

# International Growth Strategies and Diversifying Revenue Streams

An abstract graphic on the right side of the slide, consisting of numerous white rectangular bars of varying lengths and orientations. Some bars are horizontal, some are vertical, and others are diagonal, creating a dynamic, architectural feel. The bars are set against a solid red background.

**Joe Martin**

**Commercial Partnerships Director**  
**Dow Jones**

# Publishing at a **CROSSROADS?**



THE WALL STREET JOURNAL.  
PAYWALL



FAKE NEWS





Holding the  
**Powerful**  
to account

**63%** Do not know  
how to tell good journalism  
or rumour from falsehoods



**Trust** in traditional and  
online media has increased  
**5 points** since last year

**Source:**

*2018 Edelman Trust Barometer Global Report*

# Steps WSJ has taken down **the new path**



**Data**



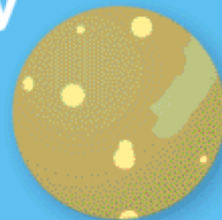
**Live  
journalism**



**Propensity  
model**



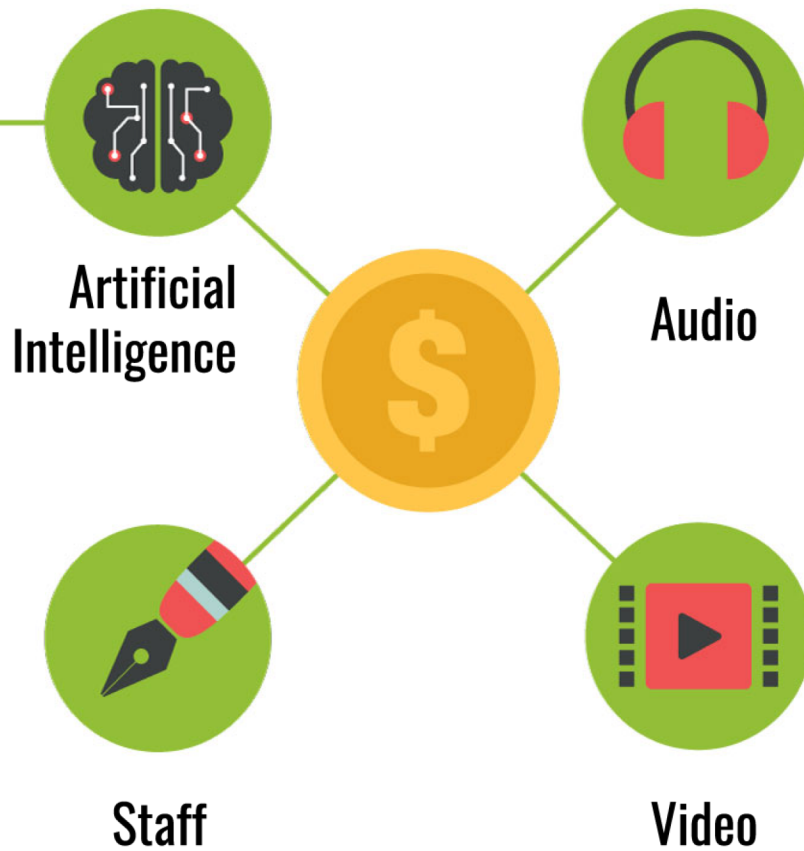
**Dynamic  
paywall**

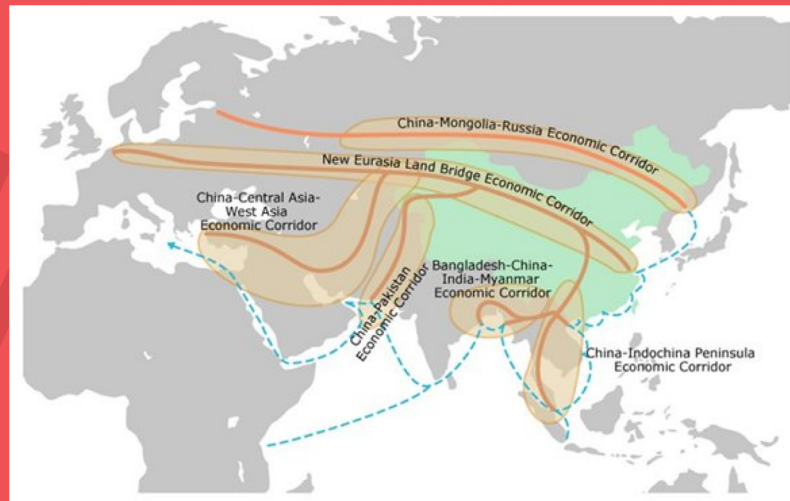


**Partnerships**



**3 million  
goal**

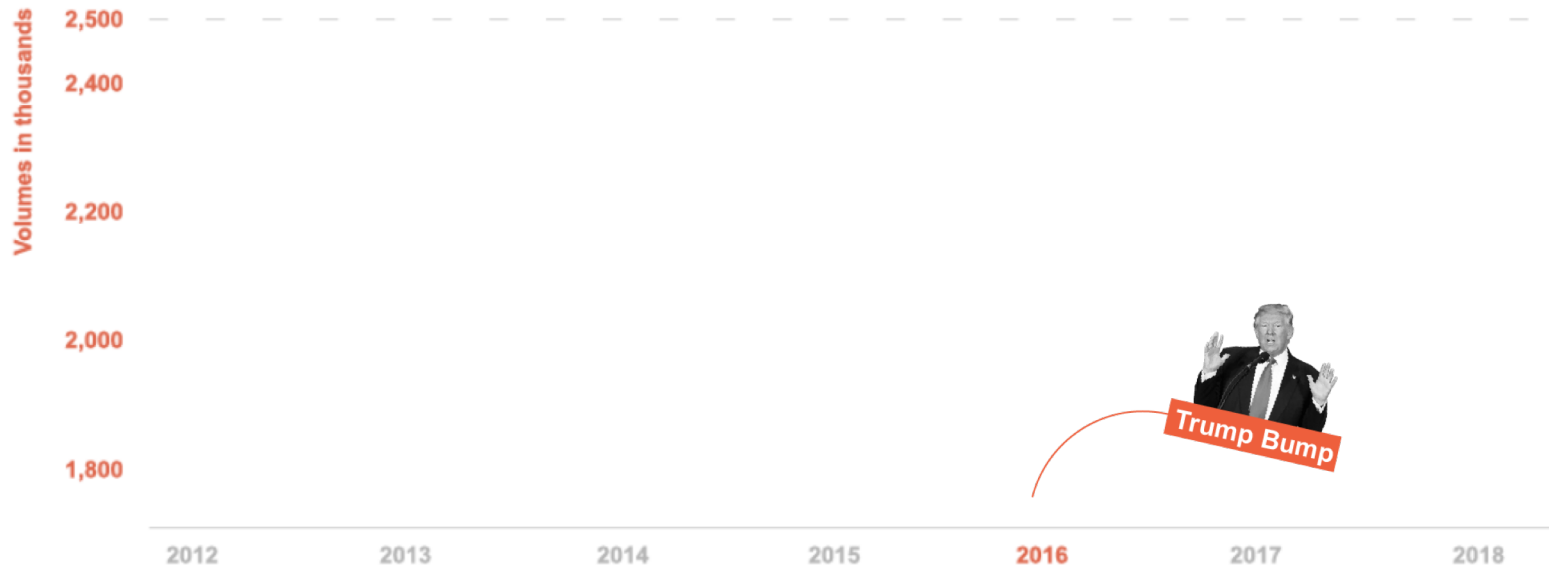




# Flight to quality news

Paying WSJ members

Trust in social media and search engines  
(2018 Edelman Trust Barometer Global Report)



# Partnership

examples



# Partnerships in Japan

Always Serving Tokachi

**KACHIMAI**

TOKACHI MAINICHI NEWSPAPER, INC.



**毎日新聞社**



**恵学社**

KEIGAKUSHA



**ダイヤモンド社**



**NEWS PICKS**



**THANK YOU**

*Questions?*