



Historie og bakgrunn

The image displays three overlapping screenshots of Norwegian local news websites, illustrating the historical and background context of the project.

Top Screenshot (Alvdal): The website is titled "Alvdal midt i væla" and features a banner for "FLØTTE HEMMAT?" (Moving Home?) with a large image of a house. The main headline is "Et vintereventyr på Tronfjell" (A winter adventure on Tronfjell) with a date of 7. april 2018 18:15. The website also includes a sidebar with a calendar of events and a top navigation bar with links to "Forside", "Bygdeliv", "Kultur og fritid", "Sport", "Folk", and "#Alvdal".

Middle Screenshot (Tynsetingen): The website is titled "Tynsetingen" and features a banner for "Rask levering – best garanti!" (Fast delivery – best guarantee!) with a large image of a car. The main headline is "Hysten slo Schjølberg etter sekundstrid" (The hype hit Schjølberg after a second-stride). The website also includes a sidebar with a calendar of events and a top navigation bar with links to "Forside", "Bygdeliv", "Kultur og fritid", "Sport", "Folk", and "#Tynset".

Bottom Screenshot (Tynset): The website is titled "Tynset" and features a banner for "Fjellstudent - Studietilbud høsten 2018 på Tynset" (Mountain student - Study offers autumn 2018 in Tynset). The main headline is "Kommende arrangement" (Upcoming arrangement) with a date of 18.04.2018. The website also includes a sidebar with a calendar of events and a top navigation bar with links to "Forside", "Bygdeliv", "Kultur og fritid", "Sport", "Folk", and "#Tynset".

Status

- Første nettavis med pressestøtte uten fortid som papiravis
- Nettoopplag 2017: 1 467
- Opplagsøkning på 340 fra 2016 – 2017
- 30,2 % økning
- Netto opplagsvekst på 96 1. kvartal 2018
- Fra ÷1 mill. Til +250 000
- 7 ansatte – 5,1 årsverk



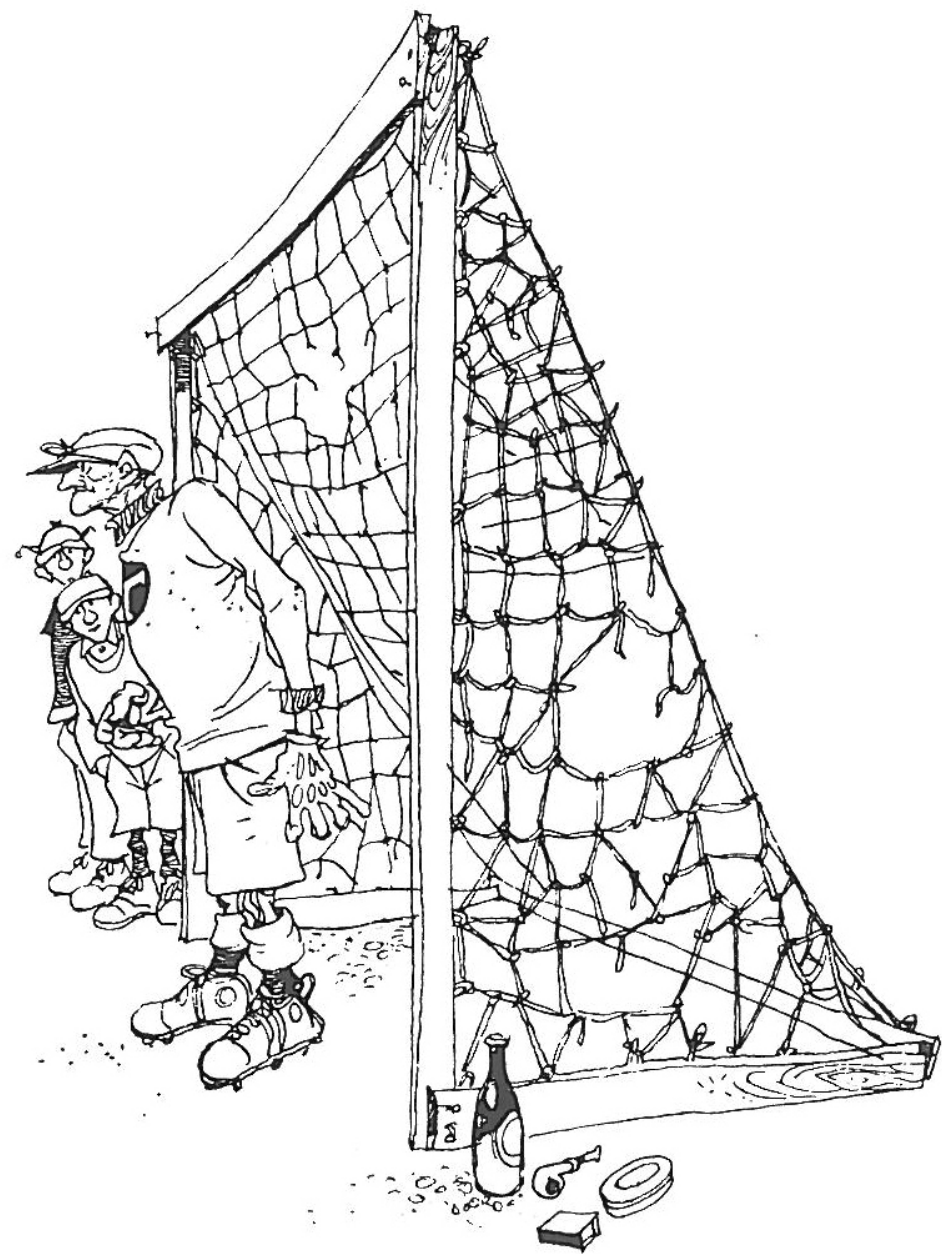
Hva har vi lært?

- Pressestøtte helt avgjørende
- Ta betalt for alt
- Abonnementsinntektene er viktigst
- Annonseinntektene er marginale
- Krevende teknologisk



Gode bilder er en suksessfaktor





Simen og jeg studerte Tynset-keeper'n.

