

Overview over Content Advertising Chances

Dimension Analysis

November 2013

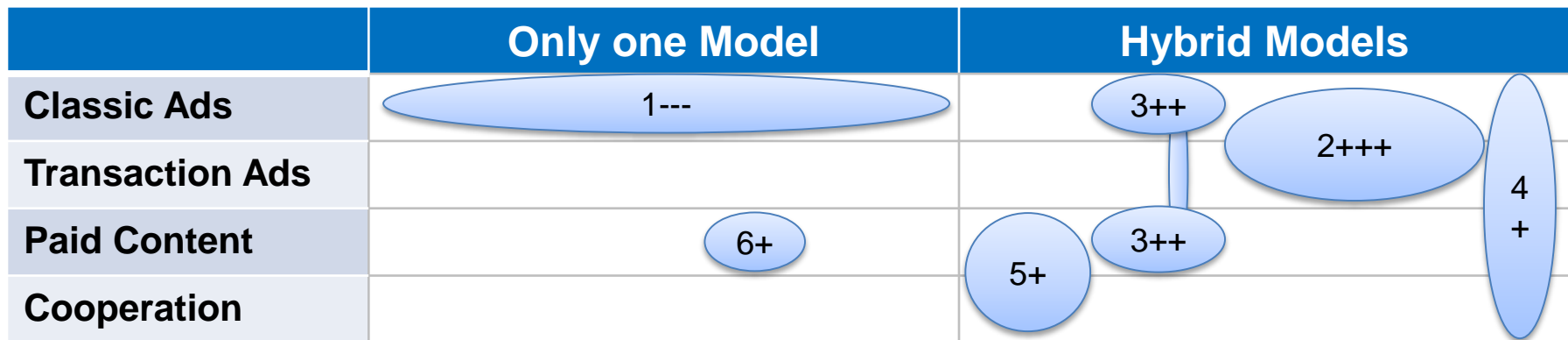


Definition of the used wordings

Wording	Definition
Classic Ads	Pure Impressions or Clicks which go parallel to the content and have no link to the behavior.
Transaction Ads	The Customer can manage the process and / or give a corresponding benefit (Click, Attention, Data, Asset, ...) for a output of the content supplier.
Paid Content or direct Transaction	Customer or third party is paying directly for a content, the access to content or the access to features related to the content.
Cooperation	Using the transactions of a third party to generate revenues.

Arrangement of Content Suppliers

The quality of the brand, the business and the quality of the content define the kind of the revenue model. But the market is in a permanent change although the crossover is slow.









Nr.	Example	Development	Description
1	gesuendernet.de	---	Content Supplier (CS) which finance the business only with pure ads.
2	YouTube	+++	CS which establish transaction ads to the given classic ads.
3	NY Times	++	CS which add paid accounts to the established classic ads.
4	Bild	++	CS which can reach the potential of all models.
5	maxdome	+	CS which have special paid content and make exclusive deals with partners.
6	Netflix	+	CS which focus only on the direct paid model.

Size of the Bubble defines the # of companies in this sector

+ means grow/ - means decline

From one way models to a dialog models

The main change that will occur is that the content supply will more separate in the needs of the target group. Over different suppliers but also in one platform itself.

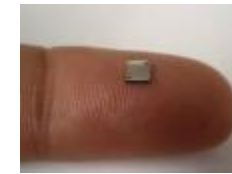
Competitors and Other Areas	Ad Transactions	Increasing the space (Classic Ads and Transaction Ads) 	Involve the User 
	Paid Content	Implement and Learn 	Enable Small Payments and make them granulate 
	Integration / Partner Cooperation	Integration of traffic intensive Cooperations 	Growalition and Customer Life Cycle Cooperations 
		Status Quo	Next Generation

Transactions Ads



Competitors and Other Areas	<p>Transactions Ads</p>	<p>Classic and Transaction Ads are similar</p> <p>B2C</p> <ul style="list-style-type: none"> • A broad field where the focus lies on banner and click generation • Main Focus is to increase the space for transaction and the processes • The user is now low involved <ul style="list-style-type: none"> – Pre and inter Ads – Call to Action Banner – Text – Using the Search – Generation of Data and analyzing the behavior – Hardware selling for new channels • Main question is which ads fit the need of the customer <p>B2B</p> <ul style="list-style-type: none"> • Selling the clicks in a easy way • Auction it 	<p>The next step is to separate them more and involve the user</p> <p>B2C</p> <ul style="list-style-type: none"> • Automatic Classifying of the content issue and the possible ad • Mechanics to adjust the best Ad to the content or the need of the User • Bring the rich Transaction type to the User • Involve the User (Gamification, Ad walls, Ad Selector) • Crossover usage of more portals – life cycle <p>B2B</p> <ul style="list-style-type: none"> • Analytics for the Selling • Better search for the right content • Exclusive buying of content • Earning with the Content
	Status Quo	Next Generation	

Paid Content



Competitors and Other Areas	<p>Paid Content</p>	<p>B2C</p> <ul style="list-style-type: none"> • First enablers have shown that there is potential • The main crowd is following • Try and error to learn what is the right strategy for the which content and which of the systems is when used • Metered Freemium • Hard Paywall – Premium Accounts – Content • Premium Account - Features • Coins • Pay per Channel <p>B2B</p> <ul style="list-style-type: none"> • Packages to use the content for commercial usage • Packages to deal on the platform 	<p>B2C</p> <ul style="list-style-type: none"> • Strategy which model and which content structure has to get which paid model • Further Differentiation of the models • Using micropayment for low quality articles or brands. • More Service for the Premium <ul style="list-style-type: none"> – Content-Based Paywall – Negative Freemium - if the Content has reached x € he is free or after 20 Days – Negative Paywall – First 10.000 free – Mix between Paywall and Coins – Cooperation with Coins or Micro Paying companies for exact article paying • Multi Devisе Prices • Integration of crowd founding <p>B2B</p> <ul style="list-style-type: none"> • Decision by the publisher witch content is free and which not • Rights Trading
	Status Quo	Next Generation	

Cooperation



Competitors and Other Areas

Integration / Partner Cooperation



- Focus are high traffic cooperation where the content supplier gives trust to the product
- Main concepts are E-Commerce based
- Brand shops
- Shops with near products to the brand
- Affiliate Coops like for insurance
- Device Coops for the apps
- Product branding like for prepaid cards
- White label coop like for prepaid cards, credit cards or video on demand and music

- The life cycle and the needs of the customer are in the focus
- Each company knows that one customer has many online content suppliers for every need or episode in his life
 - Entertainment
 - Need for a doctor
 - Learning
 - Job Searching
 - Insurance Searching
 - ...
- Cooperation on the supply chain
- The word Growalition comes from the loyalty market and explains the trend to align different offer groups to one solution and a better service experience.
- Example Lufthansa and Sixt

Status Quo

Next Generation

YouTube Ad Integration in Search

Using the search YouTube increases its given ad space with new possibilities to generate revenues

Example: Search I/II - Video



Description

illustrative

Business Model

- Connecting the search with ads
- On the first site and on additional sites
- The Deals can be CPI; CPC ore Sales



Call to Action Banner in Video

Best Call to Action enables the monetization of the content issue itself. The conversions are higher because of the relation of the issue and the ad.

Example: Call to Action i/II YouTube Banner



Description

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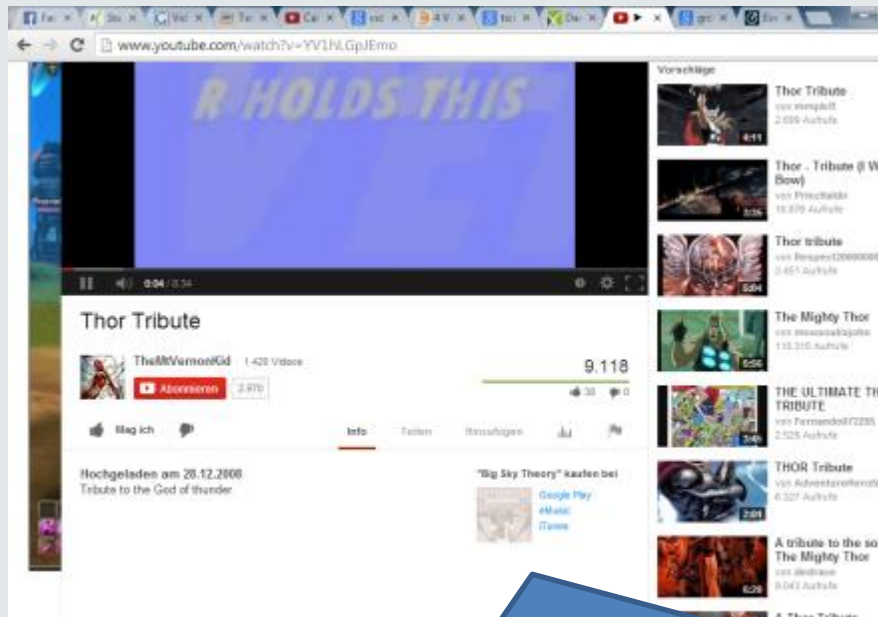
Business Model

- Using additional space in the Video
- In the best case: connecting the issue of the video with the issue of the ad
- But also Paid Content could be provided in the CTA.



YouTube is connecting the music of the private videos with the possibility to buy it instantly.

Example: Call to Action i/iI Music YouTube Buy / Download the music



Find the Music
used in the Video and buy it



Description

illustrative

Business Model

- Connecting the music of the video with the opportunity to buy it.



Text-Advertising are integrated in front, in between and at the end of Search Results

Example: Search II/II - AdSense

The screenshot shows a search results page for the keyword 'Verbrennen'. The page layout includes a navigation bar at the top with categories like 'THEMEN', 'NEUE FRAGEN', 'FRAGEN STELLEN', 'OFFENE FRAGEN', 'ANTWORTEN', 'VIDEOS', 'TIPPS', and 'AUSZEICHNUNG'. Below the navigation bar, there are search filters and a main content area. The main content area displays search results for 'Verbrennen' and includes several advertisements. One advertisement is for 'Einfach, hilfreich, kostenlos' and another is for 'ALLNET-FLAT JETZT BEIM TESTSIEGER!'. The search results include titles like 'Wunschfigur dauerhaft', 'Fitness all inkl 29,99', and '16 Kg schnell abnehmen'.

Description

illustrative

Business Model

- Connecting the search with Text-Ads
- On the first site and on additional sites
- Increasing the chances for the user to find something
- And increasing the revenue
- The Text links could also lead to paid content



Financial Times: Blog Usage in return for Data

To get access to special areas the customer has to make an account. A new opportunity for publishers but it has a long tradition in the gaming area.

Example: Financial Times

The screenshot shows a registration modal window on the Financial Times website. The window has a title bar that says "Welcome to FT.com. This blog is free: just register to read it". Below the title bar, there are two columns of text. The left column lists benefits of registration: "Once you've registered your details you can:", followed by three bullet points with green checkmarks: "Enjoy access to this and other selected FT blogs", "Join the debate by commenting on posts", and "Sign up for email alerts and briefings". Below these is a blue button that says "Register now for FREE". The right column is titled "Already signed up?" and contains input fields for "Email address" and "Password", a checkbox for "Remember me", and a blue "Sign in" button. At the bottom of the right column is a link that says "Forgot password?".

Description

illustrative

Business Model

- The Usage of the blog is free
- But to use it the user has to register



Free games for Data

A well known transaction for games, is to give personal data for the permission to use a game.

Example: Bigpoint

The screenshot shows the registration page for 'Rising Cities' on Bigpoint.com. The main heading is 'Ein Account und alle Spiele kostenlos!'. Below this is the 'ACCOUNT ERSTELLEN' section with the following fields and options:

- Username:
- Password:
- Password bestätigen:
- E-Mail:
- Geburtsdatum: 01 Januar 1970
- AGB und Datenschutzerklärung gelesen und akzeptiert
- Spieleinformationen empfangen

A red 'Registrieren' button is at the bottom of the form. The page also features a 'Logg' button and a 'Connect' button for social media.

Description

illustrative

Business Model

- The Usage of the games needs an account so the user has to sign up and give his e-mail address and other data.
- The upselling goes with the ..



Ad selector for the user

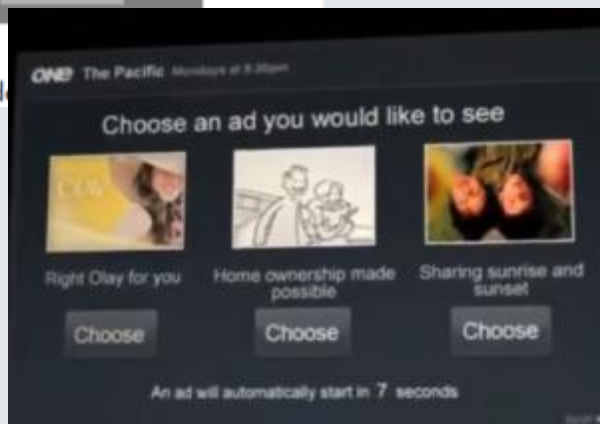
The user can choose, witch ad he wants to see.

Example: HULU

Specs: Ad Selector



Deliverables to Hulu include



Description

illustrative

Business Model

- Combine the advertising with an action from the customer.
- Lowers the impact of advertising before the content usage.



Gamification for higher revenues

Example: Gamification



Paige Petersen 95 Myn
Nivå 1 poäng
Uppdrag Min sida Belöningar

Topplista Total

Din placering: 95788 av 1553563

1		Ben Johansson	161900 P
2		Anton Björkman	26622 P
3		Martin Mohage	22764 P
4		Mikael SkEtmeister	14948 P
5		Billy Claesson	13881 P

Description

illustrative

Business Model

- Using Games with Questions and other activities to increase usage and loyalty

Result

- The book of mormon: Valuable site actions have increased by 10X and participants in the program view 2X as many pages.



Captcha and Points for more features

Captcha can be Used to Answer Commercial Questions and gets so more Points that can be used.

Example: Gamification and Points Lokalisten



Description

illustrative

Business Model

- Access to Paid Content with Learning about the Products
- Getting Points for the right usage and possibility to buy points.



Premium Accounts and Paywalls

The main issue of a Premium Account or hard paywall is the separation of low and high quality or short and long content.

Example: Premium Content / Account BILDplus

The screenshot shows the BILD.de website with a focus on the BILDplus premium account. The main headline reads "Erfahren Sie jetzt alles über BILDplus". Below this, there is a section titled "Was genau ist BILDplus?" which describes the subscription benefits, including access to all digital platforms and the printed newspaper. A sidebar on the right contains a FAQ section titled "Sie haben Fragen zu BILDplus?" and a section for choosing a subscription package, with a prominent red button that says "JETZT AB 0,99 € TESTEN".

Description

illustrative

Business Model

- Share of free Content and high value exclusive content.
- High Value Content is in the Plus package
- 0,99 € 1'te month then 4,99 € to 14,99 €
- Online, APP, Digital Paper, Daily Paper at a kiosk
- Partner CeleraOne

Data

- First statement of Axel Springer is that the visits haven't fall after inventing BILDplus



For the NYT the paywall was a huge success and the model for other companies

Example: Aftonbladet Plus



AFTONBLADET PLUS

Prova Aftonbladet Plus!

Du får tillgång till:

- ✓ Alla lästa artiklar på aftonbladet.se.
- ✓ Just nu: Tidningen i din platta eller mobil varje dag.
- ✓ Klick, Härligt hemma och Söndag digitalt varje vecka.
- ✓ Över 200 resguider.
- ✓ Unika erbjudanden.

Tidningen i din platta eller mobil



Välj:

Logga in	För dig som har Plus	>
29 kr	Löpande månadsprenumeration	>
174 kr	6 mån för 174 kr	>
299 kr	12 mån för 299 kr - spara 49 kr!	>

Tillbaka till Aftonbladet.se

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Description

illustrative

Business Model

- Share of free Content and high value exclusive content.
- High Value Content is in the Plus package



Premium Account – maxdome and netflix

Both Content Supplier run since several years a Paid Content Strategy

Example: maxdome and netflix



Description

illustrative

Business Model maxdome

- Separate 3 Models
 - Free
 - Pay per View
 - Subscription

Netflix

- Separates 2 models
 - Subscription for VoD with different price points
 - Subscription for DVD Rental



Paywall with Premium Account – NY Times

For the NYT the paywall was a huge success and the model for other companies

Example: Paywall with Premium Account – NY Times

International New York Times

INCREASE YOUR GLOBAL INTELLIGENCE
Try the International New York Times. Just 99¢ for your first 12 weeks.

WORLDWIDE REPORTING 24/7
News bureaus around the world provide global thinking with relevant, timely coverage around the clock.

CHOOSE THE SUBSCRIPTION THAT'S BEST FOR YOU.	FIRST 12 WEEKS	EVERY WEEK THEREAFTER
<input checked="" type="radio"/> NYTIMES.COM + SMARTPHONE APPS <small>Unlimited access to NYTimes.com and the NYTimes smartphone apps, as well as their international editions.</small> SEE DETAILS	99¢	\$3.75
<input type="radio"/> NYTIMES.COM + TABLET APPS <small>Unlimited access to NYTimes.com and the NYTimes tablet apps, as well as their international editions.</small> SEE DETAILS	99¢	\$5.00
<input type="radio"/> ALL DIGITAL ACCESS <small>Unlimited access to NYTimes.com and the NYTimes tablet and smartphone apps, as well as their international editions.</small> SEE DETAILS	99¢	\$8.75

CONTINUE

Description

illustrative

Business Model

- NY Times started 2011 with the Paywall
- 10 article for free per Month (cut down from 21 Articles)

Data

- Till now they have 640.000 Digital Paying Users
- Turnover of 133 Mio. \$ net revenue
- Other Data from 2011
 - Wall Street Journal: 537k
 - New York Daily News: 165 k
 - Newsday: 112k



Paywall with Premium Account – Welt.de

A paywall focuses to generate revenues from the heavy users and to avoid the loss of mass traffic.

Example: Paywall with Premium Account – Welt.de

DIE WELT

Zurück zu Welt.de

Sie sind WELT DIGITAL Abonnent oder Zeitungsubskribent der WELT?

Jetzt testen und iPhone 5s gewinnen!

Vielen Dank, dass Sie diesen Monat Ihre 20 freien Artikel gelesen haben. Lesen Sie nächsten Monat weiter oder testen Sie jetzt die neuen Angebote der WELT und gewinnen Sie ein iPhone 5s.³

MEISTGEKAUFTES ANGEBOT

DIGITAL Basis	DIGITAL Komplett	DIGITAL Plus WELT am SONNTAG
 StichInfo	 Mehr Info	 Mehr Info
im 1. Monat 0,99 €	im 1. Monat 0,99 €	im 1. Monat 0,99 €
danach mit 4,49 €*	danach mit 12,99 €*	danach mit 14,99 €*
monatlich kündbar	monatlich kündbar	monatlich kündbar
Dieses Angebot auswählen	Dieses Angebot auswählen	Dieses Angebot auswählen
<small>Inklusive PDF der WELT Kompakt und WELT am SONNTAG Kompakt für mit 2,69 € extra</small>	<small>Inklusive PDF der WELT Kompakt und WELT am SONNTAG Kompakt für mit 2 € extra</small>	<small>Inklusive PDF der WELT Kompakt und WELT am SONNTAG Kompakt für mit 2 € extra</small>

Alle Produkte einschließlich MwSt und Versandkosten.

Description

illustrative

Business Model

- After 21 articles/month the Pay wall will be activated
- Payment model with 3 different offers

Data

- Till June 2013 - 47,000 Subscribers



Example: badoo



Guthaben aufladen

Je mehr Punkte Du bestellst, umso günstiger wird diese:

550 Punkte (inkl. 50 gratis!) - 9,99€

Badoo Punkte automatisch aufladen, wenn mein Konto unter 200 Punkte fällt. Entferne bitte das Häkchen, wenn Du das automatische Aufladen nicht nutzen möchtest.

Punktekonto aufladen!

Dein PayPal Konto wird mit 9,99€ belastet. Servicebedingungen

Description

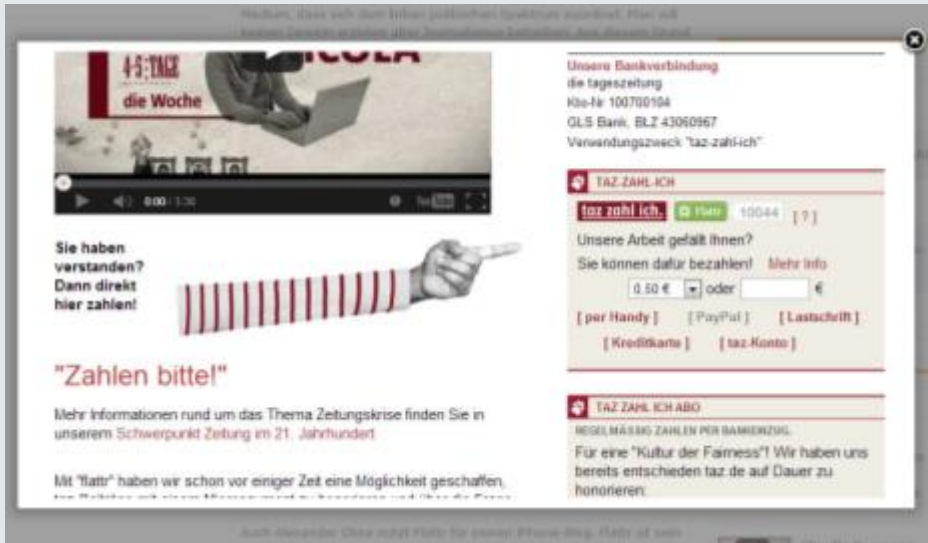
illustrative

Business Model

- The User can buy or get points with actions
- The points can be spend for different activations



Example: Micropayment TAZ



Description

illustrative

Business Model

- Users can donate a amount of 0.3 € to 5 € for the usage of the site
- Or make a subscription to donate every month.
- Or take a Premium Account
- Partner is Flattr for Mircopayment

Data

- In January 2013 spending's were **12.209,45 Euro**
- Myvideo is 8 to 12 times bigger than taz



Premium Accounts – Features - Runtastic

A common model for applications is to run to versions of an app. The Pro Version has more features.

Example: Premium Features



The screenshot displays the Runtastic app's premium features page. On the left, a 'PRO' badge is shown. The main content is a comparison table titled 'Vergleich zwischen Basic und GOLD Mitgliedschaft'. The table lists various features and their availability in the Basic and Gold tiers. Below the table, there is a 'sockshare.com' banner with an 'Upgrade Your Account Today' message, listing premium features and offering four subscription options: 1 Month (\$5.99), 3 Months (\$12.99), 6 Months (\$24.99), and 1 Year (\$44.99). Each option includes a 'Pay with Credit Card' button and the Cibrain logo.

Vergleich zwischen Basic und GOLD Mitgliedschaft	Runtastic BASIC	Runtastic GOLD
Online Sporttagebuch	✓	✓
Social networking	✓	✓
Unterstützung: gps Export	✓	✓
Statistiken	basic	✓
Trainingsverhalten	basic	✓
Gewichtmanagement	basic	✓
Trainingspläne	Regulärer Preis	-50%
Routen als Favoriten markieren	begrenzt	✓
Synchronisation von markierten Routen zur Runtastic	begrenzt	✓
Fähige Streckenabschnitte	begrenzt	✓
Neue Werbung am Portal	✓	✓
Premium Support	✓	✓

Description

illustrative

Business Model

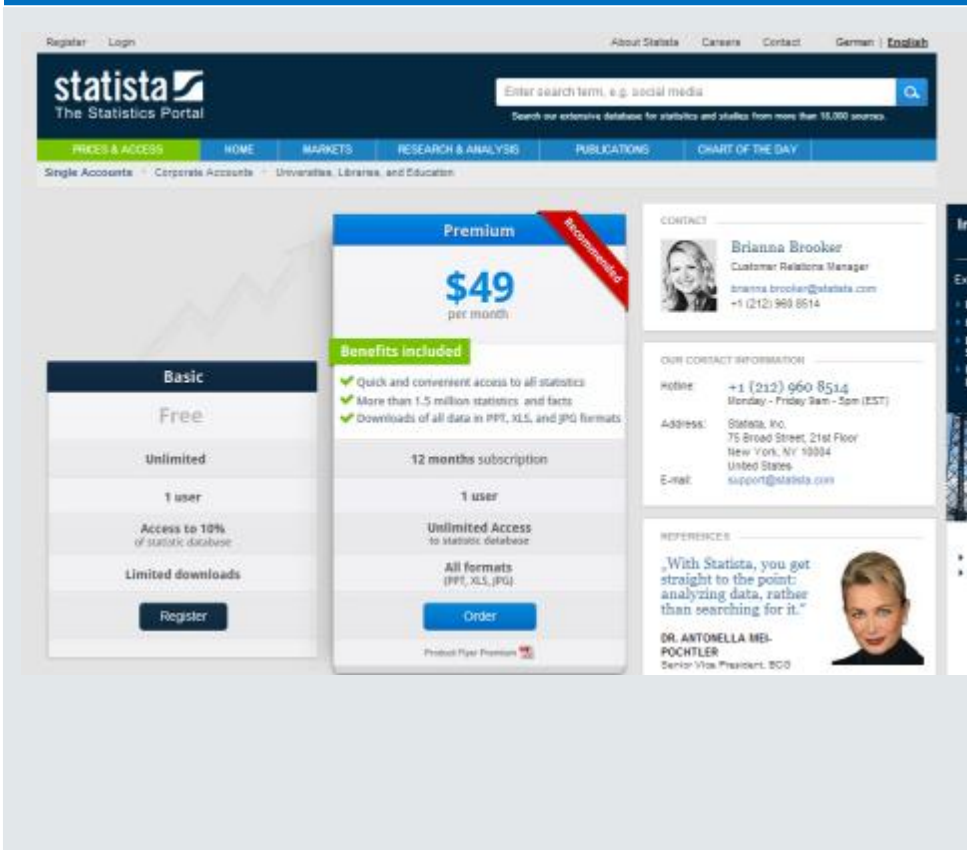
- Two Applications are offered.
- A free one to win users
- A Pro with more features to earn money
 - Without advertising
 - and more features



Case: Premium Content and Features - Statista

A Premium Account can deliver revenues in addition to the ad revenues. It focuses on the high users and that the content can be separated.

Example: Premium Content and Features - Statista



The screenshot shows the Statista website's pricing page. It features two main subscription options: Basic and Premium. The Premium option is highlighted with a red 'Recommended' banner and a price tag of \$49 per month. The Premium plan includes 12 months of subscription, unlimited access to the Statista database, and all data download formats (PDF, XLS, and JPG). The Basic plan is free and includes unlimited access to 10% of the database and limited downloads. The website also displays contact information for Brianna Brooker, Customer Relations Manager, and a testimonial from Dr. Antonella Mel-Pochtler.

Plan	Price	Subscription	User Count	Access	Downloads
Basic	Free	-	1 user	Access to 10% of Statista database	Limited downloads
Premium	\$49 per month	12 months subscription	1 user	Unlimited Access to Statista database	All formats (PDF, XLS, JPG)

Description

illustrative

Business Model

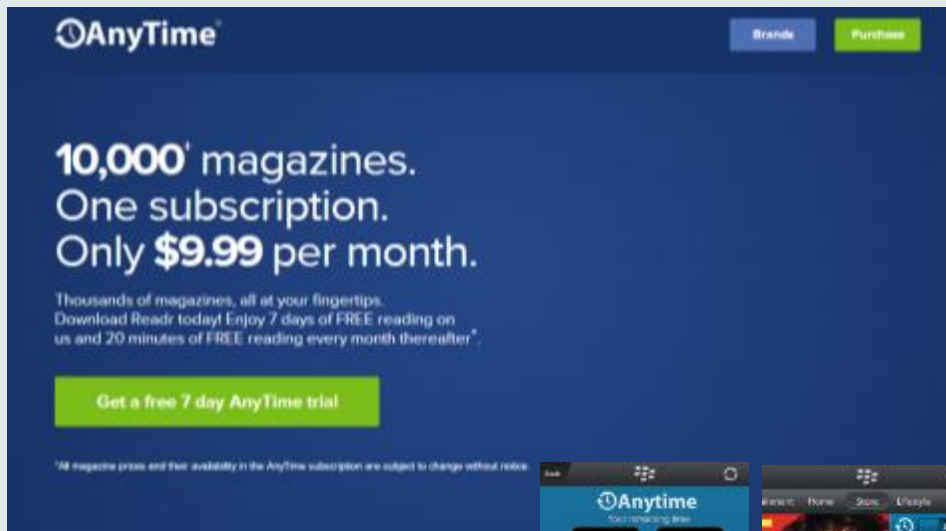
- Split of Content
- A Share of Data is Free
- All Data can be searched via internet
- The major content is for the premium members
- The data can be Download by ppt, xls or jpg



Case: Paywall based on time - Anytime for Paid Content

A Premium Account can deliver revenues in addition to the ad revenues. It focuses on the high users and that the content can be separated.

Example: Anytime



AnyTime Brands Purchase

10,000' magazines.
One subscription.
Only **\$9.99** per month.

Thousands of magazines, all at your fingertips.
Download Reader today! Enjoy 7 days of FREE reading on us and 20 minutes of FREE reading every month thereafter*.

Get a free 7 day AnyTime trial

*All magazine prices and their availability in the AnyTime subscription are subject to change without notice.



Description

illustrative

Business Model

- With anytime customer buy Time to read and search in 10.000 Magazines
- First 7 days free reading than 20 minutes free reading every month
- And a lifetime offer of 599 \$

Data

- Fundraising of 10 Mio. € buy Rocket Hub



Case: The Guardian Premium APP

A Premium Account can deliver revenues in addition to the ad revenues. It focuses on the high users and that the content can be separated.

Example: The Guardian



Description

illustrative

Business Model

- News Available for the APP
- Easy Premium Subscription
 - Ad Free
 - Exclusive Content
 - Special Features
 - Offline available Content



Case: Own Device Kindle

Ensure a permanent channel to the customer and the placement of the own Content Store

Example: Kindle and Samsung App Store



Description

illustrative

Business Model

- Getting a permanent connection to the customer for my content
- Pay by Usage
- Pay by month
- Also not as a Hardware but also as a free APP
- Other companies have followed
 - tolino shine
 - Spiegel eReader
- Use a Device and Combine it with an own app
 - Hugendubel with Trekstore



Ensure a permanent channel to the customer and the placement of the own Content Store

Example: Crowd founding Kickstarter



Description

illustrative

Business Model

- Crowd founding for new Content
- The Users themselves finance a new content release and reduce so the financial risk of the content supplier
- Example
 - Tim Schäfer and Double Fine
 - 15 \$ for the game
 - 50.000 \$ for the own character
 - 20.000 \$ evening with the team
 - Raised Sum: 1 Mio. \$
 - Interest: no



Content Provider Use the Shops to get an additional revenue from shopping articles the target group likes.

Example: Premium Content



Description

illustrative

Business Model

- Appropriate articles are offered in a price range from 1 to 100 € in average.
- The offers try to fit the target group



Integration of other life areas like insurance

Bild integrates deals and comparisons with the technology of a third party. The integration is easy and the models are fix and performance based.

Example: Premium Content

The image shows two screenshots from a comparison website. The top screenshot is titled 'RATENKREDIT VERGLEICH' and displays a table of loan offers with columns for interest rate, monthly payment, and term. The bottom screenshot is titled 'Privathaftpflichtversicherung' and shows a form for comparing private liability insurance with fields for 'Wer soll versichert werden?' (Single ohne Hund), 'Ihr Geburtsdatum' (11.09.1987), 'Öffentlicher Dienst' (ja), 'Versicherungssumme' (3 Mio), and 'Hund mitversichern' (ja).

Description

illustrative

Business Model

- Integration of Partners with contract comparison or deals for
 - Insurance
 - Credit
 - Phones
- The Comparison is integrated in the Site of the Paper but the Partner runs the comparison

Data

- Example: Bild earns with Bild Deal - 522.660 Euro



Multiple Cooperation's in the advocate shop

Example: the advocate shop



Description

illustrative

Business Model

- The Shop Integrates different possibility
 - Insurance
 - Deals
 - Merchandising
 - Specials



Example: Cooperation Lufthansa and Sixt



Description

illustrative

Business Model

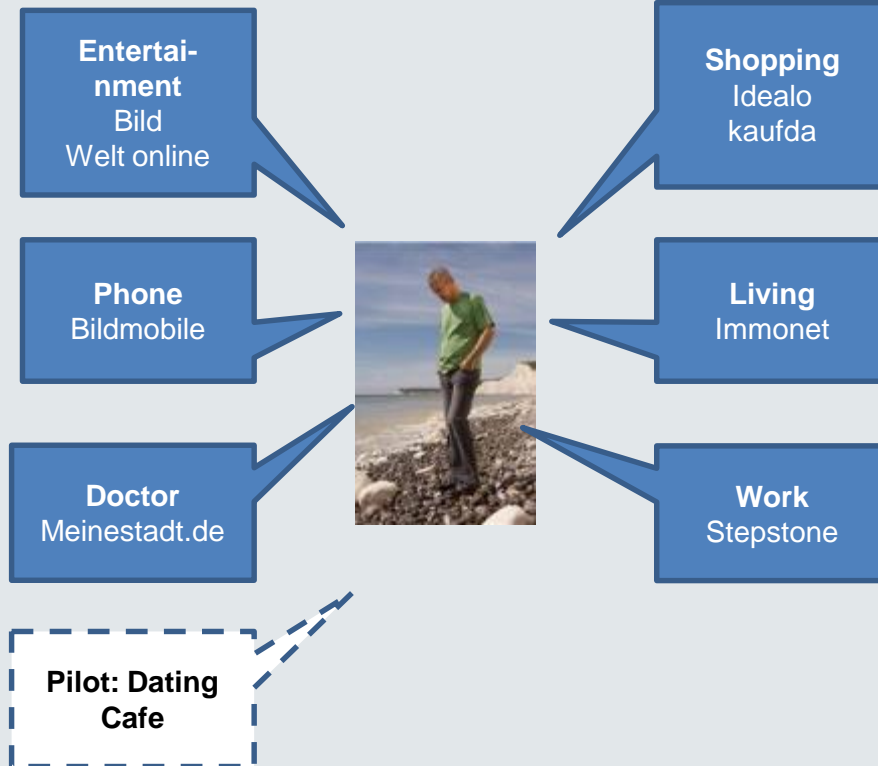
- Lufthansa offers their customers at the end of the booking additional services like to rent a car
- Therefore the customer gets a special price
- Lufthansa gets a share of the revenues from sixt.



Digital Customer Live Cycle

The full Customer Live Cycle is not yet reached but its obvious that the coverage has grown in the last years

Example: Axel Springer



Description

illustrative

Business Model

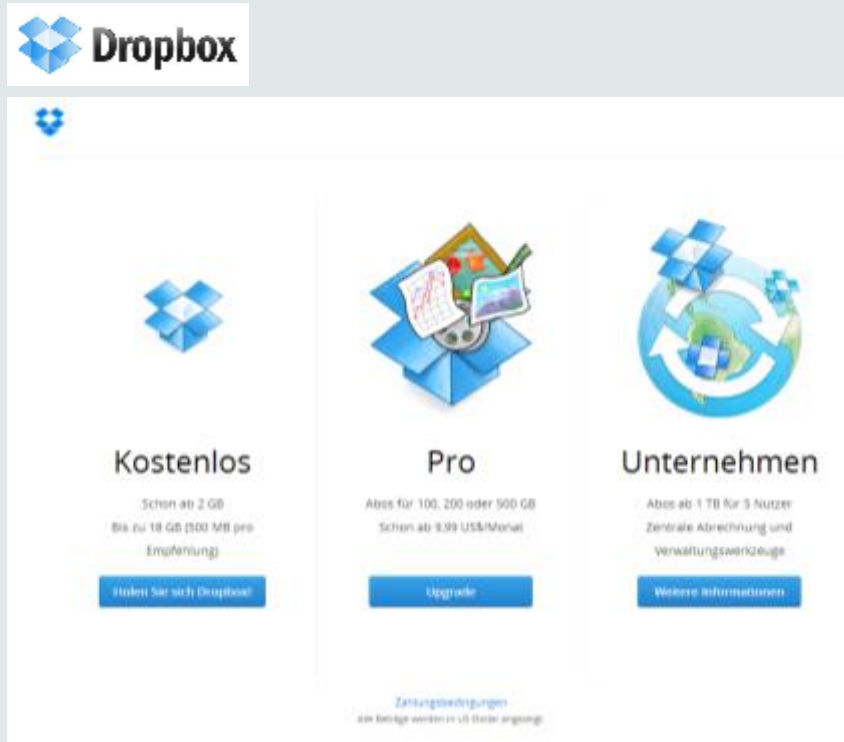
- Axel Springer try's to offer a full range of digital services that fits the need of the user in different areas of his live



Integrating Dropbox to rent Space

The Users can download the Content to their storage or get an Access to Dropbox and download it there.

Example: Dropbox



The screenshot shows the Dropbox pricing page with three main plans:

- Kostenlos**: Icon of a blue Dropbox logo. Text: "Schon ab 2 GB. Bis zu 18 GB (500 MB pro Empfehlung)". Button: "Holten Sie sich Dropbox".
- Pro**: Icon of a blue Dropbox logo with a document and a folder. Text: "Abos für 100, 200 oder 500 GB. Schon ab 9,99 USD/Monat". Button: "Upgrade".
- Unternehmen**: Icon of a blue Dropbox logo with a globe and arrows. Text: "Abos ab 1 TB für 5 Nutzer. Zentrale Abrechnung und Verwaltungswerkzeuge". Button: "Weitere Informationen".

At the bottom, there is a link for "Zahlungsbedingungen" and a note "alle Beträge werden in US-Dollar angezeigt".

Description

illustrative

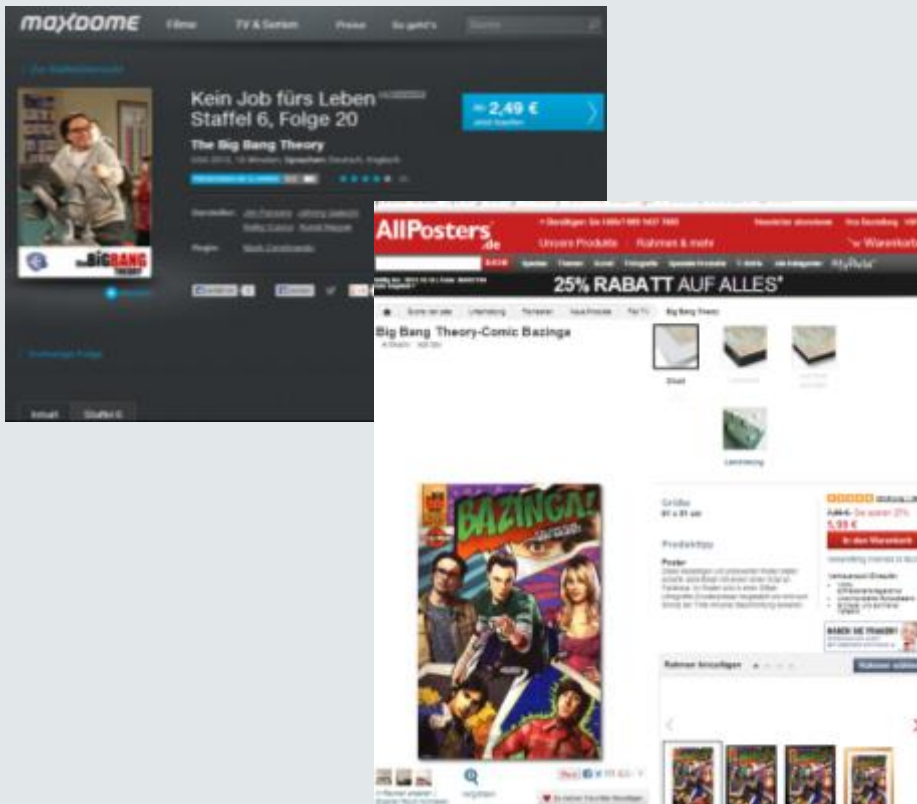
Business Model

- Integration new Supplies for the customers
- Partners enable the supply



Combine the CTA with a exclusive Partner

Example: Sell the copyright of the content



Description

illustrative

Business Model

- Cooperation with allposters
- Watch the Movie and get the Poster
- 6 Months a Customer → Voucher for a Poster



Buy and Sell Copyrights of the Content

All User generated content can be purchased on the portals. As an Example on my video.

Example: Sell the copyright of the content

The screenshot shows a video upload form on the MyVideo.com website. The form includes fields for title, description, keywords, category, and video quality. A red overlay box on the right side of the form contains the text: Ja ich möchte Angebote für mein Video erhalten. The form also features logos for various TV channels like ZDF, RTL, and ProSieben, and a 'Video hochladen' button at the bottom right.

Description

illustrative

Business Model

- Purchase rights of the Videos.
- So other can use them on their portals.
- ProSieben gets an Share of the purchased content.

