

## New & Niche Publishers – Revenue Models & Driving Digital Advertising Dollars Resources prepared for IAB Australia [Webinar](#) - 20 August 2020

THIS DOCUMENT IS CURRENT AS OF 25<sup>TH</sup> AUGUST 2020, FOR UPDATES OR TO ADD RESOURCES

VISIT - <https://docs.google.com/document/d/1MYUZUXtWoEj1LftQ6qT9U6ufMrp1LzbwXSXnsh-0js/edit>

**KEY POINTS FROM SLIDES - for a copy of the slides please contact Corinne Podger (details below)**

1. There is no one-size-fits-all revenue model
2. Multiple models are emerging, including advertising, branded content, e-commerce & services, sponsorships, memberships, reader revenue, events, philanthropic support and donor funding
3. A portfolio income with multiple streams and sources reduces business risk
4. Benchmark what success / failure would look like, and schedule review milestones
5. Develop S.M.A.R.T. goals to assess & trial new revenue opportunities
6. Monitor sectoral developments
7. Capture and share internal learning
8. Capture and share learning externally

### USEFUL READINGS

1. [Going Digital: A Roadmap for Organisational Transformation](#), Professor Lucy Kueng, Reuters Institute for the Study of Journalism, 23 November 2017.
2. [Journalism, Media and Technology Trends and Predictions 2020](#), Nic Newman, Reuters Institute for the Study of Journalism, January 2020.
3. Reuters Digital News Report 2020: <http://www.digitalnewsreport.org>, link to Australia section: <http://www.digitalnewsreport.org/survey/2020/australia-2020/>
4. [Journalism after Covid-19: “It’s not an extinction-level event”](#), Freddy Mayhew, Press Gazette,

12 June 2020.

5. [231 ways publishers can make media pay](#), Damian Radcliffe, What's New in Publishing, 4 August 2020.
6. [Coronavirus closed a Broken Hill Newspaper, but the community fought to save it](#), Gay Alcorn, Guardian Australia, 16 April 2020.
7. [Guide to audience revenue and engagement](#), Elizabeth Hansen and Emily Goligoski, Tow Center for Digital Journalism, 8 February 2018.
8. [T-Squared: We're creating our first-ever local news revenue and training lab](#), Evan Smith, Texas Daily Tribune, 2 December 2019.

## WEBSITES - MOST OFFER NEWSLETTERS

1. [Adweek](#)
2. [Buffer Blog](#)
3. [Centre for Media Transition, University Technology Sydney](#)
4. [Chartbeat](#)
5. [CityDog Belarus - Advertising options](#)
6. [Digiday](#)
7. [Digiday's WTF Guide to Advertising Formats \(2015\)](#)
8. [Digital Content Next](#)
9. [European Journalism Centre](#)
10. [European Journalism Observatory](#)
11. [Facebook Journalism Project](#)
12. [FIPP World](#)
13. [Inside Philanthropy - Journalism Funders](#)
14. [Global Investigative Journalism Network Grants & Fellowships](#)
15. [Google News Initiative](#) and [GNI Digital Growth program](#)
16. [IAB Australia](#) and [IAB International](#)
17. [INMA](#)
18. [International Journalists' Network](#)
19. [Journalism.Co.Uk](#)
20. [Judith Nielsen Institute](#)
21. [Lenfest Institute](#)
22. [Media Voices Podcast](#)
23. [Membership Puzzle Project](#)
24. [Newsonomics](#)
25. [Niche Publishing Network Australia](#)
26. NiemanLab [Business Models Vertical](#)
27. [Online News Association](#)
28. [Poynter](#)
29. [Press Gazette](#)
30. [Publishers Global](#)

31. [Regional Media Connect](#)
32. [Reuters Institute for the Study of Journalism Research Portal](#)
33. [Splice Newsroom](#)
34. [Table Stakes Europe](#)
35. [TechCrunch](#)
36. [Tortoise Media Thinkin Bookings](#)
37. [Tow Center](#)
38. [Twipe](#)
39. [WAN-IFRA](#)
40. [Web Publisher Pro](#)
41. [What's New in Publishing](#)
42. [WIRED](#)

## CONFERENCES

1. INMA World Congress: <https://www.inma.org/modules/event/2020WorldCongress/>
2. International Journalism Festival: <https://www.journalismfestival.com>
3. ISOJ: <https://isoj.org>
4. News Impact Summits: <https://newsimpact.io>
5. ONA: <https://ona20.journalists.org>
6. Splice Beta: <https://splicebeta.com>
7. SWSX: <https://www.sxsw.com>

## PREPARED BY

Corinne Podger  
Media Development Consultant  
Website: <https://www.digitalskillsagency.com>  
LinkedIn: <https://www.linkedin.com/in/corinnepodger/>  
Twitter: [https://twitter.com/corinne\\_podger](https://twitter.com/corinne_podger)