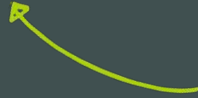


# How Modern Publishing Businesses Can Monetize Digital Content

What we believe.



# Manifesto Growth Architects



What we do.



How we work.

# We transform publishing businesses



America's  
Most Watched  
Basic Cable Network



America's  
Most Trusted  
News Source



UK's #1  
Most circulated Tabloid  
Paper



One of World's Largest Media  
Companies with \$10BB+ in  
Revenue



UK's #1 Paper for Company  
Directors & its Oldest  
Newspaper

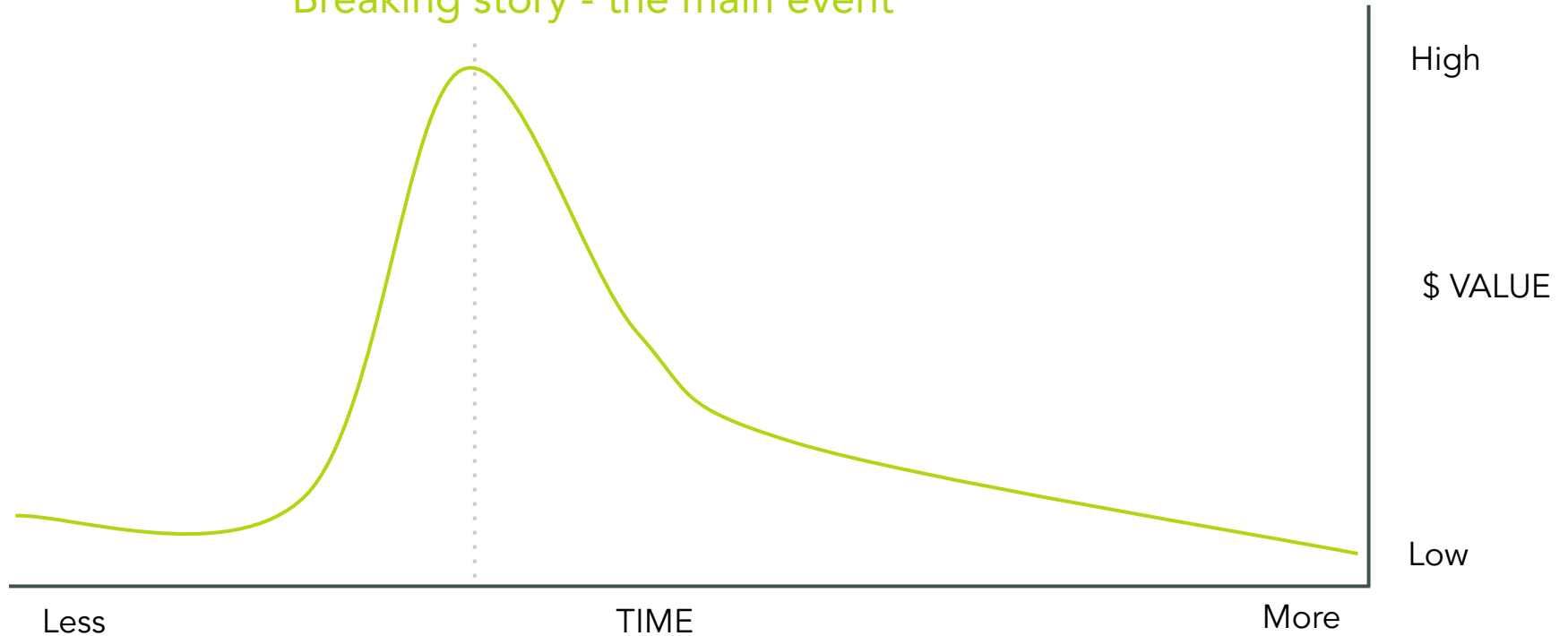


DOW JONES

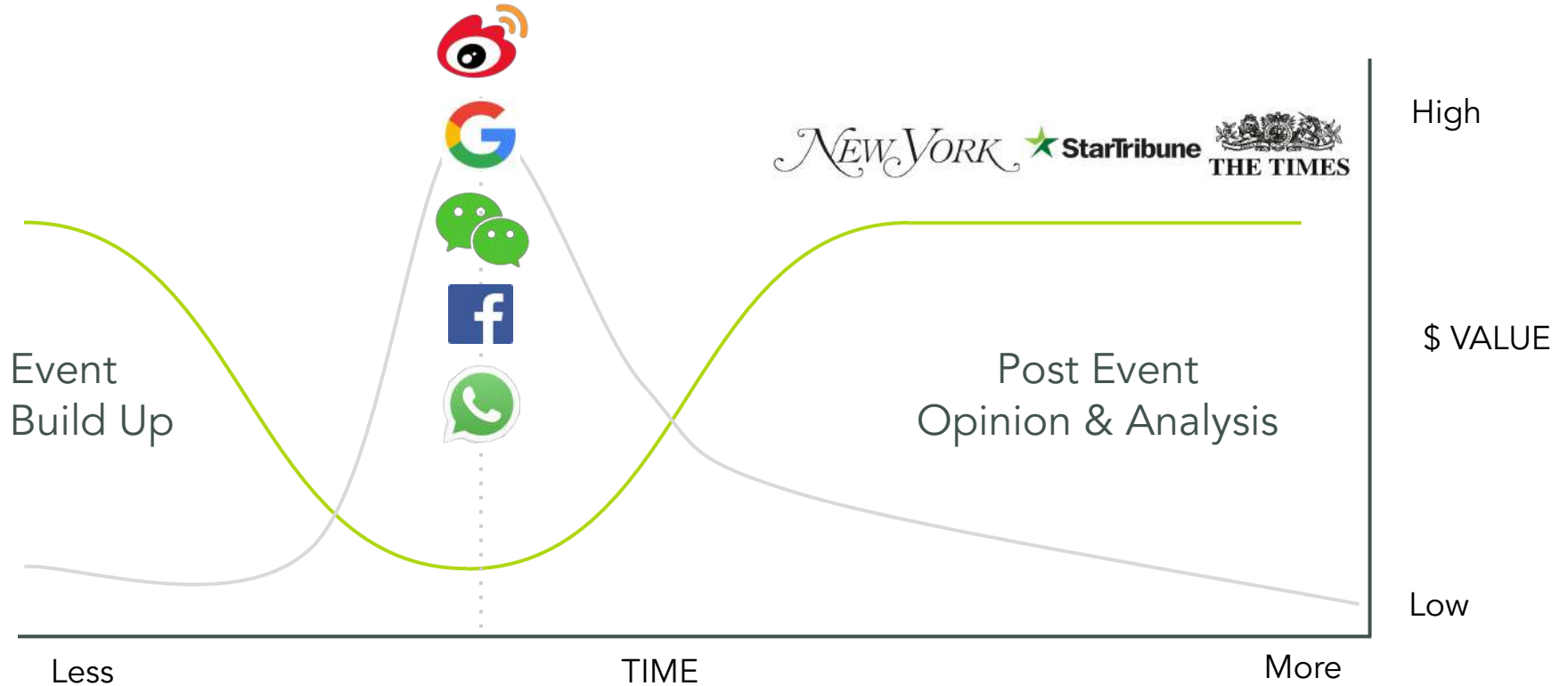
A Top Global News & Business  
Info Provider for 125+ years

# There is a shift in value of the lifecycle of a story

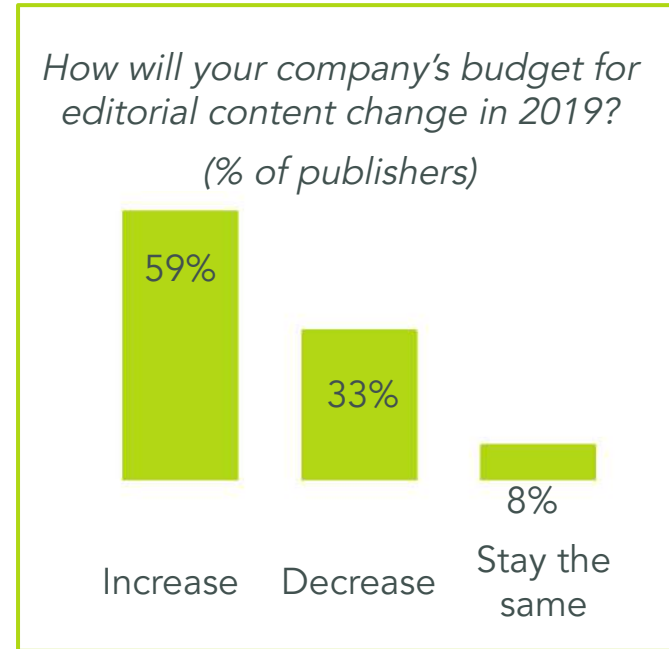
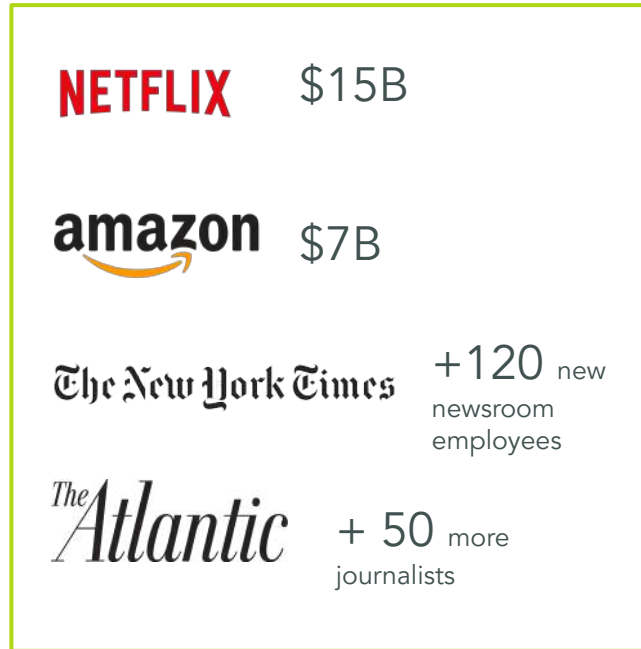
Breaking story - the main event



# The most valuable moment is now free everywhere



# So to make money, we invest in Content



Total  
Customer  
Value



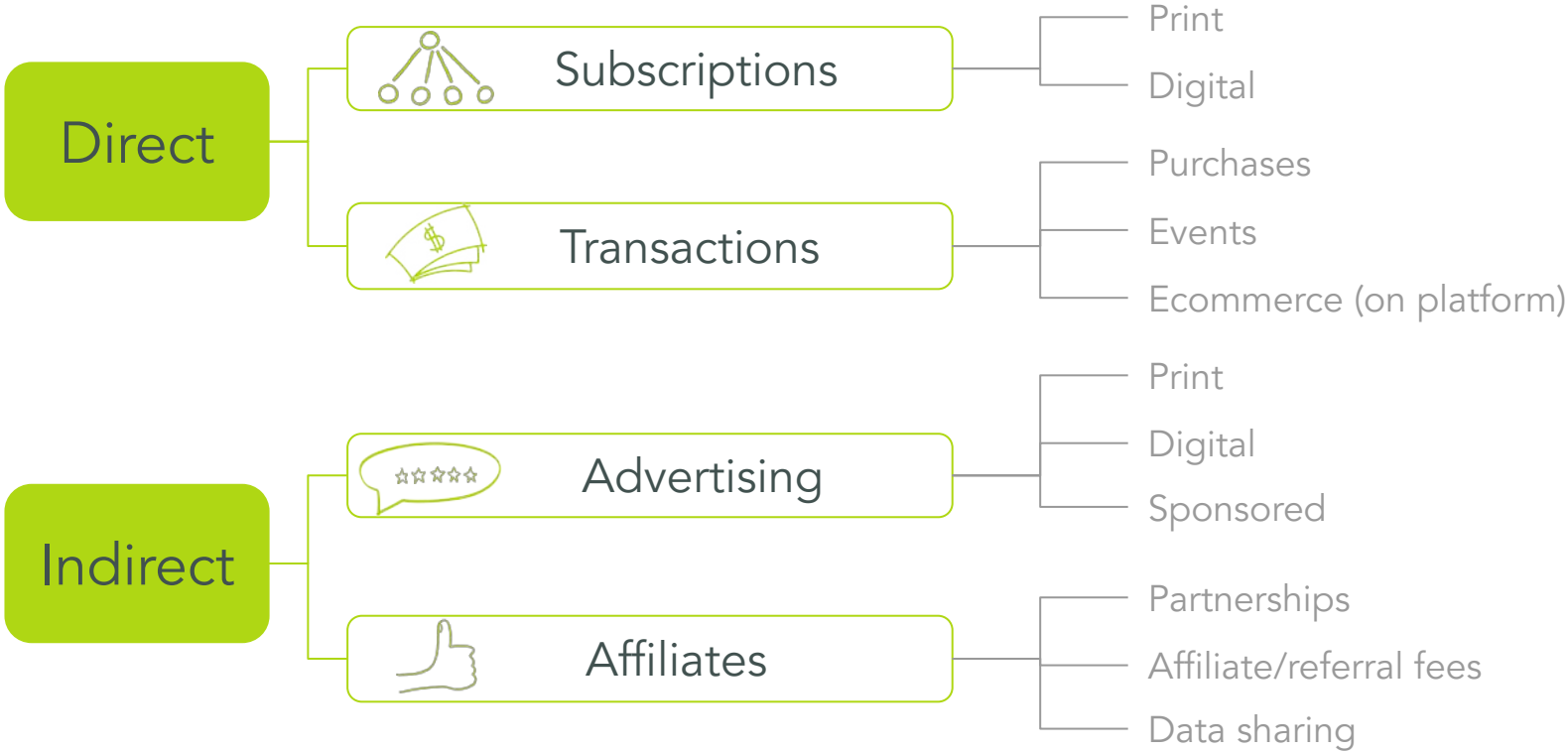
Content  
Economics

# Total Customer Value (TCV)

a way to measure the combined revenue associated with a customer from all sources



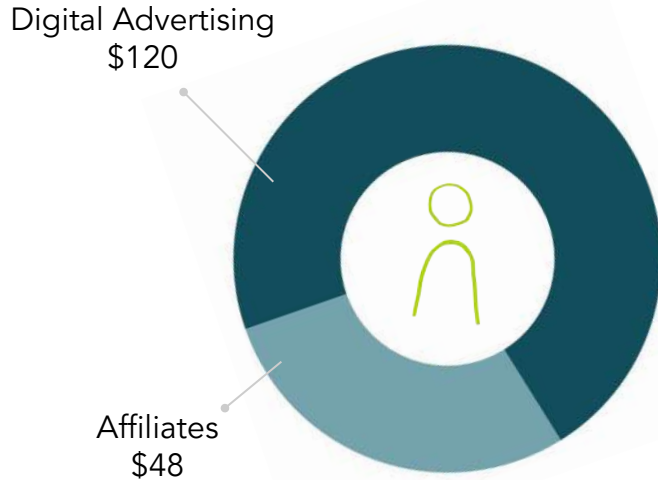
# Identify revenue sources



TOTAL CUSTOMER VALUE

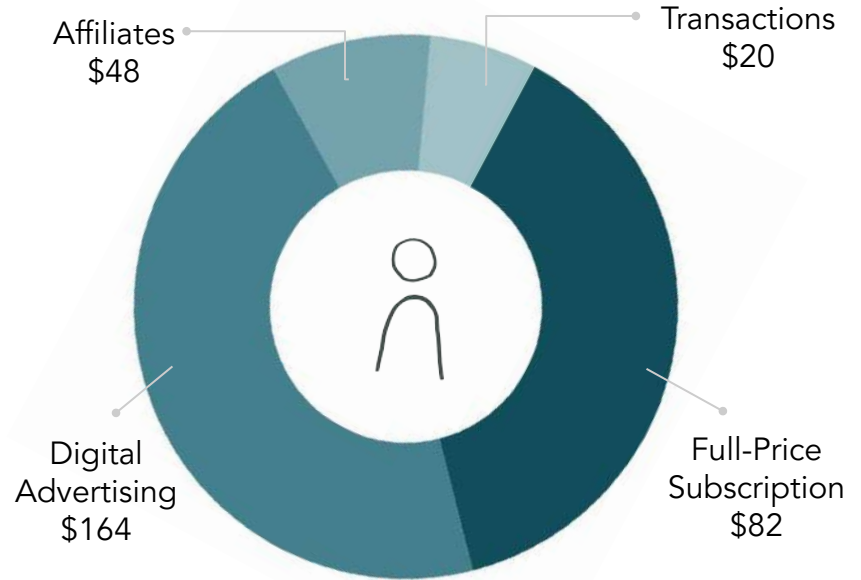
# Map revenue to customer

## Customer A



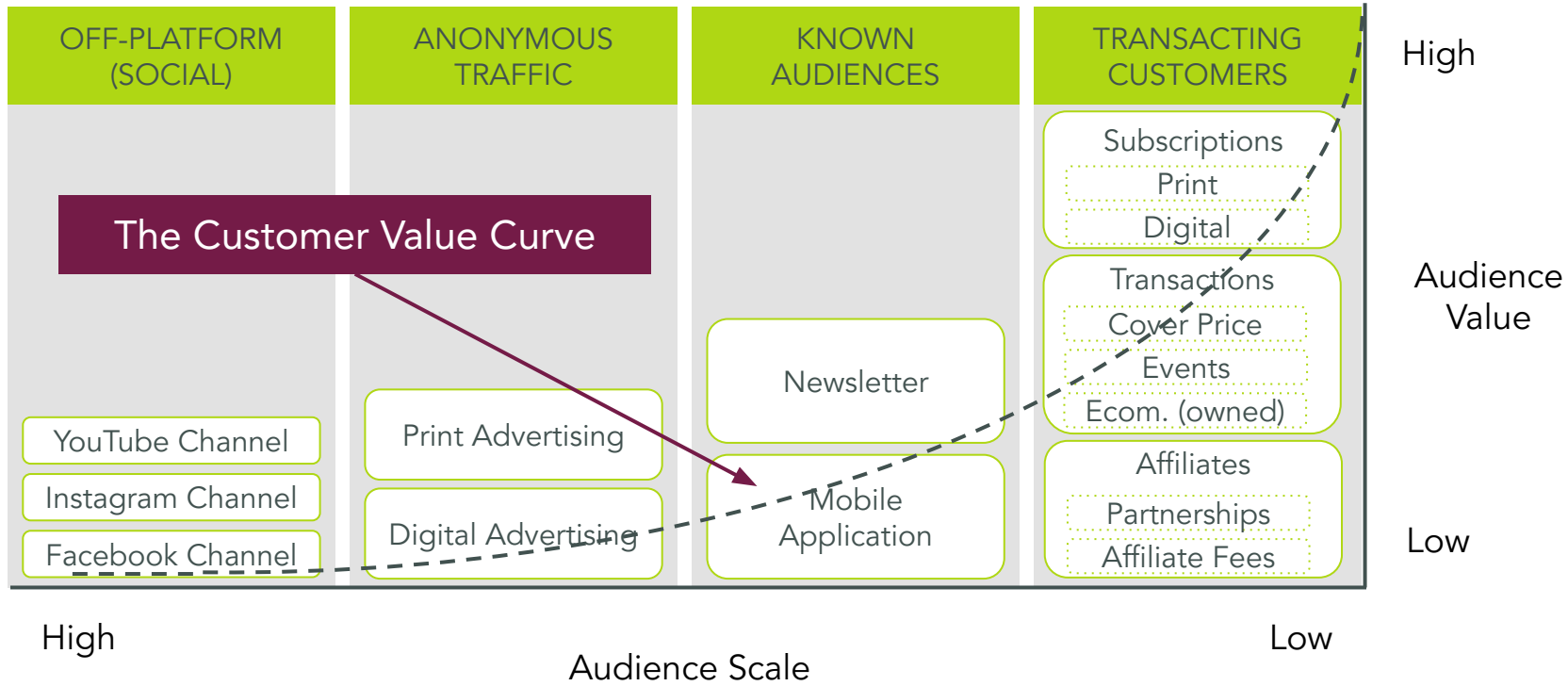
Total Customer Value=**\$168**

## Customer B

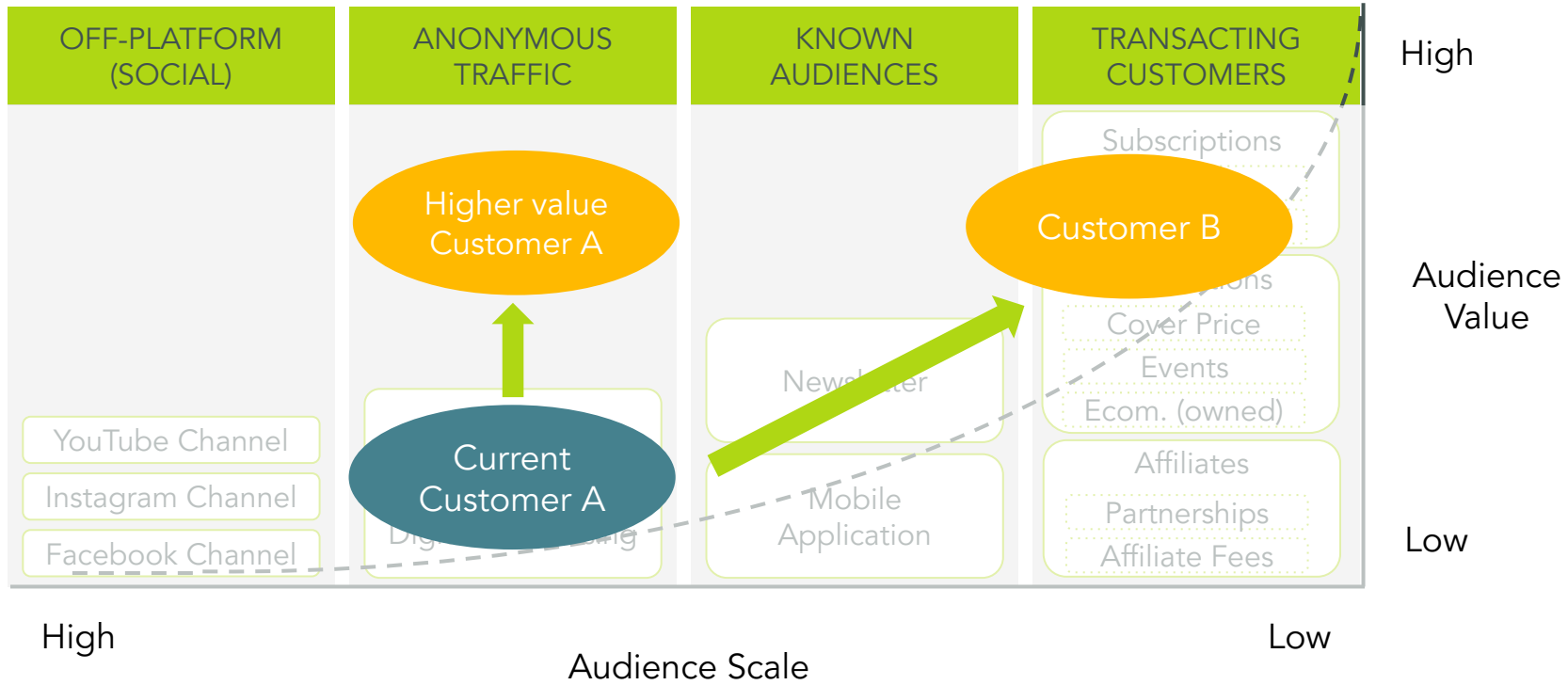


Total Customer Value=**\$314**

# Understanding the sources of value...



...means you can manage value more strategically



TOTAL CUSTOMER VALUE

The Wall Street Journal

## Puzder Withdraws As Labor Nominee

By Tom Ichniowski  
An Economic Observer

Michael Puzder withdrew from the White House's hiring search just a day after Mike Flynn, President Donald Trump's national security adviser, resigned over conflicting statements he made about contacts with Russian officials last year.

Edward Huder, a career bureaucrat employed by the department since 1978, will likely remain acting secretary until a new nominee can be confirmed.

...the reason  
...the most  
...the official  
...the lead to  
...the task is an accu-  
...of what is actu-  
...see FT 12/11/17 page A5

PRICE \$3.00

# Content Economics

understanding how engaging with content  
can make a customer more valuable

# Categorize your content



## Content

---

### Political Opinion Piece

(Politics/Opinion/Long Copy)

### Cookery Newsletter

(Lifestyle/Cooking/Email)

### Hotel Review

(Product Review/Travel/Feature)

# Map content types to the actions they generate



## Content

---



## Action

---

**Political Opinion Piece**  
(Politics/Opinion/Long Copy)



Subscribed

**Cookery Newsletter**  
(Lifestyle/Cooking/Email)



Built new  
usage habit

**Hotel Review**  
(Product Review/Travel/Feature)



Purchased  
from Affiliate



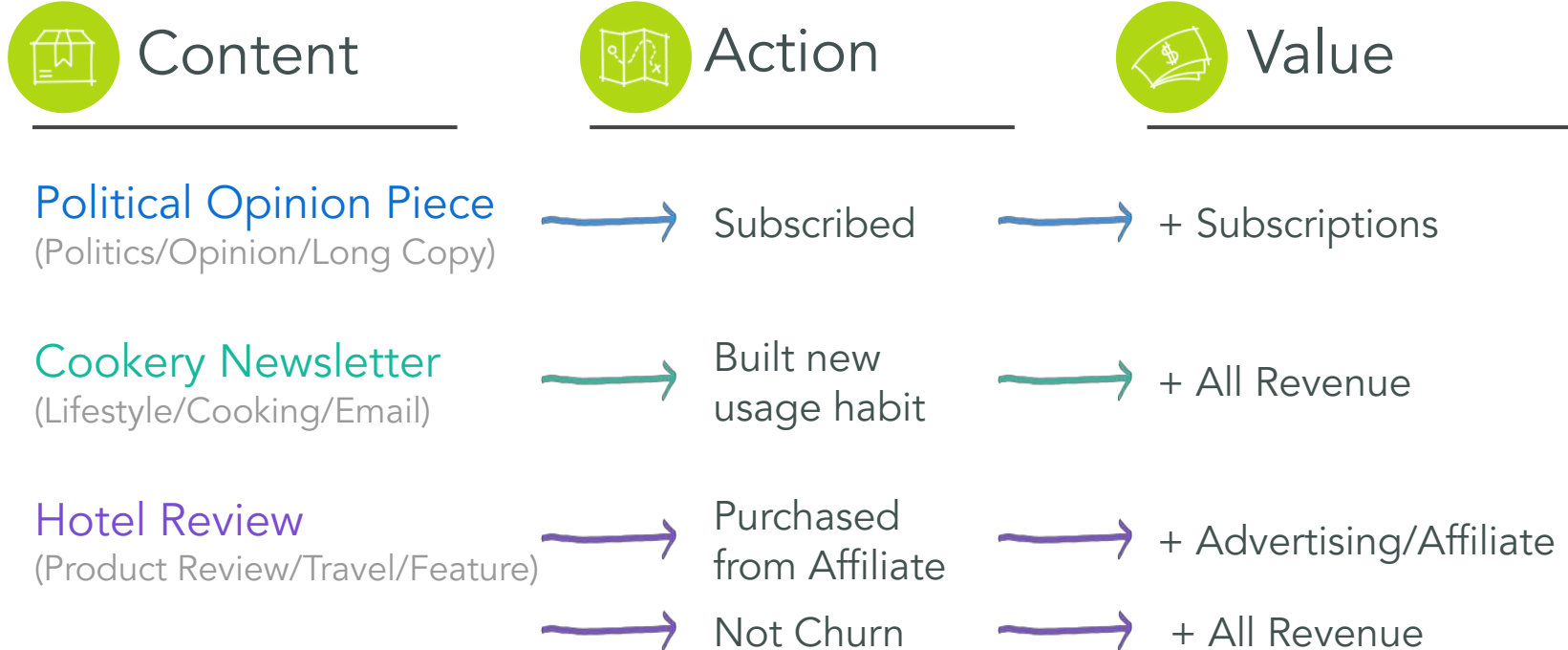
Not Churn



Saves over \$1 billion each  
year from customers that  
do not churn



# Assign value to each action based on likely revenue



# Measuring Value helps to make better Content decisions



**Political Opinion Piece**  
(Politics/Opinion/Long Copy)



Subscribed



+ Subscriptions

**Cookery Newsletter**  
(Lifestyle/Cooking/Email)



Built new  
usage habit



+ All Revenue

**Hotel Review**  
(Product Review/Travel/Feature)



Purchased  
from Affiliate



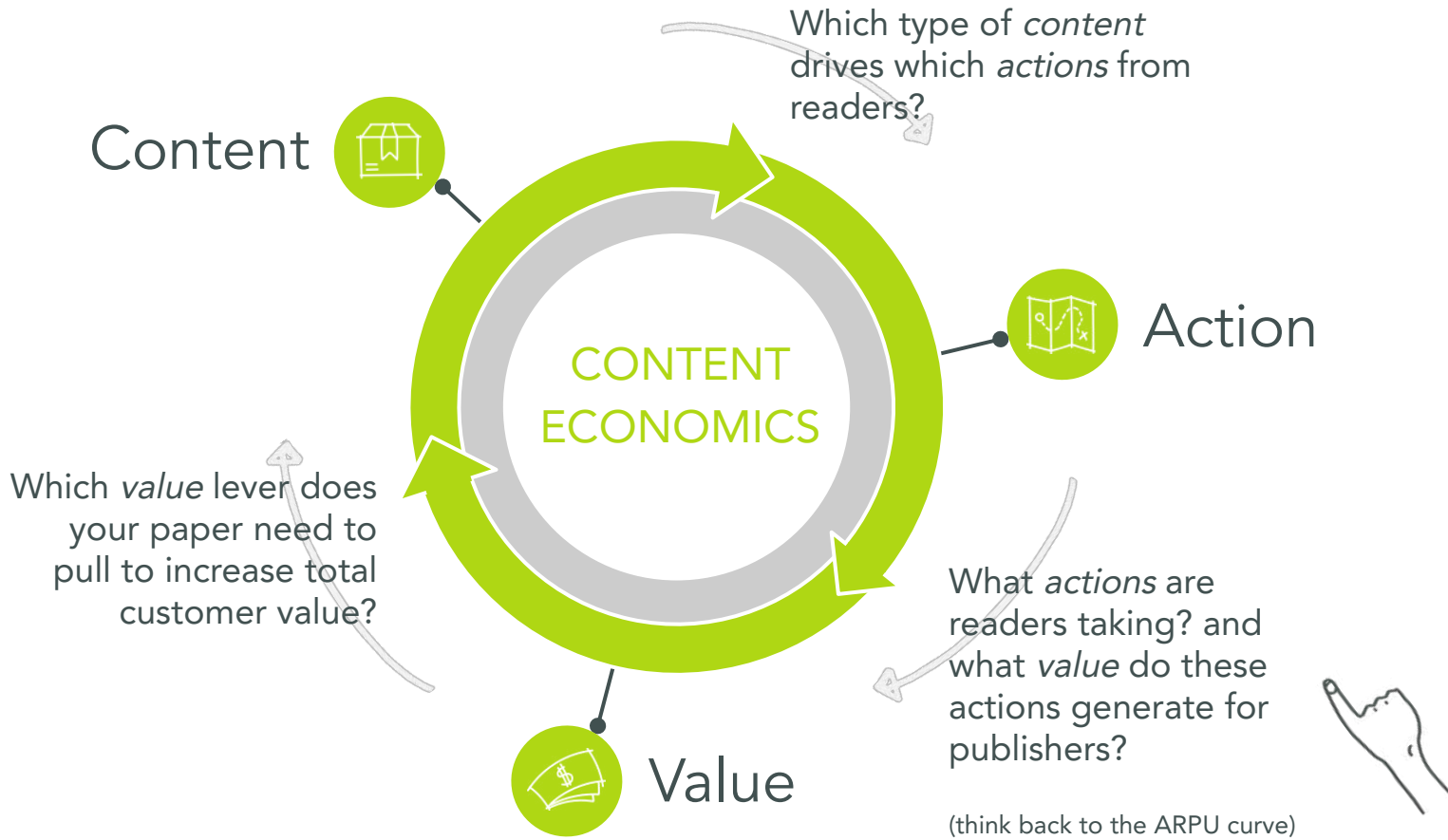
+ Advertising/Affiliate



Not Churn



+ All Revenue



**EXCLUSIVE: JOHNSON OUT**

**BONKING BORIS BOOTED OUT BY WIFE**

● Top Tory accused of cheating on her again  
 ● Couple separated after she had enough

By TOM NEWTON DUNN, Political Editor  
**BORIS Johnson has split with long-suffering wife Marina Wheeler after she accused him of cheating on her again.**  
 The Sun can reveal the former Foreign Secretary and Labour MP, both 51, are now living apart and no longer socialise as a couple.  
 The Johnsons' 20-year marriage has been rocked previously by his flings with other women.  
 Full Story - Pages Four and Five



Split... Boris Johnson and his wife Marina



Control... entry point

**Low-skill migrants face axe at Brexit**

By STEVE HAWKES, Deputy Political Editor  
 THE numbers of low-skill EU migrants entering Britain is set to be capped after Brexit, a leaked Home Office paper reveals.  
 Brexit may also be forced to control British workers too. The radical proposals - central to a package Continued on Page Ten



**JOIN OUR REWARDS CLUB**  
**FREE £5 CASH**  
 SunSAVERS  
 SEE PAGE 24

**MEGHAN DROPS WEDDING HINT**

**Harry and I are a great love story**



By JACK ROYSTON  
**PRINCE Harry's American girlfriend Meghan Markle has given her first interview about their romance, announcing: "We're a couple. We're in love!"**  
 Actress Meghan, 36, told Vanity Fair that her relationship with Harry was "a great love story".  
 The star's candid chat revealed scandalous they may be about to announce their engagement.  
 Royal experts said Harry, 32, would have been about and approved the magazine interview.



700,000+

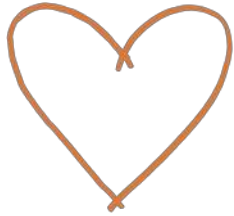


Total  
Customer  
Value



Content  
Economics

## Win #1



The **customer** gets  
the content they  
value most

## Win #2



The **business** can  
invest in the  
content that  
delivers the most  
value

## Win #3



And **content  
creators** get to  
produce higher  
quality content



**FOX**



**NATION**





35,000

Pre-registrations 4 weeks before launch

\$60

Annual subs. for Founding Members

\$1,200

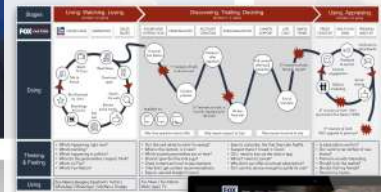
Three-year subscription

1.5M

Goal for subscriber base in 3 years

FOX

NATION



# So what do you need to do this?

1

Some basic **Data & Analytics** capabilities

2

Cross functional **Collaboration**

3

An **Organizational Focus** on engagement and value



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Gro  
Ar

Manifesto  
Growth  
Architects

**Membership Economics™ & Media:**  
How do Media companies make  
money in the Membership Economy?

US Edition

**Membership Eco**  
How to make m  
the Membersh

# Thank you.

Winnie Sun  
APAC Lead  
[winnie.sun@manifestogrowth.com](mailto:winnie.sun@manifestogrowth.com)

## Hong Kong

17F38-48 Queen's Road Central  
Hong Kong

(852) 9132 0855

## New York

72 Spring Street  
New York, New York 10012

(917) 386 8093

## London

20 Northdown Street  
London N1 9BG

0207 843 5998

