

# 7 Pillars of Digital Publishing Success

## Understanding Integrated Digital Publishing

"Freedom of the press is guaranteed only to those who own one".



- AJ Liebling

# Gutenberg Era vs. Jobs Era



# Gutenberg Era vs. Jobs Era



# Digital Publishing Trends

# US Household Internet Usage

## US Internet Households, by Type, 2009-2015

millions and % of total

	2009	2010	2011	2012	2013	2014	2015
Broadband	74.0	78.5	82.5	86.5	89.5	91.0	92.5
Dial-up	4.7	4.0	3.2	2.5	1.5	1.2	1.0
<b>Total online</b>	<b>78.7</b>	<b>82.5</b>	<b>85.7</b>	<b>89.0</b>	<b>91.0</b>	<b>92.2</b>	<b>93.5</b>
Online % of total households	67.0%	70.0%	72.5%	75.0%	76.5%	77.2%	78.0%

*Note: includes connections with permanent access to the internet via cable modem, DSL, fiber and wireless/satellite technologies; numbers may not add up to total due to rounding*

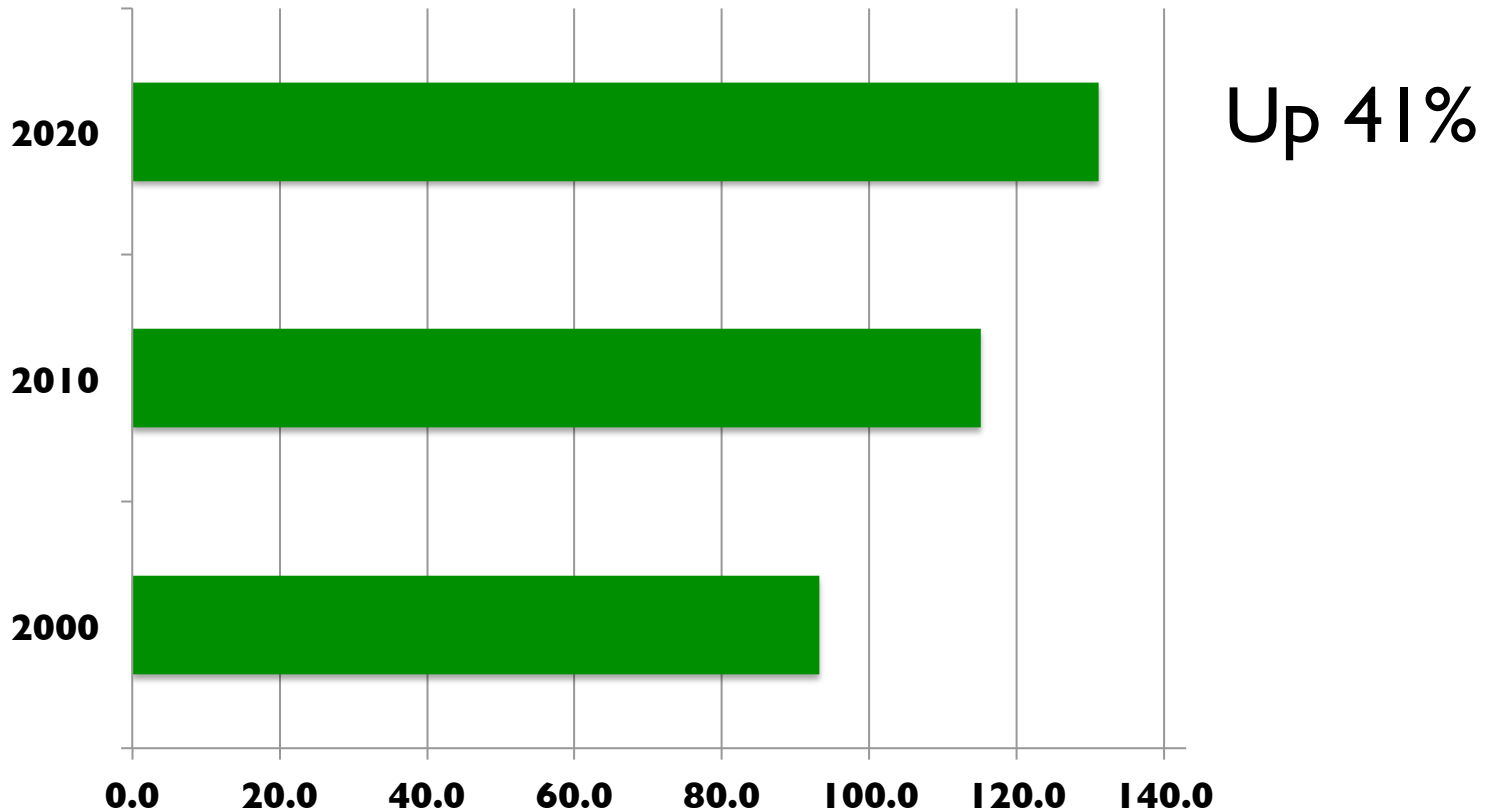
*Source: eMarketer, March 2011*

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[www.eMarketer.com](http://www.eMarketer.com)

## 2015: 78% US HH Penetration

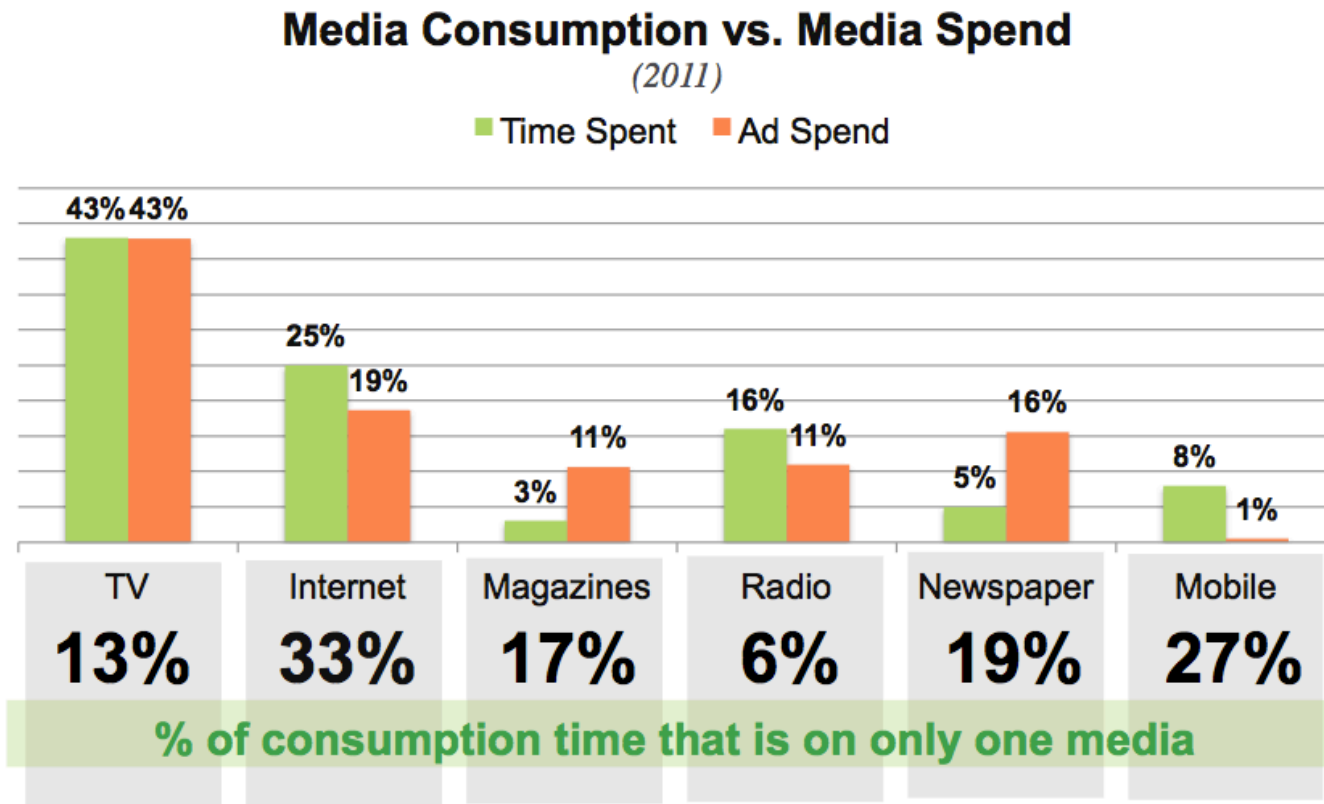
# US Population is Aging



Source: U.S. Census Bureau, 2004

In 2020, 45-84 year old adults will number 131M

# Media Consumption vs. Spend



Source: eMarketer March 2011

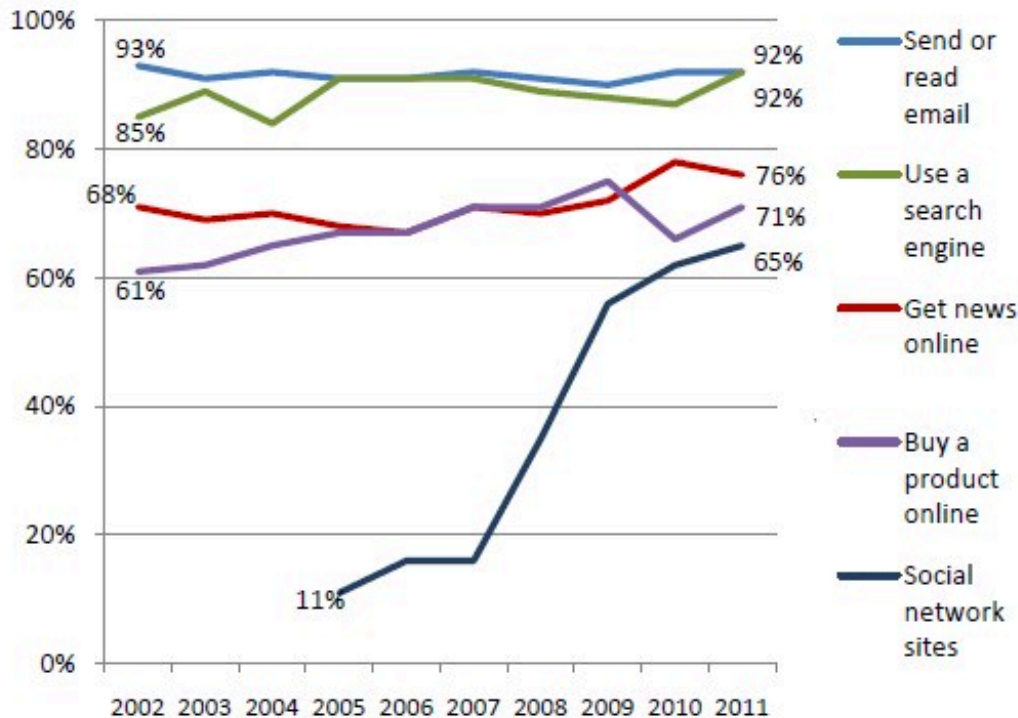
## Print Media Economics are Upside Down



# US Internet Activity

Over time, search and email are most popular online activities

% of internet users who do each activity



92% use email

92% use search

65% use social

Source: The Pew Research Center's Internet & American Life Project tracking surveys, 2002-2011. Social network site use not tracked prior to February, 2005. For more activity trends, go to [pewinternet.org](http://pewinternet.org).

# US Search Activity

92% of adults search

59% do it daily

## Who uses search?

*% of online adults in each group who use search engines to find information online*

	% of each group who ever use search engines	% of each group who use search engines on a typical day
<b>All online adults</b>	<b>92%</b>	<b>59%</b>
<b>Gender</b>		
Male	93	61
Female	91	57
<b>Race/Ethnicity</b>		
White	93	60
African American	91	57
Hispanic	87	48
<b>Age</b>		
18-29	96	66
30-49	91	64
50-64	91	52
65+	87	37
<b>Education</b>		
Some high school	81	29
High school	88	41
Some college	94	66
College graduate	96	75
<b>Household income</b>		
< \$30,000	90	38
\$30,000 - \$49,999	91	67
\$50,000 - \$74,999	93	66
\$75,000+	98	78

Source: The Pew Research Center's Internet & American Life Project, April 26-May 22, 2011 tracking survey. N=2,277 adults ages 18 and older. Interviews conducted in English and Spanish.

# US Email Usage

92% of adults email

61% do it daily

## Who uses email?

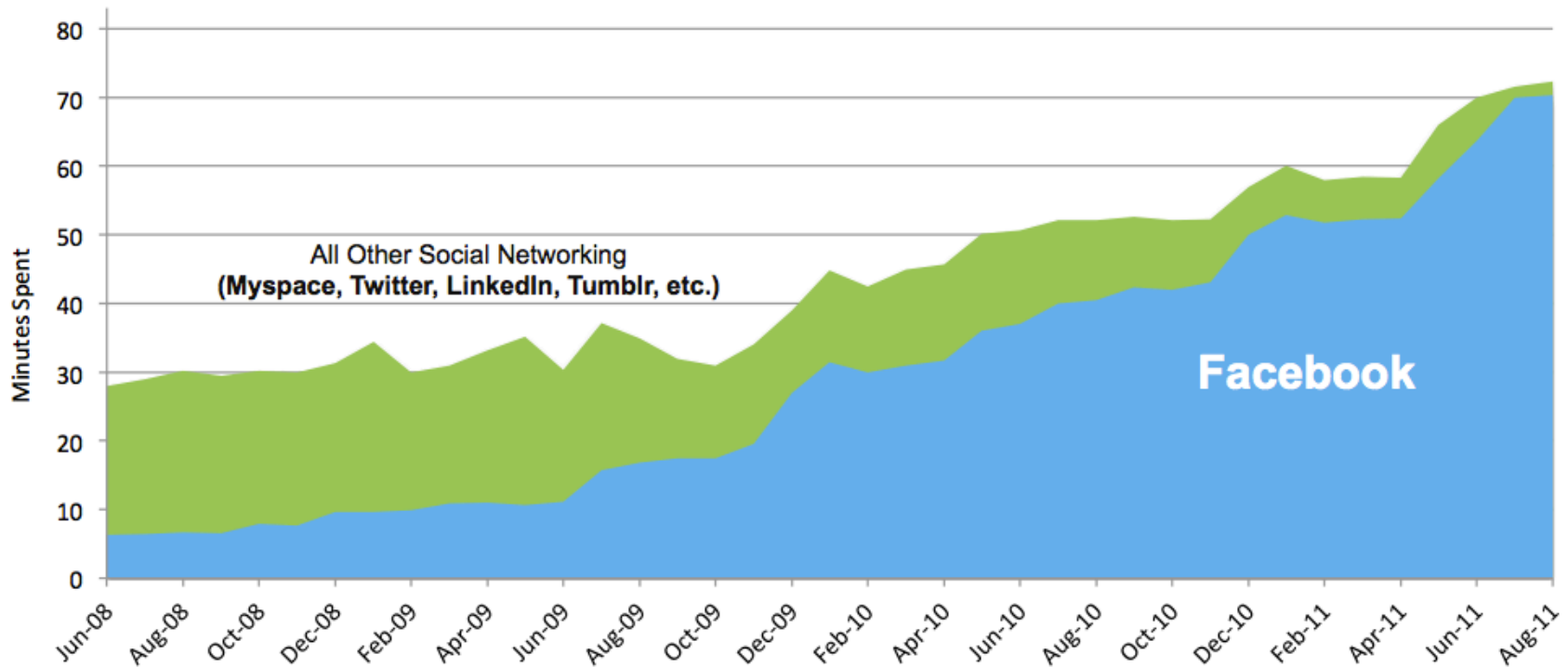
*% of online adults in each group who send or read email*

	% of each group who ever send or read email	% of each group who send or read email on a typical day
<b>All online adults</b>	<b>92%</b>	<b>61%</b>
<b>Gender</b>		
Male	90	59
Female	93	64
<b>Race/Ethnicity</b>		
White	93	63
African American	87	48
Hispanic	88	53
<b>Age</b>		
18-29	94	64
30-49	91	63
50-64	91	61
65+	87	46
<b>Education</b>		
Some high school	90	39
High school	84	46
Some college	94	64
College graduate	96	77
<b>Household income</b>		
< \$30,000	86	47
\$30,000 - \$49,999	89	59
\$50,000 - \$74,999	94	67
\$75,000+	97	78

Source: The Pew Research Center's Internet & American Life Project, November 3-24, 2010 tracking survey. N=2,257 adults ages 18 and older. Interviews conducted in English and Spanish.

# US Social Usage

**Minutes Spent on Social Networks Each Month**  
*(June 2008 – August 2011)*

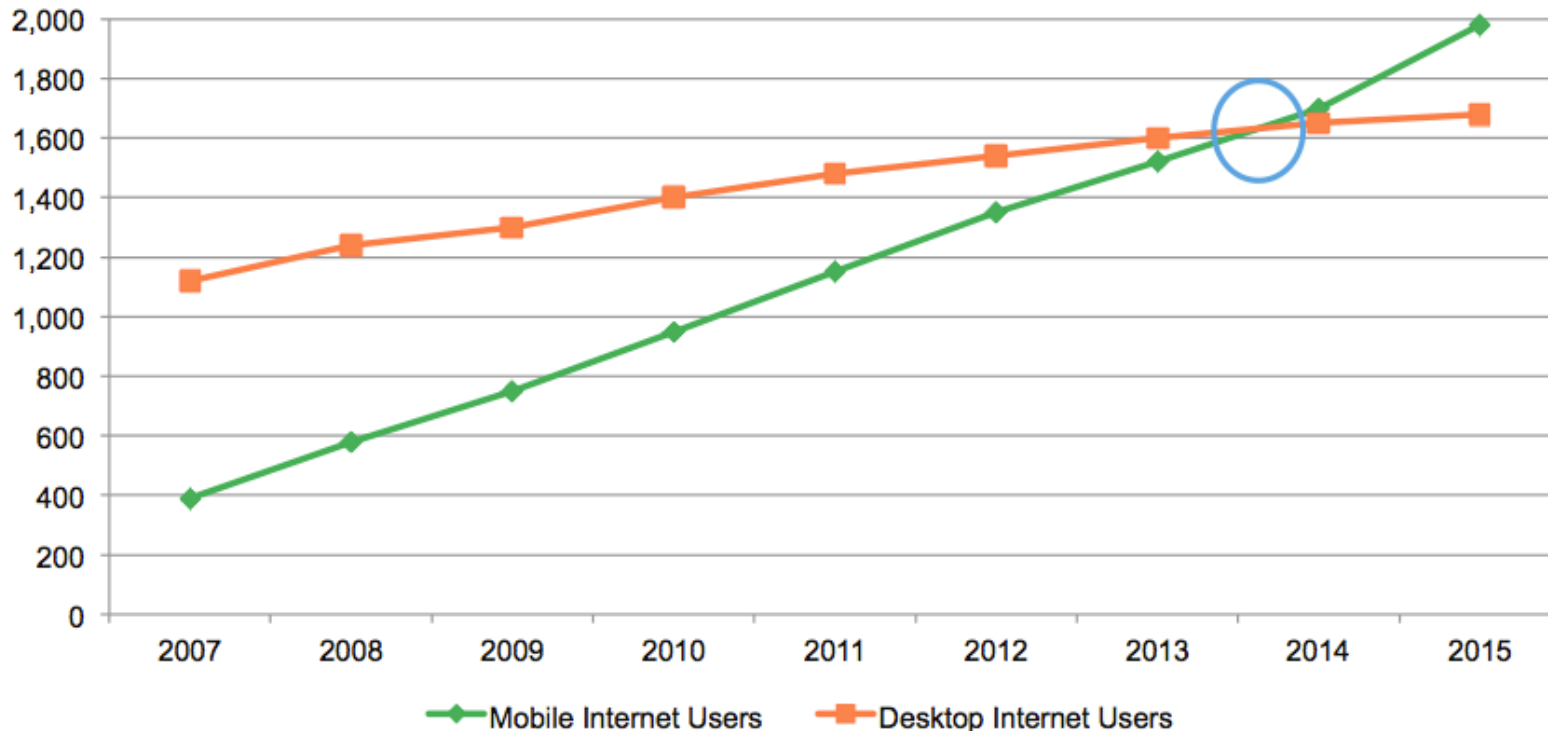


Source: comScore

## Facebook Now Dominates Social Time Spent

# Mobile Web Usage Growing

**Forward Projection: Mobile Web Browsing vs. Desktop Web Browsing**  
(2007-2015)

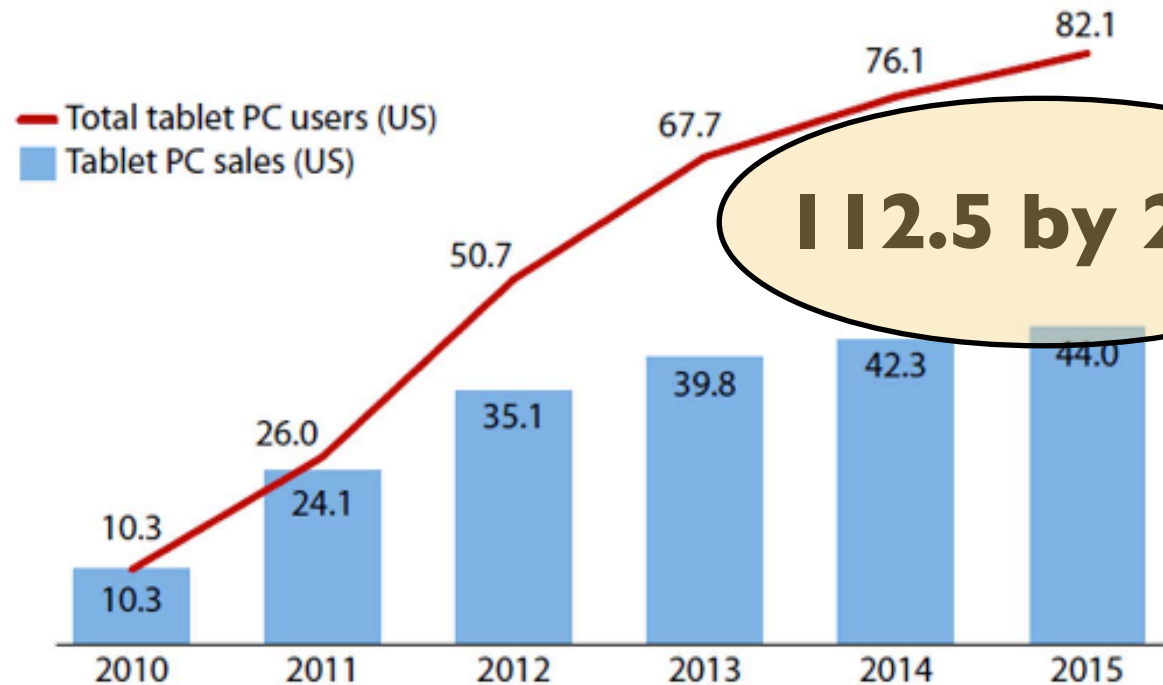


Source: Mary Meeker, Morgan Stanley, "Internet Trends," April 12, 2010

## Mobile Web to Exceed Desktop Web in 2015

# US Tablet Growth

Forrester's US consumer tablet forecast, released Jan. 4, 2011:

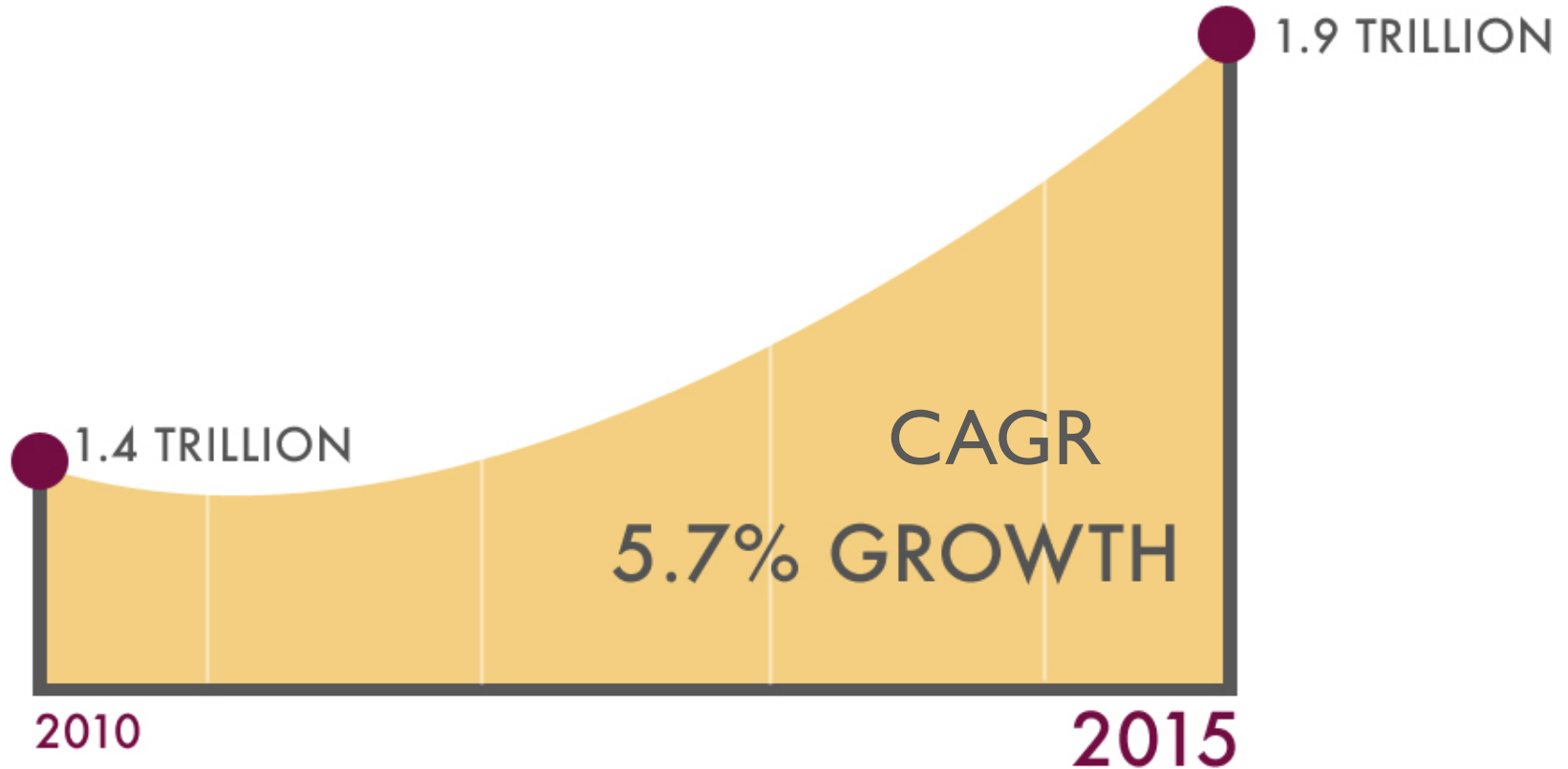


Source: Forrester Research eReader Forecast, 2010 To 2015 (US)  
Note: All numbers in millions of US adults



1 in 3 Americans Will Own a Tablet by 2016

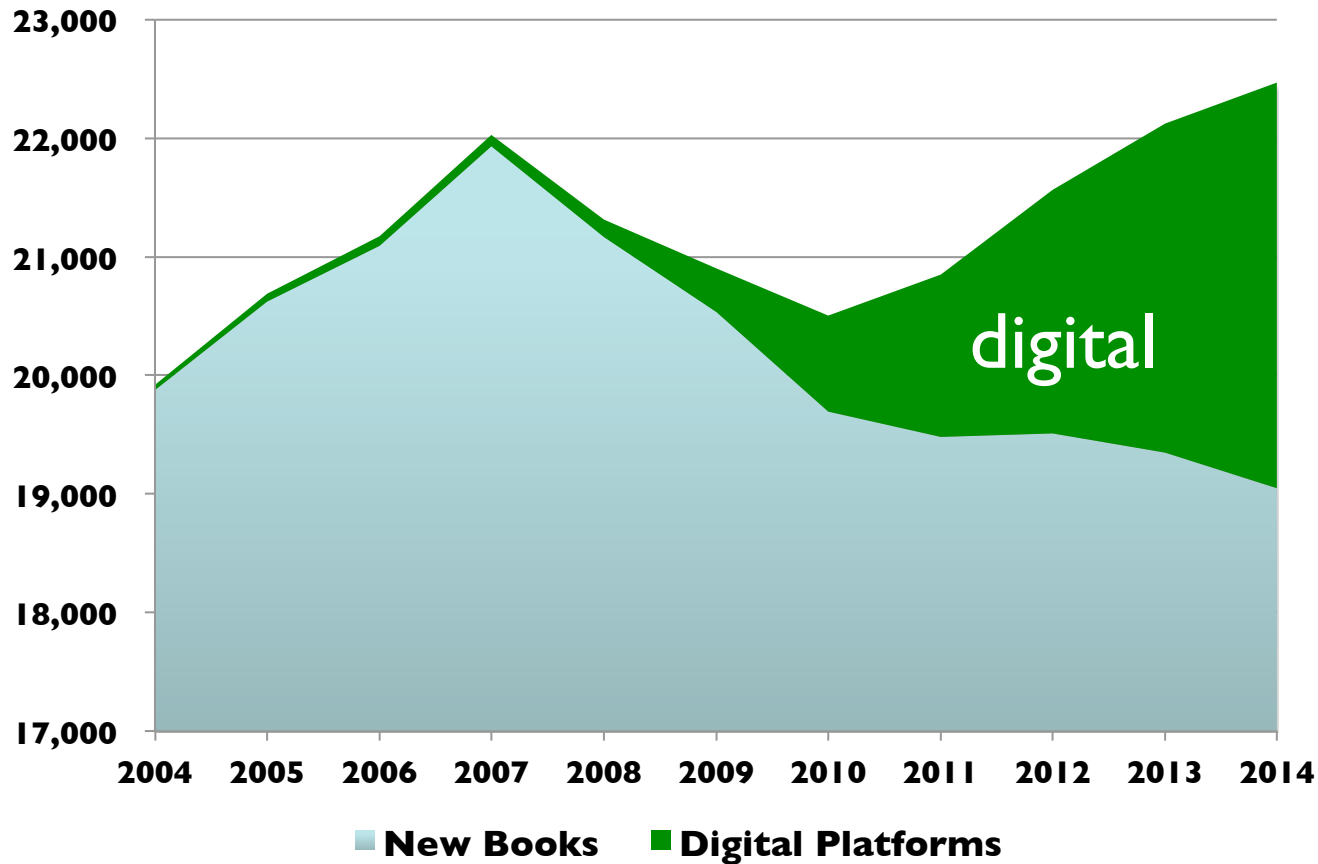
# Consumer Spending on Content



Source: PwC Global Entertainment And Media Outlook

Digital Content and Tablets are Spurring Growth in Global Consumer Spending on Content

# Consumer Spending on Books



Source: VSS Forecast 2010 Consumer Book Publishing

## Digital Book Sales Spurred Industry Turnaround in 2010



# amazon.com<sup>®</sup>

## FOR EVERY

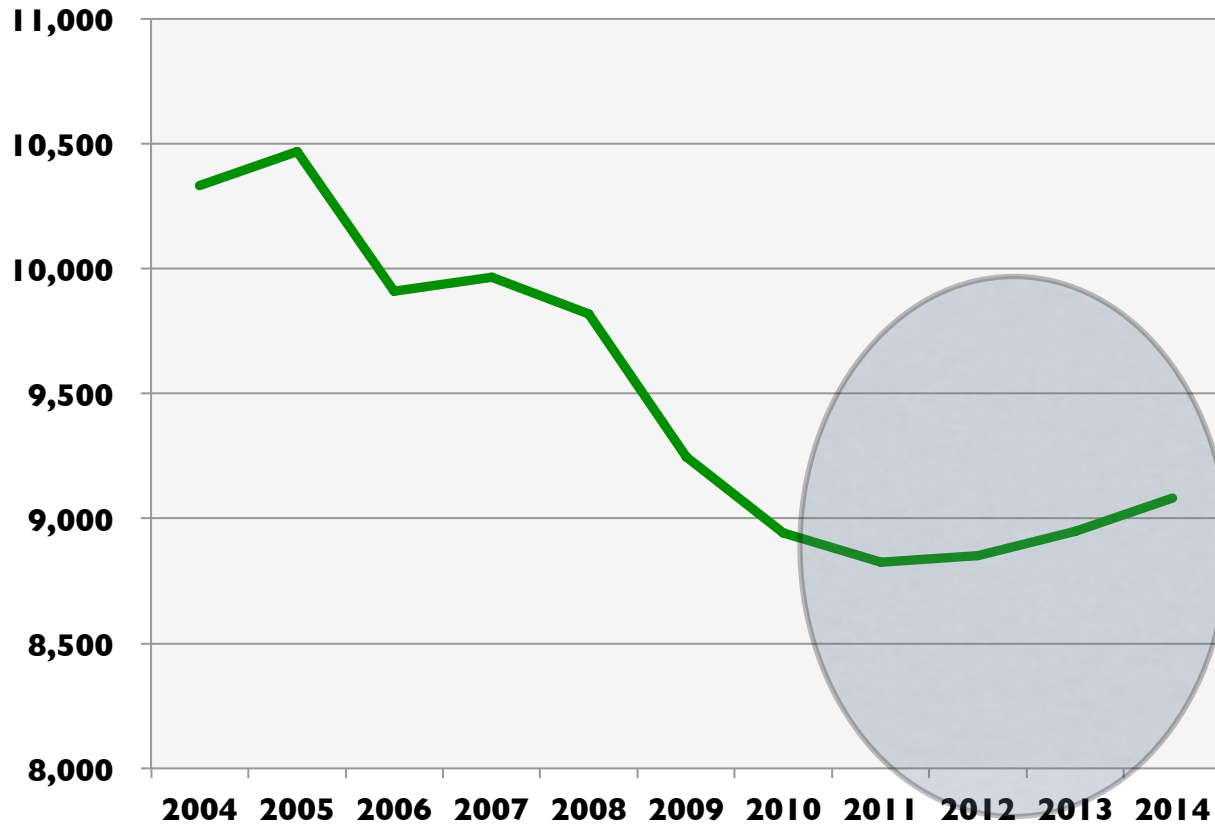
**100** print books sold



**105** kindle books sold



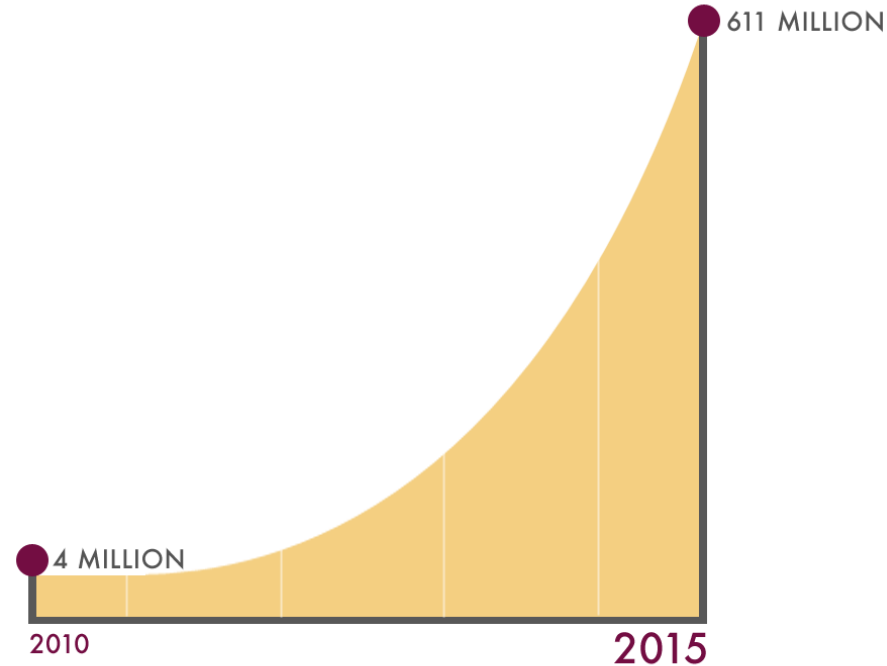
# Consumer Spending on Magazines



Source: VSS Forecast 2010 Consumer Magazines

Industry Experts Predict a Magazine Industry Turnaround in 2012

# Consumer Spending on Digital Magazines



Source: PwC Global Entertainment And Media Outlook

By 2015, Industry Experts Predict Consumer Spending on Digital Magazines Will Exceed 611M

# Digital Magazine Retailers



amazon.com<sup>®</sup>

BARNES & NOBLE



While Book Industry Comeback Largely Powered by Amazon, Magazine Industry Turnaround Will Be Powered by Apple, Amazon, B&N, Zinio and Others

# 7 Pillars of Digital Publishing Success

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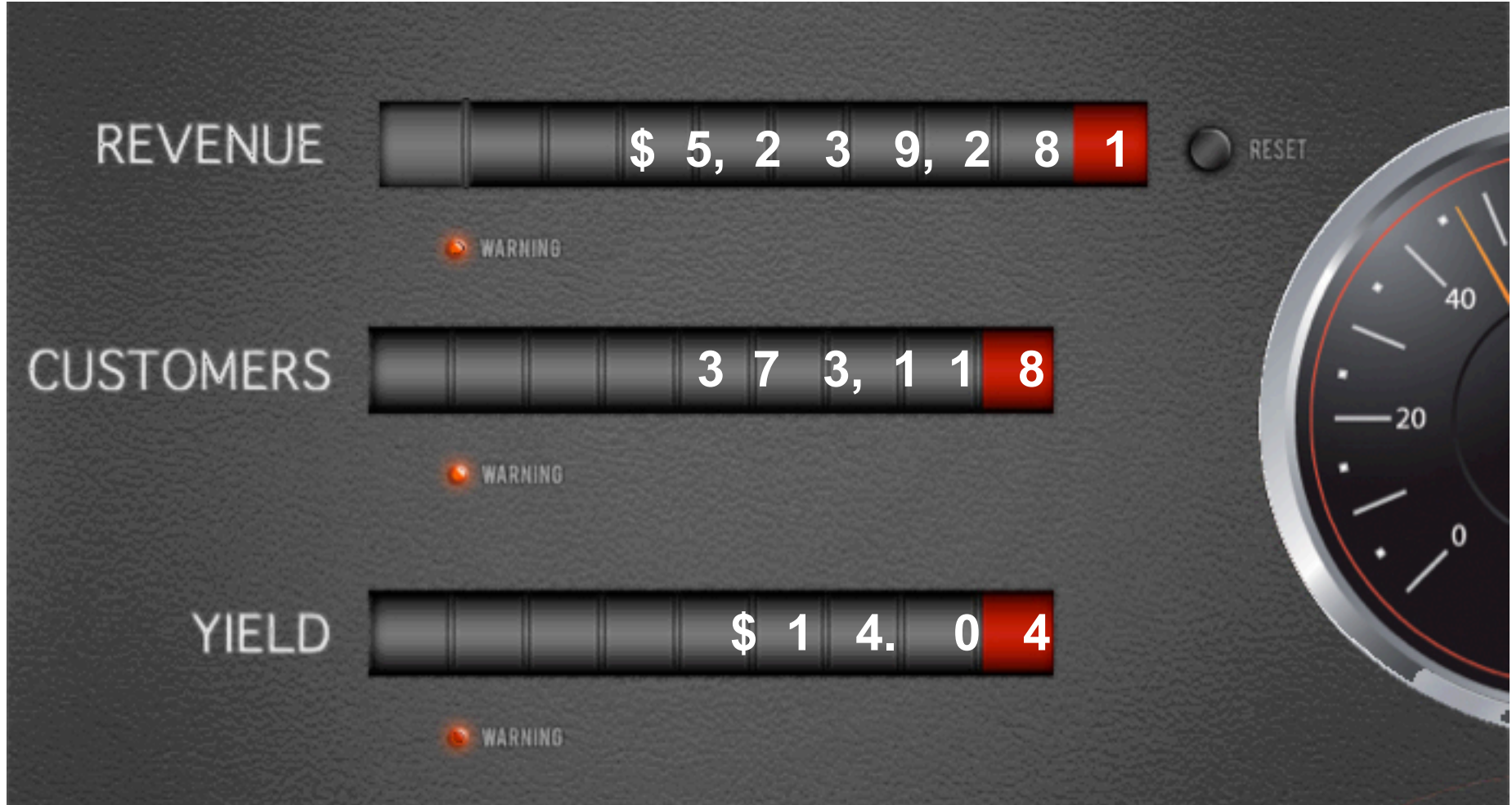
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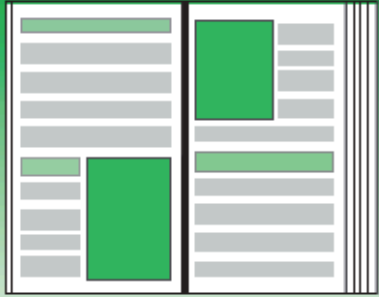

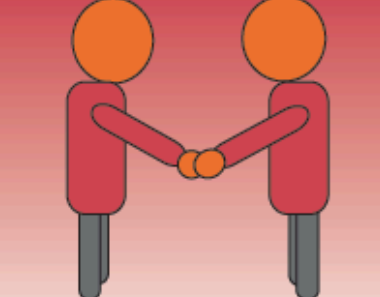
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# Measurement



# Content

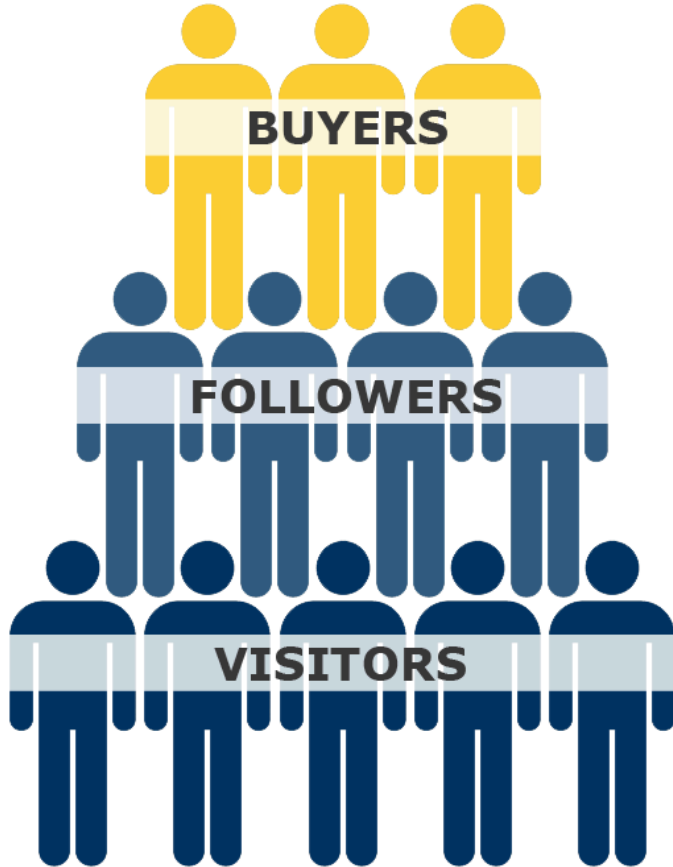
## SPECIAL-INTEREST MEDIA USER EXPERIENCE

	 <b>OFFLINE</b>	 <b>ONLINE</b>	 <b>IN PERSON</b>
MEDIUM	Books, CDs, DVDs Newsletters, Magazines	Email, Websites, Audio, Video	Conferences, Workshops, Consulting
CONVENIENCE	High	Moderate	Low
FIDELITY	Low	Moderate	High
OWNERSHIP	High	Moderate	Low



# Community

*Gardens Daily*



PREMIUM CONTENT

305K

EMAIL & SOCIAL MEDIA

743K

WEBSITE

8.4M

# Commerce

## OFFLINE



BEGINNER GUIDES



MAGAZINE



HANDBOOKS

## IN PERSON



TOURS



DVDS



FREE eBooks

## ONLINE



WEBSITE



EMAIL NEWSLETTER



FORUM

Gardens Daily

# Findability





# Shareability



7

PILLARS OF  
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# Digital Content Marketing

# 3-Step Marketing System

Digital Content Marketing 3-Step			
	Attract	Engage	Motivate
	Visitors	Subscribers	Buyers
Blog	✓	✓	✓
SEO	✓		✓
Email		✓	✓
Twitter	✓	✓	✓
Facebook	✓	✓	✓
RSS		✓	✓
Store	✓		✓



# Mequoda Content Marketing Standards

## CONTENT-DRIVEN



## GOOGLE-FRIENDLY



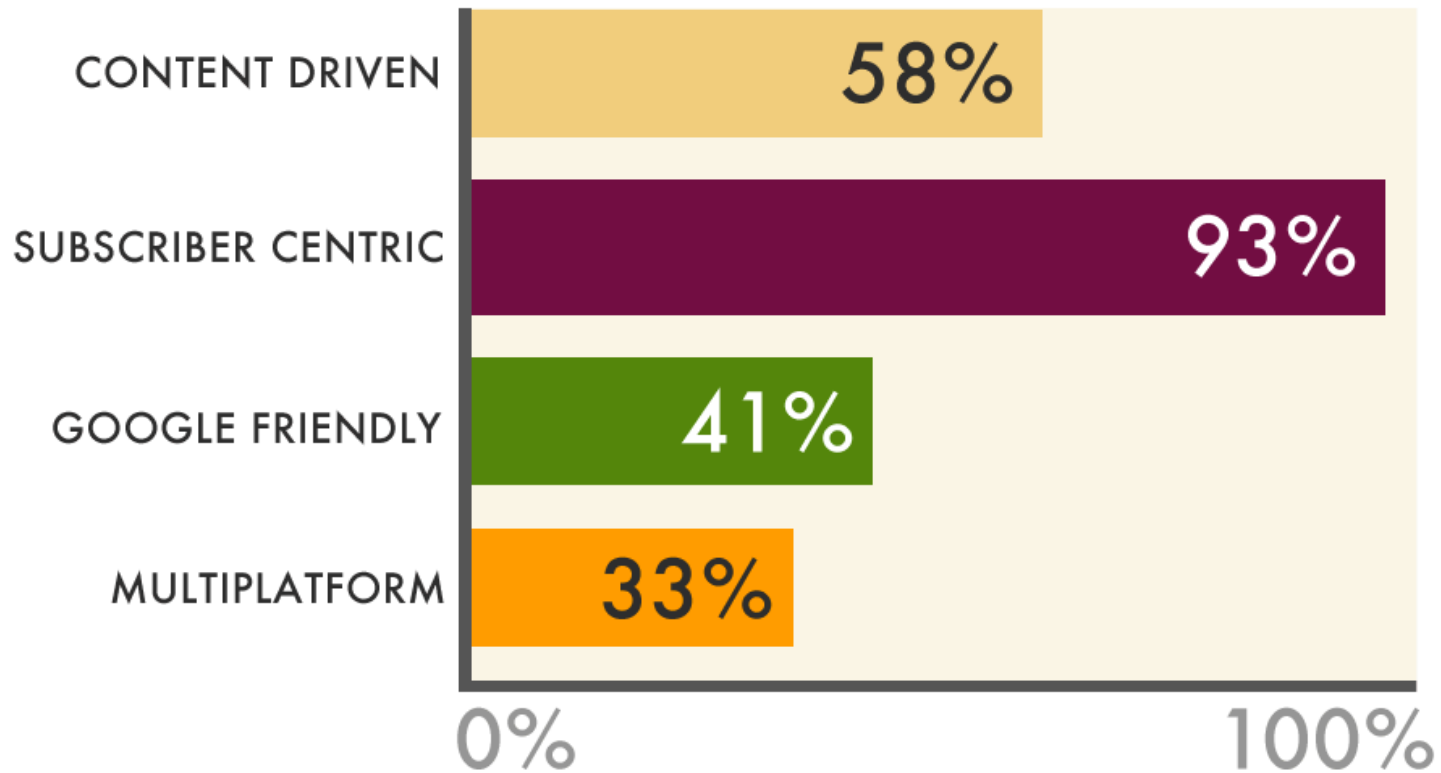
## SUBSCRIBER-CENTRIC



## MULTI-PLATFORM

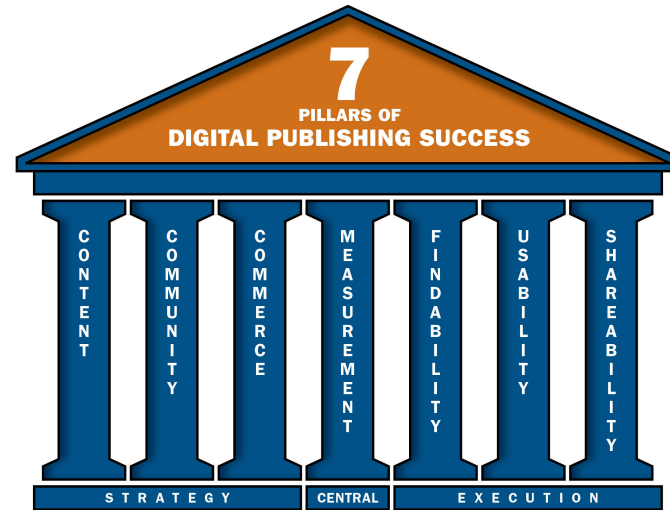


# Mequoda Content Marketing Adoption Rate



Source: 2011 Mequoda 500 Study

# Thank You



[www.mequoda.com/dpb12](http://www.mequoda.com/dpb12)

Don Nicholas

Chief Executive Officer  
Mequoda Group, LLC  
[Don@Mequoda.com](mailto:Don@Mequoda.com)  
(508) 358-9689

Kim Mateus

Chief Content Officer  
Mequoda Group, LLC  
[Kim@Mequoda.com](mailto:Kim@Mequoda.com)  
(571) 313-8779