



Content Everywhere 2017

#DCNLive

@DCNorg

DCN: Content Everywhere Day

- ① DCN's Unique Role
- ② The Distributed Content Benchmark
- ③ 5 Thoughts for the Day

Digital Content Next

*Digital Content Next is the **only** trade association that exclusively serves the unique and diverse needs of high-quality **digital content companies** that manage **trusted, direct relationships** with consumers and marketers.*



Advancing the Future of Trusted Content

- **Industry Leadership**

Connect with a powerful network of your peers

- **Proprietary & Public Research**

Access business intelligence and thought leadership

- **Advocacy**

Benefit from DCN representing premium publishers in DC and the industry

- **Events & Committees**

Engage across members to solve problems and share best practices

- **Marketing & PR**

Leverage DCN voice/messaging on DCN channels and in marketplace

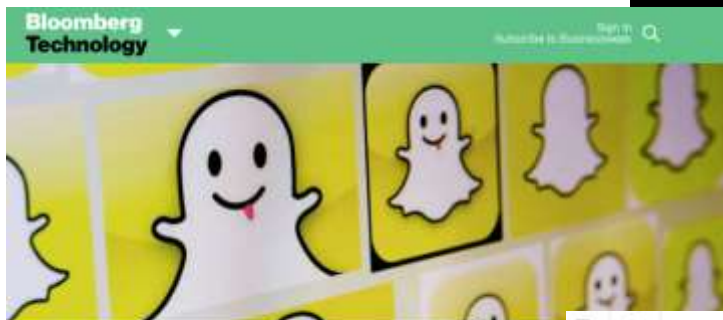
*Intelligence of a Think Tank with
the Voice of a Trade Association*

Think Tank

Unique research insights help members and the industry understand the dynamics of business



DCN Voice to Amplify



Facebook, Snapchat Deal Produce Meager Results for News Outlets

by Gerry Smith
January 24, 2017, 12:38 PM EST

THE VERGE

Instant recall

Facebook's Instant Articles promises to revolutionize journalism — but now big publishers are questioning the platform's commitment to transparency.

by Jesse Newton on April 16, 2017 11:01 am
Comments by William Joel / The Verge

QUARTZ

THE PAY OFF

Betting on Facebook and Snapchat hasn't paid off big for publishers, a study shows

by Ashley Rodriguez | January 25, 2017



DIGIDAY

NEWS PODCASTS DIGIDAY+ EVENTS CAREERS

DIGIDAY

'Real change needs to happen:' Publishers shrug at platform overtures

JANUARY 24, 2017 by Sarah Meier



Distributed Content Benchmark: Key Findings

- Distributed content for H1 2016 represented an estimated \$7.7 million average revenue for participating members
- Video represents 85% of the total, \$6.5 million, driven by TV/cable companies' OTT monetization
- Social media, Google AMP and syndication represents the remaining 15%
- Of third-party platforms tracked (Facebook, Snapchat, Twitter, Google AMP and YouTube), publishers are most active on Facebook and Twitter, because of their importance in driving site traffic
- For monetization, publishers are more active on Facebook and YouTube
- Of third-party platforms tracked, YouTube represented the largest individual source of revenue for companies at \$.8 million

Each platform presents unique challenges



- **Facebook** video ad products don't scale for TV/cable companies
- **Instant Articles** has restrictions & limitations from ad units to measurement
- **Facebook Live** has yet to scale or prove a revenue model beyond publisher production guarantees



- **Twitter Amplify** has not scaled



- **Google AMP** is gaining ground with pure play and print publishers, but it is not geared for TV/cable companies



- **Snapchat** announced new licensing model for Discover channels which may translate into a limited upside for monetization



- **YouTube** has proven a fickle partner as demonstrated by recent problems with YouTube prioritizing its own skippable ad inventory over non-skippable partner inventory

5 Key Practices

1. Concentrate negotiation at the executive level of your company management; do not leave negotiations to lower-level management and/or individual brands or businesses.
2. Focus on products that leverage your core business, are replicable, get new money, and have the potential to scale.
3. Include key business requirements in partnership agreements that support scaling:
 - Ad server integration
 - Third-party measurement integration
 - Management reports (e.g. roll-ups by publishers and/or marketer)
 - Data for advertising and subscription monetization
4. Test and measure content consumption and monetization on third-party platforms and compare to on-site to inform monetization strategies.
5. Centralize responsibilities or use active cross-functional teams for managing third-party partnerships.

5 Thoughts for the Day

1. “Duopoly” is absolutely real. Make no mistake.
2. Distributed Platforms are the future, can’t resist them.
3. The economics don’t currently work, must demand more.
4. Your brands, value to platforms is greater than the parts.
5. Sometimes you need to walk away to get a better deal.