

Monetizing news: Murdoch vs. LaPorte

Ivo Špigel, Perpetuum Mobile
IT and Journalism 16, June 2011., Dubrovnik





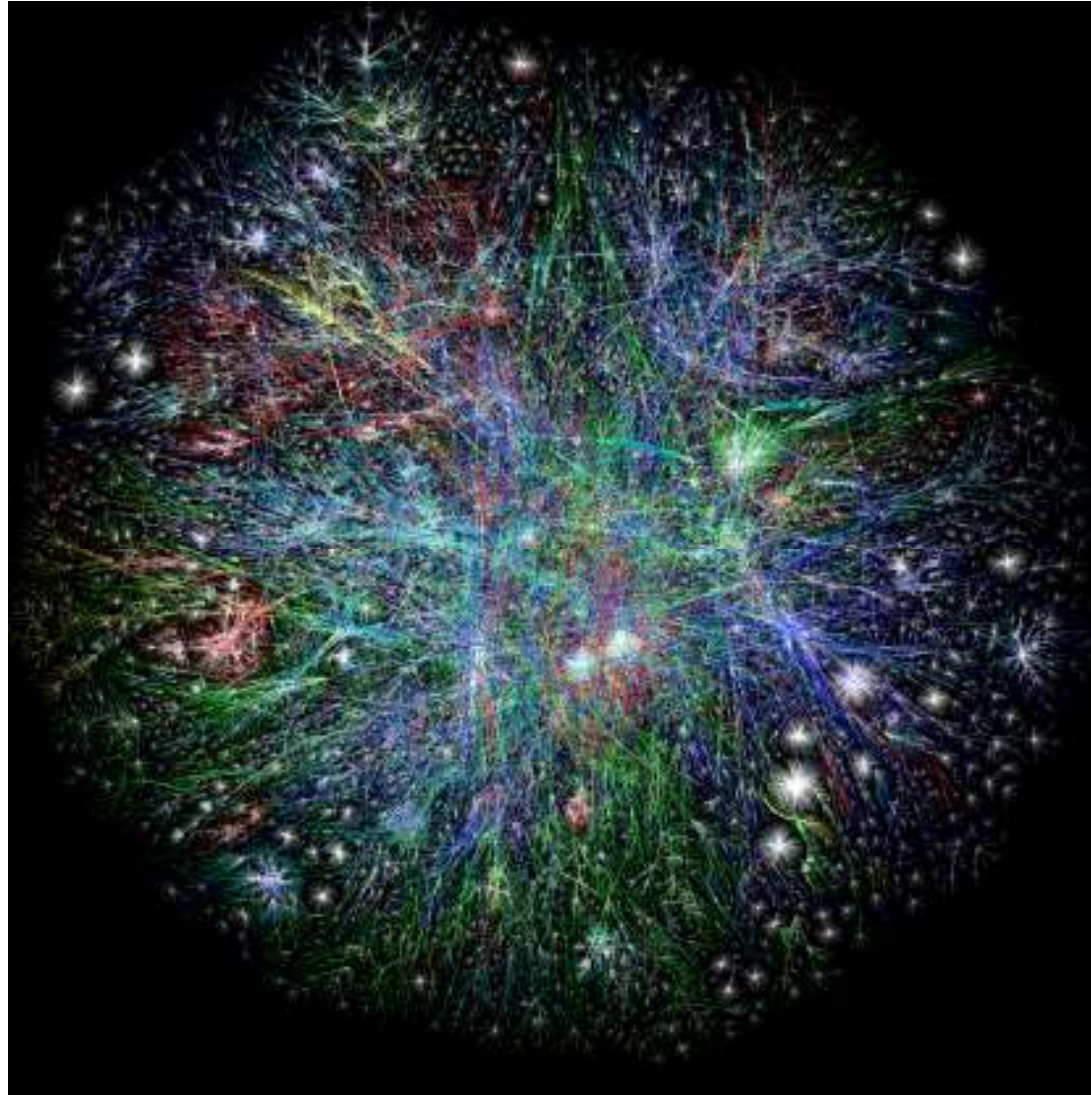
Varying levels of urgency

- Newspapers
- Music
- Film
- Books

One common question



One common culprit



Map of the Internet [<http://www.opte.org/maps/>]

Strategy: music industry

- Throw the users in jail!
- Jammie Thomas
 - Native American mother of 4
 - Fined \$1,5 million for sharing 24 songs

Strategy: film industry

- New theater formats: 3D, IMAX
- Multiple revenue streams / merchandising

Newspapers

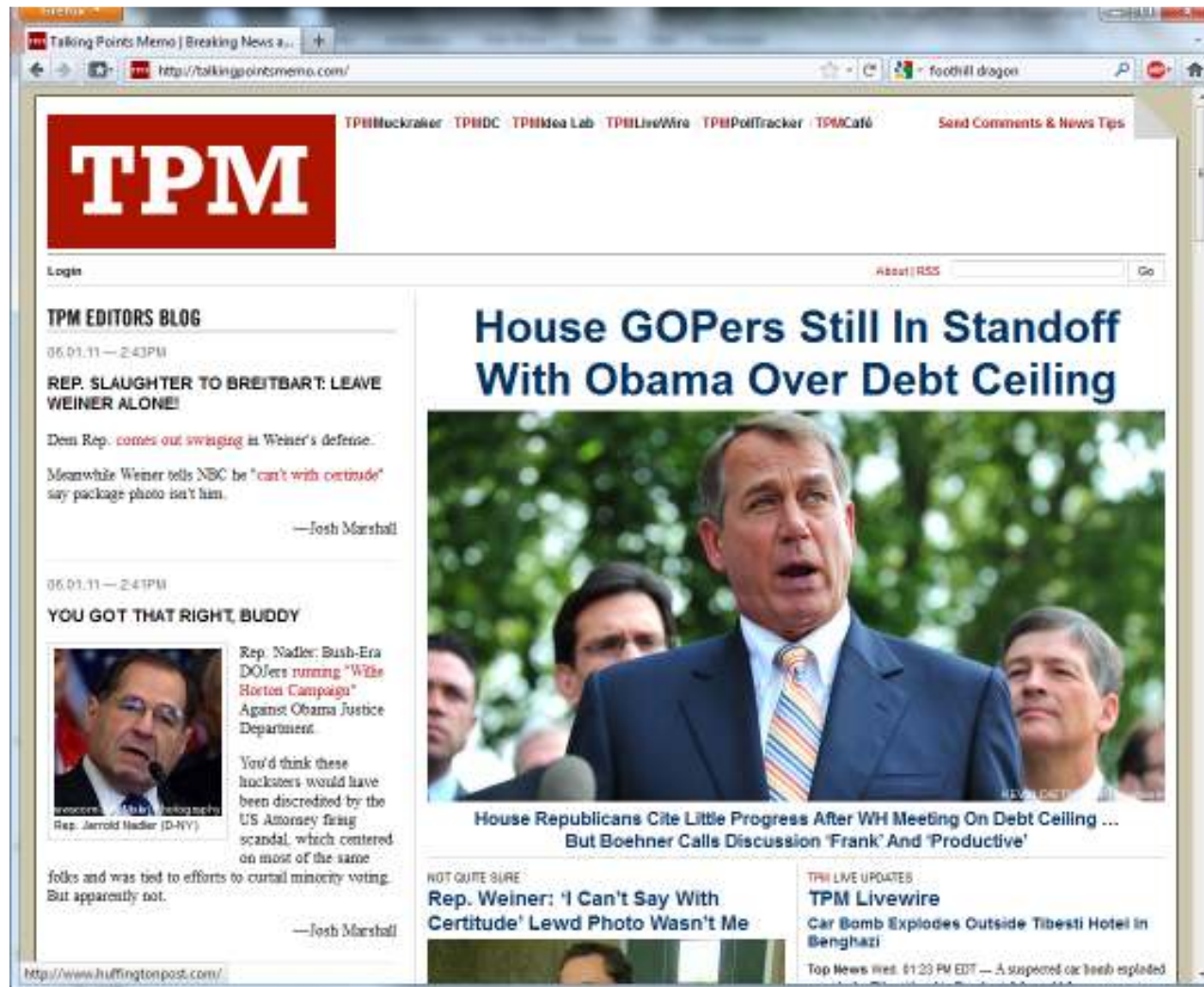
- „Information wants to be free!”
- Sure, dude... but journalists want to get paid

Subscriptions

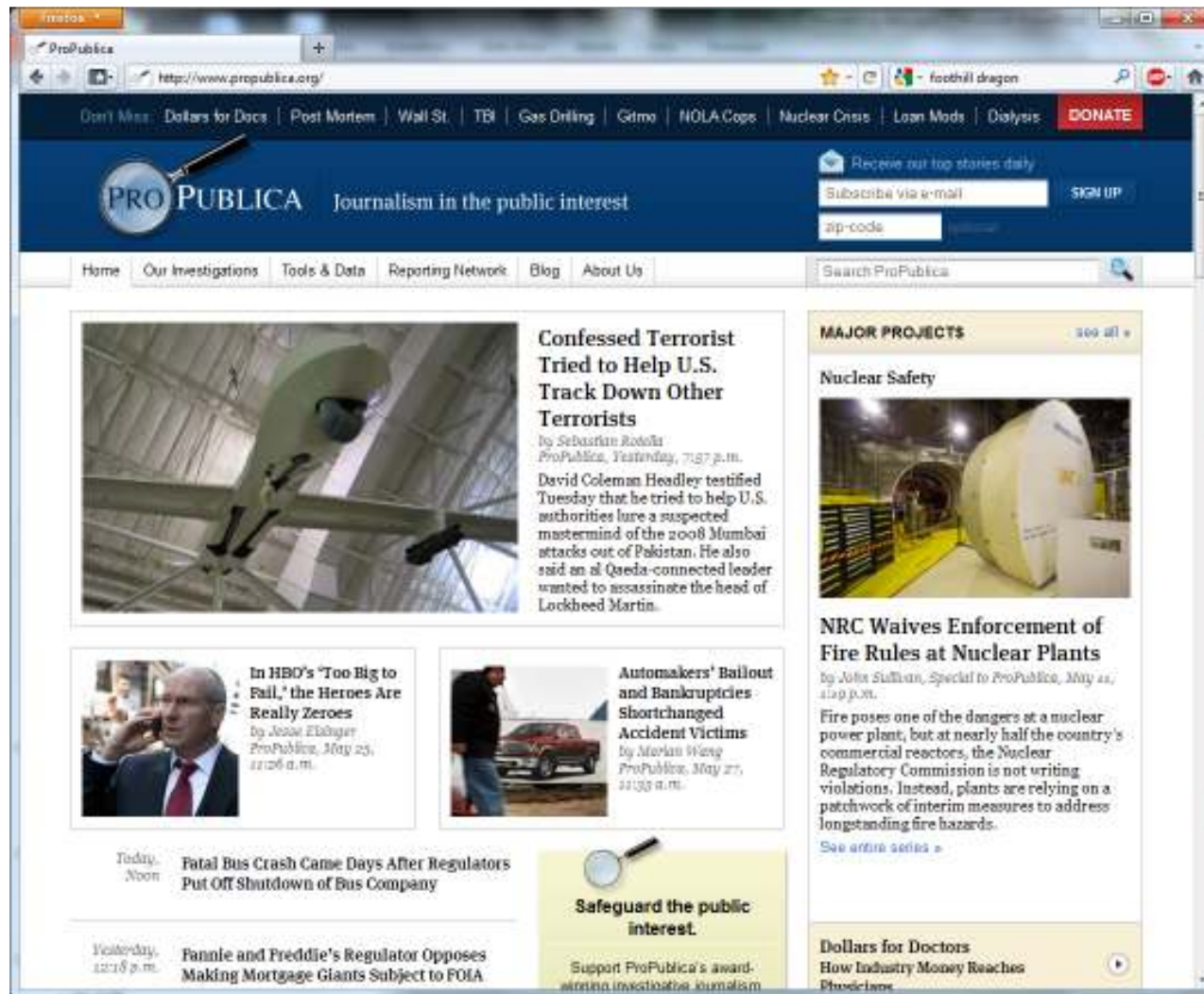
- The Economist
 - €110 digital
 - €138 print (includes digital)
- Financial Times
 - €694 print + digital
 - €620 print only
- Wall Street Journal
 - \$140 print + digital
 - \$120 print only
 - \$104 digital only
 - 414,000 total digital subscribers (Apr. 2010)



- Built largely through free contributions of content
- Sold to AOL for \$300 M
- Authors „thrilled” 😊 😊



- started as „one man band” late 2000
- 20 employees, one of most influential blogs / portals
- revenue: mostly advertising + donations



- „Tier 1” editors & reporters (ex- WSJ etc.)
- 34 staff
- Funded through philanthropy/donations, some ads
- Non-profit, public interest

Firefox

Naslovnica - H-Alter

http://www.h-alter.org/

forum · Impressum · Prijava na Newsletter · Mapa stranice · Oglašavanje · Podržite · Donatori · RSS feed · Kontakt

H-ALTER
HRVACKA ALTERNATIVA

techsoup
CROATIA

donacije softvera i drugih tehnoloških proizvoda neprofitnim organizacijama

NASLOVNICA HRVATSKA E_ROMA/REGIJA SVIJET KULTURA EKOLOGIJA LJUDSKA PRAVA POLITIKA MEDIJI traženi pojam... TRAJI

Marina Kelava 30.05.2011.
Zemlja za ljude-bagere

Nije problem što se u nekim pohlepom izjednim mozgovima rađaju rušilačke ideje poput kanala Košijun-Pag, već što sustav ovakve ekocide, otokocide i urbocide i ostale ubojice duše i tijela ove zemlje, propušta, bez participacije lokalnog stanovništva. Čak i ako ovaj projekt na jesen bude odbačen, sustav će i dalje biti šupalj.

26.7. - 1.8. 2011
ottensheim/at
cyclocamp.org
biketitchen.net
cyclocamp@biketitchen.net

transnational bikekitchen DIY-gathering
CYCLOCAMP

Mali ljetni vodič za aktiviste i (avan)turiste 2011.
01.06.2011. · Marina Kelava · E_ropa/regija · 0

Iako je i dokolica nepravredno zapostavljena i sasvim u redu, H-Alter ipak već tradicionalno donosi pregled nešto alternativnijih ljetnih zbiljanja po Europi. Za ovo ljeto pronašli smo od bicikljanja do klimatskih kampova, okupljanja autostopera, feministica, anarhista, hakera, antinuklearnih i antinatio prosvjeda. Skupovi i putovanja bit će organizirani od polovice lipnja do kraja kolovoza, od Sjevernog pa sve do Crnog mora.

ŠTO NAS ČEKA

Pritisak odozdo Kultura

Zašto i kako unaprijediti upravljanje i zaštitu hrvatskog vodnog bogatstva/ Okrugli stol

Bike Smut - erotski DIY biciklo filmovi i performansi

Sekularnost Republike Hrvatske/ Okrugli stol

Antipapin prosvjed

"Brijanteen" o kulturi biciklizma

S naksalitim kroz prašumu, 3. dio

Arundhati Roy: Važni ratovi vode se na najnevjerovatnijim mjestima. Ovdje u šumama Dantewade bukti bitka za dušu Indije.

Romi preispituju Europu

Jean-Pierre Liegeois: Romi žele izbjeći opasnost da im okolina pripiše identitet pogodan njezinim vlastitim političkim potrebama.

VIJESTI

01.06.
Mladić u petak pred sudskim vijećem
Glavni haški tužitelj Serge Brammertz rekao je da je mogućnost da se za Srebrenicu zajedno sudi Mladiću i Karadžiću mala

01.06.
Dan rijeke Save
Sliv rijeke Save u Hrvatskoj i BiH direktno je ugrožen velikim zagađenjima koji dolaze iz industrije, poljoprivrede te prekomjerne eksploatacije prirodnih resursa

01.06.
Mediteranski film stiže u Split

Tomašević i Celakoski proglašeni krivima
31.05.2011. · t.o. · Ljudska prava · 7

Sudski postupak, koji će biti zapamćen po improviziranoj sudnici koja broji jedva dvadeset metara kvadratnih, oštećenom policijskom dokaznom materijalu i metodi "oderi po džepu" sve "neposlušne", naposljetku je svakog okrivljenika stajao 10 000

- Independent „alternative” voice
- 3-4 full time, many contributors
- Public sector, foundation, EU funding

Rupert vs. Leo



The Daily

- Super-hyped „ultimate paywall” iPad magazine
- \$30M investment
- \$500K weekly cost
- 750K subscr. needed to recover investment
- 500K more to cover costs
- 100+ staff

The Daily

- As of March 30 (estimates):
- Downloaded 500K times (during free trial period)
- 75K „regular users”

The Daily



The TWiT Network


- A network of audio and video podcasts
- 30+ shows, 50+ hours of programming
- 17 staff
- \$5M revenues
- Building new \$1M studio
- Advertising + donations

Firefox | The TWiT Netcast Network with Leo Laporte... | http://twit.tv/ | "The Daily" staff

Netcasts you love from people you trust

Home Live Inside Wiki iTunes About Buy A Brick

Welcome!



Help Build The New Brick TWiT House!

\$10/mo (recurring) >>>

\$5/mo (recurring) >>>

\$2/mo (recurring) >>>

one time contribution >>>

Buy A Brick! >>>

Our Shows

this WEEK in TECH

Tech News Today

Ham Nation

iPad Today

All About Android

The Social Hour


Triangulation

this WEEK in GOOGLE

Windows Weekly

MacBreak Weekly

Latest Release



May 31st, 2011

All About Android 10: Apps For Tablets

Hosts: [Jason Howell](#), [Eileen Rivera](#) and [Ron Richards](#)

HTC reverses locked bootloader decision, Plants Vs. Zombies, Tablet-optimized apps, and more.

Download or subscribe to this show at twit.tv/aaa.

We invite you to read, add to, and amend our show notes at wiki.twit.tv.

Thanks to [Cachefly](#) for the bandwidth for this show.

Running time: 59:37

Audio

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News

Jason Howell joins TWiT

Submitted by Leo Laporte on Tue, 2010-09-07 12:06

The TWiT netcast network has hired Jason Howell to bring his podcast production expertise to the channel. Owned by longtime tech broadcaster, president and Chief TWiT Leo Laporte, the five-year-old company sees Howell, his experience and following as the key piece in developing their 24-hour technology network.

May 31st, 2011

Frame Rate 27: Snakes On A Plane With Fish And Boobs

Apple's upcoming iCloud announcement, 3D fizzles, The Hobbit get a release date, and more.

more >>>

May 31st, 2011

Mostly Photo 11: Mikkel Aaland

The future of photography, past and present.

more >>>

May 31st, 2011

Tech News Today 253: Made From Unicorns

Is the WHO Saying cell phones cause cancer? iCloud coming from Apple next week, Intel recycles "ultrabook" announcement and more!

more >>>

May 31st, 2011

MacBreak Weekly 249: It's Starting To Stiffen

Pre WWDC rumor mill, more Apple VS Samsung, MacBook Air's future, Leo hydrates his hair, and more.

TWiT advertising

- Flagship show (TWiT) reaches 200K+ listeners
 - cca 30% international
- \$40 CPM (vs. usual \$5 - \$15)
- One ad in TWiT cca \$10K

The Daily

vs.

TWiT

- Old school
- Closed tight
- Top down
- Losing money
- Future: ?

- Velociraptor
- Wide open
- Bottom up
- Profitable
- Future: !

Monetizing news

- Models are as fragmented as the media landscape
- There is no „best” - you are not Leo LaPorte
- Choose / create your model according to your context
- Public funding starting to make more and more sense: journalism is in the *public* interest

Who is losing?

- XX century media empires based on distribution control
- All 4 music majors are bankrupt
- Newspaper empires are a dying breed
- The new media empires will be fast, flexible, open and small(er)

Good news

- A small, dedicated team with limited money and tech resources and find a way to get their message to the audience
- Old media empires will die – journalism will flourish!