


DIGITAL REVENUE LAUNCHPAD EMEA 2023

Programme explainer





The Digital Revenue Launchpad helps publishers understand and test new direct to consumer (D2C) revenue models and craft an ambitious plan for the future.

The Digital Revenue Launchpad programme helps publishers define their D2C future

Objective

The Digital Revenue Launchpad programme is designed to:

- Equip participants to withstand disruption better
- Provide a blueprint for implementing a new sustainable revenue model, including a scalable and flexible growth roadmap
- Develop a publisher's reader engagement and key monetisation capabilities, including reader-centric and data-driven innovation and a mindset focused on lifetime value (LTV)
- Build an alumni community of engaged publishers enjoying greater market intelligence

Expert delivery

The Launchpad offers a unique, practical five-month experience to a cohort of eight publishers that share the same revenue diversification ambitions, and will challenge them in every step of the early stages of a D2C revenue model from discovery to actual testing.

Participants will receive dedicated 1:1 support and learn from both shared experiences of other participants and Google and FT Strategies expertise.

Strong historic results

We have now worked with 23 publishers across three previous editions. The programme has received consistently excellent quantitative and qualitative feedback from previous participants, and publishers have seen strong improvement in key subscriptions business metrics.

GNI and FT Strategies are excited about welcoming the next cohort of publishers to the 2023 edition of the Digital Revenue Launchpad EMEA, and look forward to receiving your application to be one of them.

First edition



Second edition



Third edition



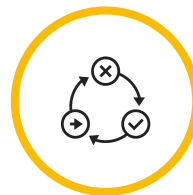
The programme comprises two phases over a five month period



Discovery

Learn about reader revenue and registration models with experts from the Financial Times, and understand which is best for you. Get real insights from your readers through a survey and live interviews to understand who they are and what they need.

~8 weeks, March - April



Test & Learn

Introducing the North Star methodology, setting an ambitious goal and testing your assumptions by implementing a set of selected **experiments** to deliver immediate results. Building a **capabilities roadmap** that will set you up for success beyond the end of the programme.

~12 weeks, May - July

Throughout: the Inspiration Series, a series of seminars open to all participant colleagues, delivered by Google and FT Strategies experts on core programme areas and adjacent topics of interest

Discovery Phase: we will work with you to understand your strengths and development opportunities

Discovery Phase core elements

Introduction to reader-revenue models

Interviewing key stakeholders to understand your progress to date, and holding a reader revenue workshop with FT experts.

Introduction to user needs, audience engagement and reader-centricity

Workshops to help you develop your USP and understand the nature of your user needs.

Launching a reader survey

Sourcing quantitative and qualitative information from real readers to inform your future development.

Output

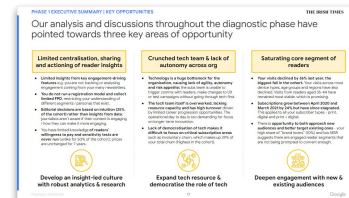
Diagnostic workshops

Covering cohort & publisher analyses, FT & industry best practices across the lifecycle



Executive summary

Covering key strengths, opportunities and proposed solutions



Test & Learn Phase: we will build a roadmap for your future development to ensure that you have the skills required to continue your journey

Test & Learn Phase core elements

North Star goal setting

An introduction to the North Star methodology and setting an ambitious growth goal, leading to experiment options

Impactful experiments

Developing, implementing and analysing experiments to address your greatest long-term areas of opportunity, supported by a 'Data 101' masterclass

Capabilities assessment

Analysing your technology, digital skills and organisational capabilities to create a development roadmap

Output

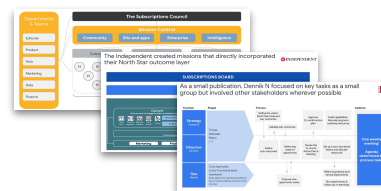
High-impact experiments

Identifying, selecting, designing, and running extensive organisational tests



Capabilities roadmapping

A concrete plan for development to support North Star implementation and roll-out



Application criteria



<1 year of D2C

You must have recently launched a reader revenue model and are still at the testing and adjusting stage, or are in advanced preparations for a direct to consumer proposition.

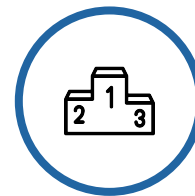
As a guideline, this programme is typically best suited to publications with a newsroom headcount of 40-80 journalists, and more than 250,000 online monthly unique visitors.



Growth potential

CEO / senior management Senior leadership must be aligned with digital revenue diversification through a D2C model and be willing to engage with the programme.

You should also be able to demonstrate that you need help to get to the next level - the programme is designed to make a difference to your business that would not be achieved otherwise.



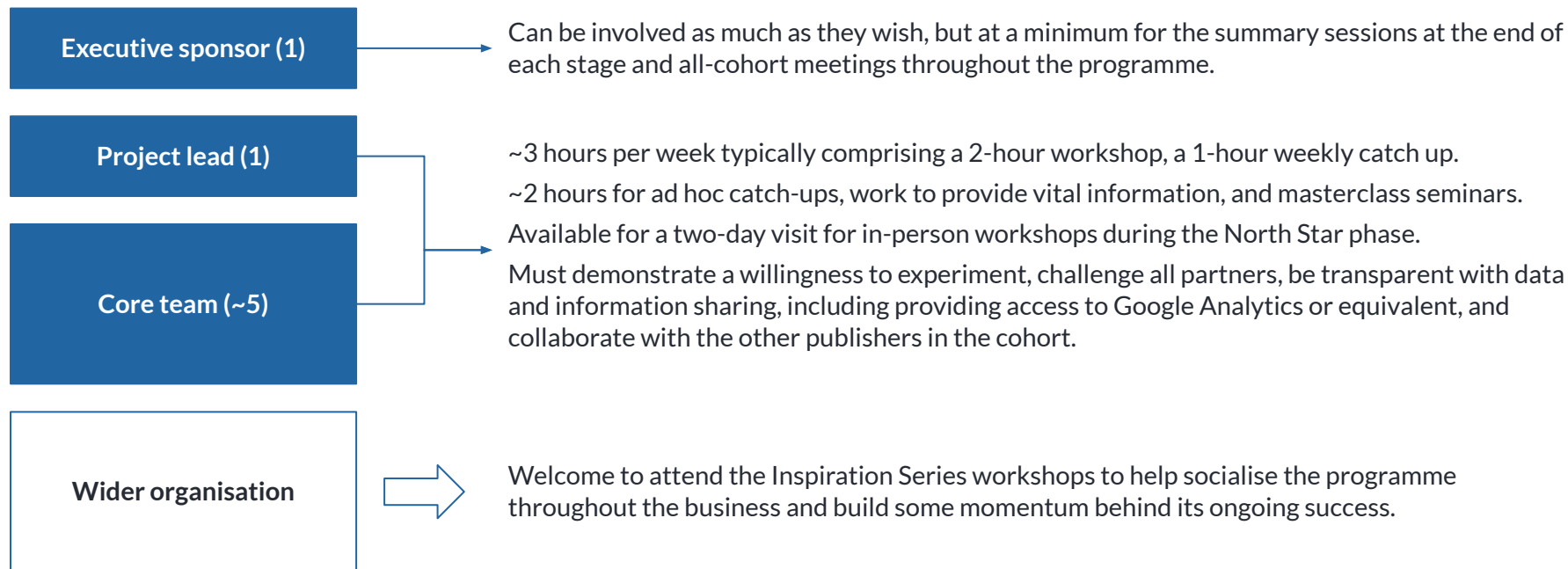
A top strategic priority

Building a sustainable and profitable D2C revenue stream must be a top strategic priority.

It does not have to be your only revenue stream, but you should consider D2C as an indispensable strategy that can work hand in hand with existing models.

You must be located in EMEA and have a project team fluent in English.

Your time and energy are the only investments required - from 6 to 8 hours per week for the most involved team members



*The programme is fully funded by **Google News Initiative** - the only cost to participants is the time and effort necessary to realise its full impact*

Previous editions of the programme have received consistently high ratings and strong feedback

PROJECT MANAGEMENT

"I appreciate all your **prepared materials and communication.**"

"High quality of the whole programme, meaningful insights from consultants, **very professional approach and well prepared sessions.**"

IN-PERSON COLLABORATION

"It was great that you **forced us to stop for two days and think about our problems as a group.** In normal working hours, I cannot find time for a two-day brainstorming session."

"I enjoyed coming together as a team to brainstorm and **very much valued the time to unite with directors and learn about our goals.**"

QUALITY OF INSIGHTS

"The feedback and insights were **localised to the brand.**"

"The program provided **valuable insights into the weaknesses of our current processes** and offered suggestions for improvement."

"Very **structured data which we haven't had up to this point**, along with an explanation of each figure."

CONSULTANT GUIDANCE

"The team was very helpful - they gave us a lot of new information and were **great in explaining and very patient with us.**"

"The team **put us on the right track** every time we started shifting away from the core issues."

NEW WAY OF THINKING

"I am satisfied with the program, as it helps our company to **gain a new perspective and think about long-term goals and strategy.**"

"Lot of important data, high-quality project management, **international perspective.**"

About the Digital Revenue Launchpad partners

Google News Initiative Digital Growth Programme

The [Digital Growth Programme](#) is an initiative within GNI (Google News Initiative), to help publishers grow their digital business online. Subscriptions Academy is just one of the many programmes it offers, along with other workshops and tools.

Google teams will:

- ★ Manage success of overall programme, providing advice and expertise as needed
- ★ Connect participants to the GNI network
- ★ Leverage the News Consumer Insights tool in the customer research phase

FT STRATEGIES

FT Strategies is the the subscriptions consultancy from the Financial Times. FTS' deep expertise enables its clients to build valuable recurring revenue relationships with their audiences and future-proof their businesses.

FT Strategies teams will:

- ★ Lead execution of programme including managing all modules and project phases / deliverables
- ★ Lead cohort in the development of their North Star Model, experiments and other deliverables
- ★ Introduce FT subject matter experts via cohort meetings

To apply for for the programme, please
fill in the [application form](#)

Thank you