Paid Model: The Time is Now

- Publishers are urgently focused on reinstating the dual revenue model by adding consumer revenues to the advertising revenue that alone cannot sustain the business.

- Many categories of online display advertising are under pressure due to excess inventory.

- Recurring subscription revenues provide a stable revenue stream and mitigate structural and cyclical pressures on advertising.

- The “freemium” strategy retains advertising inventory while adding subscribers.

- Newspaper, magazine and online publishers can generate new revenues.
Consumers: Willing to Pay

Few American consumers currently pay to subscribe to news online, but if asked, 48% say they would pay.

Do you currently pay to subscribe to any online news content?

- Yes: 15%
- No: 85%

How much would you be willing to pay for online news content if asked?

- None: 11%
- $1-$3: 4%
- $4-$6: 4%
- $7-$10: 17%
- $11-$15: 52%
- More than $15: 12%

International markets show similar or better results

SOURCE: “WILLINGNESS TO PAY FOR NEWS ONLINE: KEY FINDINGS FROM AN INTERNATIONAL SURVEY,” BOSTON CONSULTING GROUP, NOVEMBER 2009
Multiple Revenue Streams

• Traffic to many news sites continues to grow, but key categories of online advertising revenue are declining.

• News sites rely chiefly on display advertising, which is a declining share of advertising spending, especially versus search advertising.

• The slowed growth and even decline in online advertising revenue suggests that advertising alone cannot support journalism online.

“People who are looking for content are looking for content. People who are looking for shopping are looking for shopping.”

– Sucharita Malpuru, Forrester Research
Why Press+?

1. Even the biggest publishers need a technology provider to enable them to maximize online subscription revenues, while retaining ownership of their customers.

2. For publishers, building their own commerce tools would be slower to market, far less flexible, and far more expensive than using Journalism Online’s Reader Revenue Platform™.

3. Publishers will be able to cross-market access through our engine for “all you can read” packages.

4. Our Reader Revenue Platform™ platform will yield data for marketing intelligence to help publishers change consumer expectations that online access must be free.

5. As the transition to paid access occurs, consumers will benefit from having a single, convenient account for their online news.

6. We will help consumers discover content they value from among our affiliates, accelerating the acceptance of the paid model.
Our Services to Publishers

1. **A Common Platform.** Our e-commerce platform for publishers enables consumers to buy annual or monthly subscriptions, day passes or single articles from multiple publishers using the same account and password. The e-commerce engine resides on each publisher’s site—we are not creating a competing destination site or aggregating and hosting publishers’ content.

2. **Participation In Topic-Based Packages.** We aggressively market all-inclusive annual or monthly subscriptions for consumers who want to pay one fee to access common areas of content across the sites of Press+ affiliate members (such as by general topic, specific subject, country or region).

3. **Reports From the Front Lines.** As the industry is rebuilt, we provide reports based on consumer data to member publishers on which strategies and tactics are achieving the best results in building circulation revenue while maintaining the traffic necessary to support advertising revenue.

4. **Restoring a Balance of Power.** We will help establish improved terms with distributors such as with electronic readers and search engines.
An Unobtrusive Interface

SMALL ICONS INDICATE PREMIUM CONTENT TO USERS AS THEY SCAN DAILY HEADLINES
Friction-free Paying

THE USER NEVER LEAVES THE SITE. REGISTRATION, AUTHENTICATION, AND PURCHASES ALL TAKE PLACE WITHIN A SINGLE DIALOG BOX.