

Digital Revenue Launchpad Europe

Programme Explainer



July 2021

Digital Revenue Launchpad

What

The Digital Revenue Launchpad helps publishers **understand and test new reader revenue models** such as subscriptions, membership or donations and craft an **ambitious plan going forward**.

The Launchpad offers a unique, practical three-month experience for a cohort of 5 to 7 publishers that share the same revenue diversification ambitions, and will challenge them in every step of the early stages of a reader revenue model from **discovery to actual testing**.

Participants will receive dedicated 1:1 support and learn from both shared experiences of other participants and Google and FT Strategies expertise.

Who

The programme is designed for publishers who have a stream of digital readers of **250k monthly UVs or more, but still no, or very limited, reader revenue model**.

It is the right programme for publishers who are thinking about how to develop and market a reader revenue proposition and that have capacity to launch experiments to test certain assumptions.

To make the most of it, each participating publisher will need to send a cross functional team who are able to dedicate ~5 hours/week across 12 weeks.

Impact

Participants will be better equipped to withstand disruption:

- A blueprint for developing new capabilities and implement a new sustainable revenue model
- A robust and proved methodology to Test, Learn and evolve your reader revenue proposition
- An alumni community of engaged publishers enjoying greater market intelligence

When 12 weeks, October to December 2021 | **Applications close on the 31st of July**

Programme objective and overview

Programme objective

Engage a **group of 5-7 selected publishers** in a journey that will help them **understand and test** new **reader revenue models** and craft an **ambitious plan** going forward.

Programme overview

The Launchpad offers a unique, **practical three-month experience** that will challenge the cohort in **every step of the early stages of a reader revenue model** from discovery to actual testing.

Publisher experience

Participants will receive **dedicated 1:1 support** and **learn both from shared experiences** of other participants and **Google and FT Strategies expertise**. Programme delivery will be **fully digital**.

Target outcomes



Business performance

Diversification of digital revenue through reader revenue models to complement advertising

Improvement in **key digital metrics** (e.g. percentage of logged in navigation, average revenue per user, engagement, etc.)



Internal alignment

Clear understanding of the different digital reader revenue models and **alignment on the most adequate model**

Digital Revenue strategy plan and adoption of a **continuous optimisation process** based on the North Star methodology

Who is this programme for?

Participant profile

5-7 medium to large national or regional news publishers

Early launch or have not yet launched a direct to consumer proposition (<10 months)



CEO/ Senior leadership aligned with digital revenue diversification through a D2C* model



Can dedicate a cross-functional team of 4+ people to the programme



Located in continental Europe; project team has a fluent level of english



Typical headcount (newsroom)

[40-80]

Typical online monthly unique visitors

250,000+

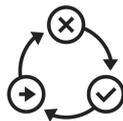
*Direct to consumer

The programme will be delivered digitally in 3 phases



Learn

Understand what is the best reader revenue model and size the opportunity



Build, test, iterate

Test your assumptions by experimenting, learning and improving



North Star & Roadmap

Set your North Star Goal and prioritise initiatives that will help you grow digital revenue

Examples of modules and deliverables

Digital Revenue 101:

Learn about reader revenue models with experts from the Financial Times and others

Get real insights from your readers through a survey and live interviews to understand who they are and what they need

October

Experimentation:

Run one or two experiments with the guidance of FT Strategies

Learn with the cohort in experience sharing sessions

November

North Star strategy:

Explore key hypothesis for growth

Build implementation roadmap through the North Star Framework

December

Required publisher commitments

- ✓ Direct to consumer digital revenue is a **strategic priority**
Exploring and debuting a reader revenue model is a top three strategic priority
Just launched a reader revenue model; still testing and adjusting it
- ✓ **Senior management** is bought in
Senior executive application letter
CEO or proxy agrees to join SteerCo (meets monthly from Oct to Dec)
- ✓ **'Skin in the game'** operationally
Assign a project lead, and working team across key functions - ready to commit weekly updates and ~4 online workshops during the Oct phase
Commitment to conducting experiments during 'Build, test, iterate' phase
Fully participate in cohort activities over the programme duration
- ✓ Willingness to **share knowledge** with ecosystem
Be a full participant in an ongoing 'community of success'
Agree to fully participate in cohort activities and workshops
Share experiments results with cohort as well as some key data for benchmarking purposes
Agree to contribute to industry report, appear in case studies and impact testimonials

Programme stakeholders

Google News Initiative Digital Growth Programme

The [Digital Growth Programme](#) is an initiative within GNI (Google News Initiative), to help publishers grow their digital business online. The programme offers multiple labs, workshops and tools, of which Subscriptions Lab is a part of.

Google teams will:

- ★ Manage success of overall programme, providing advice and expertise as needed
- ★ Connect participants to the GNI network
- ★ Leverage the News Consumer Insights tool in the customer research phase

FT STRATEGIES

FT Strategies is a digital growth consulting from the Financial Times. FTS have deep expertise in reader revenue, customer engagement and advanced analytics

A FT Strategies team will:

- ★ Lead execution of programme including managing all modules and project phases / deliverables
- ★ Lead cohort in the development of their North Star Model, experiments and other deliverables
- ★ Introduce FT subject matter experts via cohort meetings

To apply for for the programme,
please fill in the [application form](#)

Thank you