

REUTERS/Ina Fassbender

BUSINESS OF LAW & FINDLAW

NEW BUSINESS MODELS FOR WEB MARKETING

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THOMSON REUTERS

Agenda

- Online Legal Marketplace
- FindLaw Model
- Lessons for Digital Publishers

Online Legal Marketplace

Consumers have an episodic need for high-quality legal information, and demand for that information is high

Google AdWords Cost Per Click For “*Personal Injury*” (March 7, 2011)

United States	1. Injury Lawyers For You	\$174.77
	2. Personal Injury Claims	\$61.31
	3. Accident Injury Claim	\$60.66
	4. Car Accident Injury Claim	\$60.51
	5. Injury Claim	\$60.43
United Kingdom	1. Industrial Injury Claim	\$122.09
	2. Injury Claims	\$97.26
	3. Whiplash Injury Claims	\$85.98
	4. Injury Claim Advice	\$79.26
	5. Injury Claim Solicitors	\$74.11
Germany	1. Injury Lawyers 4 U	\$243.10
	2. Injury Lawyers For You	\$212.73
	3. Car Injury Claim	\$107.21
	4. Personal Injury At Work	\$88.54
	5. Industrial Injury	\$72.44

Consumer Needs



FindLaw Model

FindLaw connects consumers who experience legal issues with the attorneys who can meet their needs, helping law firms grow

Consumer



Connection Paths



Attorney



FindLaw

Benefits:

- Free legal information
- Decision support
- Do-it-yourself tools



Value Proposition:

- More clients
- Increased billings
- Lower marketing costs
- Time to practice law

- 2M consumers / month
- \$50B US Market

- 14,000+ small law firm customers
- 250,000 small law firms in US

FindLaw.com

The screenshot shows the FindLaw.com website with a navigation bar, a search bar, and several content sections. The main navigation bar includes links for 'Learn About the Law', 'Find a Lawyer', 'FindLaw Answers', 'Legal Forms', 'News', and 'Blogs'. A search bar is located on the right side of the navigation bar. Below the navigation bar, there is a banner for 'Want Out of Jury Duty? Facebook Posts May Work' with a sub-headline 'Thanks to Facebook, jury duty just got more personal. Find out why.' and a pagination indicator '1 2 3 4'. The 'Find a Lawyer' section features a search bar, a 'Browse for a lawyer' button, and a 'Name search' field. Below this, there are input fields for 'Legal Issue' and 'Location', and a checkbox for 'I want a lawyer to contact me'. A 'Find Lawyers' button is at the bottom of this section. The 'Learn About the Law' section lists various legal issues such as 'Accidents & Injuries', 'Bankruptcy & Debt', 'Car Accidents', 'Civil Rights', 'Criminal Law', 'Dangerous Products', 'DUI / DWI', 'Divorce & Family Law', 'Elder Law', 'Employee Rights', 'Estate Planning', 'Foreclosure', 'Health-Care Law', 'Home Ownership', 'Immigration', 'Incorporation', 'Personal Injury', 'Real Estate', 'Small Business', and 'Traffic Violations'. A 'View more >' link is provided at the bottom of this list. The 'FINDLAW GOES MOBILE' section includes a link for 'Find on-the-go help'. The right sidebar contains three main sections: 'Get started on FindLaw' with a description of the site's purpose and a list of ways to get started; 'FIND LAWYERS' with a 'Find a lawyer >' link; 'LEARN ABOUT THE LAW' with links for 'Read articles >', 'Watch legal videos >', and 'Browse Legal Wiki >'; and 'FIND ANSWERS' with a 'Try FindLaw Answers >' link. At the bottom of the sidebar, there is a 'Do It Yourself Legal Documents' section with a list of services: 'Create a Last Will', 'Form an LLC', 'Incorporate a Business', 'Create a Power of Attorney', and 'Register a Trademark'. The 'What's New at FindLaw' section features a 'FindLaw Answers' tab and a table of recent answers.

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Thanks to Facebook, jury duty just got more personal. Find out why.

1 2 3 4

Find a Lawyer

Search Browse for a lawyer Name search

Legal Issue (e.g., Bankruptcy) Location (e.g., Chicago, IL or 60611)

I want a lawyer to contact me

▶ ADVANCED OPTIONS

Find Lawyers

Learn About the Law

INDIVIDUAL ISSUES

- Accidents & Injuries
- Bankruptcy & Debt
- Car Accidents
- Civil Rights
- Criminal Law
- Dangerous Products
- DUI / DWI
- Divorce & Family Law
- Elder Law
- Employee Rights
- Estate Planning
- Foreclosure
- Health-Care Law
- Home Ownership
- Immigration
- Incorporation
- Personal Injury
- Real Estate
- Small Business
- Traffic Violations

View more >

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Watch legal videos >
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FIND ANSWERS
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- Create a Last Will
- Form an LLC
- Incorporate a Business
- Create a Power of Attorney
- Register a Trademark

What's New at FindLaw

FindLaw Answers Legal News Legal Commentary

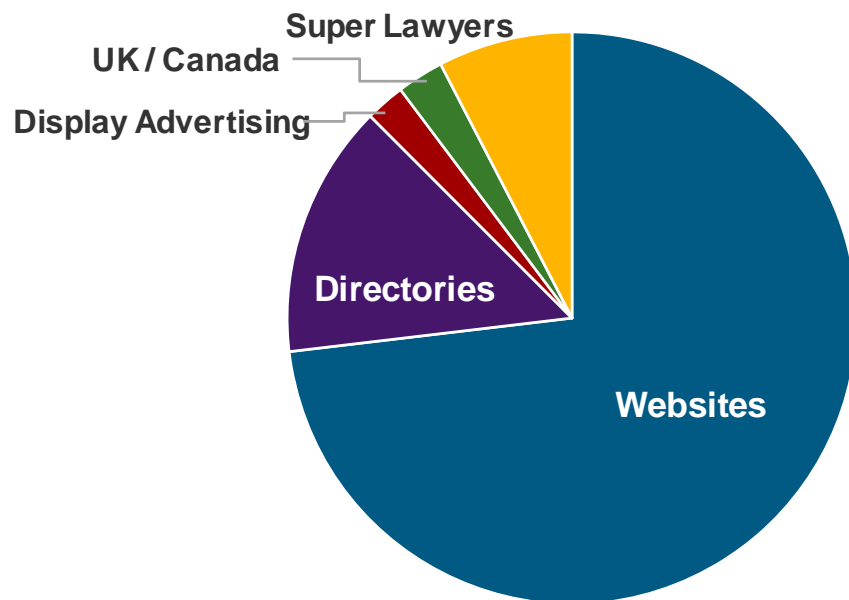
RECENT ANSWERS

Answer	Time
Thank you	10:59 AM PST
Not sure what you mean by legal papers? Please provide more...	10:56 AM PST
I was arrested in 2003 June. I have not finished paying \$400...	10:56 AM PST
It's not for a stranger to determine whether someone's misclassified	10:55 AM PST

Business Principles

FindLaw tries to incorporate subscription pricing into any new product offering, giving it 90% recurring revenue streams

FindLaw Revenue Mix



FindLaw focuses on products and services that have:

- Subscription pricing
- Understanding of consumer web behavior
- Complementary & sustained value-add to current products

Super Lawyers

With the Super Lawyers acquisition, FindLaw entered the magazine business, but we immediately looked for additional commercialization opportunities

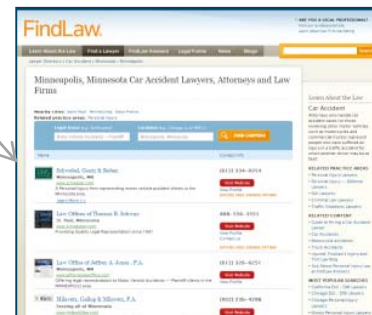
Commercialization Opportunities



Website



Mobile



FindLaw Directory

Adapting to Google: WebAdvantage Local

FindLaw has capitalized on a new Google technology to give attorneys an even more effective way to connect and convert customers

Google search for "jacksonville child custody attorney".

Results 1 - 10 of about 196,000 for ja

Sponsored Links

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About 627,000 results (0.23 seconds)

Everything

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Local business results for Jacksonville DUI Attorney

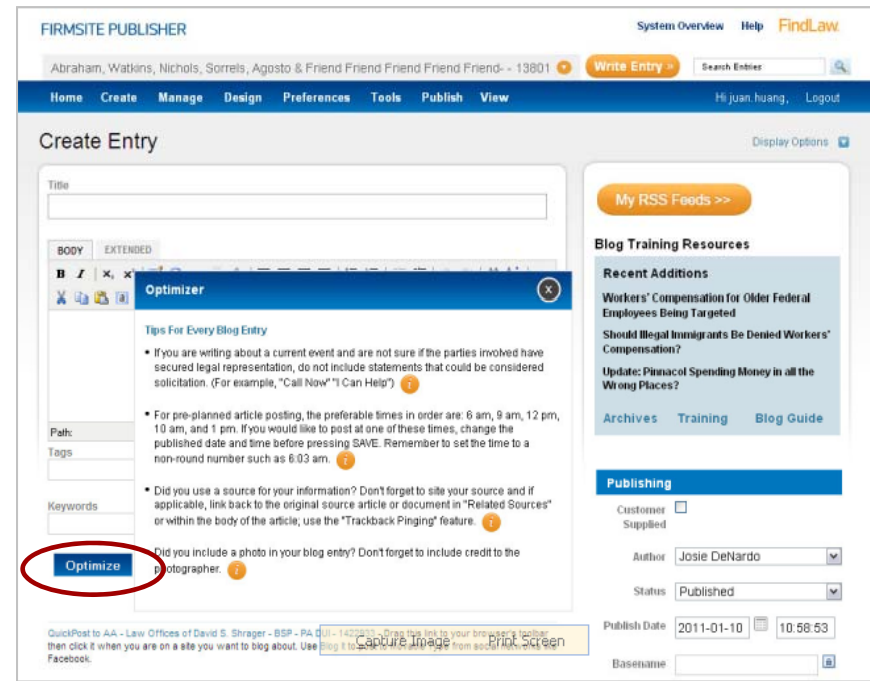
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iPad

Lessons for Digital Publishers

Business Model

- Connect customers with market-relevant content
 - Subscription pricing is viable for many different product sets
 - Focus on delivering core value to retain customers
-

Product Development

- Importance of speed to market
- Need to understand and adapt to consumer behavior on the web
- Offer products & services that sustain value of subscriptions