

# Publishers Summit

Executive Summary & key take-aways  
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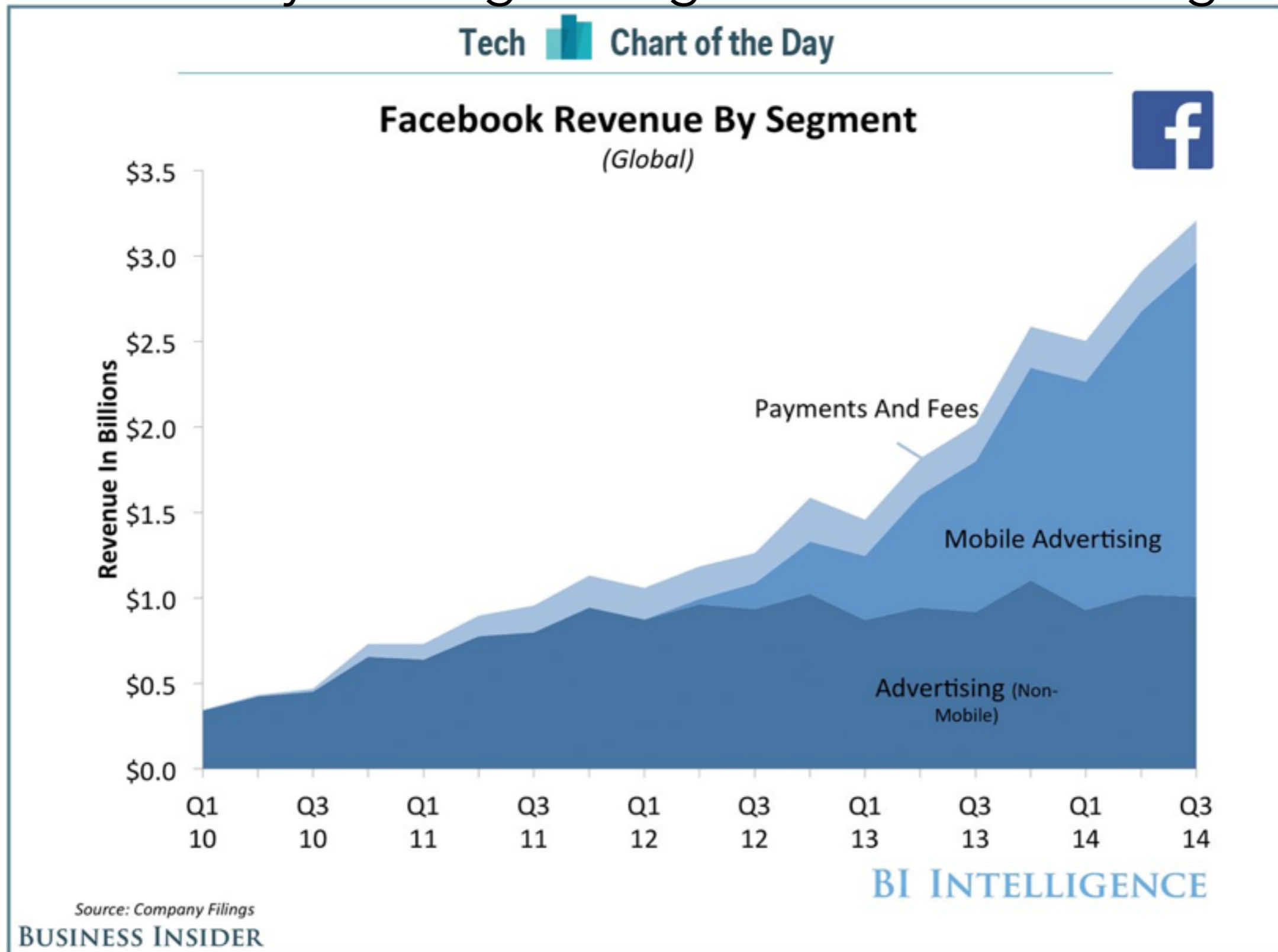
# 5 messages to start with

1. Publishers need to work harder for less money
2. Multiple sources of income
3. Media  $\neq$  Content but also a service and a technology
4. There is no silver bullet
5. Try, try, try

Therefore you need to get your  
innovation engine running

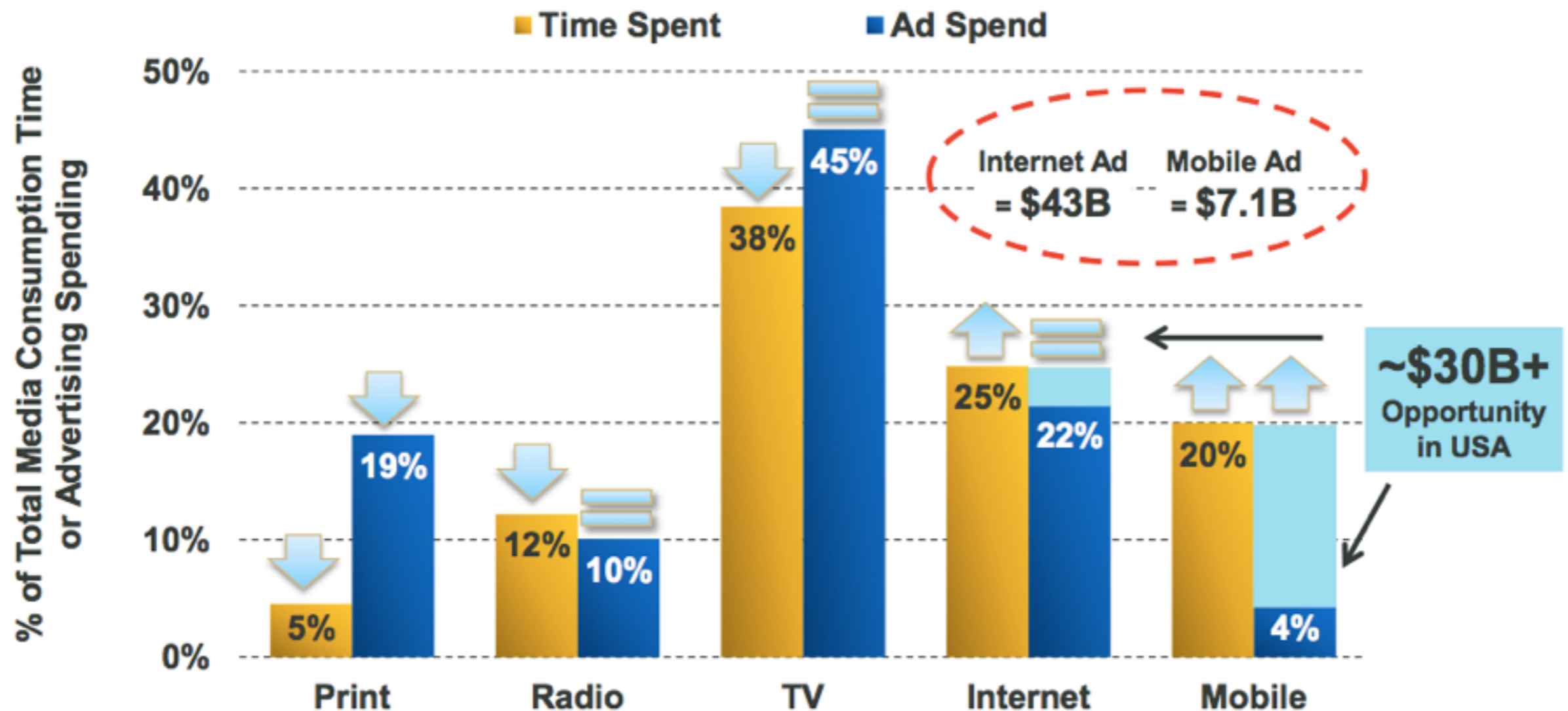
Every year we publish a report for the FIPP which has many examples of innovations in magazines around the world and in light of the report we also interview many publishing executives and the word on everyone's lips is MOBILE

And it should be as we see the take off of mobile in all forms, take for example the amount of money Facebook is already earning through mobile advertising



And there is plenty of room for growth in mobile ads (by the way: print is not undervalued -on the contrary- if you compare time spent versus share of ad spend)

**% of Time Spent in Media vs. % of Advertising Spending, USA 2013**



But, instead of asking ourselves  
will the future be mobile, iPads,  
Smartwatches or earpieces we  
rather concentrate on what it  
means to be a media company

And we still make money from 2 sources

- 1 CONTENT
- 2 ADVERTISING





# CONTENT

To make money from content you need to focus on the caviar, rather than on the peanuts and you need to find your scarcity. Because...



# CONTENT

Good journalism is good  
business

# 1

# CONTENT

Some examples from media companies that found their scarcity:

- De Correspondent in The Netherlands by focusing on high quality journalism with no ads financed through crowd funding
- Quartz, which focuses on mobile and on their daily newsletter and thus gets into the reading habits of consumers
- NRCQ, a Dutch quality newspaper which repackages the content of the economies section into a newsletter which you subscribe to for € 3,50 a week
- Wolters Kluwer, a B2B publisher which publishes a weekly newsletter containing the latest jurisprudence and telling customers what it means to them and by doing that is able to charge 299 euro a year for a subscription

# 1

# CONTENT

And putting up a paywall has become much more excepted and easy to do

- Blendle, a Dutch startup in which Axel Springer and New York Times invested recently, has introduced micro-payments for individual articles
- And proves to be a huge success because finally people can access single articles form newspapers and magazines that have been shared on social media
- And Blendle is not so much a destination site as it is an enabler of these micro-payments and therefore I believe an excellent investment by AS and NYT

## 2 ADVERTISING

In advertising the relationship with our advertisers has changed. We as publishers no longer hold a monopoly. Some advertisers -like Red Bull- have become publishers themselves

## 2 ADVERTISING

And while we are rethinking our relation to advertisers, 'native advertising' has arrived as the new Holy Grail. But be aware: not all native advertising is good, and it should fit with your publication and meet your audiences expectations. And whatever you do: always be very transparent about it

# 2 ADVERTISING

Good examples of native advertising are Monocle and BuzzFeed. Not so good are Forbes and the New York Times piece below.

The screenshot shows the top portion of a New York Times article page. At the top, there is a navigation bar with 'SECTIONS', 'HOME', and 'SEARCH' on the left, the 'The New York Times' logo in the center, and 'LOG IN' and a settings gear icon on the right. Below the navigation bar, a light blue banner contains the text 'PAID POST' in the center. On the left side of this banner is the 'BrandStudio' logo, and on the right are social media icons for WhatsApp, Facebook, Twitter, and LinkedIn. The main content area features a large yellow graphic with the title 'Women Inmates: Why the Male Model Doesn't Work' in bold black text. Below the title is a sub-headline: 'As the number of women inmates soars, so does the need for policies and programs that meet their needs'. The author's name, 'By Melanie Deziel', is positioned below the sub-headline. The graphic itself depicts a row of stylized female inmates in orange jumpsuits behind barbed wire, with some faces obscured by grey shapes containing identification numbers like 'F0272381', 'A0221709', '0228276', '72381', and '1709'. The background of the graphic is yellow with faint barbed wire patterns.

# Get your innovation engine running

So publishers need to work hard again and be creative and innovative in finding ways to make money with their content and with advertisers.

How to organise for that?



# Organise for Innovation

We need to change from 'media in a box' with silos and wall-to-wall carpet in big shiny offices to integrated print-digital organisations with a start-up mentality in a permanent state of beta

# Organise for Innovation

Where strategy, product development and organization are aligned to become a smooth running innovation machine

# Want to find out more?

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