

Netimperative Sector Report & Seminar: Online Publishing



Thank you to our sponsors:

Headline sponsor



rocketseed
intelligent business email

sponsors

CONVERA
The Vertical Search Company

utarget networks

Supported by:


netimperative
intelligence for digital business

iab
Internet Advertising
Bureau www.iabuk.net

Netimperative Sector Seminar & Report Online Publishing

On behalf of Netimperative, we would like to welcome you to the Online Publishing Sector Report & Seminar 2007.

Our goal today is to bring you an event filled with information and networking opportunities. With a full programme of speakers from a wide range of backgrounds within the online publishing sector primed to give you some first-hand examples of how they have achieved success with unique and different ideas and strategies, this should prove a useful and interesting afternoon.

We'll look at, how social networking is impacting on the online publishing field and how search and new creatives can produce more personalised web properties.

I would like to take this opportunity to thank our sponsors for their support and you for attending.

Kind regards

Miss Charlie Lines
Events & Marketing Manager



rocketseed
intelligent business email

utarget networks

CONVERA
The Vertical Search Company

netimperative
intelligence for digital business

Netimperative Sector Seminar & Report Online Publishing Agenda

- 1:30pm - 2:00pm** **Registration**
- 2:00pm - 2:05pm** **Chair's Introduction**
Frank Kelcz, Director, Rocketseed
- 2:05pm - 2:35pm** **Keynote Address:**
Chris Lloyd, Assistant Managing Editor, Telegraph Media Group
The rapidly changing nature of the media landscape requires new approaches to publishing that reflect the interests of readers and advertisers alike. This session looks specifically at the editorial challenges faced by the Telegraph Media Group and how they have transformed the organisation to take full advantage of these changes.
- 2:35pm - 3.00pm** **Impact of the Social Networks**
David Cushman, Digital Development Director, EMAP
Online communication has been through a major transformation in the last few years, and there are new opportunities provided by Web 2.0, focused around user-generated, peer-to-peer content. This speaker session explores the impact of Web2.0 on the marketing landscape and looks at how social networking can impact on the digital publishing market, exploring how new marketing methods are developing hand-in-hand with new online models.
- 3.00pm - 3:20pm** **Case Study - Madgics & The Guardian**
Simon Conroy, CEO, Madgex
Josh Smith, National Online Manager, Guardian Recruitment Solutions
- 3:20pm- 3:45pm** **Coffee & Networking**
- 3:45pm - 4:10pm** **Monetising online content through advertising**
Ivan Pope, Founder, Snipperoo
This session explores the various options that exist for publishers and media owners to monetise their content through display advertising, rich media and new ad formats such as widgets, gadgets, in-line and in-txt.
- 4:10pm - 4:35pm** **Focus on Video Advertising - What are the options & potential results?**
Phil Cooper, CEO, Utarget
There is huge demand from users for video online. This represents a major new content and revenue opportunity for publishers. This speaker session explains the options for publishers in hosting, and generating advertising income from, video content.
- 4:35pm - 5.00pm** **Search**
Mike Teesdale, Planning Director, Harvest Digital
With 27% of print advertising spend moving to search advertising publishers who have both offline and online publications need to transition their revenues to survive.
- 5.00pm - 5:30pm** **Panel Q&A**
Chris Lloyd, Assiatant Managing Editor, Telegraph Media Group
David Cushman, Digital Development Director, EMAP
Simon Conroy, CEO, Madgex
Josh Smith, National Online Manager, Guardian Recruitment Solutions
Ivan Pope, Founder, Snipperoo
Phil Cooper, CEO, Utarget
Mike Teesdale, CEO, Harvest Digital
Iain Fletcher , VP of Marketing, Convera
Moderated by Frank Kelcz, Director, Rocketseed
- 5:30pm - 6:00pm** **Drinks Reception & Networking**

Speaker Biographies

Chris Lloyd, Assistant Managing Editor, Telegraph Media Group

Chris has worked across a variety of commercial areas at the Telegraph Media Group both on and offline, before moving across to the editorial side. Most recently he was a key member of the project team responsible for delivering a new multi-media newsroom at Victoria, when the group moved from Canary Wharf in 2006. Now as Assistant Managing Editor his role involves working with the Editors to continue developing new multi-media products, services and processes that complement this integrated multi-media business.

David Cushman, Digital Development Director, EMAP

David Cushman has worked in media for 20 years, the last eight in digital. He describes himself as "an evangelist for the power of the network and the dominance of communities". He regularly blogs on these themes at Faster Future: Publishing Possibilities Now and Beyond. It be found at <http://fasterfuture.blogspot.com>. He is currently Digital Development Director for emap, based with the specialist media group in Peterborough. The role requires him to thought lead with the following purposes:

Frank Kelcz, Director, Rocketseed

Frank Kelcz recently joined SEB Venture Capital to focus on Media Tech investments for SEB's newly formed UK entity. SEB is a major Swedish Banking Group and the venture arm controls an evergreen fund of 300 million US Dollars. Immediately prior to joining SEB Frank worked as CEO of the MCC Media Group - a private equity solutions company - and worked with early stage companies assisting them with strategy, business planning, business development, and fund-raising. He worked concurrently as an angel investor with a series of early stage software and service companies touching the Media Tech world. Frank was responsible for setting up and launching Ziff-Davis in Europe in 1990 from a Munich base. Following the sale of Ziff-Davis in 2000, Frank worked as a consultant for among others, Israel's largest technology VC, Pitango Venture Capital and VNU the Dutch publisher. Frank has launched 22 mostly technology magazines in 7 languages on three continents.

Iain Fletcher, VP of Marketing, Convera.com

Iain has more than twenty years experience in the information management industry, the last twelve of which have been focused on search technology, and he has in that time held technical, sales, business development and marketing positions.

Ivan Pope, CEO Snipperoo

Ivan Pope is CEO of Snipperoo, a company devoted to web-widgets, web-based content storage devices with a variety of applications. Throughout the early stages of internet commercialisation in the 1980's, this visionary entrepreneur was involved in a variety of innovations in website design and build, domain name registration, web-based newsletters, and even came up with the 'cyber café'. Using his extensive experience in business startup and development, Ivan founded Snipperoo in 2006, and has earned his reputation as a prolific blogger and authority on the subject of web widgets. Otherwise known as 'Mr. Widget', he is currently organising the first European Widget Conference, 'Widgety Goodness', to be held in December 2007, Ivan is a graduate of Goldsmiths' College, London, and has a Masters in Fine Arts from Brighton University.

Josh Smith, Guardian Recruitment Solutions, National Online Manager

Josh Smith is National Online Sales Manager for the Guardian's Recruitment Division. He has worked at Guardian News and Media for over 10 years, having begun his sales career at EMAP.

Josh has worked on the sales development strategy of GRS's digital revenues since 1999 - no small task considering the reliance of GNM on its traditional print revenues. During this time Josh has overseen the meteoric growth of the Guardian Jobs functionality, audience and revenues: it is now the 5th largest jobsite in the UK with over 1 million unique users (September, ABCe). Guardianjobs is now leading the way in advertising to passive jobseekers throughout the Guardian Unlimited network via 'behavioural targeting' - described by Revenue Science (who invented the technology) as 'by the far the most innovative use of our product by any media owner'. He is now leading new revenue development in e-recruitment, video and community.

Speaker Biographies

Mike Teasdale, Planning Director, Harvest Digital

Mike Teasdale is Planning Director at Harvest Digital, a specialist online marketing agency. Harvest Digital helps clients to exploit online marketing opportunities, including email, online advertising, search engine marketing, affiliate marketing, microsites and tracking/reporting. Current clients include Tesco, Tiscali and The Salvation Army. Before Harvest Digital, Mike worked as a consultant with Answerthink (www.answerthink.com), where he developed online marketing strategies for clients like IBM Global Services, Shell and Abbey National. He started his career as a copywriter in the direct marketing industry, winning numerous creative awards with WWAV Rapp Collins. In 1995 he co-founded one of the first new media agencies in London, Tequila Digital where he developed web projects for Motorola, Michelin, IBM, the BBC and many others. Mike makes regular contributions to Internet publications and industry groups. He has a BA and MA in English Literature from Leeds University and is a visiting lecturer at the University of Westminster. Mike is married with three children and lives in suburban West London.

Phil Cooper, CEO, Utarget Networks

Phil's first internet venture was launched as 50connect.co.uk in 2000 being the UK's leading internet portal for over 50s. When it was sold to KBA (an over 50s marketing company in 2005) for a 6 figure sum, the site boasted over 1 million monthly users, and had a retained double-opted in userbase of more than 125,000. Utarget Networks was launched in 2003 as a full screen sub-site network, and in early 2005, full screen contextual advertising was added to the portfolio. More recently UtargetTV has added a Video Advertising dimension. In August Utarget sold and served through proprietary technology more than 10million Video Ads, primarily pre-roll in format. Utarget now offers opportunities to media owners with Video content to monetise the same through pre-roll advertising or for those without video content to integrate a Utarget ad-funded solution.

Simon Conroy, Chief Executive, Madgex

Simon Conroy was appointed Chief Executive of Madgex in January 2005, having previously acted as a consultant to the company for four months. His knowledge of NLP and business transformation has allowed Simon to successfully spearhead growth plans and evolve the Madgex brand. The creation and implementation of a focussed strategy on monetisation of the web for media companies via online recruitment, leveraging content and communities has been a key accomplishment for Simon. Madgex has seen significant growth under his leadership, with revenue increases of 60% year-on-year, a client base that has expanded six-fold and profits to match. Simon has over seven years' experience in general and financial management and consulting. His experience spans retail, leisure, restaurant and wine businesses from FTSE 100 plcs to start up SMEs. Commercial finance has been an important focus for Simon throughout his career. Whilst working for Sainsbury's, he managed its Enterprise Information Solution Programme, leading the company-wide introduction of the largest data warehouse in Europe and heading up a team of 250 people. He was also appointed as the company's Head of Trading Finance, responsible for £15.5bn Sales and £4.5bn Gross Profit. In addition, Simon worked as Sainbury's Head of Business Transformation Finance. Simon has also worked in a number of senior positions at Wineworld London, the company that planned, constructed and developed the Vinopolis wine leisure attraction. His responsibilities included the financial and legal management of the company and its subsidiaries. He trained with PriceWaterhouseCoopers in London. Simon holds a degree in politics from the University of York and has also been awarded an ACA by the Institute of Chartered Accountants.

Netimperative Sector Report: Online Publishing

Introduction

Welcome to the Netimperative Sector Report on Online Publishing.

This year's report looks at the changing face of media as social networking and emerging platforms become more prevalent, and how media owners need to change to cater for changing consumer expectations and demands.

While the stats show that the UK online media sector is flourishing, there still remains massive scope for growth and major obstacles to overcome. In this report, you'll find an overview of the online media and publishing landscape as it stands, supported by trends from last year and some future predictions. You'll also read opinion from key industry members offering advice to help boost readership and ad revenues.

We have also pooled together a comprehensive arsenal of market data from leading research companies to help you plan ahead, before concluding with some case studies showcasing some innovative campaigns to get your creative juices flowing.

Kind regards,

The Netimperative Team

Netimperative Sector Report: Online Publishing

Online Publishing A Sector Overview

The UK's digital media sector is thriving, and there is little sign that this growth will slow anytime soon. Digital technology is fast replacing traditional media, and as more and more people substitute their daily newspapers for RSS feeds, their TV for YouTube and their social life for Facebook, there has never been a better time to be involved in the industry.

With almost all ad expenditure on traditional media in decline, it has fallen on the digital sector to prop up growth in the UK. The most recent report by the Internet Advertising Bureau for the first half of 2007 showed that advertising across all traditional media combined fell by £466.1m year-on-year, representing a 2.9% decline. However, with the increase in online advertising spend, the entire market grew by 1.1%.

What's more, according to the most recent census from the Association of Online Publishers, UK digital publishers experienced an average 60% increase in turnover in 2006, and are predicting an average of 72% growth for 2007, representing double what they were forecasting last year.

The subscriber conundrum

Despite this rosy outlook, starting and maintaining a successful online media firm remains a difficult task in a crowded market, and that tricky revenue conundrum of 'advertising versus paid content' has not gone away- it has just got more complicated.

With the introduction of new formats and media platforms, coupled with the growing prevalence of social networking and user generated content, media owners are tasked with a risky revenue balancing act to please advertisers and visitors at the same time.

In their primary role as content providers, many media owners are still finding themselves hobbled by the Internet's association with free content. Why should a consumer expect to pay for content they can get elsewhere for free?

Indeed, even some of the champions of premium content are beginning to feel the pinch. The recent decision by the New York Times to scrap its subscription model has been heralded as a significant milestone in the digital publishing space. Many expect other bastions of the paid-for content model such as the Wall Street Journal to follow suit. Even the FT has relented, offering readers up to 30 stories a month for free.

So are we witnessing the slow death of the paid for content model? Not so, according to the AOP, whose census showed that revenue from paid-for content increased by 50% in the first half of 2007. Nearly half (46%) of AOP members charge for content, up from 37% in 2006.

The practice is still employed to great success by many consumer and B2B publications, while other areas of media, such as iTunes for video and music downloads, are managing to put a nominal value onto content which can be found for free elsewhere.

However, the sub model supplements little over one-tenth of the revenue for the industry. Amongst the AOP members, advertising contributes the largest share of online revenue at 75%. Display advertising (including sponsorship) contributes 59% of overall income, while classifieds contribute 16%. This leaves paid-for content (including syndication) contributing just 12% of revenues.

Advertising

The IAB said that the UK now leads the world for share of advertising spend online as the global average is currently 5.8% (source: ZenithOptimedia). In the second half of 2006, UK online advertising experienced its highest market share ever reported when expenditure topped £1.098bn, representing a 12.4% share of total UK advertising.

Netimperative Sector Report: Online Publishing

In 2006, the IAB said £2.016bn was spent online by advertisers in the UK, targeting the estimated 31 million people connected to the internet. The growth has increased the internet's share of all advertising revenues to 11.4%, up from 7.8% in 2005.

Significantly, expenditure on the internet overtook advertising in national newspapers, which last year recorded growth of 0.2% to £1.9bn and a market share of 10.9%. In 2006, the internet was just over half the size of the TV advertising market, which experienced a fall of 4.7% to £3.9bn.

Formats

So as advertising is becoming more important than ever, how can media owners know which formats work best for their audiences? In 2006, online display advertising (including banners, skyscrapers and online sponsorships) rose 35% year-on-year to £453.7m.

Traditional advertising formats, such as banners, were reinvigorated by an increase in the use of rich media, which includes graphics, audio, video or animation. Once again online display advertising is experiencing growth far greater than any other display medium.

The growth of paid-for search (sponsored listings that advertisers pay for when a consumer clicks through to their site) was sustained, increasing by 52% to £1.2bn of total online ad spend or a 57.8% share. Online classified advertising was also up 45% to £379m, a share of 18.8%. This is in contrast to traditional press classified advertising, which experienced a significant decrease of 7.8% year-on-year.

Changing demands - 'many to many' publishing

Although community sites have been around as long as the Web, 2007 has been the year that online 'hang-outs' have flourished. Significantly, user generated content (UGC) appeals to the lucrative youth audience, enticed by a more dynamic, social and personal space than that offered by traditional web outlets.

The Internet is increasingly fulfilling its role as a 'participation' medium, led by these young users. AOP research shows 73% of 18-24 year olds write blogs or post comments online on a weekly basis. Other current forms of participation include social networking and gaming sites, and those that are purely user-generated.

While social networking stalwarts such as MySpace and Flickr have lead the way in this space, upstarts such as Bebo and Facebook have entered the fold, and the astronomical rise of (the now Google-owned) YouTube has revolutionised the concept of video content.

From a digital publisher's perspective this surge in people power marks a fundamental shift in the industry. The model of 'one-to-many', where controlled editorial content is posted on a specific timescale, has mutated to a landscape where publishing becomes a constantly evolving, 'many-to-many' conversation.

Capitalising on social media

The rules are changing, and consumers are coming to expect this level of control as standard, be it online, via mobile devices, and even via TV as interactive technology becomes more prevalent. As advertisers realise that mass audiences are uploading their own pictures, videos and blogs instead of consuming traditional media, they are discovering new ways to engage consumers through in-game advertising and online video technology.

The challenge now is to target consumers in a new environment that can be very hostile to ads invading a consumer's personal space. With this level of control, will consumers want any place for adverts in their own media world?

Solutions have ranged from sponsoring channels and branding avatars in Myspace, creating groups or applications within Facebook or 'forcing' users to select the ads they see within profiles. The currency by which success of these new solutions is measured is also changing, with the role of 'buzz' metric to gauge a brands' status in the blogo sphere growing in popularity.

Netimperative Sector Report: Online Publishing

Emerging platforms for digital media

Considering about 80% of people in the UK now own a mobile phone, it is unsurprising that mobile marks a significant untapped market for digital content providers. As handsets become more sophisticated- such as the new iPhone, the mobile could surpass the PC as the medium of choice for accessing digital content.

Indeed, worldwide annual consumer spending on mobile broadcast TV services is expected to exceed \$6.6bn by 2012, according to a recent report from Juniper Research. Nearly 120m mobile users in more than 40 countries are expected to receive broadcast TV services by 2012, compared to less than 12m in 2007. However, the report cautions that services face significant technological and regulatory hurdles both prior to launch and as they bid to build a critical mass of subscribers.

Meanwhile, mobile web is finally starting to take off, with more than half (56%) of mobile users are now accessing the internet via their mobiles according to a recent poll conducted by online usability and accessibility consultancy Webcredible. In addition, the nascent Internet protocol TV (IPTV) platform represents a huge market combining the interactivity of the Web with the mass 'lean back' appeal of TV.

The industry is witnessing a major sea-change as people power coupled with converging technology mean that both content and distribution platforms are evolving at an astonishing rate. New products and services have solidified relationships between publishers, audiences and advertisers, while broadband TV presents opportunities for text-based publishers to provide more audio and video content for their online audiences. Those publishers that can successfully predict and adapt to these technological and cultural changes to the digital media landscape will emerge as the winners as the sector becomes the dominant platform in the years to come.

Netimperative Sector Report: Online Publishing

Comment:



The Power of the Network = The Power of We

With the Internet is now fulfilling its role as a 'participation' medium, how can businesses adapt to meet to changing consumer demands. David Cushman, Digital Development Director at Emap, prepares us for the death of mass media and the rise of community.

In this paper I aim to describe and explain the emerging new ecology, why it is happening and what that means for the business of business. I'll discuss the things that are failing - and try to explain why. And I'll offer a solution.

The Church of Brands: A metaphor for control

Once brands were Churches. The good people of the parish needed our guidance. We kept telling them they did, and they had nothing to challenge that world view against. We preached from the pulpit. There was no Q&A. The flock would only read one book - ours! We owned the means of producing and disseminating all relevant sources of information. And because the people valued this and had faith in this, they came to us - in their droves - and very regularly. They paid our way, too. So our Church became the place to be - the place to organise the socio-economic fabric of the community around - the marketplace, the entertainment, where we lived our lives.

More: (<http://fasterfuture.blogspot.com/2007/07/church-of-brands-and-marketplace-of.html>)

The power of the Church was vested in its control of information. Along came Gutenberg and his pesky printing press - and centralised control of information was over. It meant alternative messages, and alternative texts. It meant information could be created - and shared - without the need to build a huge stone edifice or a hierarchical priesthood. The power of the Church was instantly diluted. Its role changed for ever.

The result was the biggest shift in thought since writing was invented - an end to centrally created and dispersed information as the only source of knowledge. The result was an explosion in brilliance; a new era of creativity; a fast-forward for inventiveness right across the board. Critically, the people had discovered new ways of creating trust. They learned they could have faith in the information of others - not just of the Church.

Biggest change since records began...

Well... at least since the arrival of the printing press. The arrival of the internet - and latterly the lowering of the technical barriers of using the internet (blogs) is as big a change in information control as Gutenberg's printing press. Now everyone can be a publisher. And they can do it for free. And that would be a pretty radical shift if that was all there was to it. But it's not - not by a long, long way. Books are a broadcast and, essentially, a mass media model. Blogs are networks of information and, essentially, serve niche communities.

It's not just that people can publish - they can also self-select the niche communities they wish to engage with. *More: <http://fasterfuture.blogspot.com/2007/05/famous-for-15-people.html>*. In the process of one blogger linking to the work of another, new value emerges, for example:

- Two-way flows of information.
- The creation of trust, validation and reputation
- Decentralised, self-forming adhoc communities of interest
- Zero hierarchy or silo restrictions

Netimperative Sector Report: Online Publishing

Reed's Law (1) states: (1)The utility of large networks, particularly social networks, can scale exponentially with the size of the network because the number of possible sub-groups of network participants is, where N is the number of participants. This grows much more rapidly than either the number of participants, N, or the number of possible pair connections, (which follows Metcalfe's law) so that even if the utility of groups available to be joined is very small on a per-group basis, eventually the network effect of potential group membership can dominate the overall economics of the system.

When the power of the blog meets the power of the network, rarely-predicted values emerge - conferences get organised, advertising models get engaged, new products are made, new thinking is stimulated, new peer-to-peer models of engagement derive. And as quoted in the opening chapter of Wikinomics (2), in the case of Goldcorp Inc - it transformed a \$100m gold mining company into a \$9bn one. Put very simply, the arrival of a networked world means effective access to the the wisdom of crowds. None of us is as clever as all of us.

The death of mass media

Mass media has little remaining purpose. It fitted an industrialised mass production world. It served the needs of advertisers selling mass produced items. It assumed that one size fits all. No wonder response rates in mass media are falling - we fast-forward past the TV ads, we tune away when the radio ones play, we 'stop seeing' the banner ads on websites, and advertisers themselves are wobbly about print because they can't directly measure the response.

But in a world of disaggregated content (ie each element of content, if digitised, can be served separately, to each individual) the demand for huge numbers of eyeballs (a mass audience) seeing your content in order for huge numbers of eyeballs to see adverts, is over. 100% ad efficiency is available in models such as google's cost-per-action. I sell an item - I pay google.

The rise of the community

I've grown up with the 6pm and 10pm TV news. It's hard for me to imagine a world without it. And perhaps there will always be enough common shared interest between people for this bastion of the broad to remain. Perhaps.

Broadcast - and news aimed-at-all is part of that - works on the premise that you can't please all of the people all of the time. So you try to please as many as you can, for as much of the time as you are able. That's broadcast, that's mass media.

But in a world of digitised, disaggregated content, the available response to an individual's requirements means they can be pleased all of the time. The networked model the internet provides means all of the people can be pleased all of the time. The question for media companies is: Where is the news team which can serve this long tail of individual demand? Answer: All around us - in the form of user generated content - communities of co-creators pulled together by their shared interests. So what we used to call news needs to be redefined:

News is:

1. Personalised, real time, community-created, shared information.
2. Best gathered at the point of inspiration (on that handy converged device - the mobile)
3. Best distributed to the point of need (and, taking advantage of the always on, always with you nature of that same converged device, that's best served by mobile, too).

This draws from the understanding that it is the community that best serves its own needs. An individual cannot get this from a disaggregated collection of digitised information. They can from a niche community of shared interest. The community emerges as the dominant force.

Netimperative Sector Report: Online Publishing

Why it's about more than just content: Applications to the marketplace, services and production.

1. People want to co-create. Consider an e-commerce site. If it doesn't allow the community of users to share their ideas about what it should sell, rate what is on sale, come together to propose improvements to what is on sale etc etc - you're locking out all the value of the network. Let members of your community pitch next year's ideas, rate them and shape them - and big up the things they love. If they score down some items - don't sell them. The community has spoken.
2. Two-way flow of communication beats the market: How do you know what your users want NEXT. The market shows you what they want now, and also what they don't want - but it can never tell you what next year's hit or miss is. Your community can - if you're engaged in a two-way flow. This is genuine 'consumer insight' based on real conversations with real people - not on generalised assumptions that "we know our market".
3. Convergence of buyer/seller/product developer/user/employee: If the employee and the user is converging in the concept of user generated content - the same can be said of communities of people trading together. eBay writes this large: The buyer and the seller converge. The buyer is also converging with the developer/designer (think BMW cars for a solid example happening now - the customer customises). This is a 3-dimensional version of a person - not a one dimensional "treat me as the customer... and only the customer" approach. In a 'shop' community environment one person can be a buyer/seller/developer/user/employee
4. Trust is communal: Trust is now created in a wiki-way. The social tools of 2.0 (eg diigo) make it ever easier for people to share what they think of a product or a supplier with their community, rapidly and in a way that is much more readily trusted by most consumers than old-style marketing messages. Sony tells you its PlayStation 3 is the dog's. The community tells them its made a heap of mistakes (1.1m views on YouTube of How to Kill a Brand 1.1m of PS3 vs Wii - apple style). How does your shop help the community decide what to trust?

All of this can be applied not only to the co-creation of content, but also to the co-creation of services - and ultimately to products. And for those of us who thought content was king, we must understand that it is now the community which is in control. Enabling networked communities offers media companies a new path and a flourishing future.

A new definition of media brands

A media brand is a platform for a community with shared interests. Focused on the interests of this community, we should aggregate content and offer services. Services are best delivered at the point they are needed - and that is always, always mobile!

Note the reference to the 'aggregation' of content, rather than the 'creation of'. I'm not suggesting media companies shouldn't bother with the creation of content. I am suggesting it's no longer our primary function. Our legacy of content creation can get in the way of putting the community first. We can't resist the urge to broadcast - to select what the audience is offered and spin it to our tastes.

This often reveals itself in the way we display content. Media brands put the content they create first, tip their hats at some user-generated content (always given second billing) and actively prevent the sharing of other sources of content the community might actually prefer. A blank sheet of paper approach would open our eyes to simple facts such as: The best content for the community is welcome - be it our own, rival media brand owners', or user generated content.

The community should judge which content gets highest prominence - and which gets booted into touch. Groups should be allowed to form which set their own parameters for what equals interesting and 'good'. This requires some bravery on the part of the media brand owner. It means that only if our own content is good enough/a good enough fit with the community will it score the highest ratings and get top billing. But what would you not want to learn from this?

Why We Media wins

Taking the platform/community-first approach reveals the extraordinary power that the new platform generators could generate. It is critical that the creators of those platforms (ideally, the co-creators of those platforms) understand that they are NOT in control of these platforms - that they don't set the agenda. They must allow these platforms to be dominated by the communities they SERVE.

But given all that, there is NO business (model) in the world of We Species we now inhabit (see Alan Moore's work at Communities Dominate Brands) (3) which does not benefit from the application of the ideas of We Media.

Netimperative Sector Report: Online Publishing

Not only does my definition of what a Media Brand now is (ie a platform for a community of shared interests) apply to what we think of traditional media plays, it is also equally essential for any business model - full stop.

So the ideas encapsulated in this post 'Does a straightforward transaction site need a social play?' and in this 'A new definition of media brands' can, indeed MUST, apply to any wannabe business model in this post mass-media/industrial age. Media companies are uniquely positioned to take advantage of the new way of doing business which is emerging from our new community dominated ecology.

In 'A new definition of media brands' I argued: A media brand is a platform for a community with shared interests. Focused on the interests of this community, we should aggregate content and offer services. Services are best delivered at the point they are needed - and that is always, always mobile!

I'll offer this update: "Focused on the interests of this global niche community, we should provide the tools to allow the co-creation and aggregation of content, products and services." Media companies (and I am deliberately not distinguishing between new media (eg google) and traditional media (eg emap) because I think both have advantages) are uniquely well placed to benefit from the cultural shift towards community (evidenced by social networking etc). Those with expertise in specialist niches may well be the best positioned of all. They are best suited to activating and engaging the long tail.

Why?

1. New media companies are brilliant at connecting (socialising) us digitally, traditional media companies have big audiences to activate/reach. Traditional media companies have tons of insight to help identify the new business opportunities (by which I mean opportunities to help build and join with co-creating communities).

2. Combine this with our experience in building communities (not particularly connected ones in the case of traditional media, but communities none-the-less) and you have a position of significant advantage in the age of constantly-connected communities.

In a new economy dominated by social consumers (prosumers) the niche global community platform creators hold the cards.

By

David Cushman

Digital Development Director

Emap

Notes:

Reed's Law: http://en.wikipedia.org/wiki/Reed's_Law

Wikinomics: <http://www.wikinomics.com/>

Communities Dominate Brands: <http://communities-dominate.blogs.com/>

Further reading:

Communities Dominate Brands (Ahonen & Moore): <http://communities-dominate.blogs.com/>

Wikinomics (Tapscott, Williams & YOU!)

The Tipping Point (Gladwell)

The Wealth of Networks (Benkler)

http://www.benkler.org/wealth_of_networks/index.php/Download_PDFs_of_the_book

The logo for Emap, consisting of the lowercase letters 'emap' in a white, sans-serif font, set against a solid red rectangular background.

Netimperative Sector Report: Online Publishing

Why Bring Dot.Com To International Markets (And How You Lose By Not Doing It)



Jacob Nizri, CEO of online media solutions firm Oridian, offers five tips on how advertisers can profit from the Internet's truly global presence and why if you snooze locally, you lose globally.

The advertising universe is expanding, once again. Initially, it underwent its first online Big Bang when brands discovered whole new galaxies of customers in far corners they never even dreamed of. In this, the next stage of development, advertisers are no longer interested in the thrill of discovery, come-what-may. They want to pinpoint new customer bases, reach them effectively, and profit from the Internet's truly global presence.

Ad networks are the bridge between advertisers and publishers but most tend to deal only with publishers in their home country or publishers ending with their country domain (.co.uk, co.fr, etc), believing that this is the one and only place to reach their target group. They couldn't be more wrong. As our world becomes more internationalised - and more wired - there are more and more "dot.com" customers to be found in what was traditionally the "dot.co" arena. That is, if you have the tools to find them. A handful of companies, mine included, have taken up the task of bringing international advertisers to North American publishers. A decade of experience in this field has proven to us that there's a lot of money to be made by advertising online to a global audience. But even more is being lost by the minute on the part of advertisers who don't take advantage of services that allow them to target potential regional customers and publishers. Our tips to advertisers and publishers alike can be summed up with a simple "snooze and you lose" or, more accurately put, "snooze locally and you lose globally".

1. You're losing exposure to valuable online readership - right now

There are 1,173,109,925 unique Internet users around the world - at this moment. Of these 232,655,287 are in North America. But there are 321,853,477 in Europe, 436,758,162 in Asia, 109,961,609 in Latin America - and tomorrow there will be more. An ad network with a reach of 35% in the UK brings your message to 6.7 million unique users going to dot.com sites, a reach of 38% in the Netherlands is 4.5 million unique dot.com users, 15% in Germany - 8 million; 55% in Belgium - 3.1 million, and so on.

2. You're losing screen time by not approaching international online users

Did you know there are domestic IP users who read only North American sites and English-language dot.com sites? In Europe alone, 12% of online user time is used to regularly visit North American sites ending in dot.com. That's a figure advertisers can't afford to ignore. These users include expatriates, students, government leaders, and businesspersons - all potential customers for local, non-dot.com advertisers. These are decision-makers, generally with disposable income, who keep informed about international matters but buy on the high street. For example, the Oxford-based reader of The Boston Globe may want to know about the latest research his colleagues are doing over at Harvard University -- but his underwear tags still read "Marks & Spencer".

3. You're losing revenue - and no one's gaining

If one unique user spends even just 10% of their time on dot.com sites that don't carry local advertising, that's 10% less advertising power to the foreign advertisers and 10% gone to waste on advertising something completely irrelevant to that reader.

4. You can't spell "community" without ".com"

Almost all online communities are dot.coms, not local URLs, yet media planners persist in looking only at local online communities. Meanwhile global online communities are making serious headway in foreign markets. According to a recent survey by comScore, 63% of Bebo.com visitors come from Europe, 49% of Orkut visitors come from Latin America and 89% of Friendster visitors come from the Asia-Pacific region -- but market dynamism means it's only a matter of time before heavyweights like MySpace and Facebook, which are US-centric at the moment (62% and 68% of visitors, respectively) -- grab some serious market share.

Advertisers could make the argument that it doesn't matter if the URL is a dot.com or not, as long as it's part of an overall channel, such as "News", "Sports", or "Shopping", but research and experience has taught us that refining channels is key to reaching the correct unique user group.

Netimperative Sector Report: Online Publishing

5. Remember: ROW boosts ROI

Simply put: No advertiser can afford not to reach at least 10% of a potential client base.

The bottom line: the sites once considered quality performers for advertisers are no longer just local ones. The trend of surfing global sites is increasing and should be part of any marketing mix proposed today. Ad networks are there to help advertisers find the right channels so they can reach potential customers and take advantage of the global clout and reputation that dot.com publishers bring. The next step in the ad universe's expansion will be when those dot.com sites start taking a serious chunk of local agencies' spending.

By
Jacob Nizri
CEO of Oridian
Online Media Solutions
www.oridian.com



Netimperative Sector Report: Online Publishing

Online now accounts for 15% of UK ad-spend

Internet ad-spend has beaten expectations for the first half of this year, growing 41.3% compared with the same period last year, according to new figures from the Internet Advertising Bureau (IAB). This takes the sector to a half-year high of £1.3bn (or £1,334.3m), compared to £917.2m for the first half of 2006. This new figure lifts online advertising's UK market share significantly, to 14.7%, with yearly expenditure forecast to reach a new high of £2.75bn by the end of 2007.

The study was commissioned by the online trade body IAB, in association with PricewaterhouseCoopers (PwC) and the World Advertising Research Centre (WARC).

Online ad market

The total UK advertising market grew by 3.1% during the first half of the year to £9.1 billion. However without online's contribution, UK media expenditure would have fallen by 1.9% (or £147 million). Once again the internet has propped up the UK advertising economy and remains the fastest-growing advertising medium. The new results see online overtake the size of the direct mail sector, which has a market share of 11.8%.

All major online ad formats surpass expectations

Internet display advertising (including banners, skyscrapers and rich media formats) climbed 33% to £287 million and a share of 21.5%. Nine out of ten online households in the UK are now on broadband, and marketers in all sectors are targeting consumers with increasingly creative rich media and video advertisements.

Paid-for search (search engine listings that advertisers pay for when a consumer clicks through to their site) was 44% up year-on-year to £762.3 million - a share of 57.1% of the online total. Growth is attributed to at least half of all ecommerce transactions (£32 billion in 2006) starting with a search. In July 2007 internet users carried out 1.4 billion search queries and over 80% of these resulted in a click through to a website. Advertisers recognise that search plays a valuable role in building brands, selling products and creating a competitive advantage online.

Major categories up, automotive is star online performer

Classified advertising is the latest online success story, growing by 72% year on year to £277.7 million with a share of 20.8% of all internet advertising spend. The top five categories remain the same as in 2006 but automotive has overtaken finance with a 12.5% share and is very much the star performer. From brand-building display ads for marques and models, to email building relationships, through to search aiding research and price comparison, and ultimately classifieds helping consumers find what they want, the automotive industry utilises every online format to complete a customer journey.

Recruitment leads with 24.7% of share up 5.3 points with finance down 3.9 points to 11.7%. Consumer goods made steady progress, increasing by 0.7 points to 5.3%, while retail remained static at around 3.1% of all online advertising spend.

The share of the business and industrial category more than doubled to 3.1% while telecoms also performed well - up two points to 6.7%. Property continued its ascendancy achieving a share of 5.7%, up 1.4 points year-on-year.

Drivers for growth

Broadband: Broadband is now an everyday utility with 52% of all adults in Great Britain connected at home*, an increase from 13% of all adults with broadband just three years ago*. With 90% of home internet users now accessing via broadband, up 6 points year on year, and 38% of the online population having used a wireless connection at home in the past month, advertisers are able to deliver far more creative and engaging communications to a mass audience.

Online evolution: Ofcom research reveals that average daily web use rose by 158% over the past four years; the over-50s account for nearly 30% of time spent online; and women in the critical 25-34 age group spend on average 20% more time on the net than their male counterparts. This is all great news for advertisers as the medium hurtles towards £2.75bn by the end of the year.

Social networking websites: While not a major driver of online advertising expenditure, social networking sites generate higher consumer demand for fast broadband, increasing time spent online and boosting overall consumer confidence in the online experience. This is likely to increase advertiser interest in the medium and lead to a continued growth in advertising expenditure for years to come.

Netimperative Sector Report: Online Publishing

Measurement and web analytics: As tools for measuring the efficacy of online, such as engagement and brand-building, become more sophisticated and robust the sector is fast becoming more accountable, transparent and measurable than traditional advertising sectors.

Guy Phillipson, chief executive of the IAB, said: "The online market is developing at an astounding rate and once again we see exceptional growth and a significant increase in market share. 90% of internet users are on broadband now and nearly 40% are using wireless. We're also seeing women and the over 50s spending far more time online, which makes the internet a very attractive medium to a broader set of advertisers.

"Importantly, marketers have a much better understanding of how online works and how to measure the effects of brand advertising as well as direct response. With other disciplines such as web TV, mobile and in-game advertising on the rise too, the opportunities in digital are limitless."

Nicki Lynas, manager, entertainment and media practice, PricewaterhouseCoopers, said: ""The latest results for the first half of 2007 show that the UK's internet advertising industry continues to strengthen. The growth levels seen by the companies in the survey prove that advertisers are increasing their spend online at a rate that shows no signs of levelling out."

Source: www.iabuk.net

Netimperative Sector Report: Online Publishing

Top 10 UK websites in September

ComScore has released its latest data on the top 10 internet properties in the UK, along with the fastest growing sites, in terms of unique visitors during September 2007.

Google was the most visited property in September, with 28.6 million unique visitors age 15 or older, reaching 89 percent of the total U.K. Internet audience.

It was followed by Microsoft Sites, which attracted 26.9 million unique visitors, an 83 percent reach.

Wikipedia, a site whose growth had leveled off over the summer, was the fastest growing property in the top ten in September, increasing by 15 percent to attract its highest ever U.K. audience of 13.3 million unique visitors.

The online encyclopedia site showed a similar increase a year ago, when it grew by 18 percent to 8.2 million unique visitors between August and September 2006, reflecting the impact of students returning to their studies in September.

Top 10 U.K. Online Properties Ranked by U.K. Unique Visitors September 2007 vs. August 2007 Total U.K., Age 15+ – Home and Work Locations* Source: comScore World Metrix				
Property	Total Unique Visitors (000)			% Reach
	Aug 2007	Sept 2007	% Change	
Total U.K. Internet Audience	31,918	32,179	1%	100%
Google Sites	28,345	28,578	1%	89%
Microsoft Sites	26,759	26,852	0%	83%
eBay	21,559	21,438	-1%	67%
Yahoo! Sites	21,039	20,843	-1%	65%
BBC Sites	18,578	18,688	1%	58%
Ask Network	14,815	15,001	1%	47%
Time Warner Network	14,322	14,310	0%	44%
Amazon Sites	13,261	13,596	3%	42%
Wikipedia Sites	11,534	13,293	15%	41%
Fox Interactive Media	13,032	12,542	-4%	39%

Students' return to school also gave a boost to Amazon Sites, which grew 3 percent over the previous month to attract 13.6 million unique visitors in September - reaching 42 percent of the total U.K. Internet audience.

Top 10 U.K. Online Properties Ranked by U.K. Unique Visitors September 2007 vs. August 2007 Total U.K., Age 15+ – Home and Work Locations* Source: comScore World Metrix				
Property	Total Unique Visitors (000)			% Reach
	Aug 2007	Sept 2007	% Change	
Total U.K. Internet Audience	31,918	32,179	1%	100%
Google Sites	28,345	28,578	1%	89%
Microsoft Sites	26,759	26,852	0%	83%
eBay	21,559	21,438	-1%	67%
Yahoo! Sites	21,039	20,843	-1%	65%
BBC Sites	18,578	18,688	1%	58%
Ask Network	14,815	15,001	1%	47%
Time Warner Network	14,322	14,310	0%	44%
Amazon Sites	13,261	13,596	3%	42%
Wikipedia Sites	11,534	13,293	15%	41%
Fox Interactive Media	13,032	12,542	-4%	39%

Netimperative Sector Report: Online Publishing

Top Gaining Properties for September

Fish4 Sites was the fastest growing property in the U.K. in September, increasing 34 percent to 2.9 million unique visitors. This growth can be attributed to the popularity of the property's career resources site, Fish4jobs.

Traffic to the site nearly doubled in September, making Fish4jobs.com the most visited career site in the UK for the month. September is typically a month that sees increased traffic to career sites following a slower summer period.

Two multi-channel retailers appear in the fastest growing list. Popular high-street entertainment retail chain HMV saw traffic to their site increase by 25 percent to 3.4 million unique visitors.

Arcadia Group, the company responsible for leading high street stores such as Topshop.co.uk and Burton.co.uk saw total online traffic to their sites increase 17 percent in September to 2.7 million unique visitors.

Bob Ivins, EVP of International Markets at comScore, observed: "To see traffic mirror what is happening in the general population is another example of how pervasive and engrained the Internet is in people's everyday lives. The start of the school year drove traffic to online retail sites, encyclopedia sites, and career sites."

Two popular European blogging sites WordPress and Six Apart Sites also enjoyed traffic growth. WordPress, which provides downloadable software for Internet bloggers, increased 25 percent to 3.8 million unique visitors, whilst Six Apart Sites grew 23 percent to reach 3.5 million unique visitors.

Source: www.comscore.com

Netimperative Sector Report: Online Publishing

Top 10 UK newspapers online

The ten most popular national newspapers in the UK in terms of audience size, growth and the time spent on the sites, according to new data from Nielsen//Netratings.

The new figures indicate that The Guardian remains the most popular national UK newspaper website - as it has been for each of the last 12 months.

The leading UK nationals online are growing at three times the rate of overall UK Internet growth. The Daily Mail and the Telegraph are the fastest growing amongst the Top 10, while The Sun and the Daily Mail are the most engaging. The Guardian had 2.7 million Unique Visitors, equal to one in every twelve Britons active online

For the first time in 2007, The Sun (2.0 million Uniques) lost second spot; it is now third behind the Telegraph (2.1 million Uniques) in terms of popularity. Overall, 7.4 million Britons (23% of Britons online) visited at least one of the ten most popular national newspaper websites

The "Top 10" most popular UK National Print Newspapers by UK online audience - August 07

Rank	Newspaper	Unique Audience (000's)	Active Reach
1	Guardian	2,677	8.4%
2	Telegraph	2,079	6.5%
3	Sun	2,049	6.4%
4	Times	1,912	6.0%
5	Daily Mail	1,434	4.5%
6	Daily Mirror	721	2.3%
7	Independent	681	2.1%
8	Scotsman	657	2.1%
9	Financial Times	303	1.0%
10	News of the World	297	0.9%

The battle for second spot during the last 12 months

2nd, 3rd and 4th most popular UK National Print Newspapers by UK online audience

Alex Burmaster, European Internet Analyst, Nielsen//NetRatings, said: "Whilst the Guardian and Daily Mail have consistently remained the most and fifth popular, respectively, over the last year the battle for the places in-between has see-sawed between the Sun, Times and Telegraph.

August is the first month of 2007 not to see a Guardian-Sun-one-two, with the Telegraph coming into second spot - being ahead of both the Sun and the Times for the first time."

Rank	Sept - Dec 06 (4 months)	Jan & Feb 07 (2 months)	Mar - May 07 (3 months)	June & July 07 (2 month)	Aug 07 (1 month)
2	Times	Sun	Sun	Sun	Telegraph
3	Sun	Times	Telegraph	Times	Sun
4	Telegraph	Telegraph	Times	Telegraph	Times

Netimperative Sector Report: Online Publishing

Audience Growth - how the "Top 10" have fared across 2007

The number of Britons visiting at least one of the "Top 10" grew from 5.6 million in December 2006 to 7.4 million in August 2007 - a growth of 30%

The Daily Mail has experienced the greatest growth amongst the "Top 10" across 2007, more than doubling its audience from 0.7 million in December 2006 to 1.4 million in August 2007 (117% growth)

The Telegraph is the only other of the "Top 10" to at least double its audience; growing by 106% from 1.0 million to 2.1 million

Unique Audience Growth: How the "Top 10" UK Nationals have performed across 2007

The newspapers accruing the most audience time

More time was spent on The Sun (53 million minutes) than any other UK newspaper, followed by the Daily Mail (49 million minutes). Amongst the "Top 10", the Daily Mail (34 minutes) and The Sun (26 minutes) also had the highest average times per visitor

Total Time and average Time per Person for the "Top 10" UK Nationals - August 2007

Rank	Newspaper	Unique Audience (000's)	Active Reach
1	Guardian	2,677	8.4%
2	Telegraph	2,079	6.5%
3	Sun	2,049	6.4%
4	Times	1,912	6.0%
5	Daily Mail	1,434	4.5%
6	Daily Mirror	721	2.3%
7	Independent	681	2.1%
8	Scotsman	657	2.1%
9	Financial Times	303	1.0%
10	News of the World	297	0.9%

Source: Source: Nielsen//NetRatings, UK NetView home & work data, August 2007

E.g. Britons online spent a total of 53 million minutes on the Sun website in Aug 07 - an average of almost 26 monthly minutes per visitor. It's currently the 3rd most popular UK national online

Netimperative Sector Report: Online Publishing

Rank	Newspaper	Total Minutes (millions)	Time per Person (mm:ss)	UA Rank Aug 07
1	Sun	53.1	25:54	3
2	Daily Mail	48.9	34:06	5
3	Telegraph	32.3	15:33	2
4	Times	30.6	16:01	4
5	Guardian	30.0	11:11	1
6	Mirror	10.9	15:11	6
7	Scotsman	7.2	11:01	8
8	Independent	4.7	06:54	7
9	Financial Times	4.6	15:05	9
10	News of the World	3.0	10:10	10

Rank Newspaper Total Minutes (millions) Time per Person (mm:ss)

UA Rank Aug 07

1	Sun	53.1	25:54	3
2	Daily Mail	48.9	34:06	5
3	Telegraph	32.3	15:33	2
4	Times	30.6	16:01	4
5	Guardian	30.0	11:11	1
6	Mirror	10.9	15:11	6
7	Scotsman	7.2	11:01	8
8	Independent	4.7	06:54	7
9	Financial Times	4.6	15:05	9
10	News of the World	3.0	10:10	10

Netimperative Sector Report: Online Publishing

Research

UK digital publishing growth beats forecasts

UK digital publishers experienced an average 60 per cent increase in turnover in 2006, and are predicting an average of 72 per cent growth for 2007, representing double what they were forecasting this time last year, according to a new survey.

The latest membership survey from the UK Association of Online Publishers, the AOP Census 2007, found that digital now contributes an average of 12 per cent of members' overall revenue.

The fieldwork was conducted from 16 January to 16 February 2007 as an online survey by an independent research consultancy, Fox Insight. Fifty-seven AOP member companies completed the questionnaire.

Total turnover for AOP members' digital operations increased to £575m, up from £344m the previous year.

Advertising contributes the largest share of online revenue for digital publishers at 75 per cent. Display advertising (including sponsorship) contributes 59 per cent of overall income, classifieds contribute 16 per cent, and paid-for content (including syndication) contributes 12 per cent of revenues.

Revenue from paid-for content increased by 50 per cent in 2006. Nearly half (46 per cent) of AOP members charge for content, up from 37 per cent in 2006.

AOP members employ nearly 8,000 individuals in the digital side of their businesses, with 540 new jobs created in the last year alone by AOP members.

Publishers see broadband, mobile (and wireless) and communities as the biggest opportunities for the industry in 2007. The biggest threats identified were the number of new competitors, security, and Government/legal restrictions.

Simon Waldman, AOP chairman and group director of digital strategy, Guardian Media Group, said: "This is a remarkable set of figures. 2006 was a year of spectacular digital growth, innovation and investment by the UK's media industry - and our forecasts show there is no sign of this letting up."

www.ukaop.org.uk/research

Netimperative Sector Report: Online Publishing

AOP identifies 4 digital 'mega-trends'

There are four key trends emerging in the way consumers use digital content: Participation, On-demand, Mobility and Personalisation, according to new research from trade body the Association of Online Publishers (AOP).

The study, My Digital Life: A review of what we know about digital consumers, consolidates and interprets information currently available in the public domain, was commissioned by AOP's Futures group.

The first major trend identified in the research was Participation, which encapsulates the way in which the internet has grown to become a two-way medium.

This activity is mainly led by young users with 73 per cent of 18-24 year olds writing blogs or posting comments online on a weekly basis. Other current forms of participation include social networking and gaming sites, and those that are purely user-generated.

This active involvement has driven up the number of content distribution channels, further fuelling the trend towards On-demand content, another of the mega-trends.

A good example of this, says the review, is the growing momentum of podcasting. Podcast Alley hosts more than 25,000 podcasts and 12 per cent of the US online audience downloaded a podcast in November 2006.

AOP found that Mobility is a strong trend throughout digital consumption which is unsurprising considering around 80 per cent of UK individuals own a mobile phone. And these portable devices offer increasing functionality and features to accommodate and encourage the way we choose to access our media.

Personalisation is the final mega-trend explored in the digital review and it focuses particularly on the consumer's ability to self-schedule and the increasing opportunities to customise published content. This trend is evident in the wealth of personalised online spaces on community sites and also includes the availability and use of RSS feeds and alike.

The research was conducted on behalf of AOP by an independent consultant in December 2006 and took the form of a review of information and resources on UK digital consumers.

The AOP Futures group is formed of representatives from AOP member companies. The group steers projects which aim to promote debate on the publishing future.

The UK Association of Online Publishers (AOP) is an industry body representing online publishing companies that create original, branded, quality content. AOP champions the interests of approximately 160 publishing companies.

Readers 'prefer online to print'

Newspaper and magazine websites are easier to access, faster for locating desired content, and are more convenient than their print equivalent, according to recent AOP research.

AOP's Dual Consumption Survey, looking at usage and attitudes across AOP member websites and their offline equivalents, found that 60 per cent of newspaper readers consider online easier to access than print.

For magazine readers, the preference was less marked, though 48 per cent of respondents still favoured the publications' websites for ease of access.

A dominant theme of the research was that audiences trust the content brand over and above the medium by which it is delivered.

Netimperative Sector Report: Online Publishing

Three-fifths of respondents did not want to choose between the two, with the website and print equivalent fulfilling different and distinct consumption needs.

The AOP Dual Consumption Survey was conducted across 37 AOP member sites, collected responses from a total of 26,926 respondents (16yrs+, UK only) and concluded that 72 per cent of newspaper respondents and 66 per cent of magazine respondents consider the website and its offline equivalent to be equally reliable.

Both newspaper (81 per cent) and magazine (74 per cent) respondents considered both platforms to be equally trustworthy.

Looking specifically at the role of websites, the results confirmed that consumers can find content faster on the web and consider online a more convenient platform than print.

Sixty per cent of both newspaper and magazine respondents agreed that the website enabled them to find things faster than using the offline equivalent.

Convenience scores for newspaper websites were particularly striking, with over half (55 per cent) of newspaper respondents preferring online.

However, there is still work to be done online in terms of user satisfaction - an area in which print titles appear to have the edge. Half of magazine respondents rated the print version as more satisfying than the website.

www.ukaop.org.uk

Netimperative Sector Report: Online Publishing

Case Study

The Mail and Martin McColl use traditional retail skills and digital vouchers drive sales

One-to-one marketing in store and using mobile phones

In the latest mobile voucher scheme at Martin McColl newsagents and convenience stores, selected customers were invited to trial the Daily Mail and The Mail on Sunday for two weeks and save up to 55%.

In 43 specially selected stores across Oxford, Birmingham and Reading, customers buying a competitor title or not buying a newspaper at all were given a leaflet inviting them to send a text message to receive text message voucher, direct to their mobile phone. The voucher was then validated in real-time using the mobile phone top-up and payment terminal.

Neil Jagger, UK Consumer Sales Director at Mail Newspapers, commented: "We were keen to embrace this new technology, due to the high penetration of mobile phone ownership and the ability to promote the Daily Mail and The Mail on Sunday with an attractive offer and a convenient mechanic. Martin McColl's staff have tried and tested the technology with success so they were the natural retail choice."

David Prince, News Account Manager at Martin McColl said: "Our customers value convenience and exclusive offers. The mobile phone is something people rarely leave home without and will usually have it with them when they visit our stores. This encourages them to take advantage of offers like this."

Of the readers who took part in the promotion, 68.10% used the voucher at least once with an overall 35.61% redemption rate. At about six-times the results of a typical equivalent paper campaign this is further evidence that readers value the convenience of i-movo digital vouchers distributed to mobile phones, a value that has a dramatic impact on campaign performance and the associated Return on Investment.

This is the latest project to go live using i-movo's secure digital voucher system and again i-movo has teamed up with e-pay to use the network of terminals e-pay has installed in all Martin McColl stores.

"We saw very encouraging results from previous i-movo trials and it comes as no surprise to see further momentum" said Andrew Dellow, Commercial Director of e-pay. "Previous attempts to bring a digital voucher solution to the convenience and independent sectors have failed because of the cost of installing new hardware and complexity of developing custom software. i-movo uses existing payment terminals and is based on industry standard payment messages so avoids the pitfalls of earlier attempts."

According to David Tymms, CEO at i-movo "the very high redemption rates we have seen in this and other i-movo campaigns is driven in part by the convenience of system for consumers and retailers. We use text-messages to distribute our vouchers as most consumers are familiar with text and text-messages work on all mobile phones. By contrast, bar-codes don't display consistently on all handsets, have a high failure rate when scanned and require costly and time-consuming integration to retailer systems to provide secured redemption."

About i-movo

i-movo is a private company jointly owned by Conchango PLC and David Tymms, who is also CEO. The company was established in 2003 to develop technology and processes to distribute promotional currency to mobile phones with redemption using existing retail infrastructure. For further information on i-movo, please visit <http://www.i-movo.com> or contact David Tymms at i-movo, david.tymms@i-movo.com or telephone +44 (0) 207 261 4449.

About e-pay

e-pay, a Euronet subsidiary (Nasdaq: EEFT), is the largest electronic payments processor of prepaid mobile airtime top-up services in the UK. Founded in 1999, e-pay focuses on Electronic Top-up,

International Phonecards and Payment Services - with the range of products and services available increasing all the time. For more information, visit the company website at www.e-pay.co.uk.



Netimperative Sector Report: Online Publishing

Case Study

Collaborative partnership delivers cutting-edge technology, placing 'The Daily Mail' at the forefront of online new provision.

The eReader

With the intention of associating itself firmly and favourably with the launch of Windows Vista, in January 2007, Associated Newspapers commissioned an advanced interactive and fully-downloadable version of its UK tabloid newspaper, 'The Daily Mail'.

In so doing, it became the first news publisher, in both the UK and Europe, to offer its readers an online application closely replicating the 'real' newspaper. This has put the Mail in a strong position to grow its user base.

The story of the partnerships that forged the development, the speed with which it was completed, and the use of pre-release technologies to achieve a uniquely stimulating user experience, makes a riveting read.

Project Overview: Teamwork at its best.

The eReader is more ambitious than anything yet seen in this market. It enables users to read the Mail and the Mail on Sunday exactly as they would in its paper format, but with a number of sophisticated tools attached to it.

It's like real life, but better

Collaboration between Conchango, Associated Northcliffe Digital (AND), the online division of Associated Newspapers, and the Advanced Reading Team from Microsoft in Seattle, facilitated incredible speed of development. The project was completed in just eight weeks, using Scrum agile delivery methodology to maximise the involvement of Daily Mail business managers, editorial staff and the digital development team.

Amongst numerous other considerations, one of the prime goals was to ensure that the tabloid styling was absolutely 'spot-on' so that the look and feel, the user experience of the eReader, would reflect that of the newspaper as closely as possible. Matching the typography and design elements was no easy task, since the Mail tends not to follow the regimented column grid format used by most newspapers, preferring individual design and layout for each page.

At each step, the application was stress-tested by Microsoft. It was launched in beta mode to accommodate early user updates as refinements come on board. Whenever a user logs on, available updates will download automatically.

Advanced screen reading technology and other pre-release software was used to end up with a news medium that has become a hot news item on its own merits.

Solution: Hold the front page.

That's it in a nutshell; once downloaded, the newspaper now has full functionality offline, giving instant access to that day's edition and the previous six days, as well as The Mail on Sunday. Users can navigate through story lists, toggle between articles, switch between sections, view picture galleries, and search for and access stories up to seven days old. The online version of the newspaper is image-intense, capturing the true spirit of the news.

It's a WPF-based application built on .Net3, using XAML. The Automated Data Feeds are taken in via RSS. Great advances were facilitated by Conchango's use of Microsoft Expression Blend for the WPF design. This technology is still in its own beta phase and was one of the key factors in development speed and design capability.

The eReader is totally reflowable and can easily scale for viewing on laptops, tablets, desktop PCs and Ultra-mobile PCs. However the user views it, the page will adapt to fit the screen. A 'News in Pictures' feature allows the user to browse the news visually and then dive right into the story. Vista-only functionality includes a sidebar gadget and a 'Speak the News' feature.



Netimperative Sector Report: Online Publishing

Business Benefits:

Better Points of View

The Daily Mail has now claimed 'innovation in news delivery' as its own property, setting a standard that others will follow very swiftly.

The eReader is a natural Web 2.0 development, empowering the news consumer to expect nothing less online than may be encountered offline; the same point of view, but better. This is the way the market will move, and The Mail has been an early adopter of the technology.

As such, it hopes that its online news offering will appeal to early adopters in the market place and The Mail will attract new users and retain exiting users through a compelling user experience. It's likely that the Mail will now appeal to a wider audience than it may ever have been able to in its traditional format; simply because it is now widely available in an engaging format.

As the user base builds, the eReader will attract paid-for advertising, but that's in the long-term. For the time being, Associated Newspapers is happy to have proved that it is a leader rather than a follower and is more than able to make the news in more ways than one.

Innovation

Alan Revell, Chief Operating Officer of AND (see above), said:" Associated Newspapers are market leaders when it comes to developing new products and services that appeal directly to our existing and potential new readers. The Mail eReader will offer readers a new editorial experience and it is this cutting-edge approach to innovation which sets us apart from our competitors."

Partnership

On the subject of working with Conchango, Ian Cohen, Chief Information Officer of Associated Newspapers Ltd adds: "I had encountered Agile working methods before, during my time at The Financial Times, and it was clear that without this innovative and iterative approach we would not have achieved so much in such a relatively short time. Conchango are well versed in this methodology and this helped create a tremendous team spirit. More importantly, it gave us full control and clear visibility of what was going on, whilst leaving the developers and designers to concentrate on delivering a first rate product within a very tight time-frame."

Netimperative Sector Report: Online Publishing and Media

Headline Sponsor:



rocketseed

intelligent business email

Rocketseed converts a standard corporate person to person e-mail into intelligent and interactive electronic letterhead and marketing link. It enables tighter personalised disclaimers and, most importantly, turns everyday person to person email into a new channel to market.

Key Benefits

- Every email automatically includes the sender's corporate logo, the sender's business card and disclaimers appropriate to the sender and receiver.
 - All email includes all regulated requirements of disclosures of corporate identity and statutory and taxation references.
 - It provides easily controlled corporate identity over all users emails with the ability to personalise or group branded banner messages on personal emails
 - It enables the inclusion of embedded interactive direct links which the company can use to promote, up-sell, cross-sell and gain instant feedback. These direct links achieve between 5% and 30% click-through.
 - Changes in the marketing messages "wrapped" into these e-mails can be made on-the-fly; as well as according to geography and company department.
 - Auto-generated e-mail (normally sent by companies to confirm/track transactions) are can also look better and work smarter with Rocketseed.
- Contact details: Telephone 0870 890 2221 - URL: www.rocketseed.com

Supporting Sponsors:



Convera provides media and publishing companies with the necessary technology and services to build vertical search engines that drive Web site traffic and generate additional online ad revenue.

Contact details: Telephone 01344 781800 -URL: www.convera.com



Utarget Networks

Utarget is a leading UK online video advertising network*. It specialises in online video advertising and launched UtargetTV, the UK's first online video advertising network, in June 2006. Utarget's "long-tail" network of 600+ sites delivers a UK audience of 20+ million users to a long list of major brand advertisers. In January 2007 it received funding from Foresight Venture Partners and now operates in Germany, France and Italy.

Contact details: Telephone 01753 860 700 -URL: www.utarget.co.uk

Supported by:



Internet Advertising Bureau, the trade association for the internet marketing industry. Online represents the most exciting and fastest growing advertising medium. Our job at the IAB is simple; we work with our members to ensure marketers can easily identify the best role for online and help them engage their customers and build their brands, through a combination of resources and events.



Netimperative
Mare Street Studios
Unit 303
202 - 213 Mare Street
London
E5 0NB

Tel: 020 8533 7565
Fax: 020 8533 5504

Emails

Sales: davina@netimperative.com
Events & Marketing: charlie@netimperative.com
Editorial: robin@netimperative.com



rocketseed
intelligent business email



www.netimperative.com