



Paid Content Navigator **- Navigate Your Digital Content -**

„To offer content in the Internet for free was the biggest sin ever“ – Thomas Holtrop, CEO T-Online

The digital content market undergoes a sea change. Many online publishers have difficulties financing their premium content offerings solely through online advertising.

Digital content on the web is migrating rapidly from free to paid content. Therefore many content providers are reviewing their existing content and producing new content in order to establish a strong portfolio of paid content offerings.

In our view, the online publishing industry will have to generate around 30% of its revenue from paid content – selling premium content to users.

In order to realize these revenues, existing content must be evaluated to see whether it is suitable for paid content. In addition, success factors have to be determined by analyzing best practices. Finally, the concept has to be implemented rapidly.

To accelerate this process, MECN developed the *Paid Content Navigator*. The *Paid Content Navigator* helps online publishers to identify and realize their potential for significant revenue from paid content offerings.

Paid Content Navigator – visible results fast

MECN's *Paid Content Navigator* produces visible results in a short time. In about 1 ½ weeks the client and MECN will have developed deliverables such as:

- Evaluation of existing content according to various criteria, such as user acceptance, revenue potential, and uniqueness

- Prioritized list ranking existing content according to its potential for use as paid content
- Recommendations for pricing, payment methods, and technical integration
- Business plan for selected paid content offerings
- Project plan for a rapid implementation

A four-step approach together with the client

During these 1 ½ weeks the client and MECN will work together to *navigate the client's digital content*, taking the following four steps:

Throughout the project, we will collaborate closely with the client and guarantee that we will follow through on the implementation of the paid content strategies developed.



MECN – Experience with Paid Content

The project will be set up by Martin Oelbermann, co-author of the study *Paid Content – The Market for Online Content* (download under www.vdz.de) and working on projects for online publishers.

He will put together a team of experts in the areas of user research, content creation, and creative services.

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