



Does the funding revolution mean different content?



Outline



The funding revolution in the media industry



Negative impact on content quality



Example of inclusive revenue models



How to balance innovation and quality?

The funding revolution in the media industry



- The past decade has seen significant changes in the way media companies approach content creation, distribution, and monetization.
- Rise of digital advertising and decline of print advertising revenue have led to the funding revolution in the media industry.

Changing revenue models

The rise of subscription models

- Advertising was the primary source of revenue for media companies in the past.
- The advertising landscape has changed in the digital media era, leading to the rise of subscription models where readers or viewers pay a monthly fee to access premium content.
- Subscription models help to diversify revenue streams and reduce dependence on advertising.



Driving innovation

New formats and distribution channels

- Media companies have had to find new and creative ways to attract and retain audiences in the digital age.
- This has led to the development of new formats, such as podcasts, video content, and interactive experiences, as well as new distribution channels, such as social media and mobile apps.
- These innovations have helped to keep audiences engaged and attract new viewers and readers.

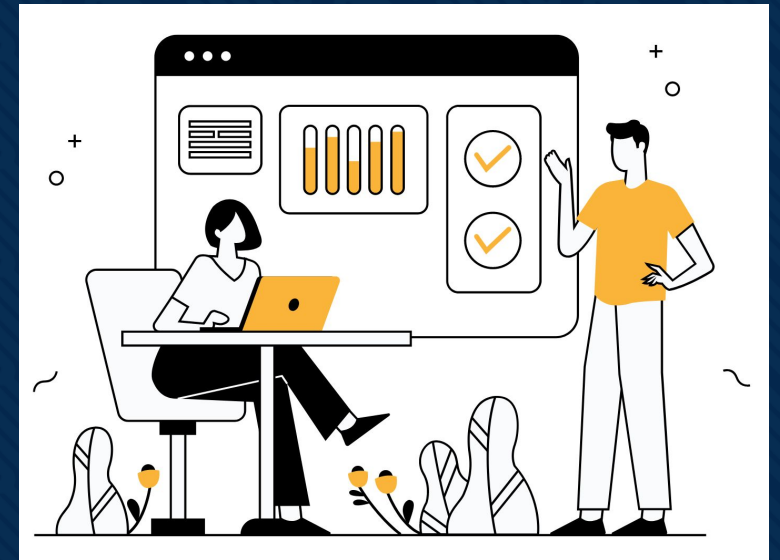


Negative impact on content quality

Quantity over quality

The drive for innovation and new revenue models can have negative effects on content quality:

- Media companies may become more focused on quantity over quality as they try to monetize their content.
- This can lead to a proliferation of low-quality content designed to attract clicks and generate revenue rather than provide valuable information to the audience.



Negative impact on content quality

Narrowing of content

- Subscription models may lead media companies to create content that appeals to a specific niche or demographic rather than broader topics.
- This can lead to a narrowing of content and a reduction in the diversity of voices and perspectives represented in the media.



Negative impact on content quality

Narrowing of content

News industry leaders are worried that subscription models may limit the access to the news:

- Almost half of news leaders (47%) surveyed by the Reuters Institute for the Study of Journalism in 2021 said they were worried that subscription models may “super-serve” richer and more educated audiences.

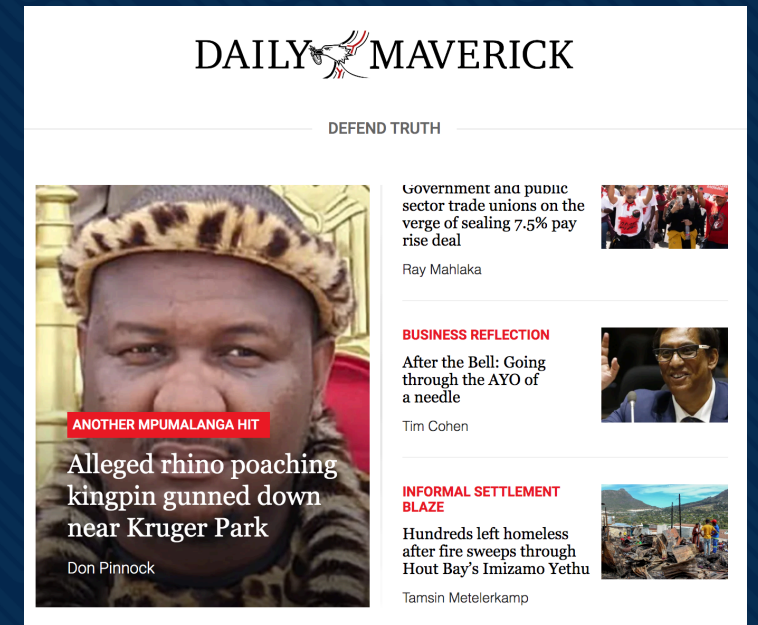


Inclusive models

Ethical approaches

Some media outlets set an example of ethical approach to ensure news produced by news organizations is not just for those who can afford the entry fee.

- South Africa's Daily Maverick rejects paywalls and offers reader-supported model where audience members can choose how much they want to contribute to support the news outlet.
- Such inclusive models can help media outlets maintain their commitment to quality journalism while also diversifying revenue streams.



Balancing innovation and quality

Prioritizing quality over quantity

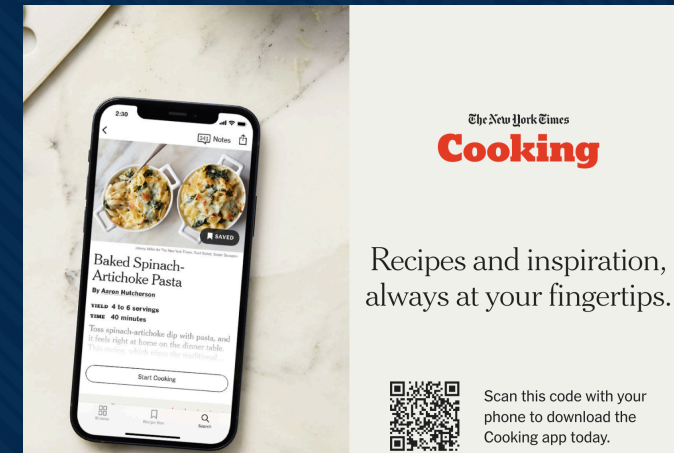
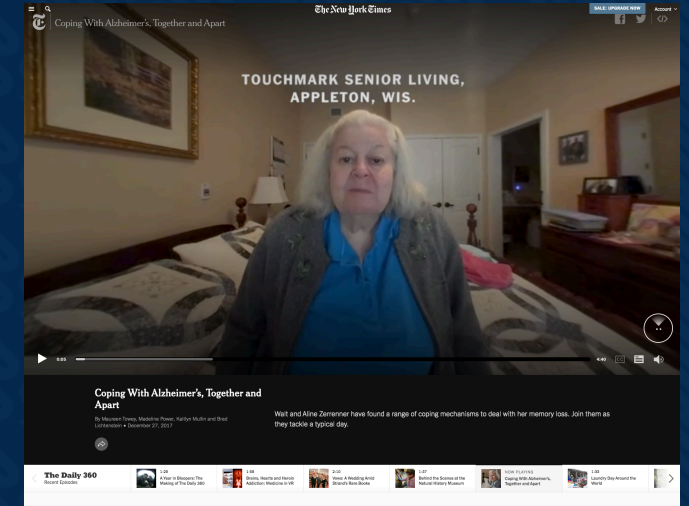
- Media companies must find ways to prioritize quality over quantity while still finding new and creative ways to generate revenue.
- Creating valuable and informative content should be the priority rather than just attracting clicks or subscriptions.
- Investing in new technologies and platforms can allow media companies to reach new audiences and monetize their content in innovative ways.



Balancing innovation and quality

Example of The New York Times

- The New York Times has successfully balanced innovation and quality in content.
- The Times has invested in new digital products and platforms, such as the NYT Cooking app and The Daily 360.
- The Times has also maintained a commitment to quality journalism, with a focus on in-depth reporting and investigative journalism.



Summary

Benefits and challenges of the funding revolution

PROS:

- The funding revolution has brought about many positive benefits, such as new revenue streams and increased innovation.
- Media companies have been able to attract new audiences and generate revenue in innovative ways.
- The digital age has provided new opportunities for media companies to thrive and remain relevant.

CONS:

- Media companies may prioritize quantity over quality.
- Revenue models (for example, membership, subscriptions) can limit access to the news.

**Thanks for learning about how funding
revolution in the media industry influences content!**



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