

# GNI Subscriptions Lab

## APAC Program Explainer



2020



## What

Objectives, target outcomes and Program overview

## How

Project deliverables and required commitments

## When

Expected timeline

## Who

Google, WAN | IFRA, FTI Consulting project teams

# Program objective and overview

## Program objective

Engage a **group of selected publishers** in a journey that will help them define an **ambitious vision** for their **digital subscription business** and **build the engine** that will take them to their goal

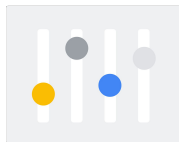
## Program overview

The Lab offers an **ambitious, intensive four-month experience** that will address **every step of the digital subscriptions process** from discovery to conversion to retention

## Publisher experience

Participating publishers will receive **dedicated 1:1 support** and be asked to **share their successes and learnings** with the broader industry towards the end of 2020

# Target outcomes



## Business Performance

Increase in total digital subscriptions **revenue** and **growth rate**

Improvement in **key subscriptions metrics** (e.g. conversion rate, average revenue per user, retention, etc.)



## Capability Building

Successful **implementation** of technical and business recommendations made during the program

Adoption of a **continuous optimization process** based on best practices

# What Key phases

Proprietary + Confidential



## Discovery

Understand where you stand on the maturity curve and size the opportunity

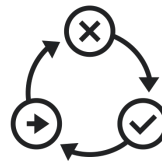
*August*



## Roadmap

Identify short term tactics and long-term opportunities to scale reader revenue

*September - October*



## Build, test, learn

Build the path to reader revenue growth by experimenting, learning and improving

*November*

# Program modules and deliverables

## Discovery

### **Business review**

- Market opportunities, challenges, strengths and weaknesses
- Focus growth areas and quick wins

### **Subscriptions diagnostic**

- Top to bottom analysis of subs business performance
- Performance benchmarking across conversion funnel

### **Capabilities assessment**

- Overview of subscription model capabilities
  - Identification of development areas to grow subscriptions
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## Roadmap

### **Roadmap strategy**

- Identification of short term initiatives and long term opportunities
  - Building of experiment roadmap and long term roadmap
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## Build, test, learn

### **Continuous improvement framework**

- Framework and methodology to build strategic path through experimentation and learning
- Comprehensive dashboard monitoring progress

# Publisher journey and approach

## The Publisher Partner Journey



Data

The APAC Subscriptions Lab will start with analytics and executive interviews to develop a baseline for current digital subscription operating model



FTI Assessment



Publisher Virtual Onsites



Roadmap Development

We will work with publishers to develop strategic action plans and make recommendations to address digital subscription gaps across people, process and technology



Cohort Sessions



Publisher Bootcamps

# Required publisher commitments



Digital subscriptions is a **strategic priority**

Digital subscriptions is a top three strategic priority  
Launched a digital subscriptions business; seeing growth

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**Senior management** is bought in

Senior executive application letter  
CEO or proxy agrees to join SteerCo

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**'Skin in the game'** operationally

Assign a project lead, and working team across key functions  
Commitment to testing / iteration during 'on-site' phase  
Fully participate in cohort activities over the Program duration

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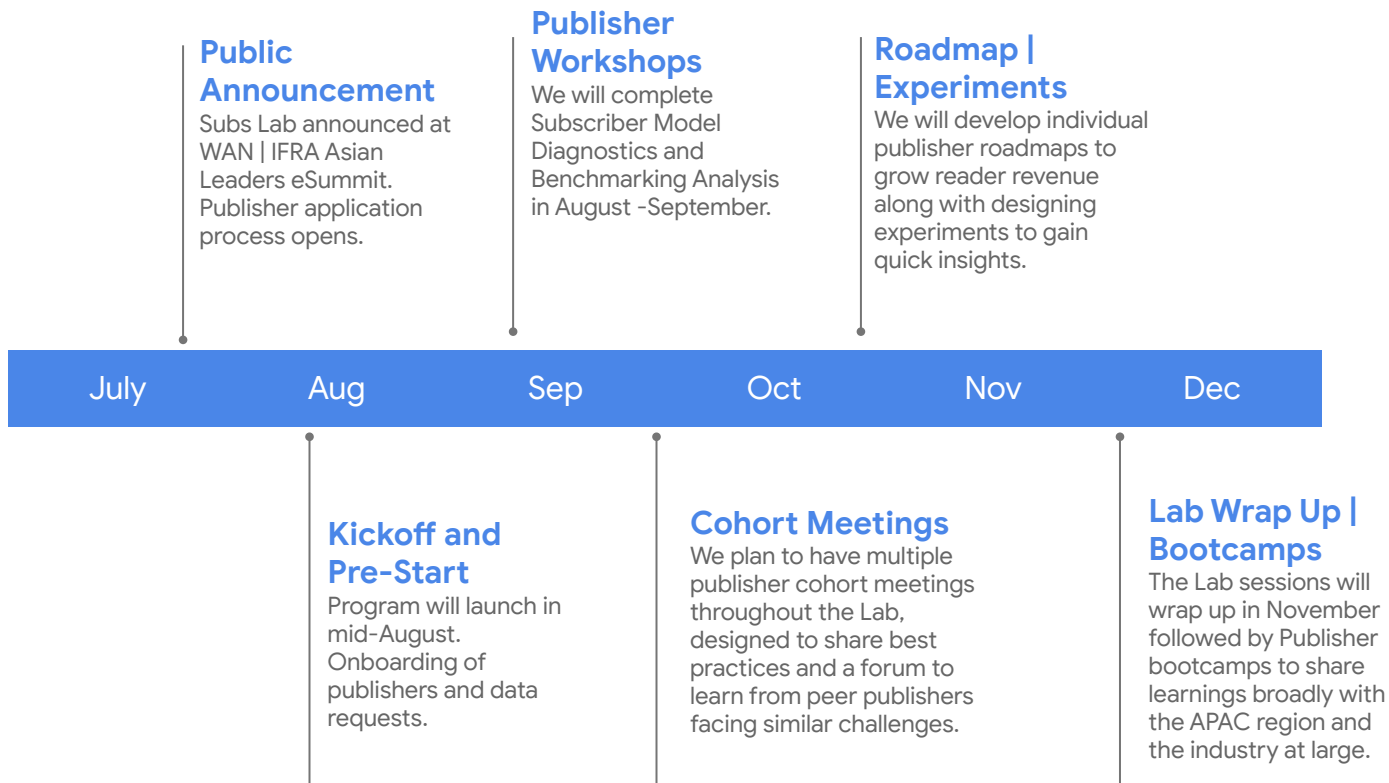
Willingness to **share knowledge** with ecosystem

Be a full participant in an ongoing 'community of success'  
Agree to fully participate in cohort activities, off-site workshops  
Share conversion performance data with cohort for benchmarking purposes  
Agree to participate in industry bootcamps, appear in case studies

***Note: These publisher commitments also serve as important selection criteria for publisher selection***



# Full program timeline



# Program stakeholders

## Google News Initiative

The Google News Initiative is a global \$300 million initiative focused on partnering with the news industry to help journalism thrive in the digital age



WAN-IFRA serves as a knowledge hub and a leading global resource for publishers, with three focus areas: Press Freedom and Journalism, Media Sustainability, and Media Innovation



FTI is a leading global management consulting firm, with deep expertise (300+ client engagements) in the publishing industry

Apply for consideration [here](#).  
The deadline is August 7, 2020.

# Thank You!

 News Initiative

