

#dcnlive

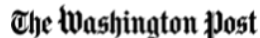
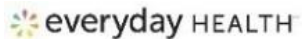
@dcnorg



Digital Content Next Power of Brands 2017

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

“DCN provides us with an excellent industry association to address a wide range of **publishing** concerns across **all aspects of our business model**, and is highly **proactive and forward-thinking in practically** addressing issues of regulation, transparency and the value of editorial **environments**. That is increasingly the sort of organization we choose to support.”

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**

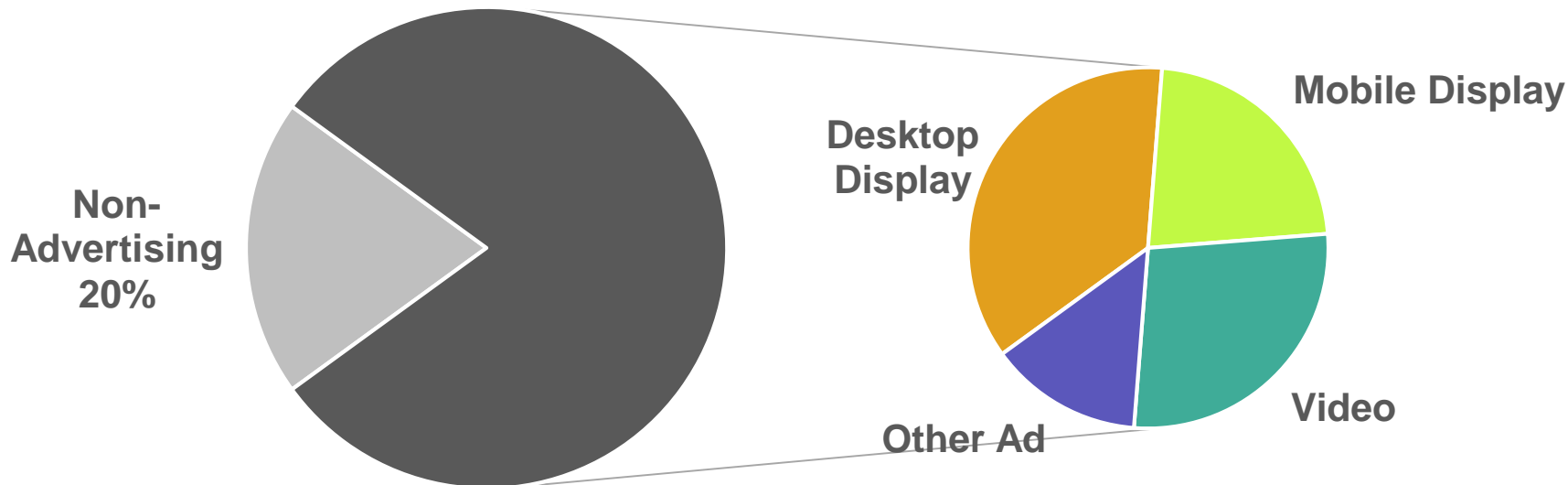
Engage across members to solve problems and share best practices

- **Marketing & PR**

Leverage DCN voice/messaging on DCN channels and in marketplace

Premium Pubs: Advertising is 80% of Revenue

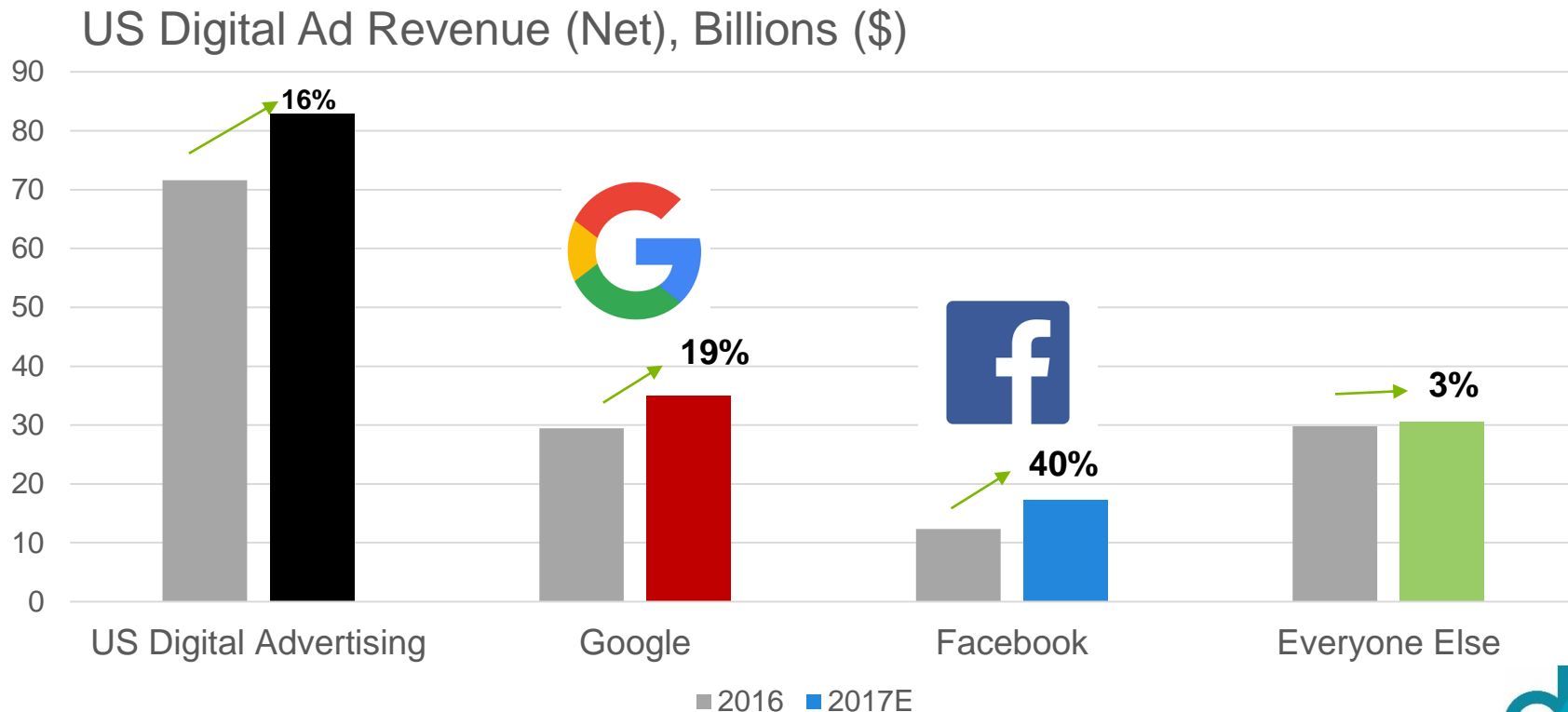
2016 DCN Member Revenue Mix



■ Non-Ad ■ Desktop Display ■ Mobile Display ■ Video ■ Other Ad

Source: DCN 2016 Member Benchmark Report (confidential)..

The “Duopoly” and “Everyone Else”

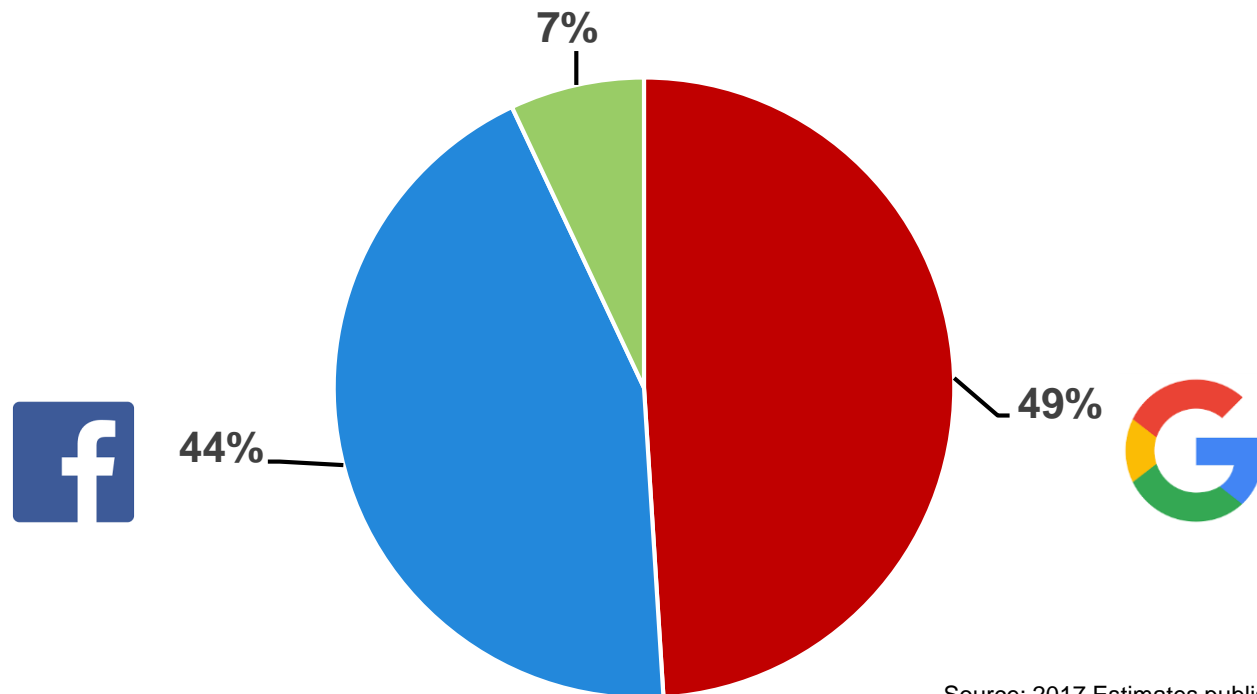


Source: 2017 estimates published September 2017

eMarketer – <https://www.emarketer.com/Article/Google-Facebook-Tighten-Grip-on-US-Digital-Ad-Market/1016494>

The “Duopoly” and “Everyone Else”

Share of 2017 Growth (Net Ad Revenues)



Source: 2017 Estimates published September 2017
eMarketer – <https://www.emarketer.com/Article/Google-Facebook-Tighten-Grip-on-US-Digital-Ad-Market/1016494>

Advertising Industry – “Subs Won’t Work”

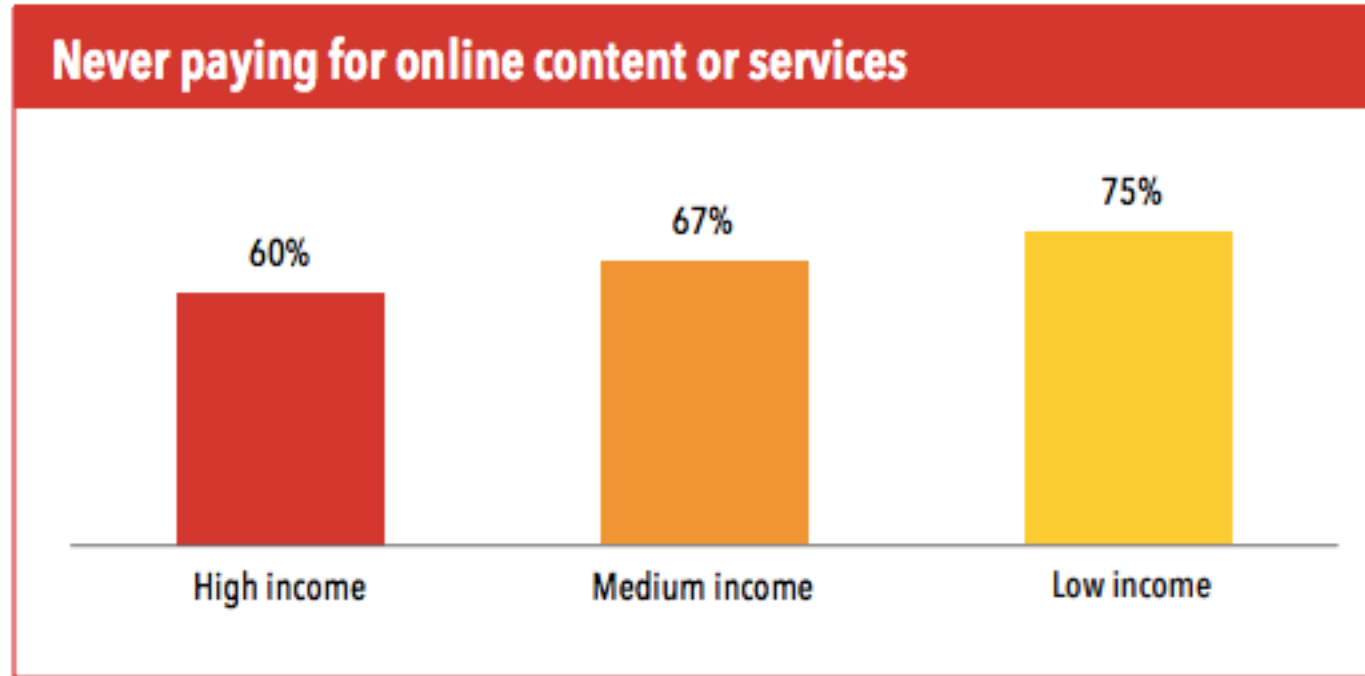


Figure 5. Never paying for online content or services – by income level

- IAB Europe, Sep 2017

“ *More than any other time in history, mankind faces a crossroads. One path leads to despair and utter hopelessness. The other, to total extinction. Let us pray we have the wisdom to choose correctly.* ”

- Woody Allen

Fact Check – Users Will Fund Content

Who pays for news, and why do people subscribe?

53%

of adults pay
for news



52%

of those who do
not subscribe are
"news seekers"

Coverage of a specific topic is the
No. 1 reason people start subscribing

26%

who use a source
for free might
begin to pay for it



52%

of payers subscribe to
newspapers

53%

of **digital subscribers** have never paid
for a print version of that outlet

And an entirely new generation
growing up paying for content
services...



Source: *Paying for News*, American Press Institute May 2017

New DCN Strategy Research



1. Newest addition to DCN benchmark suite
2. Starting point for 2018 research series
3. Next up: deep-dive case studies
4. Second annual DCN Distributed Content study underway

Business Imperative for DCN Members

1. Need to own the relationship with the consumer.
2. Digital publishers need to think about leveraging their distributed content to attract and target new subscribers.
3. Must push for the tools, from Facebook, Google and even Amazon, that allow for data capture and paywall management.
4. Need to invest in the organization to drive paid content.
5. New DNA: marketing and acquisition analytics (attribution, lifetime value analysis, elasticity and price testing, discounts, trials, messaging and product options).