



Monetization and Business Models

- Date: September 19, 2013
- Time: Noon-1PM ET
- Where: Webinar
- Cost: SIIA/ SIPA/ ABM Members – FREE, Non-Member– \$125 – Advance Registration Required for All



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There are currently 1.5 billion mobile users in the world. Internet traffic from mobile devices is increasing 150% each year. It's more likely that a visitor is accessing your web site via a mobile device than a computer. In the first Webinar in our Mobile Essential Series, we discussed how to make the business case for going mobile. But there are still a lot of questions to answer before you go to production.

Are you mobile-first, or mobile-second? How do you integrate your mobile platforms into your overall business models and strategy? Free, paid, freemium, advertising - which pricing model is right? What are the most common operational challenges and how do you best address them?

You will hear the answers to these questions and more at the second webinar in our Mobile Essentials series "Mobile Essentials: Monetization and Business Models" In this webinar, FREE for members of SIIA/SIPA/ABM, you will hear several case studies presented by industry veterans that will inform and enlighten your mobile strategic plans.



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Speakers

Larry Schwartz, President, Newstex



Larry Schwartz is a co-founder of Newstex and President of the company. Larry has guided numerous entertainment and new media ventures, from start-up through growth, development and maturity, including Bolenka Games Online (Trivial Pursuit Online), GFI Group (Nasdaq:GFIG - financial), Wizard World (publishing), Patron Technology (technology) and Tickets.com (Purchased by MLB.com). Larry attended Bates College and the Yale University Graduate School of Drama. He serves on the Content Board of Directors for the Software Information Industry Association, and is a frequent speaker on content, product development, start-ups and turnarounds. When he's not adding value to content, Larry is a show manger for hunter/jumper horse shows, is on the Board of Directors for the Connecticut Horse Show Association and maintains several horse web sites and blogs (www.chsaonline.com, www.srostables.com). Larry, a confirmed gadget geek, also spends time on Broadway with his

theatrical agent wife and two daughters.

Ed Keating, Chief Content Officer, BLR



Ed is an information industry executive with more than two decades of experience as both an internal manager and a consultant. He oversees BLR editorial content operations, stays abreast of new technologies, identifies new information needs and conducts periodic competitor assessments. Most importantly Ed will test new products and champion launches, building on BLR's top-rate content team. He has led marketing, product management and sales organizations at both start-up and established information companies. He has helped numerous companies enter unfamiliar markets and launch new products by enhancing product processes and organizational effectiveness. He received his BA in Russian Studies at Hamilton College and his MBA from Northwestern University.

Moderator

Luis A Hernandez, Vice President, SIPA



Luis (lhernandez@siia.net) is the Vice President of the SIPA division at the SIIA. Previously, he was the Director of Publishing at Thompson Publishing Group, a B2B media company (and SIPA member) with regulatory compliance products in the human resources, education, grants, FDA and health care markets. In this position, he was focused on delivering the content and tools customers needed to make regulatory compliance painless. He led editorial, product development and marketing to develop and execute the strategy to transition from majority ink-on-paper publisher to a modern media company. He spent 16 years at Thompson, working

as a reporter, editor and manager before becoming the Director of Publishing. He has been a district resident for 26 years, and lives in NW DC with his wife and 2 daughters. Follow Luis on twitter at [@luisindc18](https://twitter.com/luisindc18).



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This webinar is part of the [Mobile Essentials Webinar Series: The Guide to Creating a Mobile Business](#)

Mobile Essentials is a new webinar series brought to you by the SIIA. It is dedicated to helping individuals understand the strategies and tactics of mobile first publishing specifically for publishers, media companies and information services providers. This series is produced by the SIIA's Business & Niche Information group – the Content, SIPA and ABM divisions - & the SIIA's Software Division. Below is a calendar of events within this series. The best part - its FREE to Members.

[**Click here to see the calendar for the full series.**](#)

