Google News Initiative

Digital Revenue Launchpad SEA

Program Explainer

FT STRATEGIES

What Objectives, target outcomes and program overview

HOW Project deliverables and required commitments

When Expected timelines

Who Google, FT Strategies project teams

Digital Revenue Launchpad objective and overview

Program objective

Engage a group of selected publishers in a journey that will help them understand and test new reader revenue models and craft an ambitious plan going forward.

Program overview

The Launchpad offers a unique, practical three-month experience that will challenge the cohort in every step of the early stages of a reader revenue model from discovery to actual testing.

Publisher experience Participants will receive 1:1 support, work with the FTS teams and learn from the shared experiences of other participants as well as from Google and FT Strategies. Program delivery will be mostly digital. **PROGRAM EXPLAINER | WHAT**

The two main outcomes of the DRL are increased revenue diversification and internal alignment



Revenue diversification

Diversification of digital revenue through reader revenue models to complement advertising Publishers will be able to decide on new revenue sources to build a more resilient / diverse revenue portfolio



Internal alignment

Clear understanding of the different digital reader revenue models and **alignment on the most adequate model**

Digital Revenue strategy plan and adoption of a **continuous optimization process** based on the North Star methodology

DRL has three distinct phases

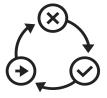
Discovery

Conduct reader survey to better understand audience, assess key reader-revenue opportunities



North Star

Align the organization around a singular reader-revenue goal, develop experiment ideas



Test & Learn

Launch and track experiments to prove or disprove ideas, progressing on the path to the North Star

Each phase helps forge the path to a more sustainable revenue model



- Implement a reader survey to understand audience
- Data diagnostic to assess key opportunities
- Stakeholder interviews to understand objectives
- Learning modules about reader-centricity and different reader-revenue models
- Presentation to leadership on key findings



- Introduction to the FT's goal-setting framework
- Interactive workshops that will result in a bold, ambitious goal for reader-revenue
- Experiment selection based on hypotheses
- Learning modules focused on organizational alignment and digital transformation



- Experiment design & launch
- Results tracking and regular project management meetings
- Data diagnostic to assess initial results
- Final presentation to senior leadership detailing findings from the Program and recommended next steps

The program is mostly virtual with two in-person visits

Publishers are required to meet the program criteria

\checkmark	Reader-revenue is a strategic priority	Revenue diversification beyond advertising is a top three strategic priority Have had a digital business for at least 2 years							
~	Have baseline data and technical capability	Ability to track experiment results in a spreadsheet. Ability to execute changes to the website (e.g. new call-to-action button) in a quick time frame for experiments							
~	Willingness to share knowledge with ecosystem	Be a full participant in an ongoing 'community of success' Agree to fully participate in cohort activities and workshops Agree to contribute to industry report, appear in case studies							

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The Program lasts 14 weeks with one break week

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	Month One			Month Two			Мс			onth Three		
	Intros Cohort-wide introduction session the first week of the Program	Reader Survey Implement survey to publisher audience to collect audience insights		e	North Star Interactive goal-setting and experimentation workshops		Cohort Sessions Further group sessions throughout the program for publishers to share ideas		Laun to te gene Nort	Experiments Launch experiments to test ideas generated in the North Star workshops		

The program is assumed to be delivered partly digitally and partly in person

Program Timeline The Program is 14 weeks with one break week

	Week 1	2	3	4	5	6	7	8	9	10	11	12	13	14
							-¥NORTH STAR		ි TEST & LEARN					
Consulting modules	Embark on a reader- centric journey	ldentify your unique selling proposition	Define your digital reader revenue model	Get to know your audience	BREAK	Executive session 1	Align on a North Star Goal Build framework & Shortlist experiments		Design and launch experiments	launch		Run Experiments		Executive sessions 2
Cohort meetings	Kick Off	Intro to Reader- Revenue						th Star nework		Data in the newsroom				Graduation
Inspiration Series	1	2	3	4					5		6	7	8	

PROGRAM EXPLAINER | WHO

DRL is a collaboration between the Google News Initiative and FT Strategies

Google News Initiative

The Google News Initiative aims to help publishers grow their digital business online, via multiple labs, workshops and tools, of which Digital Revenue Launchpad is a part of.

FT STRATEGIES

FT Strategies is the consulting division of the Financial Times. FTS have deep expertise in reader revenue, customer engagement and advanced analytics