

Media co-ops in Québec and Ontario launch digital subscription service

November 24, 2020 – The six regional members media co-ops in Québec and Ontario, Les coops de l'information, have achieved another milestone of their business plan with the launch of a digital subscription service. A promotional campaign about the service will mark this important step and bring new energy in the media industry of both Québec and Eastern Ontario.

Starting today, members' mobile apps (tablets and smartphones) as well as their websites will enable readers to subscribe to one of several different packages. What's more, readers will have the opportunity to entirely manage their digital subscriptions. The co-ops will launch their new digital subscription services simultaneously: Le Droit (Ottawa/Gatineau), Le Nouvelliste (Mauricie/Centre-du-Québec), Le Quotidien (Saguenay-Lac-Saint-Jean), Le Soleil (Québec City), La Tribune (Sherbrooke) and La Voix de l'Est (Granby).

LES COOPS DE L'INFORMATION

leDroit leNouvelliste leQuotidien leSoleil laTribune laVoixdelEst
le Progrès

“With digital subscription services, members of our group have adopted a model that is used by other media organizations around the world,” explained Stéphane Lavallée, General Manager of Les coops de l'information. “We are not revolutionizing the model. We are extending a successful media business model to our digital platforms. We believe that our readers are ready for the transition.”



Stéphane Lavallée,
General Manager,
Les coops de
l'information

This major milestone was achieved in less than a year after the local newspapers were acquired by a group of solidarity cooperatives founded by their employees. The co-ops have 300 working members—two-thirds of which have been assigned to the production, development and broadcasting of local news.

The promotional campaign, developed by Larouche Marque et communication, highlights the daily lives of readers. “We developed a humorous campaign that will make audiences smile,” explained Jean-François Larouche, President of the creative agency. “It was important for us not to use an alarming tone. Instead, we used a friendly and smart approach that is aligned with the Les coops de l'information.”

The ads also double as a campaign to strategically position the media organizations as critical for communities to access local news. **Local. De calibre mondial.** is the campaign's positioning statement. “Our members are on par with media organizations around the world,” explained Mr. Lavallée. “Our journalists cover local issues with the same level of professionalism and expertise as other leading news outlets. The communities we serve deserve the best news coverage possible as they are also world-class communities. Being local is definitely a universal mindset!”



Local. De calibre mondial.

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NUMÉRIQUE

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NUMÉRIQUE

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NUMÉRIQUE

leSoleil
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laTribune
NUMÉRIQUE

laVoixde l'Est
NUMÉRIQUE

Highlights

- The six regional media in Quebec and Eastern Ontario now use the name **Les coops de l'information**, a name that better reflects their mission and their uniqueness. The legal name will be reserved for certain internal uses (Coopérative nationale de l'information indépendante/CN2i).
- A digital subscription entitles a reader to content from all media members of Les coops de l'information (all six websites and six mobile apps). The subscriptions range in price from \$9.95 to \$16.95 per month, depending on the options selected.
- Subscribers to the print Saturday version (the magazine edition) are automatically entitled to all content on all platforms. They will receive an activation code to take advantage of their subscription plan.
- Digital subscription doesn't mean the end of free content on websites. Each month, readers will still be able to view six pieces of content free of charge. No registration is necessary for the first three pieces of content; however, a free user account must be created to view the three additional free pieces of content each month.
- The most loyal readers are invited to subscribe for unlimited access to content on the websites and mobile apps. The vast majority of these avid readers indicated that they were willing to contribute financially to their local media (in-house survey conducted in September 2020).
- Users of the mobile apps (tablets and smartphones) will need to have a subscription plan to access content. The basic plan, at \$9.95 per month, provides this access for the six regional media.
- As of Tuesday, November 24, subscription plans will be available online. During the break-in period, a pre-launch offer entitles readers to six free weeks. Free content counters have been integrated on the websites, but are not yet activated. The digital subscription service officially begins on Tuesday, December 1.

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