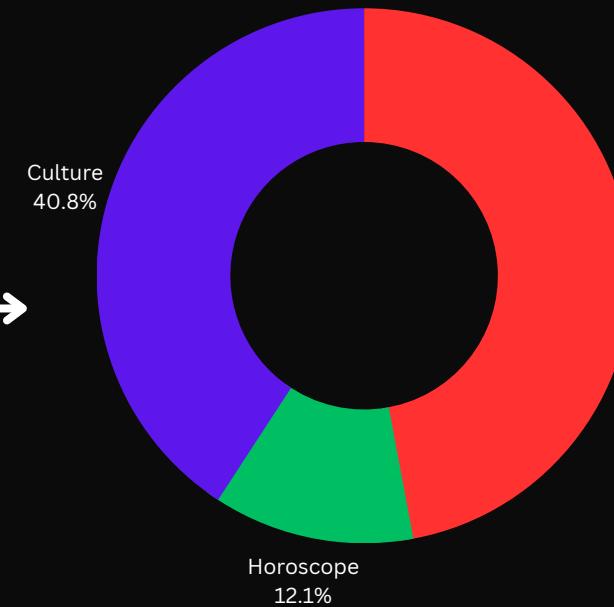
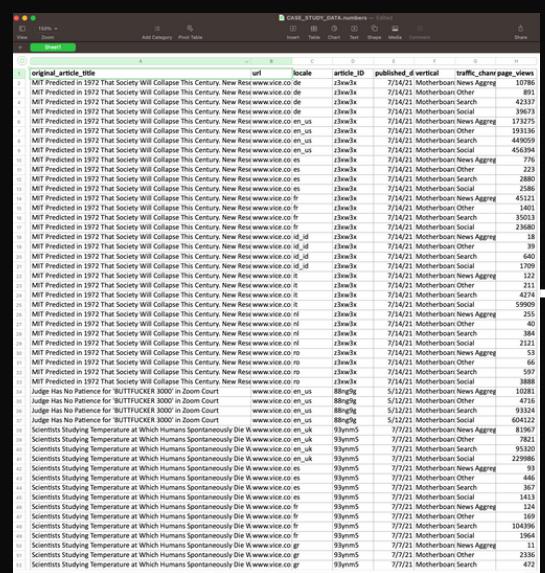
“telling stories no one else can and championing voices no one else will”

Daisy Auger-Dominguez

- Magazine publisher -> multiplatform media company
- Youth centric focus
- Diverse content - investigative journalism, travel, music, entertainment
- Covering stories often overlooked by mainstream media through alternative perspectives



Article Views Data



87 days

observed time frame

30691046 views

total engagement

1186 articles

total unique content

4 channels

traffic source of hit

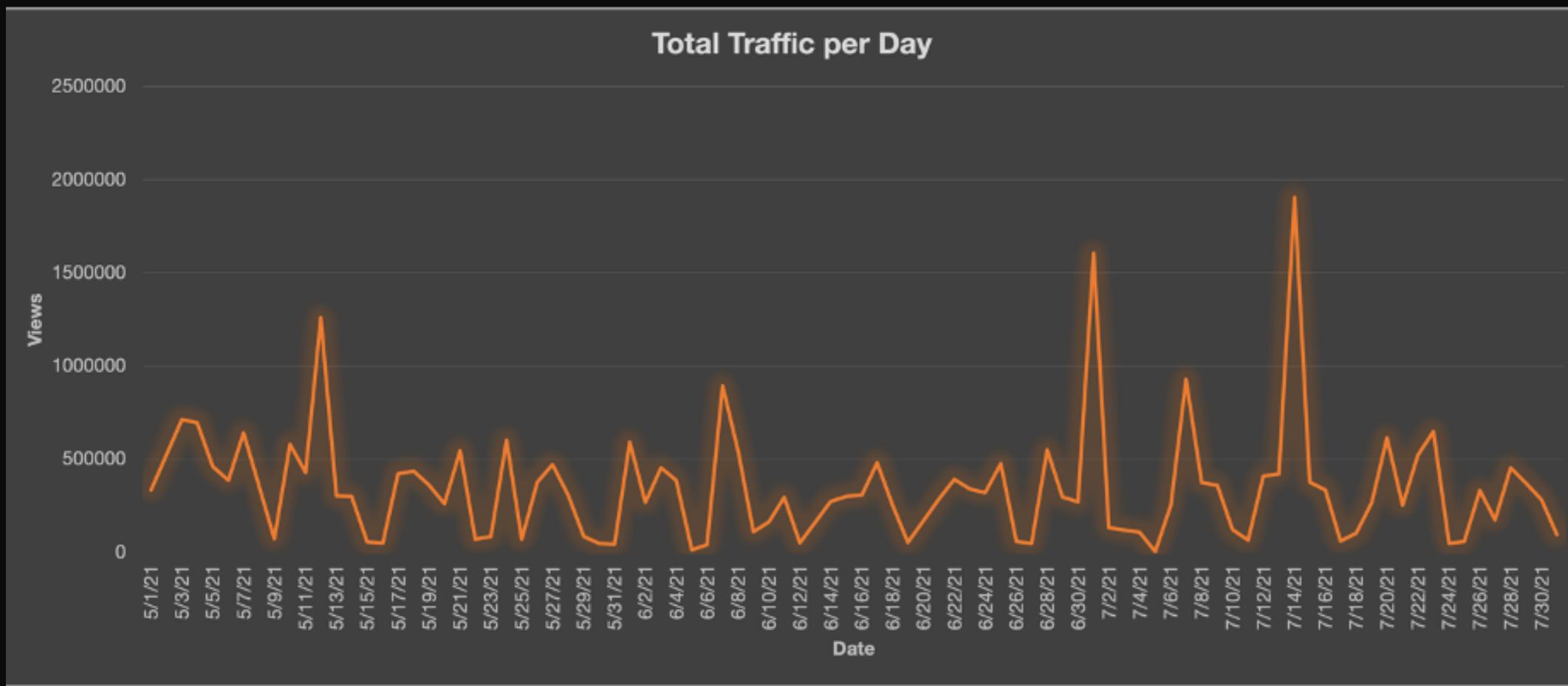
16 locales

language/country
associated with article

3 verticals

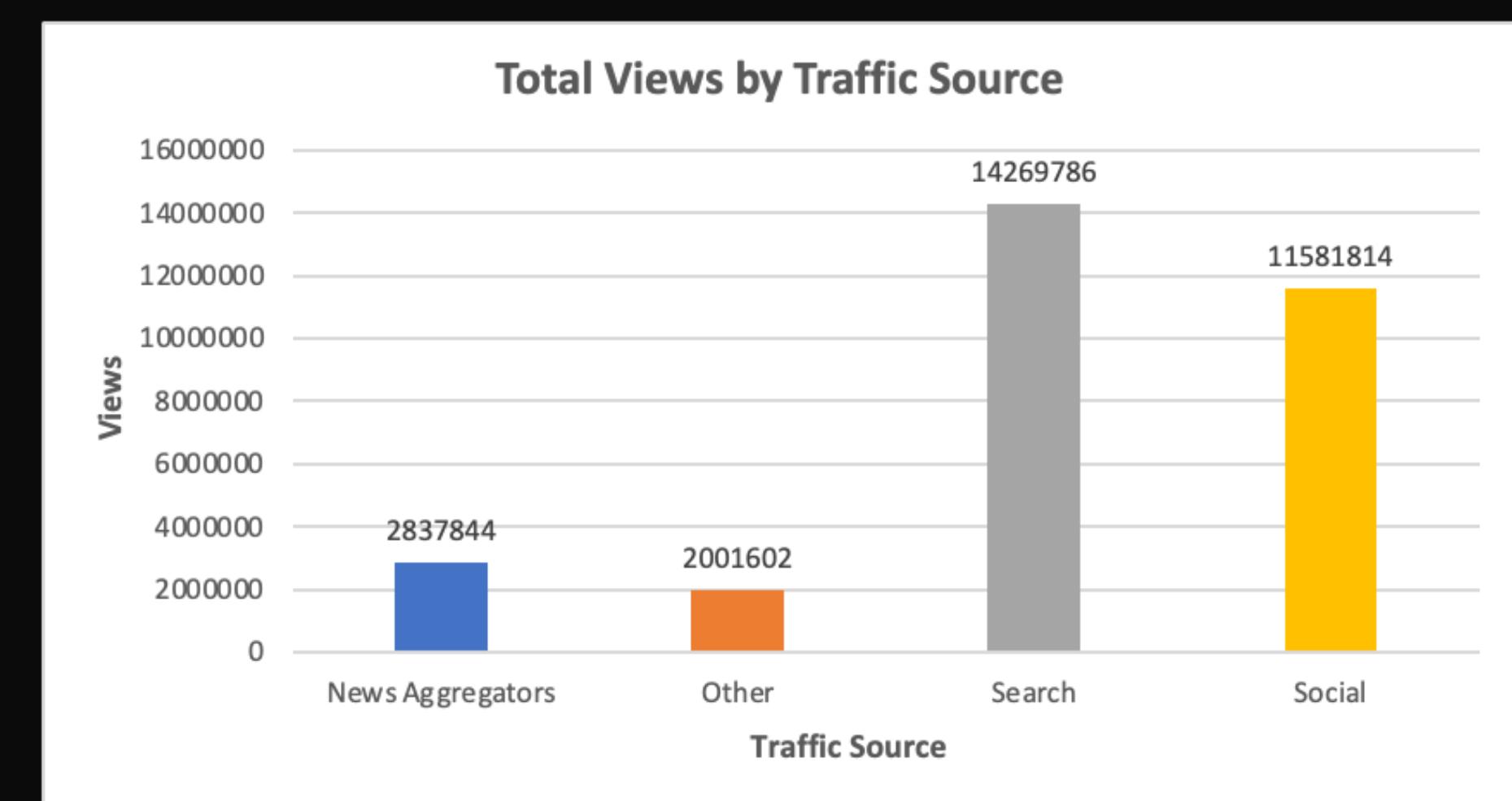
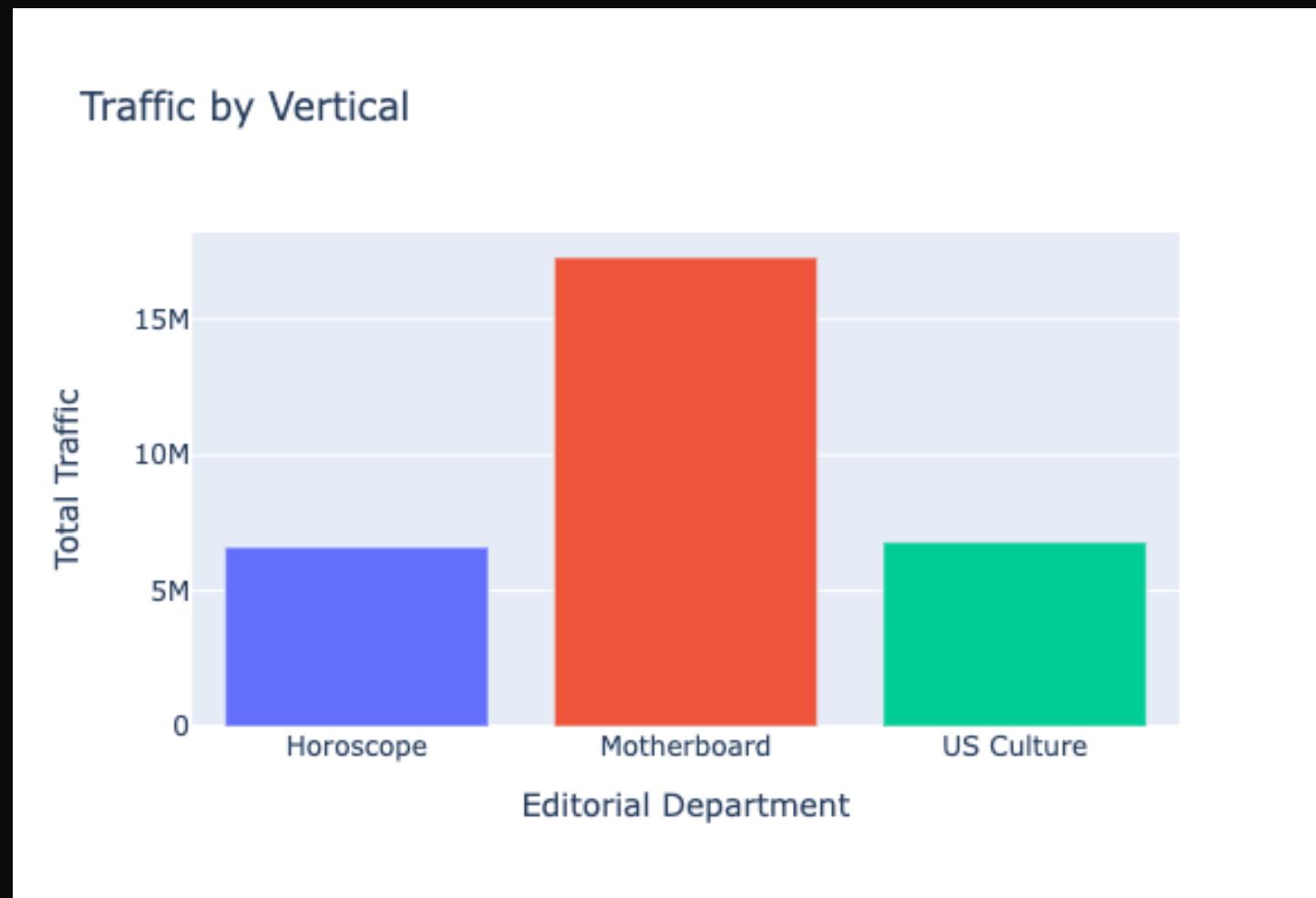
editorial business unit

Peak Output Days



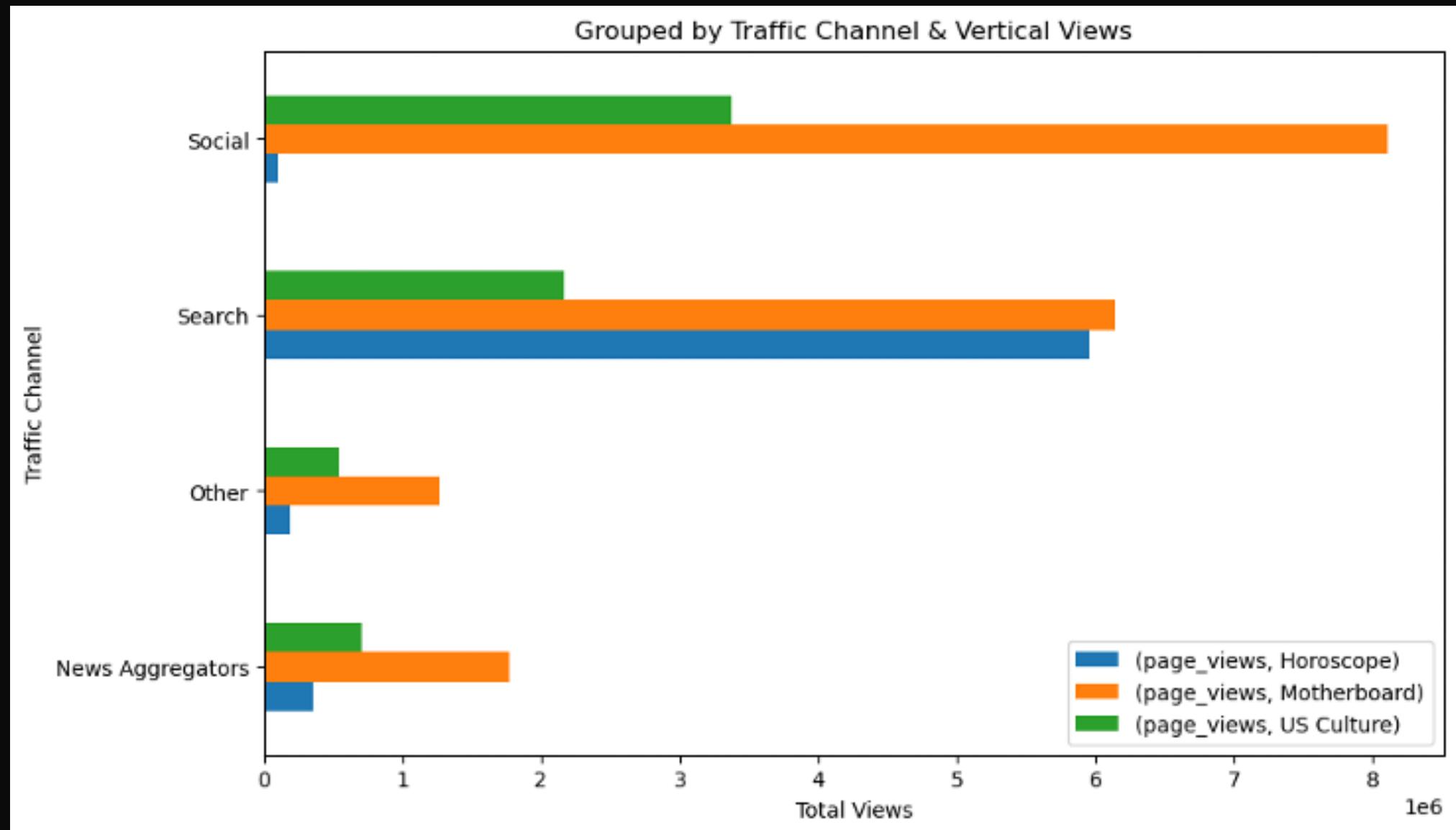
- On weekends, less content gets published
- Exponential increase in article production on weekdays, except Friday
- Average articles generated on a weekday = 229
- Average articles generated on a weekend = 20

Viewership by Traffic Source & Vertical



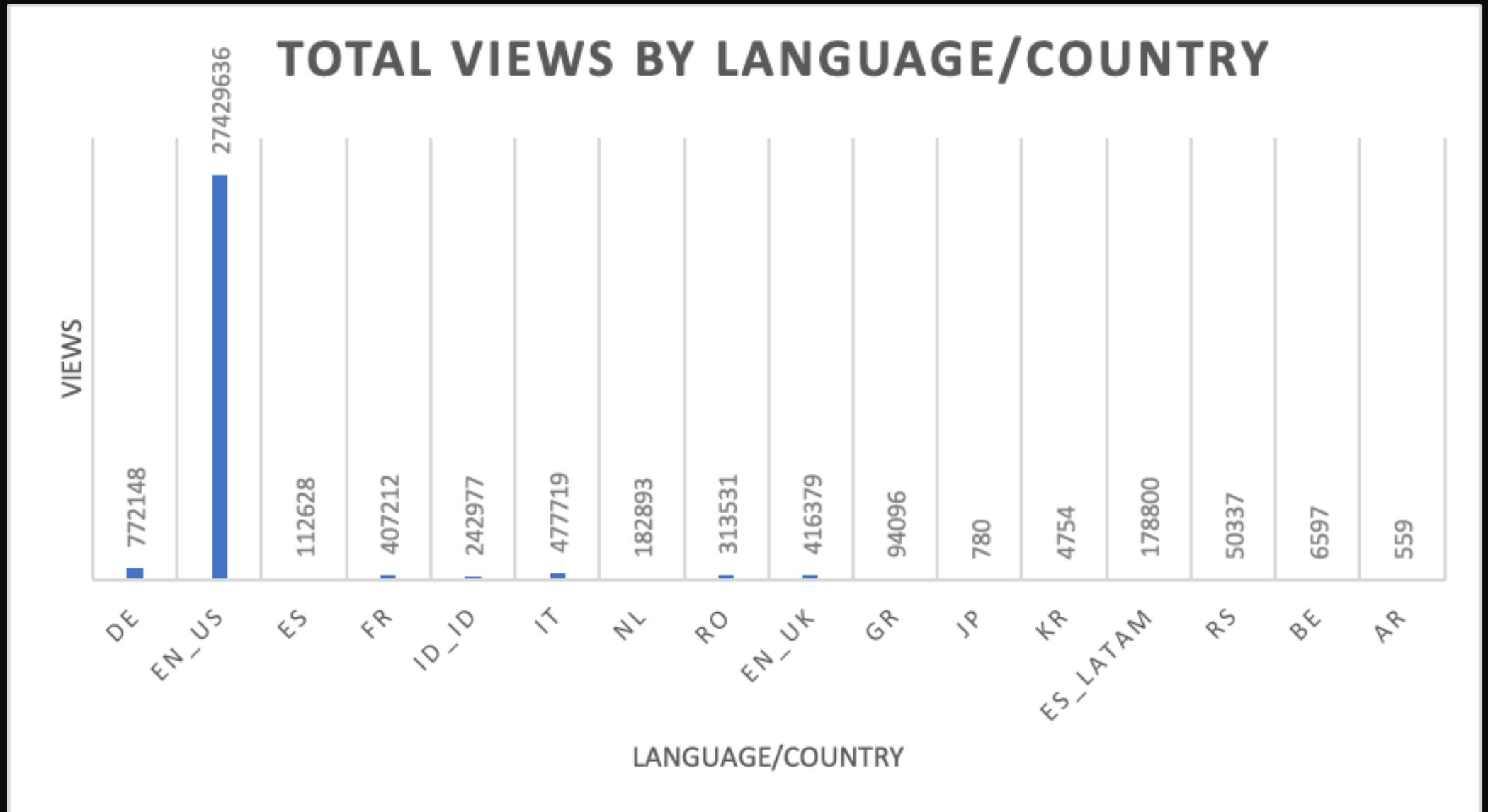
- Despite less supply, horoscope articles get more views
- 56.33% of traffic curious about tech-related news
- 84% of readers come from Search and Social

Aggregated by Traffic Source & Section



- Most views for Horoscope came from Search
- Motherboard has the most demand
- Readers stumble across Culture related news mostly via Social Media

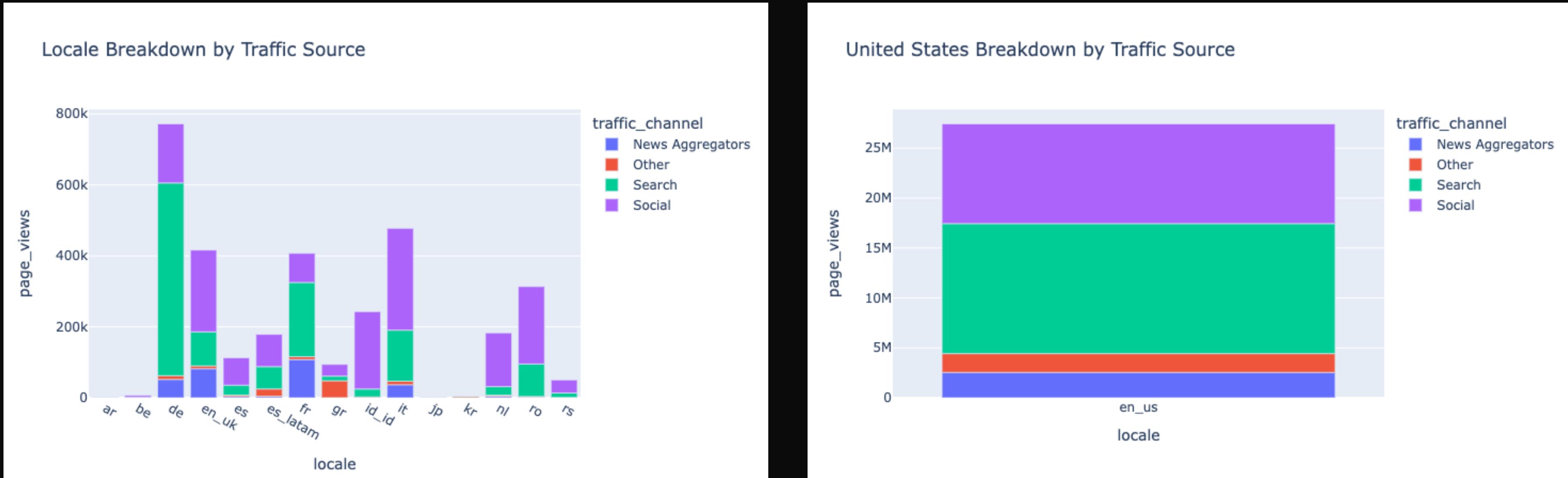
Viewership by Locale



- 90% total views are covered in English
- Arab World consists of 22 states and our smallest audience
- Denmark > United Kingdom

locale	country
de	Denmark
en_us	United States
es	Spain
fr	France
id_id	Indonesia
it	Italy
nl	Netherlands
ro	Romania
en_uk	United Kingdom
gr	Greece
jp	Japan
kr	Korea
es_latam	Latin America
rs	Serbia
be	Belgium
ar	Arab

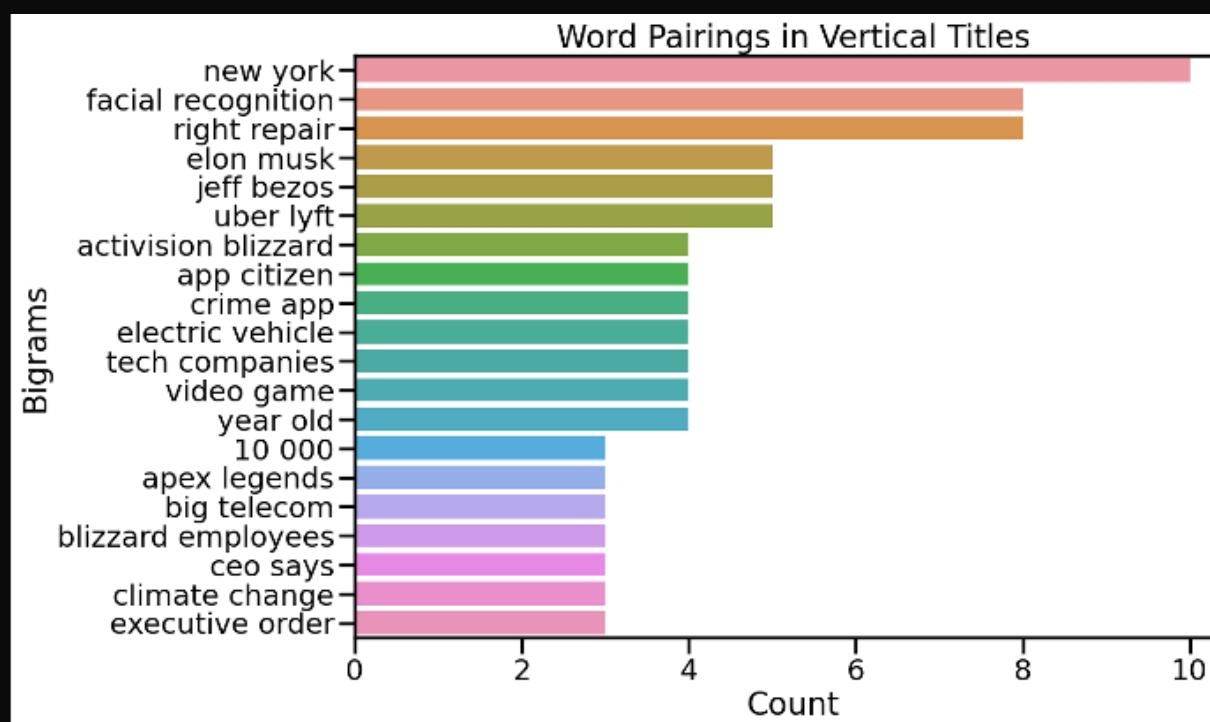
Distribution of Locales based on traffic



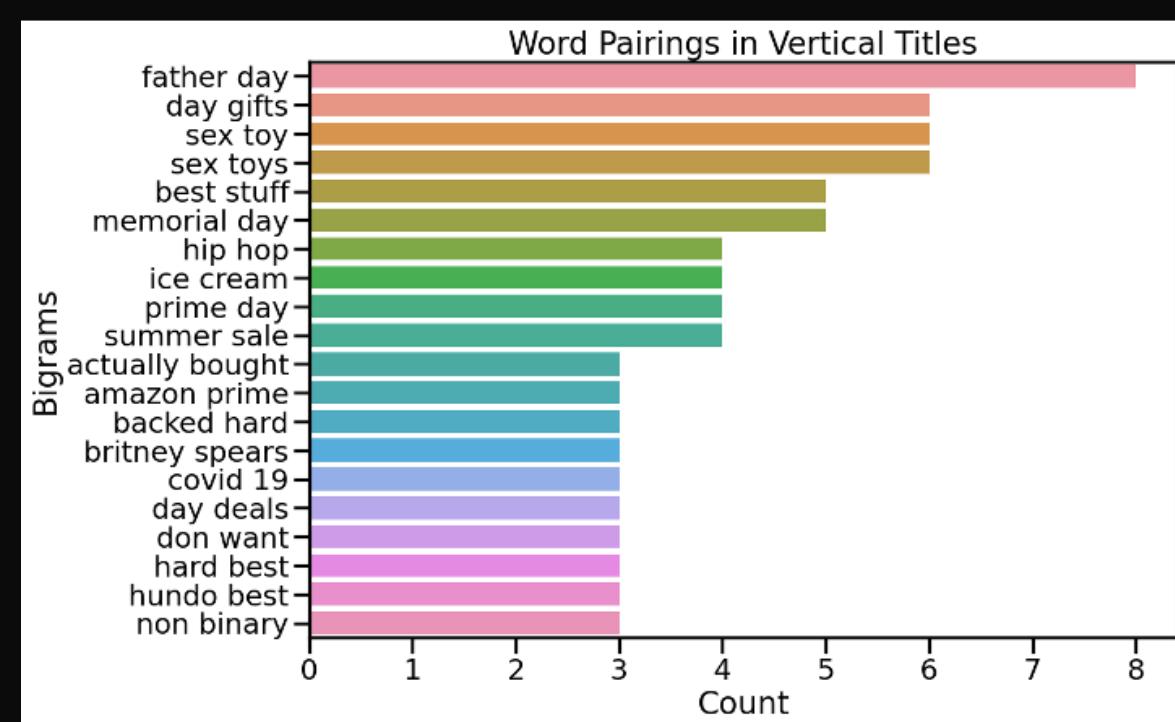
- 70% of Denmark views from Search
- Most locales/languages viewership arrive from social media
- Similar to US English and Denmark, most views for countries such as Japan, Korea, and France are from Search

Text Analysis on Article Titles

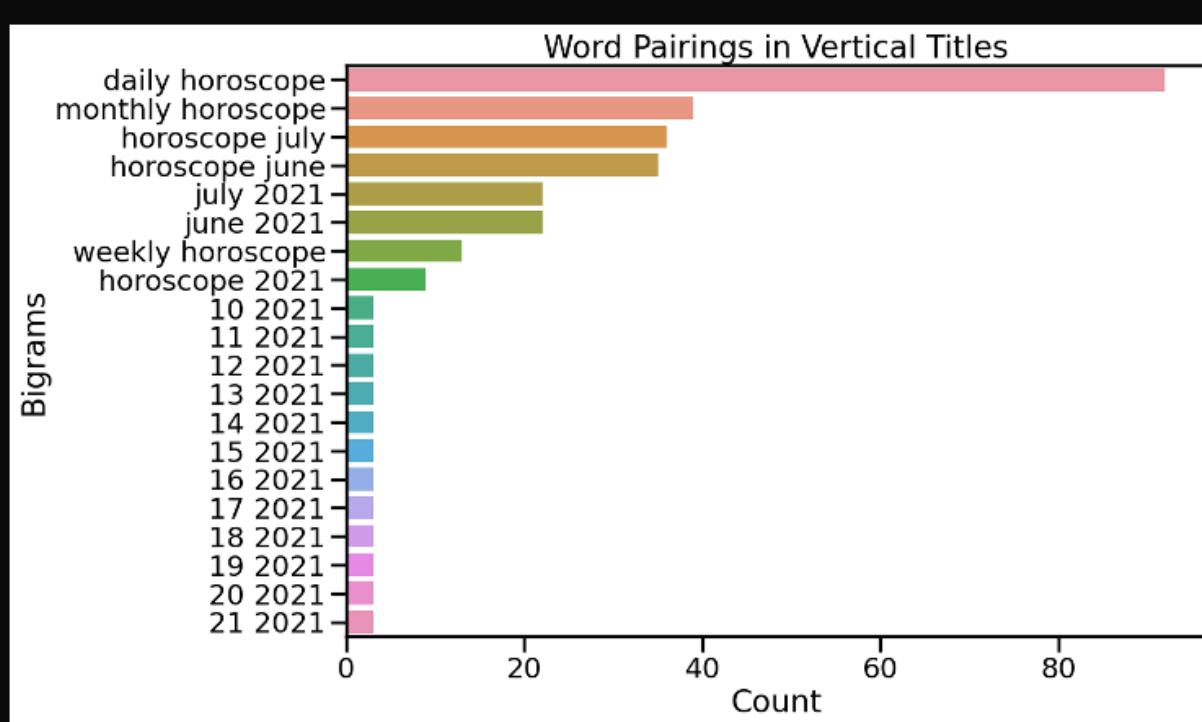
Motherboard



US Culture



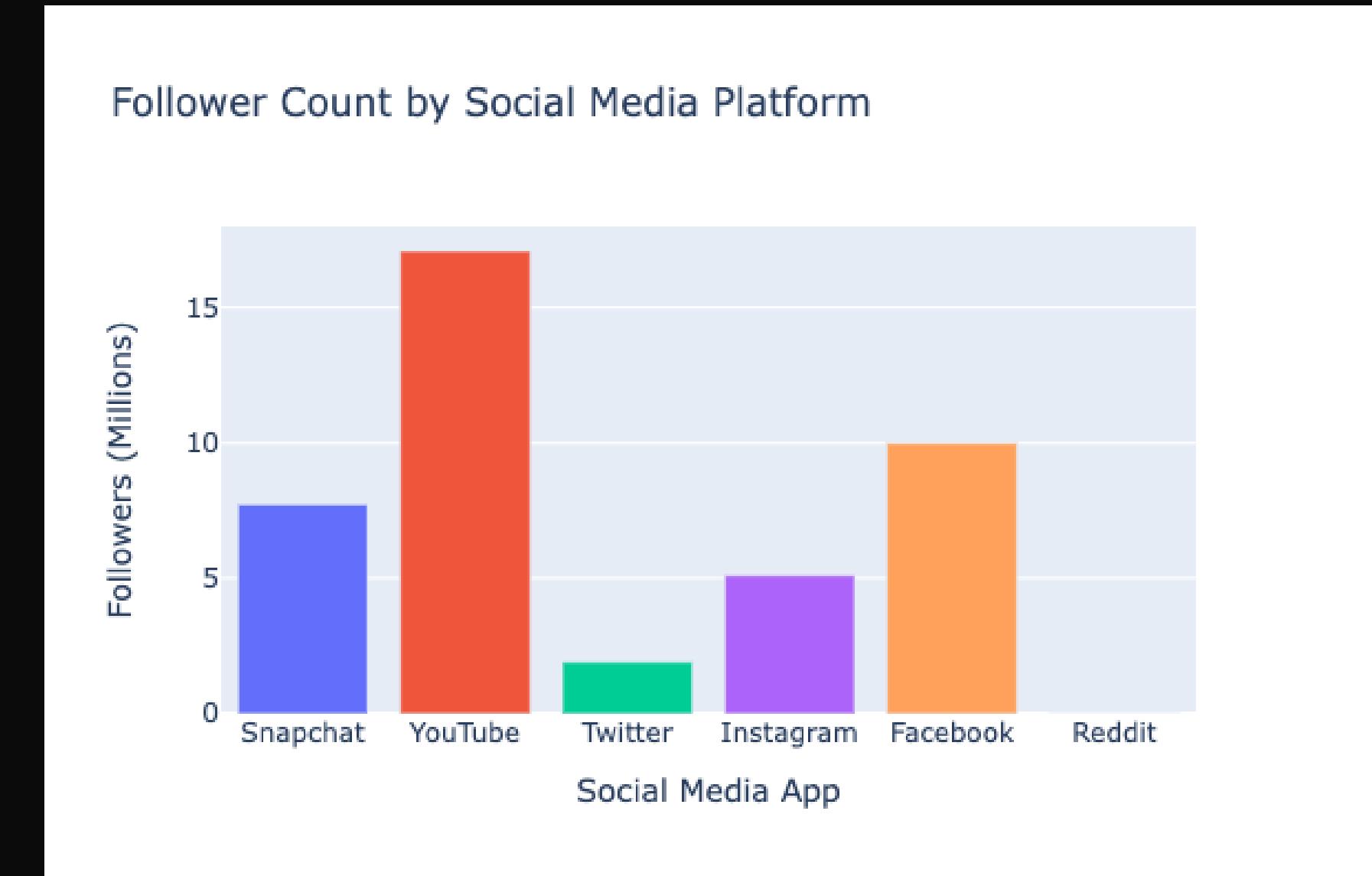
Horoscope



- Prolific production of articles dedicated to Daily Horoscope
- Great deal of focus on tech billionaires
- Excessive amounts of stories covering sex toys

Social Media Influence

- Strong presence in numerous platforms increases visibility
- Create a Vice subreddit
- Posting to highlights, pinning posts, adding stories
- Test spaces feature



#1 Optimize Search Engine Strategy for US Culture

- Conduct SEO Audit to identify keywords that have a high search volume
- Focus on quality of content
- Utilize internal links
- Optimizing titles and descriptions to make content more discoverable
- Diversify content (history, regional trends, cultural awareness, self improvement)

#2 Increase Visibility for Horoscope

- Increase the frequency of social media posts related to Horoscope content to drive up impressions
- Implement a content calendar and schedule regular posts on platforms
- Incorporate visually appealing graphics, interactive quizzes, daily horoscope videos

#3 Publish Content on Peak Traffic Days

- Week days have the most views,(Monday to Thursday)
- Follow an editorial calendar that follows traffic trends
- Posting in-depth, long-form articles, and featured pieces during midweek
- Lighter content for weekends

#4 Content Translation and Localization

- English content dominates in terms of views
- Significant imbalance in terms of capturing other languages/countries
- Translate top performing articles, consider cultural nuances and preferences
- Invest more in international news

#5 Audience Segmentation and Personalization

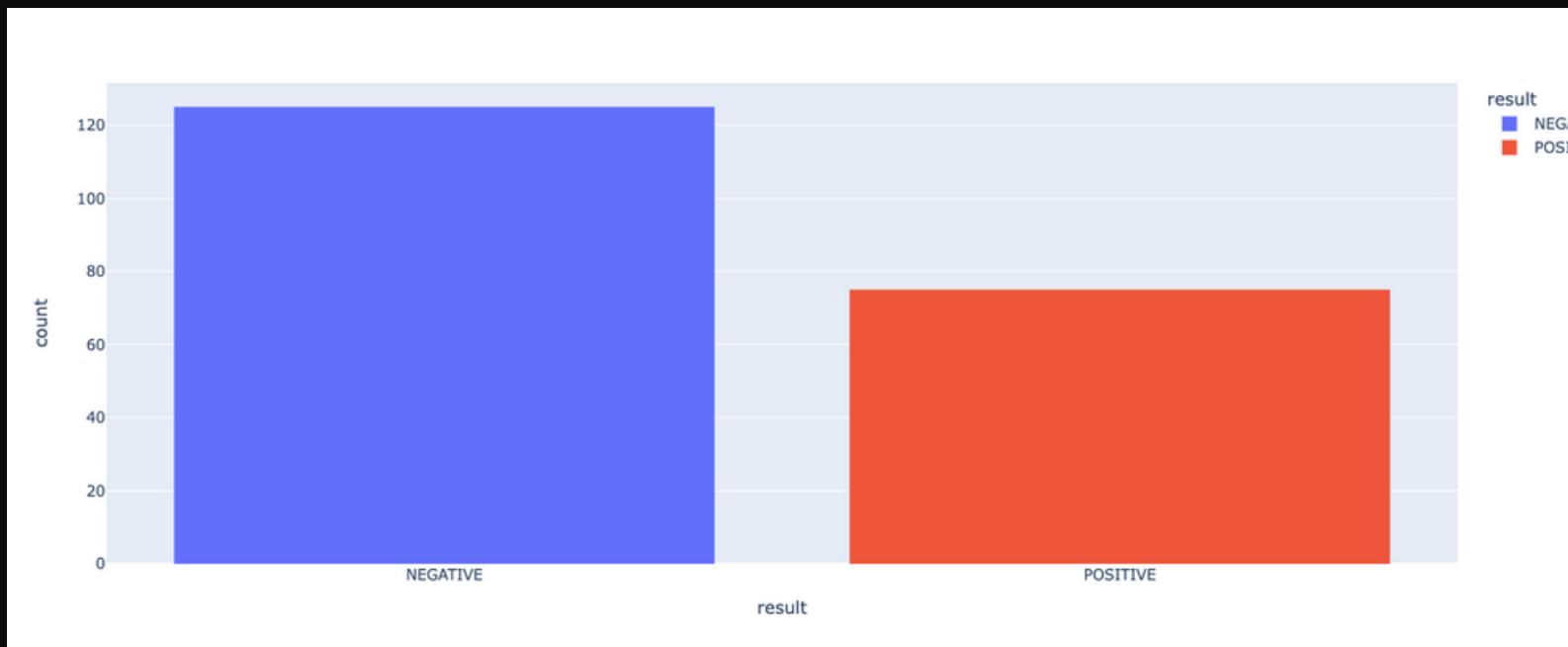
- Not all readers are the same
- Audience preferences vary across languages, regions, and interests
- Recommendation systems are crucial
- Discovery may be broken

#6 Allowing users to engage with articles

- Allowing readers to comment and like each article
- Reveal the number of impressions

#7 Investing in the Mobile App

- Improving latency
- Maintain app stability and prevent crashes
- Allowing users to create accounts
- Users should be able to bookmark articles
- Android app not working
- Ability to visit writer profiles
- Button to close ads
- Refresh feed

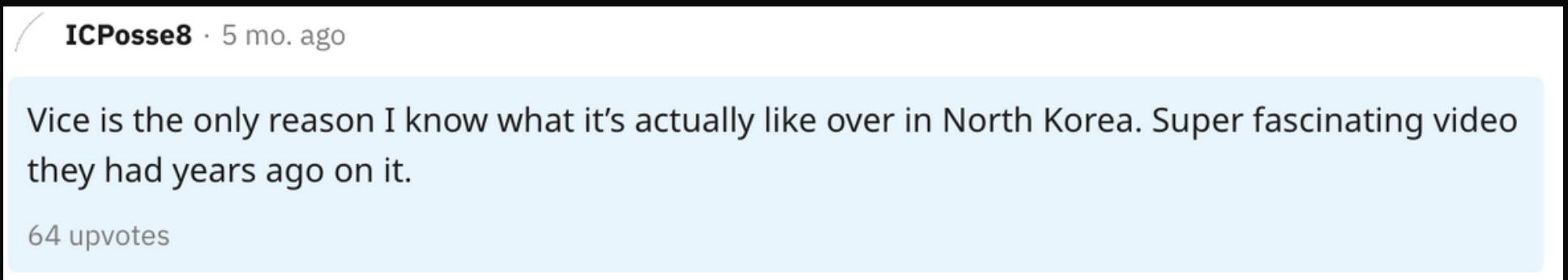
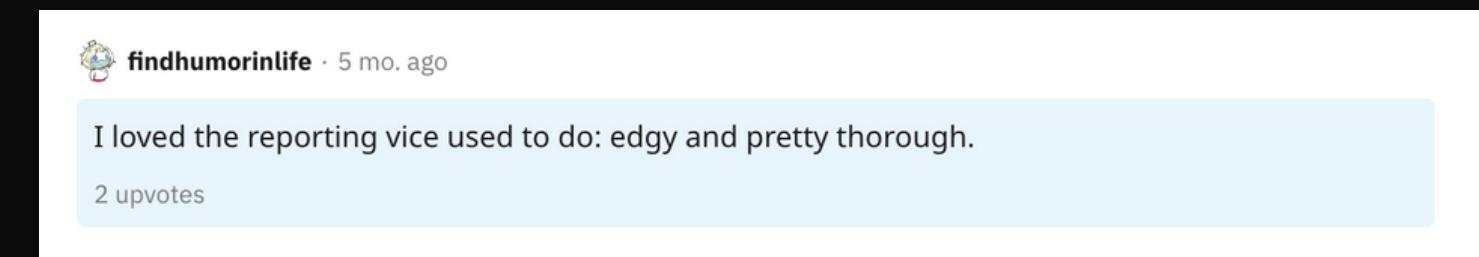
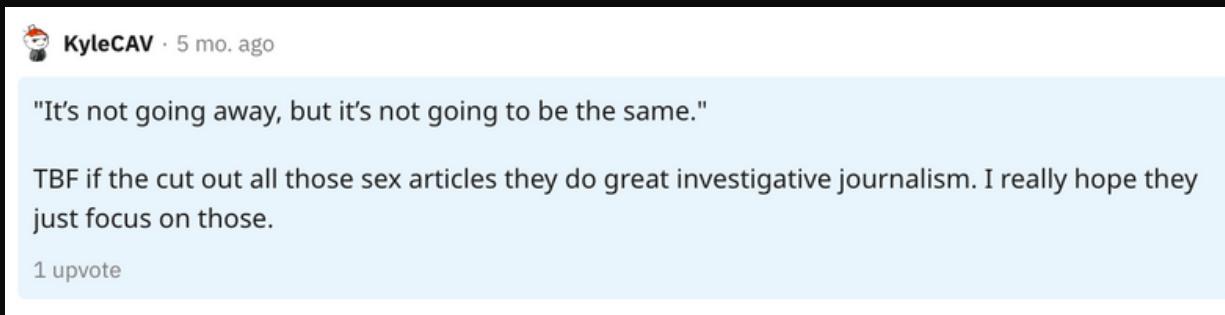


★★★★★
richardtwister, 04/22/2023
App just doesn't work
Just like everyone else, I couldn't create an account. It just keeps asking me to create one. The search bar does absolutely nothing. If you type anything into it, nothing ever loads and the top tabs with categories does do anything. It just as the same news articles as the front page. It just gives a loading screen and does nothing. Kinda ridiculous when the very basic concepts of the app fails. Seriously, who made this??

★★★★★
Bairock1, 09/29/2023
What is happening with this app
I gave it a shot considering how fantastic vice journalism is but seriously, it's 2023, and your the only news agency I know that doesn't have a decent functioning app. Seriously considering giving up on vice altogether because the website looks so messy on my tablet (ergo why I took the chance on the app). You can't create an account, the tabs don't work, nothing functions. And from these reviews it seems they haven't tried to fix anything in at least 4 years. If you're going to just give up, take it down. The only reason I gave it two stars was because the second time I used it I was able to read 3 articles before it crashed and everything stopped working again. And I love(d) vice and the journalists working really hard to put this stuff out deserve credit. What a waste of these journalist's hard work. What a way to let them and your readers down. Seriously, are you TRYING to self sabotage?

Additional Analysis

1. Observe survey results from The State of Youth
2. Capture engagement activity in one metric
3. Sentiment Analysis on all possible platforms



Thank you for your time!

