Show me the Money

Alternative ways to generate revenue for a digital publishing house

Maria Gelman, executive creative director
Redefine more than 9m users / month
Internet advertising market is growing
Are they friends?

Or foes?
Traditional ways to generate revenue in publishing

1. Sell advertising
2. Sell content
3. Sell services
-10%

Direct display sales vs 2018
Programmatic works best... if you have a large monthly audience with high interaction frequency that comes to your site directly.
Native ads work best... when you don’t have to pay platforms to meet your page views KPIs.
Paywalls in Russia don’t work because...

1. It’s unaffordable for most of the population

2. Piracy is widespread and we don’t have transparent copyright laws.

3. A widespread idea that everything in the internet should be free
Service will be always bigger than media
Current situation at the house

1. -10% from display budget (direct sales) vs 2018. Compensated by Programmatic

2. 60% of money comes from native advertising / +5% vs 2018. Less profitable than display.

3. Growing costs of getting the audience to the projects on our platforms because of SM platforms
How can we secure future of our business?
Publication is not a platform, is an owner of specific audience
From selling access to the audience

To selling expertise in the audience
### CHECK-LIST: WAYS TO GENERATE MONEY

<table>
<thead>
<tr>
<th>Paywall (Soft / Hard)</th>
<th>Donations</th>
<th>Product reviews</th>
<th>Native Ads</th>
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<tbody>
<tr>
<td></td>
<td>Ex: Guardian</td>
<td>Ex: The Goods by Vox</td>
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<thead>
<tr>
<th>Video / Audio Production</th>
<th>Display (Direct Sales, Programatic)</th>
<th>Membership / Clubs</th>
<th>Services (Education, travel, etc)</th>
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<td></td>
<td>Ex: The correspondent</td>
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<td>Ex: Business of Fashion</td>
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<tr>
<th>Subscriptions</th>
<th>Data &amp; Research</th>
<th>E-com</th>
<th>Industry / Public Events</th>
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<td>Ex: Tasty (Buzzfeed)</td>
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<tr>
<th>Creative Advertising Studio</th>
<th>Content Production and Licensing</th>
<th>Influencer Management</th>
<th>Add your idea here and be creative</th>
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Ground rules

1. Use your strength

2. New business should be based on the old one: do you still work with your readers or not?
Support our journalism with a contribution of any size

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Be creative

Use your strength

Don’t forget about your audience
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