Mobile-Ready Revenue: Branded Content
To be trusted voices of light and truth reaching hundreds of millions of people worldwide

#1 local broadcast media site (350 million PVs) in United States; classifieds that beat Craigslist

**Top 20** newspaper site Deseretnews.com + Deseret News national edition

4 to 40 million unique visitors in 5 years

Core value > Improve lives

Travel and tourism information and booking site

110+ million Facebook followers (7.8 M India)

Content, contributor platform, native ads, and digital transformation training services for 450+ publishers worldwide

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DDM Performance, 2014

Revenue

- Print
- Digital
- Broadcast

Profits

- Print
- Broadcast
- Digital

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Today’s digital business model still looks a lot like the legacy print business model...

50% Content
50% Advertising
...only smaller...

75% Content

25% Advertising
...and with mobile, smaller still

90% Content

10% Advertising

...and less valuable

1/3 CPM rate

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Mobile: an order of magnitude problem

**Desktop Display**
- 100 million page views
- 4 ad units per page
- $5 CPM
- $20 x 100,000
- $2,000,000

**Mobile Display**
- 100 million page views
- 1 ad unit per page
- $2 CPM
- $2 x 100,000
- $200,000

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DDM total revenues:
Display v. mobile-ready revenue

1. Revenue 30%+ CAGR (2010-2014)
2. Display revenue growing
3. But mobile ready-category much faster
4. **What percentage of your digital business is mobile-ready?**

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DDM mobile ready revenue sources

Desktop display

- Mobile display
- Native advertising + social promotion
- Video display
- Events & experiences
- eCommerce
  Deals, Coupons, Bookings, Premium Services, Consumer Paid
- Syndication & Licensing

90% AT RISK!

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Mobile ready examples

**KSL Cars**
Fees for dealer feeds
+ refresh options

**KSL Jobs**
Price per job listing
+ featured listings

**Native Advertising**
Fees per article
+ social promotion
+ micro-site
+ retargeting

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Mobile ready examples

Native Advertising — national & global campaigns

fees per article + social promotion

18 M monthly uniques
110+ M social followers
38 M page views

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Native ad spending in the United States

Source: BIA/Kelsey, July 2015
Let’s invert our thinking

**Brands** need new paths to **people** so that they can improve their **businesses** and the lives of the **people** they employ…

Media needs to connect **people** with real insight and solutions that **improve** their **lives**

**People** need trusted, compelling content, products and services that **improve** their **lives** and those around them. And they need it **on the move**…

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branded content
sponsored post
native advertising
promoted by
partner content
sponsored content
paid post
brought to you by
brand partner
brand publisher
content marketing
3 KEYS to Stronger Native Advertising

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Jay Rosen
@jayrosen_nyu

Proper definition of "native:" advertising that is as worth reading as the editorial into which it is mixed, from which it is distinguished.

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UNDERSTAND WHAT IT IS

NATIVE ADVERTISING

Quality Content
Mixed with Editorial
Matches Form
Clearly Labeled
Behaves Like Editorial

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UNDERSTAND WHAT IT IS
10 ways you might be killing your home Wi-Fi signal
by Comcast
Dec 16 - 9:32pm

This is a popular time of year for hosting friends and family. Stocking up on essentials is a must — drinks, snacks, the list goes on and on.

But there's one necessity in your house that might get overlooked: Wi-Fi. Whether your guests want to show a funny YouTube video, stream the latest Taylor Swift
BUILD A WINNING TEAM

Deseret Digital Media: BrandForge
Sponsored Content Abbreviated Styleguide

Articles are:
• Instructive & Educational
• Humorous
• Inspirational & Motivational
• Historical & Biographical
• About things to do: travel, tourism

This type of content enables stories to have a longer “shelf-life” on the Web.

Articles are not:
• A daily news story
• An opinion or commentary piece
• Blatantly self-promoting
• Slanderous toward competition
• About a specific sales event
• Offensive, pornographic

Approval and Review:
• All content must approved by a designated BrandForge content strategist.
• BrandForge reserves the right to decline portions of content and to edit for style, length and form.
• BrandForge allows transparency into the editing process for clients by allowing them to see versions of the story from writing through editing.

Writing tips:
• Style: Try a list-style article.
• Cite at least one or two sources.
• Resist hyperbole. Be accurate.
• Tell a story. Don’t just churn facts.
• Don’t ease into the story too slowly; start with the climax.

Style Specifics:
• Article length: 500-600 words, but it can be shorter if client would like.
• Tone: Generally, articles should not be written in first-person narrative. Second-person narrative is OK, but third-person is preferred. The body should include attribution, directly quoted or paraphrased, on all unverifiable statements or claims from client. No specific, or identifiable competitors should be mentioned.
• Form at: Generally, inverted pyramid style is best. Try to lead with summary or anecdotal lede; it’s what readers expect.

Editing: Trained BrandForge editors will line and copy edit for content, tone and grammar. Each article must meet AP style.

Headlines: Present tense. Must not be sensational. Avoid a company pitch. It must be accurate, and follow news style and tone. Focus on the central idea of the article rather than using a teaser-style headline.

Additional Media: General news photo and video standards apply, including defamation, ethical and legal policies. Images that are altered or manipulated, “Photoshopped,” are not acceptable. Company logos or other promotional material is OK because each end-publisher can decide what to publish.

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BUILD A WINNING TEAM

Sales

1. National sales team

Creation

2. National brand marketers

Distribution

3. Local sales team
Things to know about pregnancy, mental health

Sept. 29, 2015 at midnight

Mention pregnancy and women’s mental health and it is likely postpartum depression is the first thing that comes to mind. While it is certainly a significant concern,
Why one lawyer gave up a 6-figure salary to serve tacos from a truck

Presented by Capital One Spark Fast Track

Jun. 17, 2015, 10:30 AM

"Sometimes, when food trucks go brick-and-mortar, they’ll drive the food truck into the restaurant," says Eric Silverstein, referring to those who try to replicate the same menu and persona.

But it’s a different game, and Silverstein knows the struggle firsthand.

As the founder of The Peached Tortilla in Austin, Texas, he’s hustled to execute his vision of marrying cuisines to create items that some might deem strange — like bánh mi tacos, Nutella spring rolls, and bacon-jam fries.

Born in Japan and raised in Georgia, Silverstein gave up his stable law career to cook Asian

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NOT Awesome
AWESOME CONTENT

Tell Your Stories

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AWESOME CONTENT

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DDM branded content key performance indicators

Top performing content on site: 23% higher (pv’s) than editorial

Average time spent engaging with the content: 2:11

Average social shares per article: 248

Display ad performance: 3x better CTR than ROS ads

In-story text link performance: 10x better than editorial

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1. NOT DOING IT.