



Le Matin



umanytics

Lausanne, le 28 octobre 2015

Le Matin is

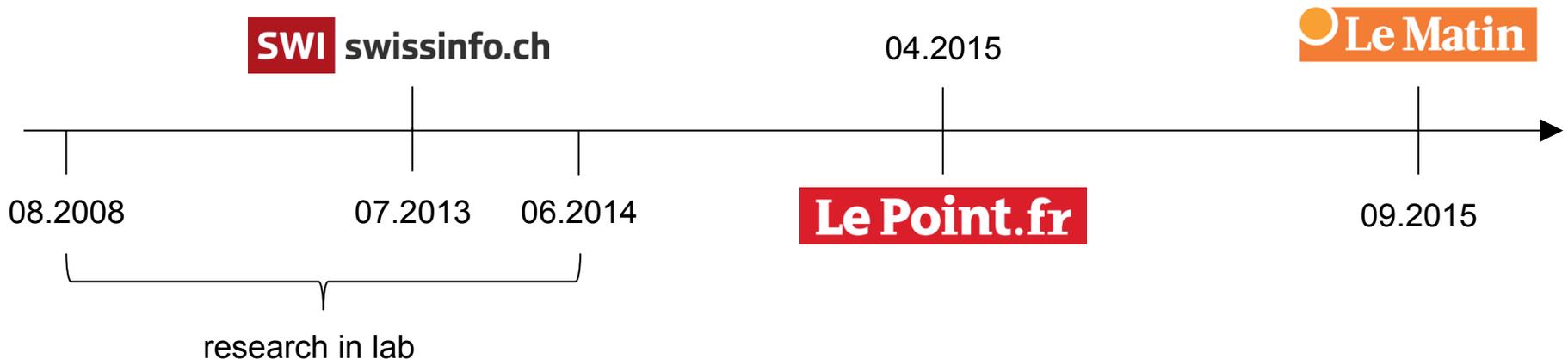
- the biggest daily paid newspaper of the french speaking part of Switzerland
- A popular supraregional tabloid part of Tamedia
- the overall audience print & web is 397 000 unique users a day



Umanytics is



- Spin-off from Artificial Intelligence Lab, Swiss Federal Institute of Technology, Lausanne (EPFL)
- 2 technologies developed in the lab:
 - personalization and targeting
 - prediction algorithm for online opinion polls
 - 5 years development, 10+ research publications.
- Previous collaboration with media companies:
 - swissinfo.ch (SRGSSR)
 - Le Point (Artemis)



Scientists and journalists working hand in hand to offer a new way of offering news, that is the story of Qiva.

We simply ask a question of actuality and we have a community who tries to guess what will really happen at a given point.

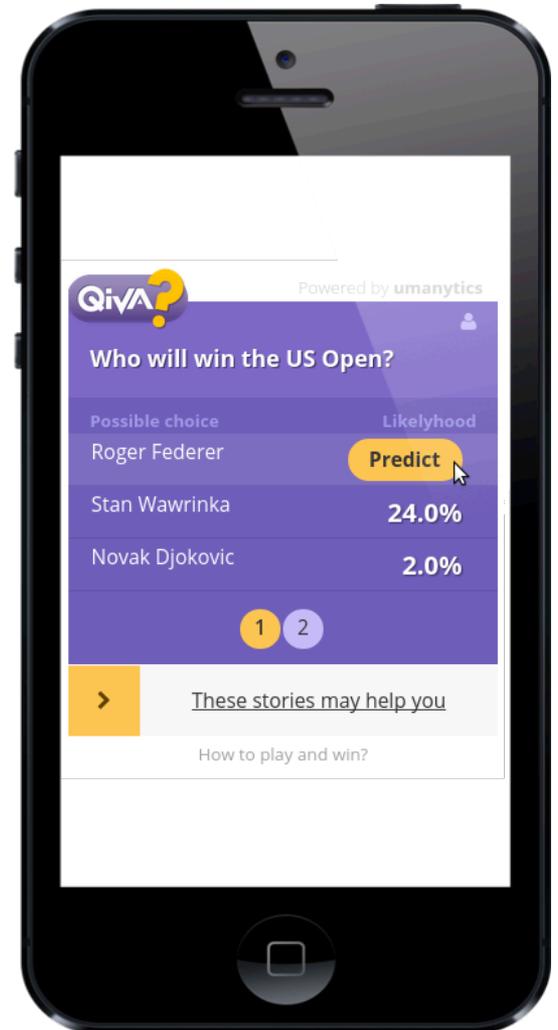
An example:

Who will hear how a daily newspaper and a start-up of the EPFL managed to work together to rethink news in a gaming point of view?

- A bunch of geeks
- European Committee Members

Journalists

- An innovative prediction tool
- Questions on various current topics
- Evolution of predictions over time
- Gamification mechanism:
leaderboards, badges, ...
- Editorial content used in print the next day.
- Contextualization:
Questions link to articles and archives.



- +30% Daily Active Users
- x3 New Registered Users
- +5'000 Daily Actions



New community of readers who like to play and get informed at the same time.

How we've met: a love story!



Why did Flo send out an email?

Why did Phil reply to this email?

At Le Matin, we love innovation, to try things out. It was a good occasion to see what a start up could propose
We were looking for new innovation opportunities

and then, our first date
In Venice?

Le Matin

1. The concept of Qiva fitted our digital strategy: innovation and entertainment
2. involvement of the newsroom (editor, members of the staff, art director)
3. involvement of the IT (UX/UI webdesign, development)
4. involvement of the commercial and marketing departments
5. regular presentations at the different levels to maintain the interest
6. search of sponsors and ads

That involved

- Weekly meetings
- Extensive use of online collaborative tools: specification, development, ...

And it involves

- new developments
- daily search of Qiva questions
- a page in the print

Resources & Costs

Le Matin

- Before launch
 - 1 FTE for the development and the webdesign
- After launch
 - 1 FTE (a journalist) for the animation of the web site and the print
 - now decreasing...

umanytics

- cloud servers
- 2.5 FTE



50 DÉTENTE
LE MATIN VENDREDI 2 OCTOBRE 2018

LES QIVAÏSTES ONT VU JUSTE À 100%

SEMAINE 1 Quatre événements sportifs intégrés dans Qiva se sont achevés mercredi dernier. Quatre fois, les résultats étaient conformes aux prévisions de la communauté. Encourageant.

Mercredi soir avait la particularité d'être animé par un certain nombre d'événements sportifs intégrés dans notre base de données (un match de hockey et trois de football). Force est de constater que les Qivaistes, pris dans leur ensemble, ont en le leur cru avec un clair et net 100% de prévisions correctes. Il est certes bien trop tôt pour tirer des conclusions sur les vertus de l'intelligence collective, mais cela est encourageant.

En classement général, Thierry caractolait toujours en tête, hier à l'heure de notre dernier pointage, mais le trône hebdomadaire peut encore vaciller. Suspense.

• JEAN-CHARLES CANET
jean-charles.canet@lematin.ch

MODE D'EMPLOI

QUEL EST LE BUT? Prédir ce qui va se passer dans l'actualité (suisse et monde, people, culture et sport).

COMMENT PARTICIPER? Qiva est gratuit à ouvrir de s'inscrire sur Le Matin.ch/qiva. Si vous avez déjà un compte pour Le Matin.ch ou Facebook, connectez-vous!

COMMENT GAGNER? Vous obtenez des points si votre pronostic est exact. Mais aussi dans une bataille avec un autre joueur réel ou virtuel. Pour chaque question, vous pouvez répondre toutes les 30 minutes. Des badges montrent votre progression. Celui qui est en tête du classement général est récompensé chaque semaine.

QUELS PRIX? Des échantillons à une sélection, trait est visible dans votre profil.

LES QIVA DU JOUR

Qui va être finalement choisi pour réaliser «Fast & Furious 8»

Choix	Probabilité
Vin Diesel	60%
Justin Lin	30%
Un autre réalisateur	6%
James Cameron	4%
Brett Ratner	0%

Qui va décrocher le titre de Miss Ronde Suisse Romande?

Choix	Probabilité
Jade	42%
Cristelle	20%
Une autre	16%
Malisa	12%
Diana	6%
Vicky	4%

LES QIVA LES PLUS POPULAIRES

MUSIC AWARDS
LE 7 NOVEMBRE 2018

Qui va être Artiste féminine internationale de l'année aux NRJ Awards?

Choix	Probabilité
Rihanna	50%
Taylor Swift	29%
Ariana Grande	13%
Sia	0%

Qui va remporter le championnat suisse de basket-ball?

Choix	Probabilité
Fribourg	67%
Une autre équipe	17%
Lugano	9%
Genève	7%
Neuchâtel	0%

Pros

Le Matin

- an innovative and simple tool
- a new way of thinking the news and projects
- the creation of a new community
- the increase of the traffic on the site
- working with a team dedicated to a single project
- stimulation for the people working on the project

umanytics

- Tech transfer
- Very large user base with tons of content
- Learn about media industry (processes, challenges, ...)
- Reference
- Exposure

Cons

Le Matin

- revenue sharing with umanytics
- The time it took to implement Qiva in our system
- The hesitation (commercial) in front of a new tool.
 - We had to prove that Qiva worked

umanytics

- revenue sharing with Le Matin ;)
- Slow implementation
- Old tech zoo
- Limited resources
- Uniqueness (design)

Challenges

- How to conduct efficient tech transfer?
- How can we keep, maintain and increase our community?
- How can we monetize our community?
 - advertisement (sponsored questions, badges, leaderboards, ...)
 - market research
 - Big Data -> Smart Data
- How can we have a sustainable model for both startups and media companies?

Next Steps

- Improve QIVA
- Strategy with paywall & online services
- Open new revenue streams (market research, smart data)

Philippe Messeiller

philippe.messeiller@lematin.ch

@phil_messeiller

+41 79 456 13 21

Florent Garcin

florent@umanytics.com

@ffgarcin

+41 78 804 96 45