

19 WAYS TO MONETIZE ALTERNATIVE DELIVERY CHANNELS

Apps, News Feeds, Podcasts & Wireless Channels: Publishing's New Frontier

GO WIDE

Online publishing isn't just about the Web these days -- it's about "anywhere, anytime" information that users can access from their tablet, smartphone, MP3 player, laptop computer or other mobile device.

This is good news for online publishers.

According to Jupiter Research, RSS news feed users are heavier consumers of online media than traditional online users – and represent a prime demographic for online publishers. Users of alternative delivery channels tend to spend more time – and money – on their preferred online news sources.

Strong consumer demand for Apple's iPad is expected to trigger rapid growth across the burgeoning tablet sector, with overall unit sales expected to exceed 200 million within four years.

Other web-connected entrants into the space from Blackberry and Google's Android operating system are further impacting the "hands on" internet browsing experience.

Tablets are driving rapid growth in online magazine viewing: GQ.com and VanityFair.com, for example, report double-digit growth in viewing time. Apps for iPad and Tablets support content, video, sharing and other value-added options to be monetized.

Moreover, marketing dollars are following innovation and rapid user adoption, according to a survey of media buyers from Deutsche Bank. The survey found that 67% of buyers say they will allocate some of their budget to iPad media this year.

FISH WHERE THE FISH ARE

Consider this: Combined spending on blog, podcast and RSS advertising grew 198.4% to \$20.4 million in 2005 and is expected to grow 144.9% to \$49.8 million this year.

Meanwhile the cell phone using population has risen to 1.7 billion worldwide.

Podcasting has become one of the fastest growing technologies of all time, outpacing early DVD adoption almost tenfold. Some pundits predict that podcasting could siphon \$1 billion to \$2 billion from the \$30 billion radio advertising market in three to five years.

FeedBurner.com, the world's largest news feed management provider, now manages 14,239,874 user news feed subscriptions on behalf of 184,818 blog, podcast and online news publishers – and its subscriber base is growing by 15% per month.

Today's new delivery channels, such as news feeds, apps, and podcasts, can drive traffic to your site while adding value for readers – and adding to the bottom line. What they don't add is the time and expense of email hosting, management and troubleshooting, because users "pull" the info they need into the channels they want to use.

And long-term trends support investment in alternative delivery channels: a recent Nielsen study found 94% of teen subscribers self-identify as advanced data users, turning to their cell phones for messaging, internet, multimedia, gaming and other activities such as downloads.

19 TIPS TO MAXIMIZE REVENUE AT ONLINE PUBLISHING'S FRONTIER

Create tablet-friendly versions of your site design.

Sell apps and mobile versions of your content.

Segment your readers and let them choose the content and delivery mechanism.

Brand your news feeds with your publication logo.

Bid adieu to Flash – embrace HTML 5.

Feed 'em everything – news, headlines, podcasts, blogs, events, calendar, classifieds, job board, you name it.

Give your audience the ability to choose from multiple feeds.

Feed "deals of the day," special advertiser offers, free sponsored white papers, event promotions and more.

Offer deals just for news feed subscribers.

Promote your own special content offers, e.g., Book of Lists, Buyer's Guide, etc.

Place graphic ads in full-text posts.

Syndicate your ads.

Sell exclusive sponsorships for your feeds, with links to sponsored information on your site.

Track your feeds.

Create a syndication options page to build circulation by educating potential news feed subscribers about how to subscribe to a feed.

Build community & "stickiness" by adding links such as "Email This," "Email the Author," "My Yahoo: 7 links to this item."

Segment your podcast listeners and provide personalized audio news reports with content targeted toward the listener's interests, preferences, industry, geographic location or other characteristics.

Secure podcast sponsors and/or work with a third-party vendor to automate the ad insertion process.

Charge a subscription fee, either a-la-carte or as part of a premium subscription that includes print and online content.

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