

GIACOMELLI MEDIA



WHAT PAYS?

KEY QUESTIONS FOR THE DIGITAL ERA

The foundation of Giacomelli Media is an ambition to build a knowledge company which helps organisations create and sustain value through a successful management of change and development processes.

OUR BUSINESS:

- Media & Change Management and Consulting
- Brand, Service & Change Management and Consulting
- New Business Development: Media, Service Projects and New Ventures.

<http://giacomellimedia.com>

INTENDED TO ORGANISATIONS AT CHANGE.

The fallacy of the past era

Beginning of the 90's: „Internet will change the face of media consumption.“

90's: „Invest in the internet, money will come back by advertising!“



Begining of economical crisis: „Less advertising. What now?“



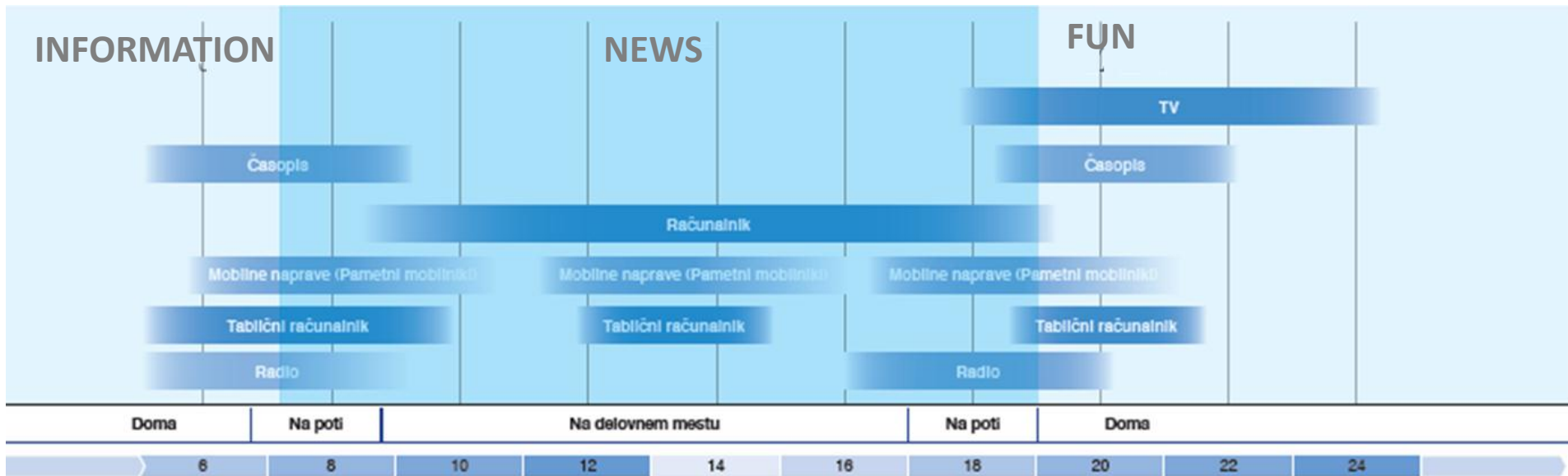
News free of charge?

Preachers of freedom: „business model on the world wide web is a violation of human rights.“ (FT)

„Free of charge is only an accident in the history of internet.“
(Barry Diller, 2009)



Changing media consumption pattern



Source: WAN-IFRA 2011

- 2009: Can we charge for digital consumption? What reactions will be evoked among our readers?



- 2010: Which model to chose?



•2011: „Will I be the last one in monetasing of digital content?“

•2012: How to create 360°user experience of media brand on all platforms?



Paid models: The Search for the Holy Grail

There are several different types of user treatments co-habiting around the world.

Paid models are only being improved and adjusted according to the market response.

Selected types

Metered access:

- User can see limited number of articles, further browsing is per charge

Selected content:

- General content is free of charge, exclusive and enriched content is per charge.

Timely content:

- The newest content is charged, older content is free of charge.

Interactive content:

- Commenting, sharing through social media and other interactive content is charged

Subscribers discounts:

- Subscribers have lower price for digital access.

Print/online bundles:

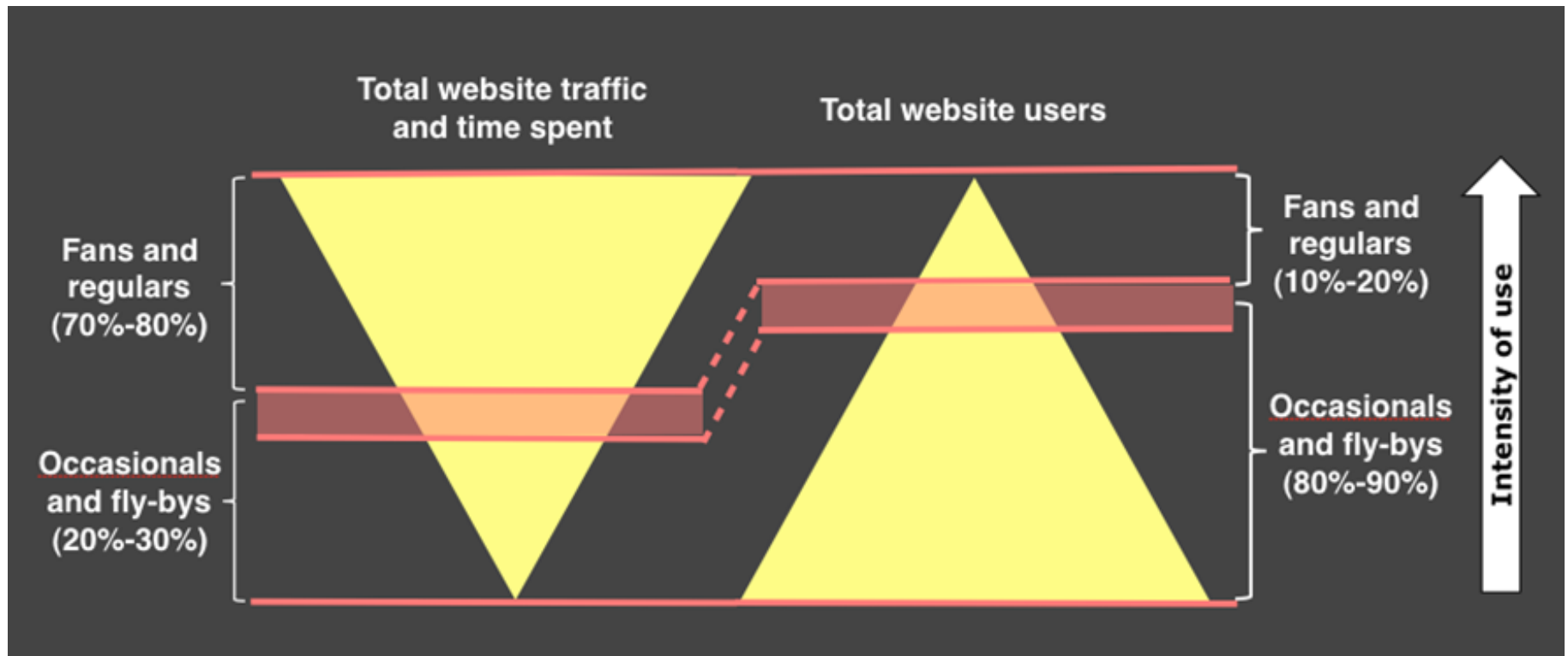
- One price for print and digital access.

All digital access:

Users are paying only one price for access to content on all digital platforms.

The value of loyal users

10-20% of loyal and regular users creates 70-80% of all impressions



Source: Institute for Media Strategies, WAN-IFRA 2012

The recipe for the ideal model does not exist – the key is to monitor the public and their own reading habits and requirements and match them with a **unique editorial concept**.



Experience from Slovenia

- ✓ Piano (except: Večer Finance and Pro plus)
- ✓ Random surf the web, pay sites that they have visited
- ✓ Price of Cinema ticket => one month of journalistic content

The screenshot shows a website interface for a digital subscription service. At the top, a blue banner contains the text: "Ta spletna stran je plačljiva - z enim plačilom lahko dobite dostop do nje in hkrati do 39 slovenskih spletnih storitev." (This website is payable - with one payment you can get access to it and at the same time to 39 Slovenian online services). Below this, there is a red button labeled "izberite način plačila" (choose payment method) and a link "Če ste na Piano že naročeni, se prijavite tukaj" (If you are already subscribed on Piano, log in here). On the right side of the banner, a yellow starburst graphic displays "samo 4,89 € na mesec" (only 4.89 € per month). Below the banner, the heading "Kaj dobite z naročnino 4,89 € na mesec?" (What do you get with a subscription of 4.89 € per month?) is followed by a list of included services and logos of partner media outlets. The services listed include full access to original daily articles in various thematic collections, open access to original daily articles in the Business Daily, and open access to contributions in the columns of Mnenja, Neomejen access to daily Foto zgodbe, Full access to contributions in the Sport /time out column, and Unlimited access to contributions in the Objektiv column. The logos of partner media outlets include Dnevnik, DELO, Dnevnik, SLOVENSKE NOVICE, EKIPA, primorske novice, Gorenjski Glas, požareport.si, Računalniške NOVICE, 7dni, podstarije VEČER, and FOTO BIL.

Dostop do plačljive vsebine: neaktiven (naročnina@piano.si) (Podatki o naročninah)

ZAPRITE X

Ta spletna stran je plačljiva - z enim plačilom lahko dobite dostop do nje in hkrati do 39 slovenskih spletnih storitev.

izberite način plačila

Če ste na Piano že naročeni, se [prijavite tukaj](#)

samo 4,89 € na mesec

Kaj dobite z naročnino 4,89 € na mesec?

Dnevnik

- Poln dostop do izvornih dnevniških člankov in prispevkov v vseh tematskih sklopih časopisa
- Odprt dostop do izvornih dnevniških člankov in prispevkov v Poslovni Dnevnik
- Odprt dostop do prispevkov v okviru Kolumne, Mnenja
- Neomejen dostop do dnevnih Foto zgodb
- Polno prebiranje prispevkov v okviru Sport /time out
- Neomejeno prebiranje prispevkov v sklopu Objektiv

DELO

Dnevnik

SLOVENSKE NOVICE

EKIPA

primorske novice

Gorenjski Glas

požareport.si

Računalniške NOVICE

7dni

podstarije VEČER

FOTO BIL

Naročnina omogoča dostop do naslednjih medijev - poglejte celoten seznam

What sells?

- ✓ Content
- ✓ User experience
- ✓ Combination
- ✓ Who masters



Do we deserve to be payed?

- ✓ Is a matter of basic hygiene?
 - ✓ Copyrighted work deserves payment?
- ✓ What is really for free?
 - ✓ PR messages
 - ✓ General commodity news
 - ✓ Posts of enthusiastic bloggers

What do we buy?

✓ Things we need

✓ Things we love

The media is changing, journalism remains.



THANK YOU FOR YOUR
ATTENTION