

How VGTV monetises on video



VG

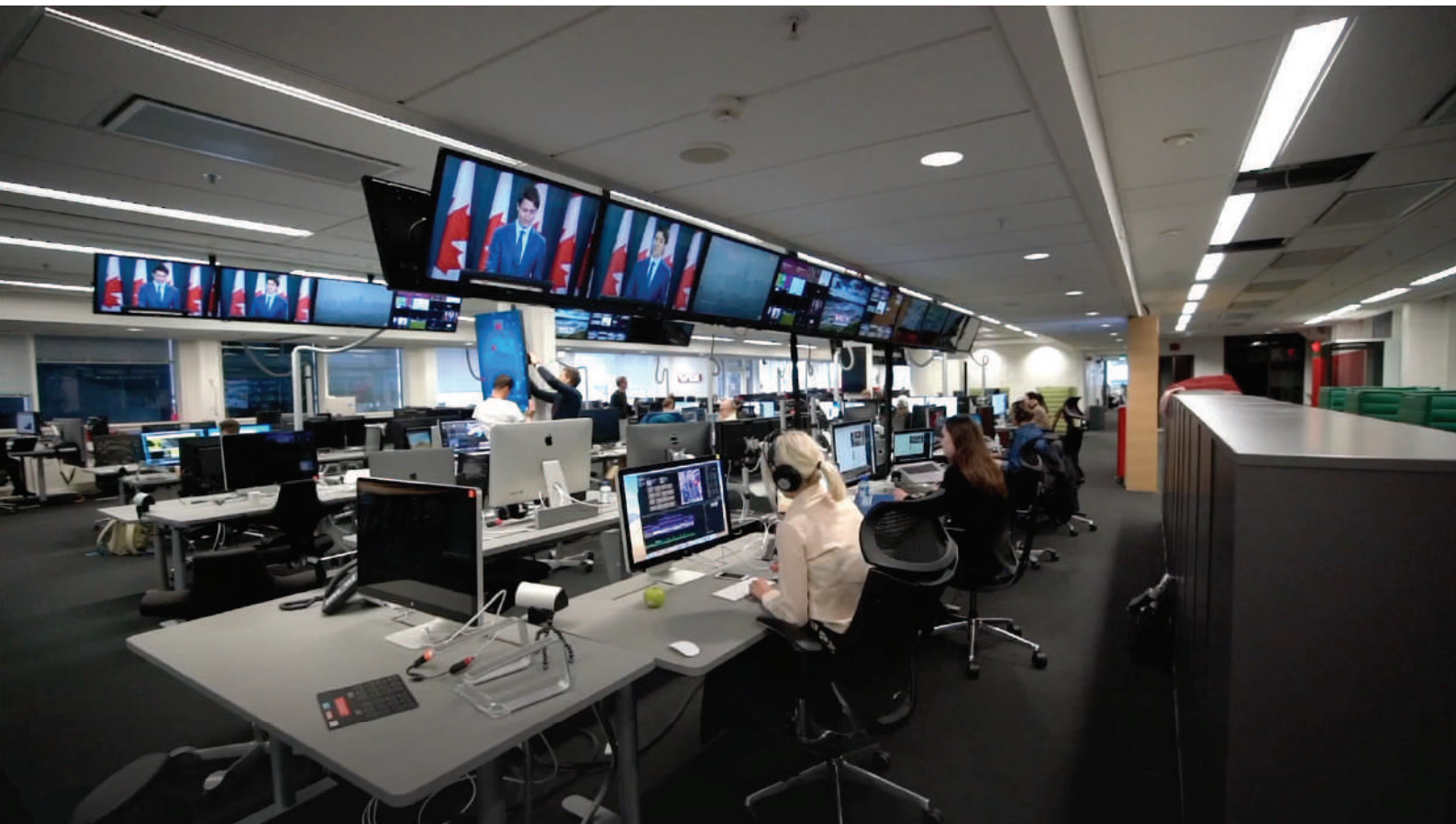
52%



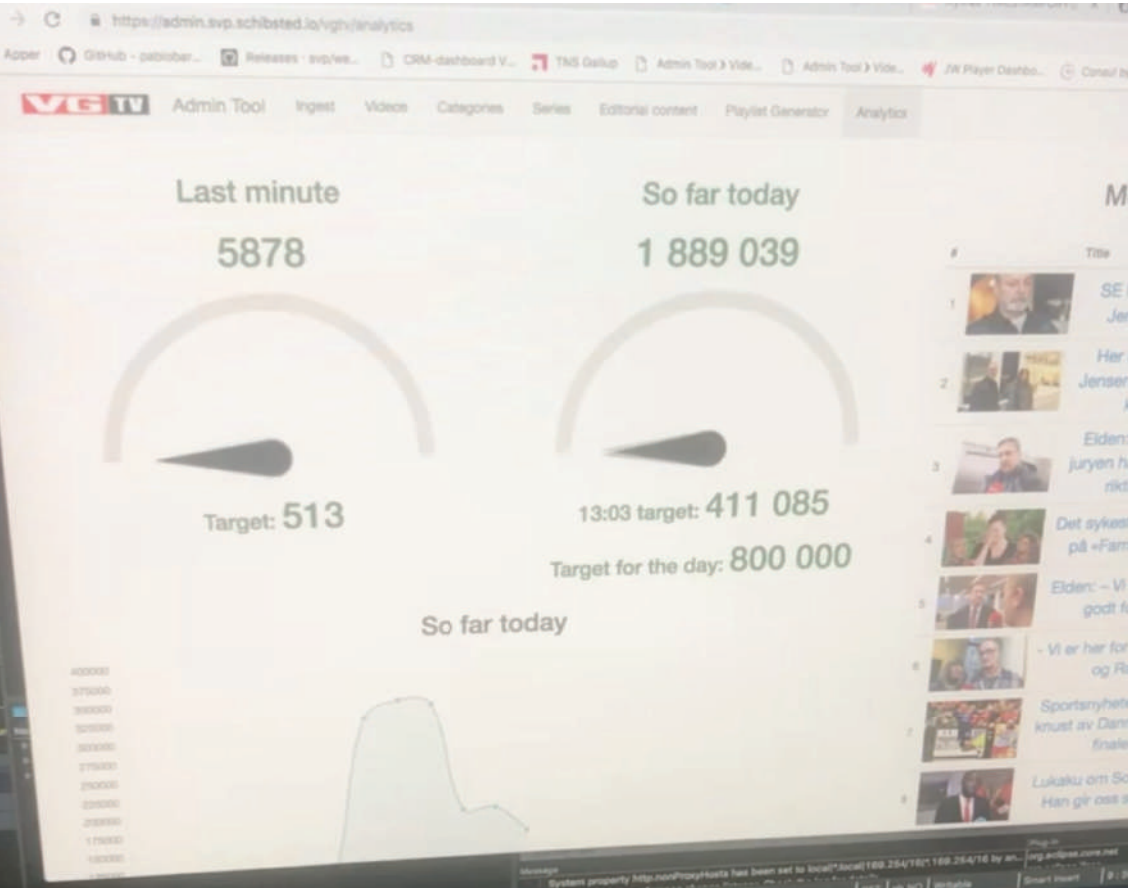
VG TV

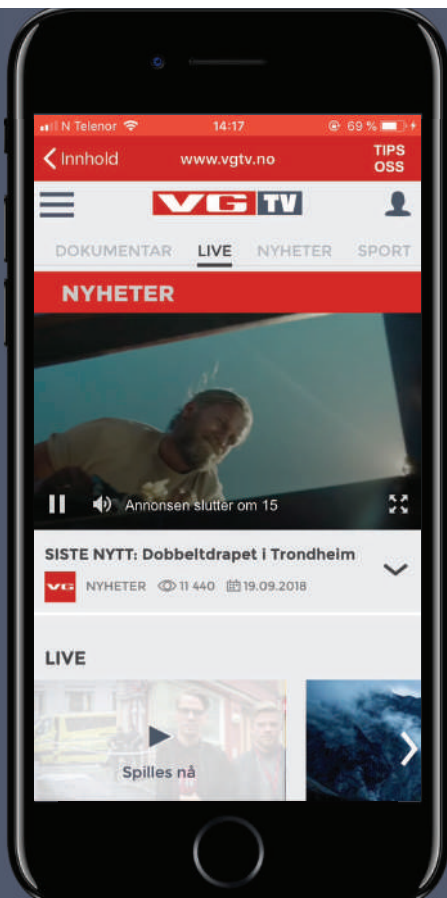
20%











PREROLL



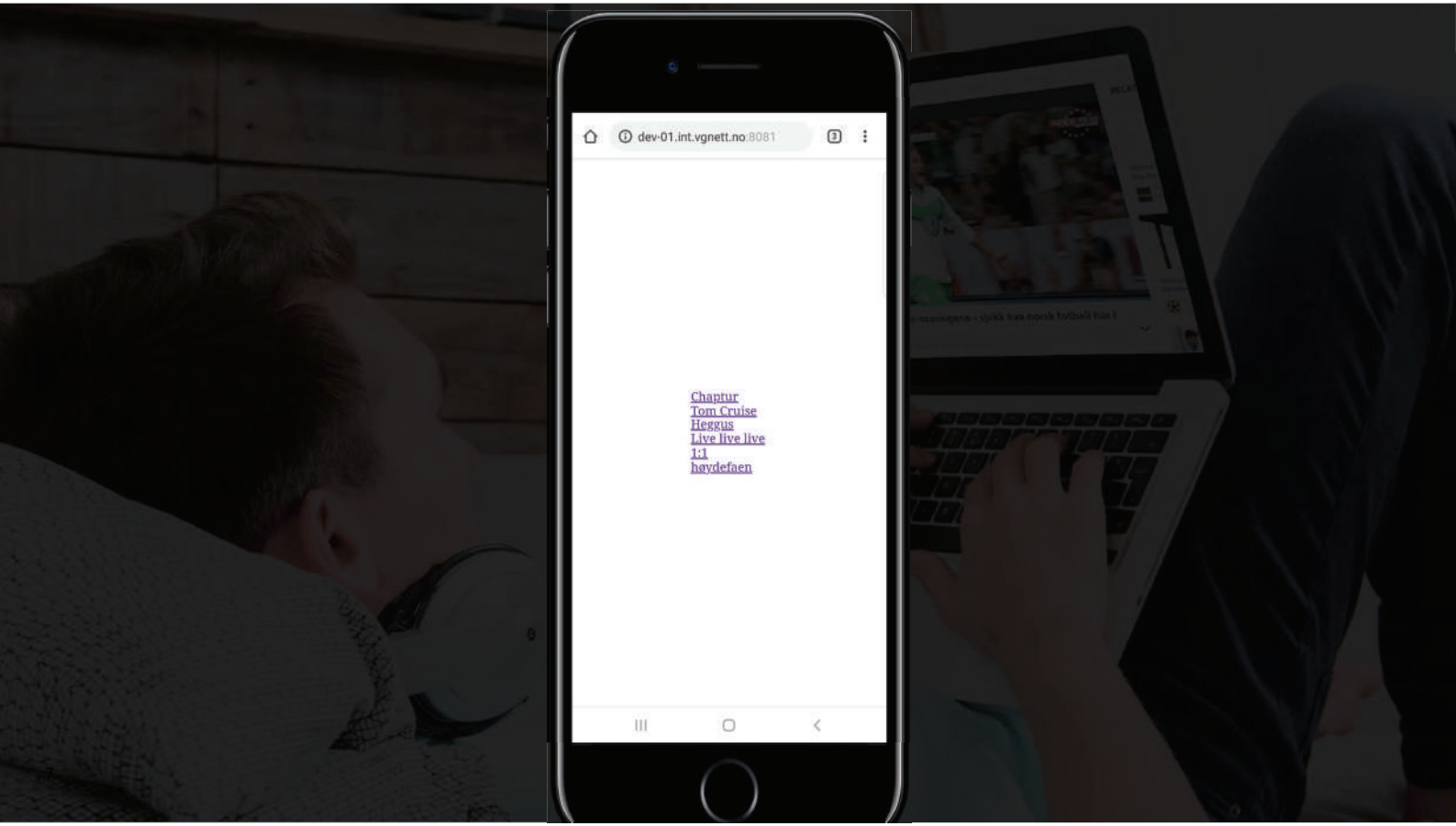
Plays before editorial content



Sound on

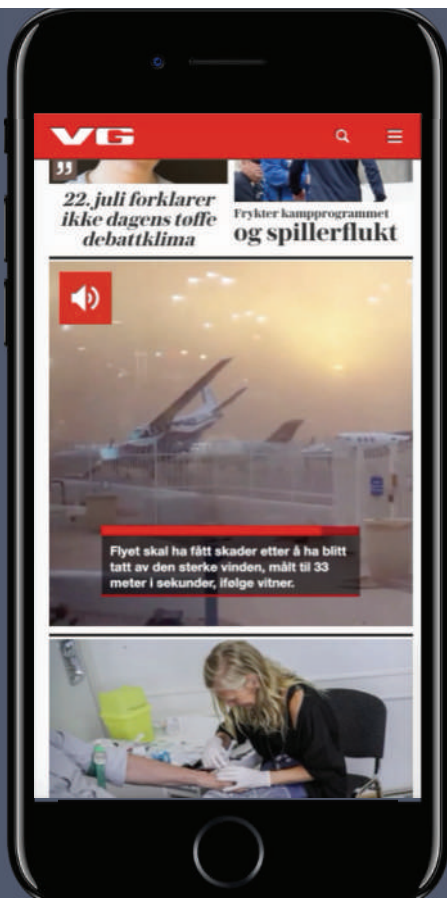


High VTR



[Chaptur](#)
[Tom Cruise](#)
[Hegrus](#)
[Live live live](#)
[1:1](#)
[høydefaen](#)





BUMPER AD



Plays before and in-between editorial content



Sound must be activated manually



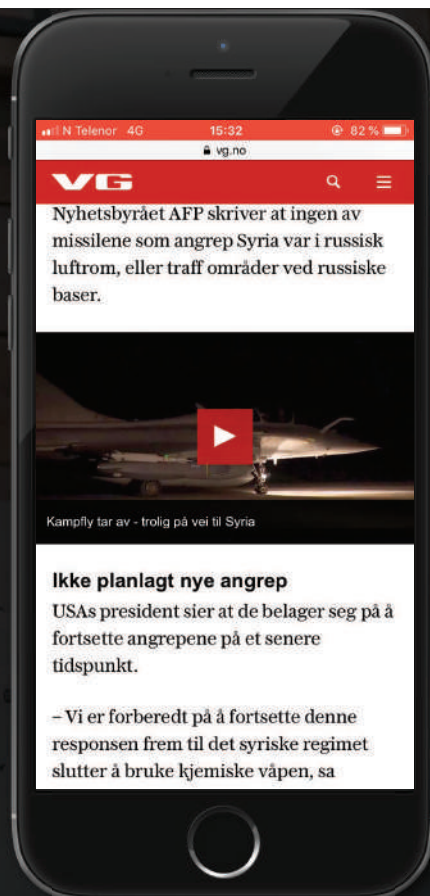
High VTR





NÅ: Ole Gunnar Solskjær ansatt som Manchester United-manager

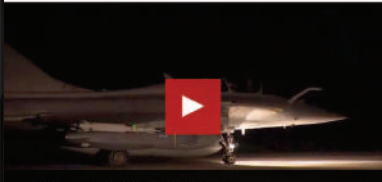




N Telenor 4G 15:32 82%
vg.no

VG 🔍 ☰

Nyhetsbyrået AFP skriver at ingen av missilene som angrep Syria var i russisk luftrom, eller traff områder ved russiske baser.




Kampfly tar av - trolig på vei til Syria


Ikke planlagt nye angrep





USAs president sier at de belager seg på å fortsette angrepene på et senere tidspunkt.


- Vi er forberedt på å fortsette denne responsen frem til det syriske regimet slutter å bruke kjemiske våpen, sa








 **Ashok Damani** @DamaniAshok · 4. mar.
A very interesting story telling format! vg.no/spesial/2019/t...


 Oversett tweet


   5 


 **Karsten Schmehl** @schmarsten · 26. feb.
Für mich bestes Storytelling 2019 so far:
vg.no/spesial/2019/t...
Und so eine krasse Geschichte.

 Oversett tweet





 13  101  266 


 **EmilyXiao** @EmilyXiao1 · 4. mar.
The Most Dugg story of the day: The Tinder Swindler via Digg


 Oversett tweet







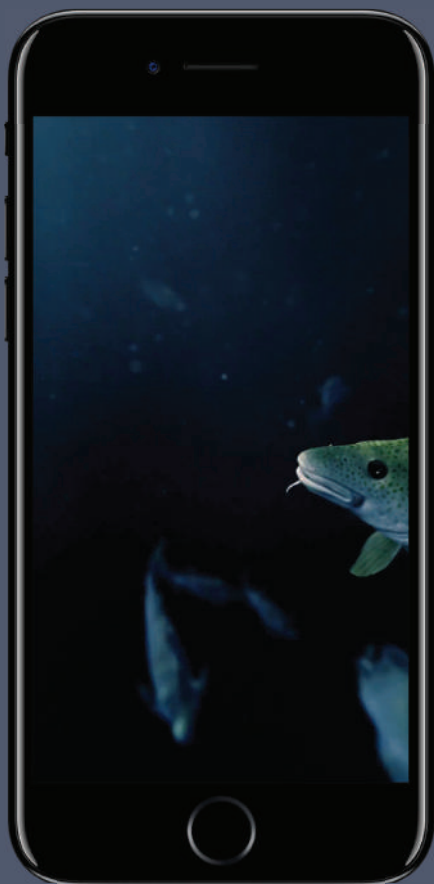
The Tinder Swindler
Simon Leviev finds his victims on the dating app Tinder and then seduces them with travel by private jet, luxury hotels and expensive dinners.
vg.no

 **Andrew Ba Tran** @abtran · 4. mar.
The Tinder Swindler who seduced and coned young women for millions. Interesting storytelling technique. Like a Narrative Insta-story
vg.no/spesial/2019/t...

 Oversett tweet

  1  2 



IN-BANNER



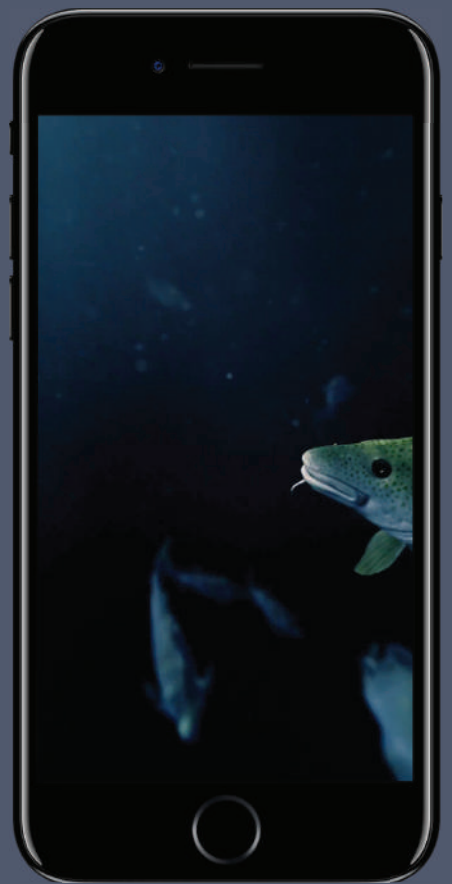
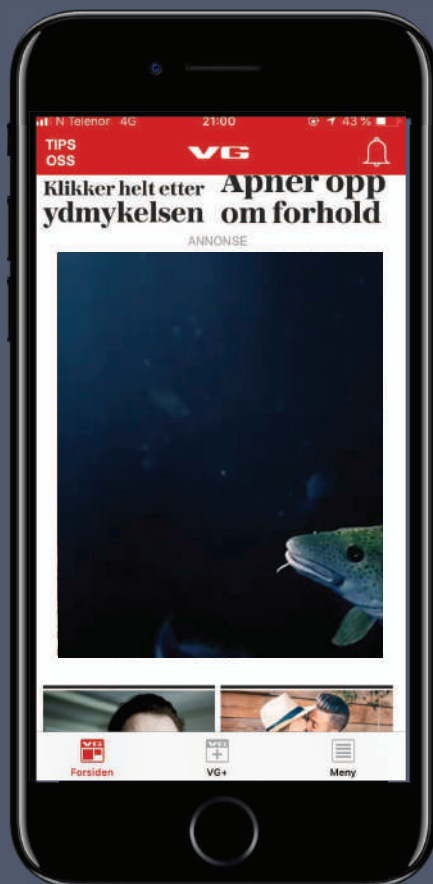
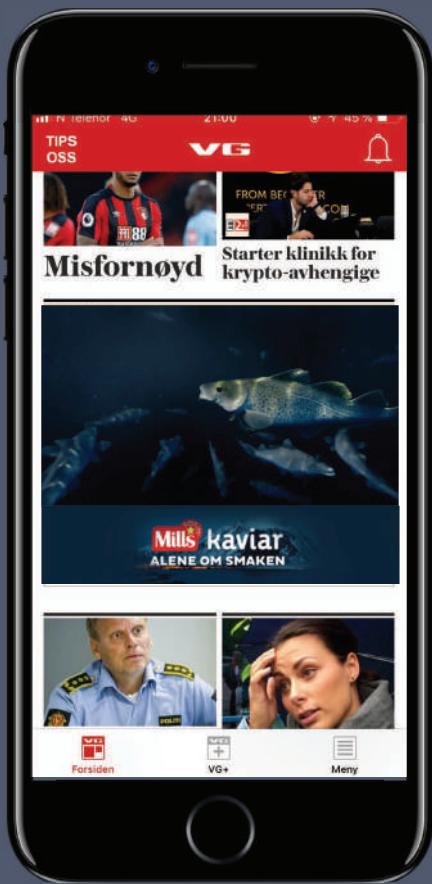
Video in a banner

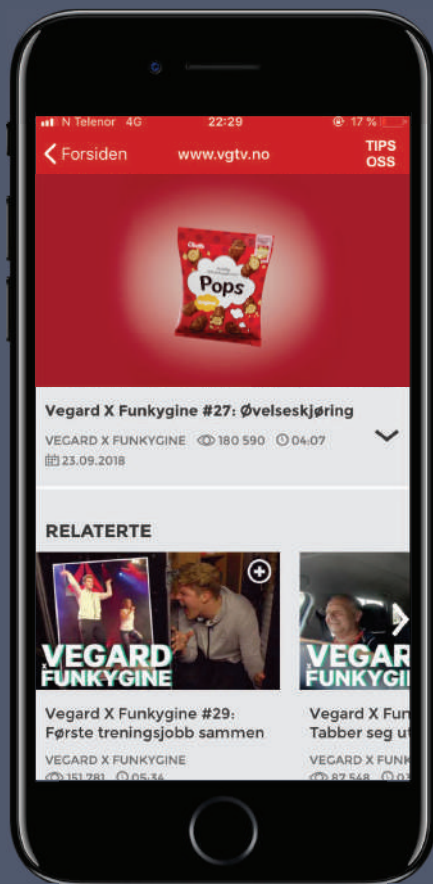


Sound must be activated manually



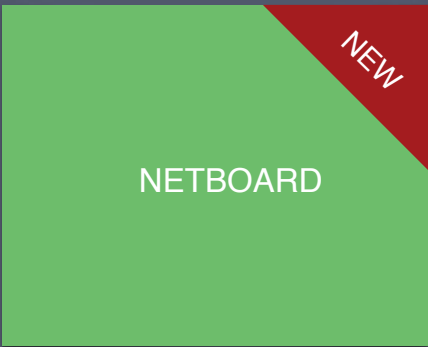
Low VTR





Sum of VTR	Column Labels -T							
Row Labels	Adresseavisen	Aftenposten	BergensTidende	Faerdelandsvennen	FINN	StavangerAftenblad	VG	Grand Total
Article	19,44 %	13,98 %	15,79 %	13,98 %	#DIV/0!	12,22 %	18,67 %	17,57 %
Article_Board_1	17,37 %	9,30 %	13,65 %	13,40 %	#DIV/0!	9,80 %	16,35 %	15,17 %
Article_Board_2	22,13 %	19,85 %	21,78 %	18,02 %	#DIV/0!	15,79 %	22,07 %	21,59 %
Article_Board_3	24,75 %	19,95 %	19,07 %	16,14 %	#DIV/0!	14,98 %	#DIV/0!	19,73 %
Article_Board_4	12,70 %	5,50 %	18,76 %	6,69 %	#DIV/0!	6,13 %	#DIV/0!	8,64 %
Article_Board_5	#DIV/0!	5,26 %	5,40 %	6,29 %	#DIV/0!	7,47 %	#DIV/0!	5,44 %
Article_Board_6	#DIV/0!	14,68 %	6,44 %	10,16 %	#DIV/0!	9,55 %	#DIV/0!	6,54 %
Front	10,24 %	5,77 %	11,26 %	6,62 %	#DIV/0!	8,85 %	8,19 %	8,04 %
Front_Board_1	9,94 %	6,85 %	15,82 %	6,55 %	#DIV/0!	13,75 %	9,62 %	9,43 %
Front_Board_10	6,43 %	5,91 %	9,79 %	11,51 %	#DIV/0!	6,33 %	#DIV/0!	7,50 %
Front_Board_2	12,20 %	4,84 %	12,63 %	7,11 %	#DIV/0!	9,35 %	6,20 %	6,78 %
Front_Board_3	11,12 %	5,16 %	8,37 %	7,15 %	#DIV/0!	6,36 %	6,80 %	6,95 %
Front_Board_4	9,70 %	3,85 %	7,65 %	6,06 %	#DIV/0!	6,93 %	5,43 %	5,51 %
Front_Board_5	9,09 %	3,98 %	7,42 %	5,82 %	#DIV/0!	7,16 %	8,03 %	6,82 %
Front_Board_6	7,48 %	2,74 %	8,03 %	5,64 %	#DIV/0!	7,18 %	5,65 %	5,67 %
Front_Board_7	7,96 %	4,39 %	5,59 %	5,73 %	#DIV/0!	6,51 %	5,76 %	5,63 %
Front_Board_8	10,98 %	4,34 %	5,72 %	5,92 %	#DIV/0!	6,30 %	#DIV/0!	6,01 %
Front_Board_9	10,98 %	4,89 %	6,84 %	6,20 %	#DIV/0!	5,79 %	#DIV/0!	6,32 %
Object	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	12,94 %	#DIV/0!	#DIV/0!	12,94 %
Object_Board_1	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	12,94 %	#DIV/0!	#DIV/0!	12,94 %
Result	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	7,05 %	#DIV/0!	#DIV/0!	7,05 %
Result_Board_1	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	6,69 %	#DIV/0!	#DIV/0!	6,69 %
Result_Board_2	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	6,89 %	#DIV/0!	#DIV/0!	6,89 %
Result_Board_3	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	7,72 %	#DIV/0!	#DIV/0!	7,72 %
Result_Board_4	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	18,77 %	#DIV/0!	#DIV/0!	18,77 %
Grand Total	15,95 %	11,01 %	13,87 %	10,62 %	7,67 %	10,72 %	15,02 %	12,74 %

Sum of VTR	Column Labels -T							
Row Labels	Adresseavisen	Aftenposten	BergensTidende	Faerdelandsvennen	FINN	StavangerAftenblad	VG	Grand Total
Article	34,75 %	21,93 %	34,94 %	32,20 %	#DIV/0!	31,15 %	27,53 %	27,77 %
Article_Netboard_1	41,53 %	18,27 %	50,65 %	42,45 %	#DIV/0!	38,16 %	27,53 %	28,57 %
Article_Netboard_2	26,70 %	28,74 %	9,95 %	29,42 %	#DIV/0!	28,97 %	#DIV/0!	27,13 %
Article_Netboard_3	25,02 %	10,60 %	33,14 %	12,14 %	#DIV/0!	12,32 %	#DIV/0!	19,54 %
Article_Netboard_4	23,73 %	13,61 %	28,41 %	11,29 %	#DIV/0!	12,48 %	#DIV/0!	25,82 %
Article_Netboard_5	#DIV/0!	12,66 %	13,84 %	11,66 %	#DIV/0!	18,29 %	#DIV/0!	13,97 %
Article_Netboard_6	#DIV/0!	15,87 %	21,33 %	16,49 %	#DIV/0!	20,36 %	#DIV/0!	19,18 %
Front	15,24 %	10,47 %	10,77 %	13,22 %	#DIV/0!	9,01 %	11,99 %	11,76 %
Front_Netboard_1	15,80 %	11,11 %	8,32 %	13,30 %	#DIV/0!	8,88 %	14,05 %	13,41 %
Front_Netboard_2	15,49 %	11,22 %	9,89 %	14,65 %	#DIV/0!	9,04 %	11,53 %	11,45 %
Front_Netboard_3	15,91 %	9,78 %	14,85 %	9,51 %	#DIV/0!	8,68 %	10,52 %	10,81 %
Front_Netboard_4	17,24 %	10,47 %	12,23 %	16,70 %	#DIV/0!	7,43 %	10,32 %	10,64 %
Front_Netboard_5	13,74 %	7,18 %	12,55 %	9,74 %	#DIV/0!	8,15 %	10,15 %	9,95 %
Front_Netboard_6	13,63 %	10,49 %	11,50 %	11,42 %	#DIV/0!	13,95 %	10,19 %	10,44 %
Front_Netboard_7	12,32 %	9,25 %	9,33 %	11,82 %	#DIV/0!	9,71 %	10,64 %	10,40 %
Front_Netboard_8	#DIV/0!	12,41 %	11,89 %	15,44 %	#DIV/0!	11,80 %	11,20 %	11,52 %
Front_Netboard_9	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	12,85 %	12,85 %	12,85 %
Result	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	12,26 %	#DIV/0!	#DIV/0!	12,26 %
Result_Netboard_1	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	12,45 %	#DIV/0!	#DIV/0!	12,45 %
Result_Netboard_2	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	11,40 %	#DIV/0!	#DIV/0!	11,40 %
Result_Netboard_3	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	12,37 %	#DIV/0!	#DIV/0!	12,37 %
Grand Total	29,11 %	16,68 %	21,13 %	23,33 %	12,26 %	21,44 %	17,43 %	16,50 %





900 + VIDEOER
+220%

6,7 MILL VISNINGER
+300%



Her mener Bjørnbak han burde fått frispark mot seg: – Det driter jeg i
Martin Bjørnbak mener han burde fått frispark mot seg da han...

Ulykken: – Tilstanden er kritisk...

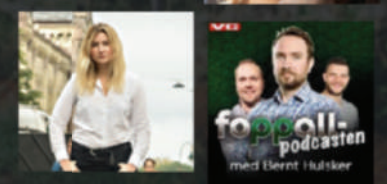
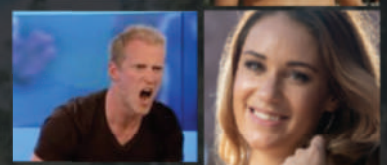
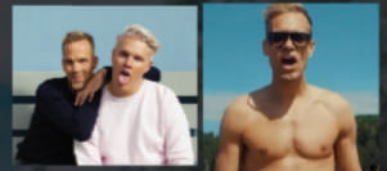


Jamel Rake, Kasper Foss og Bernt Hulsker. (Foto: VG)

Imitatorkongen Kasper Foss (20) blir en del av Foppall på VGTV

– Forhåpentligvis blir ikke imitering hovedgreia mi nå. Før var det basisen, nå blir det krydderet, sier han til Medier24.

VGTV HAS A CLEAR STRATEGY TO REACH



ATTRACTIVE AND
COST-EFFICIENT
CONTENT WHICH ARE
ENGAGING

CREATE TOPIC OF
CONVERSATION

ON ALL PLATFORMS
AND CHANNELS

WITH STRONG
PROFILES

COMMERCIALIZE AROUND AND IN TV-PLAYER



IsKaffe
PLEASE



SOOO
GOOD

VG TV DOKUMENTAR LIVE NYHETER RAMPELYS SPORT PROGRAM MEST SETT A-Å

HARM HEGSETH

RELATERTE

PANELET #134: Pærraklikk, duckface o...

PANELET 27 406 13:40

Hyller feministisk sex-scene



AMAZING
AMAZING
AMAZING







PREROLL



BUMPER



IN-BANNER



SPONSORSHIP



PODCAST



DISPLAY



PAYWALL



DISTRIBUTION



EXTERNAL
PLATFORMS



IsKaffe PLEASE



SOOO GOOD

HARM HEGSETH

RELATERTE

PANELET #134:
Pærraklikk, duckface o...
PANELET
31 626 13:40

Maria så ikke hva hun hadde filmet før...



AMAZING
AMAZING
AMAZING



THANK YOU!

