

ADWEEK

The Future of Advertising, Subscriptions, and Content. What Do Advertisers and Your Audience Want — and How Should Media Respond?

■ April 30, 2019 OX3



40 YEARS BOLD

Serving the brand marketing community since 1979

ADWEEK

BETTER THAN EVER!

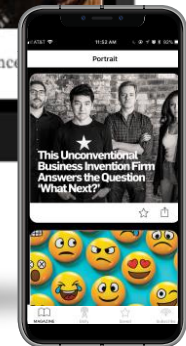
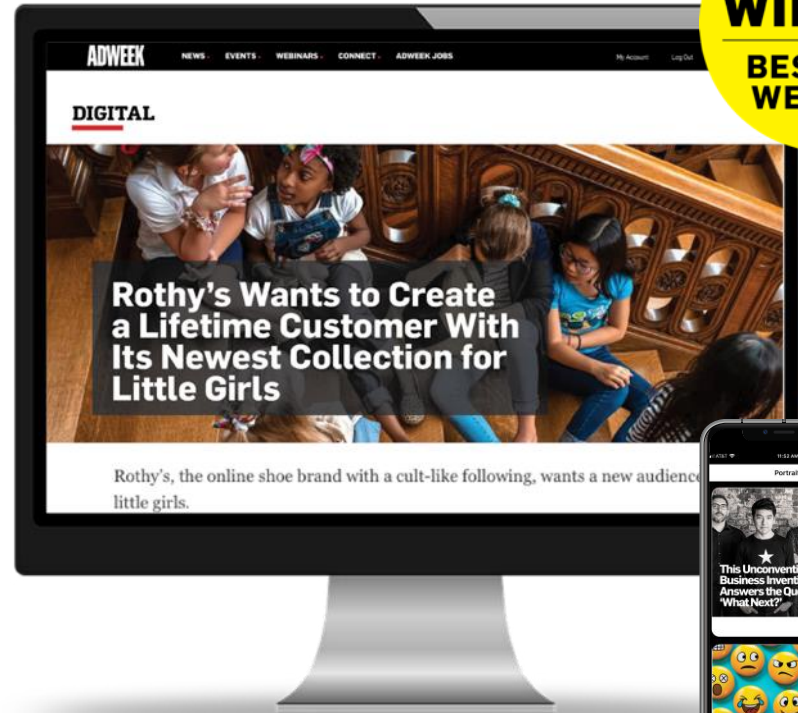
OFFICIAL
HONOREE

THE
WEBBY
AWARDS

THE 2017 FOLIO
EDDIE
OZZIE
AWARDS

WINNER

**BEST B2B
WEBSITE**



ADWEEK

THE FUTURE OF ADVERTISING, SUBSCRIPTIONS AND CONTENT

THE FUTURE OF MEDIA

Audience is King



BUT WE NO LONGER HAVE EXCLUSIVITY OR SCALE

Top 10 Most Popular Websites*

- Google
- YouTube
- Facebook
- Amazon
- Reddit
- Yahoo
- Wikipedia
- Twitter
- Ebay
- Netflix

**Where are
the Media
Companies?
??**

* In the US and excludes Porn Sites

<https://www.similarweb.com/top-websites/united-states>

How To Build Audiences in 2019?

Communities

- Macro/Niche (Advertising)
- Micro/Ultra Niche (Media Buyer)
- Personalized and Relatable

Experiences

- Content (Hire great journalists)
- Packaging (Digital, Print, Newsletter)...
- Events

Intelligence

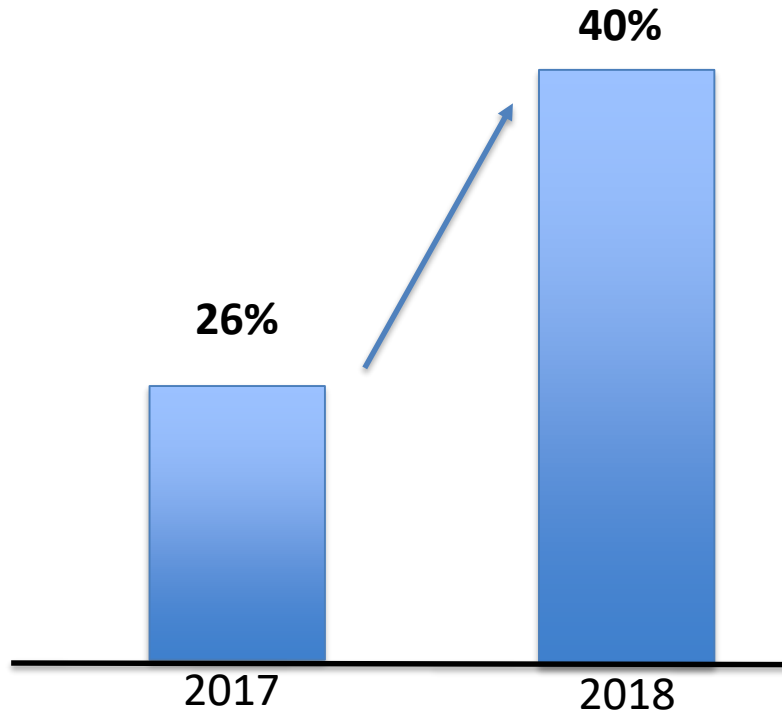
- Breaking News
- Insight
- Foresight
- Education

SUCCESSFULLY COMPETING REQUIRES UNDERSTANDING



1. MEDIA IS MORE VALUED AND TRUSTED

Consume traditional news weekly or more, and share



Consumers are turning to traditional media to fact-check reports and claims amid a chaotic and confusing news environment

2. MEDIA COMPANIES CAN'T SURVIVE ON AD DOLLARS ALONE



Expanding Business Models

- Pivot to Commerce
- Pivot to Registrations
- Pivot to Events
- Pivot to Education
- Pivot to Paid
- Pivot to Intelligence (Data)

2. MEDIA COMPANIES CAN'T SURVIVE ON AD DOLLARS ALONE



Expanding Business Models

- Pivot to **C**ommerce
- Pivot to **R**egistrations
- Pivot to **E**vents
- Pivot to **E**ducation
- Pivot to **P**aid
- Pivot to **I**ntelligence (Data)

Strategy not Pivots



Expanding Business Models

- Pivot to Commerce
- Pivot to Registrations
- Pivot to Events
- Pivot to Education
- Pivot to Paid
- Pivot to Intelligence (Data)

3. DATA IS A DIFFERENTOR AND A BUSINESS DRIVER



Not Acceptable to “Kind of Know Your Audience”

Collect

Organize

Use It

DATA IS A DIFFERENTIATOR AND A BUSINESS DRIVER

The Adweek Audience Cloud has generated a:

- 5x increase in our C-Suite audience
- 322% increase in known users
- 110% increase in subscription revenue*
- 50% increase in editorial newsletter subscribers

* YOY based on March 2019 v. 2018

BRANDS ARE SPENDING ON AUDIENCE DATA

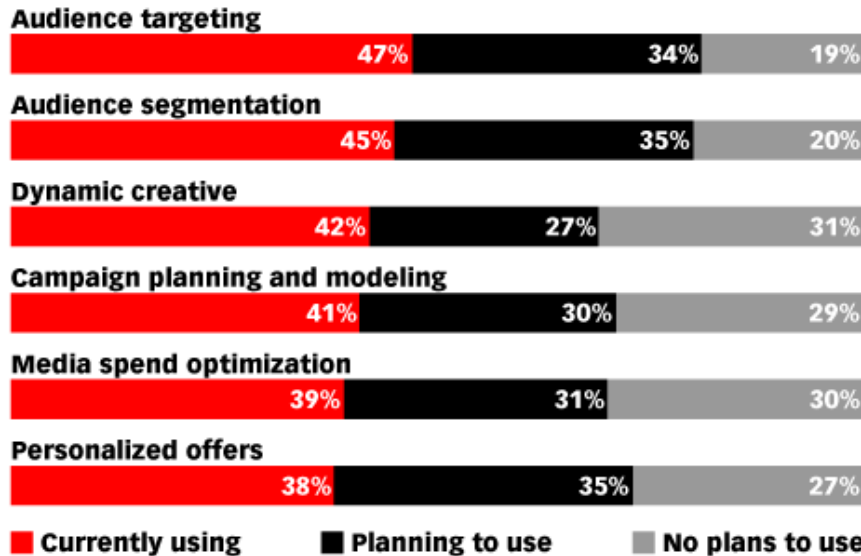
78% Of Brands Expect To Spend More On Data In 2019

\$19B

VALUE OF DATA WILL INCREASE

Are Advertisers* Worldwide Using Artificial Intelligence for Select Digital Ad Tactics?

% of respondents, May 2018



Note: n=260; *includes ad agencies, brand advertisers and tech vendors
Source: Econsultancy, "Dream vs. Reality: The State of Consumer-First and Omnichannel Marketing" in partnership with MediaMath, Sep 10, 2018

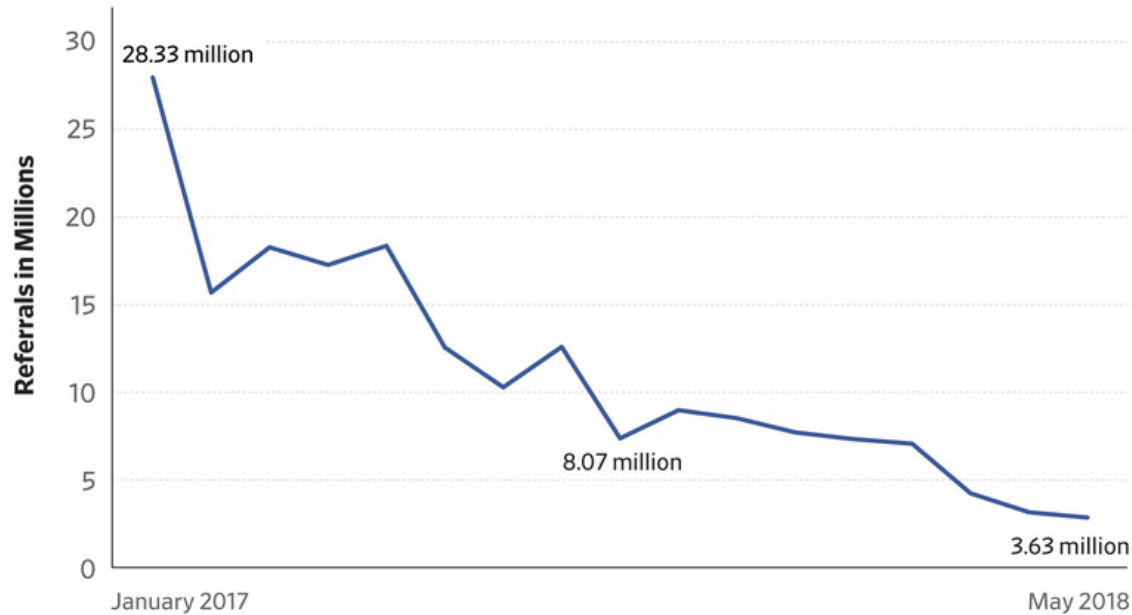
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www.eMarketer.com

62.0% of respondents said that improving audience segmentation to support better ad targeting was one of their top campaign management priorities

4. OWN YOUR AUDIENCE



Facebook Referrals to Slate



SLATE

Source: Parsely

4. OWN YOUR AUDIENCE


 PUBLISHING **EXECUTIVE** 

The Latest Google Update Slams Traditional Publishers

Selected Losers March 12

Domain	SEO Visibility 03/10/2019	SEO Visibility 03/17/2019	Net loss	Loss in %
nytimes.com	2,770,099	2,441,477	-328,622	-12%
theatlantic.com	648,364	339,129	-309,235	-48%
vanityfair.com	528,570	297,657	-230,913	-44%
newyorker.com	400,521	222,539	-177,982	-44%
rollingstone.com	548,910	436,525	-112,385	-20%
wired.com	417,633	316,853	-100,780	-24%

4. OWN YOUR AUDIENCE

 **Adweek Digital & Tech Daily** <email@e.adweek.com>
Jeff Litvack
Monday, April 29, 2019 at 7:45 AM
[Show Details](#)


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April 29, 2019


ADWEEK

Digital & Tech Daily

Today's top news for digital marketers



5 Things We Learned During Amazon's Earnings Call That Weren't Free One-Day Shipping



Amazon Prime Members Are About to Get Free One-Day Delivery

4. OWN YOUR AUDIENCE AND COMMUNITY

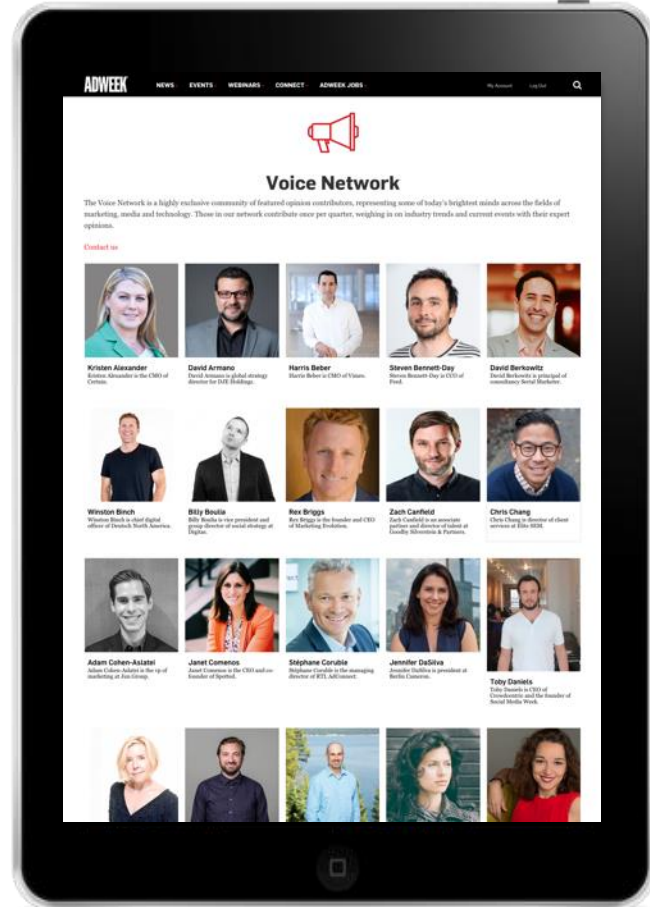
STEERING COMMITTEE

WOMEN TRAILBLAZERS COUNCIL

BRANDWEEK

INNOVATORS COUNCIL

GEN ZEOs COUNCIL



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5. CHANGE IS A CONSTANT (Be Prepared for More)

Top Stories Topics ▾ Video Listen 🔍

Bill introduced to help publishers bargain with tech giants

April 3, 2019



NEW YORK (AP) — News publishers would gain greater power to negotiate terms with Facebook and Google under terms of a bill filed Wednesday in the House of Representatives.

Legislation

\$31 billion
*since 2006, due
disappearance of
advertising*

5. CHANGE IS A CONSTANT (Be Prepared for More)

Legislation



The 'upload filter' and 'link tax' will soon become law in EU nations

- Article 11 lets publishers charge platforms like Google News when they display snippets of news stories
- Article 17 (gives sites like YouTube new duties to stop users from uploading copyrighted content.

FEBRUARY 6

Google reveals 45% traffic decline to news sites w/ snippet-less Search results due to EU's Article 11

Abner Li - Feb. 6th 2019 10:49 pm PT [@technacity](#)

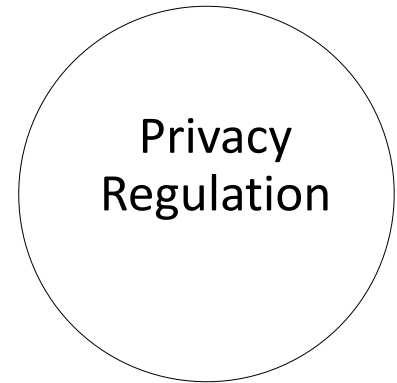
5. CHANGE IS A CONSTANT (Be Prepared for More)

\$57 Million

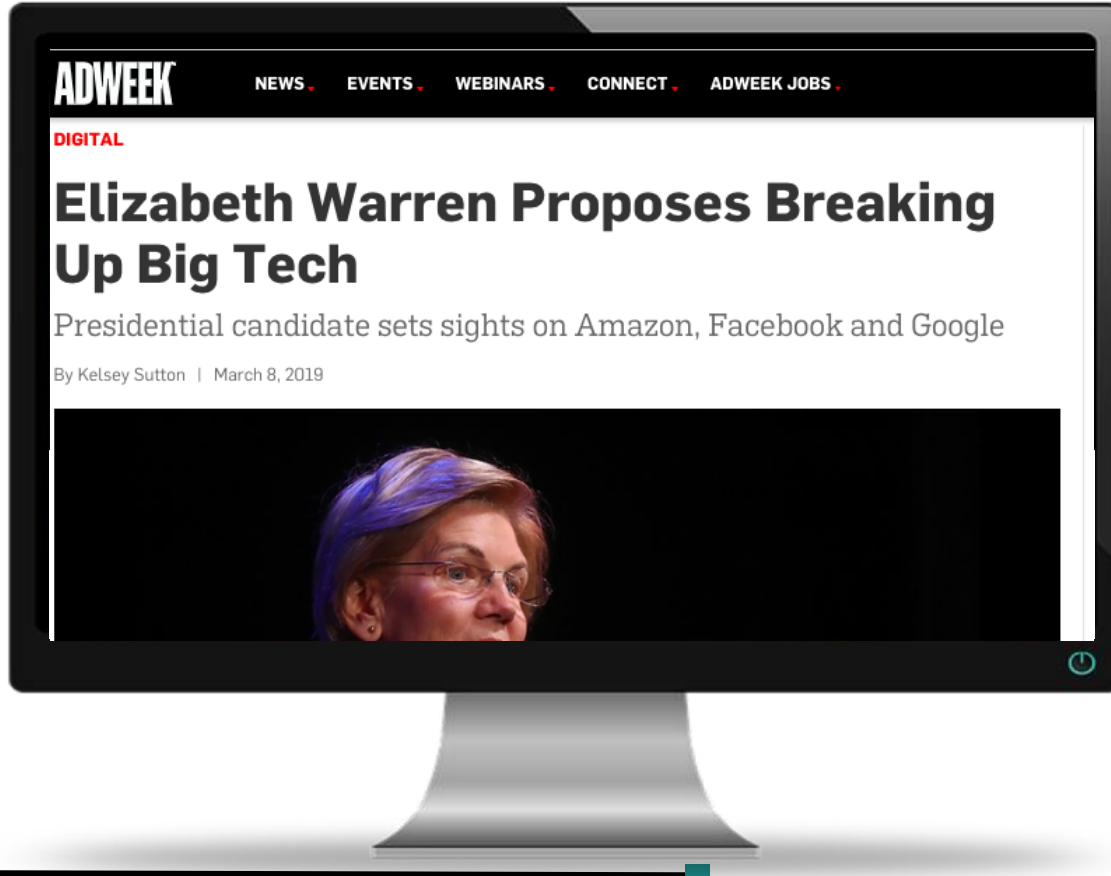
Fine French regulators leveled on Google (GDPR)

\$3 Billion

Set Aside by Facebook for FTC Privacy Violations



5. CHANGE IS A CONSTANT (Be Prepared for More)



5. CHANGE IS A CONSTANT (Be Prepared for More)



PUBLISHERS & PLATFORMS

Layoffs Likely to Continue in This 'Wrenching' Period for Media Industry

More than 1,000 media jobs will be eliminated this week

By Sara Jerde | January 24, 2019



There have been widespread layoffs so far this month.

Photo Illustration, Amber McAden, Source: Getty Images, brands depicted



Is A Recession Looming? The Answer's Still Yes



Rob Isbitts Senior Contributor
Markets

f

tw

in



**HOW DO BRANDS
PERCEIVE
MEDIA PUBLISHERS?**

HOW DO BRANDS PERCEIVE PUBLISHERS

It's the Audience,
Stupid!

BRAND SAFETY – IS AN ISSUE, BUT AUDIENCE IS KING

THANK YOU!

excelsior

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