

<http://testkitchen.colorado.edu>



Mixing ingredients for tomorrow's news: Journalism + Technology + Business + ...

Digital Media Test Kitchen

Hosted by the University of Colorado School of Journalism & Mass Communication

The right recipes for revenue generation

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Online content: tough sell

- Nielsen: 85% believe content now free, should stay free
- Forrester: 80% say they would stop using newspaper/magazine sites if no longer free
- Nielsen: 52% worldwide, 42% US say they'd prefer micropayments over subscriptions



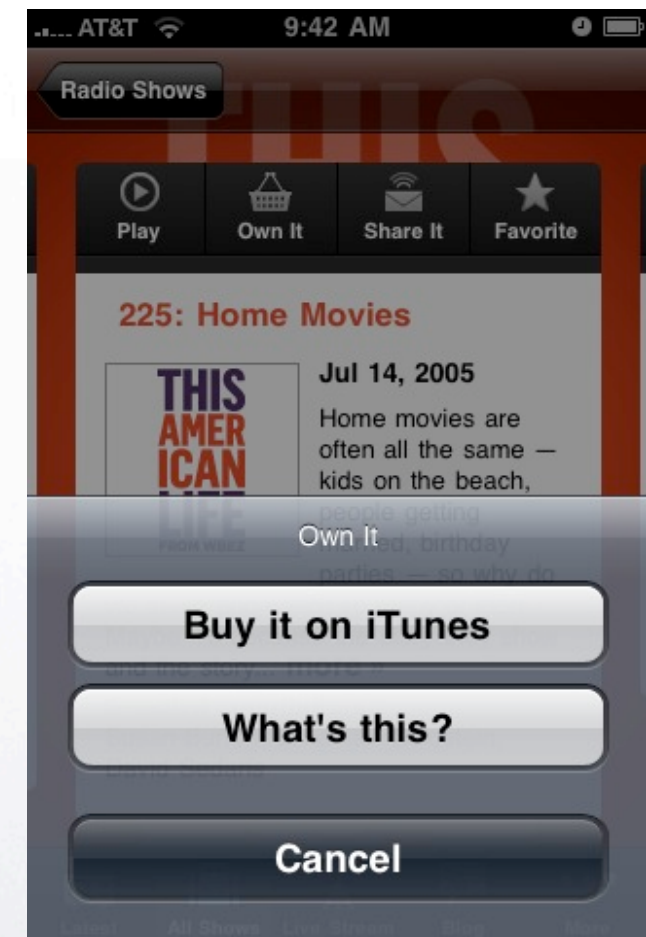
What will sell digitally

- Mobile apps
- Utilities
- Convenience
- Get to **KEEP** it
- *Some unique content*

\$2.99



\$1





Paywalls

- I'm not a fan
- If you must, at least offer **OPTIONS**
- Why subscription or nothing?
- Include free-access option (for watching ad, taking marketing survey, donating to charity, etc.)



Metered paywalls

- Slightly less bad
- 10 articles/month then paywall ... dumb
- 5 articles/day ... better (frequent exposure to marketing offer)
- Referral from search, social network, blog:
Don't count on meter (otherwise, it discourages blog, SN link sharing)



Freemium

- Getting better
- Free now; stays free
- Can charge
 - > New high-value content or service
 - > Unique content (e-books?)
 - > High-value utilities, convenience features
- We know it works



Premium memberships

- Much better (freemium variation)
- Free experience is good enough to satisfy majority who won't pay (\$ from ads, e-commerce)
- “Club” or “membership”
 - > Loyalists can support you AND get something
 - > Special privileges (priority e-mail to writers ... Bill O'Reilly)
 - > Special events (good seats, discounts...)
 - > Commercial offers



Premium memberships

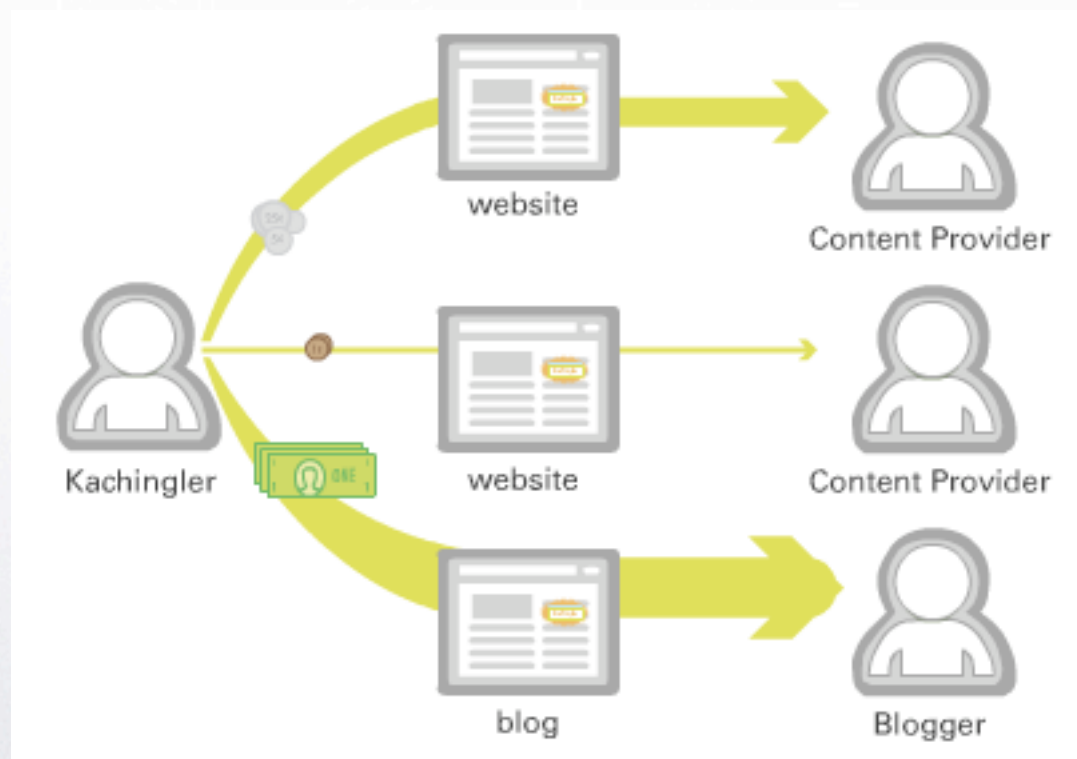
- Make it so good that free users will want to buy
- VOLUNTARY





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Voluntary, outside the box



About SteveOuting.com

[About](#) | [Kachinglers](#) | [Payments](#) |

SteveOuting.com has:

43 Kachinglers ([View Kachinglers](#))
\$60.53 in Payments ([View Payments](#))



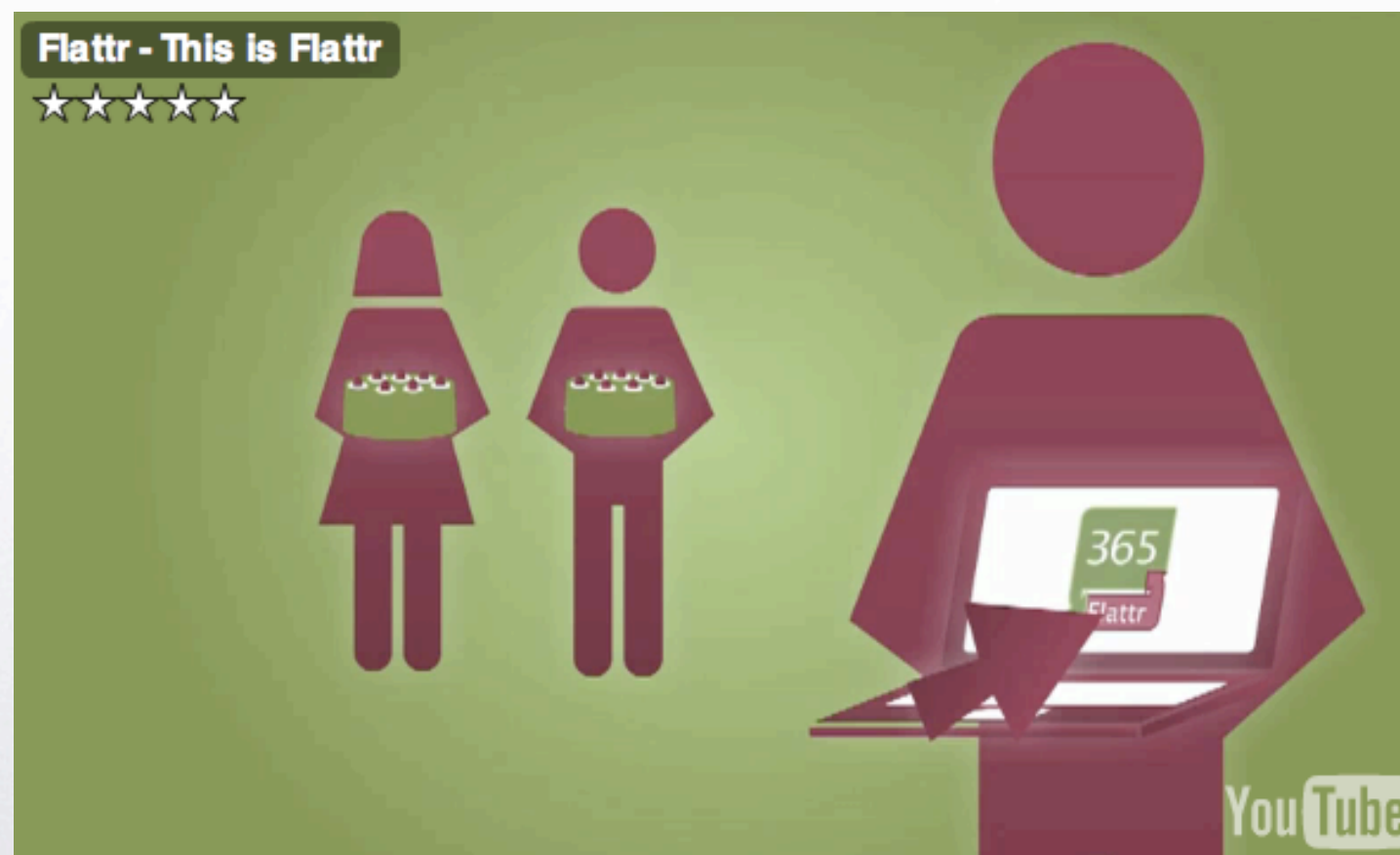
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\$1.25 to SteveOuting.com <http://kachingle.com/s/5>
6 days ago from web

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