
Diversifying Revenues Through Research and Data

WHY TACKLE RESEARCH?

A path to high-quality revenues, deeper client relationships

Sponsored research blends characteristics of advertising, circulation

- Revenues primarily generated via sponsorships but the flow of information back to the client is a key differentiator from straight marketing
- Potential to tap budgets in existing advertising clients that we might otherwise not get access to
- If we play our cards right, the value of a research initiative gains value over time

INTEGRATED SALES

Evolving the Process

- A great conversation-starter/powerful entry point: We're evolving to an integrated sales process
- Quality and depth of audiences has been a key factor in conversations
- The vast majority of our integrated projects incorporate some research element at this point

EDITORIAL'S ROLE

Collaborator and 'Customer'

- Front end (mainly behind the scenes) - Working with our data/research team to help program/design surveys & studies
- Back end (interpreter of results) – In several of our verticals, key editors are subject matter experts capable of providing analysis of survey results
- Client (publishing) – A commitment to producing content that meets our own editorial standards.

Force multiplier – Journalism is the primary DNA of SourceMedia. Interlocking that capability with these kinds of initiatives, where appropriate, brings a powerful multiplier

INDEXES

Build once, use often

- Activity vs. Sentiment: A bias toward hard data
- Finding an information gap: Broad or narrow?
 - Are there established players?
- Frequency: Another gap to manage
- Commitment to the concept
 - Willingness to undertake the project with or without a sponsor
 - We have had sponsors in each case to date