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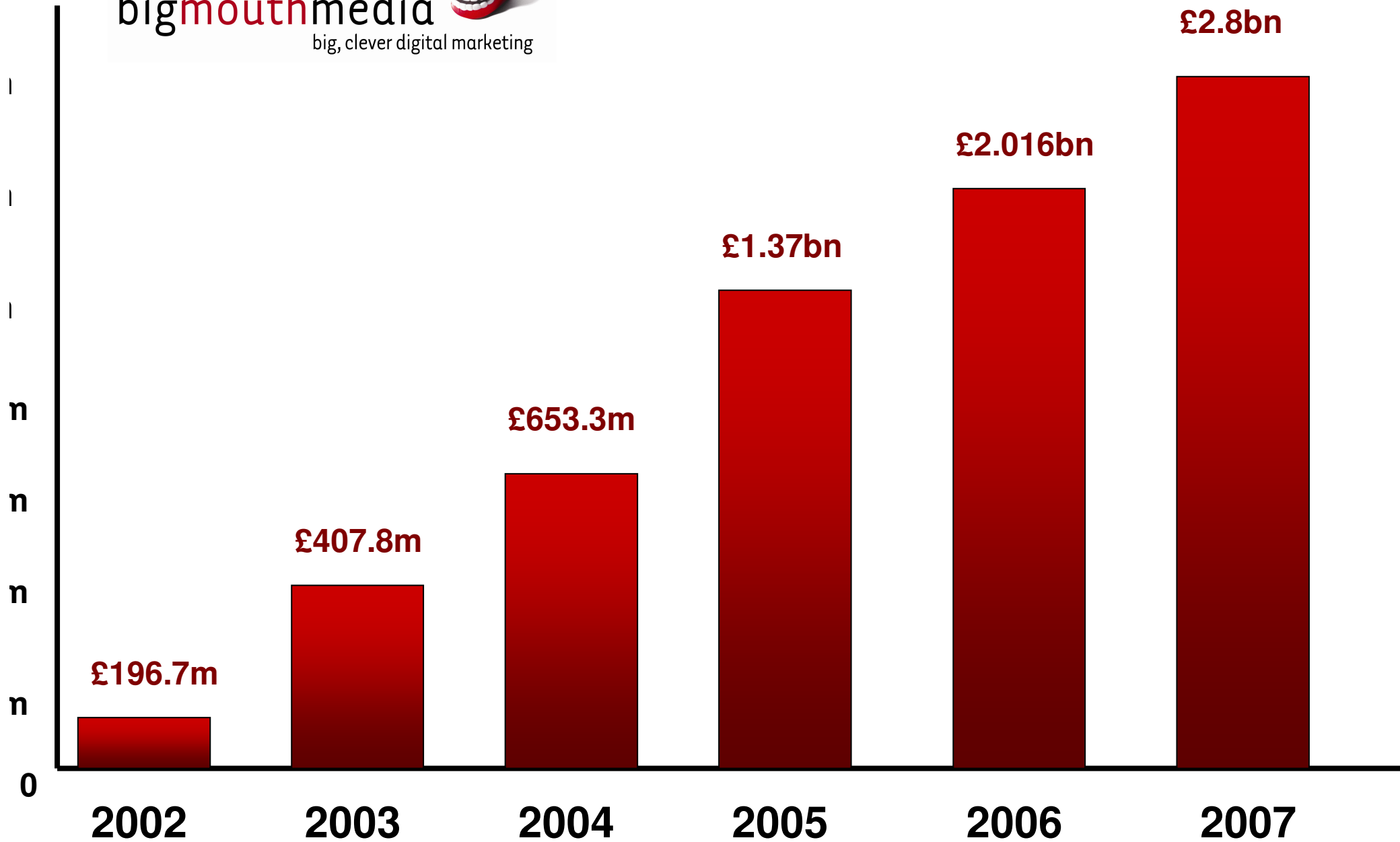
big, clever digital marketing

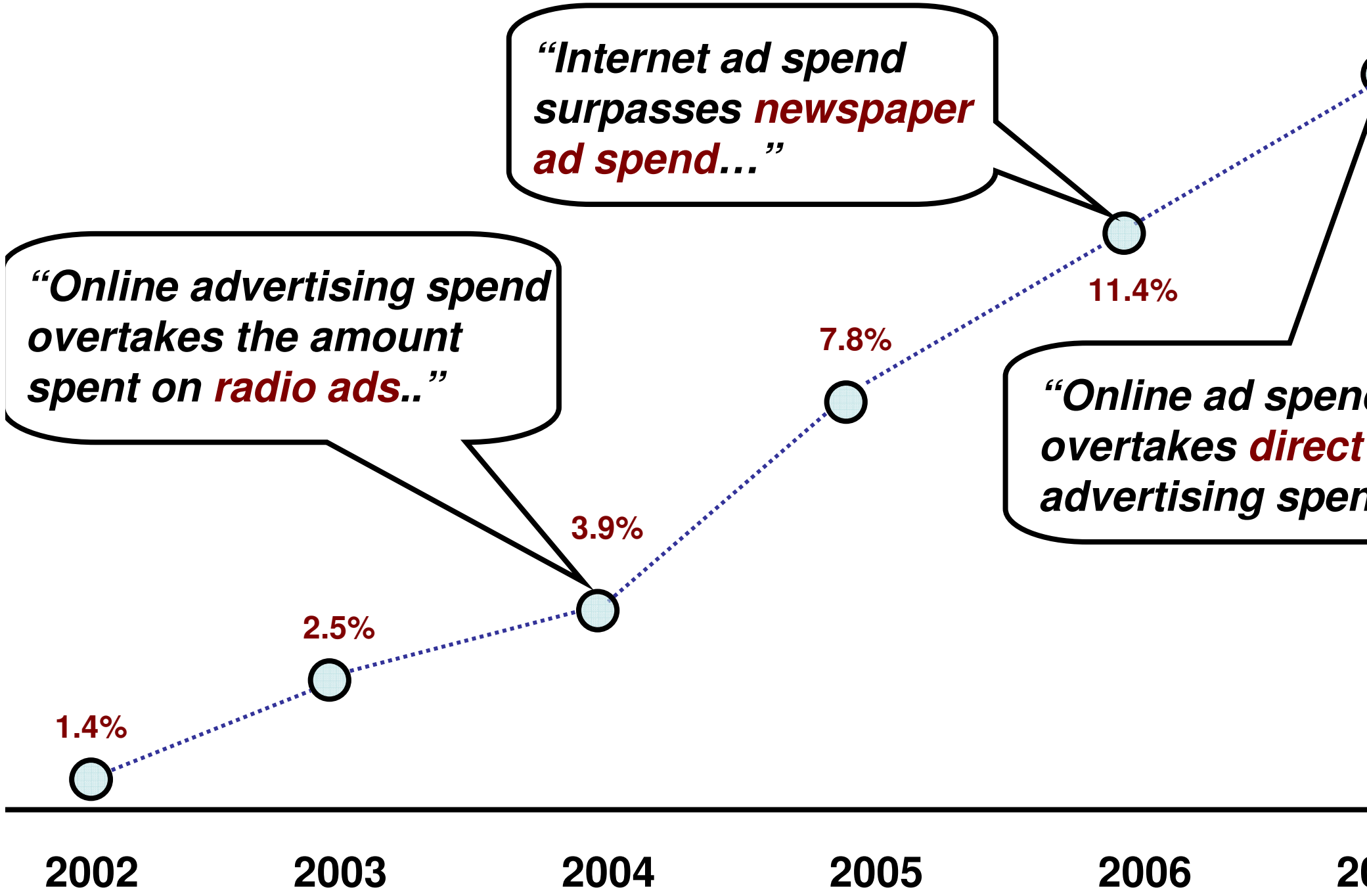
**How the internet has changed the
way newspapers think.**

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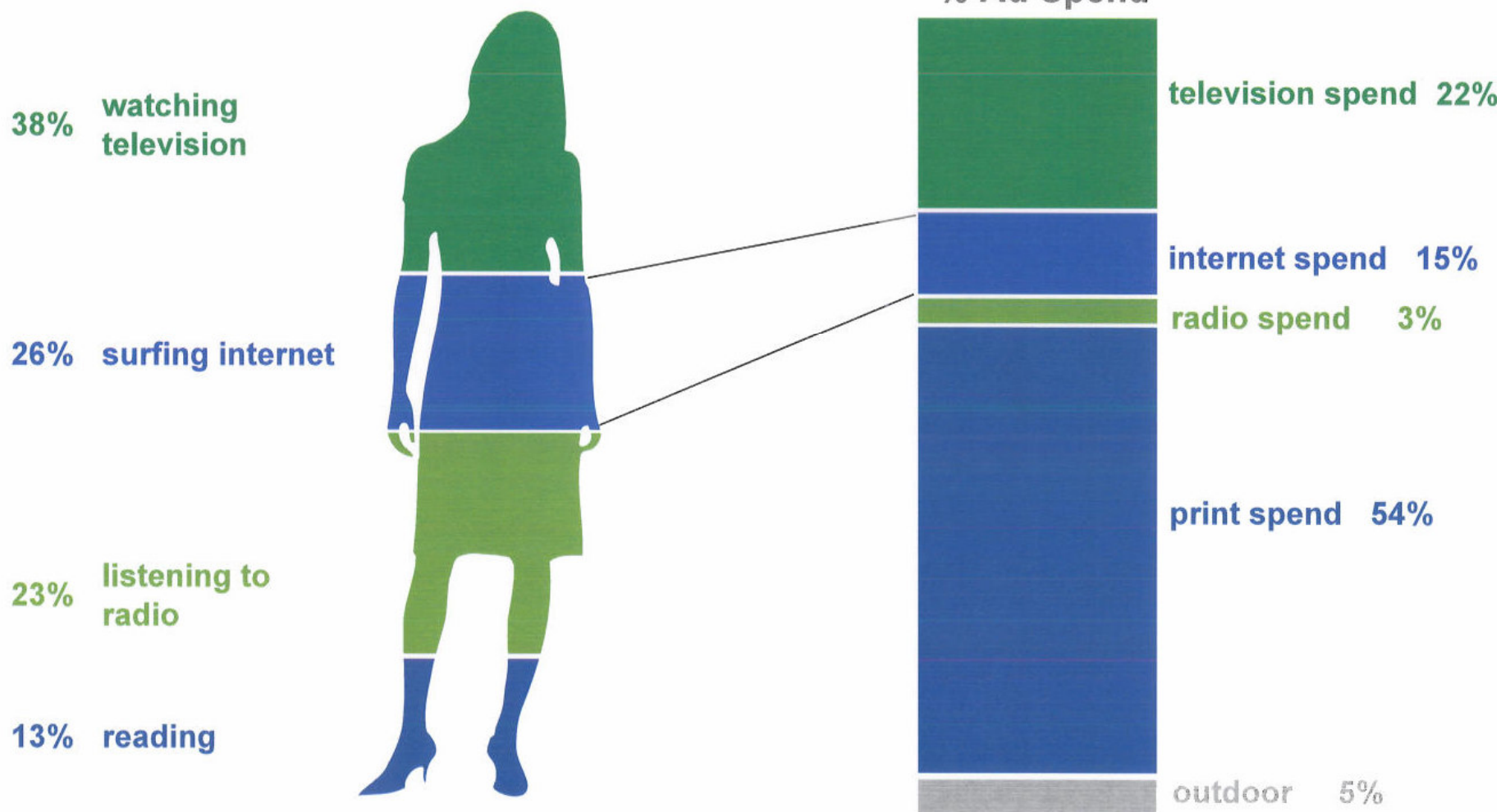




Media Consumption

Media Consumption (% hours/week)

Total UK advertising market
£9.1bn (H1 2007)



How we receive how...

The Growth of Search

Search marketing, covering SEO and PPC, accounts for the largest proportion of online marketing spend

- ▶ 61 billion searches conducted globally in August 2007
- ▶ 91% of all web users use a search engine
- ▶ Advertisers spent £2.8 billion on online advertising in 2007
- ▶ In the UK, internet advertising is accelerating **nine times faster** than the entire advertising sector
- ▶ Online advertising is set to overtake TV advertising by 2009
- ▶ Online ad spend is forecast to hit \$11 billion globally by 2010

Drivers of Growth

- ▶ Increased broadband / wireless penetration
- ▶ 85% of UK internet users are now on a high speed connection
- ▶ Increasing amount of time being spent online
- ▶ YouTube, Sky Plus, BBC iPlayer – watch what you want, when you want
- ▶ Improved online tracking & analysis – more accountability
- ▶ Improved demographic targeting



You Tube
Broadcast Yourself™



Drivers of Growth

- ▶ Search engine interfaces – Google universal / blended results

The content dilemma for publishers

- › Users now expect everything immediately, for free, on their space
- › The printed newspaper is immediately out of date
- › The way people digest news has changed; a daily newspaper read is not enough
- › Search engines don't like it when publishers withhold content

Getting your journalists on board

- › Journalists have large egos!
- › Journalists will ask why they can't see their story on Google
- › Some newspapers send round internal emails with best read story
- › Headlines must capture the eye of the search engine
- › Archiving is essential
- › Content hubs around 'hot topic' news – Enron

Realising the web is 'social'

- › Your traffic from social networks, communities and 3rd party sites is crucial
- › Social news sites can have massive impact on web traffic
- › People want to bookmark and share easily
- › Search engines are also making it easier with customised homepages
- › User generated content – people want to contribute



The web and print can work together

- › Your brand is NOT a single proposition
- › Both can be used to promote each other
- › Providing a new medium for advertising revenue
- › So much more you can do with the website:

Final Thought

New York Times

- *“I really don’t know whether we’ll be printing the New Times in five years, and you know what? I don’t care. The internet is a wonderful place to be and we’re leading there”*

– Arthur Sulzberger. Owner & Chairman

Now you do the talking...

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