

The new and the now

Channels and cash

March 1, 2018

Principles of Journalism

Quiz

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“A free press can be good or bad,
but, most certainly, without freedom
a press will never be anything but
bad.”

– Albert Camus

Takeaways

- Describe native advertising
- Describe the types of paywall
 - Hard
 - Soft
 - Nag only
- Explain “digital dimes vs. print dollars”
- Demonstrate understanding of the “crisis” of ad blocking

Takeaways

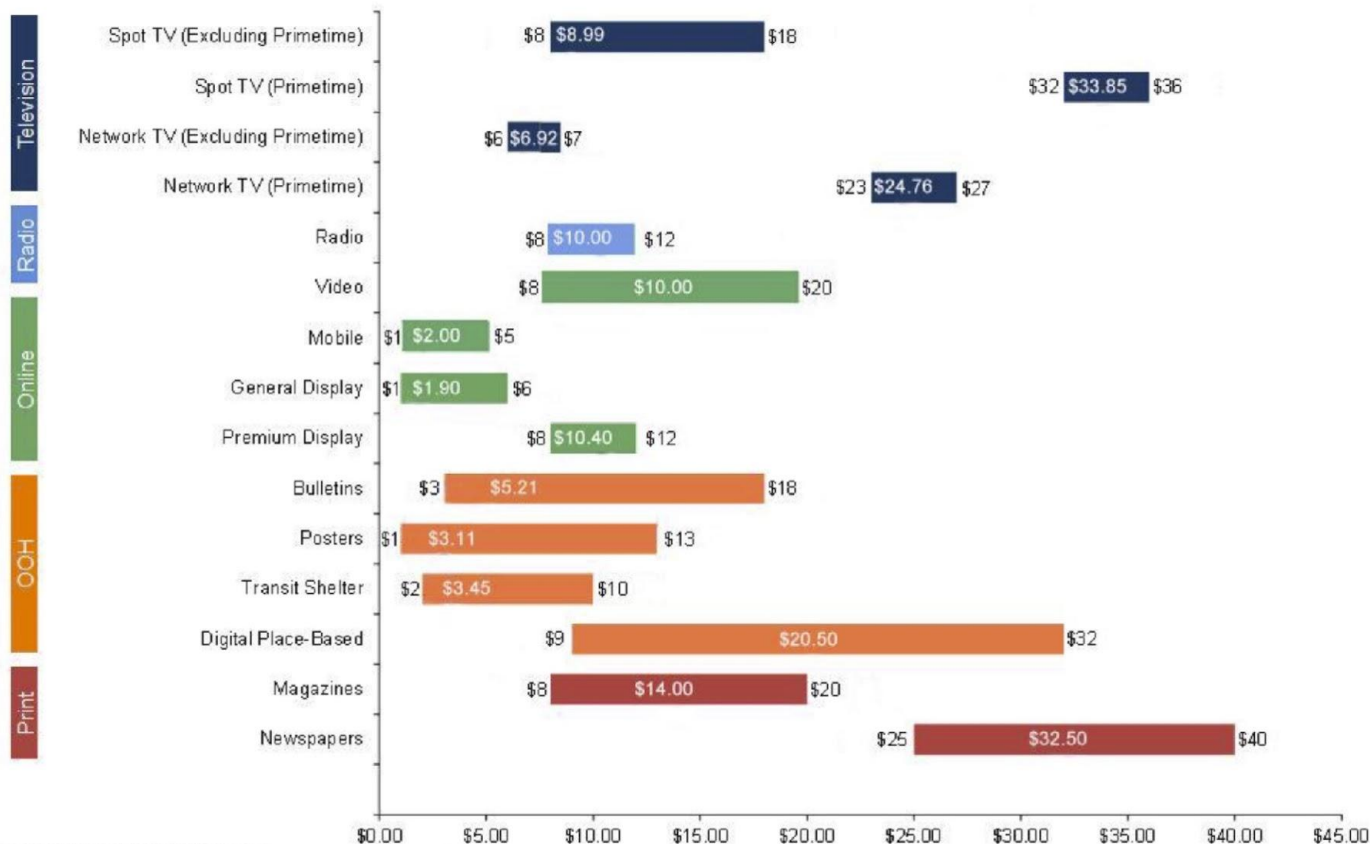
- Describe native advertising



Takeaways

- Describe the types of paywall
 - Hard
 - Soft
 - Nag only

Major Media CPM Comparison



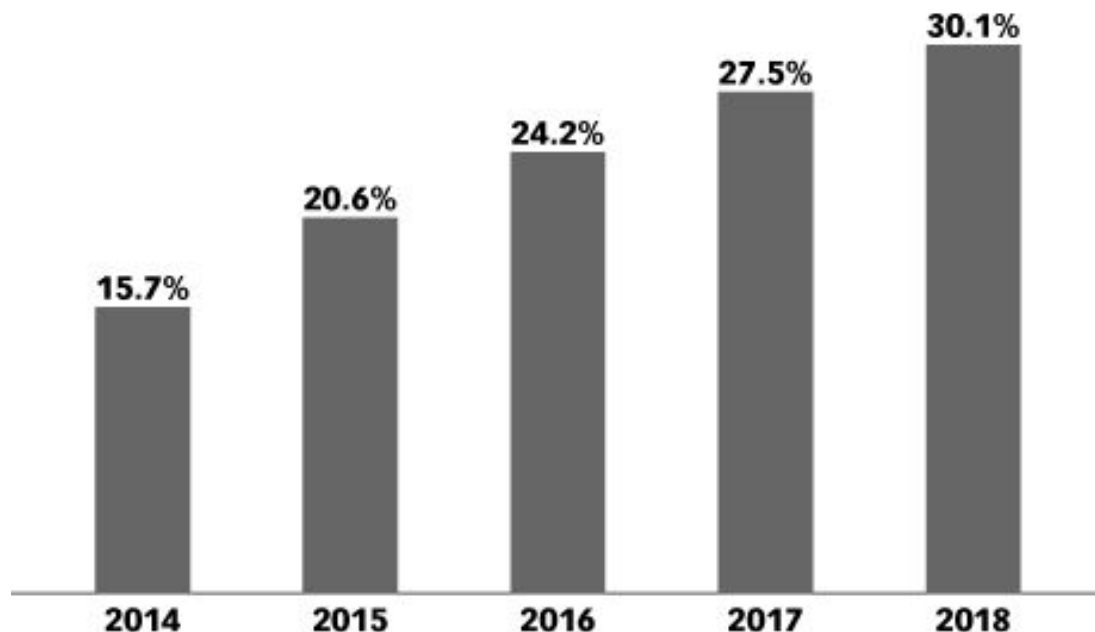
Source: Peter J. Solomon Company
 Estimates as of March 2016, median values represented within each bar.

Takeaways

- Explain “digital dimes vs. print dollars”

US Ad Blocking User Penetration, 2014-2018

% of internet users



Note: internet users of any age who access the internet at least once per month via any device (including a mobile device) that has an ad blocker enabled

Source: eMarketer, Feb 2017

Takeaways

- Demonstrate understanding of the “crisis” of [ad blocking](#)

Channel	Distribution cost	Discoverability	Production cost	Revenue per audience
YouTube				
Insta				
Facebook				
O&O text				
O&O video				
Hyperlocal				
Podcast				
Twitter				
Email				

Channel	Distribution cost	Discoverability	Production cost	Revenue per audience
YouTube	Free	Medium	Low / Medium	Medium
Insta	Free	High	Low	Low
Facebook	Low	High	Varies	Low
O&O text	Low	Medium	High	Medium
O&O video	High	Low	Medium	High
Hyperlocal	Low	Low	Medium	Medium
Podcast	Free	Medium		High
Twitter	Free	High	Low	None
Email	Nearly free	Medium	Low	Medium

Takeaways

- Provide the pluses and minuses of key “channels”
 - YouTube
 - Instagram
 - FaceBook
 - Hyperlocal
 - Podcasting
 - O&O website
 - Email