

# Reader Revenue

3 Early Findings from the GNI/LMA/FTI  
Consulting Digital Subscriptions Lab

**Presented by Nancy Lane, President, Local Media Association**

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**LocalMedia**  
association



“We are intensely focused on helping local media companies discover new and sustainable business models.”

Just launched:



ABOUT THE

# GNI DIGITAL SUBSCRIPTIONS LAB



Partnership between  
LMA, FTI Consulting  
and the Google  
News Initiative



Designed to take  
digital subscriptions to  
the next level



10 newspaper partners  
include large and  
small, from The  
Houston Chronicle to  
the Southeast  
Missourian

# #1

## Technology Challenges Are Holding Back Small and Mid-Size Newspapers

- Hampered by legacy systems designed for print circulation
- New technology options are far more expensive, but critical to success
- Without proper technology investments, they will not be able to win in this space

# #2

## Understanding and Leveraging Data is a Major Challenge

- Most don't have a data strategy or data analyst on staff
- They don't know how to make sense of the data that they do have
- As a result, they aren't able to leverage data to grow digital subscriptions
- This must change in order to win in this space

# #3

## User Experience is an Issue

- No one is using single click-to-pay
- Mobile UX is even worse
- There are too many steps to complete the transaction
- UX must become a top focus in order to win in this space



# NEW TREND TO WATCH

## COMMUNITY FUNDING GRANTS

### Seattle Times – Investigative Journalism Fund

<https://company.seattletimes.com/investigativefund/>

### Post and Courier (Charleston, SC) – hiring a grant writer

### Others are looking at non-profit status

<https://www.entrepreneur.com/story/11975/the-battle-to-go-nonprofit-in-a-new-and-unproven-way-and-now-the-irs-will-have-its-say/>

### Civic-minded family owned media companies are going in new and exciting directions



# THANK YOU!

Email me at [nancy.lane@localmedia.org](mailto:nancy.lane@localmedia.org) for a free copy of our latest report: Digital Subscriptions and Consumer Revenue Models – Lessons from Hearst, The Wall Street Journal, Piano & More.

**LocalMedia**  
innovation alliance

## **Innovation Mission: Digital Subscriptions and Consumer Revenue Strategies**



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Kicking off #LMAIM in NYC with journalism industry leaders. The focus: digital subscriptions and consumer revenue. Looking forward to a powerful two days.



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