



CASE

CULTURE ET
PLURALISME

“**Going Digital: Attracting Subscribers to an E-Reader While Continuing Print Edition**”

STUDY

IN SHORT

Culture et Pluralisme set out to strengthen its digital presence by exploring a paid e-reader integrated into its website, aiming to balance the needs of long-time print subscribers with the habits of younger, digital-first audiences. Through user research and testing, the team sought to understand what would motivate readers to adopt a digital format while preserving the publication's identity and subscriber loyalty.

ABOUT THE NEWS OUTLET

Culture et Pluralisme is an independent weekly publication based in Marseille, known for its in-depth coverage of arts, culture, and environmental policy. With a longstanding print tradition and a dedicated subscriber base, the outlet is now working to expand its digital footprint and modernize how readers access its journalism.



PROJECT OBJECTIVES

To transition Culture et Pluralisme toward a sustainable digital model by testing a paid e-reader integrated into its website, retaining print subscribers, attracting younger online readers, and clarifying viable pricing and access options for both paper and digital audiences.



IMPLEMENTED SOLUTIONS

The team surveyed existing subscribers, analyzed responses, and chose an in-site e-reader rather than a kiosk platform. They piloted free e-reader access for print subscribers, defined a reader-only subscription offer, and began scouting technical providers, grants, and pay-per-view options to support long-term digital growth.

WHY THIS PROJECT?

The team had to find a way of retaining subscribers at the newspaper while freeing themselves from the constraints of a print edition. A second step is expanding their readership with digital access solutions to their editions.

HOW DID APPLYING DESIGN THINKING PRINCIPLES HELP?

It is a client/user-oriented methodology that allowed the team to step out of the blur in stages. The choice between an e-reader solution integrated into the website or an offer in a digital kiosk service (for example Cafeyn) was difficult to make. The same can be said for the monetization and rate-schedule decision.

WHAT CHALLENGES DID CULTURE ET PLURALISME ENCOUNTER AND HOW DID IT ADDRESS THEM?

Establishing a client and prospect base to conduct interviews with. The choice was made to open the questionnaire to everyone by posting a call to participate on social networks (without result, by the way). The team then focused on their own database.

HOW WAS CULTURE ET PLURALISME'S PROJECT RECEIVED BY ITS AUDIENCE?

A little more than 25% of people responded. The only incomplete response was unusable. This implies a significant interest and commitment from those who responded.

WHAT INSIGHTS OR LESSONS DID CULTURE ET PLURALISME GAIN FROM THIS PROJECT?

It became a clear choice to test a paid e-reader integrated into the website. The access was offered to paper newspaper subscribers and a subscription rate specific to the reader only.

WHAT DOES CULTURE ET PLURALISME PLAN ON DOING NEXT?

The team intends to find the most adaptable technical solutions, find subsidies and grants for the investment cost, refine the pricing policy in pay per view, and find the customer benefits of accessing our journal via the e-reader rather than on the site.

WHAT ADVICE WOULD CULTURE ET PLURALISME GIVE TO OTHER JOURNALISTS OR ORGANISATIONS CONSIDERING A SIMILAR PATH?

Take a bit of time and test the answers with a larger group of people.
