

Presented to

Business of Digital: Report on Data

Stories that Hit the Mark

Sean Stanleigh

Head of Globe Content Studio

The Globe and Mail

The year in content

Our most-popular topics by

'Globe Score'

Lisa LaFlamme 'going grey' questioned by CTV executive, says senior company official

ROBYN DOOLITTLE >

PUBLISHED AUGUST 18, 2022

UPDATED AUGUST 24, 2022



Lisa LaFlamme

Other people's money, everyone's problem: How real estate influencers are fuelling the housing crisis

Social media is flooded with real estate promotions, and no one is sure what laws apply. But when things go wrong, investors and tenants have a lot to lose

RACHELLE YOUNGLAI > REAL ESTATE REPORTER

JESSICA BURGESS

HAMILTON, ONT.

PUBLISHED OCTOBER 15, 2022

UPDATED OCTOBER 16, 2022

FOR SUBSCRIBERS



ILLUSTRATION BY ANSON CHAN

Housing and real estate

Kremlin-installed governor of Ukraine's Kherson calls for evacuation as Russia's threats intensify

JANICE DICKSON >

OTTAWA

PUBLISHED OCTOBER 13, 2022

UPDATED OCTOBER 14, 2022



Munition on a road in Drobysheve, Ukraine, on Oct. 5.

PAULA BRONSTEIN/GETTY IMAGES

Ukraine



Inside Scotiabank's succession saga that stunned Canada's corporate elite

JAMES BRADSHAW > BANKING REPORTER

PUBLISHED SEPTEMBER 30, 2022

FOR SUBSCRIBERS



Banking

COVID

OPINION

Vaccines are a tool, not a silver bullet. If we'd allowed more scientific debate, we would have realized this earlier

More than two years since COVID-19 emerged, our kit of solutions – and the mindset needed to use them – is too small. It's time to listen to the science in a broader way

NORMAN DOIDGE

INCLUDES CLARIFICATION

CONTRIBUTED TO THE GLOBE AND MAIL

PUBLISHED JANUARY 22, 2022

UPDATED MARCH 21, 2022

This article was published more than 6 months ago. Some information may no longer be current.



Patterns

1. Staff written or assigned
2. Investigative / deeply researched
3. Opinion
4. Sustained

Sophi: What determines 'Globe Score'

- Subscriptions
- Retention
- Popularity
- Engagement

REMAKING THE COGNATELLE HIGHWAY AFTER A ONE-IN-1,000-YEAR STORM

After a historic series of floods and landslides damaged large sections of a critical British Columbia highway last year, contractors began fortifying it against future climate-change-driven extreme weather events

JUSTINE HUNTER AND TIMOTHY MOORE

THE GLOBE AND MAIL

PUBLISHED OCTOBER 25, 2022

117 COMMENTS

SHARE

BOOKMARK

A black and white photograph of a woman in a heavy fur coat and hat looking over a barbed wire fence. In the background, several people are visible, including one wearing a jacket with "POLICE" written on it. The scene is outdoors with bare trees and a cloudy sky.

Dynamic paywall

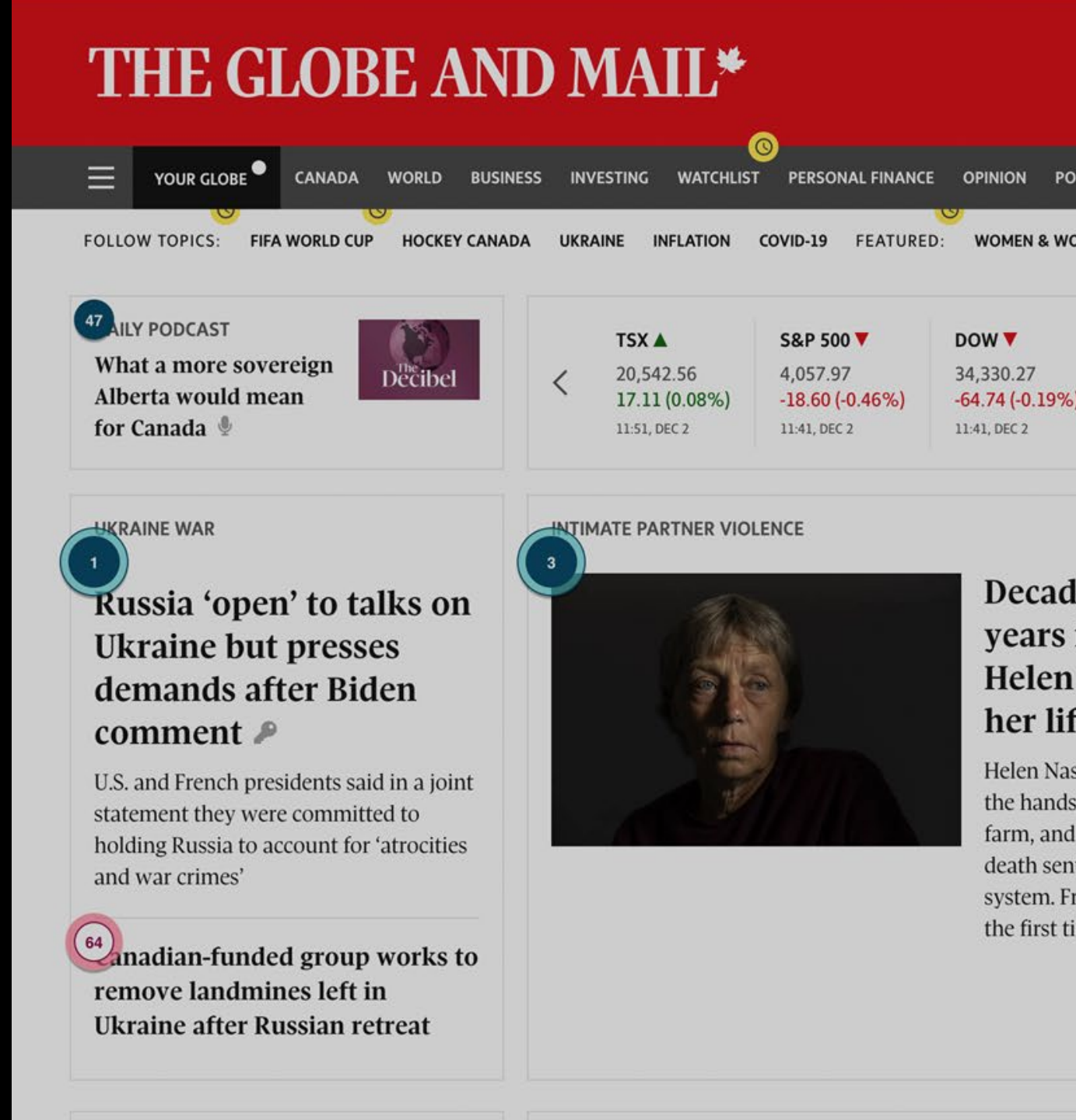
Subscriber revenue versus
expected advertising revenue

Consider user characteristics and
audience interest in topics

Site automation

AI-driven home pages feel human curated

Frees up newsroom resources to find the next stories that matter



Wheaties content

Newsrooms: instinct, tradition
and data

Automation: understand and
respect those instincts and
traditions

After more than 50 years with the National Ballet, Canada's most celebrated ballerina is bidding farewell with her new vision for Swan
KAREN KAIN'S SWAN SONG
Behind the scenes of Kain's take on a beloved classic

PHOTOGRAPHY AND VIDEO BY MELISSA TAIT

PUBLISHED MAY 15, 2022

16 COMMENTS

SHARE

BOOKMARK



Where content marketing fits in



Sophi data to make decisions that benefit clients

Lookahead to 2023

Blend of user behaviour
and news cycle

Investigations

Audio and video

User experience

Lookahead to 2023

Economy

Health care

Federal/provincial
relations

Climate

Education
System

Thank You!

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