



Increased time spent on Onet.pl

Using Ring Publishing, Onet was able to increase its user engagement by 12% in one year. Ring technology also helped publish posts 3x faster and increase stories tested and published on the home page by 350%.



○ Why & What

Onet is competing with the other news portals in Poland, as well as with global platforms like Facebook, Instagram, and YouTube. Competition is not only about money; it's also about user engagement and changing how users consume media and news. For years, Onet was very successful with manual publishing, identifying the best ways to meet the needs and tastes of more than 70% of Polish internet users, but it became harder and harder to be financially viable fighting against Facebook, Instagram, and Google's AI algorithms.

Onet wanted to increase its user engagement and decided to define and measure it as time spent on the website.

Definition: Total Time Spent (TTS) is the sum of the average time multiplied by the number of page views (but not including visits that last less than 5 seconds to avoid including clickbait traffic in the results).

○ How

To increase user engagement, Onet implemented technologies supported by Ring Publishing, which resulted in huge product and business changes.

Implementation of automated publishing instead of manual publishing, but in a flexible and smart way. Editors retain the ability to manually promote something that is especially valuable or important for users.

Automation is based on ML and AI algorithms, which choose the content that is the most relevant for and popular among users.



Implementation of content personalization and no longer showing the same content to every user. Users are divided into different segments every day, and every segment is matched with content in an automatic way.

Changing the “business currency” – the editorial office is officially responsible and accountable for delivering total time spent on the site, rather than total number of page views.

○ Results

Automation

- Speed of publishing posts is 3 times faster
- Around 350% growth in stories tested and published on Onet’s home page
- Editors stopped changing content lists on the home page and focused more on content quality and testing alternative teasers and pictures

Personalization

- More loyal users: Onet noticed significant growth in recurring users visiting the portal every month.
- 0.9 million more heavy users (generating at least 10 sessions monthly)
- 2.1 million more medium users (generating between 2 and 9 sessions monthly)

Onet realized that it must put a lot of effort into creating attractive content every day for each different group of users

Business

Shift in editorial focus from PV generator to provider of good content, with creators strongly influencing Onet’s rising position in the market (which moved from 6th to 1st place as the most cited medium in Poland with significant advantages over its competitors).

<https://www.imm.com.pl/najbardziej-opiniotworcze-media-w-2019/>
vs

<https://www.imm.com.pl/imm-najbardziej-opiniotworcze-media-2018-roku/>

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We have increased user engagement by 12% over a one-year period.

**Bartek Węglarczyk**Editor-in-Chief  Onet.pl, Ringier Axel Springer Polska

Leading Polish internet portal

Onet is the leading Polish internet portal with 24 years of experience. It delivers content for millions of users as text and video every day, including video on demand.



Leading digital publisher in CEE

Ringier Axel Springer Poland is the leading publisher in the traditional, as well as the online, press market, with a portfolio including such well-known brands as Fakt, Newsweek, Forbes, Przegląd Sportowy, and Onet.pl, the most popular Polish internet portal.



Ring Publishing is an all-in-one digital publishing solution, helping media brands succeed in the digital era. The platform supports content creation, management, and distribution, as well as offering tools to monetize media products.

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