



NewsCred



Building the Three Legged Stool:
New Revenue Streams for News

NewsCred

Parable of the Two-Legged Stool

The Challenge

For decades, publishers have stood proudly and stably on a two legged stool:

Advertising + Subscriptions



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The Solution

Three legs are stronger than two:

Syndication





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And It Gets Better

Syndication:
Make money

Licensing:
Make + save money



NewsCred

Why Syndicate?



Why Syndicate?

Increase found revenue
straight to the bottom line

Reach new audiences

Target new platforms

Build your brand



Second Copy Value

Online, the second copy cost
= Zero

So, repurpose, reuse and remix
existing content




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Leverage

Let the technology do the value
multiplication...





Brands Becoming Publishers

It's happening. Brands have direct Relationships with their audiences.

Don't fight.

Join.



Content Everywhere

Brand magazines

E-mail marketing

Thought leadership

Advertising campaigns

Out of home

Helping Brands Become Publishers

pepsi.com THE X FACTOR™ refresheverything.com pepsi on facebook pepsi on YouTube

54TH GRAMMY AWARDS

1,000,000 people like this

2012 Grammy Nominees: Kanye West Leads with Seven Nods

George Lopez and Frank Stallone GO AWOL! — Kanye West leads a vibrant list of artists, larger collection of 44 nominees. He's the top nominee for the 54th Annual Grammy Awards. West picked up a...

Search Boys reunion rumours resurface

The Search Boys' on- and off-stage reunion saga continues with A\$AP Rocky promising "something really exciting" for February's Grammy awards. According to Jay-Z, the duo's return was supposed to be...

Kanye West Blames Himself for Grammy Snub

Kanye West falls victim to the Grammy snub because... (text partially obscured)

Brink Martz on 4 Grammy Nominations: 'It Feels Incredible'

Will.i.am

Skillet is MTV's EDM Artist of 2011, cementing breakthrough year with five Grammy noms

Jason Aldean 'Tying High' After Grammy Nominations



Examples

License Fee

Global Post (12% of revenue)

Ad Supported

Politico Media

Franchise

The Onion

Corporate Licensing

New York Times & FT

NewsCred

Why License?



Why License

Creating quality content takes time,
resources and money

Fill holes in coverage

Makes economic sense

NewsCred

Focus

Do what you do best...



NewsCred



Experiment

New York Daily News



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Targeting Niche Audiences

NYDailyNews.com
DAILY NEWS | Desi News

News Sports Gossip Entertainment Events New York

National World **Desi** Politics Election 2012 Crime Money The Week

Indian government, army deny 'cow fears' report



India's government and the army furiously denied Wednesday an "alarmist" front-page newspaper detailing how troop movements towards the ...

Tibetan from India among shooting victims at Oklahoma University

Pakistani militant leader thumbs nose at US border

Maoists set Thursday deadline for abducted legislators

Kingfisher Airlines staff issue ultimatum on salaries

U.S. judge grants class action status to Tata workers

NEWS SPORTS

Two Indians among 2012 Yale World Fellows

Mumbai elect to field against CSK in IPL opener

Thousands engaged in fights banned from arena, condemned by animal rights activists

Tibetan from India among US shooting victims

Kohli, Jadeja under pressure to perform: Akram

US review process delayed decision on Hafeez Saeed


KKR, Daredevils look for a new beginning (Preview)

Sikkimese killed in US massacre was nursing student

Kings XI Punjab rope in Videocon dzh, OCM as sponsors


ENTERTAINMENT

Regional cinema coming at par with Bollywood: Pramod Joshi



New Delhi, April 4 — Marathi filmmaker Pramod Joshi, who is looking forward to the release of his first Hindi film "Chhodo Kar Ki Baasani", feels that regional cinema is growing and coming at par with Bollywood. "Regional cinema has grown a lot. The ethos and presentation of regional cinema has ...

Now, Ashvin Kumar's 'The Forest' will release May 4 (With Image)



New Delhi, April 4 — Ashvin Kumar's feature film "The Forest", which was earlier scheduled for April 13 release, will now hit the screens May 4. Known for making issue-based documentaries, Kumar has merged complications of human relationship with wildlife in "The Forest", a love triangle ...

Bollywood stars t



Results after first month

With 0 marketing spend:

40K daily unique visitors

1000s of daily social interactions

Captured local South Asian audience

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Introducing NewsCred



NewsCred



NewsCred

Connects publishers and
brands with the world's
best journalism






NewsCred



Our Offer

We give customers access to over 750 of the world's highest quality, licensed news sources and award-winning columnists



The
Economist

theguardian

The Daily Telegraph

Bloomberg

 **MAYO CLINIC**

Forbes

Los Angeles Times



Harvard Health

Chicago Tribune

gettyimages®



REUTERS



AL-JAZEERA

VARIETY

AP

Associated Press

PROJECT SYNDICATE

A WORLD OF IDEAS



Our Offer **Content Providers**

We make syndication easy.

We'll provide you with an API

We'll manage the syndication process

We'll find customers – brands and publishers

We'll get you distribution

We'll pay you



Our Offer **Publishers (Content Buyers)**

We'll help save costs and make you money.

We'll provide you with world-class content
at an affordable price

We'll allow you to focus

We'll build and host pages/sections

We'll help you reach new advertisers



Every month we curate

252,000 full-text articles

751 sources

60 countries

8 languages

22 categories

51,000 topics

(and growing
every day)

Across a range of verticals / topics

Health

Finance

Tech

International

Local

Politics

Sports

Lifestyle

Entertainment



NewsCred



Innovation

Reinventing the display ad



NewsCred

Delivering relevant, useful display ads



Now more than ever,
it's time for some
perspective.

TALK TO
CHUCK

charles SCHWAB

Find Out More

Market News Live Feed Video Commentary

Volatility Continues: Are the Markets Overreacting?



After a few days of relative calm, stocks dropped sharply today as concerns over European banking issues combined with a plunge in the Philadelphia Fed Index (a measure of economic activity in the mid-Atlantic region) to push the major indexes down 4-5%. US Treasury prices rose, pushing yields down to their lowest levels in more than 60 years.

TALK TO
CHUCK

charles SCHWAB

Read More



Results

Revenue

Distribution

Promote quality journalism

Expose a range of editorial
perspectives

Offer niche, customized content

Reduce costs



45 employees

10 world class investors

Game changing technology

750+ amazing sources

And thousands of journalists...

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We're
building the
third leg.



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Get in touch

Share the good news, pass this along
or tell a friend to visit newscred.com

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