



MECN
Media & Entertainment Consulting Network

Online Publishing in Europe

Markets, Strategies, Revenue Streams

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Introduction

"Online Publishing in Europe" is a detailed study covering substantial issues of online publishing. Its pan European scope - the survey was conducted among 17 leading European online publishers - is giving a market overview of online publishing in Europe, its current status, market structures and revenue streams, such as online advertising and paid content.

Furthermore, the study enables online publishers to learn from successful models existing throughout Europe and helps to understand potential national differences and possible reasons for them as well as success factors. Additionally, it is a guidance for possible pan European expansion strategies.

Sample pages of report



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