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Company

Welcome

Tervetuloa





FIPP INSIDER FINLAND

Helsinki, March 2018

James Hewes
President & CEO, FIPP

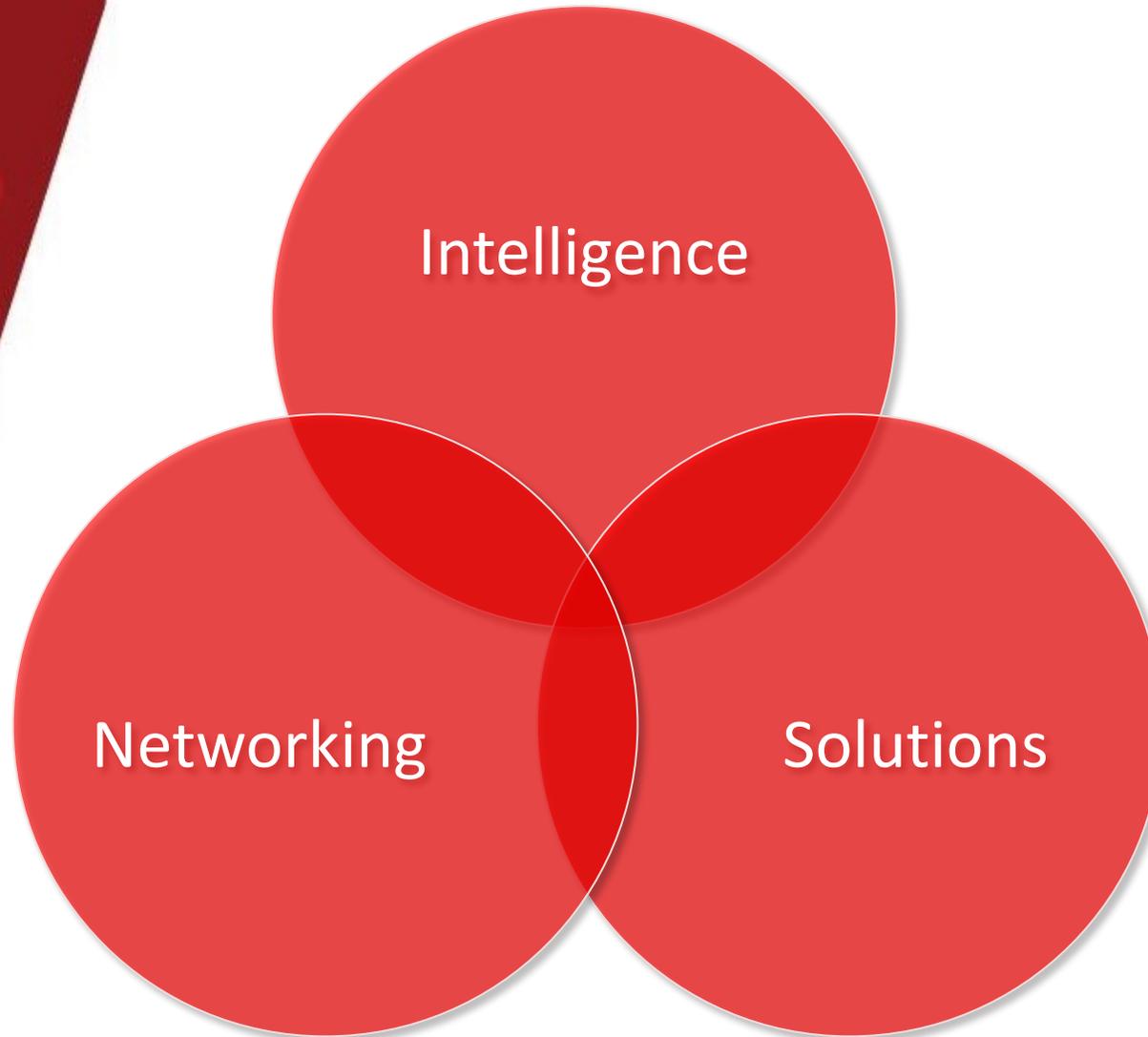


@fippworld
@fippceo
#FIPPIInsider

About FIPP



FIPP exists to help its members build market-leading businesses through...



**FIPP WORLD
CONGRESS
LONDON**
9-11 OCTOBER

FIPP
the network for global media



9 Key Takeaways

'Invest in people, not technology – because technology does not change a corporate culture' - Philipp Schmidt, chief transformation officer and MD: Prisma Media Solutions

1. Talent



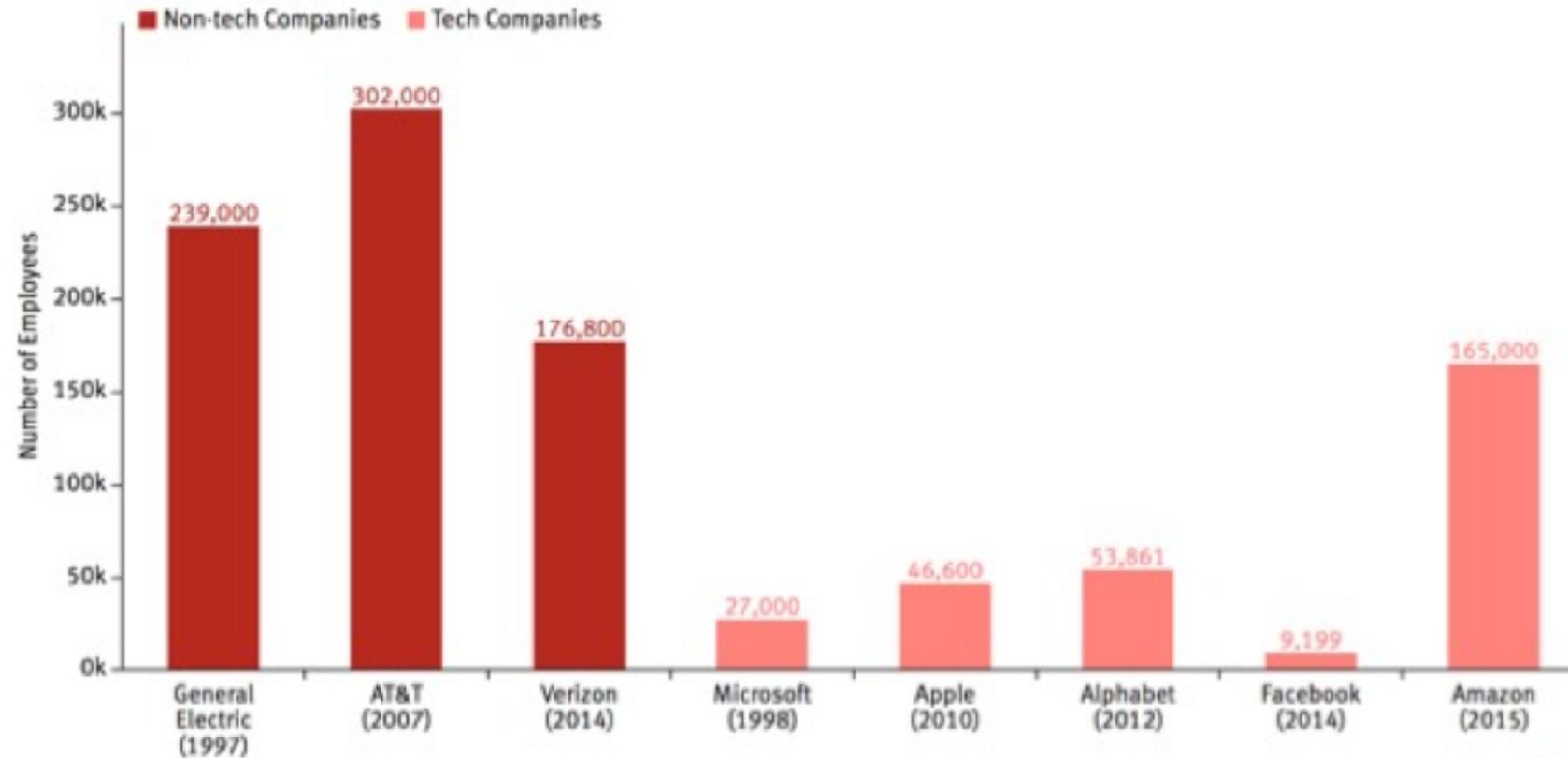
Find & Retain Good People

Training

Diversity

- Compete for Talent –build attractive employer brands & a modern work environment
- Develop digital skill sets and train for transformation
- Build diversity of talent, culture, networks and leadership

Employees at \$200B in Market Cap



Source: S&P Global Market Intelligence, SEC Filings

Employee numbers based on year end nearest the date each company reached \$200B in market capitalization.

'We have found that when you create original content for each platform it works much better for engagement' – Kalli Purie, group editorial director, India Today Group

2. Media in a platform age



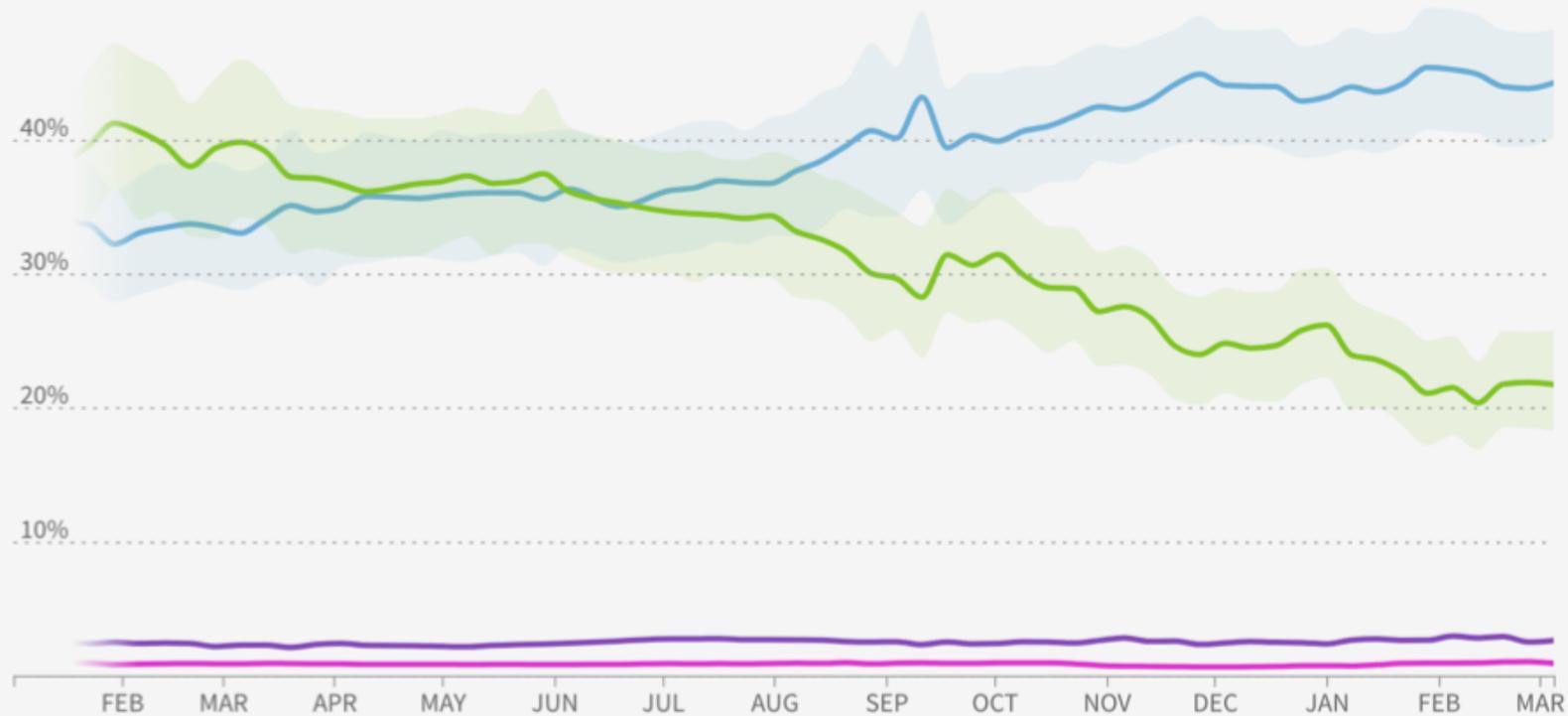
Business Models
Audience engagement
The dark side of social

- Explore partnerships and branded content
- Create platform specific content with clear brand identity
- Challenge 'fake news', regain credibility and fight piracy

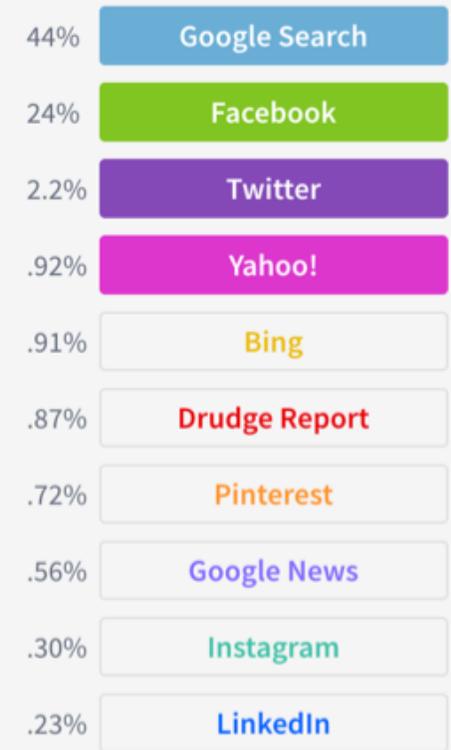
Referrer Dashboard

External Referral Traffic to Parse.ly's Customers (100% = all external referrers)

 confidence range*



Current Top 10 External Referrers



'We now charge the same for a digital subscription as for a print subscription on the grounds that you are paying for the content and not the format' – Michael Brunt, chief marketing officer & MD: Circulation, The Economist

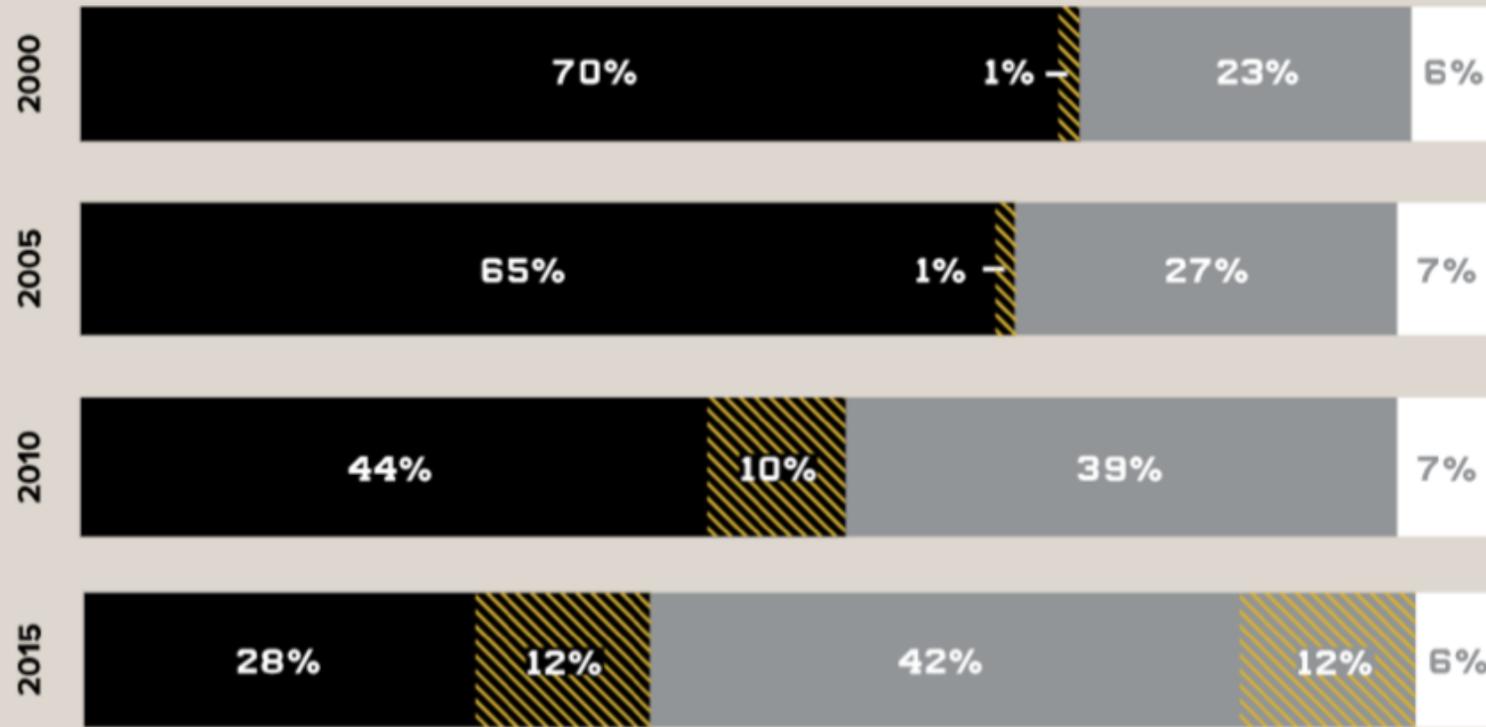
3. Building Revenue Streams



Subscriptions & Memberships
E-commerce
Events

- Invest in knowledge/data to build subscriptions; add value through memberships
- Transform from media to audience-focused content-and-commerce, with seamless transactional technology
- Build events as a revenue generator driving brand loyalty and subscriptions; a great platform for advertisers

The sources of revenue at the *Times* have shifted dramatically in the 21st century.



REVENUES: ADVERTISING - ■ Print ■ Digital CIRCULATION - ■ Print ■ Digital Subscription OTHER - ■

'These massive tech platforms are essentially utilities. Facebook is the telephone line and we provide them with a conversation' – James Wildman, President & CEO Hearst Magazines UK

4. The state of advertising

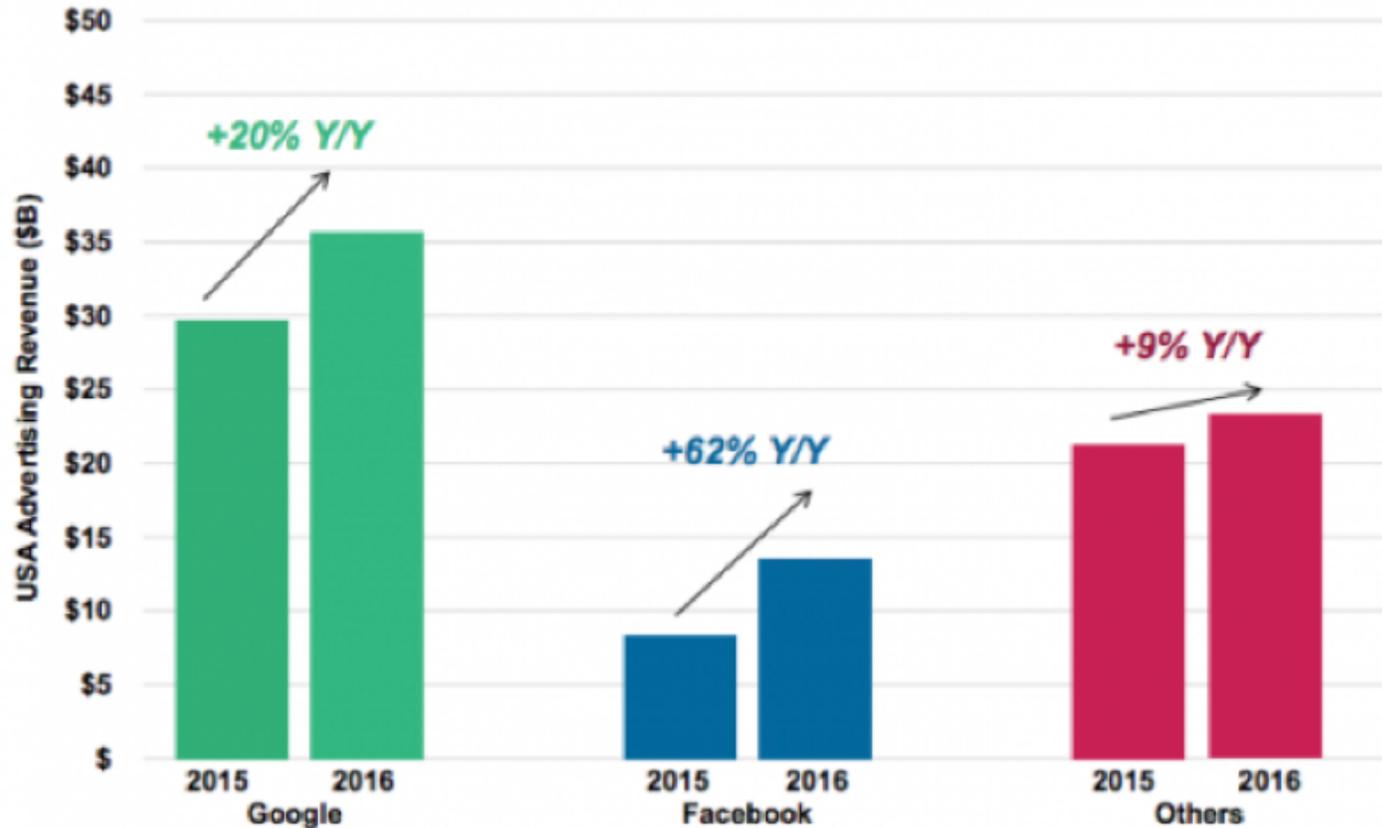


Dealing with the Duopoly
Native and Trust
Video Monetisation
Ad Fraud

- Exploit partnership opportunities to go beyond the algorithm
- Create authentic, opinionated and purposeful native copy; break down silos in your business and be transparent
- Partner with platforms to create branded or sponsored video content; experiment with paywalls
- Have a strategy for dealing with ad fraud; collaborate with industry partners

Google + Facebook = 85% (& Rising) Share of Internet Advertising Growth, USA

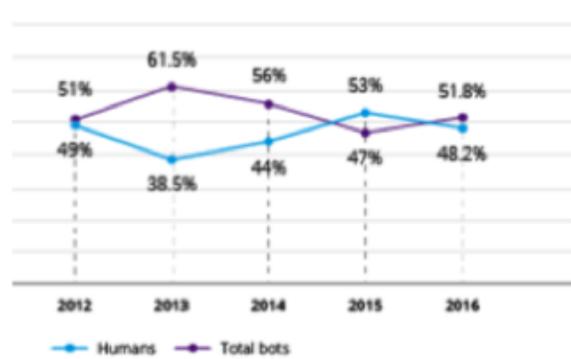
Advertising Revenue (\$B) and Growth Rates (%) of Google vs. Facebook vs. Other, USA, 2015 – 2016



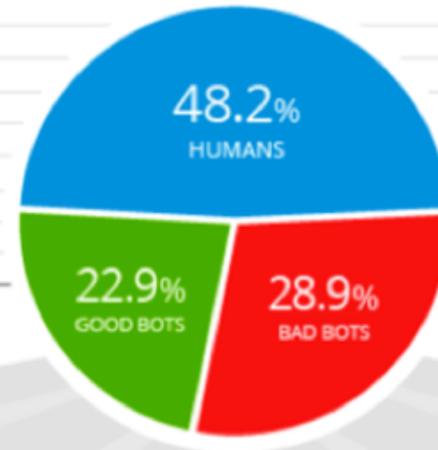
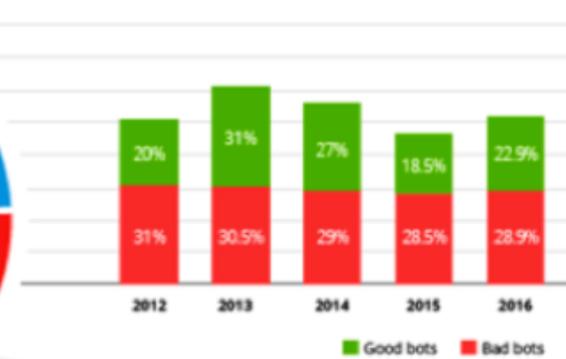
BOT TRAFFIC REPORT 2016

BOTS ONCE AGAIN COMPRISE THE MAJORITY OF ONLINE TRAFFIC AMID AN INCREASE IN GOOD BOT ACTIVITY.

BOT ACTIVITY IS IN AN UPTREND, after a three year decline.



INCREASE IN GOOD BOT ACTIVITY, which went up by 4.4 percent.



1.2%
MONITORING BOTS

Health checkers that monitor website availability and the proper functioning of various online features.



2.9%
COMMERCIAL CRAWLERS

Spiders used for authorized data extractions, usually on behalf of digital marketing tools.



6.6%
SEARCH ENGINE BOTS

Bots that collect information for search engine algorithms, which they use to make ranking decisions.



12.2%
FEED FETCHERS

Bots that ferry website content to mobile and web applications, which they then display to their users.



24.3%
IMPERSONATORS

Bots that assume false identities to bypass security solutions. They are commonly used for DDoS assaults.



1.7%
SCRAPERS

Bots used for unauthorized data extraction and the reverse engineering of pricing models.



0.3%
SPAMMERS

Polluters that inject spam links into forums, discussions and comment sections.



2.6%
HACKER TOOLS

Scavengers that look for sites with vulnerabilities to exploit for data theft, malware injection, etc.

'Leveraging the power of artificial intelligence (AI) and big data strategies throughout the entire value chain should already be central for every media company' – Martha L. Stone, CEO of the World Newsmedia Network

5. Tech: challenges & opportunities



AI

Voice, AR & VR

Data & the cost of online

- Create a holistic big data strategy to ensure audience analytics drive engagement incorporating AI technologies
- Drive greater interaction with voice and more immersive storytelling with VR & AR
- Editorial cultures need to transform to embrace data; digital publishing will become more expensive as the need to layer analytics and data across everything grows



AUDIO ANYWHERE

Time Out plans to use Google Assistant to grow its e-commerce business

DECEMBER 6, 2017 by [Lucinda Southern](#)

City guide Time Out has developed a conversational app for Google Assistant, used in Android phones, iOS and Google Home devices, through which people can ask up to 100 questions about what to do in their city. People can ask questions like, “What’s a good bar to go to tomorrow?” “What’s happening in London tonight?” or “Where’s a good place to go for cocktails with the girls this weekend?” Time Out’s assistant responds with three suggestions chosen by the publisher’s editors.

In time, Time Out will incorporate e-commerce deals into the assistant. For instance, people could hear three different theater show options, one of which could have a discount available as

'These brands are joined together by our ability to build high value relationships with enthusiasts through specialist content' – Alastair Lewis, group director, Haymarket Consumer Media

6. Power of special interest media



Tapping into Passions Uniqueness Digital Strategies

- A passionate audience is willing to spend and magazines are the link between people & their passions
- Uniqueness creates loyal, engaged & sustainable audiences generating 'easy' data & insight with plenty of advertising appeal
- Create fully integrated, multi-platform strategies to take brand's audience beyond content platforms



Gideon Spanier | March 27, 2017

How long? | 2-3 minutes

Haymarket invests £50m to launch car business Haymarket Automotive

Haymarket Media Group is to invest £50m over the next three years and create more than 100 jobs in a new division, Haymarket Automotive.

630



'The world has changed into two realities for a brand: 1.) print taking advantage of country-by-country operation and 2.) much greater global coordination for digital' – Wolfgang Blau, chief digital officer, Condé Nast International

7. Building global brands



Internationalisation Multi-Platform Brands

- Extend global reach through international print and digital distribution
- Drive digital growth with apps and social
- Build unified global brand identity across all major platforms with digital-first global access



Condé Nast, Hearst Adopt More Global Outlook

In a globalised world, major fashion publishers are evolving their approach to localisation.

National editions of fashion magazines | Source: Courtesy

988 SHARES



1 COMMENT

BY TAMISON O'CONNOR
SEPTEMBER 2, 2017 05:25

🔖 Save

LONDON, United Kingdom — Today's world is unmistakably and increasingly globalised. And yet leading fashion media publishers continue to launch national editions of magazines. Last year, Condé Nast launched Vogue Arabia, to be followed by a Polish edition of the title in 2018. Earlier this year, Hearst Magazines, too, launched digital-only Japanese editions of Men's Health and Women's Health.

To be sure, there are clearly advantages to launching titles that are tailored to specific languages and cultural traits. "In Brazil or India, they prefer local heroes and local models on the pages of Vogue; in Japan, they love to look at big international stars," says Karina Dobrotvorskaya, president of new markets and editorial director of brand development at Condé Nast International.





*'Why try to be part of virtual reality if you can be part of reality?'
– Christian Kallenberg,
director consulting,
We Like Mags*

8. Print Matters



Innovating with Print **The Power of Touch & Feel** **The Ultimate Touchpoint**

- Print is tactile – use this! Tap into both the readers' senses and marketer nostalgia
- Print has luxury appeal, is consumed slowly and lingers in consumer households
- Magazines are a quality medium that sells and increase brand awareness

Monocle bucks the trend and enters print: 'How would you do a newspaper if you could start from scratch?'

 By **John McCarthy** - 10 August 2017 14:22pm

2 Shares        



'We all hear businesses need to change and innovate. But the question is how much do we actually change ourselves?' – James Tye, CEO, Dennis

9. The Future



Publishing in a Time of Political Upheaval
Where's Growth Going to Come From?
Leadership

- Populism: a panic reaction to globalisation leading to undermining of the media and a crisis of liberal democracy
- Growth from new digital brands, new audiences and more specialist content
- Leadership must reflect on the industry, be committed to diversity and drive cultural transformation

Future pioneering strategy: Axel Springer editorial content available inside the car

Vision



axel springer

Content



Pioneering strategy

- Autonomous driving becomes more and more relevant; 10 million self-driving cars will hit the road by 2020*
- Current development of **Clever Tanken** and **Clever Laden** creates the perfect platform for intelligent content output inside the car
- Individual **Axel Springer content** can be integrated into the technological base

* Source: Forbes (2017)

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1. Talent
 2. Media in a platform age
 3. Building reader revenue
 4. The state of advertising
 5. Tech: challenges & opportunities
 6. Power of special interest media
 7. Building global brands
 8. Print matters
 9. The future



Digital Innovators' Summit

18-20 March 2018, Berlin

#DISummit

innovators-summit.com

THANK YOU



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