

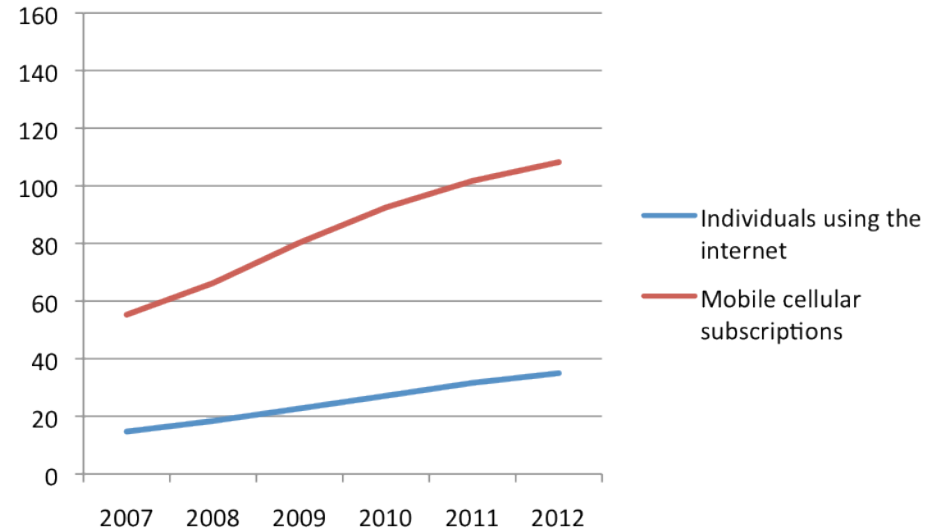
Monetizing Social Media: Innovation & Sustainability in the Newsroom



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26 November 2013
Arab Free Press Forum
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Social Media in the Arab Region

- Internet & mobile penetration Arab region doubled in 5 years
- **2009:** 41% of news readers accessed news via newspapers only, 40% of users accessed news online, 17% on blogs, 7% via mobile alerts
- **2011:** 89% of women, 83% of men who used social media to get news and information = most popular use of these platforms
- **2013:** 28% turn to traditional media sources as primary source of news, with an equal percentage primarily getting news from social media sources and 36% from online news sources and portals



Revenue Models for the 1440 News Cycle

- mobile, video, social = audience + revenue
- Social media = increasingly important news & information source
- Twitter: Majority of Arab users use to obtain news/info & communicate with journalists
- Paywalls?
- Premium vs. Freemium
- Exclusive access, loyalty programs
- Mixed revenue models
- Leveraging the virtual economy

Crowdfunding

- Appeal to readers
- Spot.US
- Indegogo
- Vanua.com
- Time-heavy investment, works best with an existing base in community, one-off not consistent funding model

Kickstarter

- 870 journalism projects on 6 continents since 2009
 - 35.4% funded
- Raised \$3 million + \$2.9 million for periodicals, \$2.5 million for radio podcasts
 - All or nothing + 9% fee
- Planet Money (blog & podcast): \$595,000 = 12 x more than original goal
- Pro-Publica: \$23,000 for investigative series on unpaid internships

<http://www.kickstarter.com/pages/journalism>

Things to consider

- Right topic – not stealth or breaking news
- Reward your readers & increase your connection with them
- Design an outreach plan
 - Design a professional pitch video
 - leverage *your* social networks
 - key influencers: Ask for them to share instead of donate
- Remember fees & other costs factor in

Questions? Comments? Ideas?

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or

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