

How To Close The **Monetization** Gap In **Digital** Content Publishing

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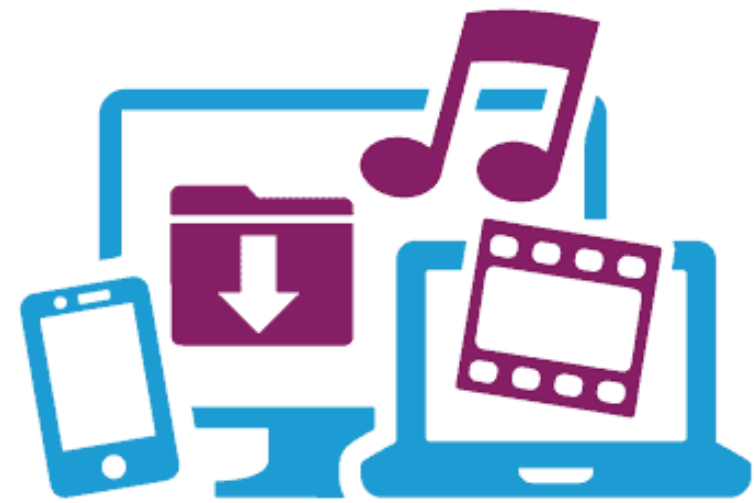
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Research Question



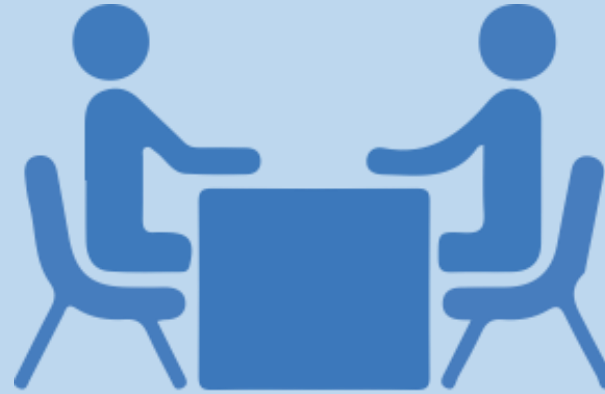
What is the greatest **untapped opportunity** for digital content creators and media publishers in Africa?

Research Methodology - Qualitative



Interviews around Africa

Interviewed people in Kenya, South Africa and Nigeria who consume content on digital channels.



Interviewed Stakeholders

Interviewed experts in the media industry, editors, content creators and curators.



Focus Group Discussions

Conducted a focus group discussion with ten people who use digital platforms to consume content

Literature Review



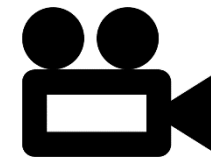
Reviewed more than 20
published research papers



Read 30 articles by industry
experts



Listened to 7 podcasts on
monetizing digital content



Watched 10 videos on this subject

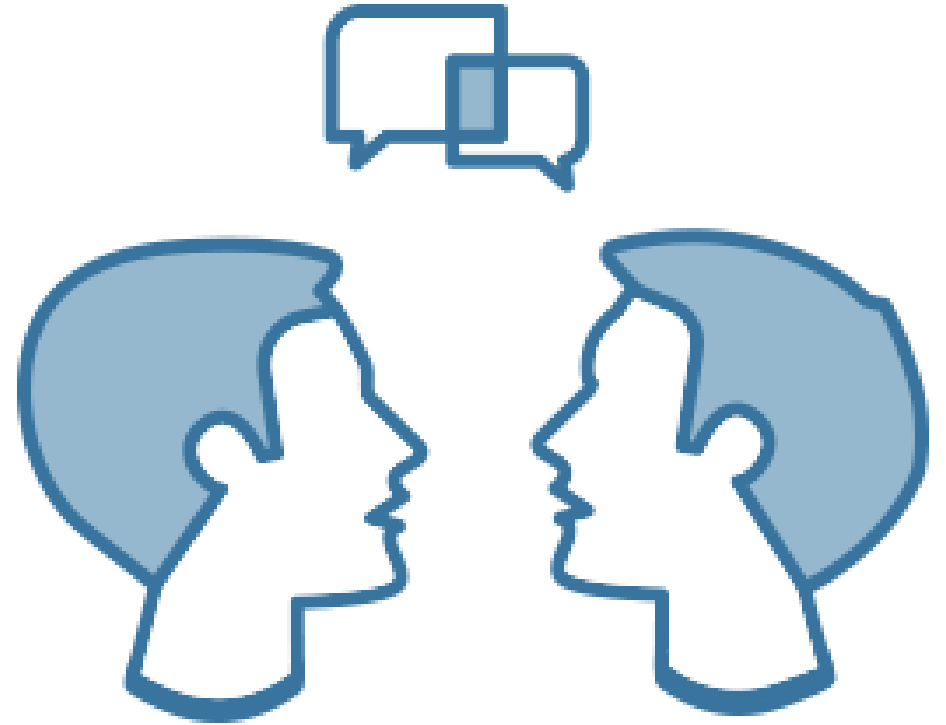
Key Trends in Digital Media



- **Smartphones** is the primary source of news for digital natives
- **Jobs losses** among the big three media publishers in Kenya. NMG, Standard, Radio Africa
- **Search** and **scroll** is how content is consumed online
- **Digital** would end up like newspapers, a combination of advertising and paid-for content.
- A publishers **reputation and trustworthiness** is a competitive advantage

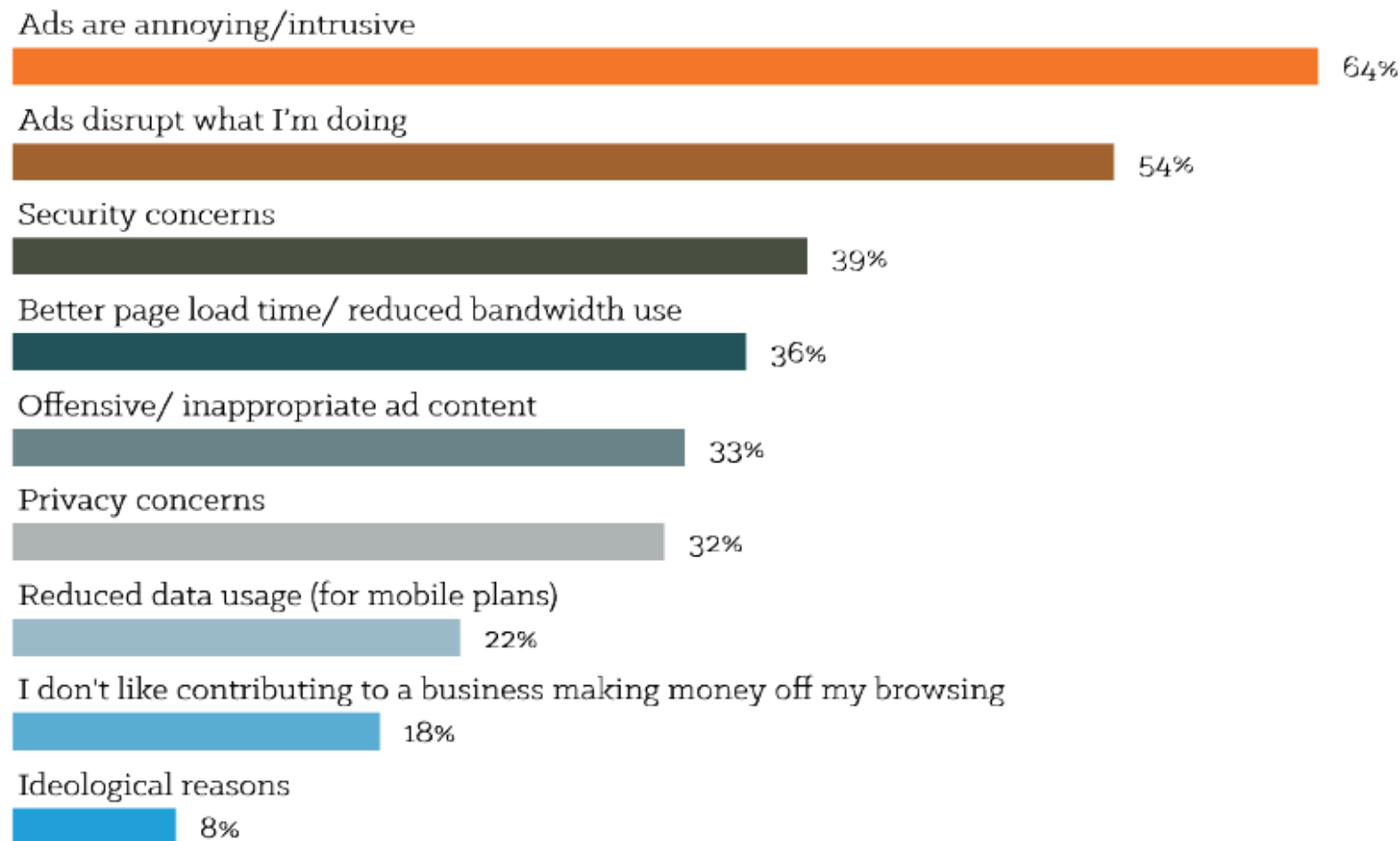
Gaps & Challenges in Monetizing Digital Content

1) Failure to study & deeply understand audiences means you can't give them what they need.



2) The rise of ad blockers is a real threat to content creators as it minimizes Ad revenue

Why do you use an ad blocker?



Source: AdbLockerPlus and HubSpot.



- 3) Bad design (user experience) and low quality content means people won't consume what you create

4) Poor content segmentation and distribution leads to low reach



5) Failure to design sustainable business models means not much money is made on digital



- Media publishers who rely on AdSense as their only monetization strategy have struggled to sustain their business



- 6) Weak intellectual property laws, lack of enforcement and piracy have made it difficult for people to earn their fair share

Strategies to
help you
monetize your
digital content





- 1) Publish quality content that is relevant to a particular audience is the way to stand out.

2) Build a captive audience before you think about monetizing



- 3) Understanding your audience deeply to know what resonates with them - key to creating engagement and retention

- Studying how users interact with your content helps inform the content strategy
- Installing a great commenting platform on your website can encourage commenting
- Grow your audience



4) Ensure your website loads faster to rank higher on Google. Users get frustrated and leave when a page doesn't load faster



- Speed load time is a key ranking factor for search engines

Providing a personalized user experience (UX) across platforms is key to growing your online community





vs.



- 5) Native Advertising is the future of Advertising. Draws higher click rates than traditional banner ads- particularly on mobile devices.

Create better and relevant ads that do not interfere with the user's reading experience



People prefer seeing Ads instead of paying for content

6) Distribute your content widely especially on channels where your audience spends time



- 7) It's much easier to make money online if you have built relationships and trust with your audience.



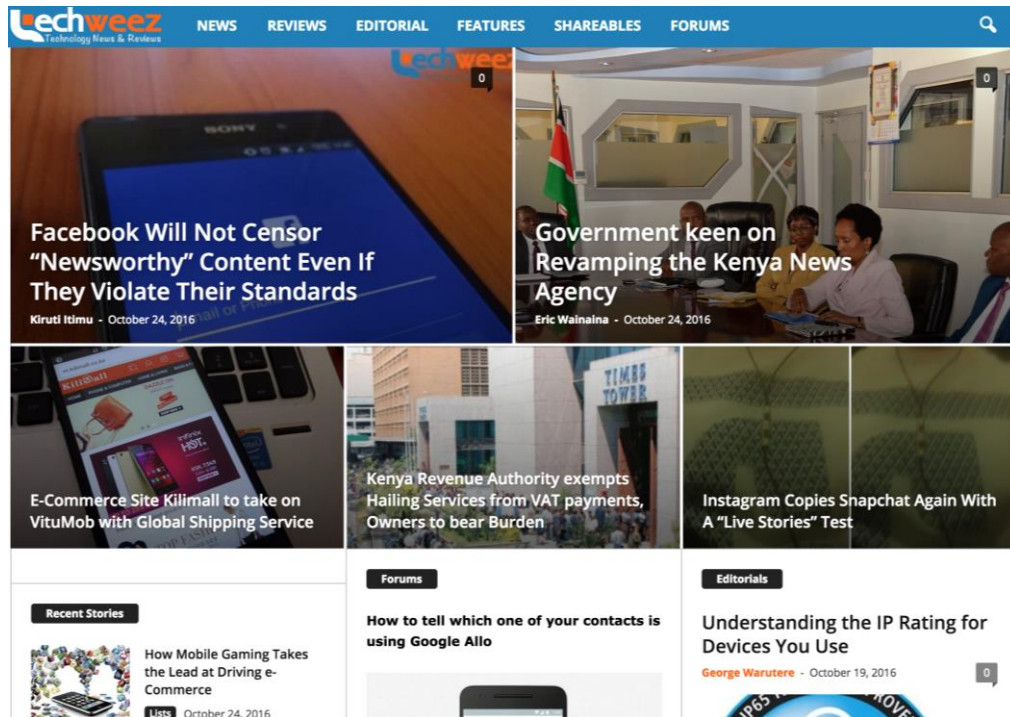
8) Work closely with PR agencies and brands – that's where the money is



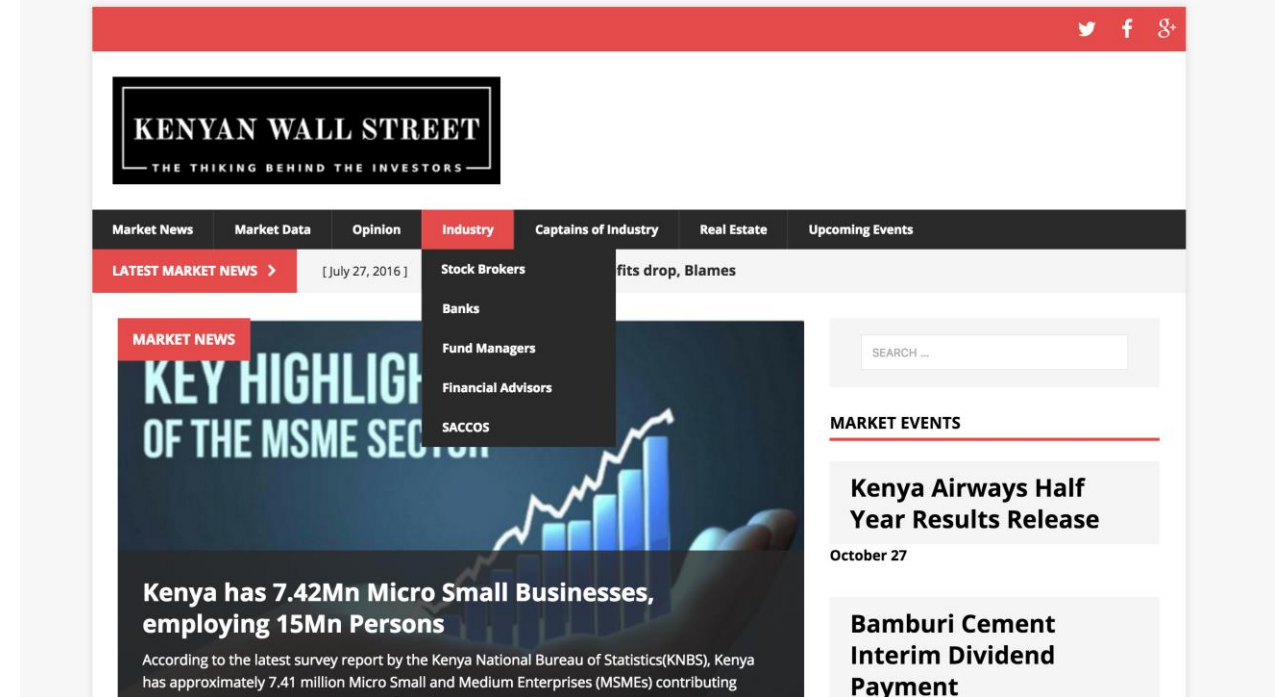
9) Engagement is
the name of the
game:

- Time spent on site
- Pages / articles viewed per session
- Time spent on a page
- Returning visits
- Likes, shares, or tweets of an article
- Comments on articles
- Ads clicked

10) Growth is in niche value creation. Niche publications and blogs

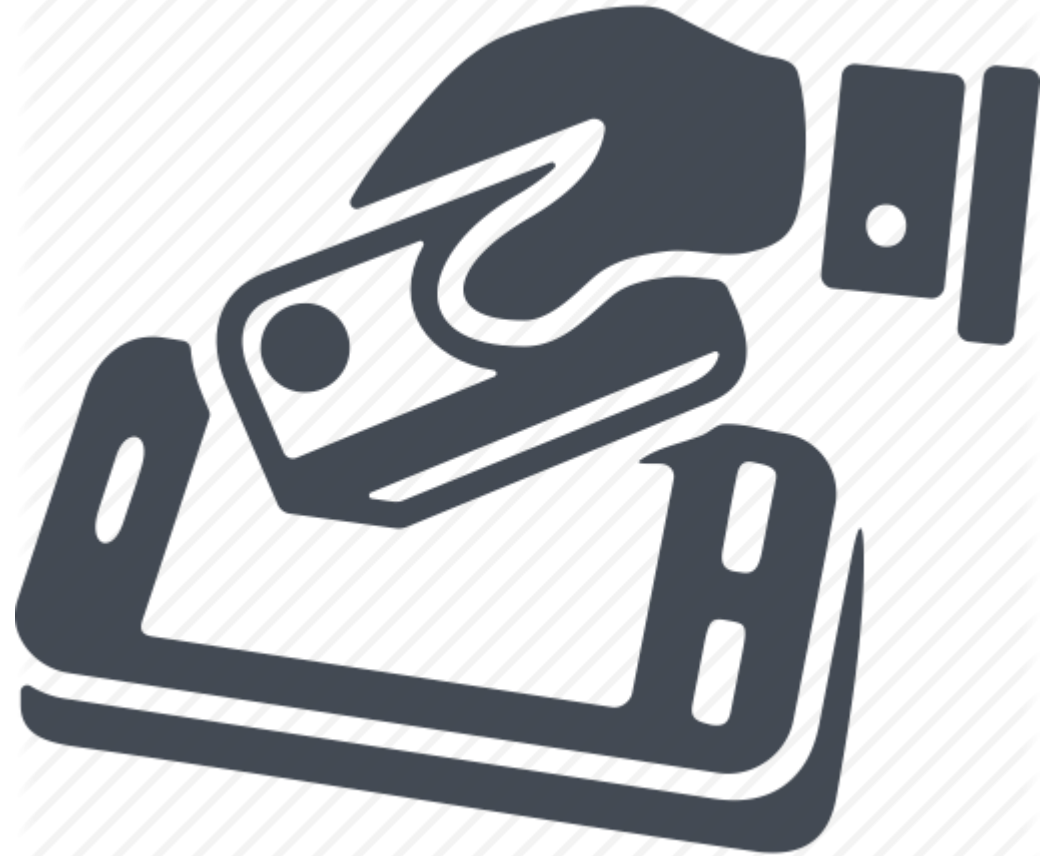


[Techweez](#) - technology news



[Kenyanwallstreet](#) - The stock market

11) Providing easy /
seamless payment
options increases
subscription





- 12. You can make money by hosting live events and through speaking engagements

13) Business Models for Publishers

Freemium Content

Give free content to users on your website and get money through display Ads.

Examples: Daily nation, The Guardian

Metered Paywall

Give limited part of the content for free. Charge for articles and user subscriptions.

Examples: New York Times, Financial Times, Wall Street Journal, The Economist.

Freemium Ad-free model

Give producers an ad-free platform to publish content. Readers consume content for free. Get money through donations. Examples: Wikipedia

Strict Paywall

Create high-quality content. Offer entire content on subscription. Examples. The Times in the United Kingdom and Newsday in US

OTT (over the top) On Demand services

Give producers a platform to host, stream and sell movies, e-learning videos, audio or music. Get a cut from each transaction or paid monthly fee. Examples: Buni TV, Netflix, Hulu, iTunes, Skillshare, Lynda, Iroko, Vimeo's VHX

14) Old media like Radio, TV and Print won't die completely, they will just find their **niche**



15) Forester predicts that by 2019, **20%** of brands will abandon their mobile apps.

Why?

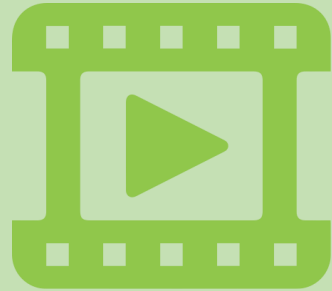
- Google is focused on making the mobile web more “applike,”
- Low level adoption and customer engagement



16) What's The Future of Media



Digital would end up like newspapers,
a combination of advertising and paid-for content. - [John Witherow](#), editor of London's Sunday Times.



Video and music subscriptions will continue to climb. CISCO [predicts](#) that **75%** of the world's mobile data traffic will be video by 2020..



Native digital advertising has the greatest potential for publishers
- **Business Insider**



Messaging Apps will inherit the earth:

Messaging apps like WhatsApp, Telegram and Facebook Messenger have a long future.

With Internet penetration in Africa at **28%**, compared with world's average at **46%** according to [Internet World](#), the digital media ecosystem in Africa presents the greatest growth potential compared to any other continent

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