

Google News Initiative

Digital Revenue Launchpad SEA

Program Explainer



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.

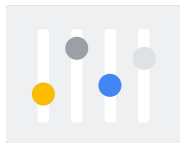
Program overview

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**.

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



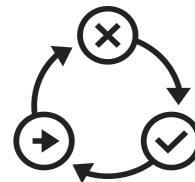
Discovery

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



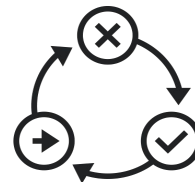
Discovery

- 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



North Star

- 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



Test & Learn

- 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

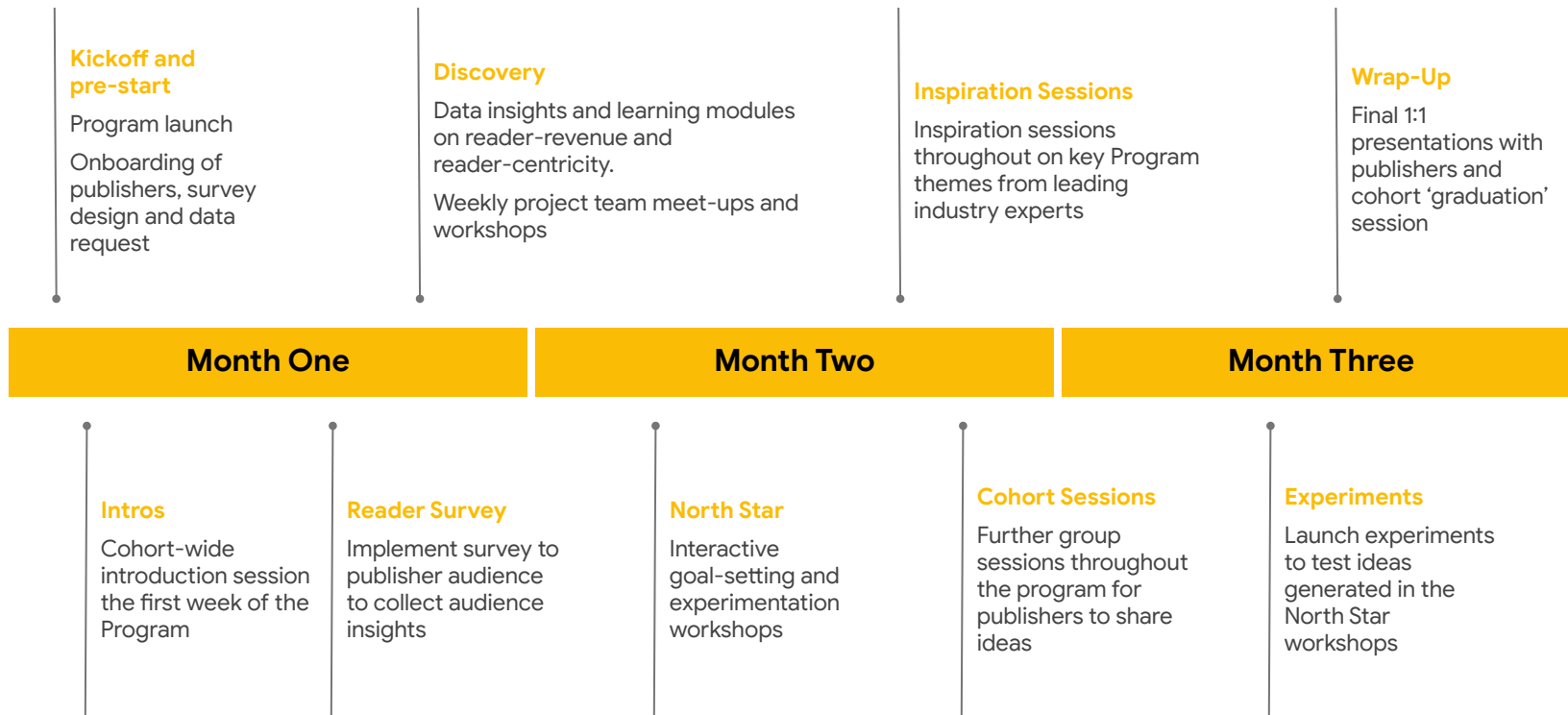
The program is mostly virtual with two in-person visits

Publishers are required to meet the program criteria

- ✓ 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

Note: these commitments also serve as important criteria for publisher selection

The Program lasts 14 weeks with one break week

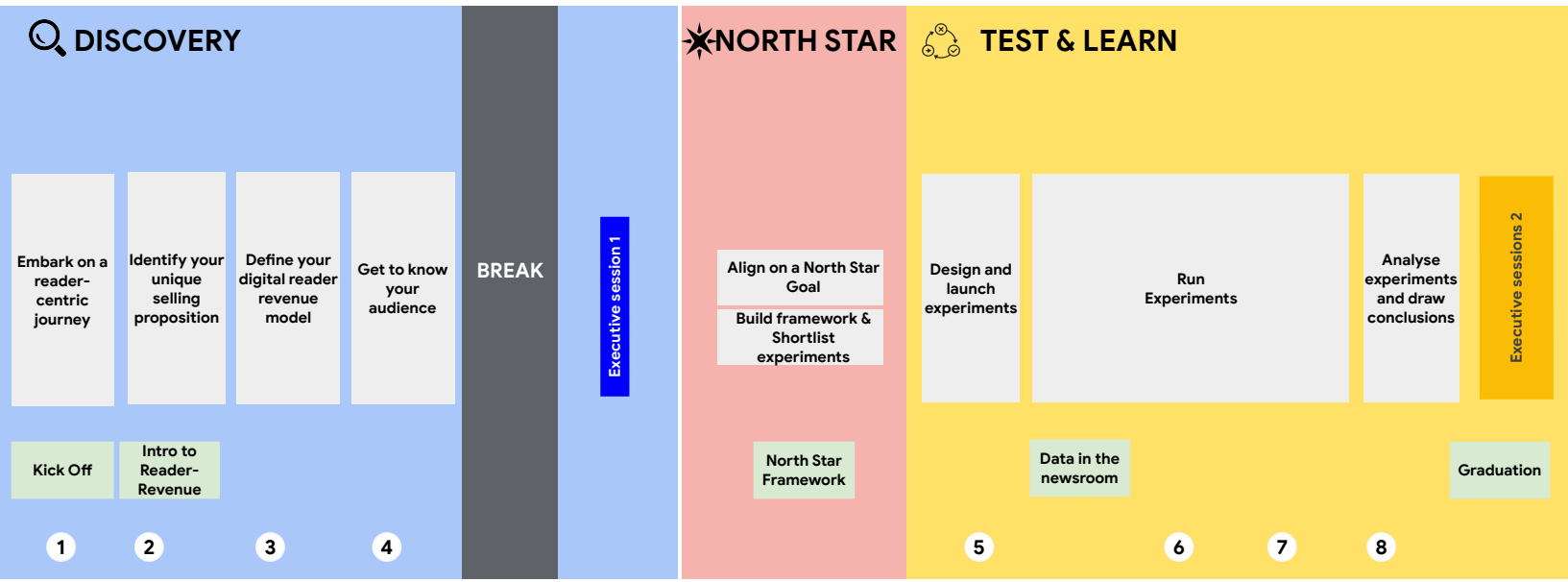


The program is assumed to be delivered partly digitally and partly in person

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



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