



NEWLOCAL

New approaches for local media

REPORT ON USER GENERATED CONTENT



**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 over big national media in direct access to local users and in serving content. The target market is limited, therefore working with small media organizations is sometimes not of interest to advertisers.

Our group of local media outlets will create a new approach on the audience through the **NEWLOCAL** cooperative project, which will also assist us in creating new products and possibilities to boost advertising revenues. We will concentrate on new technology, initially in the form of mobile apps for the media of all consortium partners, and afterwards to create tools to enhance user interaction. We'll concentrate on gamification, **user-generated content**, polls, quizzes, smart push notifications, and content customisation for each user.

Throughout the project, we will concentrate on exchanging internal know-how's through conferences, workshops, reports, and work-exchange programs. However, we will also share our knowledge with the public since the project website will make our findings available, allowing any interested local media to learn about our research, our activities, and what has and hasn't worked.

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

Who's Participating?

Ten local media companies from four countries (Slovenia, Croatia, Serbia, and Montenegro) make up the consortium for the NEWLOCAL project. Our backgrounds range from radio, print, and internet to established digital media with editorial teams producing content for the web and growing online revenue.

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 Interactivity through user generated content

The goal of task **3.4 Interactivity through user generated content** was to investigate the possibilities of using mobile apps to give users a way to produce the content and send it to the editors.

Every consortium partner has occasionally involved their readers and listeners in some way during the content creation process. Often, this was done in a conventional manner without utilizing modern technology to streamline the process for editors and audiences. The purpose of this task is to look at the potential of employing mobile apps to allow people to create content and submit it to editors. User-generated content can range from brief summaries of news and events in the area to submitting images and more intricate integrations such as "readers video-reporters." The task is to analyze the perspectives of the following: a) audience; b) editorial teams; and c) advertisers.

A short survey was distributed across the project partners to gather the necessary data.

3. SURVEY FINDINGS

Each of the ten project partners completed a survey that asked questions about both the creation of content and user participation in it. The survey was divided into three parts:

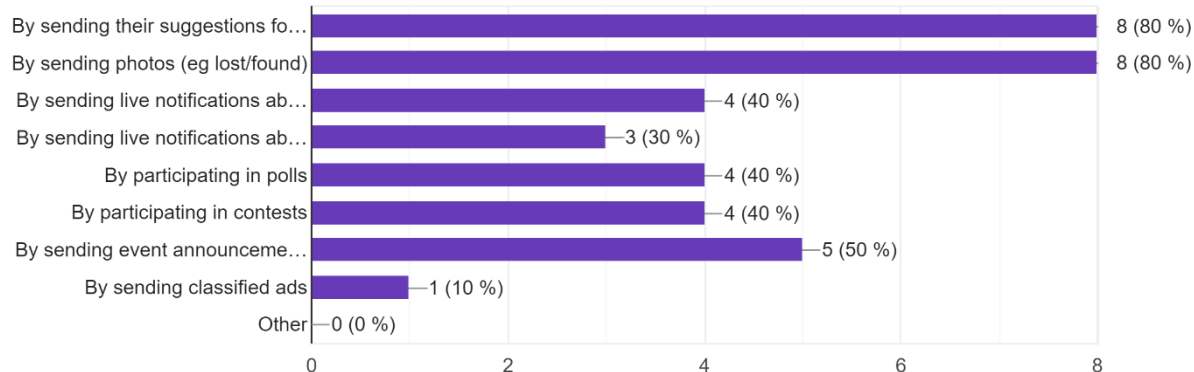
1. Engagement in content creation
2. Artificial intelligence (AI)
3. Benefits

3.1. Engagement in content creation

Most common interaction readers/listeners have with 80% of the partners in creating content is by sending their suggestions for news and by sending photos (eg lost/found). Following that, 50% of readers/listeners interact with the partners by sending event announcements, while 40% interact though sending live notifications about communal problems, participating in polls and in contests. Furthermore, 30% of readers/listeners interact by sending live notifications about traffic and/or weather conditions, and 10% do so by sending classified ads.

2. How do your readers/listeners interact with you in creating content?

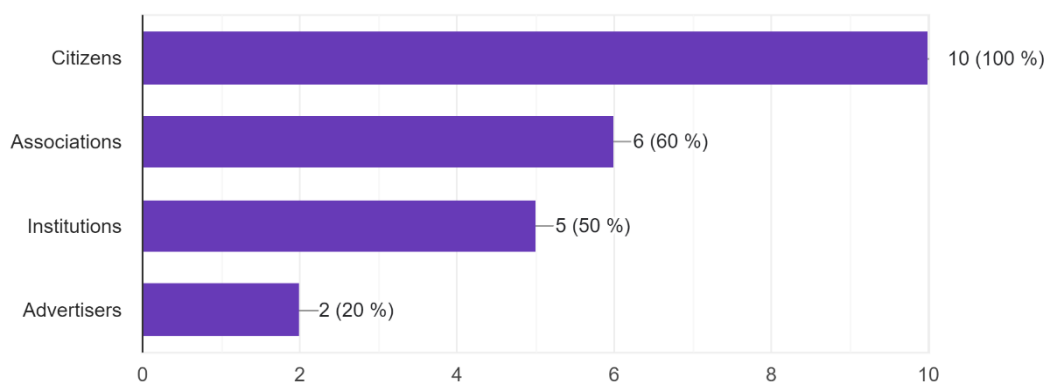
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All participants in content creation are citizens, among which 60% falls upon associations, 50% on institutions and 20% on advertisers.

3. Who participates in the creation of this type of content?

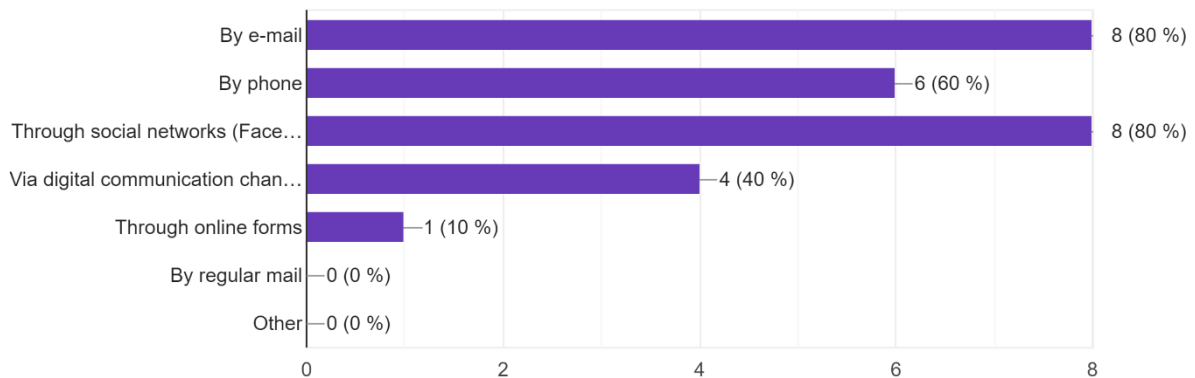
10 odgovora



Readers/listeners send materials through a few different channels, 80% of them by e-mail and through social networks, 60% by phone, 40% through digital communication channels while 10% send their materials through online forms. On the other hand, the partners state that their readers/listeners do not send their materials via regular mail.

4. How do readers/listeners send such materials?

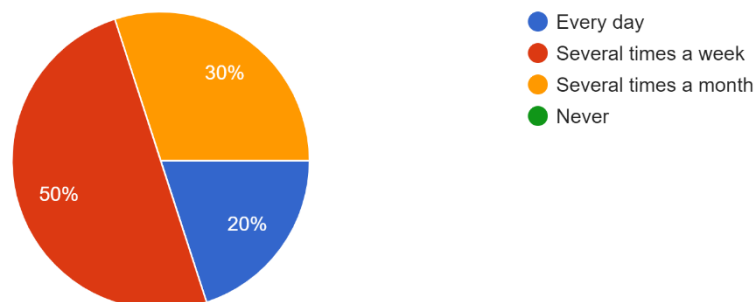
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The users participate in creating content quite regularly, 50% participate several times a week, 30% of the several times a month, while 20% participate every day.

5. How often do users participate in content creation?

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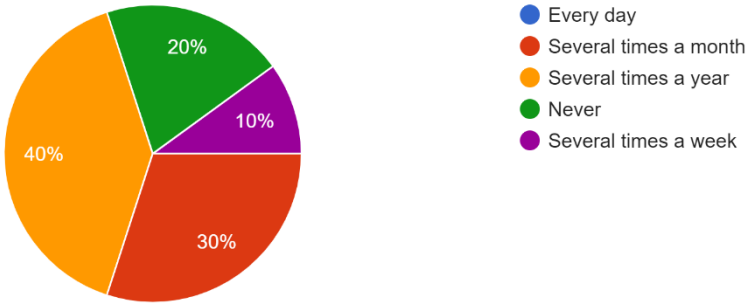


Most partners state that the percentage of users who participate in content creation is on the lower side and it ranges from around approximately 10 to 30%. The minority claims that a significant percent of the users participate, while others state that they do not have such data available.

Prize contests are a common tool in user engagement as well as an additional publication to enrich one's content. 40% of the partners organize them several times a year, 30% several times a month, while 10% organize prize contests several times

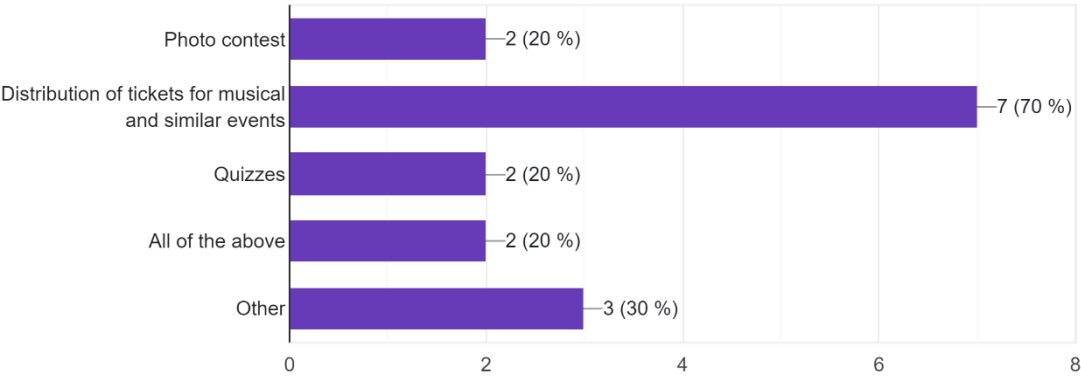
a week. However, 20% of the partners claim that they never organize any type of prize contests.

7. How often do you organize prize contests in which readers/listeners participate?
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Most common contest that 80% of the partners organize is the distribution of tickets for musical and similar events. Following that 20% organize photo contests and quizzes, as well as other previously mentioned types of contests, while 30% of our partners organize some other type of prize contests.

8. What types of contests do you organize?
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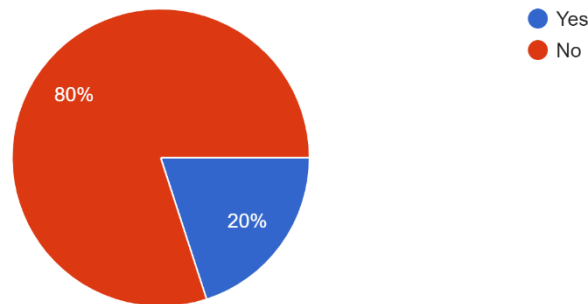


3.2. Artificial intelligence (AI)

Eventhough artificial intelligence (AI) has become a staple in content creation, majority of the partners (80%) do not use it to create their content.

9. Do you use artificial intelligence (AI) in content creation?

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On the other hand, the minority of our partners (20%), do use AI to help them with ideas for their content, as well as to create more engaging headlines and article keywords. AI has become a tool in writing suggestions for interview questions and correcting possible language related mistakes.

3.3. Benefits

The final three survey questions focused on the benefits of content creation from the perspectives of readers/listeners, media/newsrooms, and advertising.

The first question was in regard to the benefits that the readers/listeners gain. Most of the partners stated that by participating in the creation of content, readers/listeners primarily feel connected with the media through faster and more direct access to information, as well as an easier search for a specific article in the future. Moreover, the benefits could be seen from participating in discussions of public interest, the ability to express their opinions and experiences about relevant problems and the possibility to get some prizes (e.g. tickets for concerts). On the contrary, one of the partners has not fully analyzed the benefits that could come from content creation.

Additionally, concerning the benefits that the media/newsroom receives, the partners express that increased interest and engagement can improve loyalty and regular follow-up, meaning the audiences can provide information about local events and issues that the newsroom might not cover. The content that comes from the readers enriched the media with additional publications, as well as shortened the work process.

Finally, the benefits that advertisers gain come in the form of increased audience visibility and potential new clients. The partners claim that having a positive relationship with the media is equally important for marketers since it gives them an additional opportunity to interact with potential clients beyond traditional advertising.

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