



Maximising digital revenues

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Escalating mobile, video and tablet usage and monetisation are the hottest trends for newsmedia publishers and broadcasters around the world in 2014, coupled with emerging trends like native advertising, e-commerce, paid content and more on multiple platforms.

Global Digital Media TRENDBOOK 2014

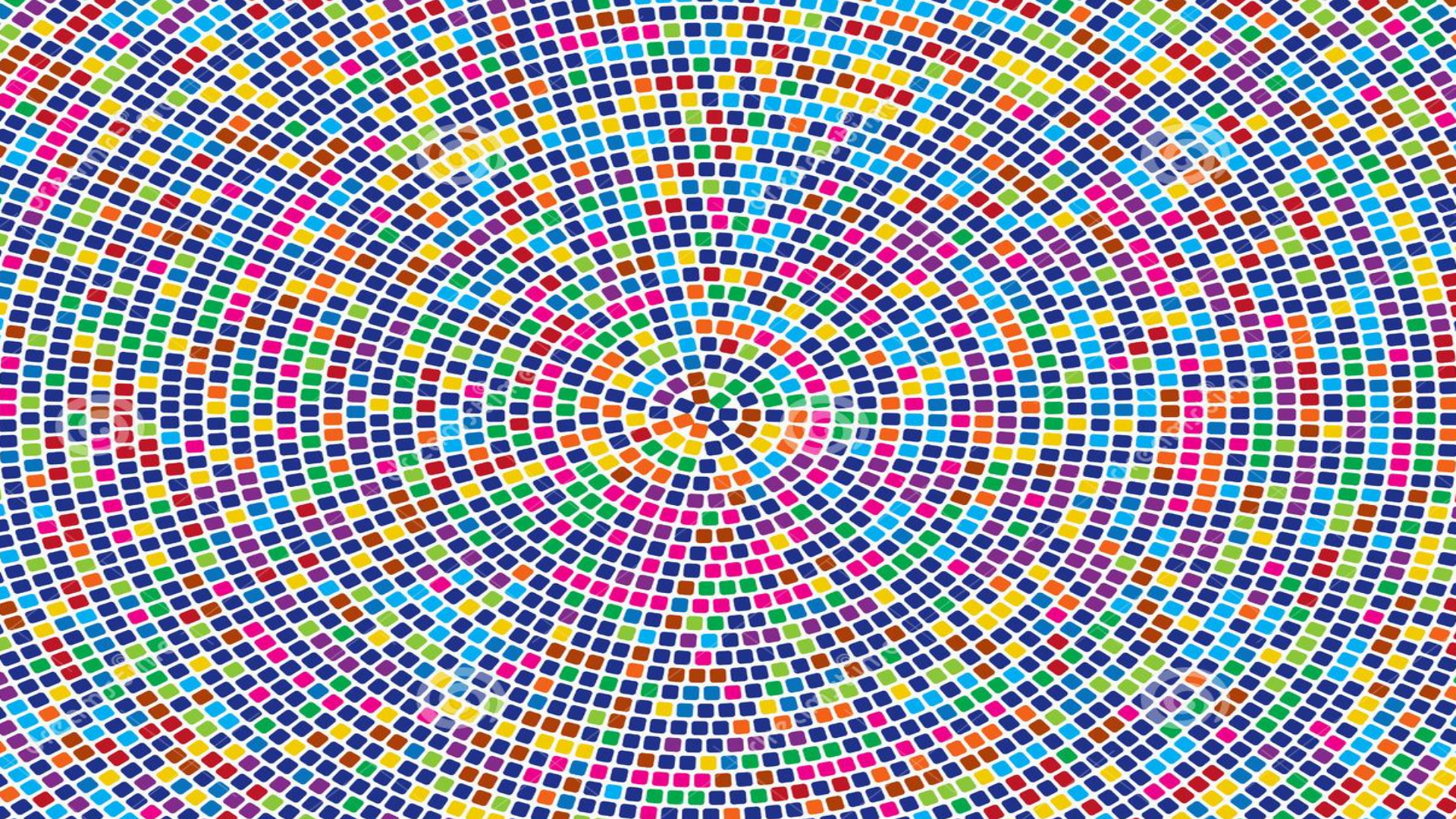


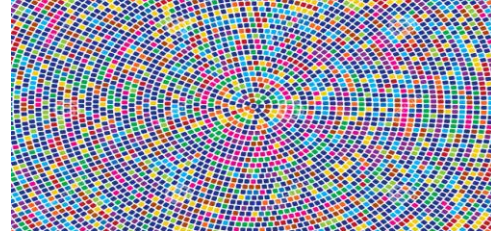
GLOBAL VIDEO TRENDS 2015

Video usage and revenues are growing exponentially around the world.
Publishers should drive strategies and tactics to leverage this inexorable trend









The Mosaic of Revenue

Subscriptions	Targeted advertising	Native advertising
Video advertising, Web TV	Governmental funding	Classifieds
Crowdfunding	Network advertising	Mobile, tablet advertising
Programmatic display advertising, real-time bidding	Grants/sponsorships	E-commerce, m-commerce

The Mosaic of Revenue

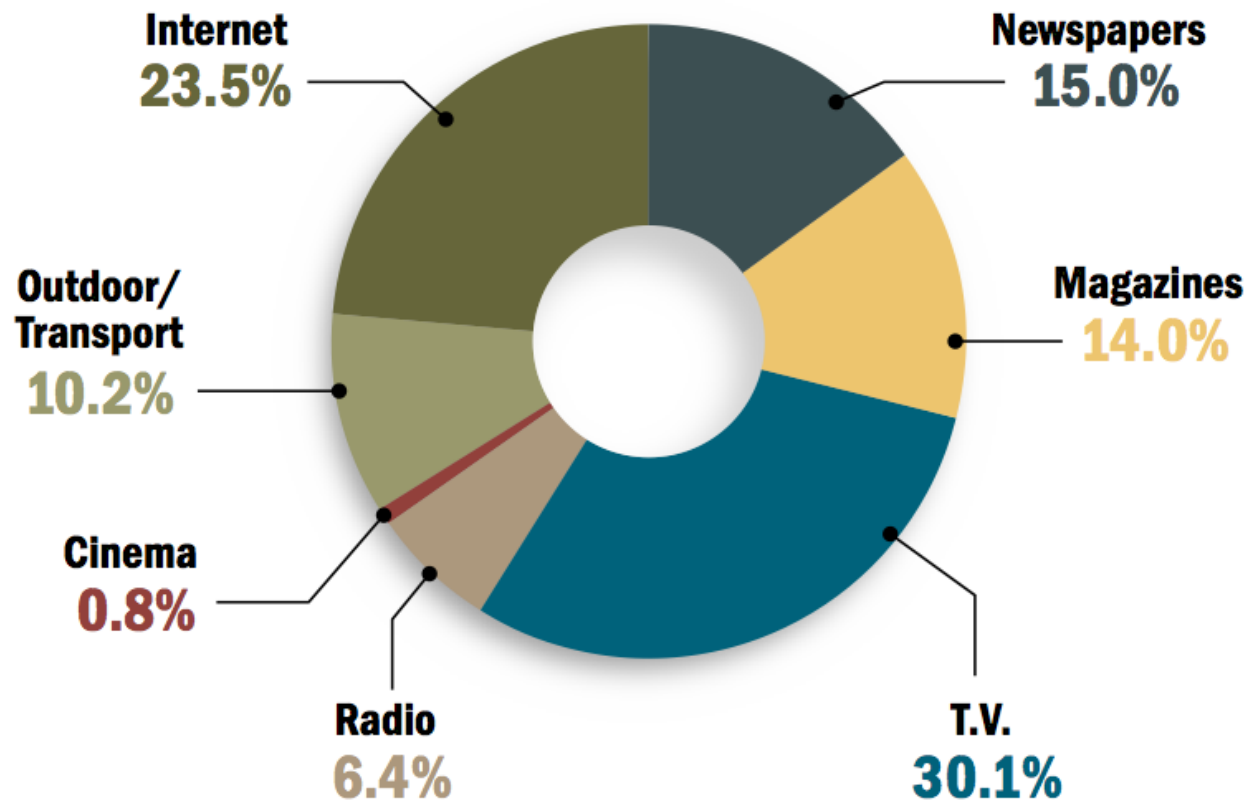
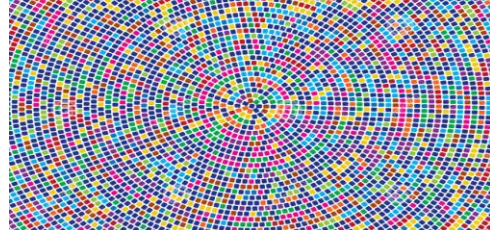


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Advertising spend trends in Hungary

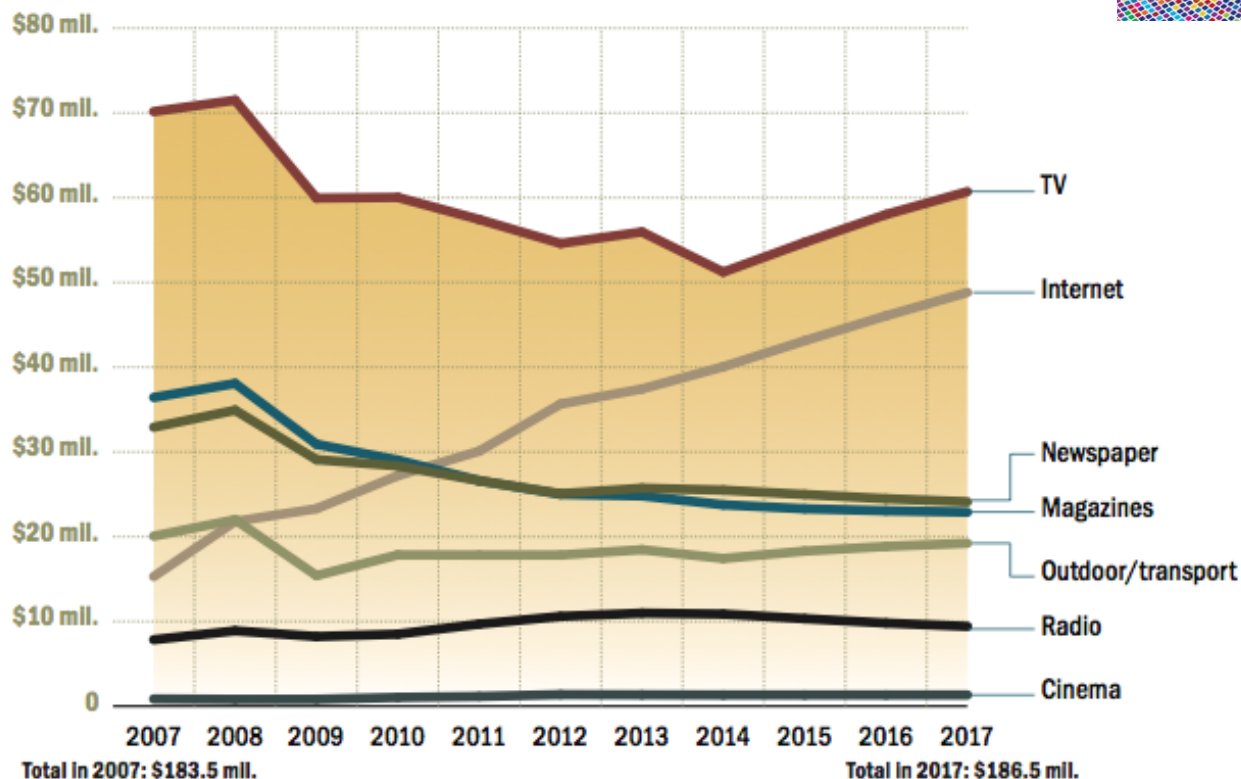
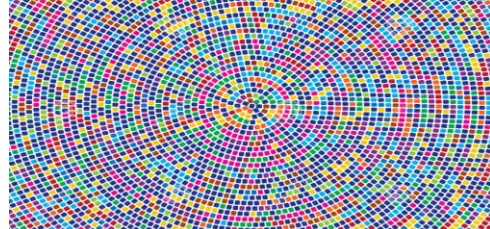
Share of adspend by medium (%) 2014



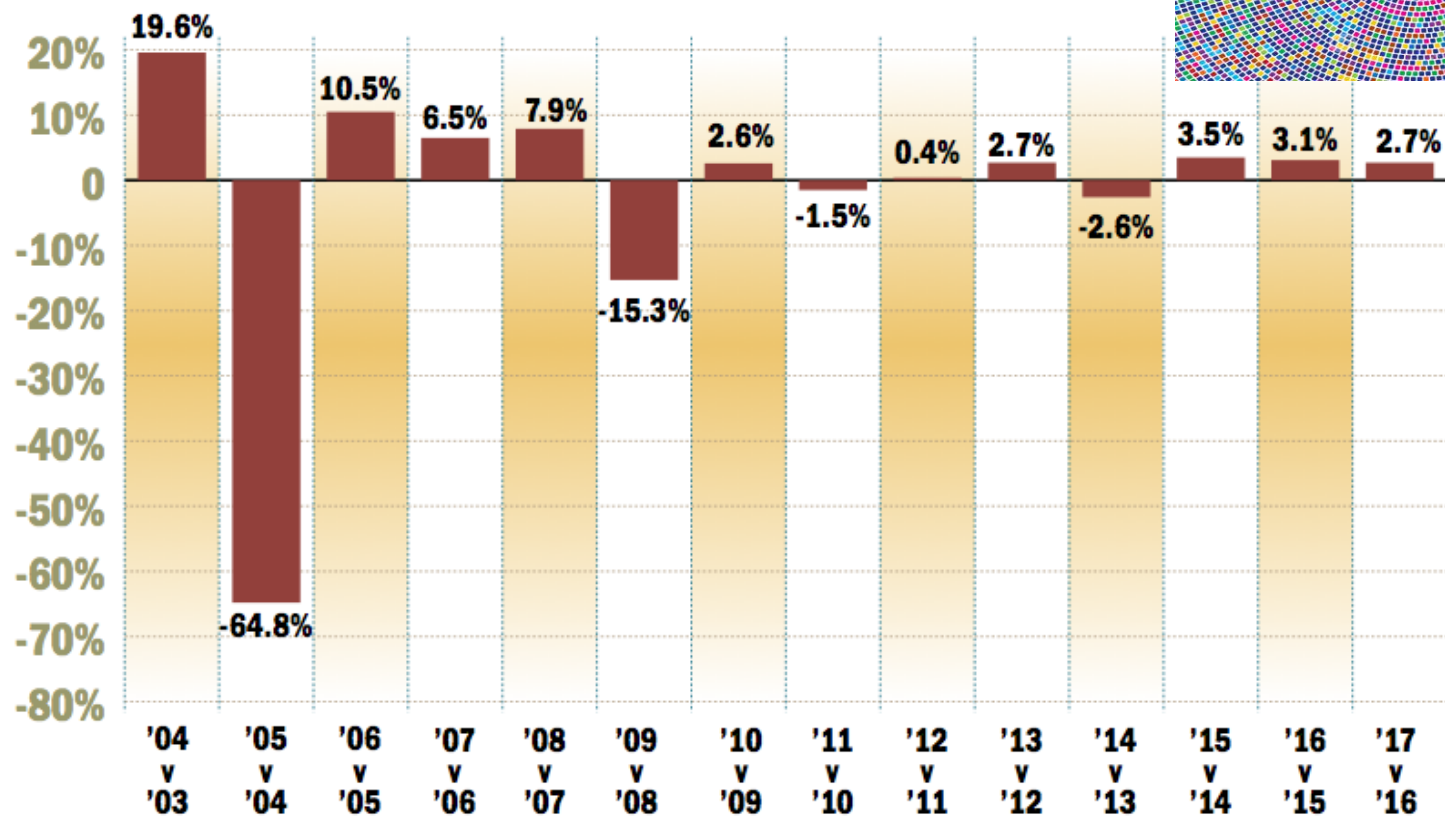


Advertising spend in Hungary

2007-2017, in millions of USD at current prices



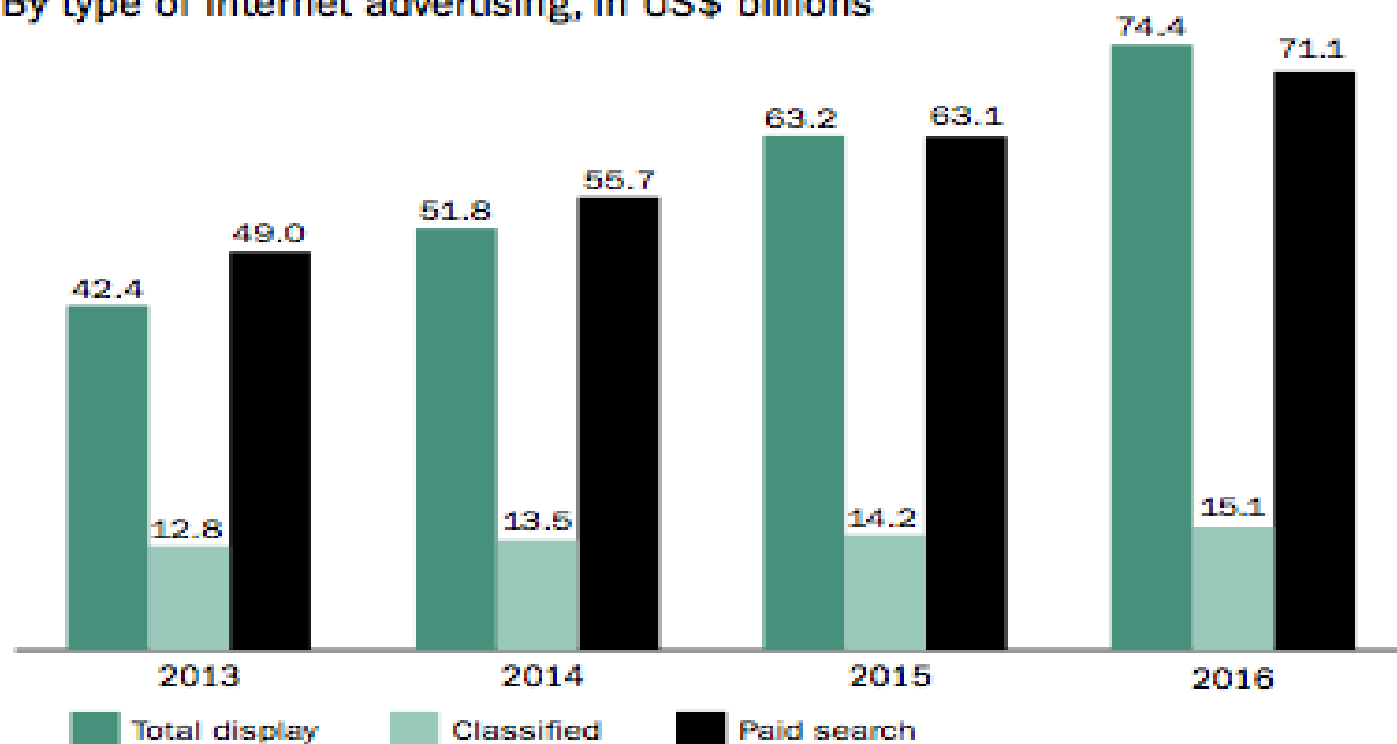
Year-on-year change at current prices (%)





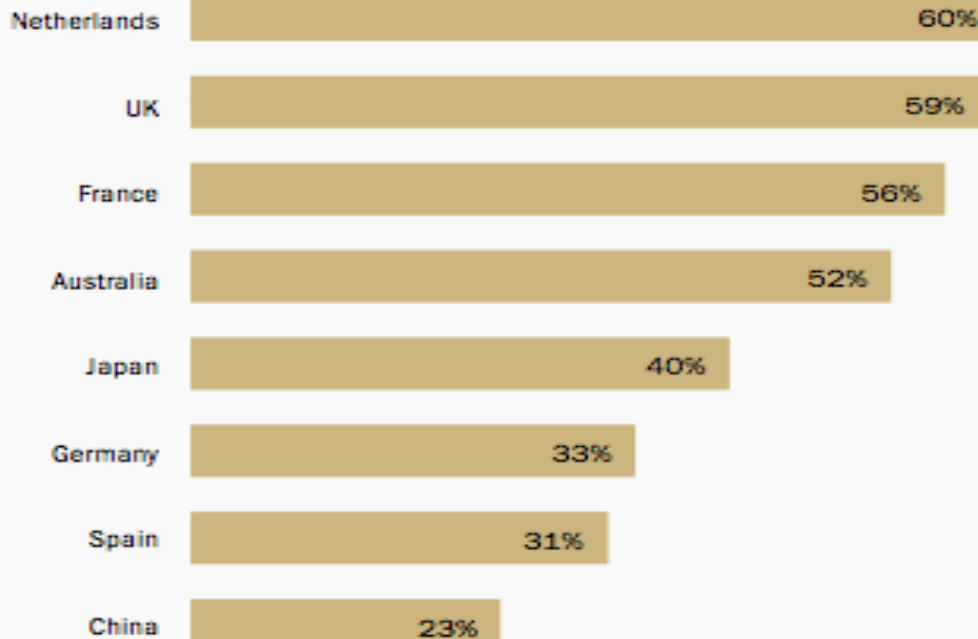
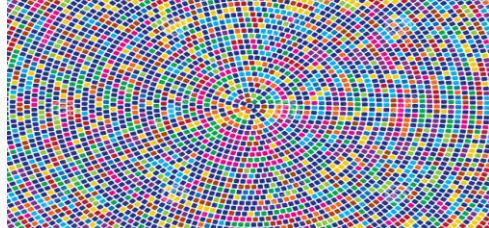
Global Internet adspend

By type of Internet advertising, in US\$ billions



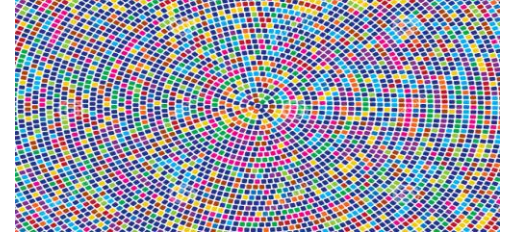
Programmatic display ad spend worldwide, 2017

Projected percent of total display advertising spend



Source: MAGNA GLOBAL, eMarketer, 2013
© World Newsmedia Network 2014

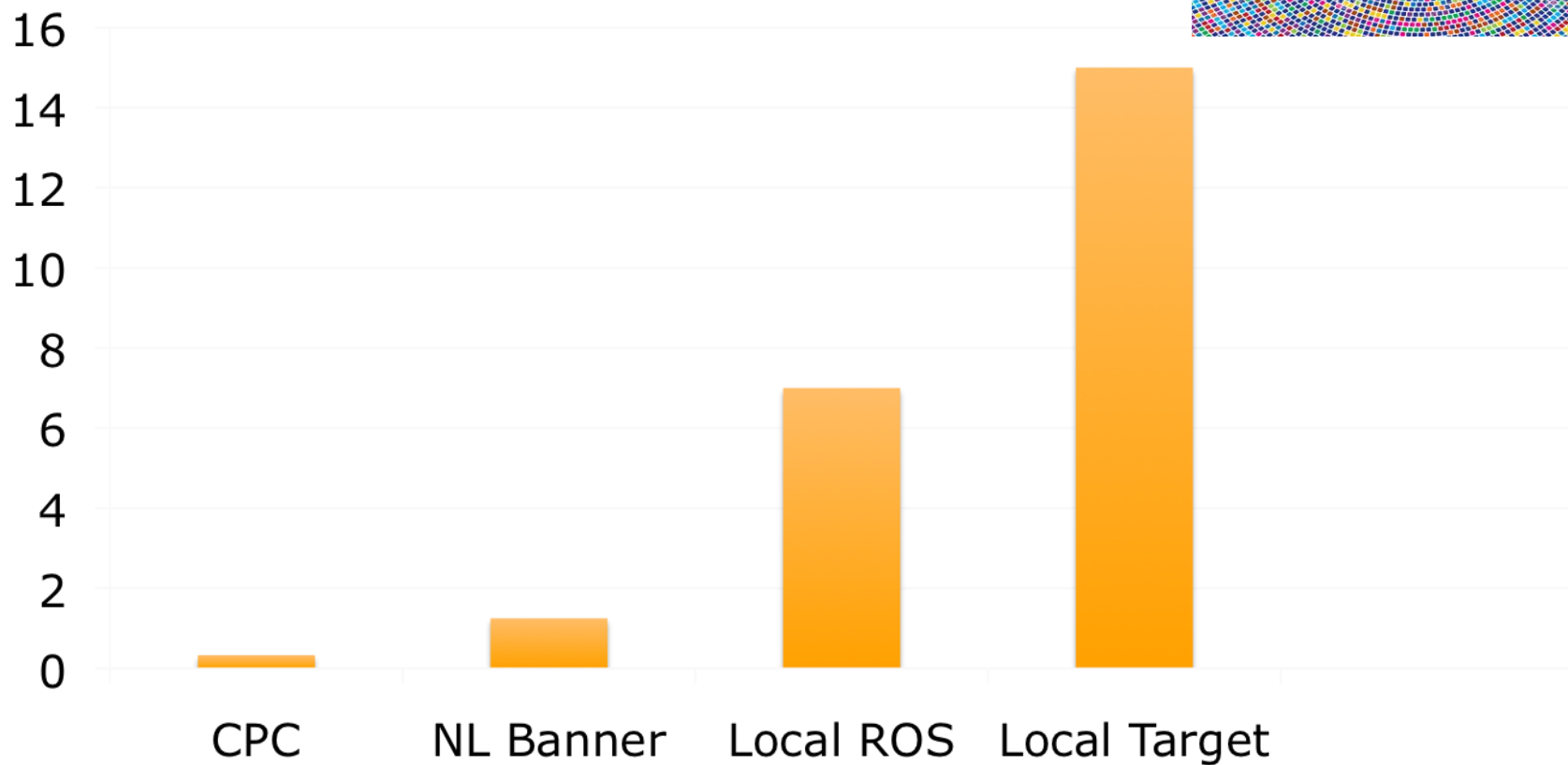
The Local Media Consortium (LMC) is a strategic partnership of leading local media companies, representing more than 1,000 newspapers and hundreds of broadcast outlets.



Local and regional newspapers, broadcast and radio outlets, magazines and online pure plays.

Audience reach across all 50 states + Puerto Rico and still growing.

Cost Per Thousand (CPM)

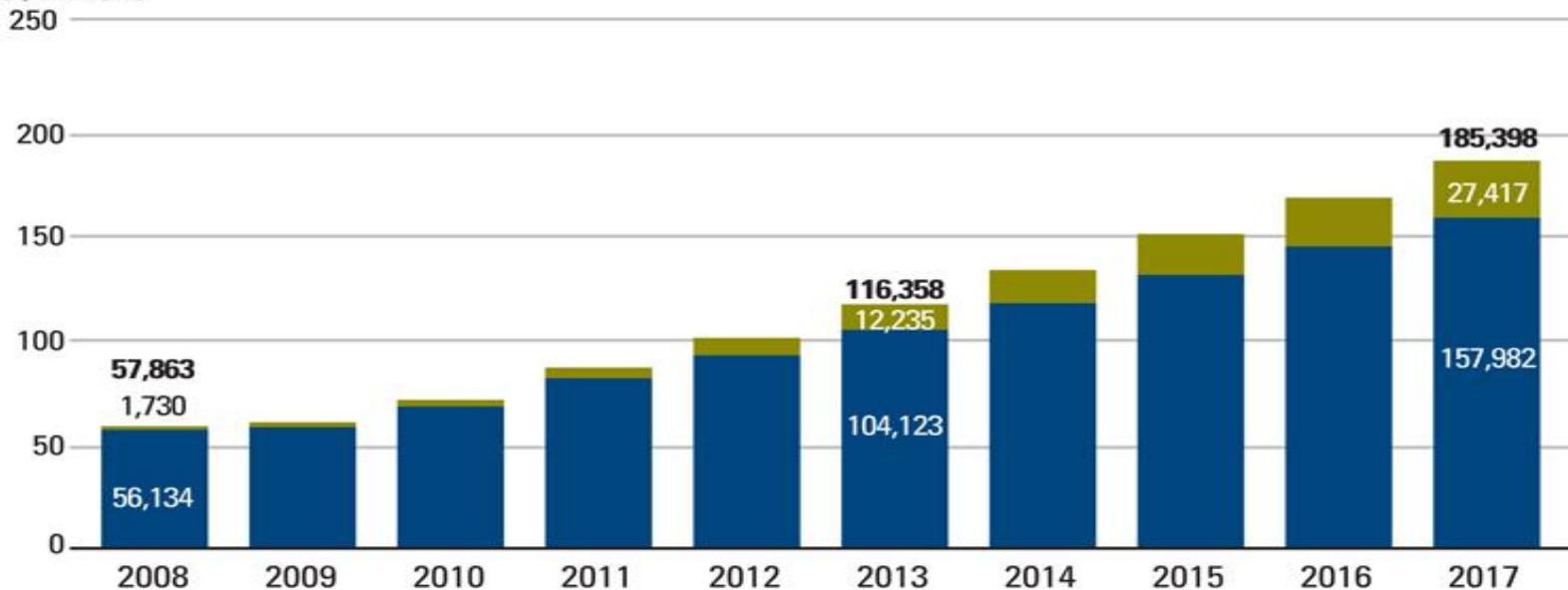




Global Internet advertising: wired and mobile, 2008-2017

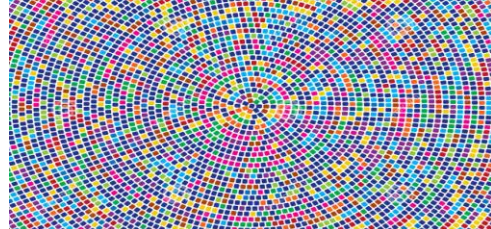
2013-2017 CAGR (%)	Mobile Internet advertising	Wired Internet advertising	TOTAL
	27.0	11.4	13.1

US\$ millions



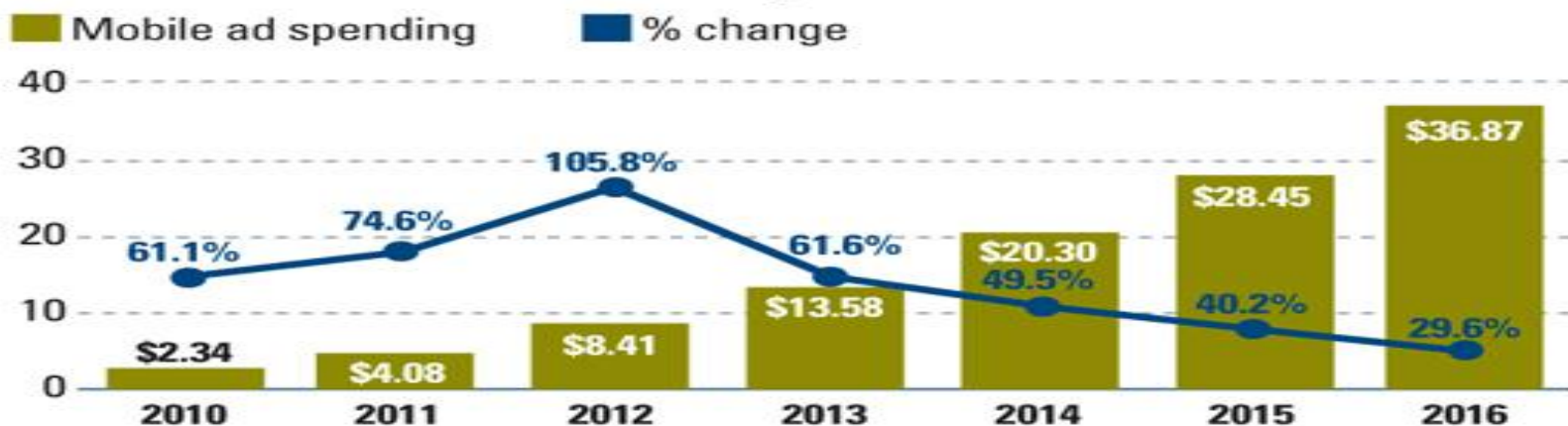
Source: PwC Global Entertainment and Media Outlook 2013-2017, pwc.com/outlook

© Media & Entertainment Network 2012



Mobile advertising spending worldwide, 2010-2016

In billions of dollars and % change



Note: Mobile ad spending includes display (banners, video and rich media) and search; excludes SMS, MMS and P2P message-based advertising, includes ad spending on tablets

Source: eMarketer, December 2012

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1. Branded/sponsored content / Native advertising



1. Advertisers like:
2. American Express
3. P&G
4. Coca Cola

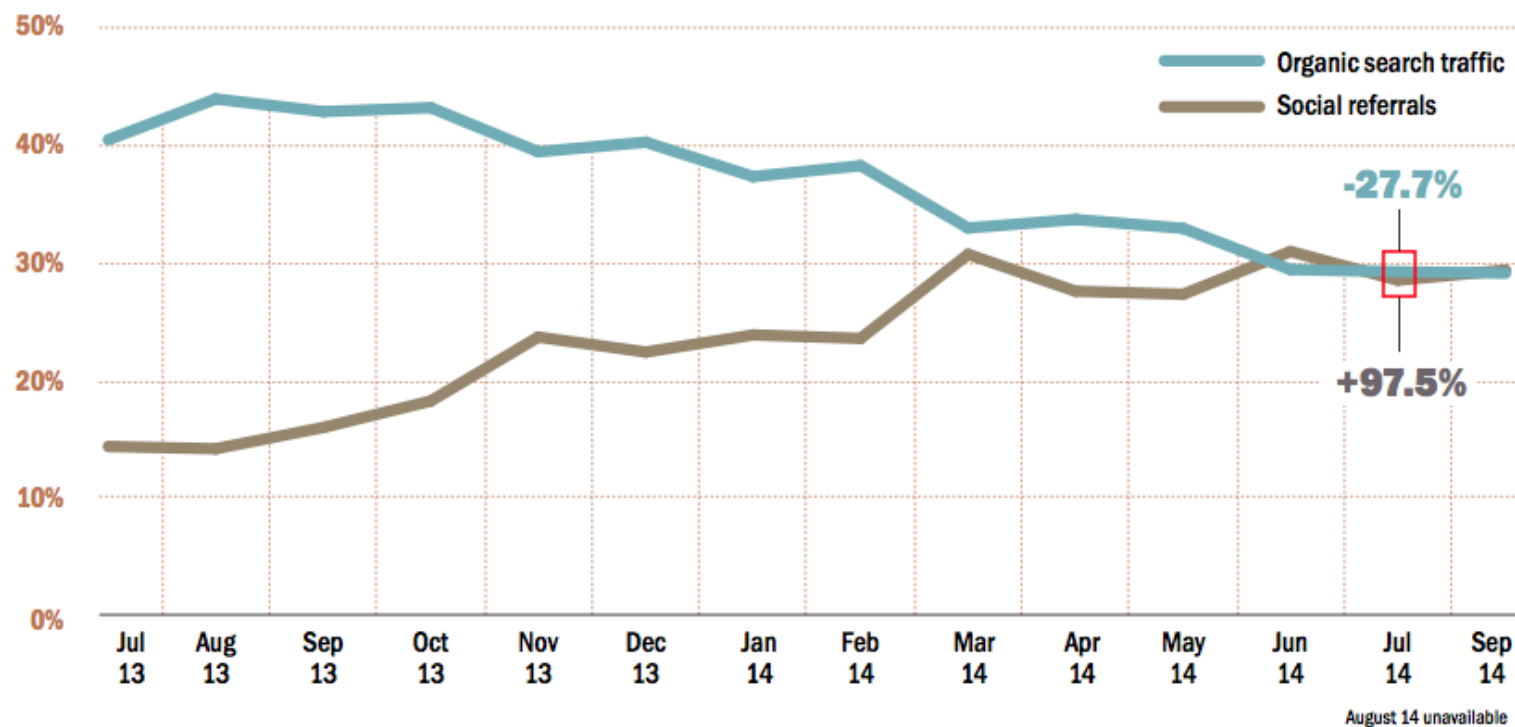
1. Publishers like:

1. Forbes
2. New York Times
3. Vice
4. Quartz/Atlantic

A screenshot of the The Atlantic website's homepage. At the top is the 'the Atlantic' logo. To its right is a featured article titled 'How to Protect Workers From the Rise of Robots' with a photo of a robotic hand. Further right is a snippet of an article titled ''Sons and When Reality...'. Below the logo is a navigation bar with links for Politics, Business, Tech, National, Global, Health, Sexes, and Entertainment. Underneath this bar are links for Special Reports, Video, Photo, Ebook, and Newsletters, followed by a 'JUST IN' banner for an article by Andrew Cohen. A yellow 'SPONSOR CONTENT' label is positioned above the main article headline, 'David Miscavige Leads Scientology to Milestone Year'. The article's sub-headline reads: 'Under ecclesiastical leader David Miscavige, the Scientology religion expanded more in 2012 than in any 12 months of its 60-year history.' At the bottom of the article preview are social media sharing buttons for Facebook (1.8k), LinkedIn (5), and Twitter (2,039). The time '12:25 PM ET' is displayed in the bottom right corner.

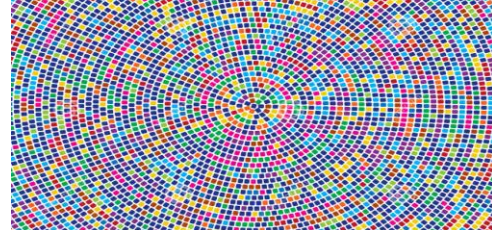
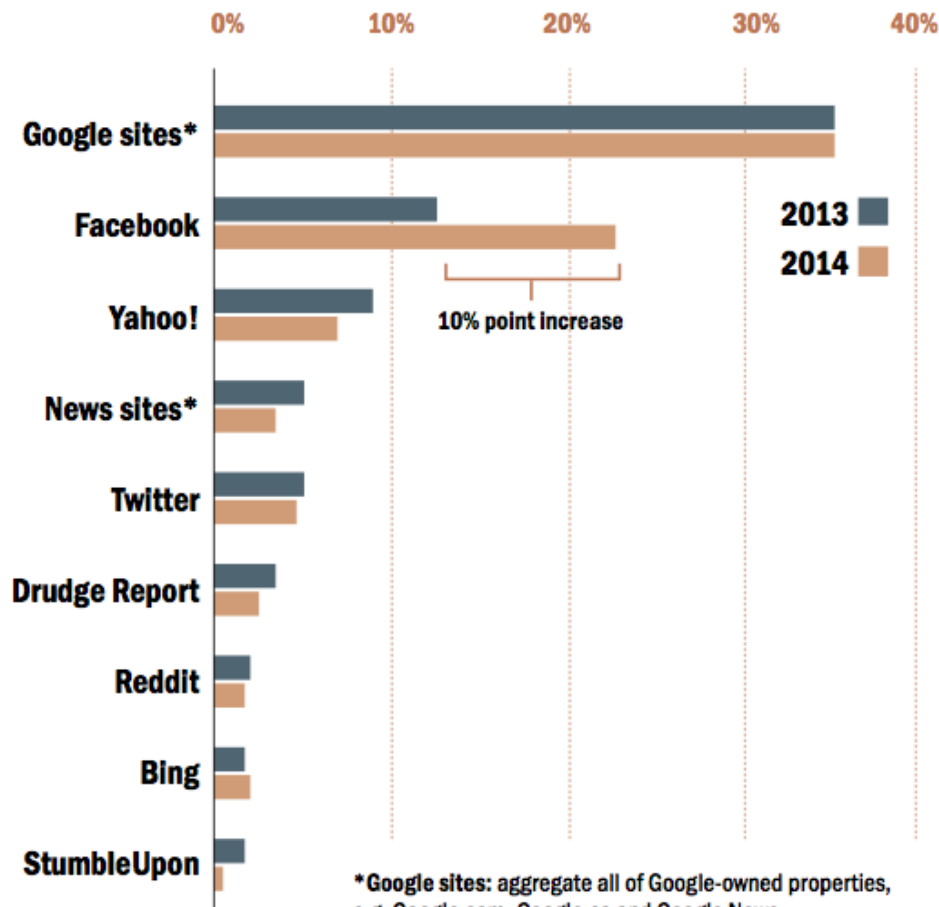
Search vs. social media referrals to publisher websites

Percentage of referrals received from 360,000 publishers in Shareaholic's network, representing 420 million unique website visits



Top traffic referral sources, 2013 vs. 2014

Percentage of Parse.ly publisher network traffic coming from social media and search sites



BY HELIN JUNG

WOULD LIFE BE EASIER IF YOU WORE THE SAME OUTFIT EVERY DAY?

I TRIED IT FOR A WEEK TO SEE WHAT WOULD
HAPPEN.



Cosmopolitan.com asked writer Helin Jung to see how life would be different

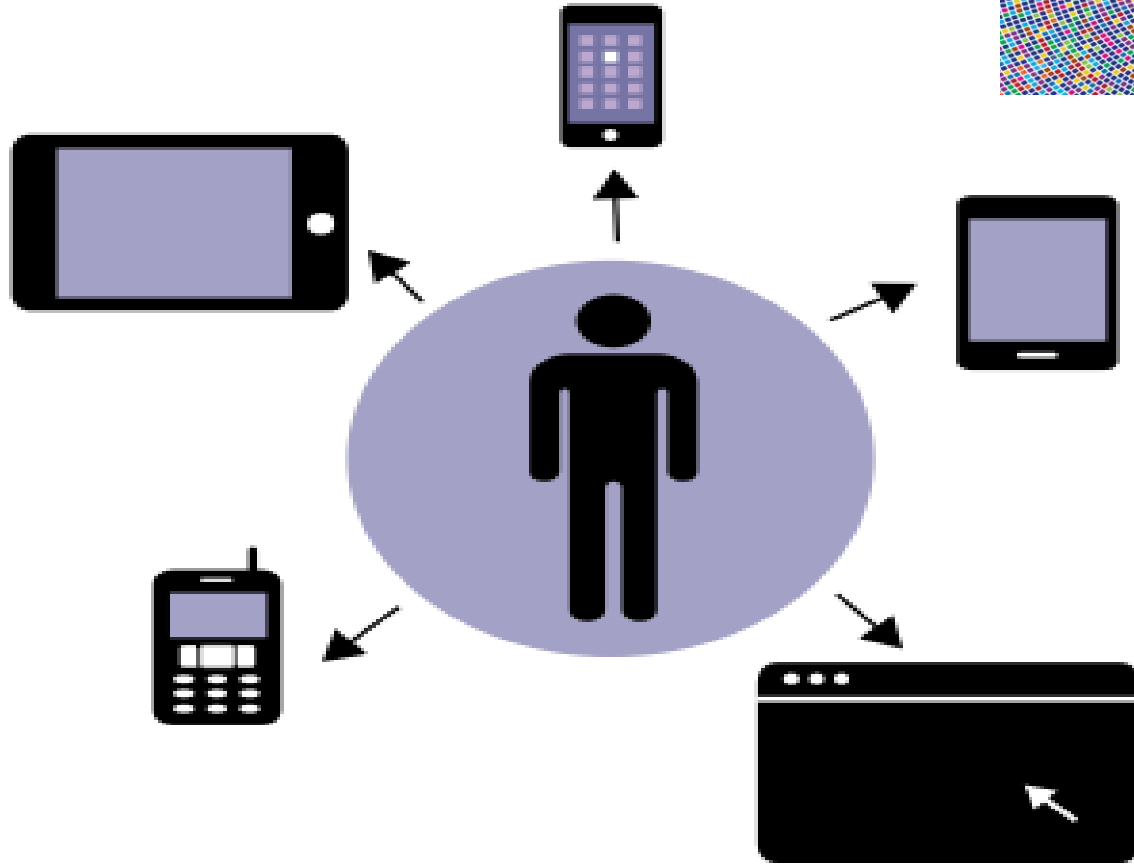
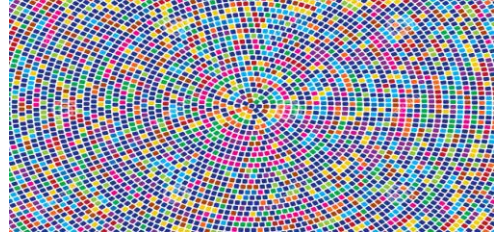


PHOTOS Life in Color: **PURPLE**

Explore vibrant
scenes around
the world.

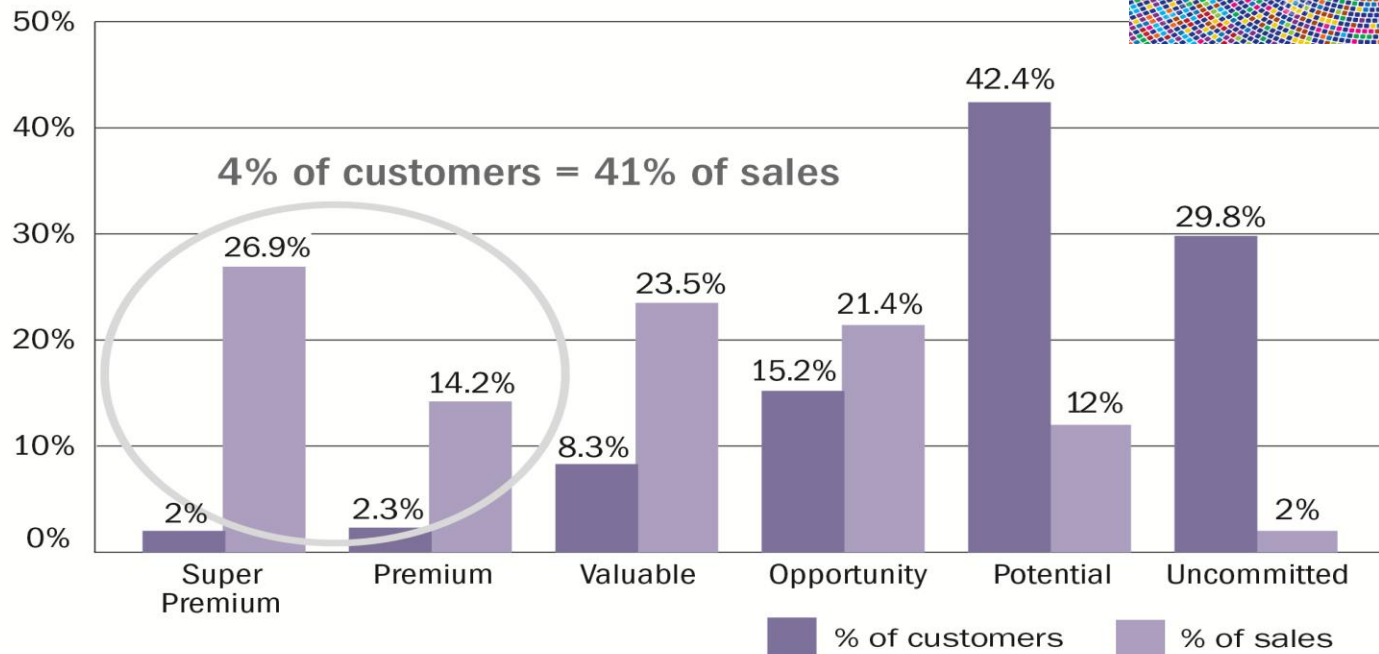


Putting customers at the centre



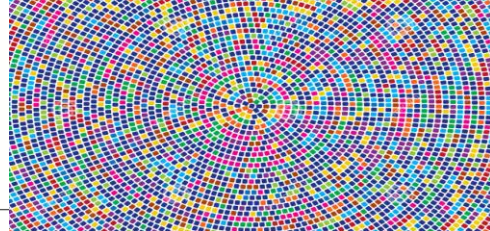
Tesco's best customers

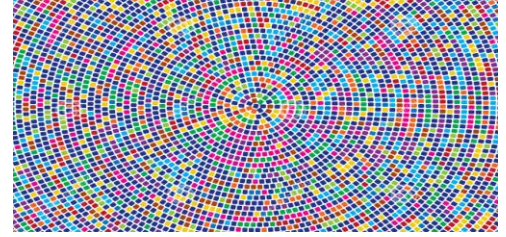
Percentage of Tesco customers and sales



1 Super Premium = 351 Uncommitted Customers

Source: Tesco, dunnhumby
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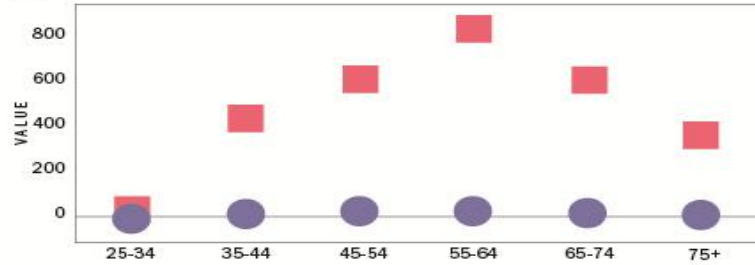


Tesco Big Data strategy and organisation centres around customer

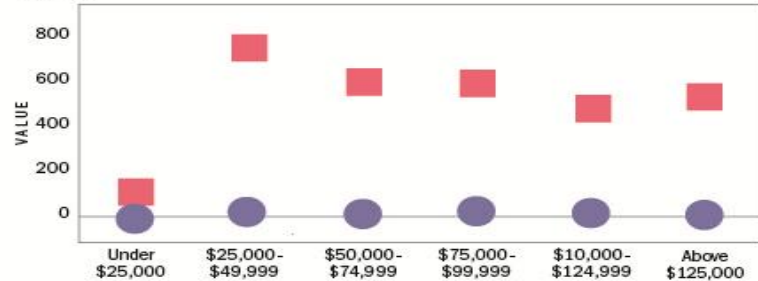
Sacramento Bee's customer, B Street Theater, analysed profiles of its best customers through Sacramento Bee's Big Data technology

Who are the B Street attendees?

Age



Income



Measure Names
☒ Number of attendees
☒ Number of tickets

B Street subscribers
☐ (All)
☒ B Street subscriber
☐ Non-subscriber

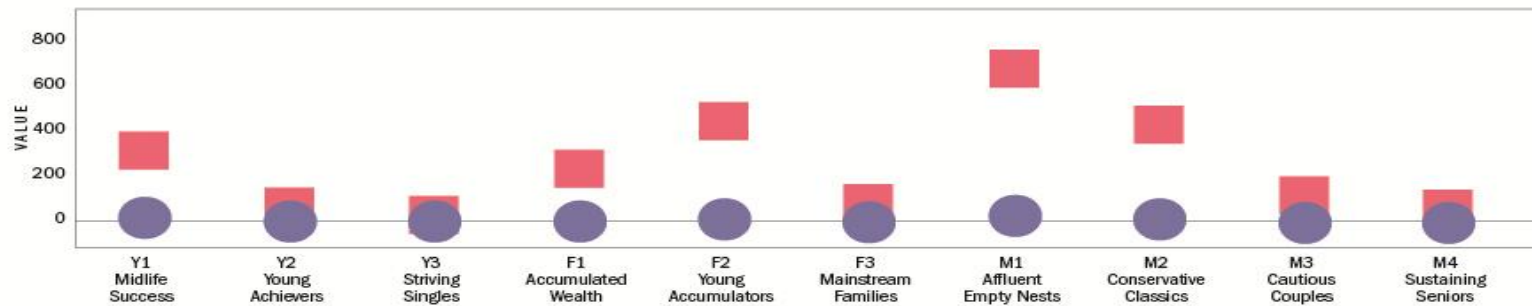
Donors
☒ (All)
☒ Donor
☒ Non-donor

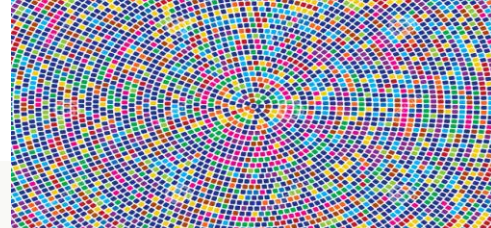
Single ticket purchasers
☐ (All)
☒ No single ticket purchase
☐ Single purchase

Lapsed subscribers
☐ (All)
☐ 2011 subscriber
☒ Lapsed subscriber
☐ Single ticket only

Visitor type
☐ (All)
☐ One time visitor
☐ 2-5 tickets
☐ 6-10 tickets
☒ 11-20 tickets
☒ 21+ tickets

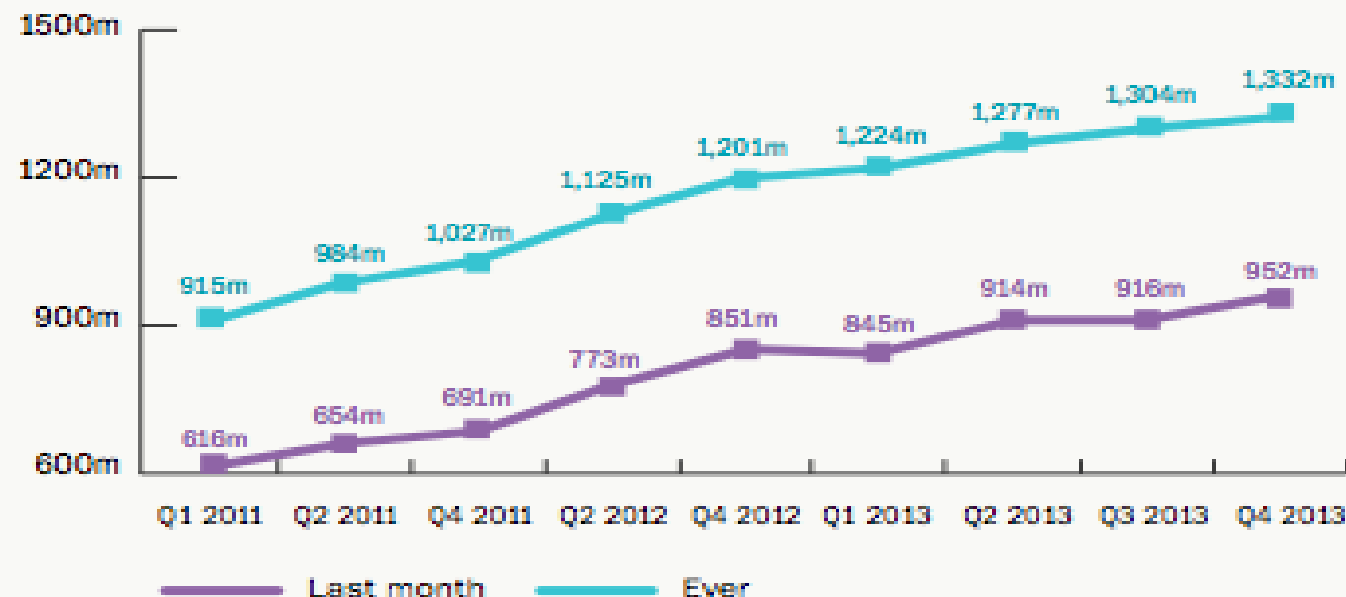
Lifestages





Global online e-commerce growth

Number of PC users engaging in e-commerce last month or ever



Source: GlobalWebIndex, 2014
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Спасибо
Danke
Merci
Grazie

Gracias
Thank you
Köszönöm
Tak

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#bigdatamedia

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