Publishing Redux Google Who? Corilee Christou VP, Licensing Operations Reed Business Information October 16, 2005



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"When the Music Changes, So Does the Dance" African Proverb

- Search engines and Search Engine Marketing are here to stay.
- Google is the Band leader, but Publishers are still in the Band.
- Online advertising and AdSense still main revenue drivers for Google and other search engines.

### Online Advertising

- Online advertising grew 33% in 2003 and is growing at even higher rate through 2004.
- 40% of this is search based with Google the clear leader in total dollars.
- In ideal world, what do publishers want from Google?
  - Traffic.
  - Non-core advertisers/block lists.

# Reed Business Information Online Advertising

- In 2000, RBI ad revenue was less than 5% online.
- In 2005 RBI ad revenue is 85% print, 15% online.
- Growth in print revenue has decreased over the five year period while growth in online ad revenue has increased over same period.
- Traffic patterns include direct to site, and Search engine driven.

### Search Engines Want Content

- Google Print, Google Alerts, Google News.
  - Do not own or host content but instead send to sites where content is physically located.
- Yahoo creating subscription areas:
  - Small Business.
  - Buy by the drink betas with LexisNexis and Factiva.
  - Hiring journalists to create proprietary editorial.

# Relevant Content Still Key to User Experience

- What can a publisher offer that impacts or influences a market or business process or decision?
  - Know your customer
  - Search engine marketing does not create direct relationship with customer in same way mission critical content does
  - B2B customers are usually truing to stay curent on issues, make buy or process decisions
  - Relevant content will stimulate a response
  - Advertising is also useful content

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# RBI Product/Supplier Directories KellySearch

- Better, easier to use in combination with ads from suppliers
- Search capability
- Easier to keep up to date
- Less costly to produce
- Better user experience immediate

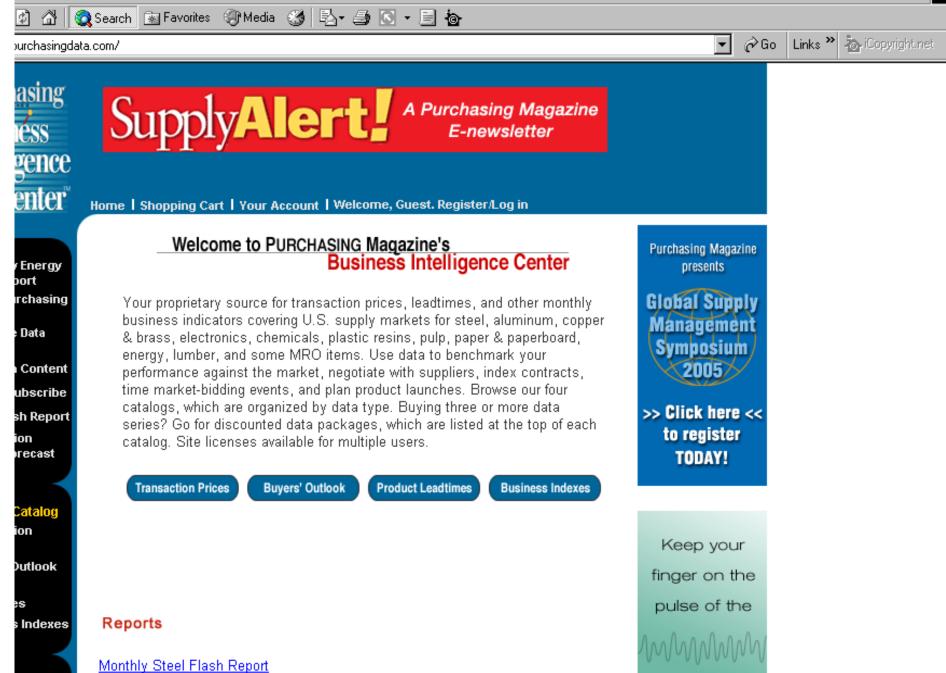
# Use the Different Mediums Differently

- The medium is the message. Marshall McLuhan, "Understanding Media", 1964
- Print for longer, analytical materials, that are not as time sensitive
  - Offer on subscription basis via websites
- Web for breaking news, multimedia, user communities, blogs, and other online only functionalities
- Capitalize on advertising as useful/interactive part of content offering

# Purchasing Business Intelligence Center

- Commodity pricing information originally published in magazine and available for free
- Transaction price reports unique to Purchasing
- Users would copy numbers from magazine and enter into spreadsheets
- Online product provides additional functionality particularly Excel downloads plus better update frequency
- Ultimately removed pricing from magazine so users would need to pay subscription fees for content
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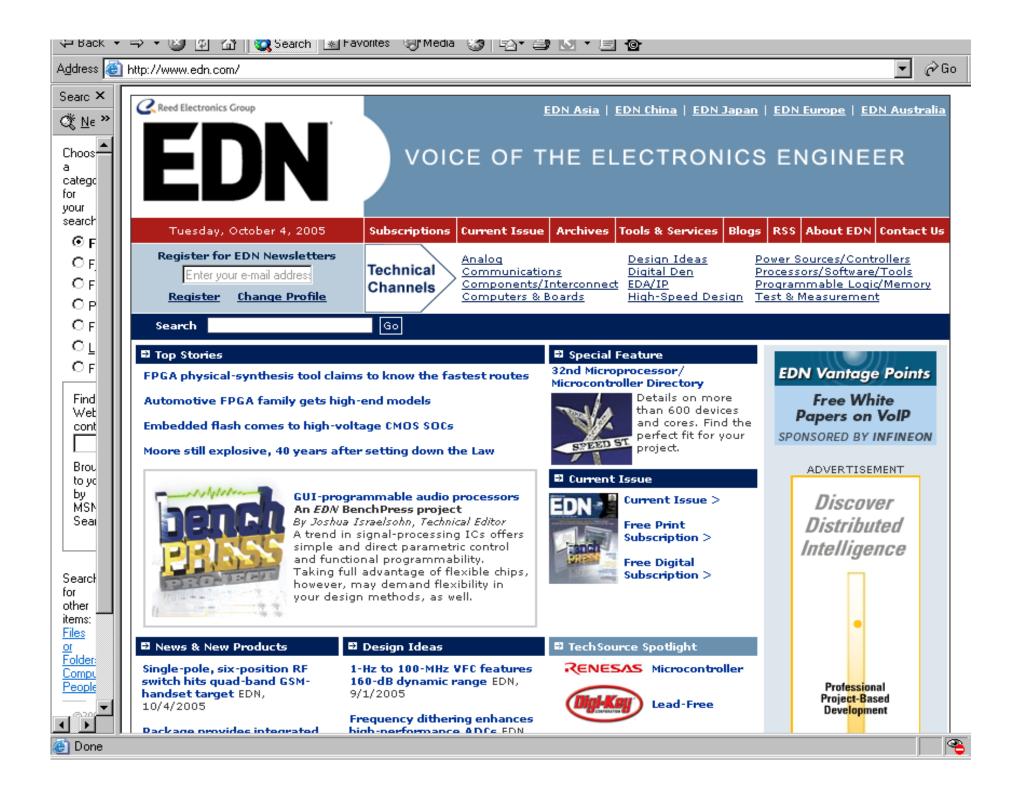
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- Second highest traffic behind Variety
- Creates community for engineers in addition to supplying content
  - Blogs
  - New products
  - Webcasts
  - Supplier information
  - Advertising is also useful content



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