

Publishing Redux Google Who?

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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.

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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 trying to stay current on issues, make buy or process decisions
 - Relevant content will stimulate a response
 - Advertising is also useful content

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

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- Commodity pricing information originally published in magazine and available for free
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