



NEWLOCAL

New approaches for local media

REPORT ON QUIZZES



**Co-funded by
the European Union**

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1. INTRODUCTION

Project name: New approaches for local media

Project acronym: NEWLOCAL

Call: CREA-CROSS-2022-JOURPART

Topic: CREA-CROSS-2022-JOURPART

Type of action: CREA Project Grants

Granting authority: European Education and Culture Executive Agency

Project duration: 01.06.2023. – 31.05.2025.

Local media have an advantage in direct access to local users and in serving content that does not compete with big national media. However, the target market is small, and advertisers are frequently not interested in cooperating with small media companies.

Through the **NEWLOCAL** cooperative project, our consortium of local media companies will develop a new approach to the audience, which will also help us develop new products and opportunities for increasing advertising revenue. We will focus on new technology, first in the form of mobile apps for all consortium partners' media and then on developing tools to improve interactivity with our users. We will focus on polls, quizzes, smart push notifications, gamification, user-generated content and personalization of the content for every user.

We will focus on **internal know-how sharing** during the project through conferences, workshops, reports, and work exchange programmes. But, we will also make our knowledge public, as our findings will be available through the project's website for all interested local media to learn about our activities, experiments and what has worked and what hasn't.

The project will have a significant impact on sustainability, competitiveness and long-term success.

The consortium for NEWLOCAL project is composed of **10 local media companies from 4 countries (Slovenia, Croatia, Serbia, and Montenegro)**. We come from diverse backgrounds (radio, print, online), but we are all now established digital media, with editorial teams for online production and increasing online revenues.

Who's Participating?

The NEWLOCAL consortium is a diverse group of 10 local media companies from four different countries:

From Croatia (HR)

Varaždinske vijesti d.d.

Sjeverni pol d.o.o.

RI PORTAL j.d.o.o.

Pro Media d.o.o.

From Serbia (RS)

Tim za razvoj i integracije

Radio Magnum-18 d.o.o.

Privredno društvo Boom93 d.o.o.

From Slovenia (SI)

NT&RC d.o.o.

RADIO TEDNIK PTUJ, družba za časopisno in radijsko dejavnost, d.o.o.

From Montenegro (ME)

Digital media factory d.o.o.

2. REPORT ON QUIZZES

During the task **3.2 Interactivity through quizzes**, the idea was to **create models of fun quizzes** that all partners can use in order to improve audience interactivity.

This task was focused on developing a tool that will enable partners to place longer quizzes and connect them to the competitions. Task looked at developing and implementing quizzes from the editorial point of view, from the point of view of readers, but also from the point of view of potential sponsors. Task will be continual through the whole project and will answer questions like: What is the best way to publish them? How to work on them on technical side? What should they look like? Which types and areas of questions would be the best? When to publish them, and how to attract the audience? Is it better to keep them internal on the website and in the app, or spread via social media as well, etc.

In order to get the needed information from the project partners on their needs regarding the development and implementation of quizzes, a **short survey was conducted** among the partners.

3. SURVEY FINDINGS

All ten project partners filled out a survey with questions on how to develop quizzes as a model of interactivity for users in their media, within mobile applications and/or websites.

The survey was divided into 4 parts:

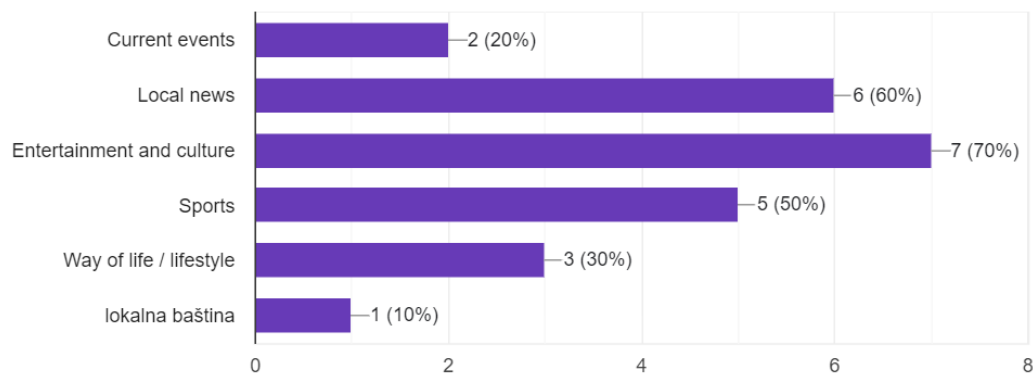
1. Editorial questions
2. Technical aspects
3. Monetization and Sponsorships
4. Distribution and Promotion

3.1. EDITORIAL QUESTIONS

Regarding the **topics that will engage the audience most in quizzes**, the partners think the most interesting topics would be entertainment and culture, followed by local news and sports, while the least interesting topics according to them would be current events and lifestyle.

What topics do you think will engage our audience the most in quizzes?

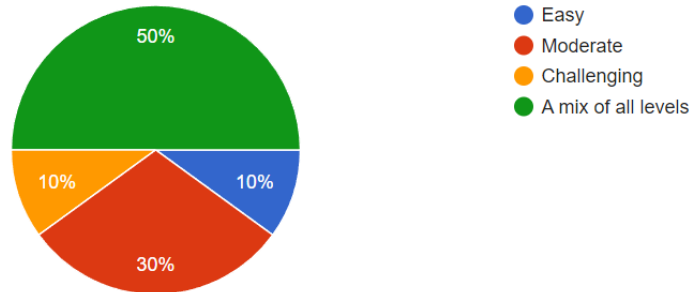
10 responses



When it comes to the difficulty of questions in the quizzes, half of the partners agree that it should be a mix of all levels in order **to keep the audience interested**.

What level of difficulty should our quiz questions have to keep the audience interested?

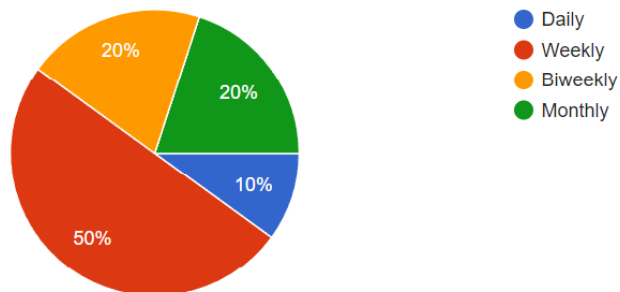
10 responses



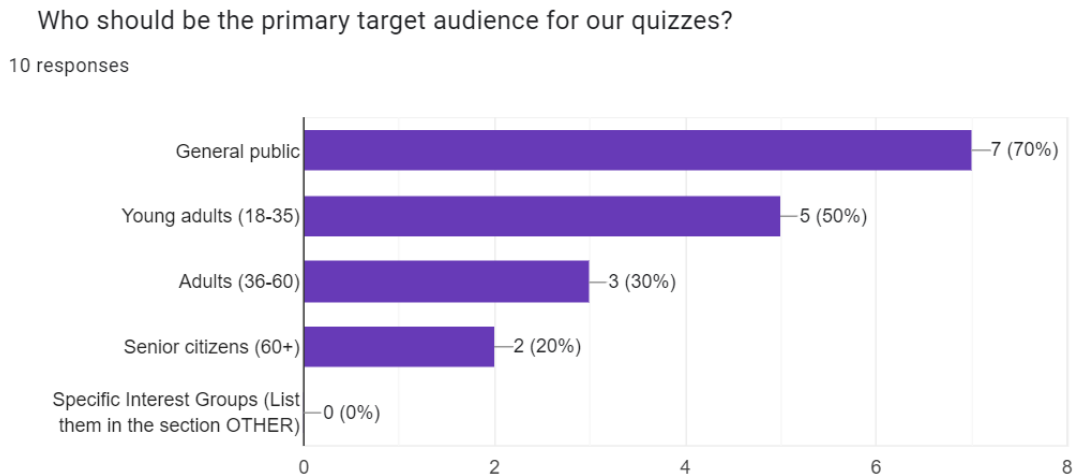
When it comes to **the frequency of publishing new quizzes**, according to their answers it is preferable to do it on a weekly basis.

How often should we publish new quizzes?

10 responses

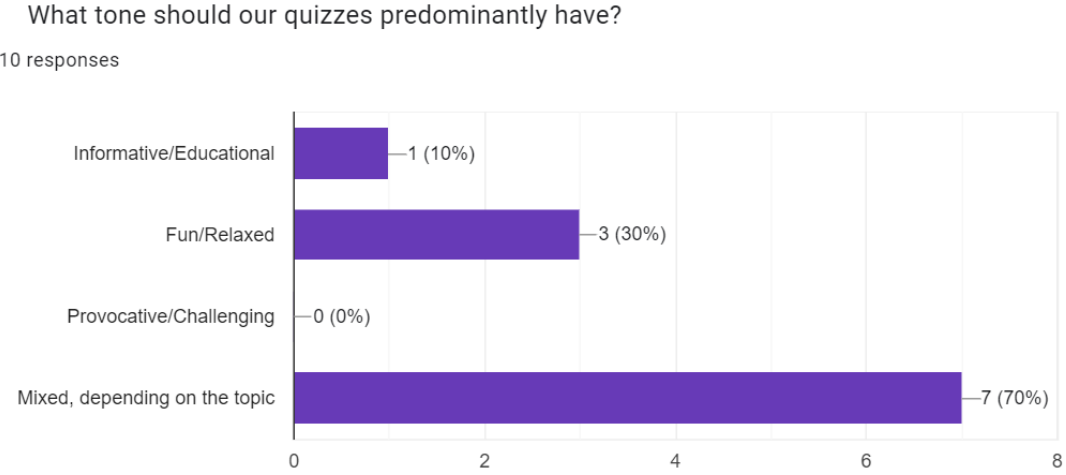


According to the opinions of the consortium partners, the **primary target audience** when it comes to the development and implementation of the quizzes should be general public.



When asked **how we can integrate quizzes with our existing news content to increase reader engagement** the partners stated that they could integrate quizzes with their existing news content in various ways: including them directly in the media content, e.g. in the middle of an article as an article break, distributing them on social media, making them available on mobile apps. For example, they could include a short quiz at the beginning of an educational article or include it at the end in order for media content consumers to get the chance to check their knowledge on the article they have just read (it does not necessarily have to be an article, it can be any form of media content that is placed on news portals). Also, partners looked at creating a series on a certain topic and then doing the following as one of the ways for increasing reader engagement: create a quiz that will be an introduction to the series and after the series of media content has ended they can create a final quiz for readers to check their newly acquired knowledge. Also, including quizzes into existing news content can motivate the audience to read/watch something they normally would not if there was no quiz included.

Majority of partners (70%) believe that the tone of quizzes should be mixed, depending on the topic.

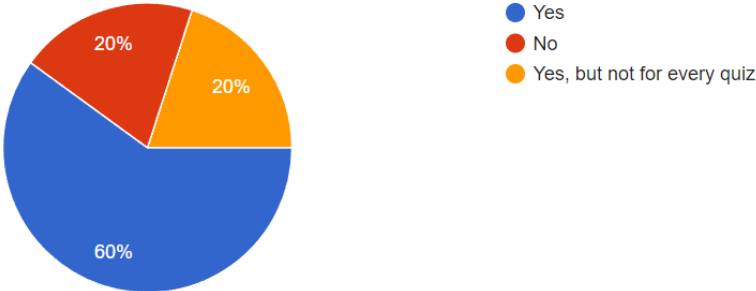


When asked **what interactive elements (such as images, videos, or links)** should be included in the quizzes to make them more engaging, all of the partners agree on images being the most suitable. Some of them opted for videos. They also stated that it all depends on the topic and also on the type of a reader. So if we have a quiz on different sorts of food, we might want to include photos for some questions. If we have a more serious quiz, on the topic of politics or economics for example, we might want to include some links so that the reader has the opportunity to watch/listen to something in order to understand questions or topic better.

Most of the partners think that **participating in quizzes should be associated with collecting points for users (60%)**.

Do you think that participating in quizzes should be associated with collecting points for users (points can lead to real or virtual rewards, in-app badges, unlocking premium content, receiving discount coupons, etc.)?

10 responses

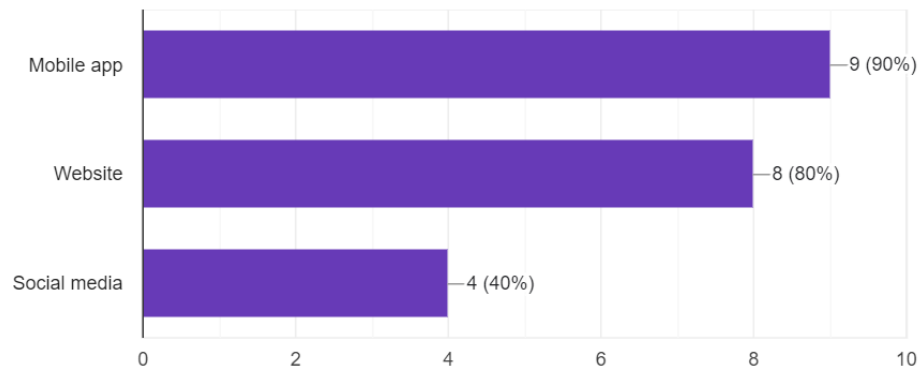


If we want to **involve our readers in the process of creating content for quizzes (for example - submitting questions, choosing topics etc.)** the partners suggested the following: allowing readers to choose topics, rewarding them for choosing topics or questions (concert tickets, monthly subscriptions, short trips, etc.). All of this can be done once a week or once a month. It can be done through emails or messages on social media. Or even more ideally, in the context of the NEWLOCAL project, we could use polls to ask our readers what kind of quizzes they want us to create.

3.2. TECHNICAL ASPECTS

What platforms would you like us to implement quizzes on?

10 responses



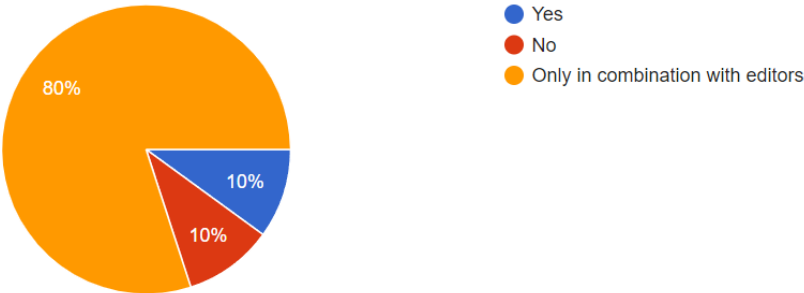
Partners were asked **if an embed code would be a sufficient way to integrate quizzes into a website and if they have any other suggestions for integrating them**. Majority of them believe it would be sufficient (with attached instructions) if the publisher's website supports the kind of code but they also think that it would be nice to have the option of sharing the quiz itself on other platforms.

The success and effectiveness of our quizzes depend on what we want to achieve through the implementation of the quizzes themselves. So, one of the criteria could be the number of subscribers (people who take part in quizzes) and according to the survey this seems to be the criteria that majority of the partners value the most. Next, an increase in the number of unique users or page views could also be a criteria we look at. For example, editors know very well which subjects or topics have high numbers in their media. They can try and include quizzes in the media content they do not expect to go well and see if the reader engagement is better and bigger when the media content has an interactive element included.

The partners **would mostly use AI to create quizzes**, but only in combination with editors (80%), while most do not think that **adding quizzes to more articles (at the end of each major article) would yield results, if those quizzes were automatically (AI) generated and not administered by an editor**.

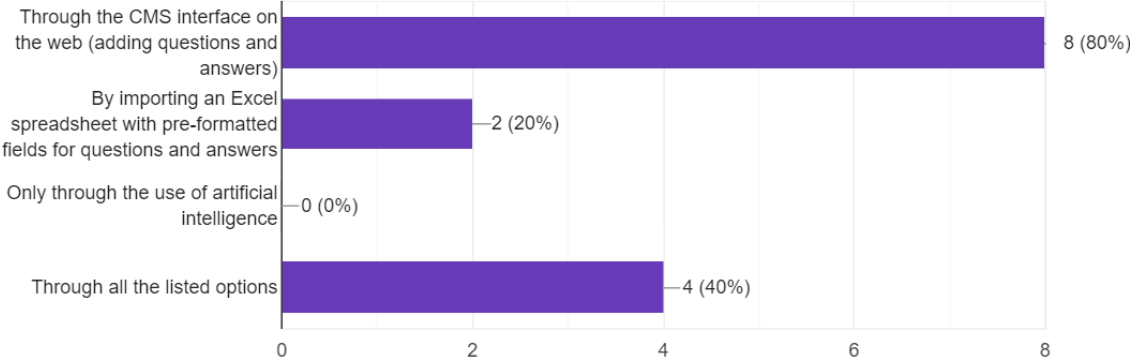
Would you use artificial intelligence to create quizzes (automatic creation of questions and correct answers)?

10 responses



How would you create quizzes?

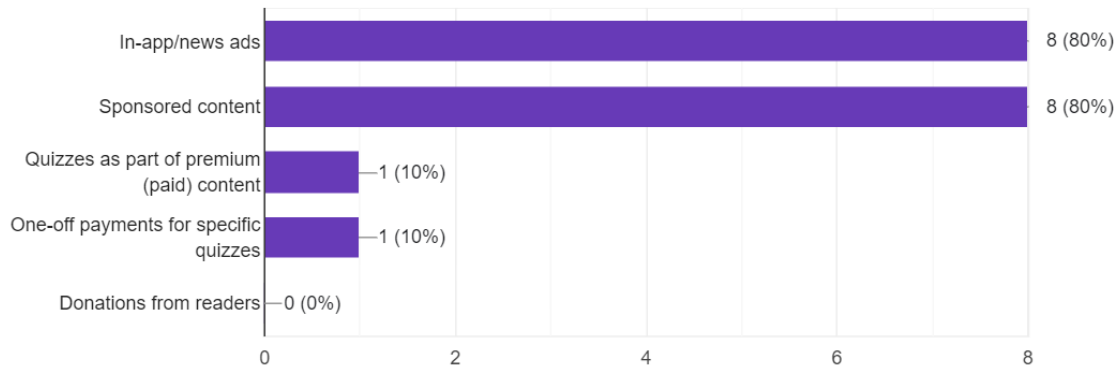
10 responses



3.3. MONETIZATION AND SPONSORSHIPS

What monetization models are most appealing to you for quizzes?

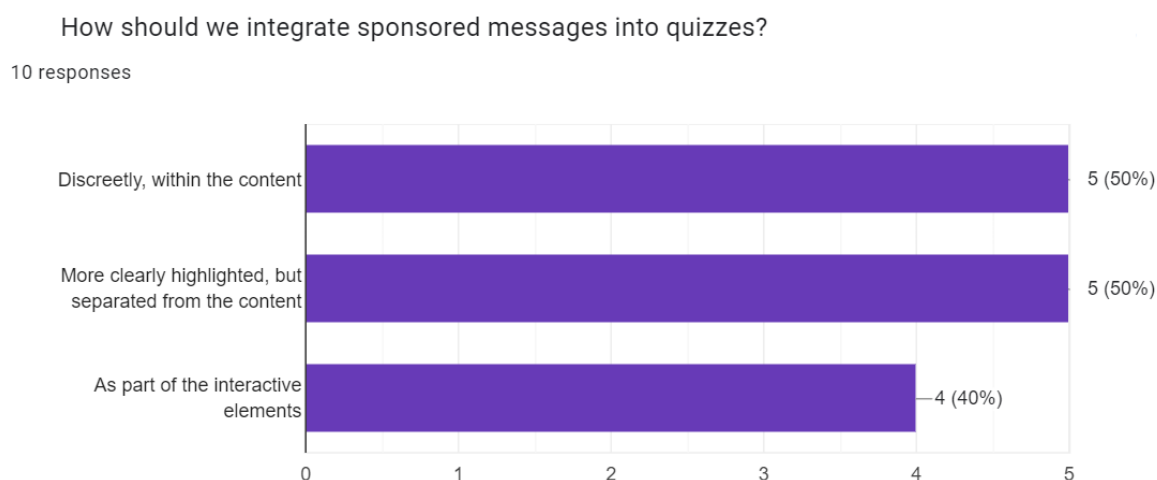
10 responses



Majority of the partners believe that in-app/news adds and sponsored content are **most appealing monetization models for quizzes**.

When asked how they plan to attract sponsors for quizzes, partners looked at options such as: creating content related to the field of work of the sponsor; presenting quizzes to sponsors as a completely new opportunity for advertising that will allow them to reach a new niche; offering the sponsors with the compensation model where they can provide winners of the quizzes with their products or services as actual rewards while at the same time getting free advertising space; creating an attractive sponsorship package that includes various opportunities for brand promotion within the quizzes, such as logo inclusion or branding within the quizzes, promotion on social media, and reaching out to relevant brands and companies whose products or services would be relevant to our audience with sponsorship proposals for the quizzes.

Some of the consortium partners think that sponsored messages should be **more clearly highlighted, but separated from the content, while others believe that sponsored messages should be integrated discreetly, within the content.**



When it comes to the extent to which we should adapt the content of quizzes to sponsor requirements, opinions were different and some of the partners' comments were the following:

-Medium range

-It depends on who the sponsor is; if it is a cultural institution with a historical tradition or a sports club, it should be adapted, but not to commercial advertisements

-Whenever possible

-It's all a matter of agreement: we may have a requirement that the quiz be absolutely sponsored due to the need to test the market, and maybe the sponsor is only discreetly mentioned as a supporter of the quiz

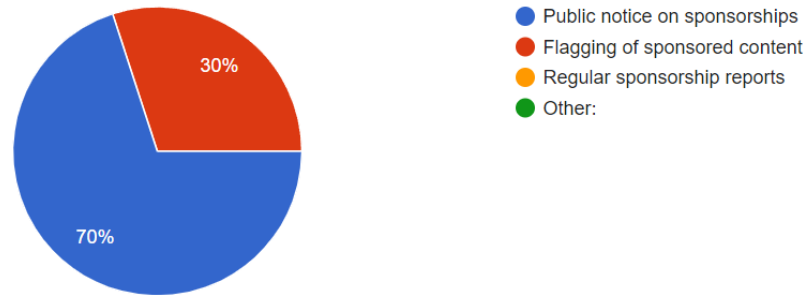
-We can adapt the content of quizzes to sponsor requirements to the extent that does not interfere with our editorial policy or the values we stand for

-If we have enough users, not many. If we do not have a satisfactory number of users, then to a greater extent

-To a minimum

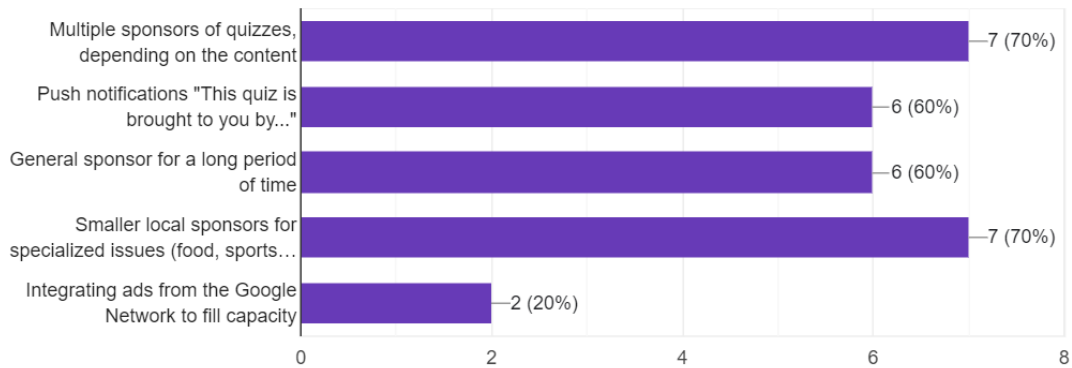
How do you plan to maintain transparency with readers regarding sponsorships?

10 responses



What is the strategy for developing and maintaining long-term partnerships with sponsors?

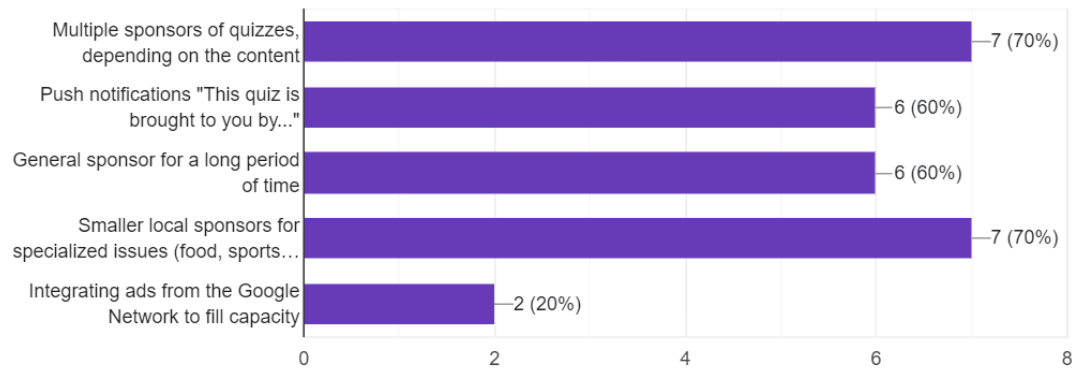
10 responses



3.4. DISTRIBUTION AND PROMOTION

What is the strategy for developing and maintaining long-term partnerships with sponsors?

10 responses

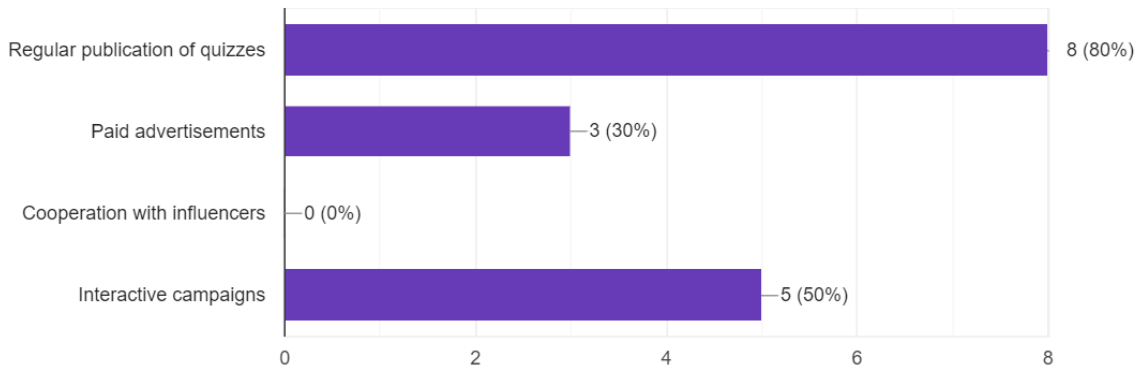


In order to include other media partners in quizzes (e.g. sharing sponsorship income, integrating quizzes into their website/social media networks, attracting complementary partners that are not exclusively media) partners gave the following answers: Because we all are local media outlets that cover local topics, the best way to include other media is through some sort of award-like quiz; sharing sponsorship income; mutual exchange with partners, contractual revenue sharing (sponsor networking), integrating quizzes into their website/social media networks, while some of the partners stated that there is no need to involve other media.

Other strategies that partners plan to use to attract audience to take part in quizzes include: creating a marketing campaign; promotion on social media platforms; a prize system for the most active users; push notifications; billboards; cooperation with media that are not online (radio and television).

How do you plan to use social media to promote quizzes?

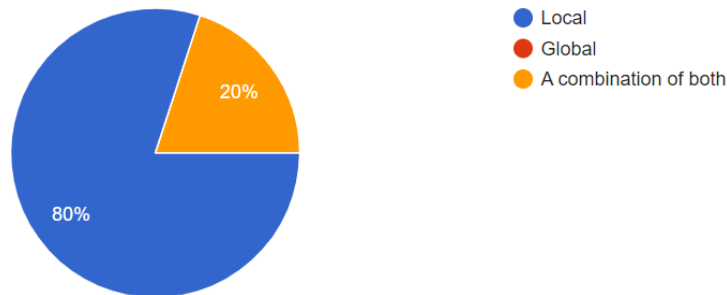
10 responses



Partners plan on using analytics regularly to see which topics are user engaging; if the difficulty is right; if the users leave the quiz too soon; to find out about the audience demographics; to decide which topics to include in the future quizzes; to analyze engagement on social media such as likes, shares, and comments, and adjust strategies as needed, and conduct experiments with different promotion tactics, such as varying posting times or ad formats.

Would you focus on the local or global market in distribution and promotion?

10 responses



The last question was „**How do you plan to collect and use audience feedback to improve distribution and promotion**“ and majority of partners mentioned using surveys or questionnaires in order to get audience feedback to later use in order to improve distribution and promotion; communication with audience through social media. Based on the feedback, they will adjust their strategies to better meet the needs and desires of the audience.

4. MODELS OF QUIZZES – BEST PRACTICES

BOOM93 EXPERIENCE

One of the consortium partners - Privredno društvo Boom93 d.o.o. – has a developed and implemented quiz on their Android and iOS mobile apps.

They compiled a list of 300 questions in a form of an Excel file. The questions were compiled by the team of journalists and editors and are from various fields: history, geography, film, music, sports, cooking, lifestyle, celebrities, etc. The Excel file consists of a question and 4 possible answers. Each incorrect answer is marked with /0 while each correct answer is marked with /1 in the Excel file. This Excel file was then uploaded to the CMS and available on the apps. Another way of uploading the questions and answers is directly into the CMS which can be seen on the following:

Edit poll

Name
Kviz Boom93

Poll user type
Registered users only

Poll type
Quiz

[Add new action](#)

Number of questions to display
10

Start date and time
23/02/2024 07:05

Frequency in days
7

Question 1

Koje je najstarije gazirano piće na svetu?

[Edit](#) [Delete](#) Radio button

Question 1

Koje je najstarije gazirano piće na svetu?

Coca-Cola

Schwepps

Sprite

Fanta

Add new answer

Radio button

Answer type

Incorrect

Correct

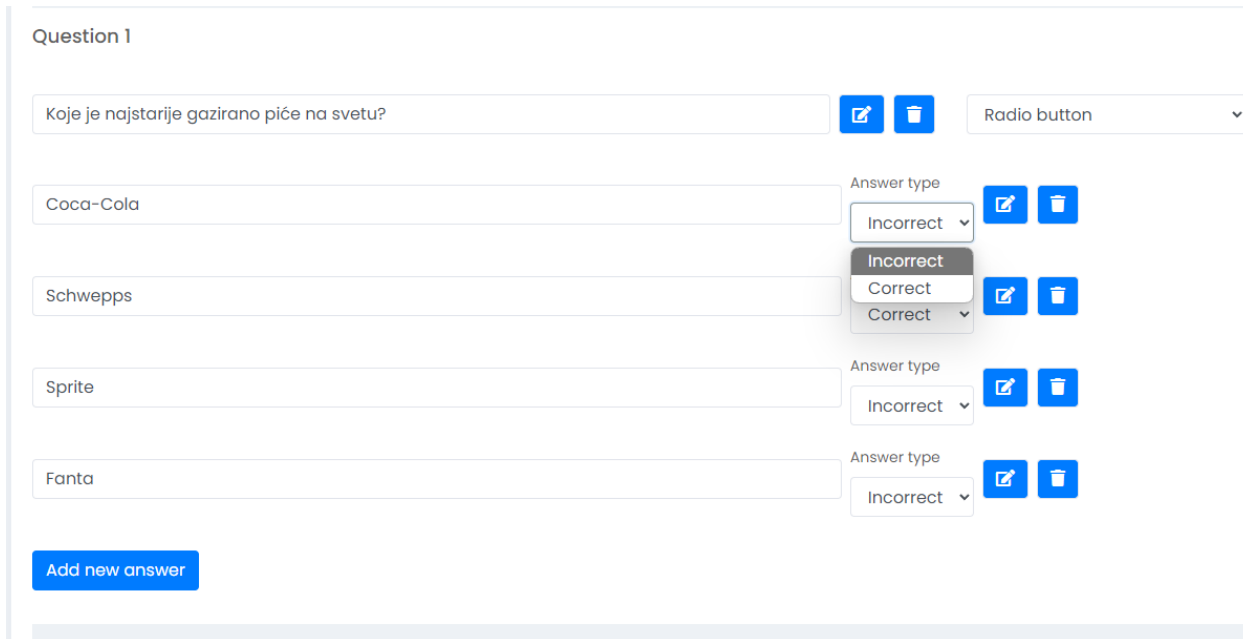
Correct

Answer type

Incorrect

Answer type

Incorrect



A new quiz is published weekly – every Friday. The quiz has 10 multiple choice questions and is limited in time: 3 minutes.



In order to motivate their users to play the quiz and return to it regularly, Boom93 opted for giving out digital badges to their players. There are 5 different levels divided by points and players get different badges over time depending on their success in the quiz. For example, the „weakest“ badge (beginner) is won as soon as the player wins one point and they do not get another badge until they score 21 point:

Počtnik

Parent category Kviz

Subscription


Initial value

1

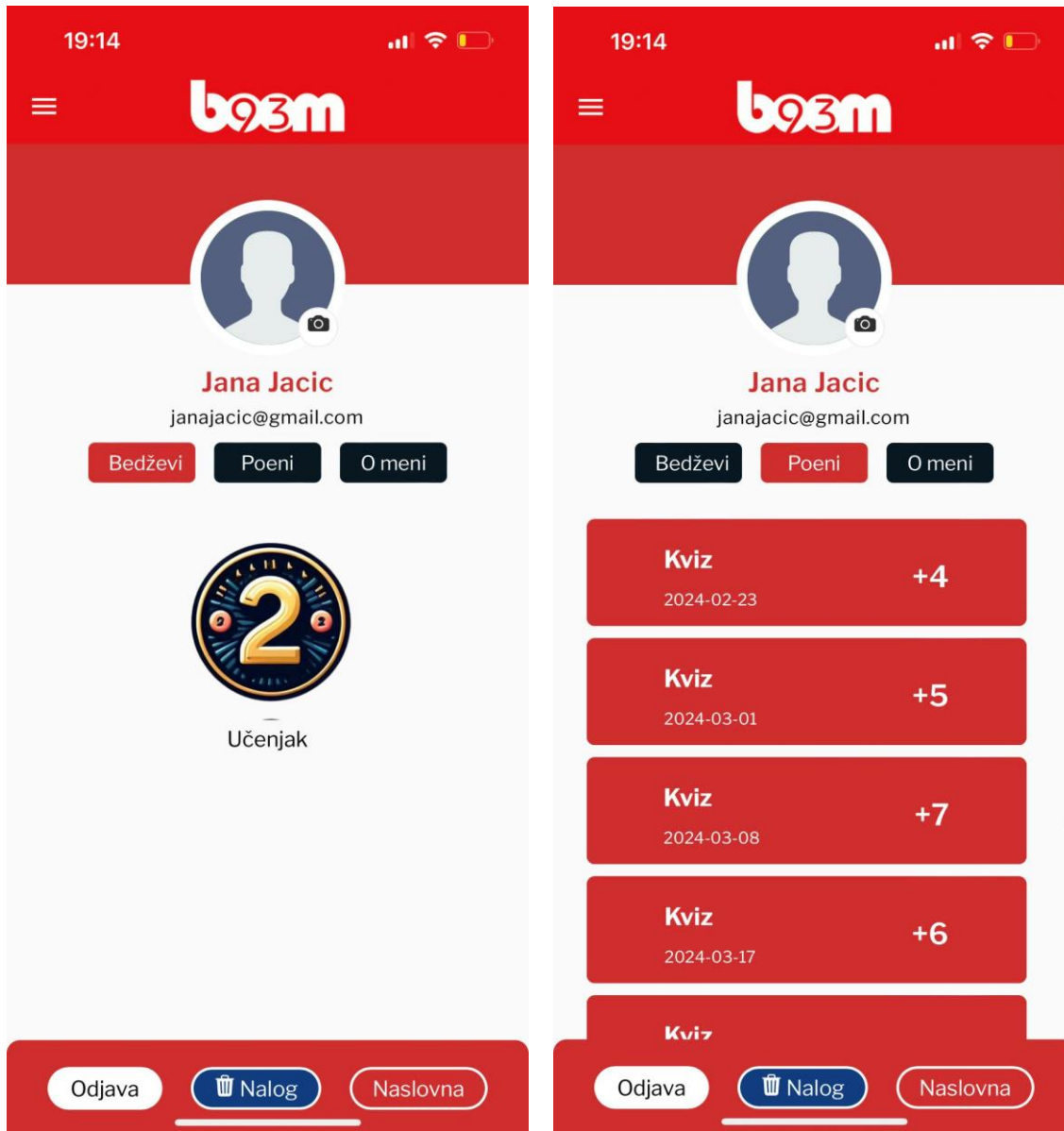
End value

20

Add Creative



Boom93 decided to allow only registered users to play the quiz and this was done in order for them to be able to follow who the best player is in order to be able to reward them. Each registered quiz player can see their profile on the app as well as the number of points they won on all quizzes so far separately:



The CMS offers them the option of checking the best players and they do so once a month when they give real rewards to the best players. The prizes include: books, free drinks, etc. They are working on finding sponsors for the quiz and the plan is to have sponsors provide the best players with prizes in the future.

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