

Beyond Just Advertising & Subscriptions

On Revenue Diversification Experiences & Real Roadmaps for Sustainable Growth

**Publish Asia 2019
May 09, 2019**

RAJU NARISSETTI
Columbia University School of Journalism
Raju.Narisetti@Columbia.edu
@raju

**Print Still Isn't Really Going Away, Any Time Soon.
You Still Need To Own That Challenge.**



Digital Advertising Will Be A Growing, Major Revenue Source. But, Not Always For You



Subscriptions Are Working.
Just Don't Count On Them To Solve Everything.



“Looks like we've hit a paywall.”

Yet, Media Revenue Streams Are Surprisingly Vast

- **Display Advertising**
- **Programmatic Advertising**
- **Video**
- **Native Advertising/Custom Content**
- **Digital Subscriptions**
- Newsletters
- Podcasts/Audio
- Education
- Management Expertise
- Crowdfunding/Donations
- Crowdsourcing
- Licensing Of Brand/Content
- E-Commerce
- “Television” Shows
- Translation
- Tech: CMS Platform/Tools
- Memberships
- Events (P&L Driven)
- Offline Content (Books/Print)
- Audience (Data)
- Archives (Photos & Articles)
- Philanthropy

Content Still Rules. But Content-Led Commerce Might Help You Rule Longer.

Co-Op



What's the Best Gaming Mouse? (2018 Edition)
Shep McAllister



These Are the Two Best USB Travel Chargers, According To Our Readers
Shep McAllister



The Ten Best Albums to Own on Vinyl, According to Our Readers
Shane Roberts



 Museum of Natural History

Membership Sale—Save \$20

Members Enjoy Exclusive Morning Hours to Special Exhibitions November 17–18.



News



LIFESTYLE
Amazon Opens Up Their Fashion Subscription Box To All Prime Members

Jillian Lucas



HOME
Wayfair's Newest Line Fetches The Interest of Pet Parents

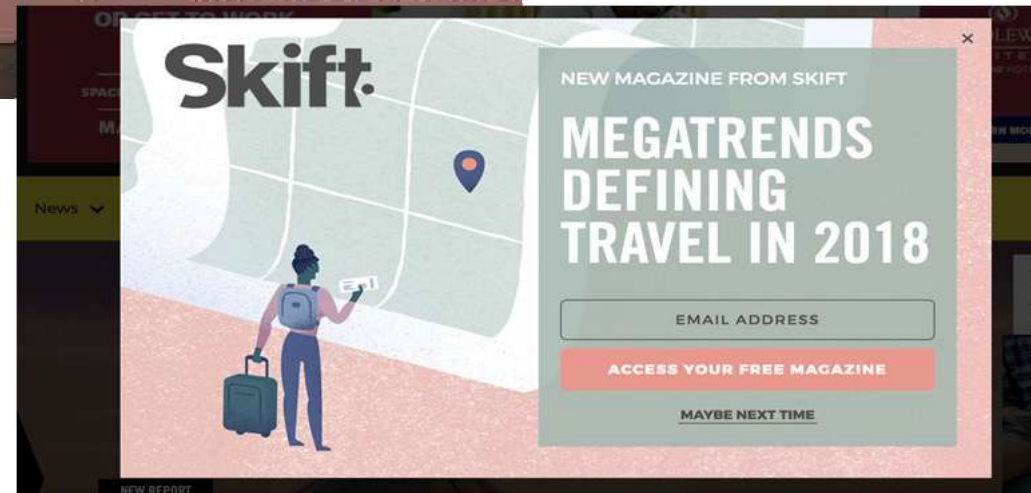
Erica Offutt



HOME
Target Takes a Note From IKEA's Playbook, Goes Super Minimal

Jillian Lucas

Can You Now Leverage Print, But As A Digital Companion?



The Membership Proposition Works. It Is Hard Work

Explore WSJ+

FILTER

SHOWING 8 OF 71 SORT BY: LATEST



EXPERIENCE

Claim Exclusive Savings While Cruising Through Europe

Take in the sights of Germany, Belgium, France and more from their famous rivers and enjoy a complimentary drinks package

MULTIPLE COUNTRIES



WSJ TALK

After the Midterms: A Live WSJ Conference Call

Join the WSJ Newsroom for live analysis on what the new balance of power means for the Trump agenda and the 2020 presidential contest

GLOBAL



EXPERIENCE

Chef's Table with Nancy Silverton at Osteria Mozza

Join the renowned chef and restaurant founder for an evening of world-class Italian cuisine and conversation

LOS ANGELES



EXPERIENCE

Race an Alfa Romeo at Willow Springs Raceway Near Los Angeles

Join Dow Jones executives and other special guests behind the wheel of the Stelvio and Giulia vehicles

LOS ANGELES



OFFER

Enjoy Up to 50% Savings at Premium Golf Clubs Worldwide

Play at some of the greatest golf clubs around the world with up to 50% off of golf fees and enjoy all-access benefits with a 2019 Troon Card

GLOBAL



OFFER

Get Member-Only Benefits at Hotel Chinzanso Tokyo

Experience the best of five-star Japanese hospitality in a 700-year-old luxury garden oasis in the heart of Tokyo

TOKYO



EXPERIENCE

Attend a Screening of NT Live's 'The Madness of George III'

Enjoy an exclusive discount on tickets to the screening starring Olivier Award-winners Mark Gatiss and Adrian Scarborough

NEW YORK




OFFER

Download a Complimentary E-Book With WSJ+ Books of the Month

Enjoy a new e-book every month on us—plus, take an exclusive 35% off print copies from our selection of titles

UNITED STATES

The Opportunity In Turning Journalism, Into Serials



CHAPO

SEASON 2 PREMIERES SEPTEMBER 17 ON UNIVISION, WITH ENGLISH-LANGUAGE SUBTITLES. Get ready to witness the most famous prison break in history! Last season, the critically-acclaimed drama saw:

- New:** 41% of English-dominant Hispanic Adults who viewed had not watched Univision Prime the prior 4 weeks
- Exclusive:** 3.5 million viewers who don't watch Sunday night, English-language dramas
- Young:** Audiences 17 years younger than Sunday-night, English-language dramas
- Live:** Nearly twice as much live viewing than Sunday-night, English-language dramas

Buzz: *The New York Times*, *Los Angeles Times*, *Rolling Stone*, *VARIETY*, *VOGUE*, *Forbes*, *TIME*

Likes: Social media conversations were 68% more likely to be positive vs. other Spanish-language broadcast narco dramas

Source: Nielsen NPM, NPMH Live v7 Sunday 8-10pm 4/25-5/2/17. Historical time period based on the previous 4 weeks 3/26-4/16/17. Duplication based on 6+ minutes. Social Media: El Chapo TV Monitor - Crimson Hexagon. Regions: US + PR, Mexico, All. Language: English. Analysis Period: March-July 2017. Benchmarks: Sysomos Map - Analysis Worldwide during Series Air Dates

Your Management Expertise Is Worth A Lot

10

Buffett taps Lee Enterprises to manage many of his Berkshire newspapers

- Warren Buffett's Berkshire Hathaway has hired Lee Enterprises to manage its newspaper and digital operations in 30 markets.
- Buffett is hoping to boost readership and draw more advertisers as print circulation declines.
- The five-year agreement calls for Lee to be paid \$5 million a year plus a share of profits. It takes effect on July 2.

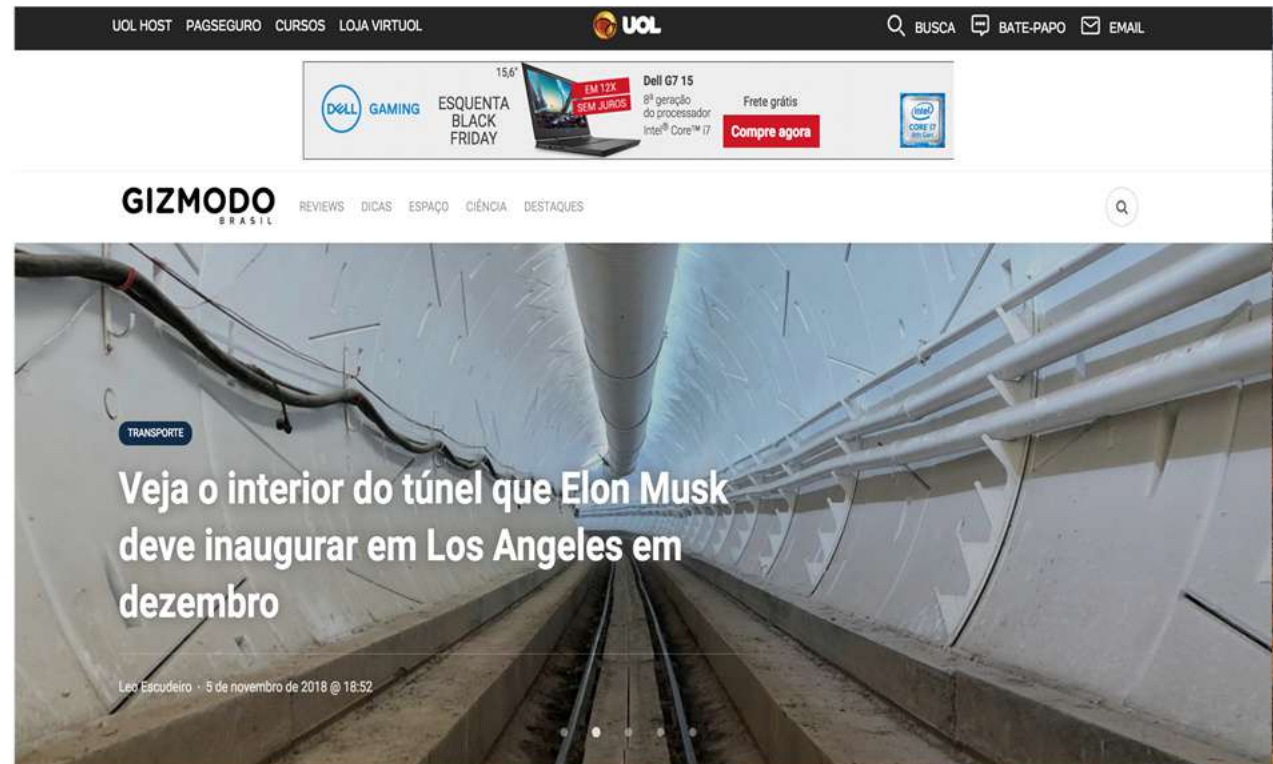
Published 8:22 AM ET Tue, 26 June 2018 | Updated 9:33 AM ET Tue, 26 June 2018



Lacy O'Toole | CNBC

Warren Buffet walks the floor at the 2018 Berkshire Hathaway Annual Shareholder's Meeting in Omaha, NE on May 5th, 2018.

The Translation Opportunity Is Real



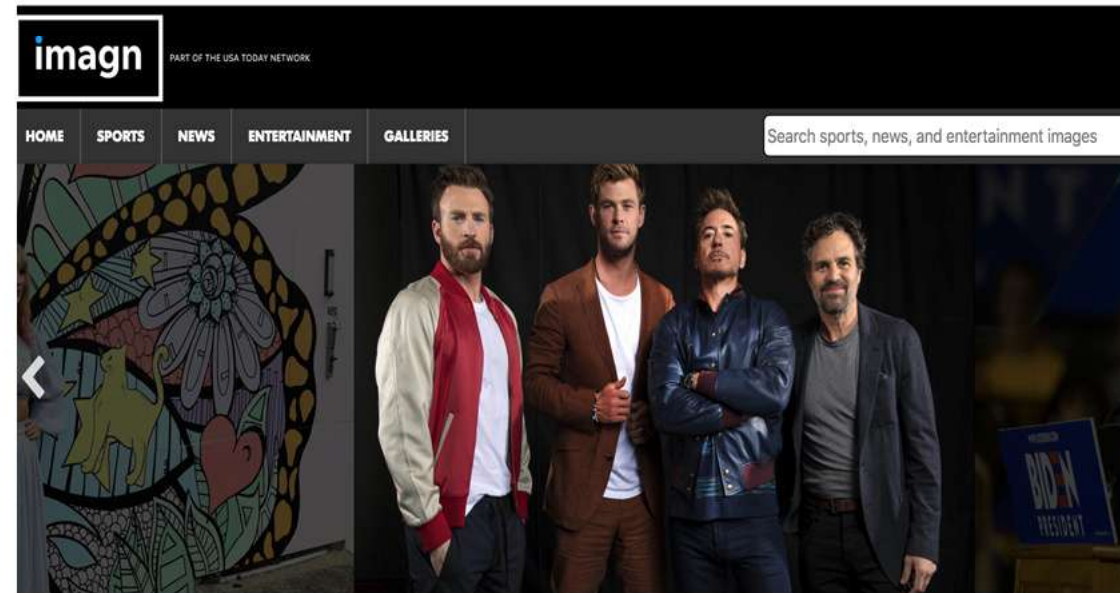
The image shows a screenshot of a web browser displaying a Gizmodo Brasil article. At the top, there is a navigation bar with links for 'UOL HOST', 'PAGSEGURO', 'CURSOS', and 'LOJA VIRTUOL'. To the right of these links is the UOL logo and a search bar with the text 'BUSCA'. Further right are icons for 'BATE-PAPO' and 'EMAIL'. Below the navigation bar is a promotional banner for Dell G7 15 laptops. The banner features the Dell Gaming logo, the text 'ESQUENTA BLACK FRIDAY', and 'Dell G7 15 8ª geração do processador Intel® Core™ i7'. It also includes a 'Compre agora' button and an Intel Core i7 logo. The main content area of the page features a large image of a tunnel with tracks. Overlaid on the image is the text 'TRANSPORTE' in a small blue box, followed by the headline 'Veja o interior do túnel que Elon Musk deve inaugurar em Los Angeles em dezembro'. At the bottom of the image, there is a small text credit: 'Leo Escudero · 5 de novembro de 2018 @ 18:52'.

There Is Smart(er) Value In Your Archives

Gannett just launched its own image
licensing and wire service



PART OF THE USA TODAY NETWORK



Can Your Video Really 'Show' And Make Money?

SHOWS

ALL SHOWS ▶



EPISODES

DOPE SICK NATION S1 EP8



MOTHER OF ALL PAIN

Allie grapples with a chronic addict. Frankie meets an amputee in desperate need.

VICE LABS S1 EP362



MAYBE I'M WRONG ABOUT GUNS: A LIVE DEBATE

Journalist Krishna Andavolu hosted a debate on guns between

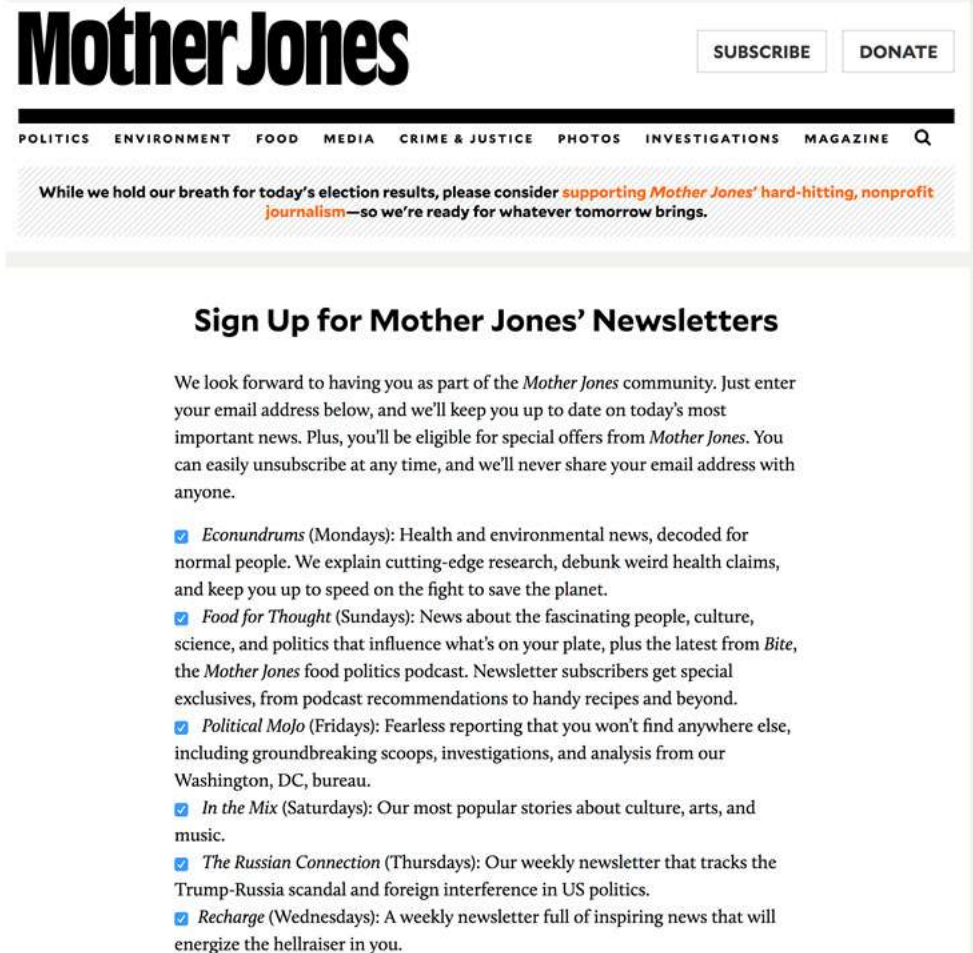
MOST EXPENSIVEST S2 EP14



SNACKS ON SNACKS ON SNACKS

2 Chairz taste \$500 Popcorn, a \$100 cup of coffee, and a \$100k bottle of water.

Can You Spot The Newsletter Opportunity?



Mother Jones [SUBSCRIBE](#) [DONATE](#)

POLITICS ENVIRONMENT FOOD MEDIA CRIME & JUSTICE PHOTOS INVESTIGATIONS MAGAZINE Q

While we hold our breath for today's election results, please consider [supporting Mother Jones' hard-hitting, nonprofit journalism](#)—so we're ready for whatever tomorrow brings.

Sign Up for Mother Jones' Newsletters

We look forward to having you as part of the *Mother Jones* community. Just enter your email address below, and we'll keep you up to date on today's most important news. Plus, you'll be eligible for special offers from *Mother Jones*. You can easily unsubscribe at any time, and we'll never share your email address with anyone.

- ✔ *Econundrums* (Mondays): Health and environmental news, decoded for normal people. We explain cutting-edge research, debunk weird health claims, and keep you up to speed on the fight to save the planet.
- ✔ *Food for Thought* (Sundays): News about the fascinating people, culture, science, and politics that influence what's on your plate, plus the latest from *Bite*, the *Mother Jones* food politics podcast. Newsletter subscribers get special exclusives, from podcast recommendations to handy recipes and beyond.
- ✔ *Political Mojo* (Fridays): Fearless reporting that you won't find anywhere else, including groundbreaking scoops, investigations, and analysis from our Washington, DC, bureau.
- ✔ *In the Mix* (Saturdays): Our most popular stories about culture, arts, and music.
- ✔ *The Russian Connection* (Thursdays): Our weekly newsletter that tracks the Trump-Russia scandal and foreign interference in US politics.
- ✔ *Recharge* (Wednesdays): A weekly newsletter full of inspiring news that will energize the hellraiser in you.

Events Aren't Easy But Can Be Distinctly Lucrative

Recent Events



The Future of Work
OCTOBER 31, 2018
NEW YORK CITY



CityLab
OCTOBER 28 – 30, 2018
DETROIT, MI



Sustainability Summit
OCTOBER 25, 2018
LOS ANGELES



The New Old Age
OCTOBER 24, 2018
NEW YORK CITY

AtlanticLIVE draws top people — from government leaders, to Fortune 100 CEO's, to high-profile journalists, filmmakers, authors, actors and more.



Kellyanne Conway
Counselor to the President
@Kellyannepolls



John Legend Singer and Social Activist
@johnlegend



Bill Gates Co-Founder Microsoft @billgates



Ava DuVernay Director "Selma" @AVADuVernay



Joe Biden Former Vice President @joebiden



Mark Zuckerberg Chairman and CEO Facebook @markz



Christine Lagarde Managing Director International Monetary Fund @lagarde



Sai Khan Founder Khan Academy @sai.khanacademy



Colin Powell Former Secretary of State



Richard Branson Founder Virgin Group @richardbranson



Chimamanda Adichie Author "Americanah" @Chimamandaadichie



Paul Ryan Speaker of the House @SpeakerRyan



07.25.18 | FAST COMPANY INNOVATION FESTIVAL

Announcing the 2018 Fast Company Innovation Festival in New York City

Don't miss this who's who of visionaries and creatives, 100-plus behind-the-scenes company visits, and much more.



[ABOUT](#) [FEATURING](#) [SCHEDULE](#) [SPONSORS](#) [VENUE](#) [PARTICIPATE](#)



There Is A Growing Appetite To Fund Journalism

The image displays six crowdfunding cards for journalism projects, arranged in a 2x3 grid. Each card features a project title, a brief description, and funding progress information.

- Tortoise:** "Open journalism - a different kind of newsroom." £439,750 pledged, 596% funded, 15 days to go. Location: London, UK.
- REPORTER:** "Ein anderer Journalismus ist möglich." Created by Reporter.lu and 842 backers.
- Gothamist:** "Help us relaunch it." Created by Gothamist and 2,860 backers.
- Block Club Chicago:** "Bringing Neighborhood News Back by Block Club Chicago." Created by Block Club Chicago and 3,143 backers.
- newsbud:** "Support a 100% People-Funded Online News Outlet, Phase 1." Created by Sibel Edmonds and 1,330 backers.
- Kazoo:** "A new kind of print magazine for girls." Created by Erin Bried and 3,136 backers.

If You Build It, Can You Also Sell It?

Arc Publishing to license technology to Peru's Grupo La República

Its five publications will utilize tools including Darwin, Clavis and Bandito.

WashPostPR · Oct 24



Arc Publishing to power technology for Spain's El País

Agreement with PRISA Noticias also includes global sports site Diario AS, greatly expanding Arc's global footprint



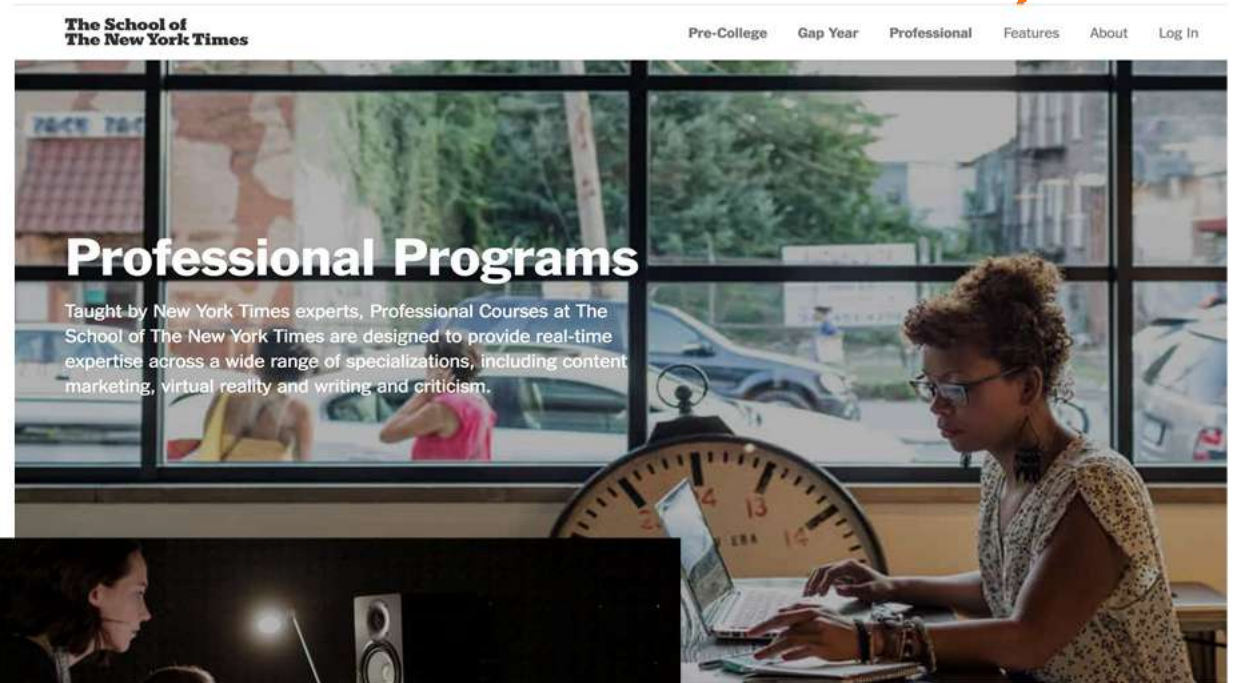
Newsonomics: The Washington Post's ambitions for Arc have grown — to a Bezosian scale



It is increasingly the tech stack of choice for major news publishers. But now Arc wants to be the backbone of your digital advertising and subscriptions, too.

By **KEN DOCTOR** @kdoctor Sept. 25, 2018, 11:48 a.m.

The Hunt For Young Audiences Is Not Just About Readers Anymore



The School of The New York Times

Pre-College Gap Year Professional Features About Log In

Professional Programs

Taught by New York Times experts, Professional Courses at The School of The New York Times are designed to provide real-time expertise across a wide range of specializations, including content marketing, virtual reality and writing and criticism.

A woman with glasses is sitting at a desk, typing on a laptop. A large clock is visible in the foreground.



PROFESSIONAL
FEATURED COURSE

Certificate in Virtual Reality

Explore one of the fastest-growing fields in media today with our four-part Certificate in Virtual Reality, featuring The New York Times's award-winning virtual reality team, NYT VR.

[LEARN MORE](#)


Two people are sitting at a desk with multiple monitors, working on a computer. One monitor displays a globe.

Getting Smarter With 'Custom' Journalism

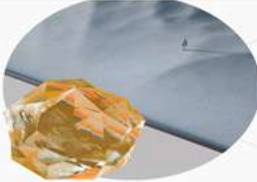
In collaboration with **RETROREPORT**

WHAT HAPPENS NEXT

Welcome to your complete guide to the future of the global economy. These 10 videos produced in collaboration with Retro Report and nearly 50 essays by some of the world's leading thinkers and creators will provide you with a roadmap for where we're going—and how we'll get there.


Sponsored by  AT&T Business

POPULAR LATEST FEATURES QUARTZ DIMENSIONS SMALL CUSTOM



Machines with Brains

We explore the ways technology is changing humanity, through personal stories of humans living and working with machines.



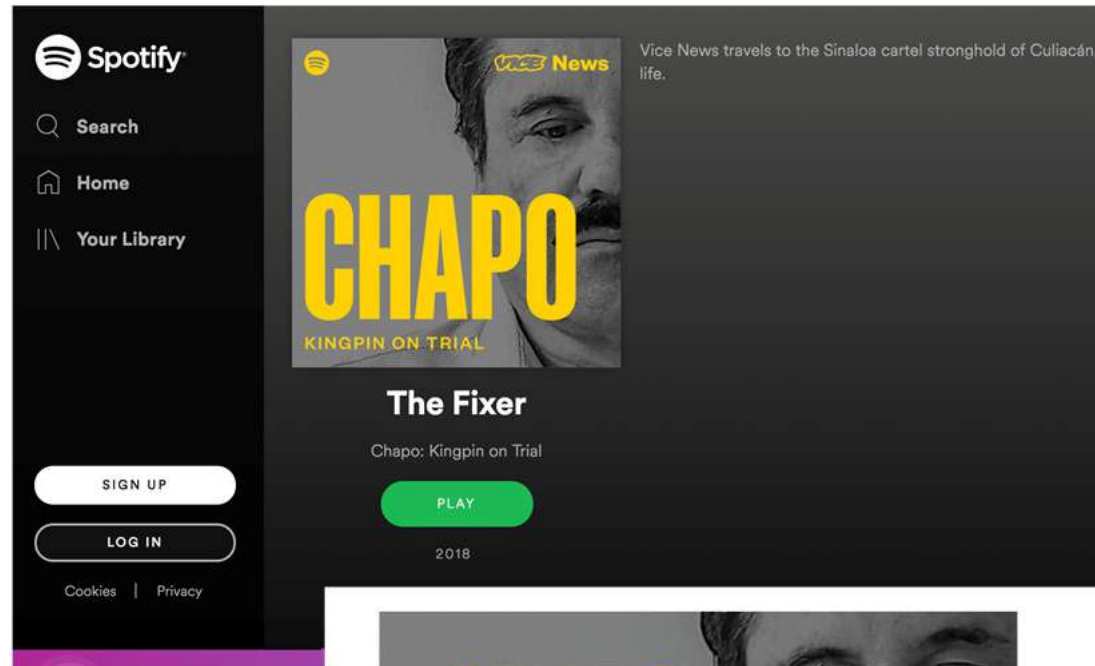
How We'll Win

How We'll Win is a year-long exploration of the fight for gender equality.

What Happens Next

Welcome to your complete guide to the future of the global economy.

Can You 'Talk' Your Way To New Revenue?



All Chapo, no Trap House: Vice News' bilingual podcast offers extra content for Spanish-speaking listeners

Turning Crowdsourcing From Enemy To A Revenue Generator



In the space of two years, Reuters has grown its original pool of 5m pieces of content by 240% to 17m, helped by a surge in interest from news publishers in user-generated content (UGC). This vast trove of material, hosted on the Reuters Connect platform, is expanding exponentially, due to a wave of new partner publishers contributing to the resource.

Media Revenue Streams Are Surprisingly Vast

- **Display Advertising**
- **Programmatic Advertising**
- **Video**
- **Native Advertising/Custom Content**
- **Digital Subscriptions**
- Newsletters
- Podcasts/Audio
- Education
- Management Expertise
- Crowdfunding/Donations
- Crowdsourcing
- Licensing Of Brand/Content
- E-Commerce
- “Television” Shows
- Translation
- Tech: CMS Platform/Tools
- Memberships
- Events (P&L Driven)
- Offline Content (Books/Print)
- Audience (Data)
- Archives (Photos & Articles)
- Philanthropy

A Hands-Free World Is Coming. Can We Make The Content-to-Cars Connection?



If we want things to stay as they are,
things will have to change.



Beyond Just Advertising & Subscriptions

**On Revenue Diversification Experiences and
Real Roadmaps for Sustainable Growth**

**Publish Asia 2019
May 08, 2019**

RAJU NARISSETTI
Columbia University School of Journalism
Raju.Narisetti@Columbia.edu
@raju