WAN-IFRA announces enlarged programme for the second year of Table Stakes Europe.

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WAN-IFRA announces the names of 24 publishers participating in its Table Stakes Europe initiative for the coming year. The programme is growing fast, almost doubling from the original 14 participants in 2019/20 and replicating the rapid growth of the same programme in the United States.

A twelve-month performance-driven change management initiative, the coaching programme asks each participant to select a challenge relating to making their digital business more sustainable – for example, doubling the number of digital subscribers or creating new digital products for specific audiences.

Table Stakes Europe is supported by the Google News Initiative Digital Growth Programme. The programme will be led once again by Table Stakes architect Doug Smith, with an expanded team of five coaches - with Pepe Cerezo and Valérie Arnould joining the team including Alexandra Borchardt, Stéphane Mayoux and Nick Tjaardstra. Expert advisors and fellow publishers will join them during the 10-12 month duration of the programme.

> *"We're looking forward to working with all of the impressive news enterprises in this next round of Table Stakes Europe." said Doug Smith.*

> *"Table Stakes Europe is a game-changer which had a positive impact on all the news organisations participating in the first round. We are thrilled to double the number of participants in this second year and widen the benefits of the programme for the European press" said Vincent Peyrègne, CEO WAN-IFRA.*

> *"The feedback from participating publishers after the first round of Table Stakes Europe has been excellent in showing the importance of understanding your audience. Table Stakes framework delivered tangible and actionable results. We are really excited to see this strong list of 24 European publishers starting the new round" said Eero Korhonen, Head of News & Publishers at Google.*

The results from Round 1 publishers were impressive, with some doubling digital subscriptions and making stretch targets for more growth, others increasing the number of registrations or seeing six-fold increases in engagement with content verticals.

You can download Table Stakes Europe impact report here and also read an interview with Andreas Müller, CEO of Medienhaus Aachen in Germany, who participated in the 2019/20programme.

NEWS ORGANISATIONS PARTICIPATING IN TABLE STAKES EUROPE 2020/21

AUSTRIA
Tiroler Tageszeitung

BELGIUM
Editions de l'Avenir

FRANCE
La Voix du Nord
Le Point
Les Echos
Sud Ouest

IRELAND
Irish Examiner Limited

GERMANY
DuMont Rheinland

General-Anzeiger Bonn
Neue Pressegesellschaft
Nordkurier Mediengruppe
Nordwest-Zeitung Verlagsgesellschaft (NWZ)
NOZ
Saarbrücker Zeitung / Trierischer Volksfreund
Schwäbisch Media
Zeitungsverlag Waiblingen

PORTUGAL
Mediotejo

SLOVAKIA
SME.sk (Petit Press, a.s.)

SPAIN
Diario de Navarra
Grupo Godó de Comunicación
Grupo SERRA
Vocento

SWITZERLAND
24 heures

United KINGDOM
Baylis Media Ltd

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