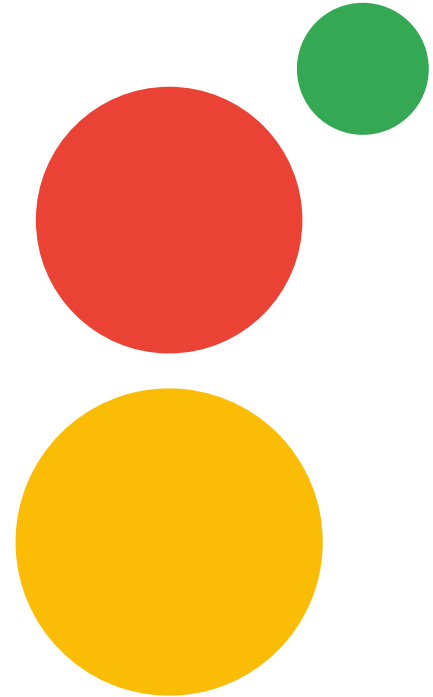


Cyril Forget

EMEA News lead - Online
partnership group



“Subscription - revenue generating ideas that work”

#1

How Google News Initiative can help on reader revenue

#2

Ideas to define and optimize your reader revenue strategy

#3

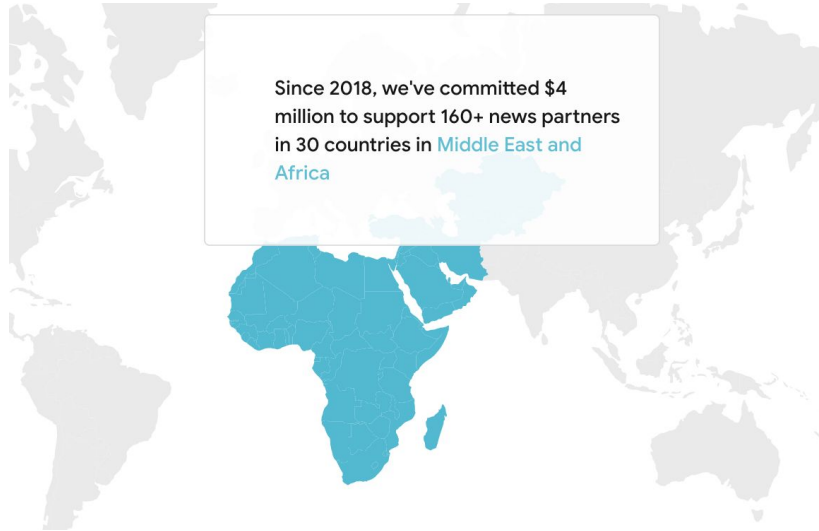
News Consumer Insights demo

#4

Q&A

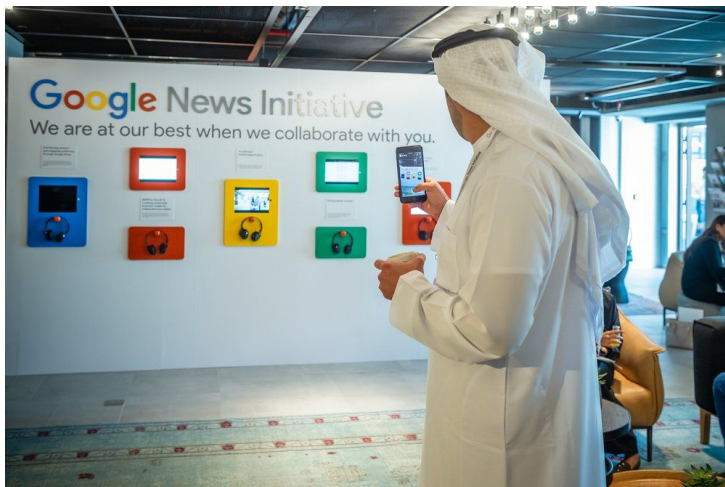
Google News Initiative

Supporting the long-term sustainability of the news industry



- #1 Elevating Quality Journalism
- #2 Evolving Sustainable Business Models
- #3 Empowering Newsrooms Through Innovation

Innovation Challenge



META GNI Innovation Challenge

will focus on creative projects that demonstrate opportunities to **increase reader's engagement** and support the development of **new business models**

Interactive five day programme that features learning sessions and discussions hosted by industry experts – culminating in the development of a custom made reader revenue action plan.

	Day 1	Day 2	Day 3	Day 4	Day 5
9.00 - 10.00	FT presentation - Jon Slade, Chief Commercial Officer	FT presentation - Lindsay Nicol, Data Insight Manager	FT presentation - Renée Kaplan, Head of digital editorial development	FT presentation - Fiona Spooner, Global Marketing Director, B2C	FT presentation - Isabelle Campbell, Finance Director - Commercial
10.00-11.00	Introduction to self-led activity	Introduction to self-led activity	Introduction to self-led activity	Introduction to self-led activity	Introduction to self-led activity
11.00-12.00	Individual check-in with FTS consultant	Individual check-in with FTS consultant	Individual check-in with FTS consultant	Individual check-in with FTS consultant	Individual check-in with FTS consultant
12.00-14.00	Self-led activity - Setting objectives	Self-led activity - Creating a data driven audience persona	Self-led activity - develop engagement strategy for your persona	Self-led activity - Develop a user access principle and reader revenue model	Self-led activity - Develop a North Star goal
14.00-15.00		Guest - Danielle Seifried-Jug (Kurier)	Guest - Julia Morein (RP Online)	Guest - Ross Wilmot, (The Independent)	-
15.00-16.00	Group workshop	Group workshop	Group workshop	Group workshop	Group workshop

There is no one-size-fits all solution.

But there are core principles.

Google News Initiative Reader Revenue Playbook



Table of Contents

Introduction

Jump to Chapter 1

The playbook, exercises, and workshops are informed by insights from more than 50 publishers around the world and represent the collective expertise of our trusted partners and the Google News Initiative:

Subscriptions Labs

FT STRATEGIES

F T I
CONSULTING

mather:

Contributions Labs

BlackSip

iconosur

the
MEMBERSHIP
PUZZLE
PROJECT

mizum

NEWS
REVENUE hub

Industry Associations

inma
International News Media Association

LocalMedia
association

WAN
IFRA

Does a digital reader revenue model make sense for your organization?

Do you have loyal readers?



What is the market opportunity?

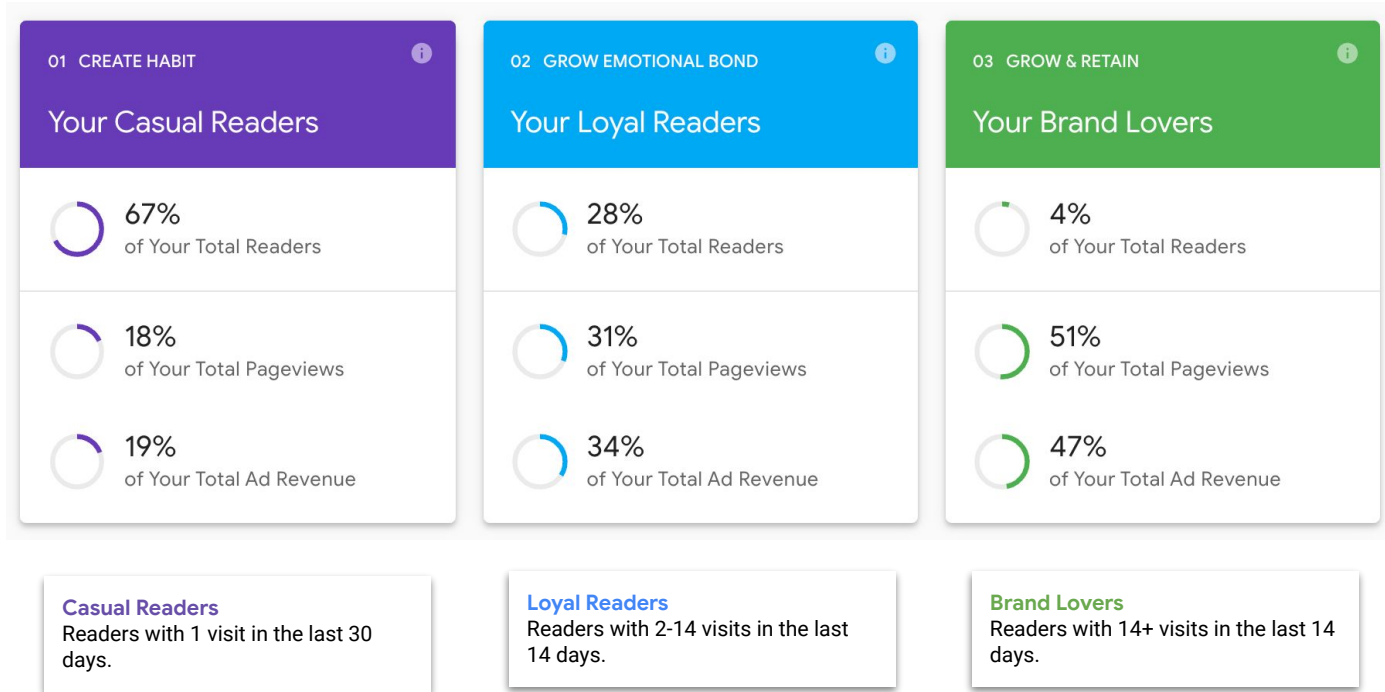


What's the right model?



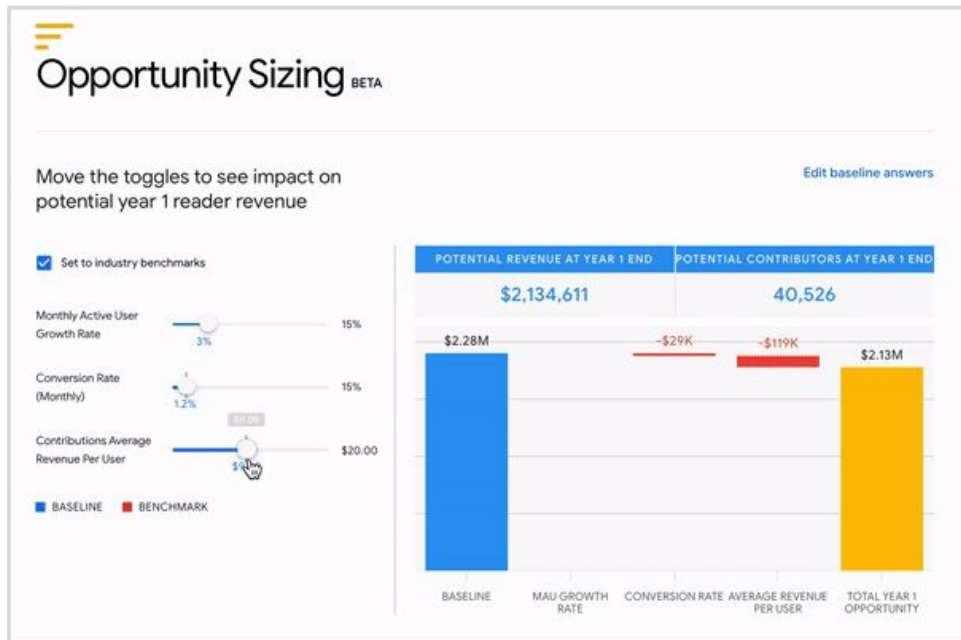
Do you have loyal readers?

News Consumer Insights Google News Initiative

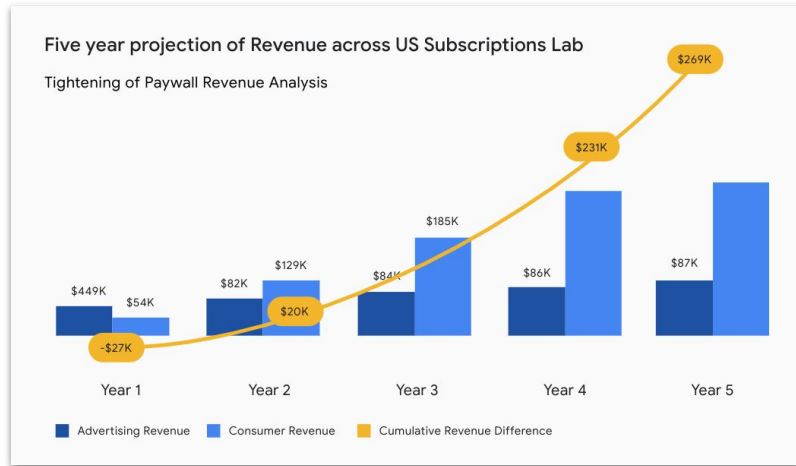


What is the market opportunity

- Total monthly active users
- Monthly active user growth rate
- Average revenue per user
- Conversion rate
- Churn rate



What's the right model? Trade off with advertising



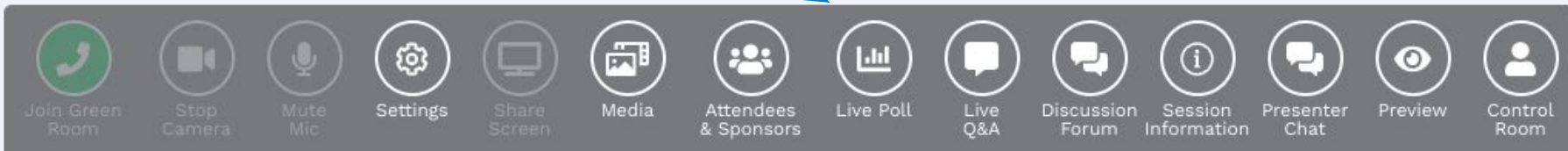
Trade-off Example: Analysis of Paywall Meter Tightening

Monthly Unique Visitors (A)	1 Million	Page Views Lost (1 per UV) (C)	80K
Percentage of UVs Affected by Paywall Change (B)	8%	Advertising Revenue per PV (H)	\$.050
UVs Impacted (C)=(A)(B)	80K	Advertising Revenue Lost (J)=(C)(H)	\$4,000
Paid Stop Conversion Rate (D)	.25%	Net Revenue Benefit of Tightening Paywall (G-J)	\$15,200
Number of Subs Added per Month (E)=(C)(D)	200		
Annual Revenue of Sub with ARPU of \$8/month (F)	\$96.00		
Annual Subscription Revenue Impact (G)=(E)(F)	\$19,200		

If you don't have convincing answers to the previous questions, focus on engagement to start the journey



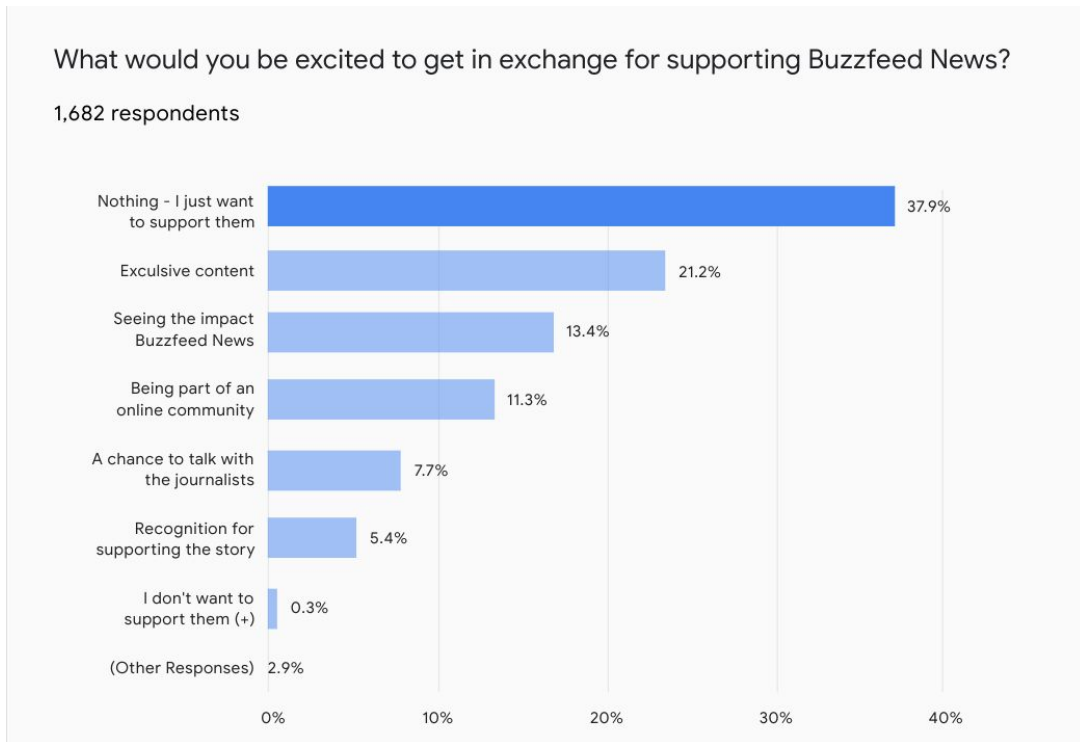
Quick poll



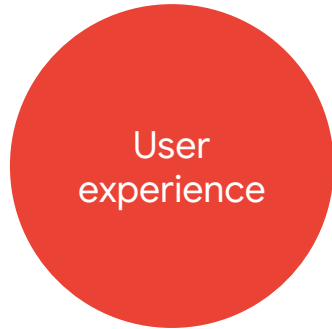
What is your reader revenue strategy?

- I am not planning to start a reader revenue model
- I am planning to start a reader revenue model in the next year
- I already have a subscription model
- I already have a contribution model
- I already have a membership model

If a reader revenue model makes sense, deeply understand your reader's needs



Build your value proposition around those needs



💡 Exercise 3: Identify opportunities to strengthen your value proposition

Category	What do your readers want?	What do you currently offer?	What's the gap?	How can you close the gap?
Product and content	<ul style="list-style-type: none"> • More education-specific coverage • 	<ul style="list-style-type: none"> • Generalized coverage • 	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • •
Value added benefits	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • •
Marketing and positioning	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • •
User experience	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • •

Expand

Telling stories in formats readers prefer

Our Online Training Center offers [55 lessons in 16 languages](#) on the best practices for using Google's tools and products.

g.co/newstraining



Google News Initiative English (US)

Training Center Courses Tools Extra Resources Fellowship

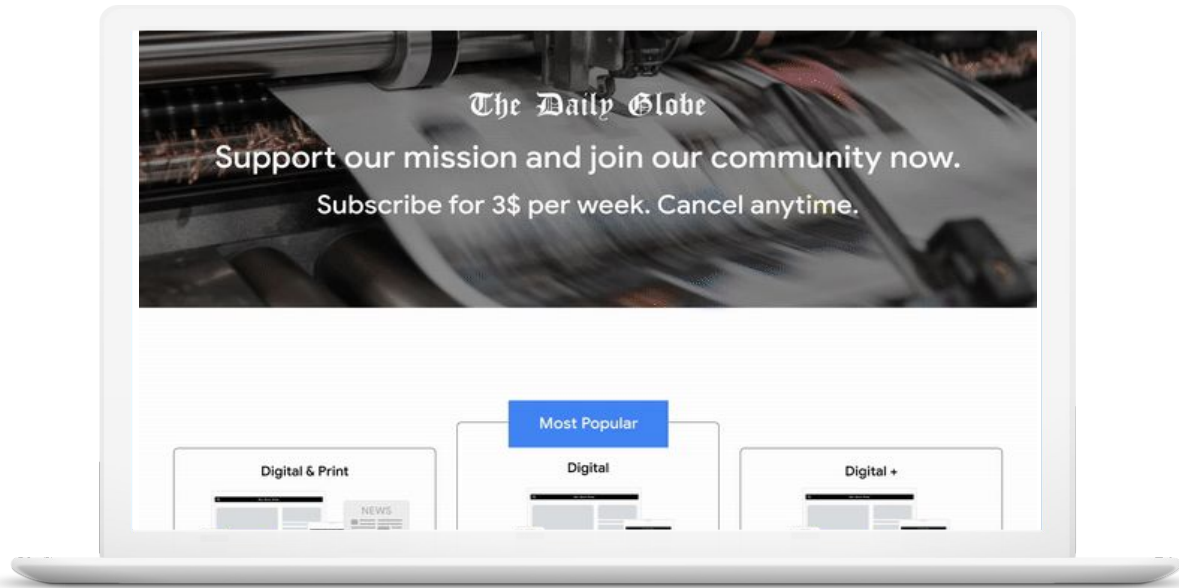
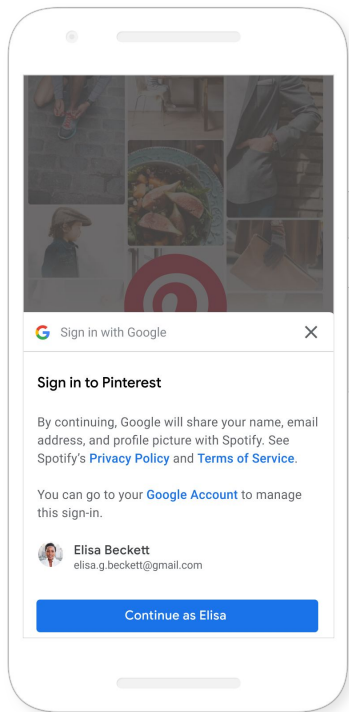
For Journalists

Learn the best ways to use Google tools for reporting and storytelling.

Featured Courses [See All Courses](#)

Course	Lessons	Min Total
Fundamentals	13	130
Publishing and Monetization	10	55
Data Journalism	16	86

Make it easy for readers to pay and enjoy your content



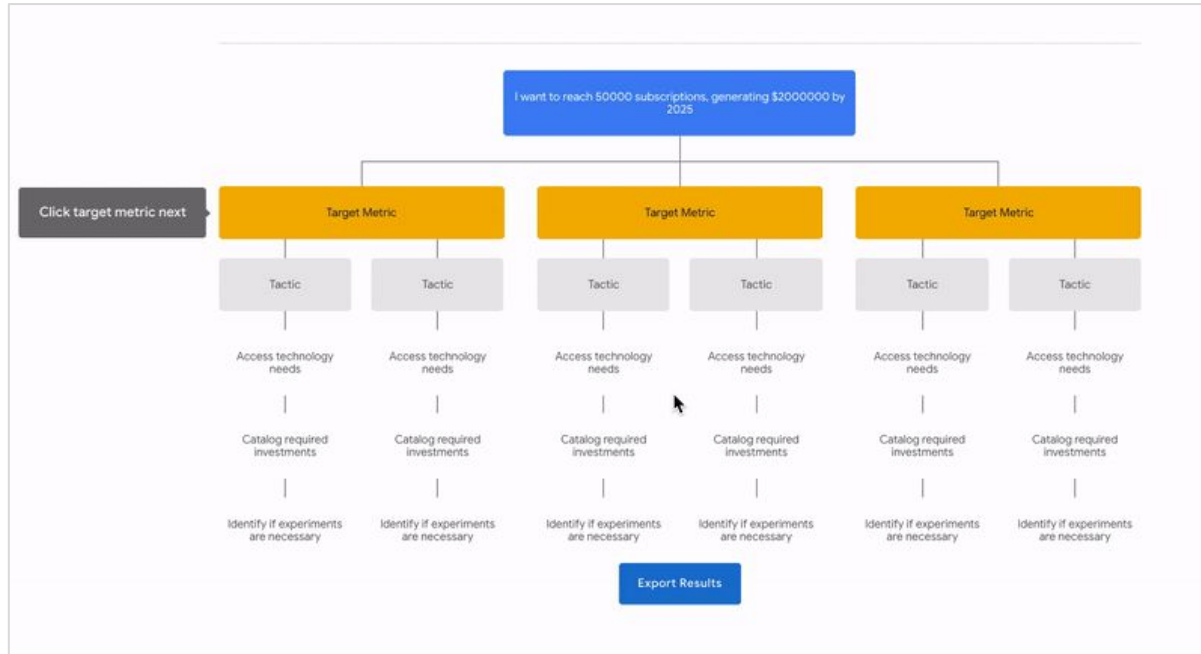
Communicate your reader revenue program simply and powerfully

Crónica

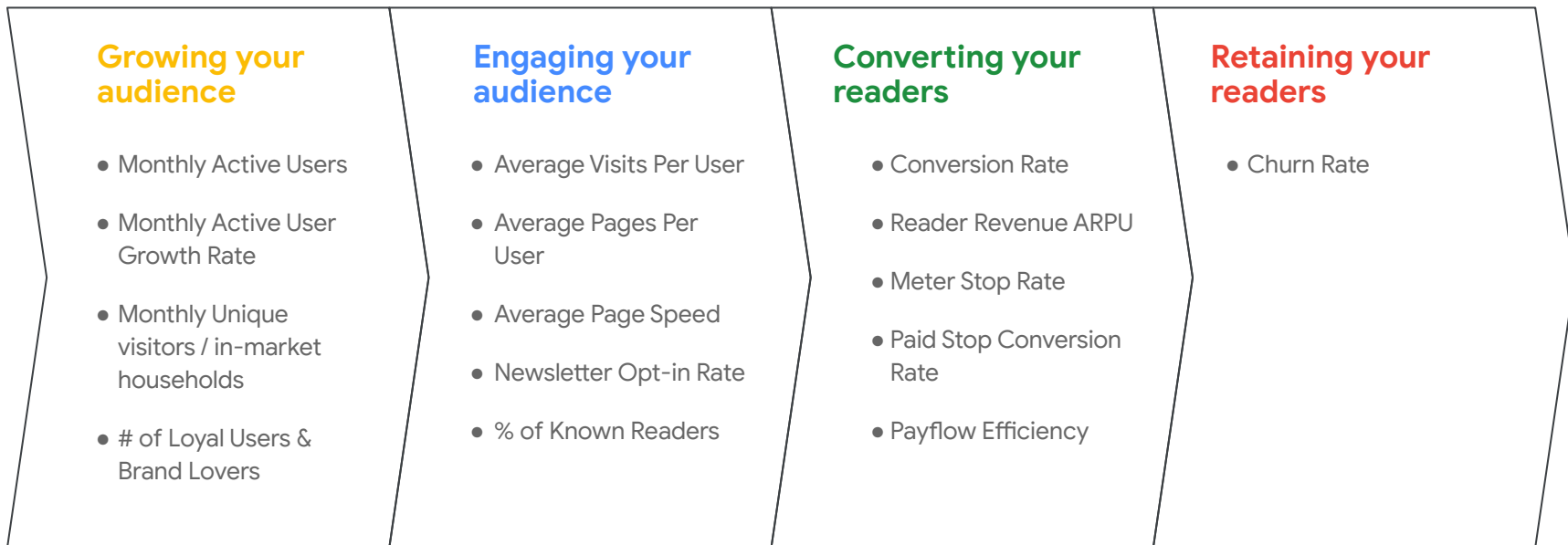
“We need the support of the people to put responsible, original and unconditional journalism into practice. It's time to help each other.”



Focus the whole organization on unified goals



Track



Google Analytics 360 Suite

News Tagging Guide (NTG)

News Tagging Guide is a free tool that helps you make the most of Google Analytics by capturing better data.

You will be able to:

- Identify the key metrics that you should be capturing from your readers.
- Simplify Google Analytics technical implementation with tags ready to copy-paste on your site.
- Amplify the recommendations and insights you'll obtain from News Consumer Insights and Realtime Content Insights.

Step 1/3: Select your Google Analytics implementation and Account-ID

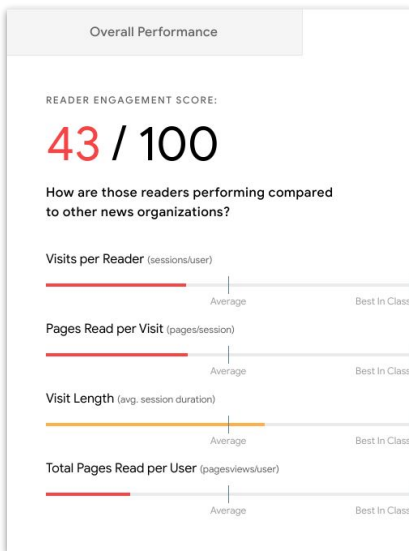
Choose implementation: [dropdown] UA-XXXXXXXX-XX [input]

Benchmark and optimize



News Consumer Insights
Google News Initiative

Google News Initiative
Reader Revenue Playbook



User Funnel Diagnostic BETA

[Edit answers](#)

METRICS	YOUR DATA	INDUSTRY BENCHMARK	% CHANGE FROM BENCHMARK	HOW YOU'RE DOING
Engagement Metrics				
① Newsletter Subscriber Rate	15%	10%	+50%	●
① Average Visits Per User	2.3	2.1	+9.5%	●
① Average Time Spent per visit (seconds)	2:25	2:21	+2.8%	●
① Page Speed Score	55	55	0%	●
① Known Unique Visitor Rate	5%	5%	0%	●
① Average Pages Per Visit	2	3.85	-48.1%	●
Conversion Metrics				

In summary

Define your reader revenue strategy

Understand your audience

Optimize your content and funnel

Communicate simply and powerfully

Lab with **FT STRATEGIES**

Google News Initiative
Reader Revenue Playbook



Google Analytics 360 Suite



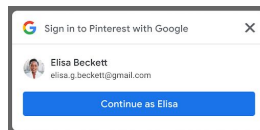
News Consumer Insights
Google News Initiative

Google Surveys

Google News Lab



News Consumer Insights
Google News Initiative



Google Ad Manager



Google Ads

How can Google support your reader revenue model?

Define your reader revenue strategy

[META Innovation challenge](#)

[Apply to the Digital Immersion Lab with FT Strategies](#)

[Reader Revenue Playbook](#)

Understand your audience

[News Consumer Insights](#)

[Google Analytics](#)

[Google Surveys](#)

Optimize your content and funnel

[Newslab resources](#)

[News Consumer Insights](#)

[Google Sign-In](#)

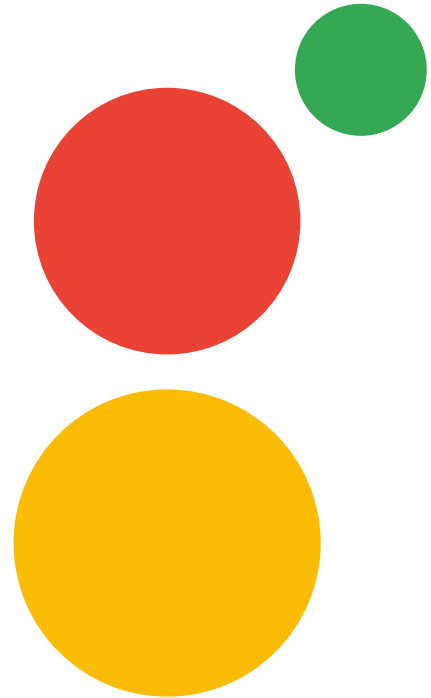
Communicate simply and powerfully

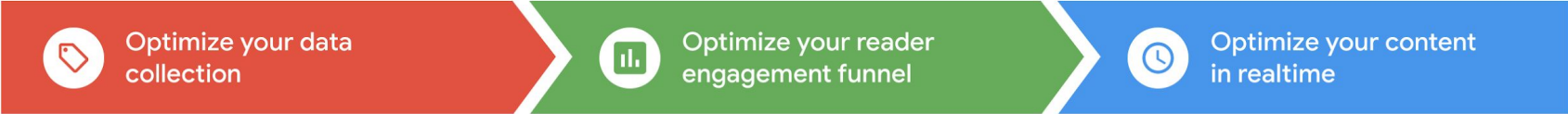
[Google Ad Manager](#)

[Google Ads](#)

Juan Labourt

Partner Manager, Google UK





News Tagging Guide

Google News Initiative

Identify what reader behaviors you should be measuring in Google Analytics and easily generate tags for your site to collect better data and unlock new insights.

[Learn more](#) [Try it Now](#)

News Consumer Insights

Google News Initiative

Powered by **Use All Five**

Identify reader funnel optimization opportunities

[Learn more](#) [Try it Now](#)

[Privacy Policy](#)

Realtime Content Insights

Google News Initiative

Powered by **Use All Five**

Identify in realtime which articles and videos are most popular with your readers and what reader topics are trending in your region. Realtime Content Insights enables engaging data visualization for your newsroom and is available for publishers using all versions of Google Analytics.

[Learn more](#) [Try it Now](#)

[Privacy Policy](#)

goo.gle/datatools



Authorize your account to view your data

English (U.S.)

★ Actionable Recommendations

👤 Reader Engagement

💰 Reader Revenue

📺 Video Insights

🔗 Help / Playbook

★ TOPLINE INSIGHT

You've had **23,351** users who completed **7** goals over the last 30 days. That's a **5.513%** conversion rate.

💰 Your Reader Revenue strategy over the last 30 days.

As you focus on growing your Readers' Engagement, you should also adopt a conversion-driven approach to improve the performance of your business goals and overall Reader Revenue strategy.

Select any Google Analytics Goal in the [settings tab](#) (Subscriptions, Memberships, Newsletter sign-ups, Adblock whitelisted...) to identify your converters and maximize their conversion rates.

01 CREATE HABIT

Your Casual Readers

02 GROW EMOTIONAL BOND

Your Loyal Readers

03 GROW & RETAIN

Your Brand Lovers

04 IDENTIFY & OPTIMIZE

New Converters

Reader Persona:

♀ **Female:** 42%
Age 25-35: 50%

📱 **Using Mobile:** 53%
via Facebook: 62%

Readers (% of total):

📊 **10%** **226.6K** ↓ **-2.7%**

Pageviews (% of total):

Case Studies



San Francisco Chronicle

Improved mobile subscriptions rate by 54% with help from News Consumer Insights.



COMPLEX NETWORKS.

Increased the number of shoppers purchasing by 300% on the Complex SHOP using NCI.



THE NEW YORKER

Grew the Brand Lovers conversion rate by 17%.



BuzzFeed News

Tested one-time contributions with an average contribution of \$20.



BUSINESS INSIDER

Increased their subscription revenue 150% in one quarter.



LEE ENTERPRISES

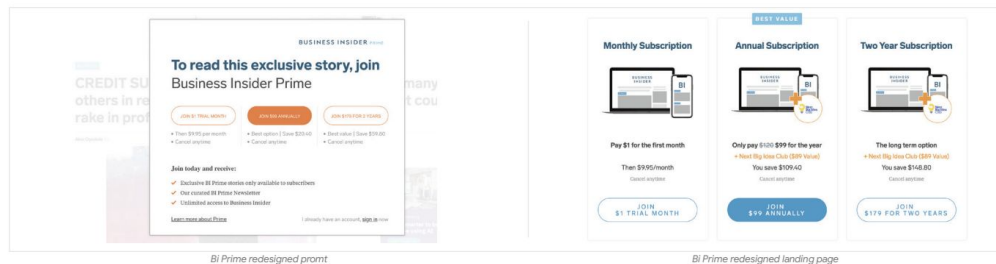
Saw new digital subscription purchases triple month over month.

BUSINESS INSIDER

Proprietary + Confidential

Result:

- Increased their subscription revenue 150% in one quarter.



Optimisations:

- ✓ Optimizing the subscription value proposition via Google Surveys
- ✓ Removing friction on the subscription prompt and landing page
- ✓ Growing BI Prime buying intent via free short-term trials
- ✓ Leveraging Google Ad Manager and GA 360 integration to support subscription promotion strategy

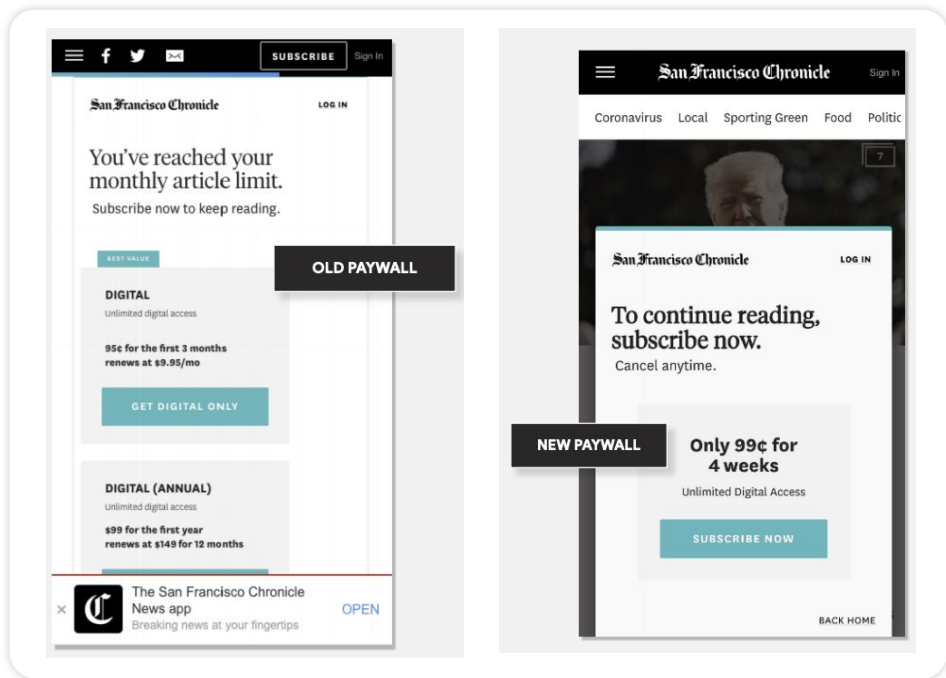
🗨️ Thanks to News Consumer Insights' recommendations, we managed to accelerate our consumer subscription growth in a very meaningful way. Their insights and benchmarks helped to shape our product strategy and provide our users with a way better experience than before. 🗨️

Claudius Senst
Head of Consumer Subscriptions at Business Insider

San Francisco Chronicle

Result:

- Improved mobile subscriptions rate by 54% with help from News Consumer Insights.



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Q&A



Thanks