Beyond Just Advertising & Subscriptions

On Revenue Diversification Experiences & Real Roadmaps for Sustainable Growth

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Print Still Isn’t Really Going Away, Any Time Soon.
You Still Need To Own That Challenge.
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
Can You Now Leverage Print, But As A Digital Companion?
The Membership Proposition Works.
It Is Hard Work

Explore WSJ+
The Opportunity In Turning Journalism, Into Serials
Your Management Expertise Is Worth A Lot

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.

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REUTERS

Warren Buffett walks the floor at the 2019 Berkshire Hathaway Annual Shareholder's Meeting in Omaha, NE on May 4th, 2019.
The Translation Opportunity Is Real
There Is Smart(er) Value In Your Archives

Gannett just launched its own image licensing and wire service
Can Your Video Really ‘Show’ And Make Money?
Can You Spot The Newsletter Opportunity?

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.

- *EcoRoundups* (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 Mole* (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.
- *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 21, 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

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.
There Is A Growing Appetite To Fund Journalism
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
Getting Smarter With ‘Custom’ Journalism

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.
Can You ‘Talk’ Your Way To New Revenue?

All Chapo, no Trap House: Vice News’ bilingual podcast offers extra content for Spanish-speaking listeners
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.
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- Offline Content (Books/Print)
- Audience (Data)
- Archives (Photos & Articles)
- Philanthropy
A Hands-Free World Is Coming. Can We Make The Content-to-Cars Connection?

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