

Creating An Experience Worth Paying For

Monetizing Digital Content

The New Republic & The Daily



Creating An Experience Worth Paying For

- Identify and nurture your slice of the media universe.
- Provide a service.
- Be an internal diplomat.
- Charge for your service.
- Experiment, analyze, promote.

Some Context: Background



Founded in 1914

Journal of ideas and analysis of news & culture

Well established brand

Multiple products, multiple platforms

Hybrid paywall model – relaunched in April 2010

* Passthru links – special URLs for bloggers to access whole articles

Launched February 2, 2011

Daily news journal tablet-only publication

Majority original content

Two products, one platform

Fullest experience exclusively available on the iPad

* Some full articles presented on blog.thedaily.com

Some Context: Products



TNR Society (print + web + archives)	\$44.97
Home Delivery (print + web)	\$39.97
TNR Digital (web)	\$29.97
Kindle (print edition)	\$2.25/mo
iPhone App (print + web)	\$4.99

Weekly sub	\$.99/week
Annual sub	\$39.99/year

Platforms: print, web, mobile

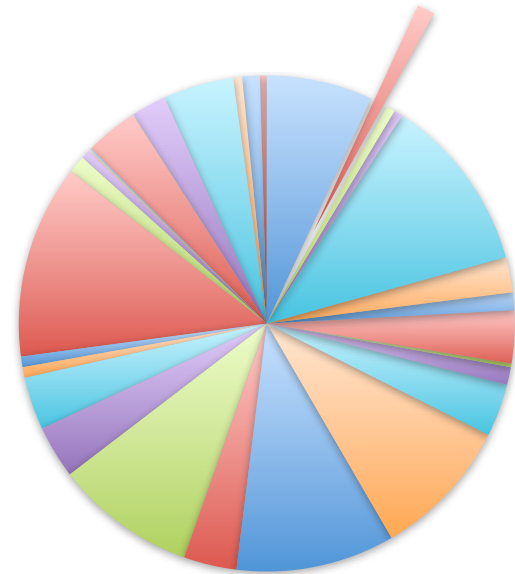
Platform: iPad

Identify & nurture your slice of the media universe.

Why do consumers come back to you?



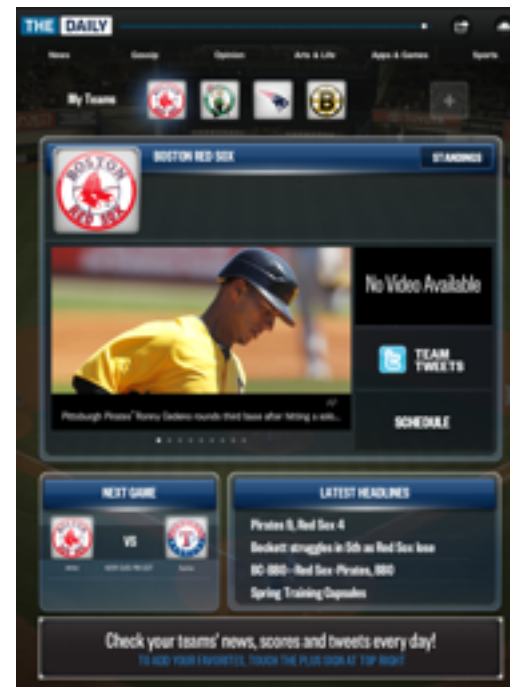
content sports
photography value for dollar
brand quality of writing
columnists information customization
analysis commentary
gossip opinion humor
politics exclusives
experience



Provide a service.

People pay for services.

What service can you provide?



Be an internal diplomat.

We're all on the same team.



VS.

<http://www.tnr.com/article/books-and-arts/magazine/84509/huffington-post-aggregation-google?>

[passthru=Zjc1Y2RlMGJjYmI4ZjQwOWIxMjhhMDZkNGVhMmI3ZGM&utm_source=Editors+and+Bloggers&utm_campaign=420450069c-Edit_and_Blogs&utm_medium=email](http://www.tnr.com/article/books-and-arts/magazine/84509/huffington-post-aggregation-google?passthru=Zjc1Y2RlMGJjYmI4ZjQwOWIxMjhhMDZkNGVhMmI3ZGM&utm_source=Editors+and+Bloggers&utm_campaign=420450069c-Edit_and_Blogs&utm_medium=email)

Charge for your service.

Set expectations.

Practice consistency in
messaging.

Commit to your business model.

Experiment, Analyze,

Feature your content. Find ways to bridge your assets.

+400%

+0%

How They Did It

The inside account of health care reform's triumph.

Jonathan Cohn May 21, 2010 | 12:00 am



slice = ✓
service = ✓
diplomacy = ✓
charge = ✓
promote = ✓

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Hundreds of comments,
audio notes, shares

Updated cover page.



Contact

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Your Toolkit to Create an Experience Worth Paying For

Our slice is:

The service we provide is:

We will engage regularly with these staff from around the company:
