
Revenue Diversification

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News Corp

Seeking New Adjacencies: The News Corp (Diversification) Playbook

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Digital Context Next
Miami
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DOW JONES

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**NEWS AMERICA
MARKETING.**

NEW YORK POST

 **HarperCollins** *Publishers*

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Australia



Amplify.

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The Thesis

We fought the wrong battles over departing revenue streams.

We Lost.

Can we now go from being the disrupted to becoming the disruptor?

The Focus

*I Just Want To Say One Word To You. Just
One Word.*

Are You Listening?

“Transactions”

Exactly How Do You Mean?

“The Graduate”

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DISCOVER YOUR PERFECT HOME

For Sale

Search by Address, City, Zip, Neighborhood or MLS

Search

New York City, New York

the HOME-BUYING PROCESS in PLAIN ENGLISH with ELIZABETH BANKS
5 STEPS to becoming impressive, grown-up, and buying your first home.

Learn more

The Latest

Deep Thinker Curt Schilling Tries to Sell His Massachusetts Home

10 Most Overvalued Housing Markets in America

Chiefs QB Alex Smith Is Selling Luxurious French Villa in Monte Sereno

Watch the Evolution of NYC Housing in This Animated Map

This Just In: Lara Logan of CBS News Sells "Warm and Welcoming" DC

Too Many Apartments for Rent in Brooklyn? Who Don't Please Go

No Windows, No Problem: An Above-Ground 'Underground'

Gangsters, Starlets, and Socialites: A Beverly Hills Mansion Comes With a

New Listings in New York, NY



\$925,000



\$670,000



\$699,000



\$1,450,000



\$1,488,000



2080 All New Listings

View all

Currently in
New York, NY

24,066
All Listings

889
Open Houses

23,157
Recently Sold

5,209
Price Reduced



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Find a local real estate professional to help you discover your perfect home.
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Rationale: Leverage 60 mil+ monthly WSJ Digital Network audience funnel, for starters

Route: Acquisition of Move Inc., September, 2014

Cost: \$950 million

Early Results: 43% y-o-y growth in UV's in first year



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Things that matter

The Story So Far

10,000+ happy customers

have bought their homes from us

8 Offices

300+ Real Estate Advisors

From search to home loan

everything under one roof

₹ 8000+ Crores

worth of houses sold

Mobile apps

Portfolio

Search on map



Rationale: Bring global real-estate resources/expertise. Indians among the most prolific second-home buyers in Australia, UK, Singapore and USA. Already providing premium home listings to MansionGlobal and supplying 50,000+ India listings to Realtor.com

Route: Acquired 25% stake in November 2014.

Cost: \$30 million, and a route to future majority ownership.

Results: Consolidate India's nascent digital real-estate sector. A very long-term play, as more Indians begin their real-estate search online.

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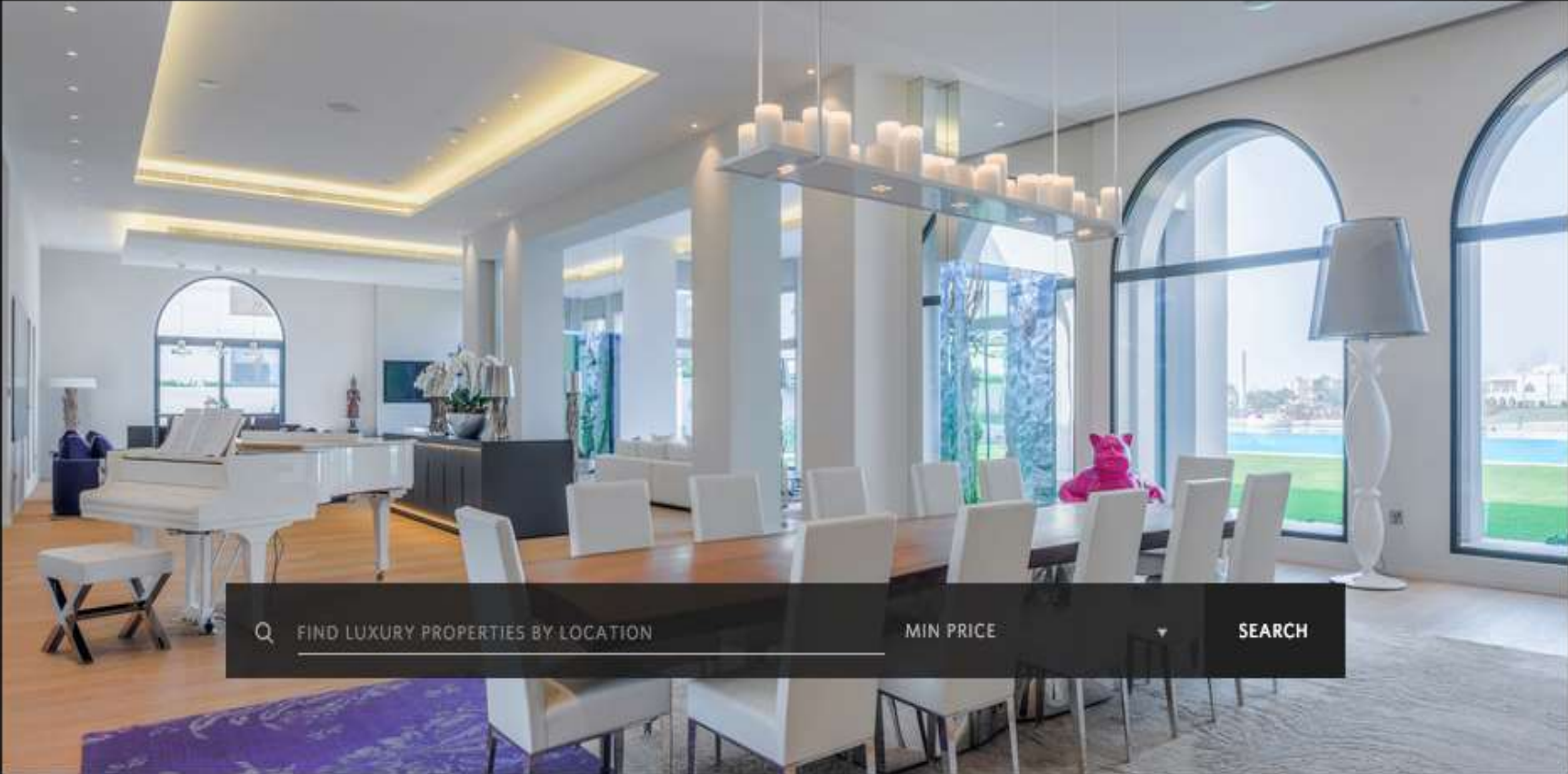
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MENU

MANSION GLOBAL

EN

FIND A PROPERTY



FIND LUXURY PROPERTIES BY LOCATION


MIN PRICE

SEARCH

DUBAI, UNITED ARAB EMIRATES - PRICE UPON REQUEST | GULF SOTHEBY'S INTERNATIONAL REALTY

1/10

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A

Photographer's Island Getaway

The more than 4,000-square-foot estate in Maui has views of the Kapalua coastline

Gangbusters Global Growth

What Bothers Americans Most About Their Homes

Homes in the U.S. Recover Their Value

Weaker Peso Opens Door for U.S. Buyers in Colombia

US DOLLAR

0.645

Pound Sterling

0.885

Euro

0.969

Swiss Franc

1.391

Australian Dollar

7.750

Hong Kong Dollar


1.318

Canadian Dollar


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MANSSION GLOBAL

Rationale: Identified global gap for a one-stop marketplace for premium homes; Leverage WSJ/Times of London/Sunday Times/Australian “mansions” content

Route: Incubated @NewsCorp; operated by @DowJones

Cost: In-house team of 20

Results: Launched in English, Chinese and Spanish in May 2015; 800,000 monthly unique visitors; 80-100 new leads monthly; at 80% of 2015-16 revenue goals with six months to go.

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As you read, you'll see words you don't know. If you see the same word 3 times, look it up in the dictionary; it's probably important.

Progress Top10 Activity

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235 VCB 163 GRM 2 CMP

1451 Total points

Last Level: Associate

Last Badge Earned: Beginner's Luck


NEED HELP?



Will the Apple Watch Eclipse the Classics?

The Apple Watch Edition is poised to disrupt the long reign of luxury mechanical timepieces.


20 April 2015 by Kevin Sintumuang Level 2



Major Airlines Score Higher With Passengers

Major U.S. airlines slightly improved their passenger-satisfaction scores this year, coming in with the best aggregate results in more than two decades, according to a customer-satisfaction poll to be released Monday.


19 April 2015 by Susan Carey Level 4



Google's Mobile Defense Against European Pressure

Major U.S. airlines slightly improved their passenger-satisfaction scores this year, coming in with the best aggregate results in more than two decades,

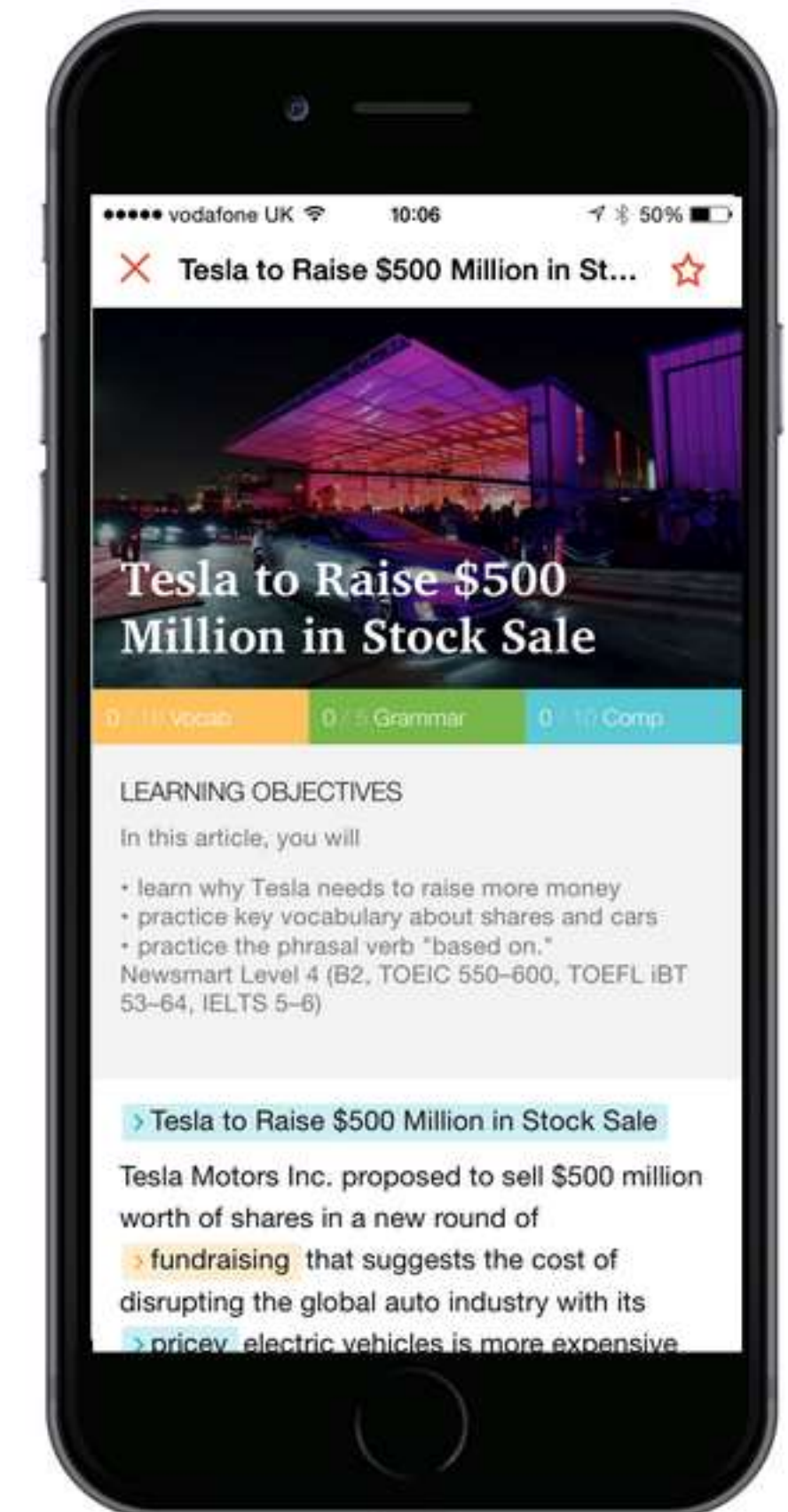
16 April 2015 by Dan Gallagher Level 3



American Express Profit Rises

American Express said its first-quarter earnings rose 6.5% thanks to higher card member spending and loans, though foreign-currency impacts dented revenue.

SAVED



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Rationale: Leverage daily WSJ content into an aspirational, self-paced learning experience, potentially build future audience funnel

Route: Incubated @NewsCorp, operated by @DowJones since August 2015

Cost: In-house team of 4

Early Results: Citigroup signed up as first corporate client

Other Acquisitions



\$455 million



\$25 million



\$176 million
(Upfront + Earnouts)



N/A

What We Didn't Do

BUSINESS
INSIDER



BuzzFeed

Forbes

Chicago Tribune

Los Angeles Times

DAILY  NEWS

The Washington Post

The
Economist



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“If we want things to stay as they are,
things will have to change.”

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