

15 WAYS TO MONETIZE ALTERNATIVE DELIVERY CHANNELS



Online publishing isn't just about the Web these days -- it's about "anywhere, anytime" information that users can access from their PDA, MP3 player, cell phone, laptop computer or other mobile device.

This is good news for online publishers. According to Jupiter Research, RSS news feed users are heavier consumers of online media than traditional online users -- and represent a prime demographic for online publishers. Users of alternative delivery channels tend to spend more time -- and money -- on their preferred online news sources.

Consider this: Combined spending on blog, podcast and RSS advertising grew 198.4% to \$20.4 million in 2005 and is expected to grow 144.9% to \$49.8 million this year. The cell phone-using population has risen to 1.7 billion worldwide.

Podcasting has become one of the fastest growing technologies of all time, outpacing early DVD adoption almost tenfold. Some pundits predict that podcasting could siphon \$1 billion to \$2 billion from the \$30 billion radio advertising market in three to five years.

News Feeds, Podcasts & Wireless Channels: Publishing's New Frontier

FeedBurner.com, the world's largest news feed management provider, now manages 14,239,874 user news feed subscriptions on behalf of 184,818 blog, podcast and online news publishers -- and its subscriber base is growing by 15% per month.

Today's new delivery channels, such as news feeds and podcasts, can drive traffic to your site while adding value for readers -- and adding to the bottom line. What they don't add is the time and expense of email hosting, management and troubleshooting, because users "pull" the info they need into the channels they want to use.

The following tips will help you maximize revenue at publishing's new frontier:

1. **Segment your readers** and let them choose the feeds they want.
2. **Brand your news feeds with your publication logo.**
3. **Feed 'em everything** -- news headlines, podcasts, blogs, events calendar, classifieds, job board, you name it.
4. **Feed "deals of the day,"** special advertiser offers, free sponsored white papers, event promotions and more.
5. **Offer deals just for news feed subscribers.**
6. **Promote your own special content offers,** e.g., Book of List, Buyer's Guide, etc.
7. **Place graphic ads in full-text posts.**
8. **Syndicate your ads.**
9. **Sell exclusive sponsorships for your feeds,** with links to sponsored information on your site.
10. **Track your feeds.**
11. **Create a syndication options page** to build circulation by educating potential news feed subscribers about how to subscribe to a feed.
12. **Build community & "stickiness"** by adding links such as "Email This," "Email the Author," "My Yahoo: 7 links to this item."
13. **Segment your podcast listeners** and provide personalized audio news reports with content targeted toward the listener's interests, preferences, industry, geographic location or other characteristics.
14. **Secure podcast sponsors** and/or work with a third-party vendor, such as Fruitcast or Kiptronic, that automates the ad insertion process.
15. **Charge a podcast subscription fee,** either a-la-carte or as part of a premium subscription that includes print and online content.

For more information, email service@ePublishing.com

312.377-7397 • 720 North Franklin, Suite 401 • Chicago, IL 60010 • ePublishing.com