

Monetizing Digital Content



4. Key Takeaways



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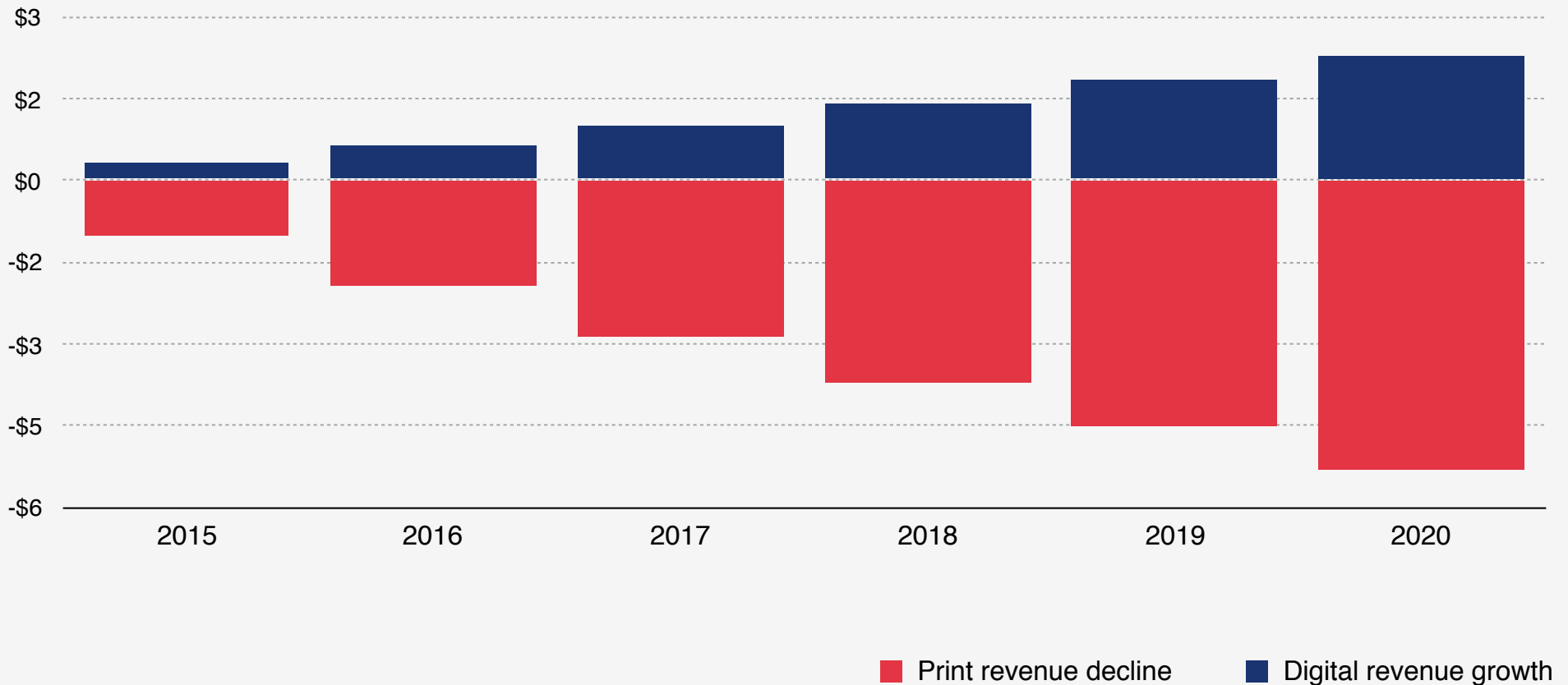
Reality Check

With all this talk about new digital revenue, is it really enough to replace traditional revenue that may be declining?

Let's look at the newspaper industry for one scenario:

Net Revenue Deficit

Newspapers are working hard to generate digital ad revenue, but so far can't keep up with the decline in print advertising, as evidenced by these numbers from the Dallas Morning News



Revenue change (in millions)

Source: Dallas Morning News

While that chart is scary, and we're all concerned about maintaining revenue growth and extracting value from our digital properties, we think we start from an extremely strong position.

Top Most of Trusted Brands

You've spent years building up a reservoir of audience trust, use that asset

1

Show viewers that new forms of revenue generation can benefit them as well as you, such as important and interesting content contained in native advertising

2

Team up with other local authorities on a given topic to create revenue opportunities. For example, create a spring planting guide with a local nursery, or car winterization tips with an auto dealer

3

If a conflict arises with a revenue partner, have a plan in place to eliminate the conflict and move quickly to do so

Local Leader and Beyond

As the place a viewer turns for their news, you're the convenient portal to all kinds of information, no matter where it happens or what it is

1

Create new products that can bring in non-local content to present and monetize alongside your own material. CNN VAN is a great example of this.

2

Work with creative native advertising with a local flavor. Many agencies in your market may be looking for just such an opportunity.

3

Use your role as a leader in digital usage to deliver your audience to other platforms and monetize that transaction. Revenue shares from advertising opportunities on social media platforms and other aggregators are a good example of this.

MVA—Most Valuable Assets

Leverage the assets you have, and that others need and are willing to pay for

1

Video, Video, Video! Video serves as an almost universal currency to bring in ad dollars, populate aggregator platforms and more.

2

Micro-local content—news and other information down to the street level if possible. This is valuable and can provide revenue opportunities through advertising, traffic referral, subscription and more.

3

Think Mobile—As you've seen, most web browsing is done through mobile, and if you throw in social media and app usage it's where the majority of people spend most of their time. Beef up your mobile platforms and look for ways to expand the kinds and amount of revenue they generate.

“Companies that get confused think their goal is revenue or stock price or something. You have to focus on the things that lead to those.”

Tim Cook

Apple CEO

Thank You for Reading “Monetizing Digital Content”

Revisit

Chapter 1: “What’s Now”

Chapter 2: “What’s New”

Chapter 3: “What’s Next”

