

VITEC VISIOLINK HALF YEAR REPORT 2025



Unlock the Power of Engagement with Vitec Visiolink

With a footprint spanning all of Europe, Vitec Visiolink supports one of the industry's most comprehensive portfolios of publishers **representing more than 2,400 newspapers and magazines**.

This half-year report centers on three core focus areas: **User Engagement**, **Commercial Performance**, and **Content Consumption** across different usage scenarios.

Across these dimensions, several clear trends are shaping market dynamics. Mobile now accounts for 67% of total user reach, while tablets despite their comparatively small audience continue to deliver exceptional engagement.

We also examine advertising effectiveness, looking at the impact of Hotspots and Interstitials in the E-paper. Here we find a **remarkably high CTR**, showcasing the strong *bang for your buck* potential of selling advertising campaigns in the E-paper.

Audio features, including podcasts and text-to-speech, continue to stand out, **driving longer sessions** and nearly **double the interaction levels** of platforms without audio.

Together, these metrics give a clear, data-driven picture of where user value is created and where the greatest opportunities lie.

The following pages break down these findings in detail.

Enjoy your reading!



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Methodological Considerations

This report is based on Vitec Visiolinks data, gathered through our customers epaper app and web solutions.

All primary data used in this report is **collected through Google Analytics 4 (GA4)**. A few of our customers rely on alternative tracking or integration systems, which means their traffic and engagement data are not represented in our analyses. Since the vast majority of customers use GA4, we assess that the available data still provides a representative picture of overall user behaviour and engagement patterns.

To ensure reliability and reduce the influence of short-term fluctuations, **the data is gathered across a six-month period**. This period spans approximately from mid-spring to mid-autumn 2025, although the exact start and end dates vary slightly between data sets. There are, however, a few exceptions mentioned throughout the report.

All the data has been **evaluated to ensure it meets a sufficient standard of reliability** for inclusion in the report. Whenever necessary for a clear representation, outliers in the data has been removed, it will be mentioned throughout the report when that is done and why.

A glossary is provided at the end of the report for some of our domain specific terminology.

Dataset information

To contextualise the analysis, we begin with an overview of the dataset. Specifically the number of publications, the countries in which they originate, and the countries reached by our platforms. This provides **a solid foundation for understanding the overall scope and reach of the data.**

240

Countries Reached

11

Publication Countries

2400+

Publications

Benchmark data

To further contextualise the analysis, we also present a set of aggregated user behaviour benchmarks that reflect overall engagement patterns across the platforms at the current point in time. **The average session duration, average event count per session, and average sessions per user per week** provide an overview of how users typically interact on the platforms.

Together, these indicators offer **a baseline for understanding user activity intensity, navigation depth, and return frequency.**

Establishing this benchmark enables more meaningful comparisons when examining platform performance across countries, customer groups, or specific content types, and ensures that later findings can be interpreted relative to broader behavioural trends.

It should be noted that differences in **publication frequency across providers may influence the dataset**, as publications can be released on a daily, weekly or monthly basis.

00:17:46

Average Session
Duration

35,52

Average Event Count
per Session

4,14

Average Sessions per User
per week

Every week the average
user spends over 1 hour
on our platforms.

Engagement

In the following section, we take a closer look at how different devices and platforms perform across a selected set of metrics. The devices included in the analysis are **desktop**, **mobile**, and **tablet**, while the platforms consist of **Android**, **iOS**, and **Web**.

The chosen metrics are:

- Distribution of users
- average event count per session
- average session duration
- average sessions per user per week

These were selected because our initial observations showed that **each device and platform performs differently depending on which metric is applied**. This indicates that they support distinct patterns of user behaviour.

We also examine how device and platform performance changes over time. **The timelines are based on event count and presented in percentages**. As the raw data is influenced by the number of data sources Visiolink had available at the given time, therefore the distributions are **shown as a relative percentage** of the total data available at the given time.

It is important to note that **the dataset used when dividing by platform is smaller** as we only included publications which are available on both iOS, Android and Web, to give the most accurate picture of the division.

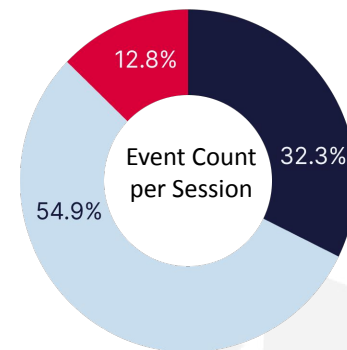
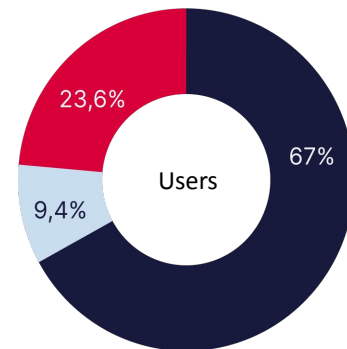
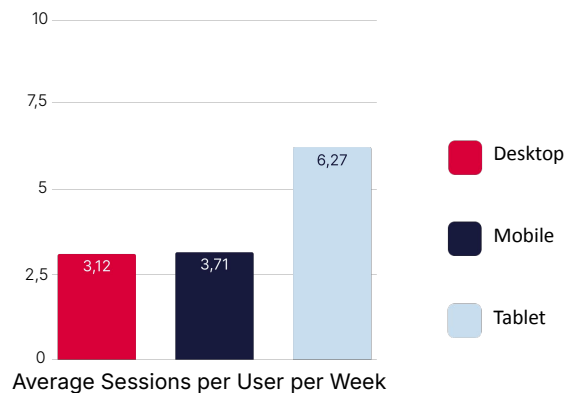
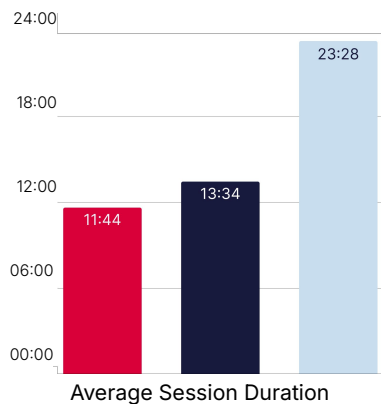
Device Engagement

The data shows that **mobile dominates in user reach**, but tablet users are by far the most engaged.

Although tablets represent the least number of users, they generate over half of all events and show the highest session duration and the highest number of sessions per user.

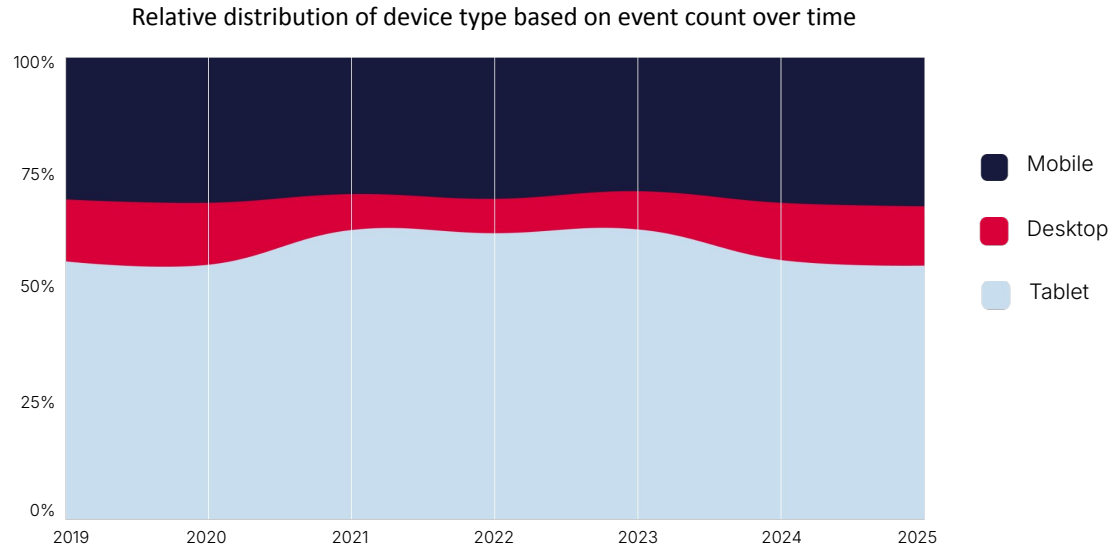
Desktop has moderate reach but lower engagement, indicating quick or task-specific visits.

Overall, **mobile is the primary access point**, while **tablet users form a more engaged, loyal segment**.



Device Engagement

The graph below illustrates **device usage over time based on event count**, with each device category shown as a percentage of total activity. Because the data is expressed in percentages (which is necessary due to fluctuations in customer volume and varying data ranges) the graph should be interpreted as **an indication of the relative distribution between devices** rather than a measure of their absolute rise or decline.



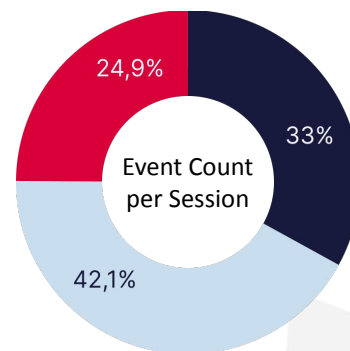
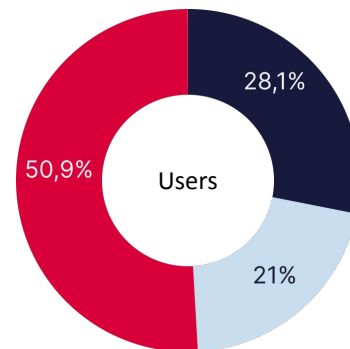
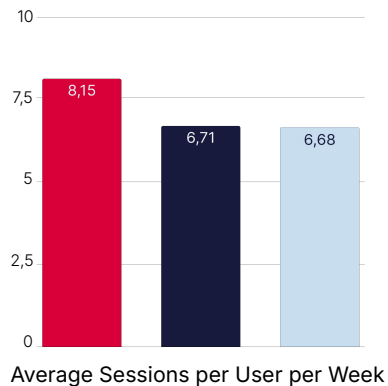
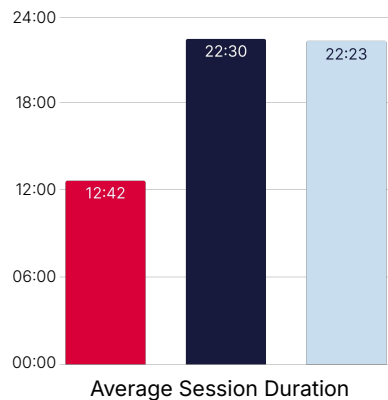
Platform Engagement

Web accounts for 50.9% of users, but Android and iOS drives deeper engagement.

iOS users, though only 21% of users, are the most valuable, as they generate the most events per session and maintain long, consistent engagement.

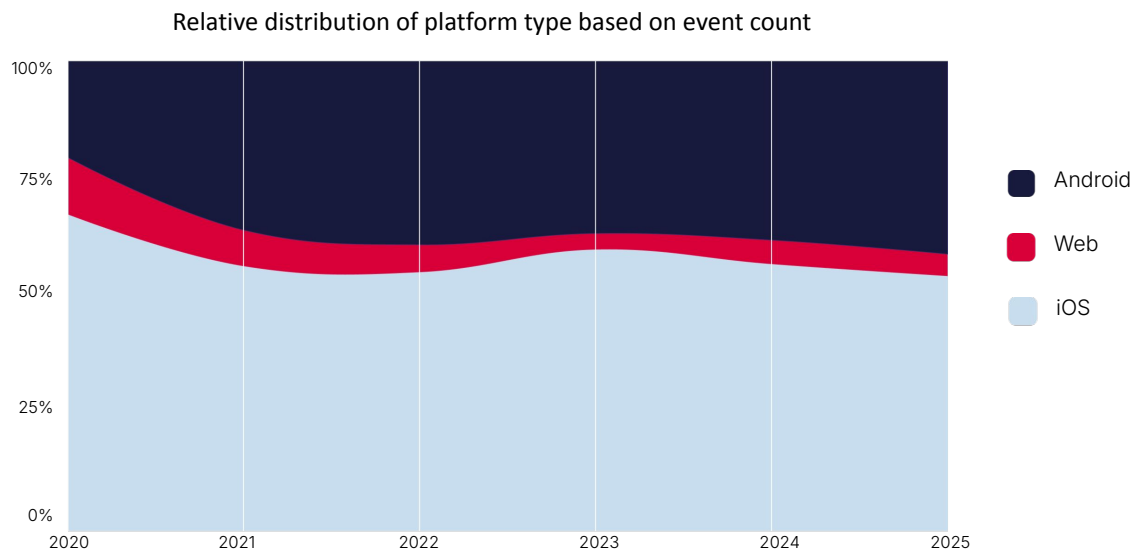
Likewise Android users also show strong depth with the longest sessions. Web users visit most often but interact far less, with short sessions and low event counts, suggesting quick or task-oriented use.

Overall, **Android and iOS is the primary source of valuable engagement.**



Platform Engagement

The graph below illustrates **platform usage over time based on event count**, with each platform category shown as a percentage of total activity. Because the data is expressed in percentages (which is necessary due to fluctuations in customer volume and varying data ranges) the graph should be interpreted as **an indication of the relative distribution between platforms** rather than a measure of their absolute rise or decline.



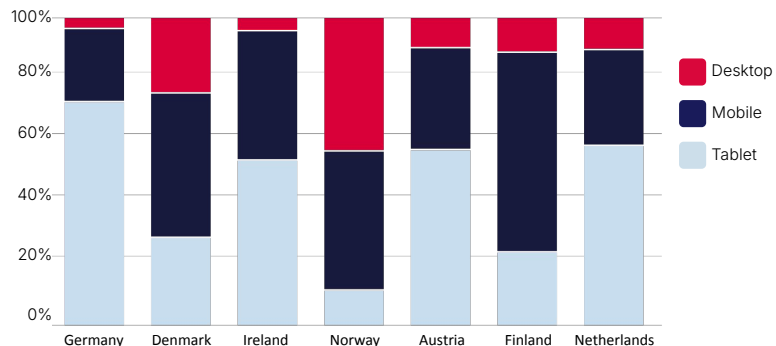
Engagement by Primary Countries

The two graphs below are **based on the event count metric** and show **percentage distributions for each country**. The primary countries are defined by those for which we have the largest volume of internal data, across all countries where publications were reached.

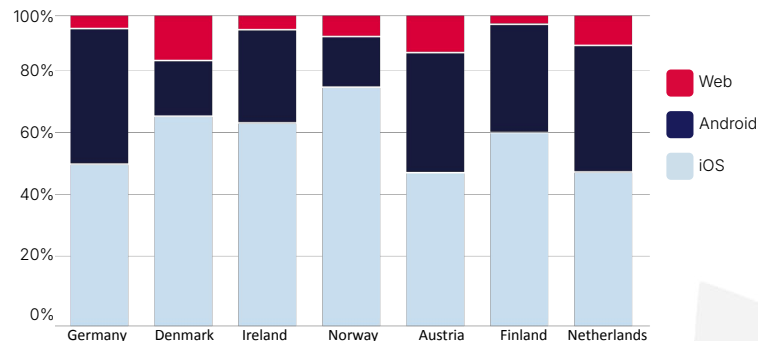
Device usage differs noticeably across markets, where most countries show a preference for tablets, making up half or more of all activity. However, Denmark and Finland leans strongly toward mobile, and Norway stands out with a substantial share of desktop usage.

Platform usage is more uniform but still shows national patterns. iOS is the leading platform in every country, whereas web usage is consistently low compared to iOS and Android use.

Device preference by country



Platform preference by country



Note: the dataset used to divide by platform is smaller as we only included publications which are available on all platforms

Despite having the lowest user reach, tablets have the most loyal and actively engaged users.

Commercial Performance

The Click-Through Rate (CTR) is a key performance metric used to assess **how effectively interactive elements, in this case hotspots and interstitials, encourage users to engage by clicking on them**. CTR expresses the relationship between the number of impressions (how many times an element is shown) and the number of clicks it receives, presented as a percentage.

Beyond measuring the general effectiveness of a hotspot or interstitial, CTR can also offer valuable insights into factors that can influence the commercial strategy, such as the device on which the element is viewed, the type of element, and even the price point of an ad. These considerations help contextualize user behavior and identify areas for optimization.

In the following section, we present CTR data divided into hotspots and interstitials, further broken down by both country and device. It is important to note that some countries are not included in the dataset. This may be due to infrequent or inconsistent use of hotspots or interstitials, or a complete absence of these elements.

These **exclusions were made to ensure that the analysis reflects the most reliable representation of CTR** across the relevant markets.

Hotspots

A hotspot is a clickable area in the ePaper that opens up additional digital content. Hotspots are most likely ads, but in some cases may be gamified or other interactive content, **that directs to an external landing page.**

As seen on the aggregated numbers, **hotspots generate a CTR of 1.0%**, derived from a total of 2.856.065.751 impressions and 28.466.049 clicks over a time period of 6 months. This means that around 1 in 100 impressions results in a click.

2.856.065.751

Impressions

1,0%

Click-Through Rate

28.466.049

Clicks

Hotspots

Tablets deliver the strongest engagement with a 1.60% CTR, outperforming mobile and desktop. This confirms that **touch-based, large-screen interfaces encourage more interaction**, while desktop users tend to browse more passively.

Geographically, the Netherlands and Germany show the highest interaction levels, suggesting strong regional engagement, whereas countries like Norway and Finland exhibit lower CTR.

Country	Impressions	Clicks	CTR
Germany	1.661.823.114	25.675.643	1,55%
Norway	1.052.747.013	1.887.622	0,18%
Denmark	75.267.134	460.56	0,61%
Ireland	27.620.551	297.440	1,08%
Finland	22.339.22	58.152	0,26%
Austria	15.507.375	68.833	0,44%
Netherlands	618.896	17.664	2,85%

Desktop	Mobile	Tablet
577.679.038 Impressions	850.429.942 Impressions	1.427.888.255 Impressions
697.176 Clicks	4.896.107 Clicks	22.872.250 Clicks
0,12% CTR	0,58% CTR	1,60% CTR

Interstitials

An interstitial is a full-screen advertisement that appears in between pages of an e-paper, **that directs to an external landing page.**

The aggregated data on interstitial performance reveals a **click-through rate of 0.22%**, which reflects a notably **lower level of engagement compared to hotspots**. In total, interstitials generated 200,717,715 impressions and 439,998 clicks over a time period of 6 months.

It is important to note that these **figures are based solely on interstitials booked through the self service hub and those delivered in a static format**, meaning the data does not represent all possible interstitial types across the platforms.

200.717.715

Impressions

0,22%

Click-Through Rate

439.998

Clicks

Interstitials

Desktop users show the highest CTR, suggesting they interact more intentionally with interstitial content. Mobile users perform moderately, while tablet users, despite generating nearly 80% of all impressions, have the lowest interstitial CTR, reflecting highly passive browsing behavior.

Geographically, Germany produces the most impressions but has lower CTR. In contrast, smaller markets show higher interstitial CTRs.

Country	Impressions	Clicks	CTR
Germany	189.569.246	352.033	0,19%
Ireland	5.135.303	42.909	0,84%
Denmark	3.033.868	33.801	1,11%
Finland	2.912.639	11.054	0,38%
Austria	66.948	201	0,30%

Desktop	Mobile	Tablet
7.855.861 Impressions	32.884.946 Impressions	159.975.824 Impressions
50.774 Clicks	80.130 Clicks	309.094 Clicks
0,65% CTR	0,24% CTR	0,19% CTR

Every minute, 110 hotspots are clicked, leading users to external landing pages.

Consumption

In the following section, we take a closer look at **how readers interact with digital news platforms across multiple touchpoints**. Understanding consumption patterns is essential for analysing user value, identifying behavioural trends, and optimising product experiences in the digital news landscape. As consumption increasingly spans formats, devices, and content types, these insights offer a foundation for data-driven decisions that strengthen both audience engagement and platform performance.

This section presents an overview of core consumption metrics, including preferences regarding the **use of article view**, **frequency of archive usage**, and the role these behaviours play in sustaining reader interest.

We also examine how the **integration of audio features**, i.e. podcasts and text-to-speech, can broaden accessibility and deepen user engagement by meeting diverse consumption preferences. Finally, we highlight a customer case that illustrates how **upgrading from one platform to a new one** can reshape consumption patterns and unlock new opportunities for growth.

Use of Article View

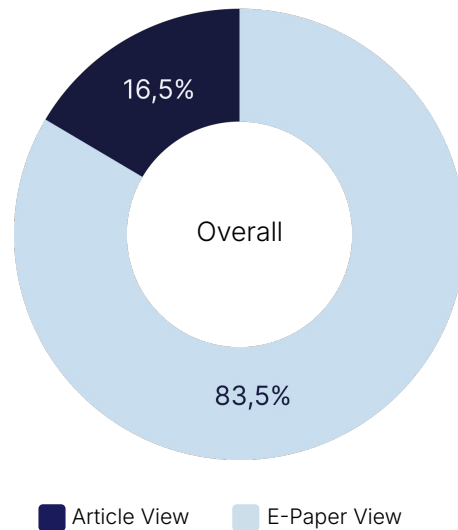
When readers access articles, they can choose between **viewing them in the Article View**, which provides a clean full-screen reading experience, or **browsing them directly within the full E-paper View**.

The graph illustrates the distinction between these two reading modes. As shown, **Article View accounts for 16.5% of all read articles**, while the majority of readers continue to access articles through the E-paper interface.

The event count metric was chosen because it reflects actual reading behaviour, as it **directly shows how many articles have been read**. If we relied on the user metric, a user who opened Article View only once in the entire six-month period would still be counted in the article-view percentage. By using event count instead, we capture how often articles are actually viewed, giving a more accurate picture of real engagement.



Use of Article View based on read articles



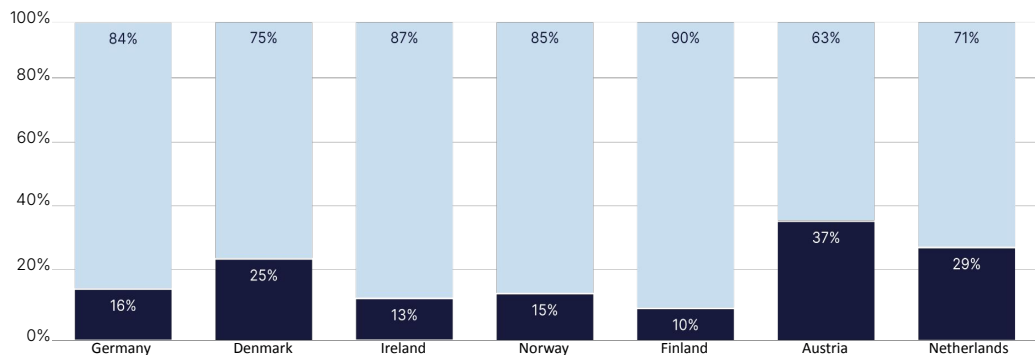
Use of Article View

Mobile users show relatively low use of Article View, while tablet users have the lowest share.

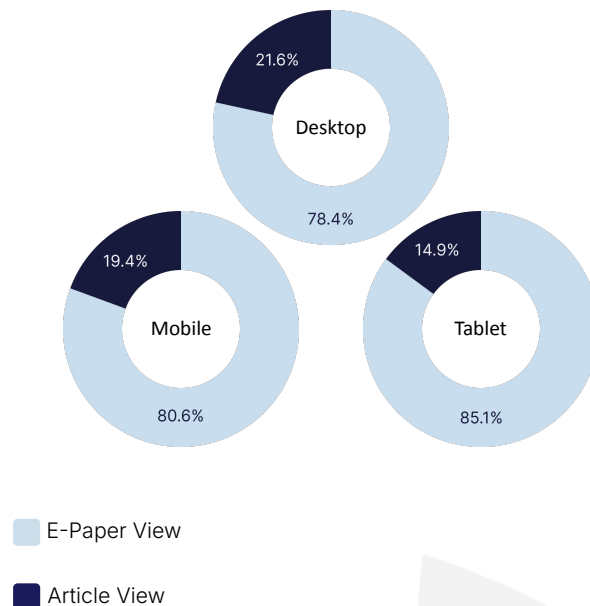
Desktop users rely on Article View the most at 21.6%, indicating that **device type plays a role in how readers access content**.

Across countries, Austria, Denmark, and the Netherlands demonstrate the strongest use of Article View compared with the other markets.

Use of Article View by country based on read articles



Use of Article View by device based on read articles



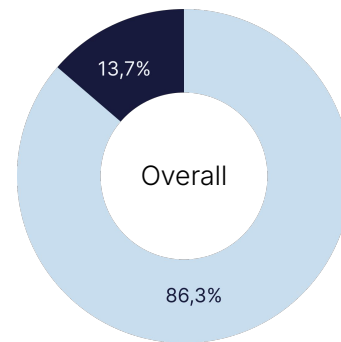
Use of Archive

The Archive feature provides users with **access to all previous e-paper publications**, allowing them to browse past content as needed. It is important to note that we only compare publications openings from within the archive to openings of the newest publication issue, i.e. other types of publication openings like search, downloads or deeplink is disregarded.

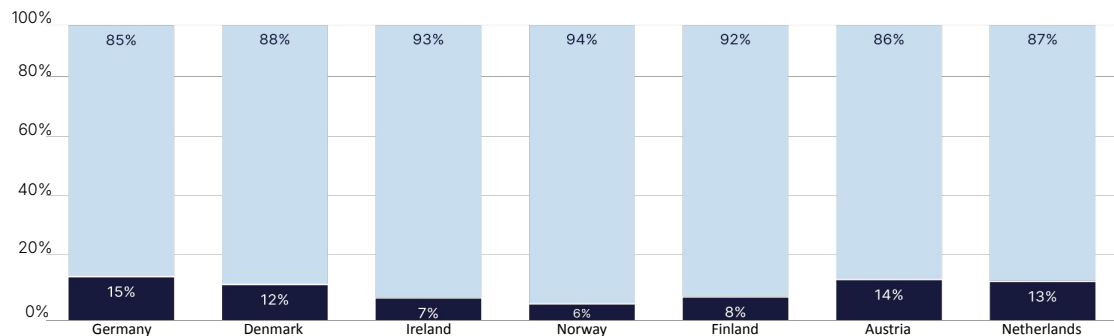
User engagement is concentrated on the newest publications, which accounted for 86.3%, however **archived publications represented 13.7%**. This distribution was consistent across all countries included in the analysis, with only minor variation.

This clear preference for current issues indicates that **users are primarily motivated by freshness and timely relevance**, whereas archived material appears to serve a more research oriented segment.

Use of the Archive based on publication openings



Use of Archive by country based on publication openings



Newest Issue

Archive

E-paper archive continues to provide users value and has historically been tied to lower churn.

Behavioural Impacts of Audio Features

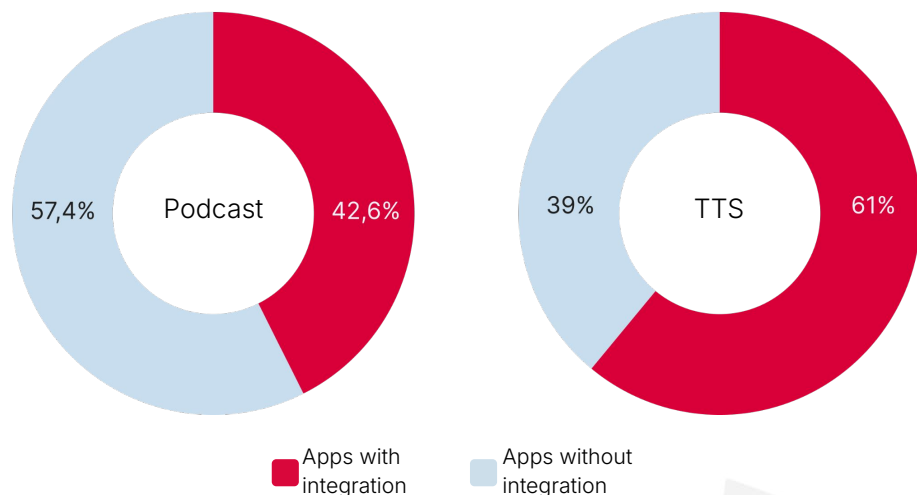
In the following pages, we present an analysis of **how audio integration affects overall user engagement**.

The exploration is based on three key metrics: **average session duration**, **average sessions per user per week**, and **event count per user**. These metrics allow us to observe whether users behave differently when interacting with platforms that include audio features compared to those that do not.

Our analysis is divided into two parts. First, we examine **customers who offer podcasts** and evaluate how they perform on the selected engagement metrics. Second, we look at **customers who use text-to-speech (TTS) integration** and assess their performance in the same way.

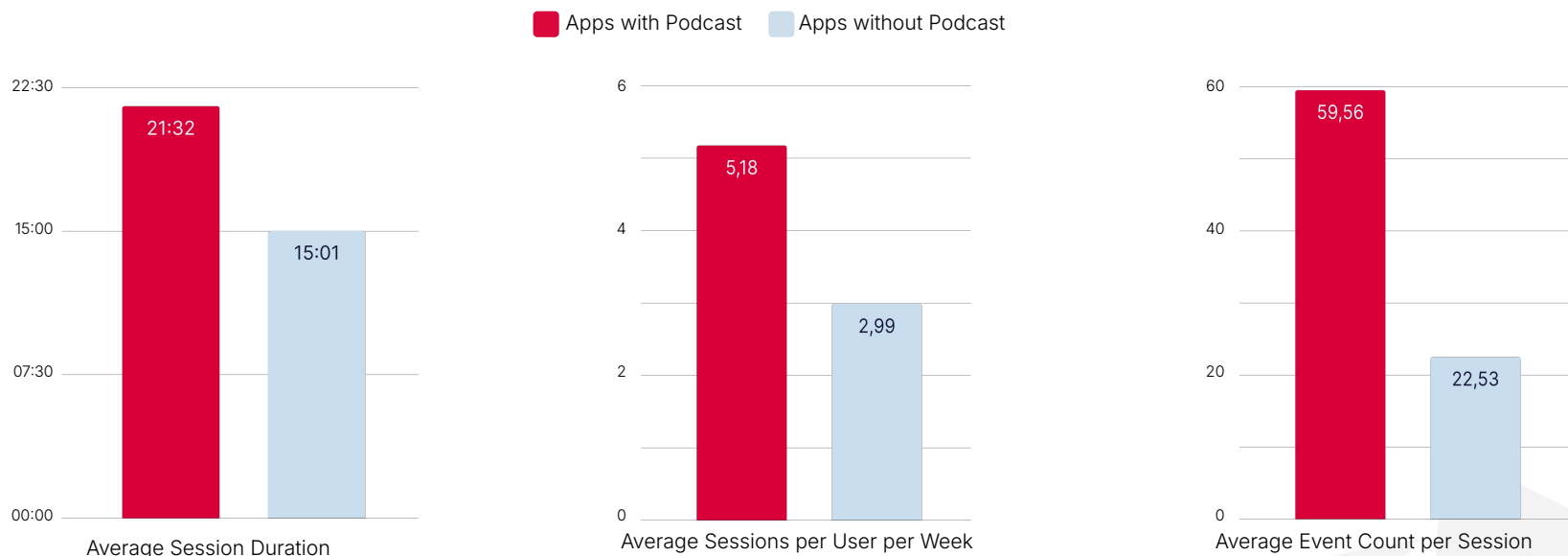
It is important to clarify that this analysis does not compare engagement between sessions *using* audio features and sessions *not using* audio features, within the same app. Instead, it **compares overall user engagement for apps that have integrated audio features with the engagement levels of apps that do not use any form of audio integration**. This approach provides a broader understanding of whether audio-enhanced platforms tend to support higher levels of user interaction.

Comparative distribution of apps with audio integration, respectively Podcast and TTS



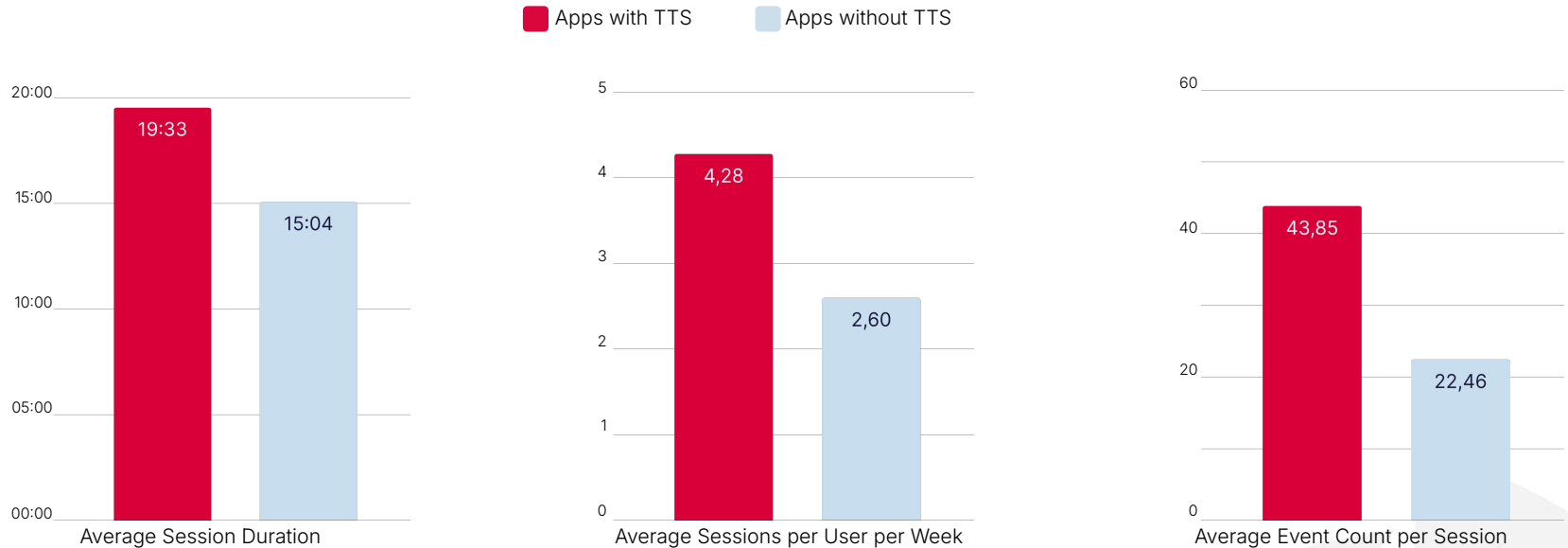
The Impact of Podcasts

Apps that offer podcasts **show significantly higher user engagement than those without**. Users spend longer sessions and return more frequently. Total user interactions are also roughly doubled, reflecting more intense activity. Overall, **podcast integration is strongly linked to deeper, more frequent, and more active user engagement**.

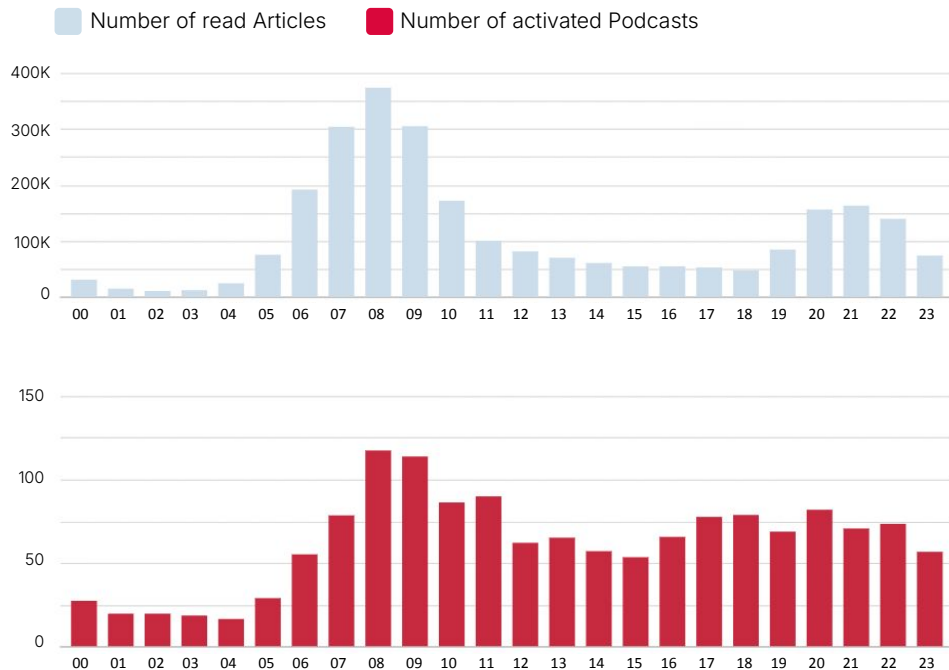


The Impact of Text-to-Speech

Apps that offer Text-to-Speech (TTS) functionality demonstrate **notably higher user engagement** than those without. Users spend longer sessions and return more often. Total user interactions roughly double, reflecting greater activity. Overall, **TTS integration drives both longer consumption and more frequent, active engagement.**



Hourly Activity Pattern Comparison



These graphs show **the usage throughout the day of both article and podcast engagement**. It is based on the metric event count and is divided in the hour of the day.

Article consumption is heavily concentrated in the early morning, peaking sharply around 08:00, with a smaller secondary peak in the evening. Engagement drops significantly during the midday and afternoon, reflecting **focused, appointment-based news-reading habits** that require active attention.

In contrast, podcast consumption rises gradually in the morning, peaks around the same time, and remains steady throughout the day, including evenings. This more consistent pattern suggests podcasts are suited for **multitasking and background listening, supporting longer, flexible, and continuous engagement** compared to the more time-bound and attention-intensive nature of articles.

Every single minute a podcast
episode is activated.

Customer Case:

Transition figures upgrading from NewsModule to Modular Platform

In the next analysis we showcase data on one of our customers, whom we have **upgraded from the News Modules platform to the Modular platform**. Due to ethical regulations, we have chosen to anonymise the data by not showing the absolute numbers, and instead present the findings in percentages.

Switching from the News Modules platform in 2024 to the Modular platform in 2025 resulted in **substantial improvements in user engagement**.

- **Daily users grew by 13.34%**, reflecting stronger retention and loyalty.
- And **total sessions increased by 7.60%**, showing slightly more frequent visits.

Overall, **the Modular platform not only attracts more users but also keeps them engaged for longer**, demonstrating higher engagement quality, improved user satisfaction, and stronger platform stickiness compared to News Modules.

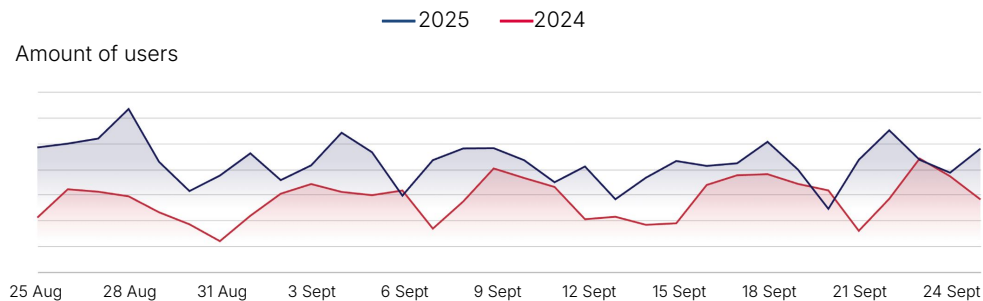
+13,34%

Users

+7,60%

Sessions

Customer Case: Transition figures upgrading from NewsModule to Modular Platform



The users graph highlights that 2025 **attracts more users on almost every single day**. The peaks are higher and the overall activity level is stronger, while 2024 remains noticeably below, suggesting that the newer setup brings more recurring usage.



The sessions data reinforces this pattern. In 2025, **users start more sessions and activity levels rise more frequently**, whereas 2024 maintains a much lower and less dynamic level. This indicates that the 2025 version not only draws more users but also encourages them to interact more often.

Every day over 2 million
publications are opened.

Summary and Key Findings

From a Vitec Visiolink perspective drawing on six months of data across European media publishers, our analysis shows clear differences in how users engage across platforms, devices, and content types.

Mobile devices generate the **broadest reach at 67% of all users**, web also holds the largest share in terms of preferred platform with nearly **51%** of users. However the **most valuable engagement** doesn't come from these largest groups - **it comes from Tablets**. Though smaller in user numbers, deliver exceptional depth: tablets represent under 10% of users but **generate more than half of all interactions** and the **longest sessions**. iOS users also stand out as the most active and loyal audience segment.

This pattern is consistent across the commercial formats **Hotspots and Interstitials**, used to direct users to external landing pages. Tablets lead with an **impressive 1,6% CTR** on Hotspots, followed by **Mobile at 0,58%**, both significantly outperforming Desktop.

However, **for Interstitial performance** reverses the trend: **Desktop** achieves the highest **CTR at 0,65%**, surpassing both Mobile and Tablet. These findings underline a broader development: as publishers reimagine their digital revenue strategies, high-engagement devices are emerging as key drivers of future premium ad performance.

Reader habits further confirm a decisive shift away from traditional consumption. **Article View now represents 16,5%** of all reading, with substantial variation across markets reaching up to **37% in some countries**. Adoption of the newly introduced **Article View Design functionality** in the Vitec Visiolink HUB enabling enriched, styled, post-processed article experiences, appears to have a positive impact on this trend.

Audio integration is driving one of the most significant behavioural changes. **Apps that include podcasts or text-to-speech** functionality experience **longer sessions, more return visits** throughout the day, and **twice the interaction levels** of platforms without audio.

As news consumption becomes an interplay of reading, listening, and multitasking, audio is emerging as **a crucial factor in attracting new digital users and strengthening retention**.

Because benchmarking shows the way

We make this report available to you so that you can **identify your company's strengths and weaknesses by comparing your performance against industry standards**. We believe that when you compare the insights presented in this report with your company's performance it will help you set realistic goals, improve efficiency, increase customer satisfaction, and stay competitive in the market.

For Vitec Visiolinks customers: you can view your Engagement Studio Dashboard with your publications performance metrics in Hub. The dashboard in combination with this report can help you access your publications performance in relation to the industry as a whole.

Your dashboard is available under **BI reports** in the Visiolink Publishing Hub.

Glossary

Event count	The number of tracked user interactions on a website or app. Each action, such as clicking a button or playing a podcast, is counted as an event.
Active users	The number of unique users who have interacted with the site or app within a selected time period.
Device	The type of hardware used to access the content, such as a mobile, tablet, or desktop.
Platform	The operating system or environment through which users access content, such as iOS, Android, or a web browser.
Average session duration	The average amount of time users spend actively engaged during a single visit (session) to the site or app.
Average sessions per user	The number of times the average user visits or engages with the site or app within a defined time period.
Session	A period of active user interaction with a website or app.
Article view	A view to read articles in a clean full screen view.
Archive	A feature that shows all previous e-paper publications in a searchable Archive for users to browse past content.
Publication Source	Indicates where the publication was opened from, such as the newest publication section, the archive, or from a deeplink.

Click-through rate	The percentage of impressions/views that end in the user clicking the Hotspot or Interstitial. Calculated as clicks divided by impressions.
Click	A recorded interaction where a user selects a link, image, or button.
Impression	A count of how many times a piece of content, ad, or link is displayed on a user's screen.
Hotspot	An interactive area within the e-paper, that users can click or hover over to reveal additional information. They are often used for ads or gamified content, such as sudoku or puzzles.
Interstitials	Full-screen element that appears between e-paper pages. They are most often used for ads.
Podcast	An audio program or episode made available for streaming or download.
Text-to-speech	A feature that converts written text (e.g., articles) into spoken audio, allowing users to listen instead of reading.
News modules	One of Visiolinks platforms for iOS and Android apps.
Modular	Visiolinks new platform for iOS and Android apps.
The Hub	Vitec Visiolinks Self Service and administration platform where a broad range of features are accessible. Among others, booking of interstitials.

Credits

Maja Kjær Business Intelligence Intern

Andrea Ýr Mønster UX Design Intern

Cecilie Vestergaard Business Intelligence Specialist

Per Gylling Product Manager

Peder Bjerre Nielsen Customer Success Manager

Any questions or enquiries regarding this report can be directed to support@visiolink.com