

local media: the digital challenge

- /. different biz models, same issues
- /. advertising: lessons learned
- /. subscription: lessons learned
- /. what's next?

local & digital / KEY ISSUES

Advertising

Subscription

Customers



Market Size



Skills / People



Scalability



Lessons learned / ADVERTISING

- /. direct sales: restless product development
- /. indirect sales: time&skills to master chaos
- /. content is king, still (but must be different)
- /. learn how to drive traffic (seo, social)

lessons learned / SUBSCRIPTION

- /. it's all about data!
- /. flexible tools to create new offers
- /. handle carefully promo to add new subs
- /. master CRM to increase ARPU

local & digital / WHAT'S NEXT?

/. digital vs. traditional revenues dilemma

/. what diversification?

/. keep looking around...

Grazie!

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