

# Creating, Distributing, and Selling Niche Content Packages

**publish2**  
powering the next generation of news

# Evolution of Content Packaging

Magazines  
Destination Websites  
Single Brand  
All Original Content



Apps  
Multiple Brands  
Curated Content  
New Opportunities  
for Syndication



Web  
Portals

CONTENT  
PACKAGERS

Search



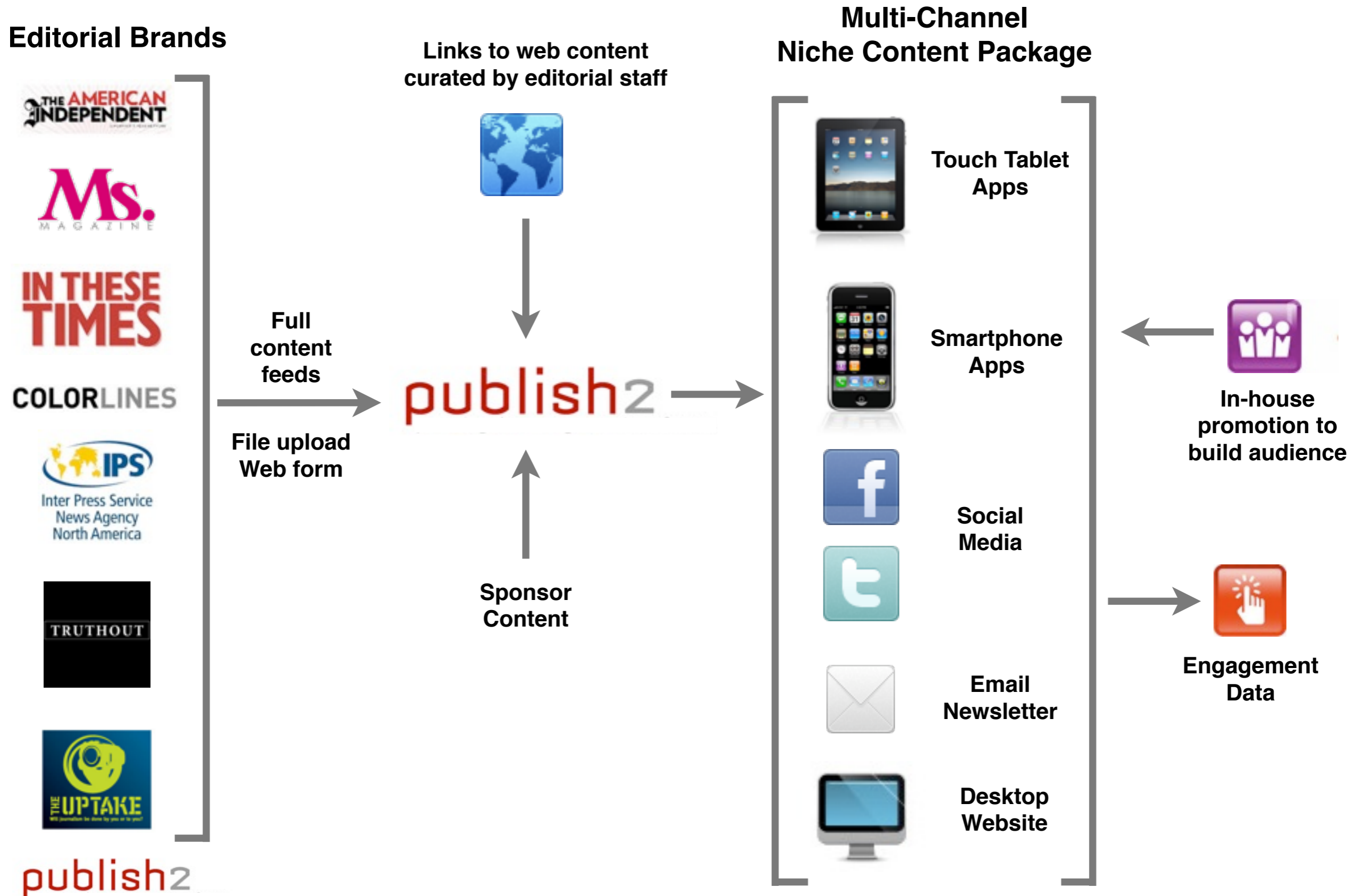
Social  
Networks



# Assets for Creating Niche Content Packages

- ✓ Content from existing packages, e.g. magazines, websites
- ✓ New content that can be created by current editorial staff and contributors
- ✓ Editorial judgment of editorial staff and contributors, who can curate relevant content from a wide range of sources
- ✓ Trusted editorial brands
- ✓ Existing audience, community, and promotional channels
- ✓ Common content and interests across editorial brands

# Streamlined Workflow for Niche Content Packaging



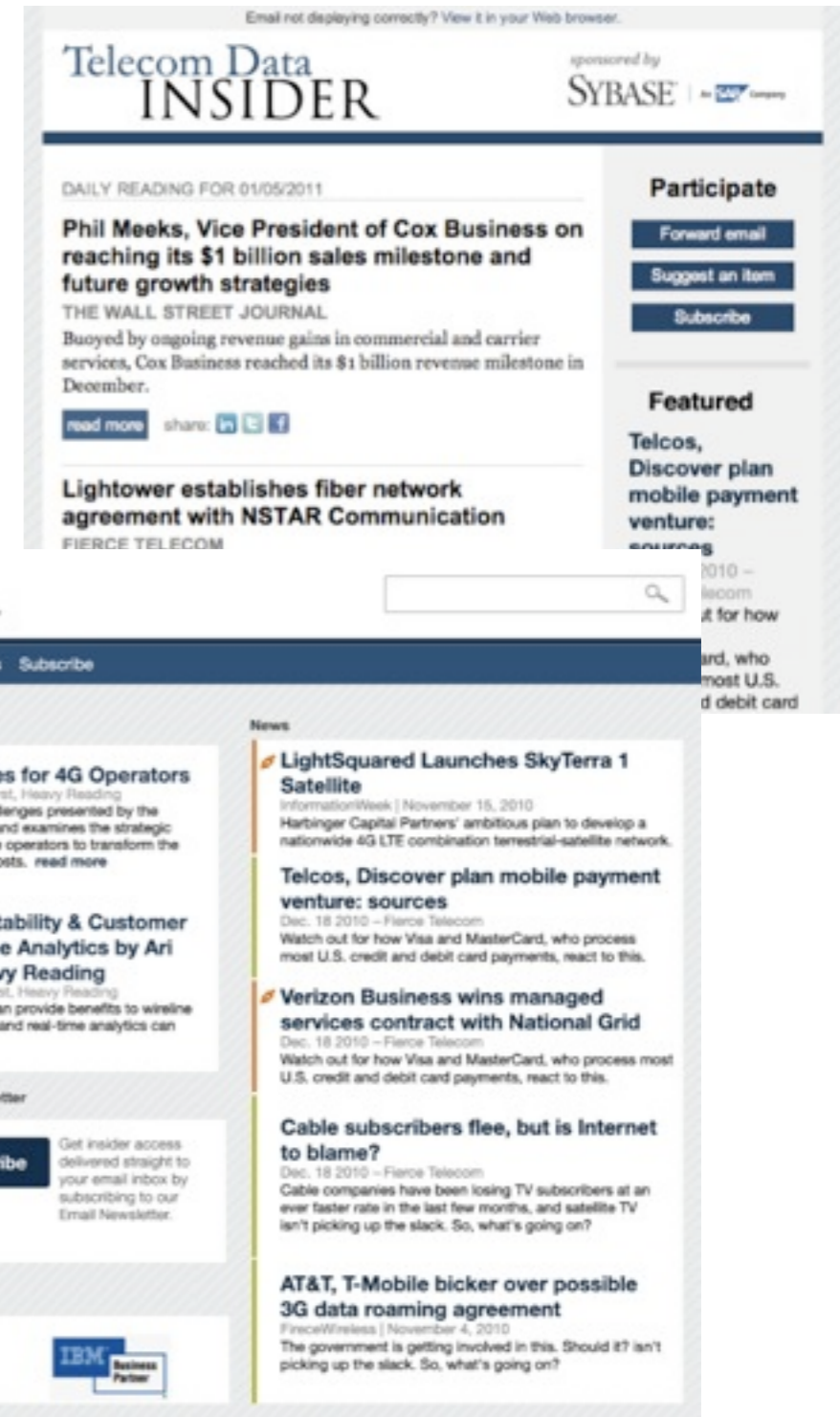
# Example of Multi-Channel Niche Publication



iPad app design drives design for other channels

App and website both built in HTML5

All content powered by Publish2 feeds



# Evaluating the Market Potential of Niche Package

- ✓ What audience/community would this content niche attract?
- ✓ What types of organizations want to reach that audience/community, who would be willing to fund the niche package as a sponsor?
- ✓ What professional groups would find the information in this niche package valuable? What types of information do they currently pay for?
- ✓ Who is serving the need for news and information in this niche? Is it under-served or over-served?
- ✓ What unique brand, content, and editorial staff assets do we bring to this niche?

# Questions for Selling Sponsorships

- ✓ Can we leverage our existing sales channels to propose a sponsorship to organizations interested in reaching our niche audience/community?
- ✓ Should we partner with a marketing/PR agency that has relationships with potential sponsors? Tradeoff is sharing revenue vs. cannibalizing existing funders/advertisers
- ✓ How can we make the sponsorship unique and appealing, e.g. allowing sponsor to contribute content?

# Questions for Professional Information Product

- ✓ Can we support the demands of professional customers for unique and valuable content that they would be willing to pay for?
- ✓ Do we have any existing sales channels that can reach professional audiences?
- ✓ Do we have infrastructure for managing professional information customers (e.g. billing, customer support)?
- ✓ Should we partner with a company that sells professional information products and leverage their infrastructure?



# Working With Publish2

- ✓ Software-as-a-Service license based on number of publications, audience size, and Publish2 Content Modules (Internal Newswires, Link Newswires, iPad/website app)
- ✓ We'll support your current content formats and publishing systems, with no need for customization on your end
- ✓ Our goal is to create simple, streamlined workflows and to automate wherever possible
- ✓ Responsive, hands-on support for set up and training

# About Publish2

✓ Award winning creator of innovative newsroom technology:



Knight-Batten Award for Innovation in Journalism



Gannett Foundation Award for Technical Innovation in Service of Digital Journalism



Finalist at TechCrunch Disrupt

✓ Pioneered creating newswires for the web based on links and human editorial judgement

✓ Pioneered cross-newsroom collaboration for curating news on the web

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