

# FIPP WORLD CONGRESS LONDON

9-11 OCTOBER



Revenues:  
**Advertising Deep-dive**

**Nikolay Malyarov**

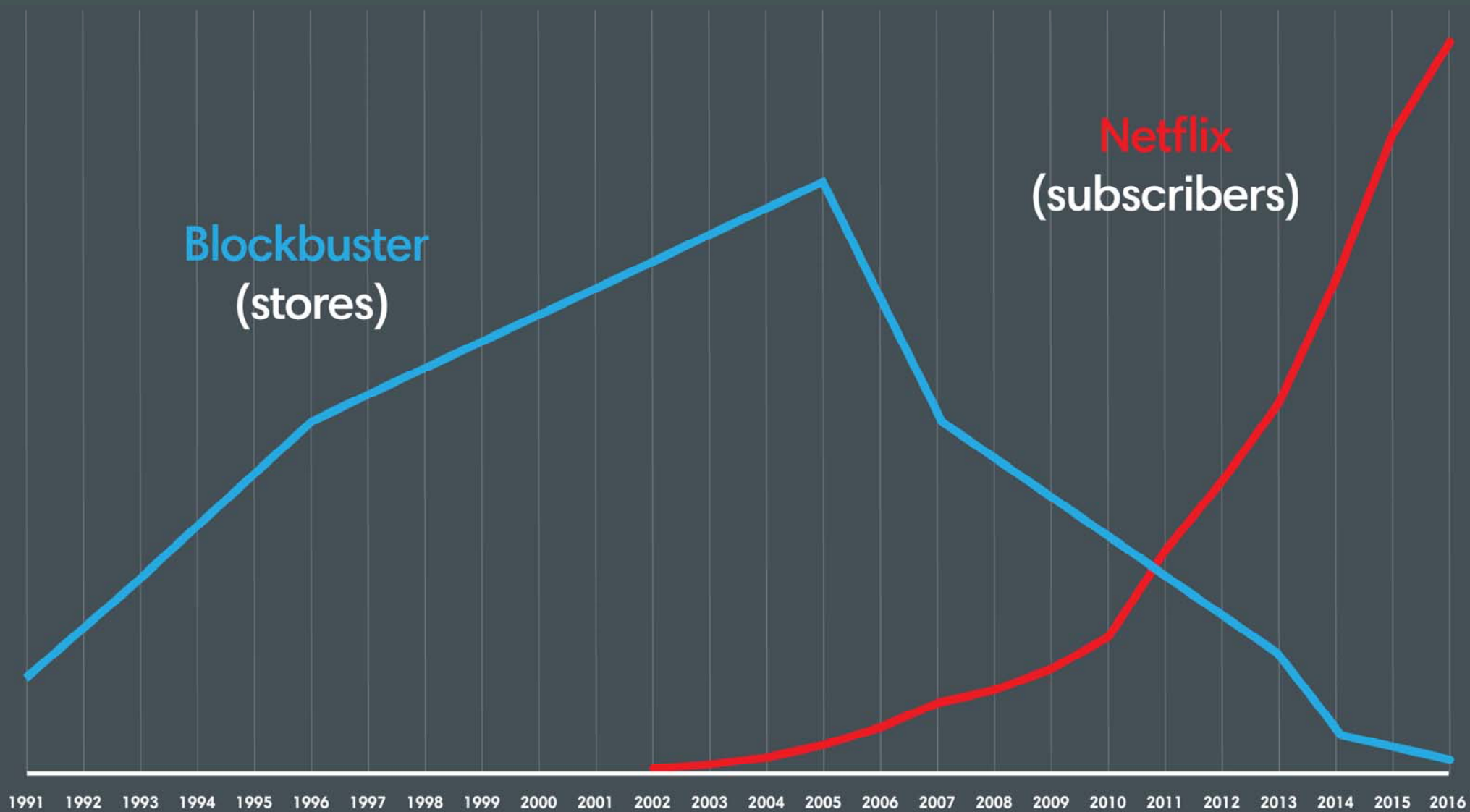
EVP, Chief Content Officer and General  
Counsel, PressReader, Canada

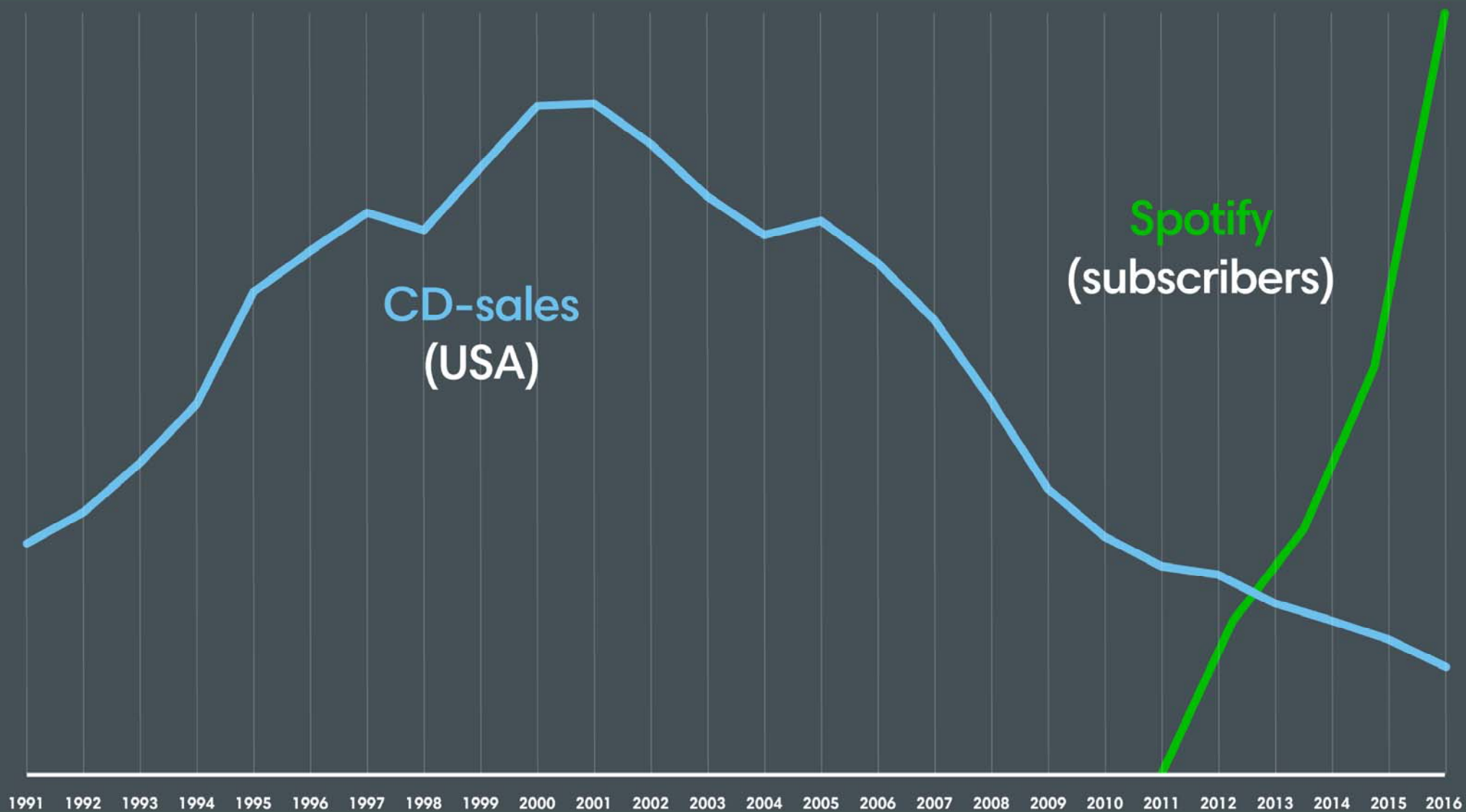


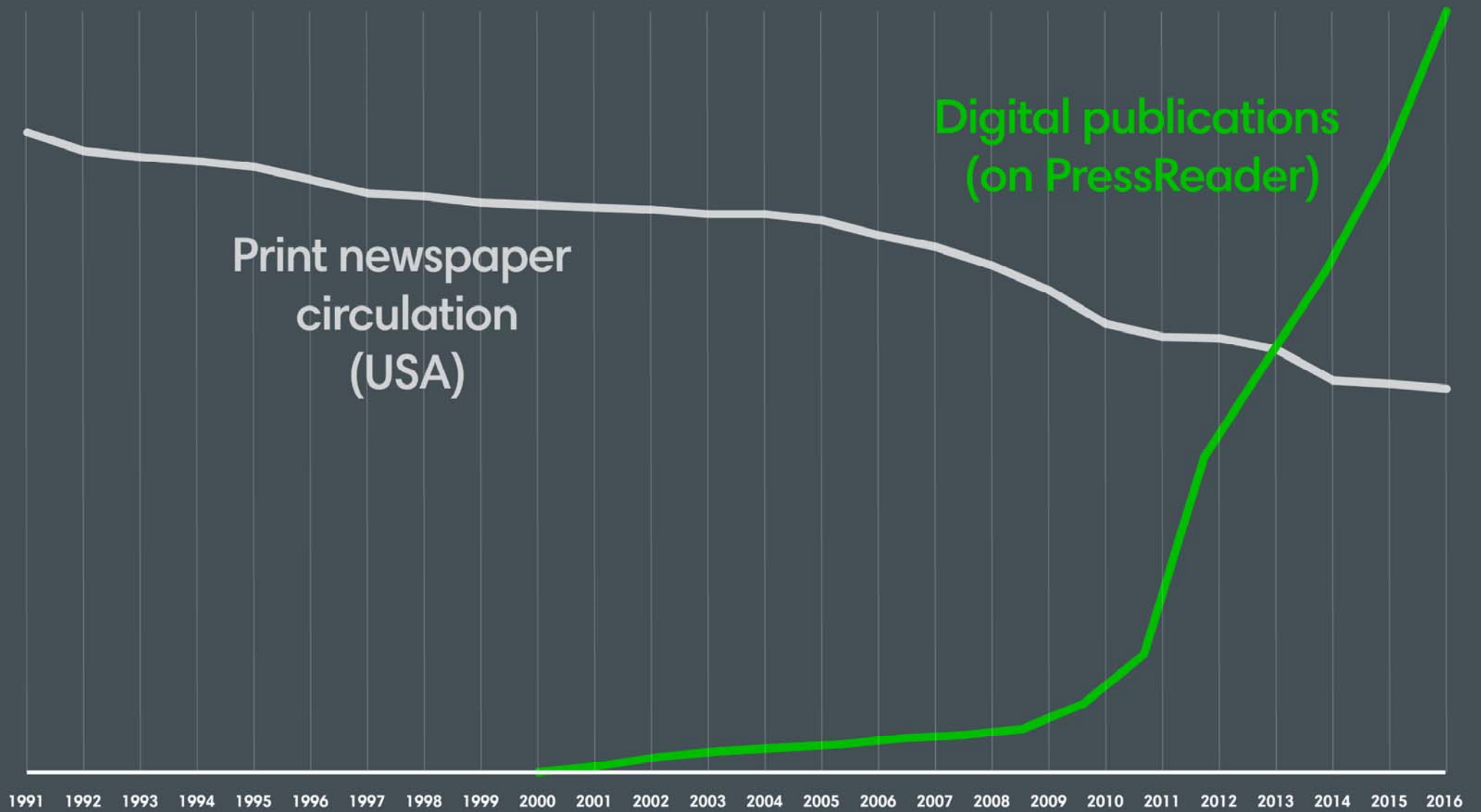
Innovating for the  
“me first” generations



FIPP  
Brand Partner

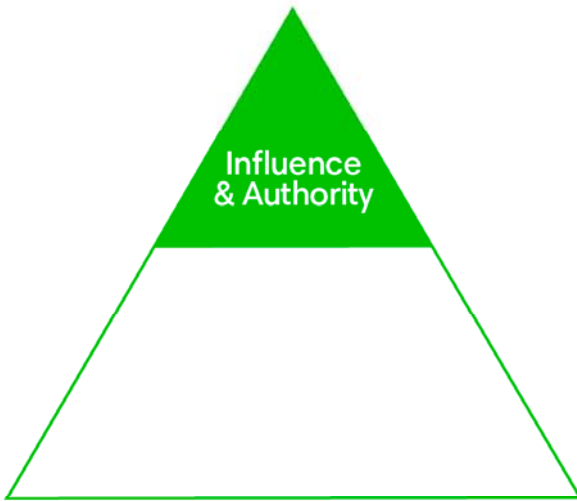




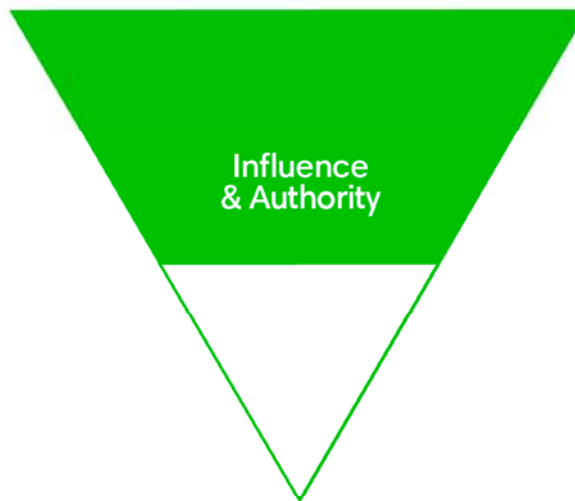


Source: 2017 Edelman Trust Barometer Study

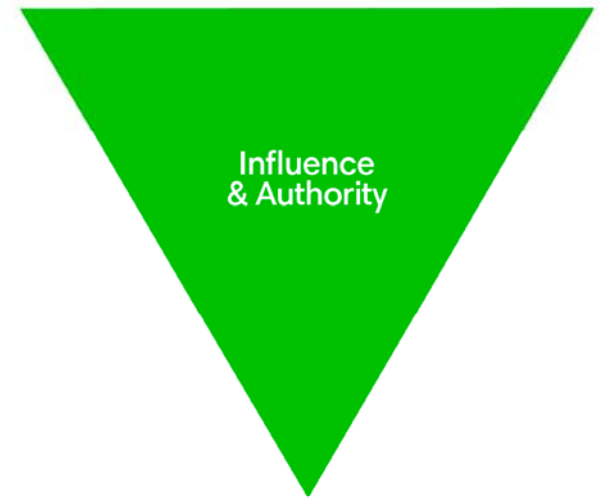
**Old Model:**  
*For the People*



**Current**  
**Tension**

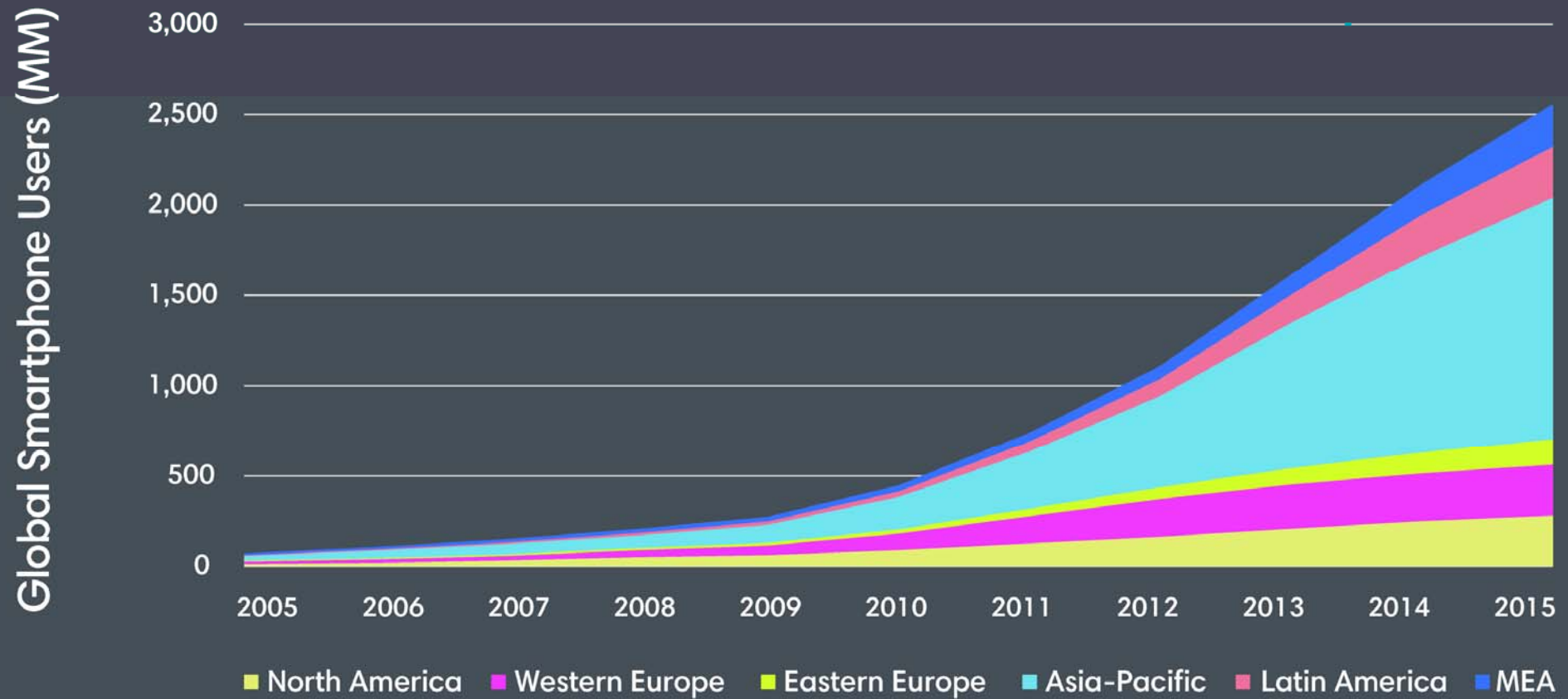


**New Model:**  
*With the People*





# Smartphone Users, Global, 2005 – 2015



# Travel Disruptors

trivago®

  
Hotels.com®

 Expedia®

 travelocity®

hotwire™  
hotels. deals. happiness.™

**ORBITZ**

ratestogo.com

 airbnb

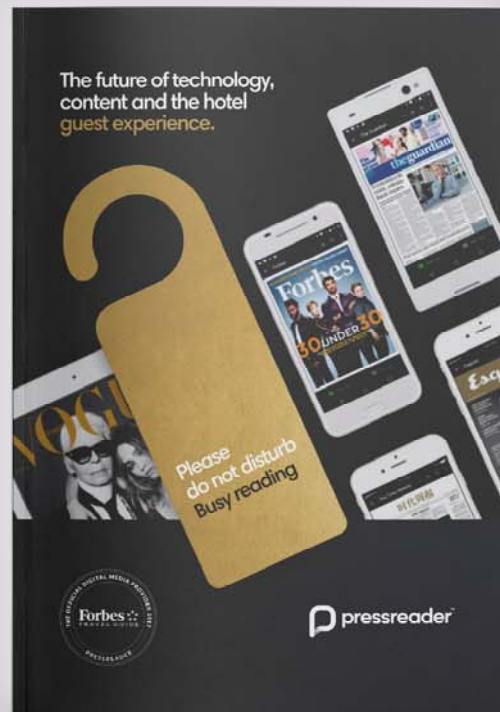
 CheapTickets®

 艺龙  
eLong

 EGENCIA®  
BUSINESS TRAVEL • EXPEDIA, INC.

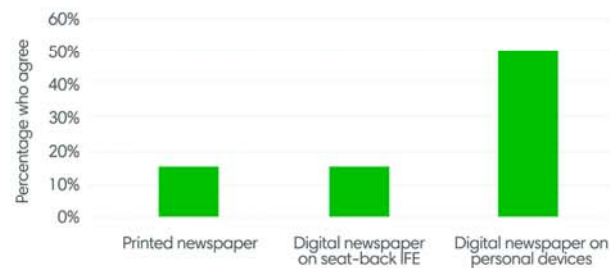
 HotelClub





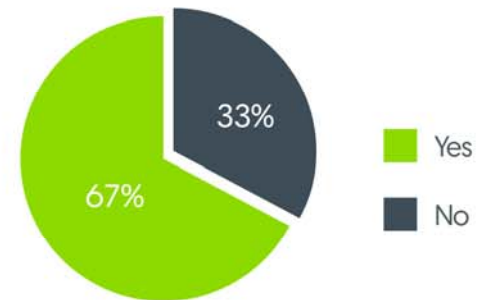
# APEX Report

Percentage of respondents that believe in-flight digital publications are hugely beneficial to the passenger experience



# Forbes Travel Guide Report

The quality of a hotel's newspaper and magazine offering is a differentiating factor when it comes to the guest experience





70%

of airlines have already stopped offering print or will in the next five years



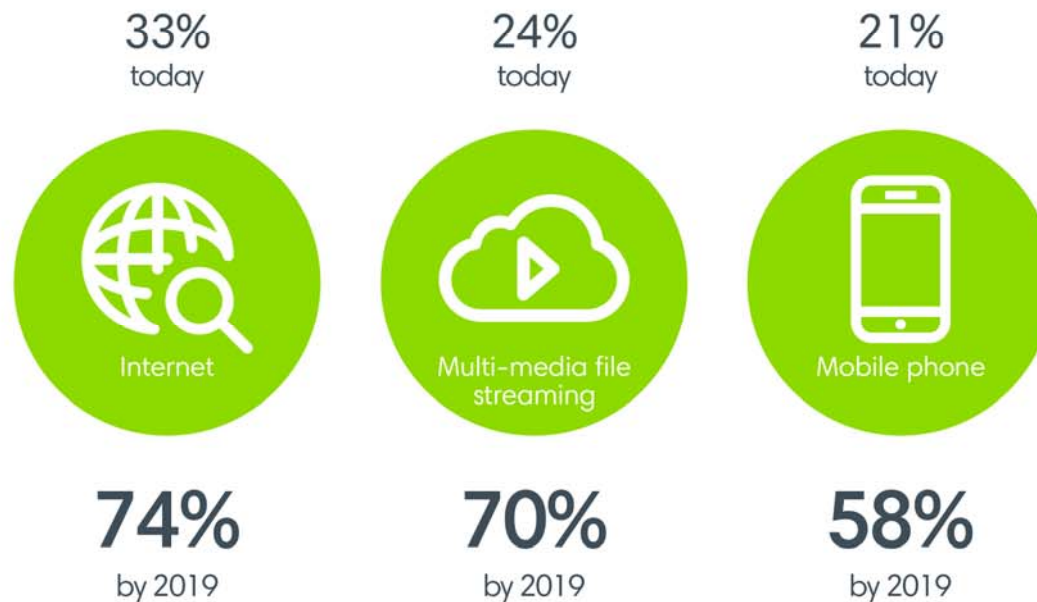
37%

of hotels have already stopped offering print or will in the next three years

# Airlines driving on-board services to passenger device

% of airlines planning in-flight services

Source: *The Airline it trends survey 2016* | SITA 2016



A person with long hair, wearing a denim jacket, is looking down at a smartphone in their hands. The background is dark with out-of-focus city lights, creating a bokeh effect. A large, semi-transparent white arrow points from the list of factors on the right towards the word 'Right' on the left.

Right

Content  
Audience  
Time  
Channels  
Price



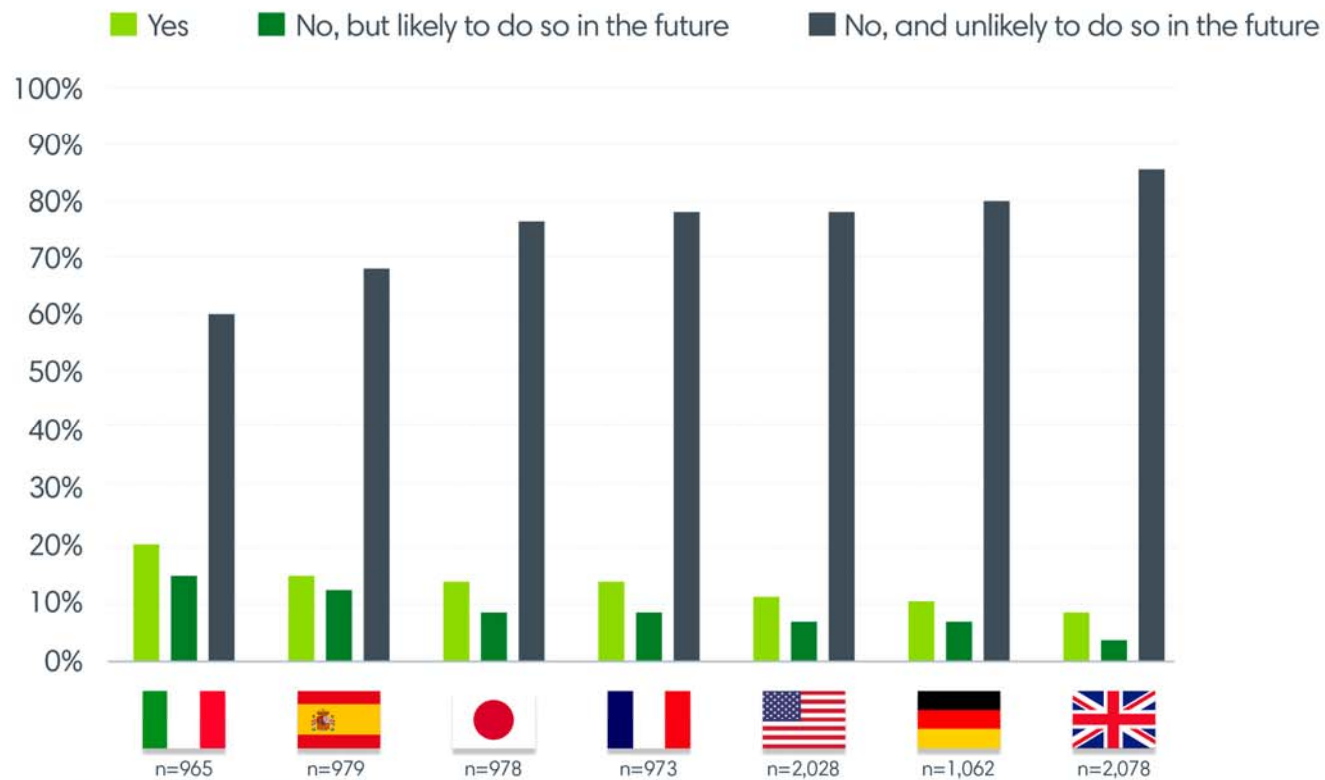
# Curation:

Readers' habits are as  
unique as their fingerprints



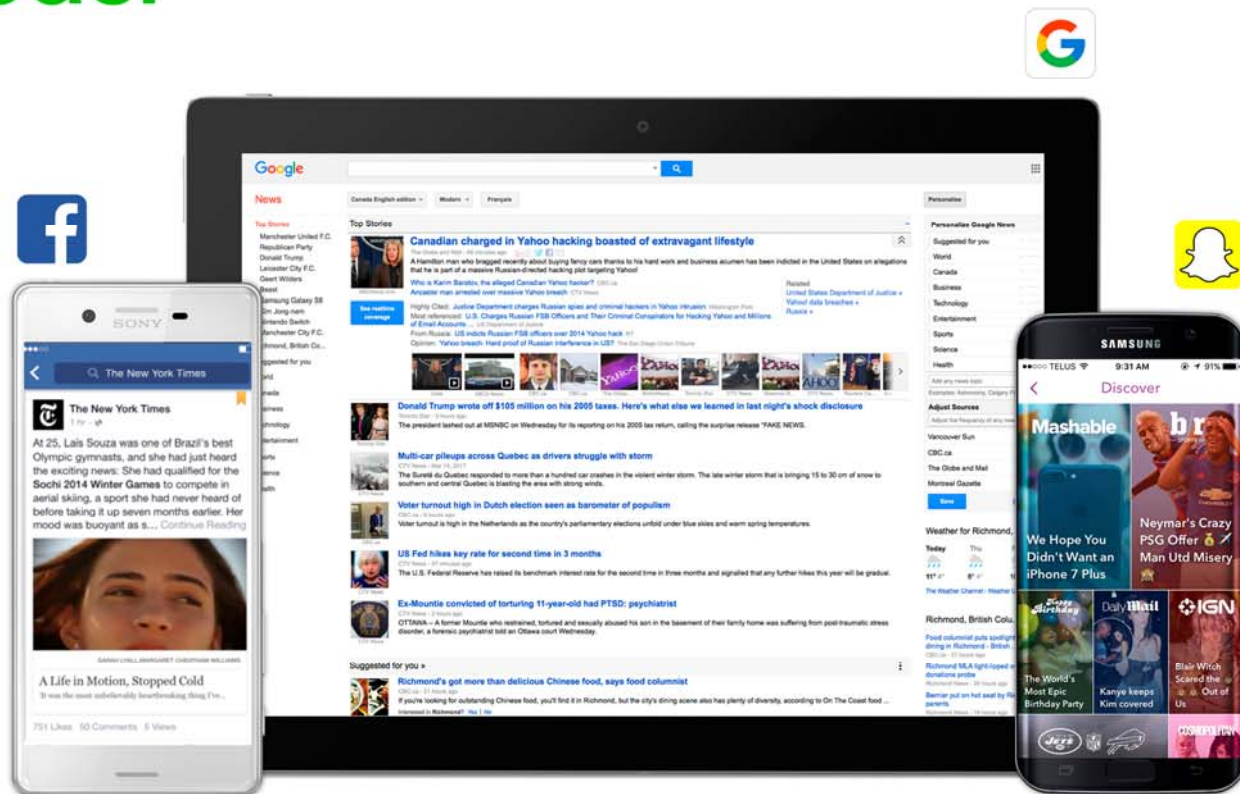
# Have you paid for digital news content in the past year?

Source: Reuters Institute for the Study of Journalism

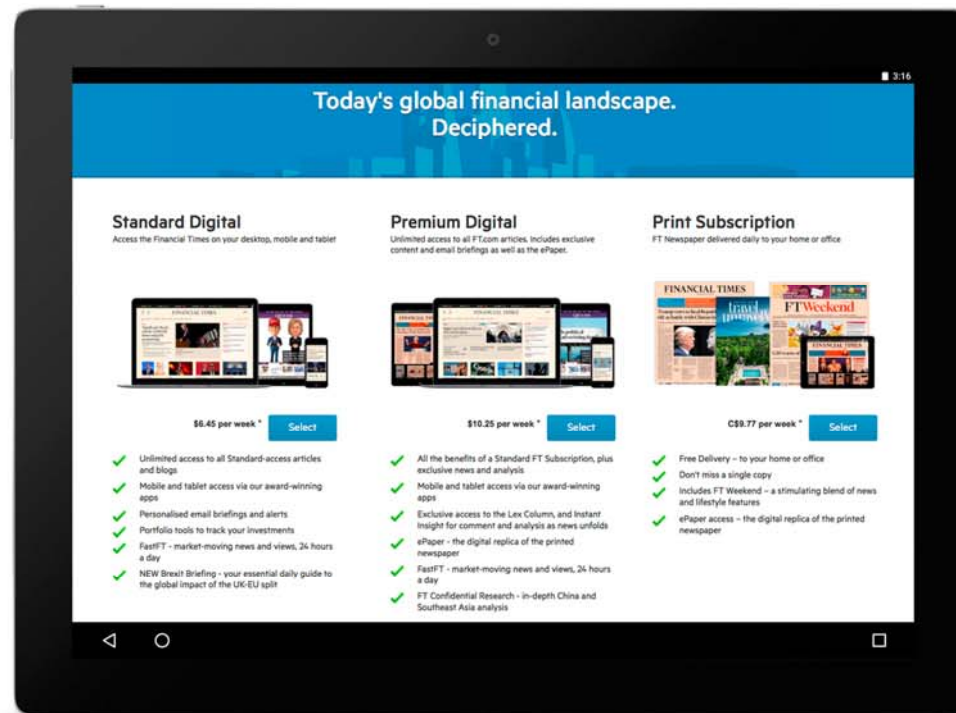




# Free model

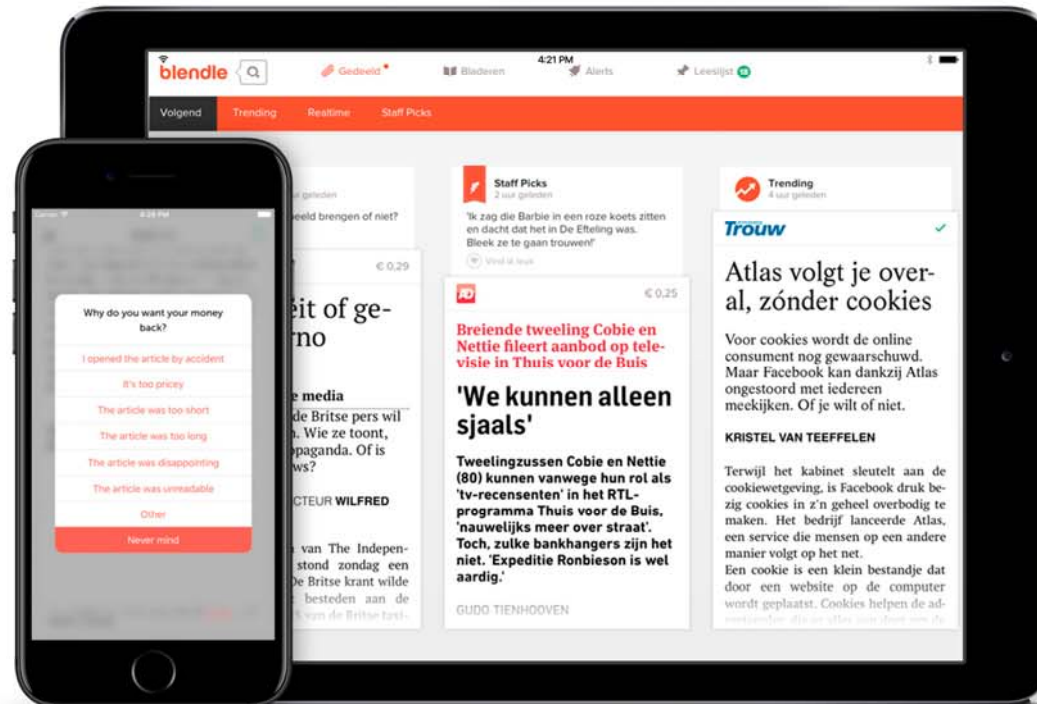


# Single subscriptions



# The iTunes model

As seen on:



# All-you-can-consume







complimentary  
access

Welcome to Accor Berlin.  
Enjoy unlimited access to the world's  
premiere newspapers and magazines.

ACCOR HOTELS  
Feel Welcome

Select Publication

Featured Publications



Publication Types

GG  
Apr 2016

The Washington Post  
Mai 2016

Vanity Fair  
Mai 2016

A person with long hair, wearing a denim jacket, is looking down at a smartphone in their hands. The background is dark with out-of-focus city lights, creating a bokeh effect. A large, semi-transparent white arrow points from the list of factors on the right towards the word 'Right' on the left.

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