

NewsEdge


Syndicating Content for Visibility and Profit

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Syndication models

Who (or what) is the ultimate newspaper and magazine syndicator?



The New York Times The Boston Globe

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Why Syndicate?

Exposure... *build a brand*

Eyeballs... *drive traffic to your Web site*

Income... *generate revenue*

Readership... *develop new users*

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Syndication for Exposure

Good for...

- ➔ *New media: build brand awareness*
- ➔ *Print properties: drive interest and leads for new subscribers and advertisers*
- ➔ *High-ticket businesses: trade show delegates, research reports, training*

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Syndication for Eyeballs

Good for...

- ➔ *New media: build traffic*
- ➔ *Advertising-driven Web sites: build traffic*
- ➔ *Commerce sites: commodity-type transactions*
- ➔ *Print properties: build a new audience*
- ➔ *Businesses: drive sales leads*

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Syndication for Income

Good for...

- ➔ *Established brands*
- ➔ *New brands*
- ➔ *Niche content and content perceived as high-value*
- ➔ *Re-purposing existing print publications into electronic formats.*

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Syndication for Readership

Good for...

- ➔ *Attract new subscribers*
- ➔ *Build print subscribers*
- ➔ *Launch new properties or media*

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How to Syndicate

Associate Programs

Do-it-yourself

With Established Syndicators

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Syndication through "Associate Programs"

Properties whose goal is to drive traffic (advertising)

Properties whose goal is to drive commerce

Example-Amazon.com

- Amazon has proprietary content (small publisher Web sites, author and fan club Web sites, and associations that post Amazon book and product reviews)
- Amazon hosts pages
- Amazon gets the sale

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Do-it-Yourself Syndication

High-value content or unique content

Drive traffic or build a brand

Example-Salary.com

- Has proprietary information on over 1,000 jobs
- Syndicates this content to hundreds of job sites to generate traffic.

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Using a Syndicator

News and other mass market content

Branded content

Generating Revenue

Example-Knight-Ridder Tribune Business News

- Not a destination site or physical property
- Generates revenue from use of its content

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Types of Syndication Deals

- ✓ Revenue or subscription fee share
- ✓ Advertising share or other alternative income share (sometimes a sliding scale)
- ✓ Usage - per click or per article
- ✓ Subscription - per user or per customer organization
- ✓ Flat fee - usually a multi-year agreement

How a Syndicator Can Add Value

- \$ Uniform content organization, taxonomy and tagging**
- \$ 24x7 support**
- \$ Global distribution**
- \$ Central invoicing**
- \$ Sales**
- \$ Marketing and promotion**
- \$ Deliver tagged and coded content back to publisher for use on their own Web sites.**

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The NewsEdge Syndication model

making content
valuable

The NewsEdge content refining process

NewsEdge is a global provider of content solutions and electronic publishing technologies for business.

Our customers include both content creators and the operators of the world's most active Web sites.

We offer technology and services for our customers to create, manage and deploy content for millions of end-users; through enterprise sites, portals, publisher Web sites and distribution channels.

