

Shaw Media Content Strategy

Shaw Media is committed to delivering relevant information through multiple, distinct platforms.

Print

Web

Mobile

Tablet



Shaw Media Content Strategy

By utilizing each platform to its fullest potential, we best position the company for success in all content channels.



Shaw Media Content Strategy

Our priorities for building our digital brands are:

- Audience Optimization
- E-Commerce
- Connecting Local Readers and Advertisers

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Overall Platform Independence

We believe the best way to capture growth in digital revenue is from having the best product possible for each platform.

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Open -vs- Paywall

- We are not opposed to Paywalls
 - We have tried models ranging from metering to not including full stories on the site.
 - A year long study in our Community group of publications showed that open sites grew audience and revenue faster than metered or abbreviated
- Interested in membership models being discussed later today



Models Tested (12 months)

- Open Site, Open E-Edition
- Open Site, Closed E-Edition
- Full PayWall
- Partial Content Pointing at Paid E-Edition
- Partial Content Only
- Metered




A Tale Of 2 Models




morris daily herald

475,000 pageviews per month
Meter Test Site

VS



700,000 pageviews per month
Open/ Advertising Supported



Our Experience in Morris

- Tightest Meter (3 visits) Produced
67 Subs 1.3% of Print Audience
Size
– \$301.50 per month



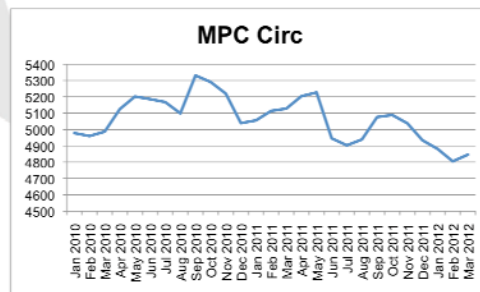
Our Experience in Morris

- Initially Lost Traffic
 - 3/10 to 3/11 lost over **22%** of pageviews
- Have Built Back Up To 2010 levels
 - 3/11 to 3/12 grew back to only **0.79%** under 3/10
 - Heavy use of social



Our Experience in Morris

- Meter Did Not Protect Print Circulation



Our Experience in Morris

- Organizational Focus Drain
 - Highest unsold inventory
 - 36% Locally Sold
- Lowest Percent Revenue Coming From Digital 3.56%

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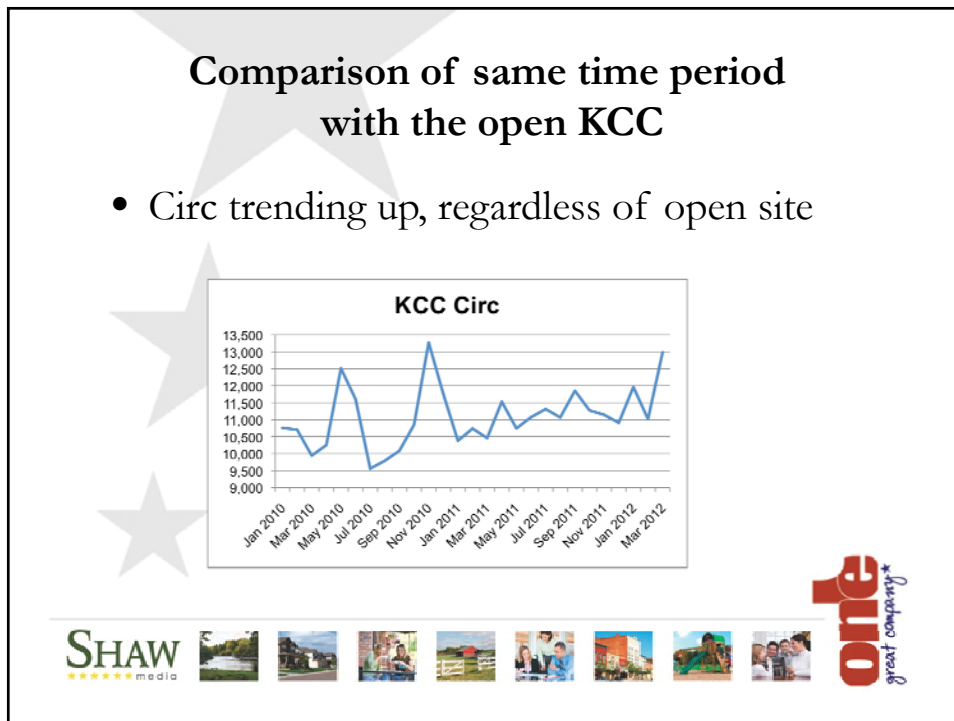
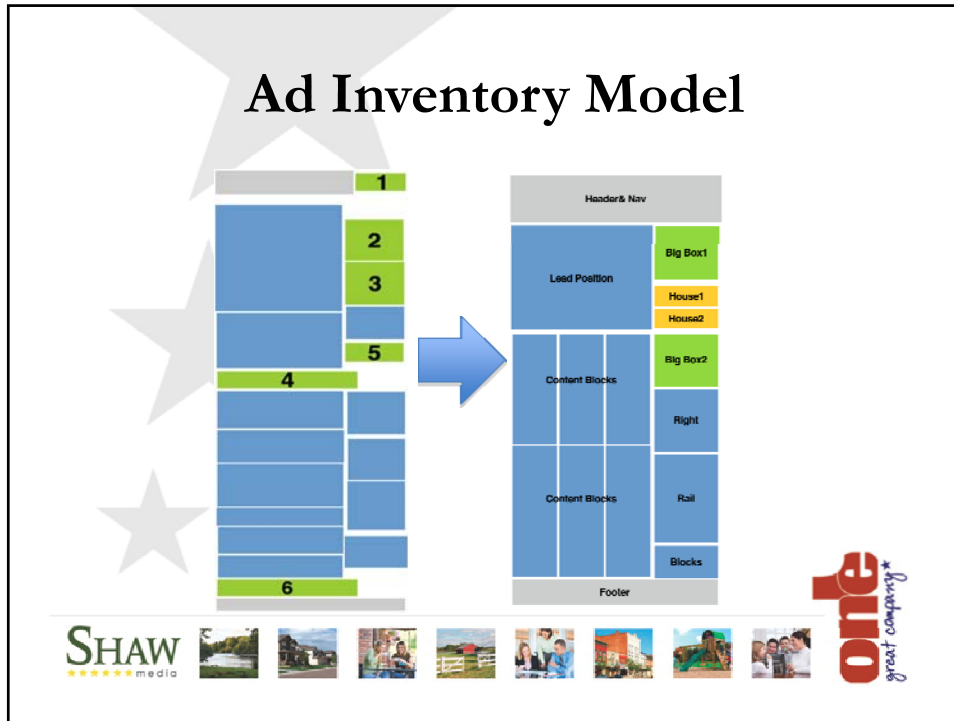
Comparison of same time period with the open KCChronicle.com

- Org Focus On Sales – limited inventory
- Audience Trend
 - Kane pageviews up 12.4% YOY
- Percentage Rev. from Digital
 - Kane up 17% Q1 YOY
 - 13% dig to total rev
 - 15% dig to adv rev

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Open Web -vs- Online Paywall

- Models we tried have not performed
 - Possible issue of scale
 - 2% to us is very different than 2% to NYT
 - An excellent suite of unique products needs to be present before prompting an audience's decision

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Meter –vs- Surveys

- Morrisdailyherald.com was generating about \$300 a month from a meter.
- It is currently Net-ing \$1400 a month from Google Consumer Surveys
- No extra staff and no traffic loss to achieve 4.5x paywall performance with surveys.

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Thanks!

Ben Shaw

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Our success with Paywalls

Allan Burke

Publisher, Emmons Country Record
And Prairie Pioneer

Homepage and Article



Paywall



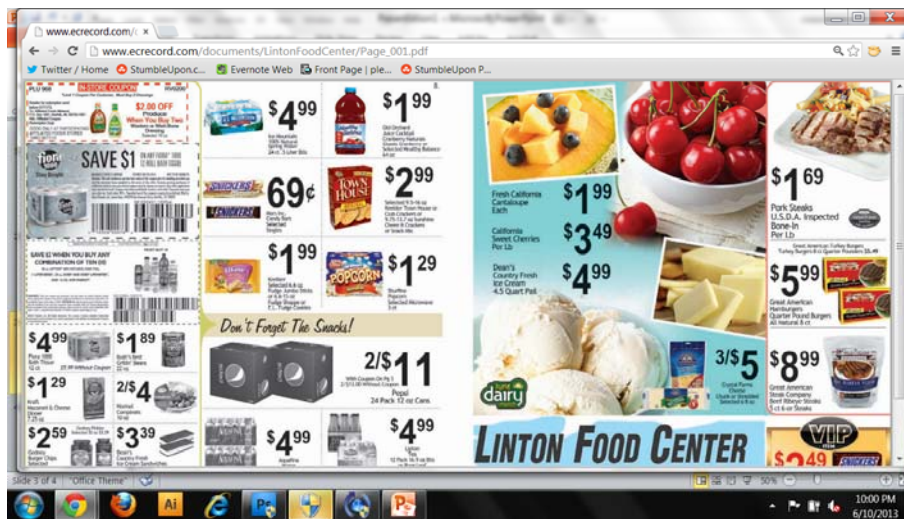
Store



Flyers



Flyers



Prairie Pioneer

