

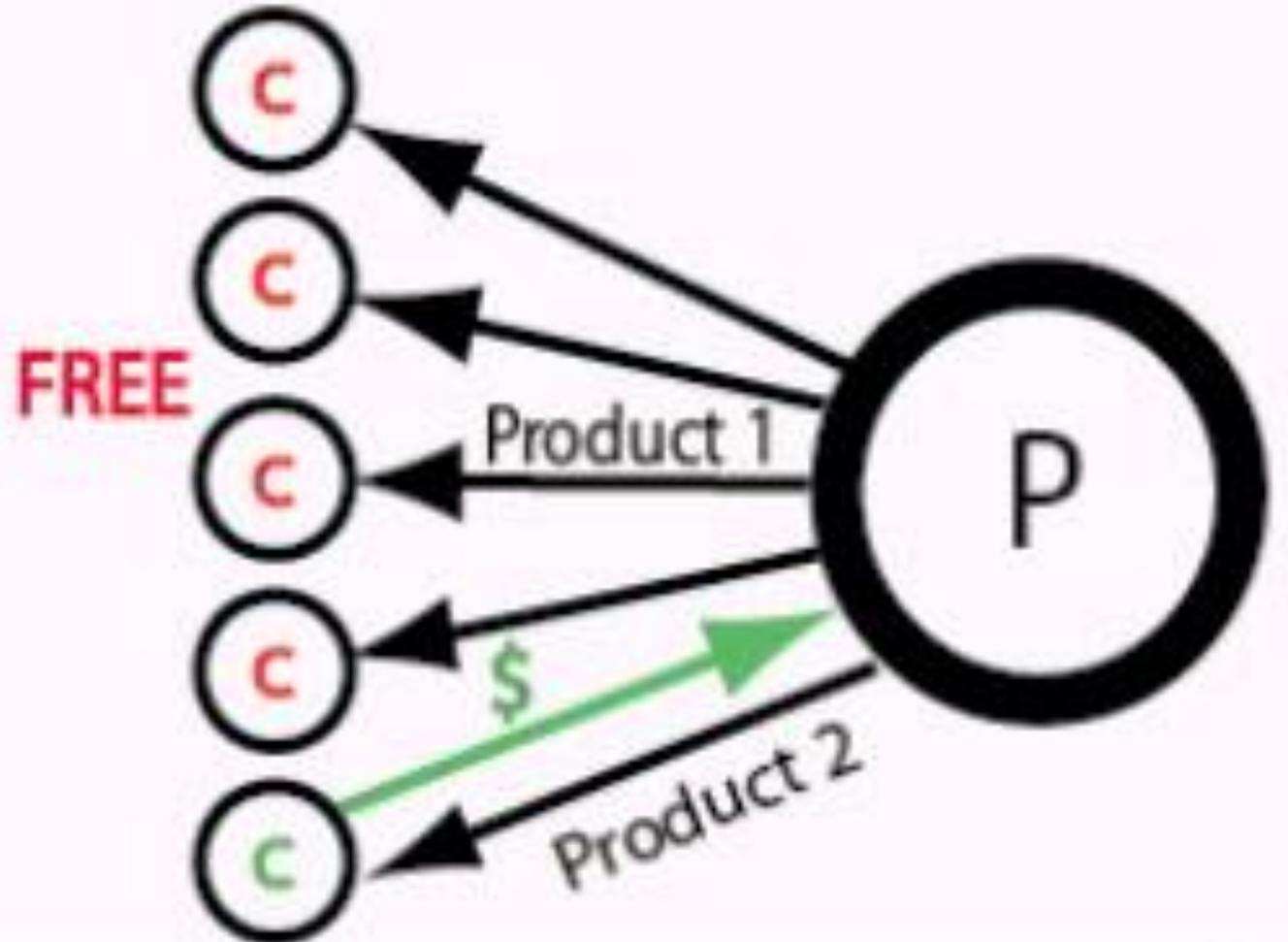
Is it the end of Freemium?

Are paywalls and subscription coming to rescue the human experience?



A great idea for whom?

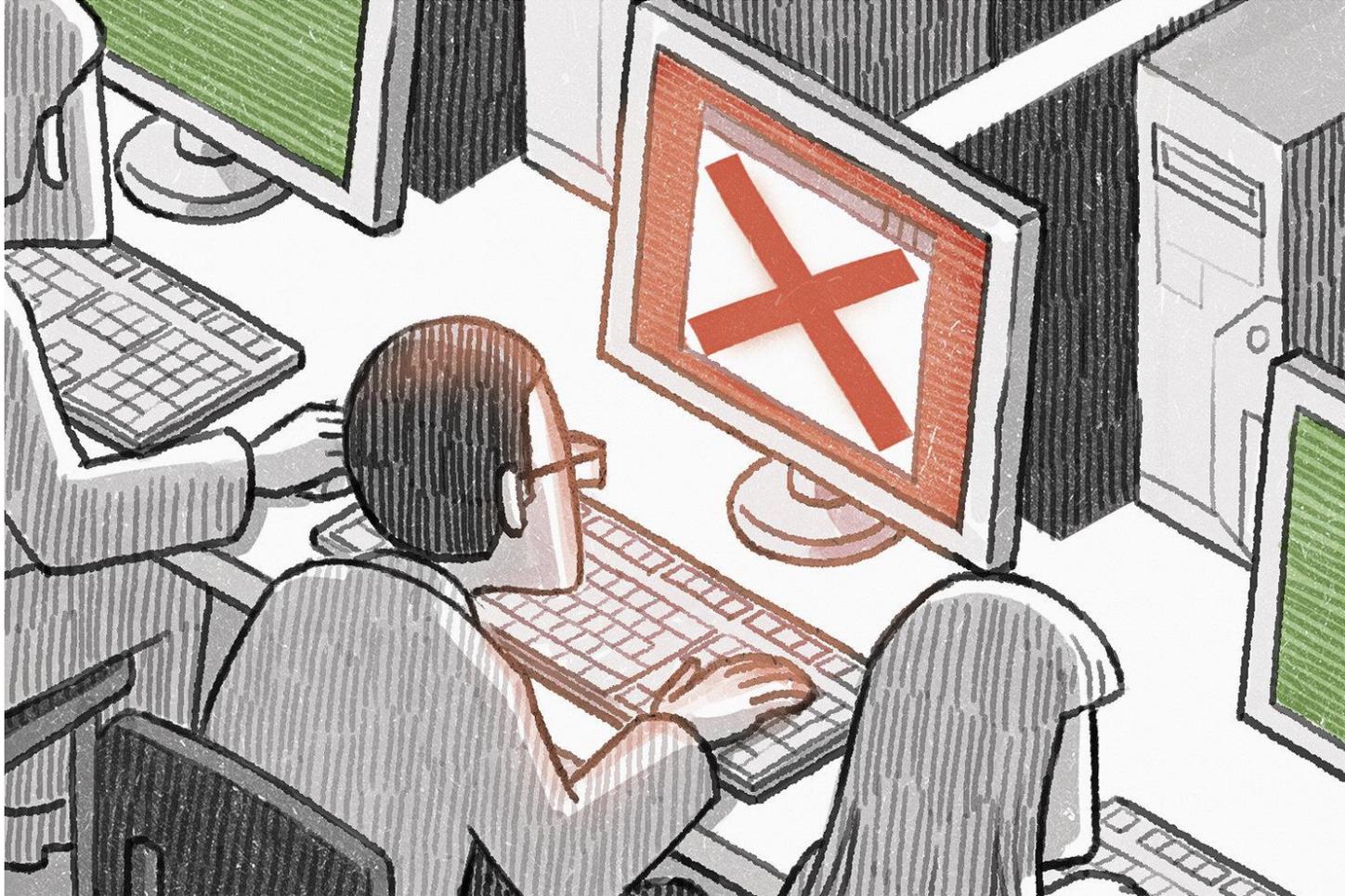
FREE 3
("freemium"; a few
people subsidize
everyone else)



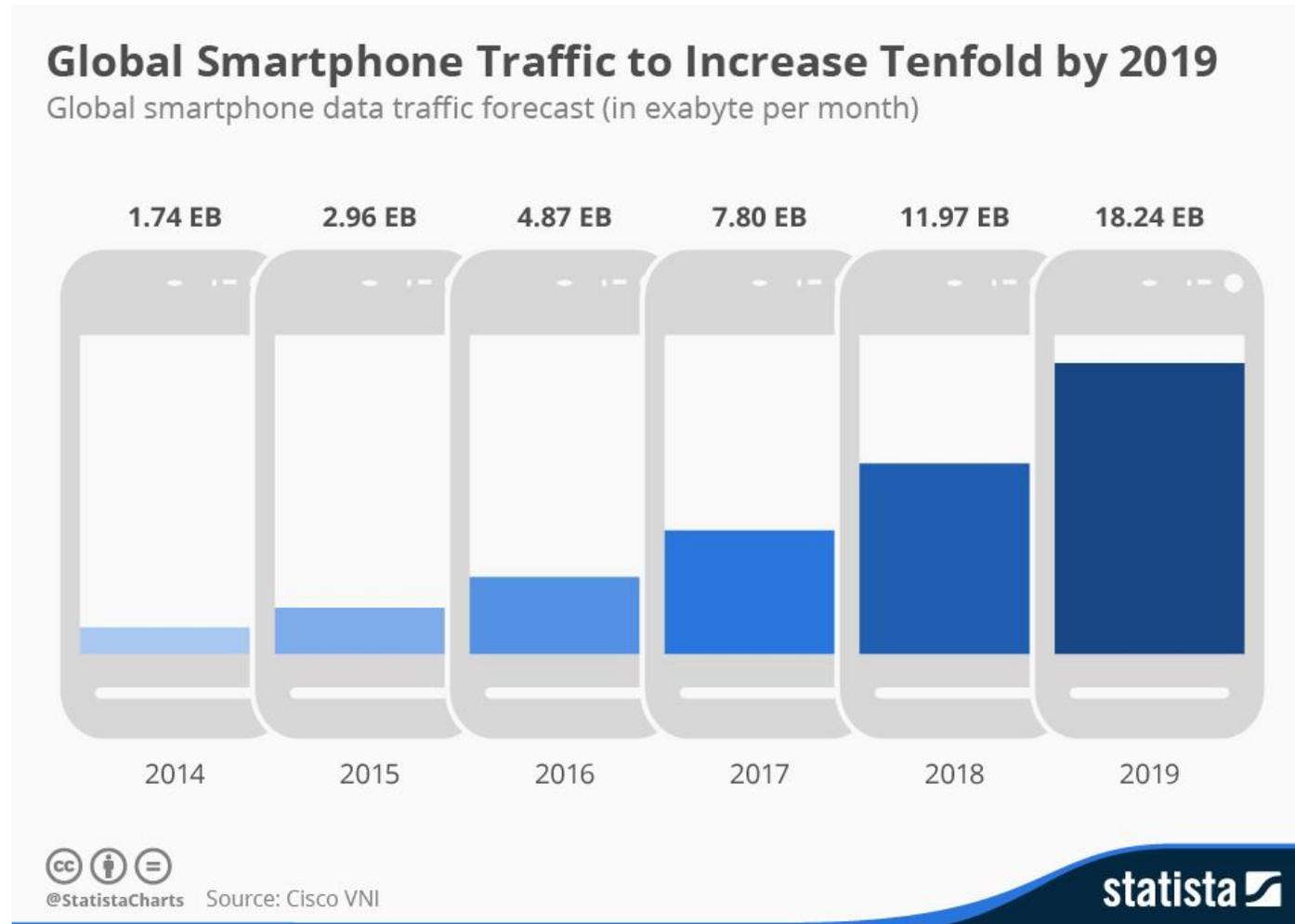




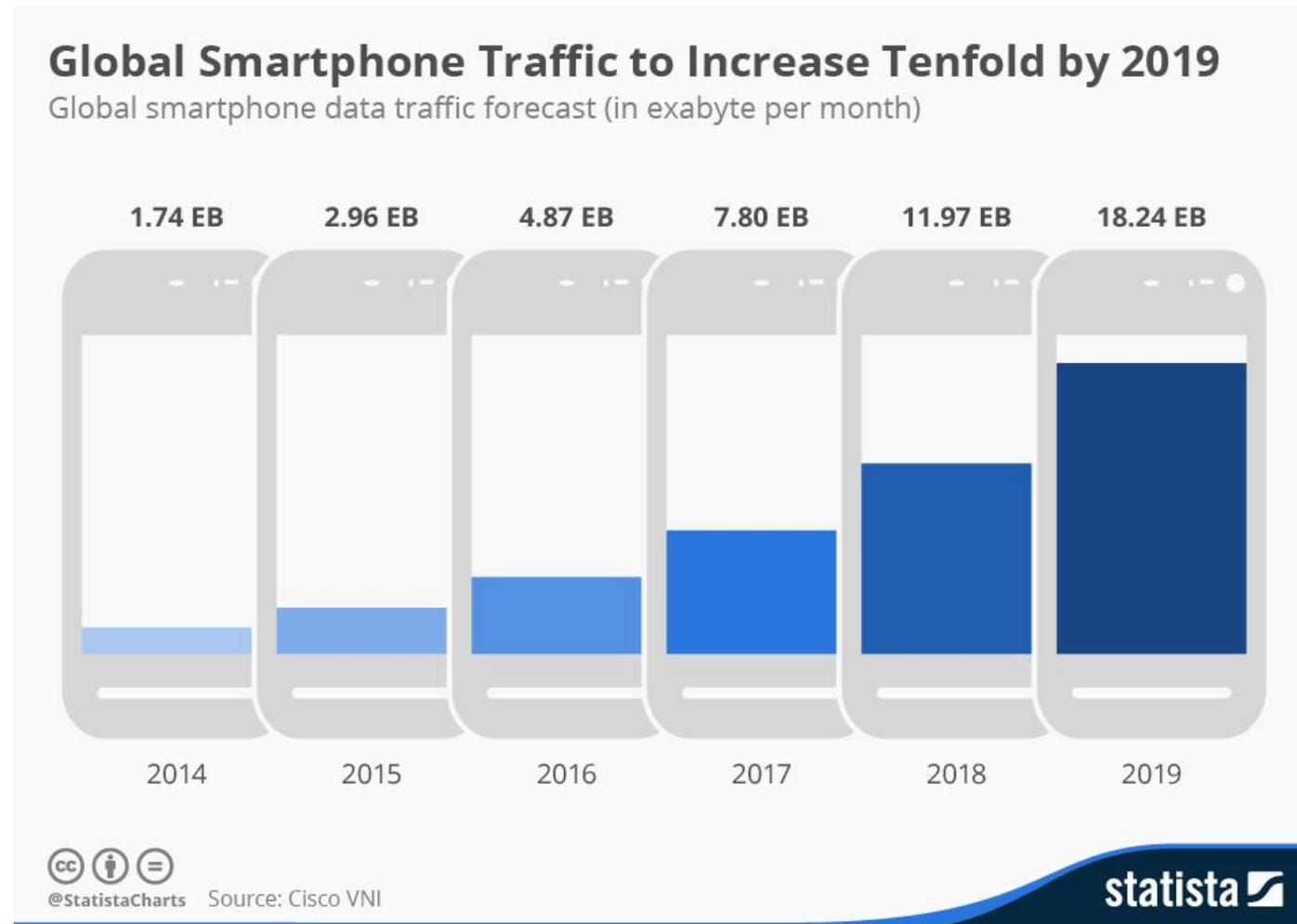
Ad Blockers Undermine Freemium



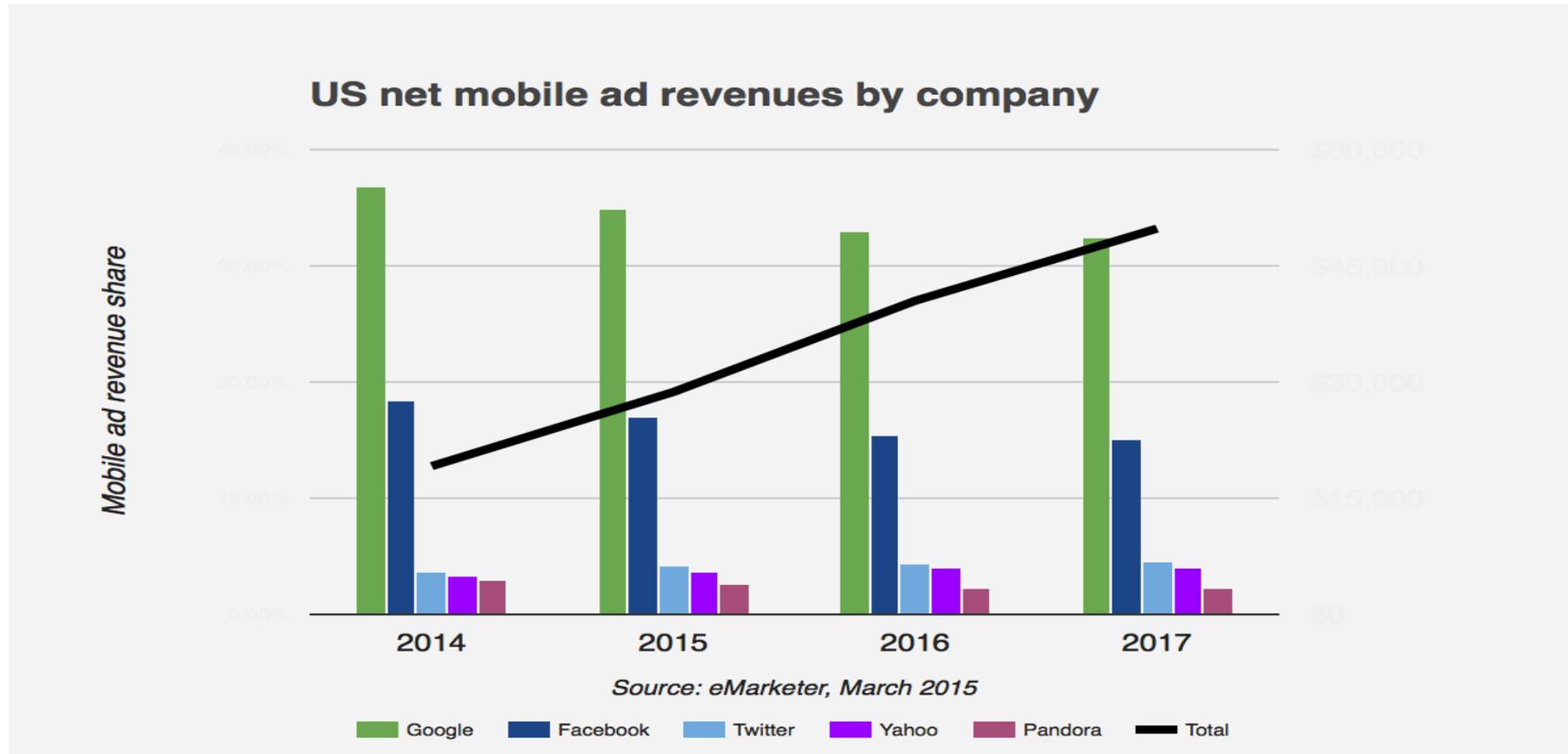
The Rise of Mobile Frustrates Freemium



The Rise of Mobile Frustrates Freemium



Most Mobile Spend goes to 2 players



Yet Publishers flock to content distribution

- Facebook Instant Articles
- Apple News
- Content Studios

Subscription-based media companies thrive

Netflix, Inc.
NASDAQ: NFLX - /

95.90 USD ↑ ()
Pre-market: 95.89 ↓ 0.00

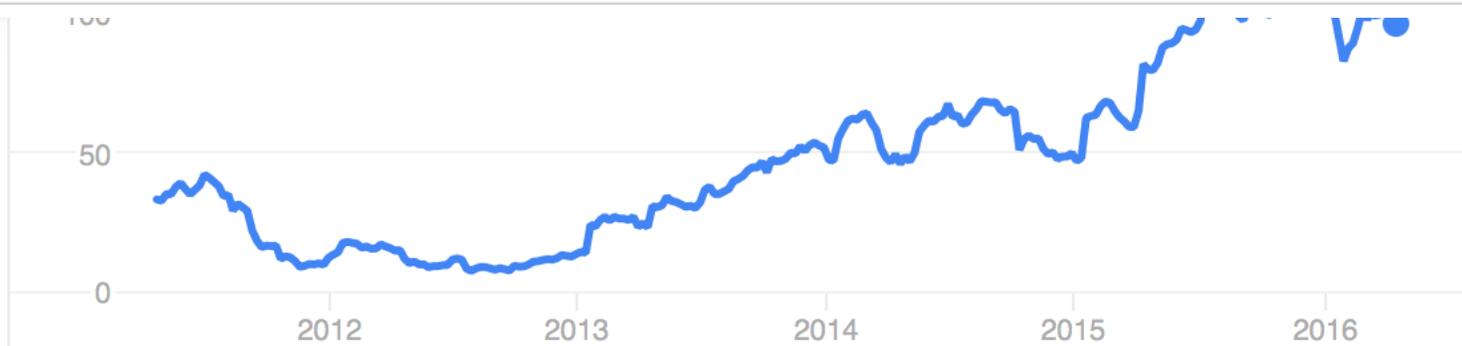
1 day 5 day 1 month 3 months 1 year 5 years max

Friday 24 July: The Financial Times grew revenues and profits in the first half of the year, driven by digital growth. Digital content revenues increased by double digits year on year, and content and services accounted for the greatest proportion of total revenues. Total circulation across print and online increased 9% year-on-year to 737,000, with digital subscriptions rising 14% to almost 520,000, lifted by the new access model offering paid trials.



Netflix Impresses Wall St. In 4th Quarter, Grows To 75 Million Subscribers

January 19, 2016 2:37 PM



While ad-supported media companies flail

BuzzFeed Misses Big on 2015 Revenue, Slashes Forecast By 50%: Report

MEDIA MEDIA INK

Mashable fires dozens of staffers in massive shake-up

By [Keith J. Kelly](#)

April 7, 2016 | 11:17pm



@davehendricks

Freemium = Anonymous?



Anonymous = Sub Prime?



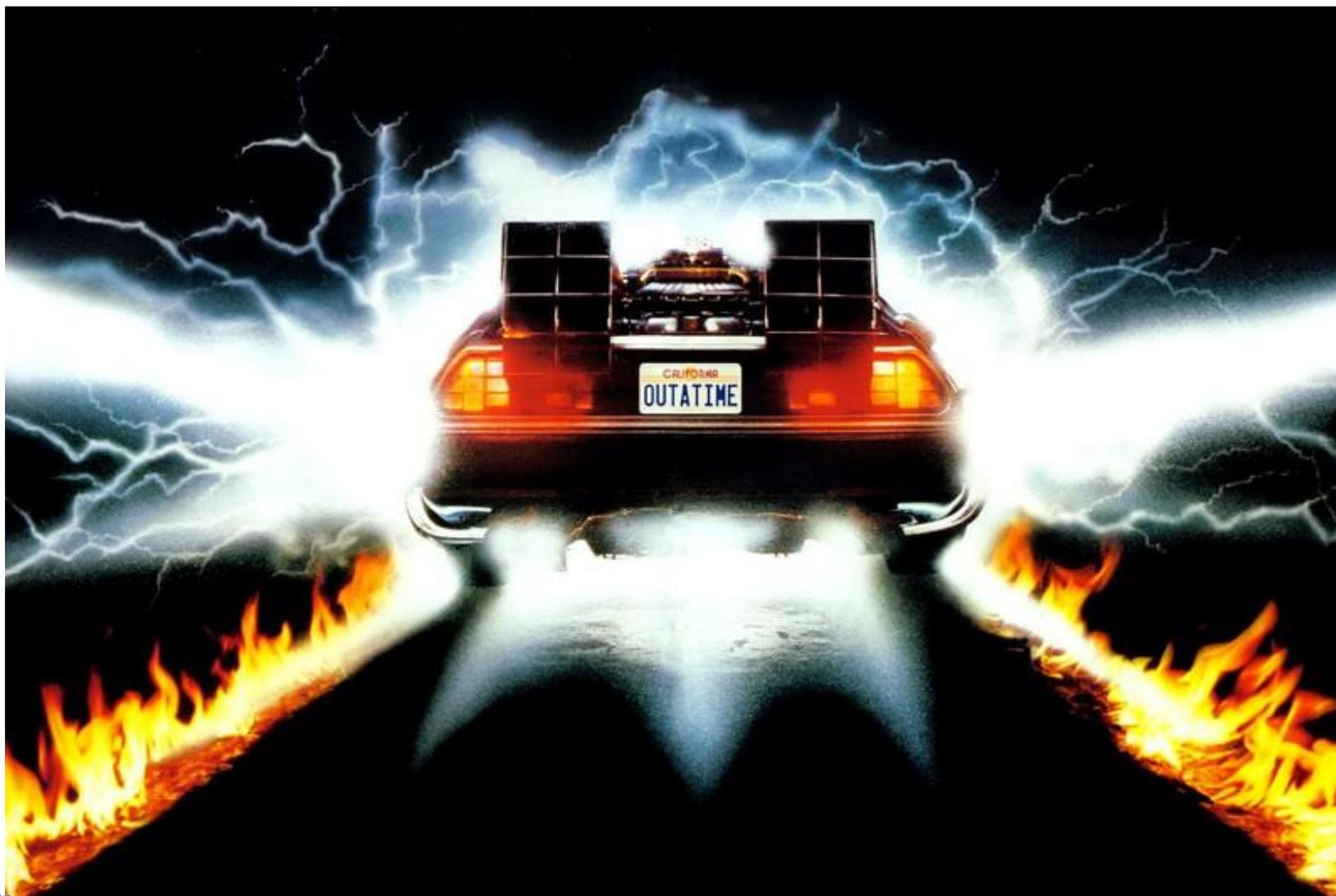
Sub Prime = Freemium Internet?



Are we 'over our skis'?



Back to the Future?



@davehendricks

Is there a path out of Freemium?



Human Engagement!

☰ SECTIONS 🔍 SEARCH

NYT NEWSLETTERS david.h.hendri... ⚙️



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Where the story ends, Insider begins.

Insider Learn more

Take a look inside The New York Times.

 ELECTION 2016

Long Rivals, Cruz and Kasich Team Up to Block Trump

By MATT FLEGENHEIMER and JONATHAN MARTIN
Senator Ted Cruz and Gov. John Kasich agreed to



The Opinion Pages

ROOM FOR DEBATE
Letting Felons Vote
Millions, mainly black, are disenfranchised by laws that bar those with criminal records from polling booths.



EDITORIAL
Virginia Rucks the Trend

OP-ED CONTRIBUTORS
Bad for Google, Bad for Everyone
By DAPHNE KELLER and BRUCE D. BROWN
Can Europe protect privacy without creating "splinternets"?



• **Blow: Clash of the Injured Titans**

veIntent

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Price <input type="radio"/> Monthly <input checked="" type="radio"/> Annual	£13.50 per week	£7.55 per week	£5.35 per week	£1.00 for 4 weeks
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Unlimited FT.com article access	✓	✓	✓	✓
Unlimited mobile and tablet access	✓	✓	✓	✓

reIntent

Does Subscription mean no Ad Tech?

HOME SEARCH

The New York Times

Shop the NYT Store david.h.hendri..

1 Cruz and John Kasich Coordinate Against Donald Trump



Bernie Sanders and Allies Aim to Shape Democrats' Agenda After Primaries



MEDIATOR In This Snapchat Campaign, Election News Is Big and Then It's Gone



Obama, in Germany, Urges Europe to Stand United



ISIS Targeted Cyberattacks Line of Coml



FOOTBALL

Johnny Manziel, a Human Cost to the N.F.L. Draft Machine

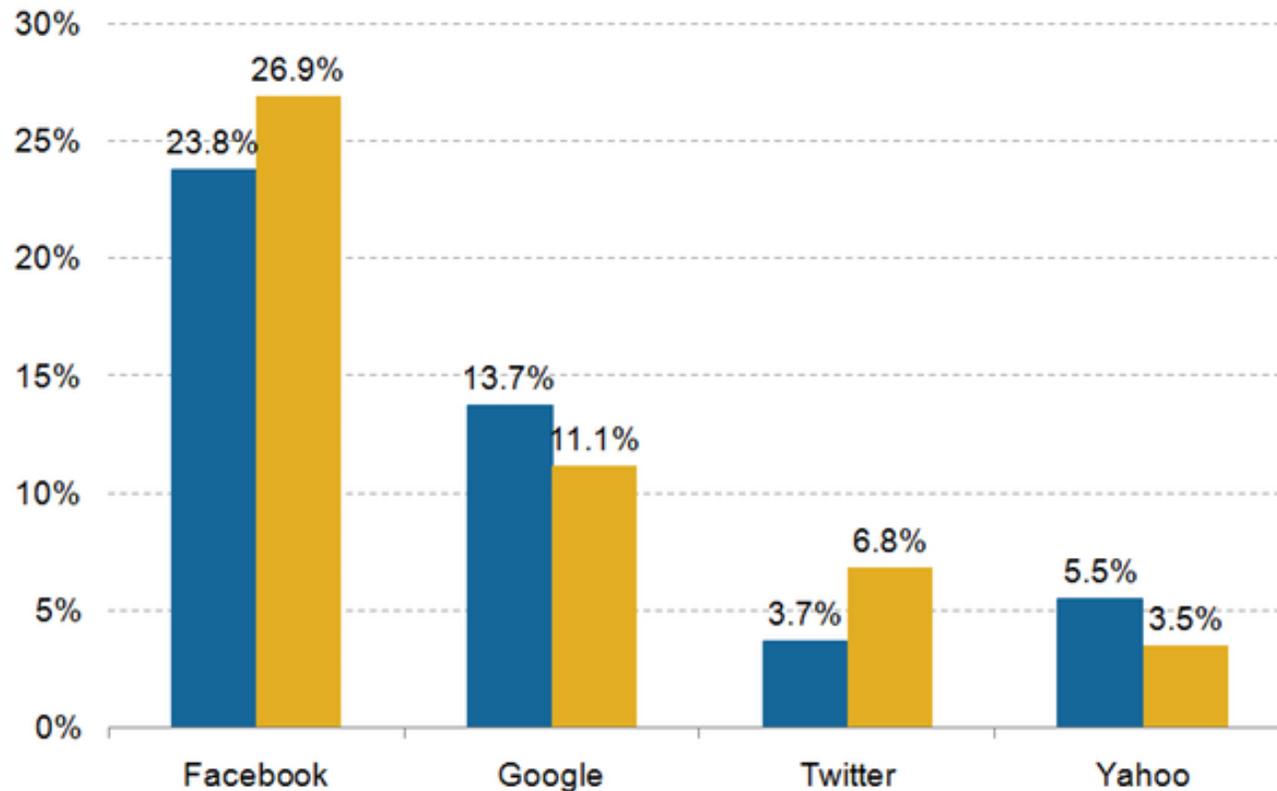
Football

BRANCH APRIL 24, 2016



Subscription = Login = Lock-in

US digital display ad market shares (2014 vs. 2017)



Subscription *enables* New Ad Tech Entrants!



ORACLE®



CRM data + Login = People Based Marketing



+



CRM Retargeting = People, brands + publishers



Using anonymised CRM data, LiveAudience allows Brands to reach THEIR Customers within the LiveIntent Platform via real time 1st party bid matching. [Salesforce launches Active Audiences](#)



People-based marketing is based on a form of consent that is similar to 'two-factor authentication. It doesn't work on Robots and it could fix the relationship between people, publishers and brands.



People-based Marketing can solve for Freemium



Dave Hendricks, Managing Director LiveIntent

