

Accelerating digital media brands

Journeys in an unfamiliar landscape



Making sense of a digital world

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Danny Meadows-Klue

CEO, Digital Training Academy
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Previously...

Co-founder UK & European IAB associations, architect of more than 20 digital associations and initiatives
Vice-president: NBC's European web businesses
Managing director of e-retailers, search engines, social media platforms and email platforms
Government advisor | BBC journalist | VC advisor
Publisher: UK's first online newspaper
...And a business coach who has helped 7000 firms

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Danny Meadows-Klue was the publisher of one of Europe's first online newspapers (www.telegraph.co.uk) before co-founding the UK and European Interactive Advertising Bureau (www.iabuk.net) trade associations, being appointed to both as President and CEO, then founding the Digital Strategy Consulting group and Digital Training Academy (www.DigitalTrainingAcademy.com). For over ten years he has been helping online media brands boost their revenues and think through their strategies.

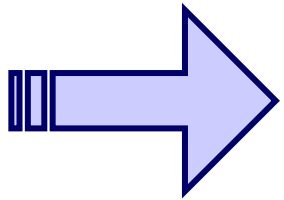
Trainer | Commentator | Strategist | Coach



An old 'new media'



“The biggest changes are
yet to come.”



Takeouts

IFRA | Paris | April 08

IFRA: conference takeouts

- **Revenue from readers**

Aftonbladet.se demonstrated that achieving real revenues from audience subscriptions is possible in the consumer news sector, but only if the market framework is right. This doesn't mean every publisher should create subscription services straight away, but if there is must-have, very high value content, then it's worth measuring the potential revenue from subscriptions vs the advertising income.

- **Online advertising**

This week the UK announced new figures for the audit of online adspend in 2007, revealing online crosses 15% of total media spend and leapt 38% year on year. That means the UK web advertising sector will overtake television by the end of 2009, and search engine advertising accounts for over half spend. Because the UK is the only market outside the US where Google declares its revenues (\$2.5bn in 2007), most countries probably undercount the search effect...

http://www.digitalstrategyconsulting.com/articles/2008/02/google_revenues_in_the_uk_top.php

- **TV hits a Tipping Point**

Aftonbladet were already enjoying 200-300k unique users per day to their web TV content, and with and 1m uniques per week they have a strong audience. In the last 18 months we've seen newspapers across Europe roll out 'soft studios' – small TV production spaces in the newsroom environment. For me it's the must-have component for every newspaper today. Here's an example from one of the publications I helped build: <http://www.telegraph.co.uk/portal/tv/news.jhtml>

- **Supersize ad formats**

Many newspapers are exploring larger advertising formats. Aftonbladet.se showcased their super-size formats which have a bigger impact to the viewer and deliver more value for advertisers: see the home page of www.Aftonbladet.se

- **Harnessing the long tail**

Successfully leveraging the participation of small advertisers through the self-service model is critical for newspapers. This is the way to re-earn the role for a newspaper in local advertising and fight back in the rapidly changing media market.

- **Culture is everything**

Many speakers have focussed on the importance of achieving the right type of culture inside the business.

- **The skills crisis continues**

This skills gap is at every level in media organisations and echoes the findings of our research with media owners across Europe and North America.

IFRA: conference takeouts

- **Local is possible without Google**
Aftonbladet's model that uses their own search engine rather than Google, Yahoo or MSN
- **Advertising yields can still be high**
CPM between 40 SEK and 200SEK (€4-€20)
- **The people in your team are critical**
The staffing is key: a change of people created 'amazing' revenue numbers
- **Focus on the right targets**
It's not about the revenue target, but how you get there: give sales strategies and targets on volume, breadth of advertising, potential ad impressions etc rather than revenue which is the outcome
- **Mobile**
The model is ready for take-off now in many markets but initially it's about deals for the telcos, and secondly it's about the advertising
- **The rights battle with Google could be a distraction**
The models and reality of policing copyright www.the-acap.org/ but this new model for what was once the domain of Robots.txt is not without its skeptics http://www.currybet.net/cbet_blog/2007/12/acap_flawed_and_broken.php
- **Decoupling of users and content**
Decontextualisation of advertising from the users presents a material risk to newspaper groups

...and tips on integration

...and tips on yield management

10 perspectives on integration

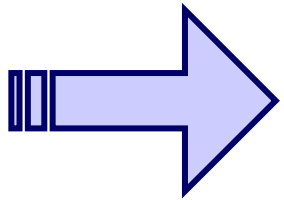
See full handouts for details

1. **History and context**
2. **Remember the business model**
3. **Integration in simple editorial targeting**
4. **Advertising / editorial ratios**
5. **Integration in video**
6. **Yield management: a framework**
7. **Integration and targeting search**
8. **Integration with audience behavioural**
9. **Advanced integration with contextual targeting**
10. **Integration with user generated content**

The history, future and trends of marketing

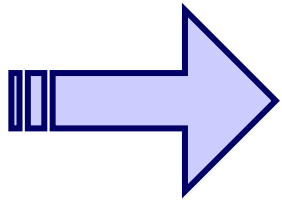
The challenges publishers describe

...best practice tips and evaluations



Thanks to exhibitors

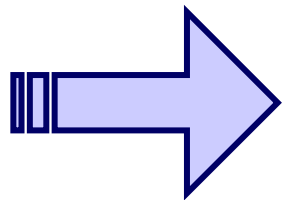
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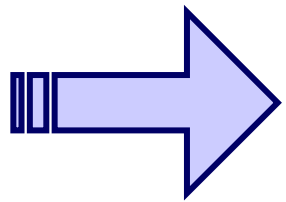
Thanks to the team

Olivier, Sandrine, and all at IFRA

Our translators ;-)



***Thanks to our
speakers***



***Thanks to our
speakers***

A bientôt, a IFRA!

