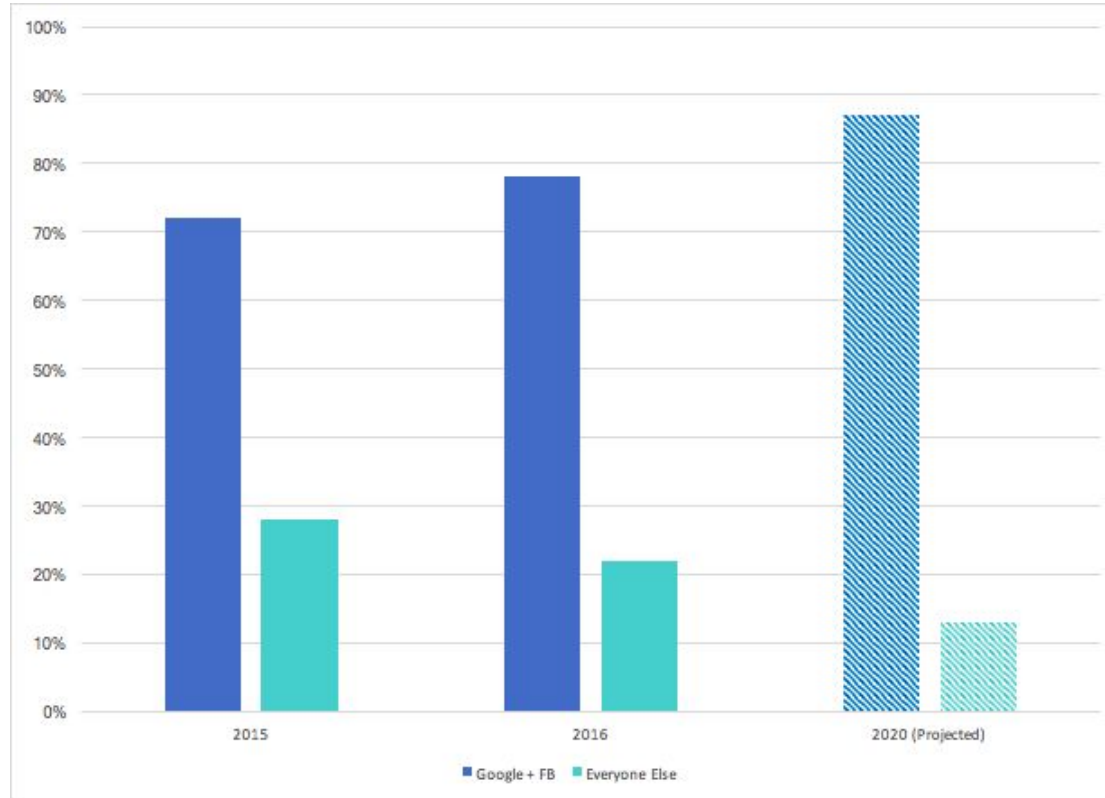




Frictionless Access to a Thriving Free Press: A How-To Guide

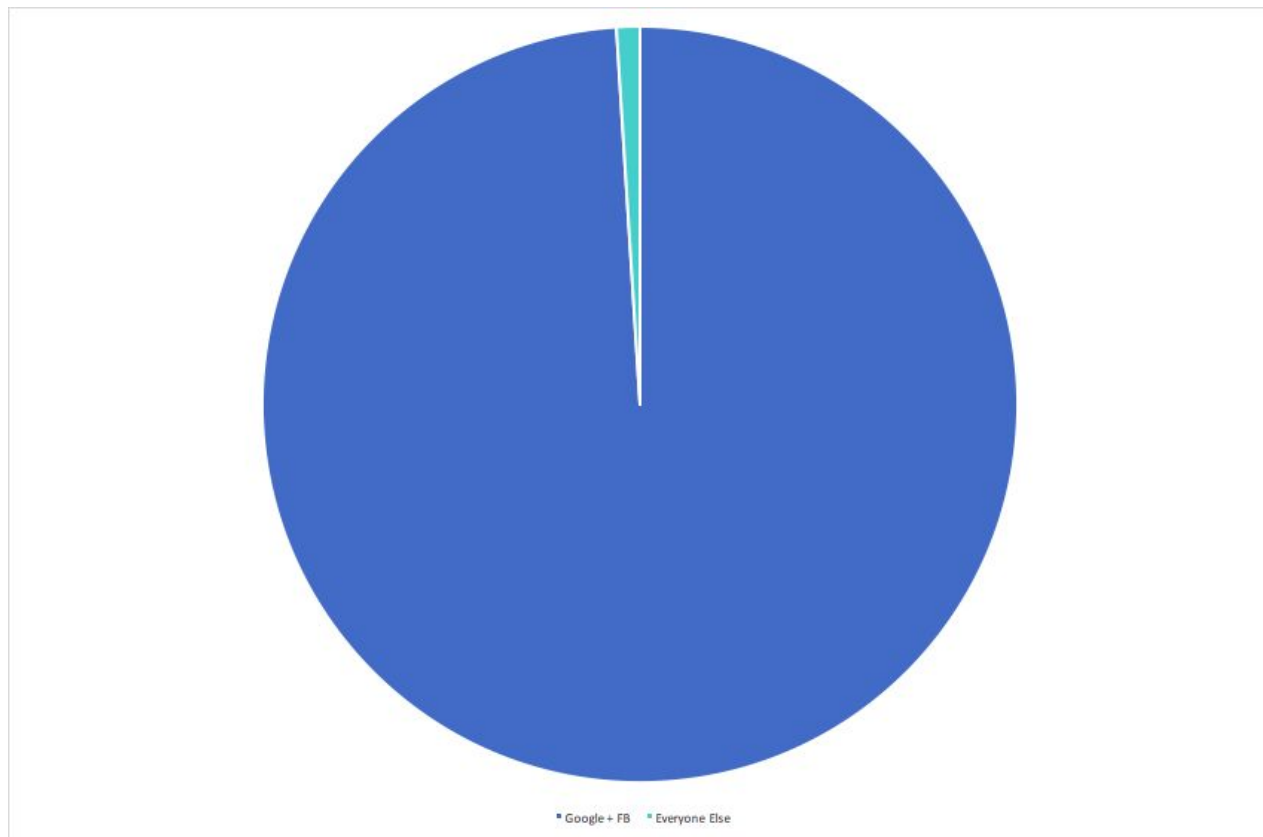
Sharing business models with FB & Google sucks



Source: Brian Wieser, Pivotal Research



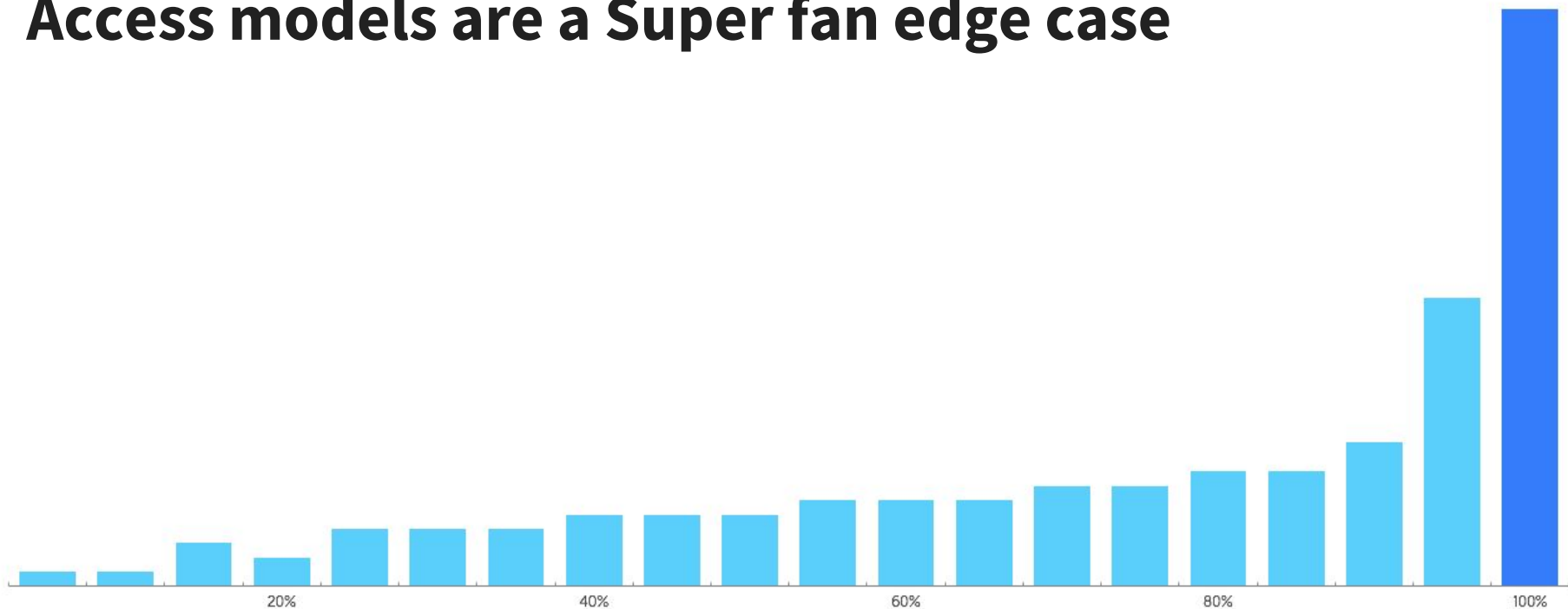
1% of industry growth going to publishers



Source: Brian Wieser, Pivotal Research

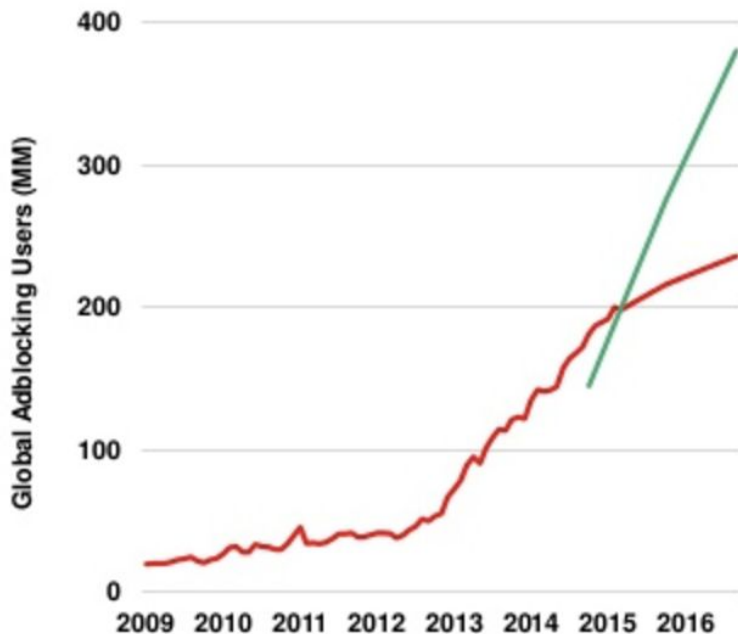


Access models are a Super fan edge case



We need models for casual fans

Ad Blockers are not a problem...



236 million desktop ad block users

Mobile ad blocking mainly outside West

83% of consumers in US, UK, France and Germany want to block *all* mobile ads

...they're a consumer signal



What consumers want

~~Single Site~~

Network

The Atlantic, Wired, Gruner & Jahr, Business Insider: all saw <0.1% conversion

~~Micropayments / Multiple Options~~

Single Flat Price

Too much cognitive friction: Blendle, Google Funding Choices

~~Siloed App~~

Everywhere

Siloed from discovery behaviors
→ fail to scale:
too many corpses to mention

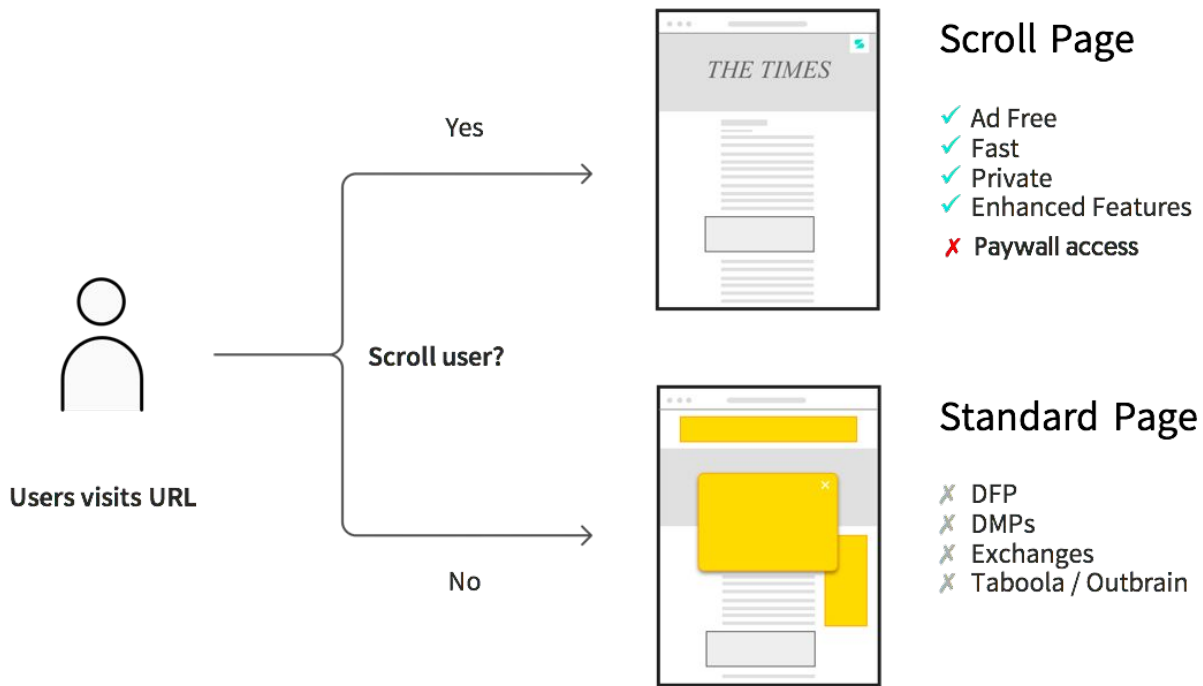


What publishers want

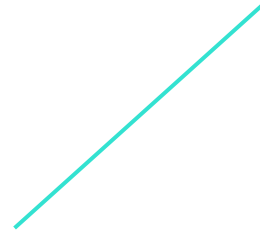
1. Keep publishers in control of what matters
2. Generate real ARPU lift, even at 100% sell-through
3. Don't cannibalize Superfan subscriptions



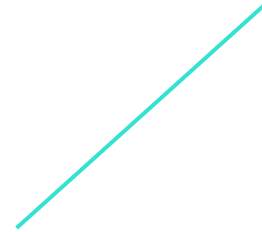
Making it work on the Open Web



**How good is ONA
Wifi? Let's find out!**



Making the Economics work



Making the Economics work

Proxy bundle: top **80** US media companies

Annual digital ad revenue: **\$7 billion**

Aggregate uniques: **234 million**

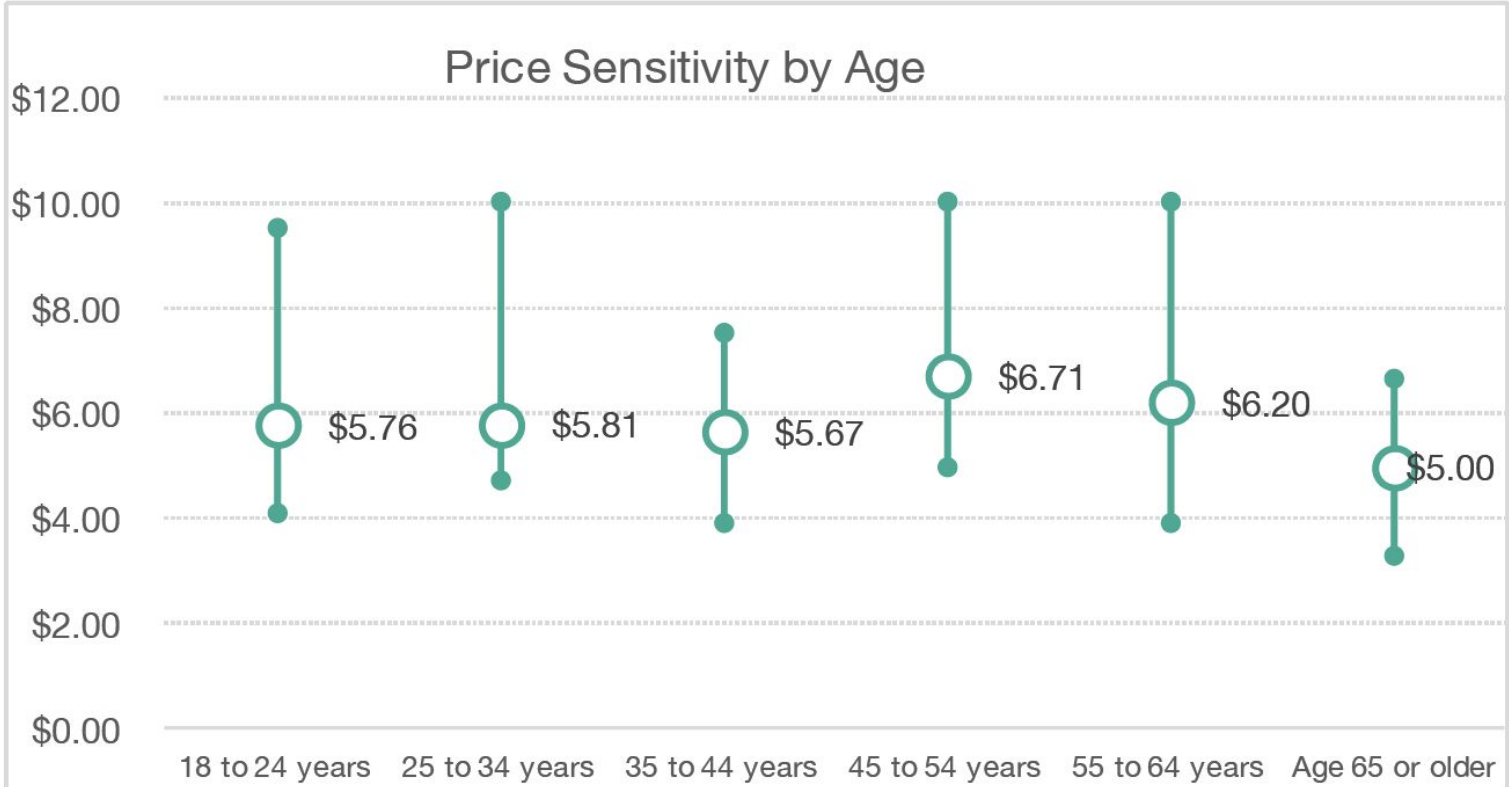
Aggregate industry average revenue per user: **\$2.49** a month

Distribution pool: **70%**

Minimum bundle price = **\$3.56**



What will consumers pay?



Price is easy, Distribution is hard

Uneven distribution of CPMs among publishers

Uneven conversion of consumers

Limit gaming of system

Incentivize quality over crap





STYLE

POLL CLASSIC

What Colors Are This Dress?

There's a lot of debate on Tumblr about this right now, and we need to settle it. This is important because I think I'm going insane.


Posted on February 26, 2015, at 5:14 p.m.



Cates Holderness
BuzzFeed Staff



Tumblr user [swiked](#) uploaded this image, and there's a lot of debate about the color of the dress.

14 Spring Cleaning Tips To Help The Laziest Person Declutter Their Life

Promoted by **letgo**

BuzzFeed NEWS

A coalition of states and at least 180 mayors have vowed to fight against climate change and uphold the Paris Climate Agreement. >

An elite group of Iraqi soldiers formed and trained by the US has been leading the bloody battle to free the city of Mosul from ISIS. >

Three police officers were shot and a suspect killed Friday in a wild shootout in Laredo, Texas, that sent bystanders scrambling for



LIFE

Robert Plant Breaks Down In Tears When Ann Wilson Covers 'Stairway To Heaven'



BARBARA DIAMOND

Music lovers, you're in for a *big* treat.

In December 2012, CBS aired its broadcast of the annual Kennedy Center Honors, which awards exemplary lifetime achievement in the performing arts. This was the year that British classic rock band Led Zeppelin was one of the honorees.

Advertisement

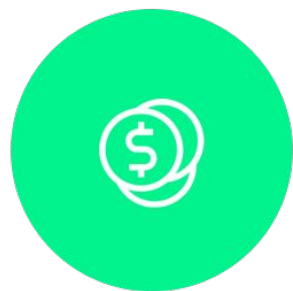




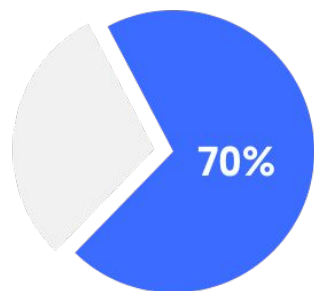
What ISIS Really Wants

The Islamic State is no mere collection of psychopaths. It is a religious group with carefully considered beliefs, among them that it is a key agent of the coming apocalypse. Here's what that means for its strategy—and for how to stop it.

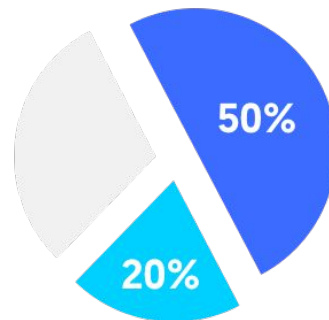
Constructing the model



Subscribers pay
Scroll \$4.99



Scroll pays out 70% to
publishers



Brand Loyalty Pool

Rewards for acquisition
and retention

Attention Pool

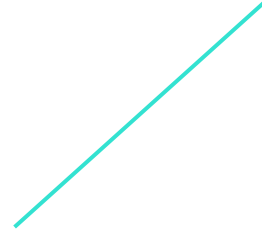
Distributed based on attention
and discovery



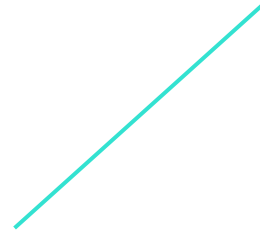
Your distribution is a portion
of the two pools.



**What can happen
when you put users
first?**



**Now comes the
hard part**





tony@scroll.com