



Media Leaders eSummit
MIDDLE EAST 2021

Paid Subscription: Global Learnings

Gregor Waller

01-14-10

Pay Walls Will Fail: Nobody Wants to Pay for Online Newspapers

... paid subscription will fail ...

industry wisdom & consensus by January 2010



BY KIT EATON 2 MINUTE READ



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How two Southeast Asian superapps beat Uber at its own game

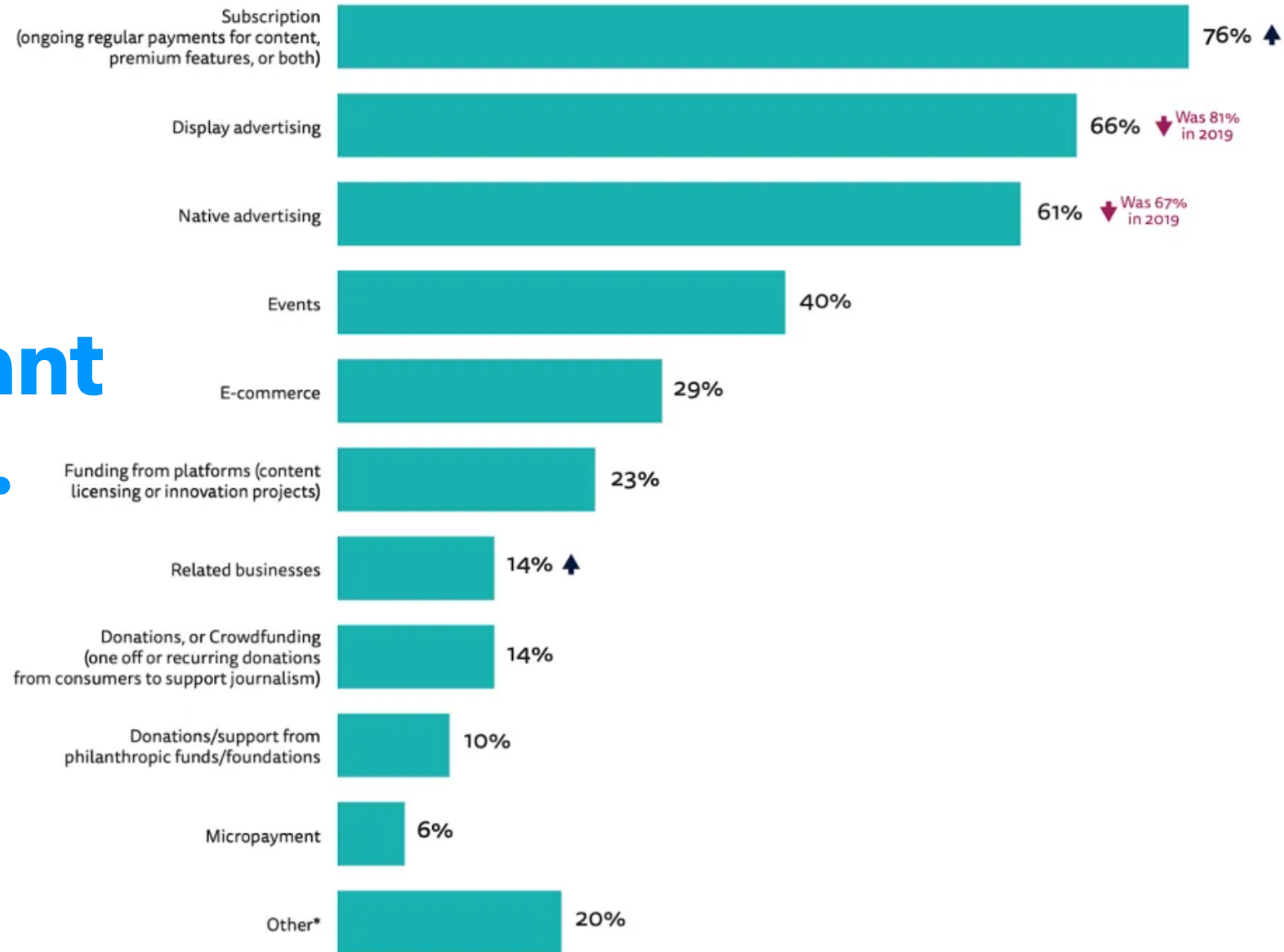
Will you go back to a movie theater for more 'Sopranos'? This filmmaker is betting on it

Sick of Zoom meetings? Send Otter Assistant to attend your next one

The debate about the future of journalism rages on, with novel ideas and tantrums from all sides. But this piece of news is sure to give the argument a big shove: More research has shown that most people just won't pay for online newspapers.

2021 ... paid subscription is considered the most important revenues stream. Ahead of Advertising

industry wisdom & consensus by January 2021



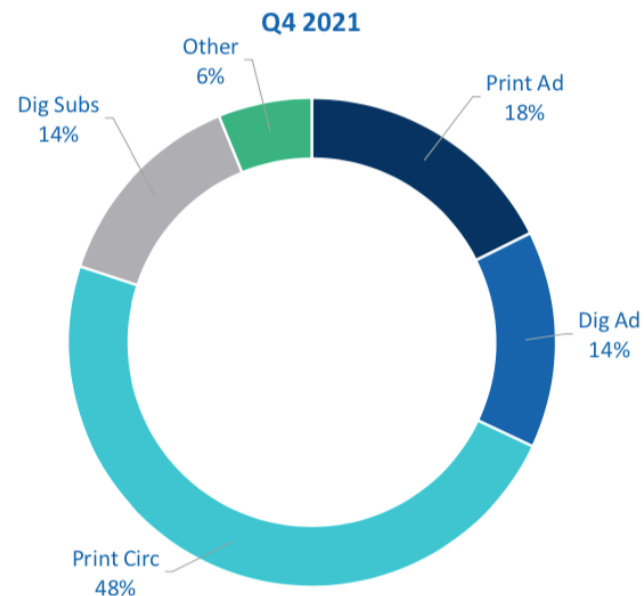
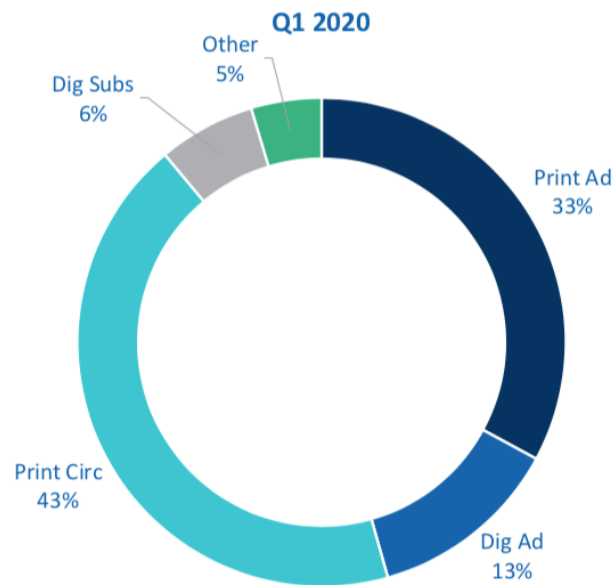
Paid Subscription - THE revenue growth factor

Paid Subscription revenue expected to more than double in 6 quarters



Forecasted Change in Revenue Mix from Q1 2020 to Q4 2021

By the End of 2021, print advertising revenue is approaching the same relative size as both digital advertising and digital subscription revenue. That is a much different business than today.

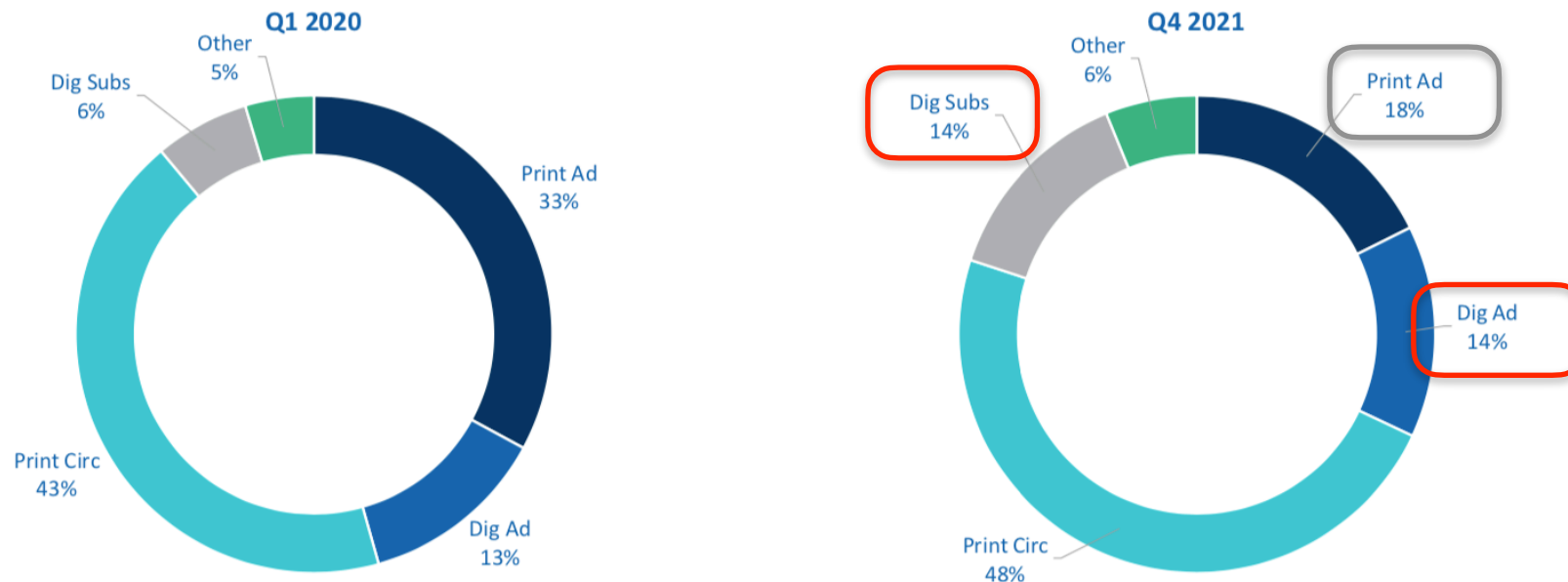


Global trend of shrinking ad* & growing reader revenue implies a different business



Forecasted Change in Revenue Mix from Q1 2020 to Q4 2021

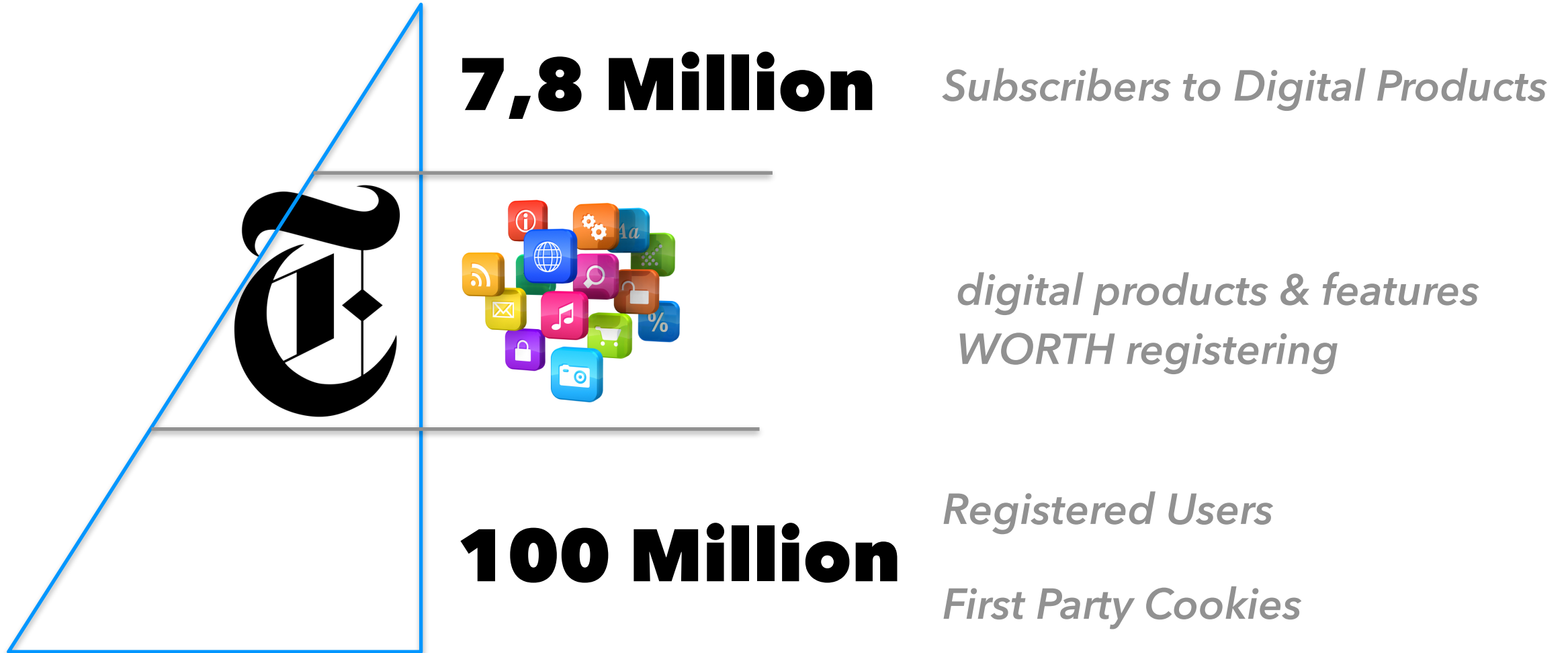
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* Shrinking ad revenues
FOR PUBLISHERS

1. Data: More important than ever

Nothing more important than **YOUR** FIRST PARTY COOKIE & Consent

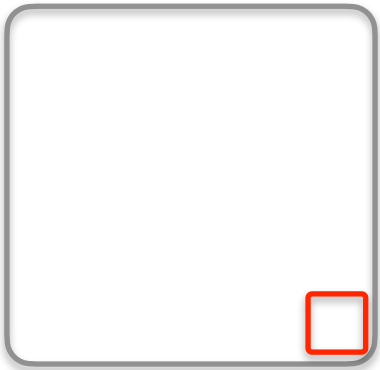


2. Engagement: Conflict with Reach-Strategy

Reach: Focusses content strategy on target groups on social and search referrer

*5-7 articles
per editor
per day*

*0,5%
subscribers*

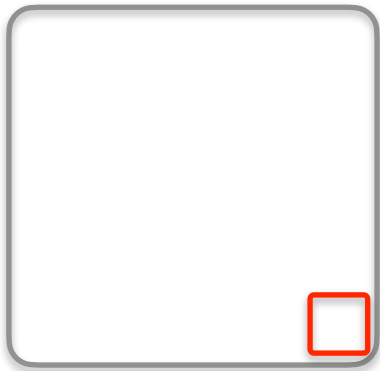


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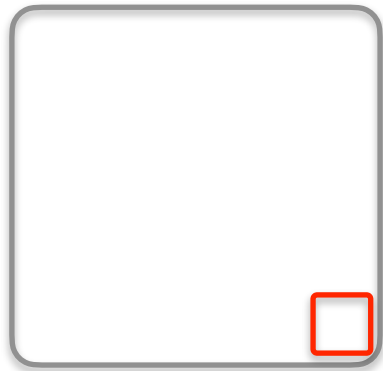
*5-7 articles
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per day*

*0,5%
subscribers*



2. Engagement: Conflict with Reach-Strategy

Reach: Focusses content strategy on target groups on social and search referrer



*massive
churn*

*little
habit*




2. Engagement: Three Phases

Engagement: Focusses on „attraction & want“

Converting Users

Content &
Processes
That
Convert

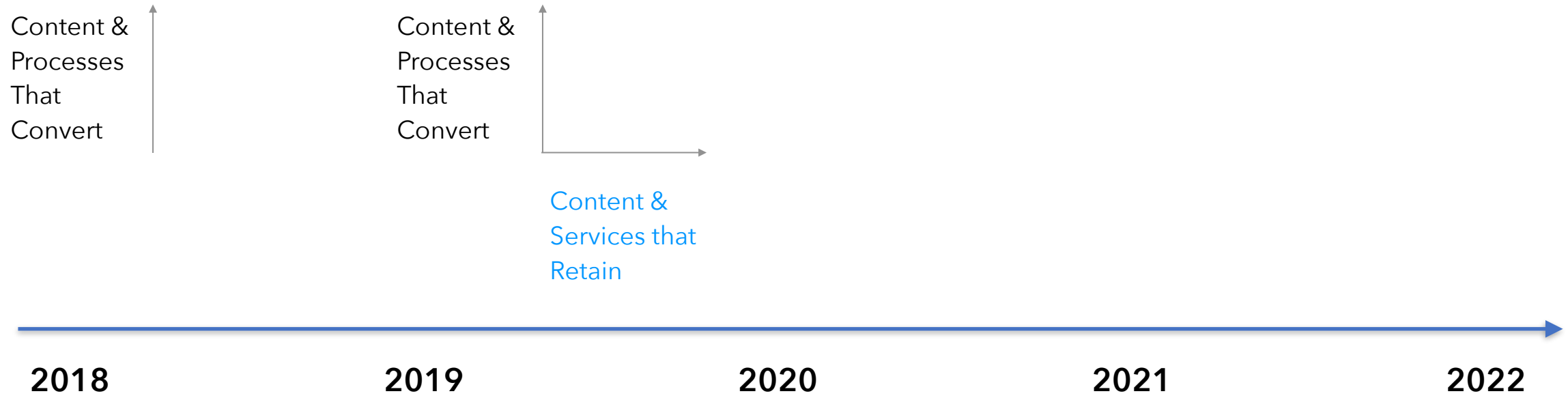


2. Engagement: Three Phases

Engagement: Focusses on „need“

**Converting
Users**

**Retaining
Subscribers**



2. Engagement: Three Phases

Engagement: Focusses on habit- & brand loyalty. **Direct Traffic & Log In.**

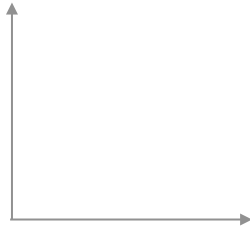
Converting Users

Content & Processes That Convert



Retaining Subscribers

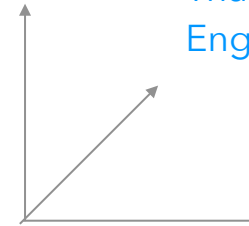
Content & Processes That Convert



Content & Services that retain

Forming Brand Habits by content that engages

Content & Processes That Convert



Content That Engages

Content & Services that retain



2018

2019

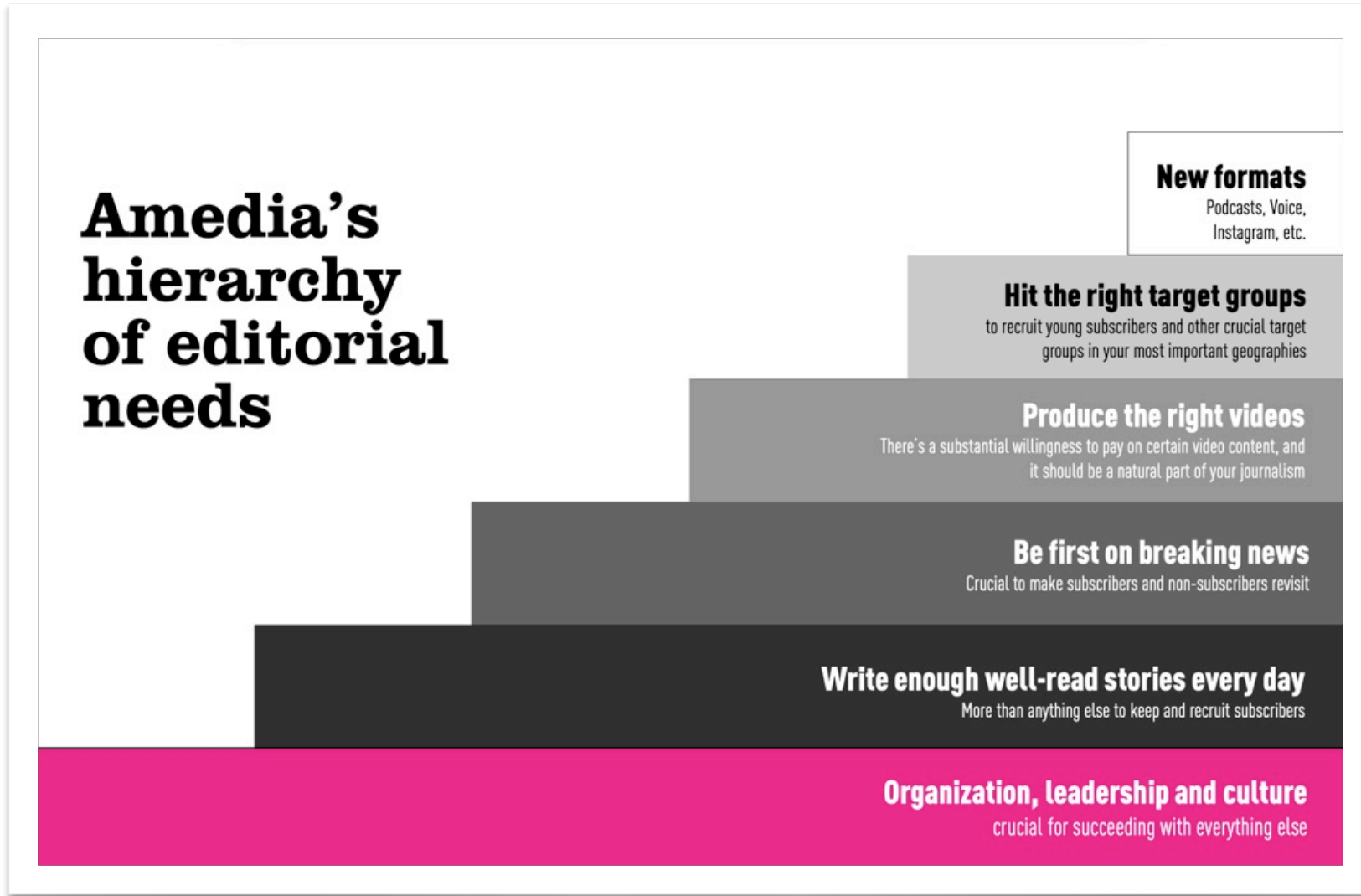
2020

2021

2022

3. A Culture of Experimentation & Collaboration

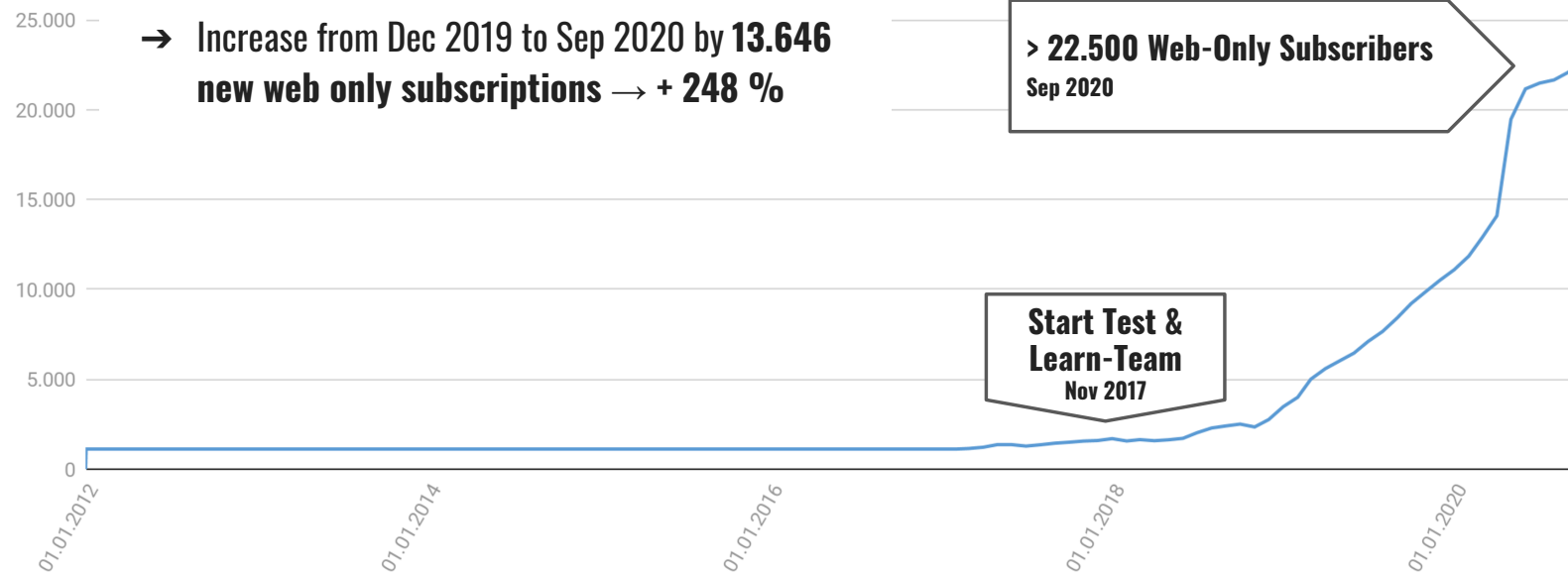
Amedia - Scandinavian Paid Subscription pioneer's **key learnings**



4. Get Started. With a riskless metered model.

Unless you **actually test the waters** – you'll never learn to swim

Paid Content | 2012 – Test & Learn 2018 | Growth since



**Thank you very much
for your **time** and **interest!****

I am **very happy** to take and answer any questions.

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