

Get ready for

**LOCAL
MEDIA**  3.0

2024 NYPA/NENPA
Publishers' Conference

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Background Guy

Media

Macworld Magazine
Ziff-Davis Publishing
The New York Times
Calkins Media
Gatehouse (Gannett)
Editor and Publisher

Media Technology

Newsstand/LibreDigital
Calkins Digital (CTV)
WideOrbit (Local TV)

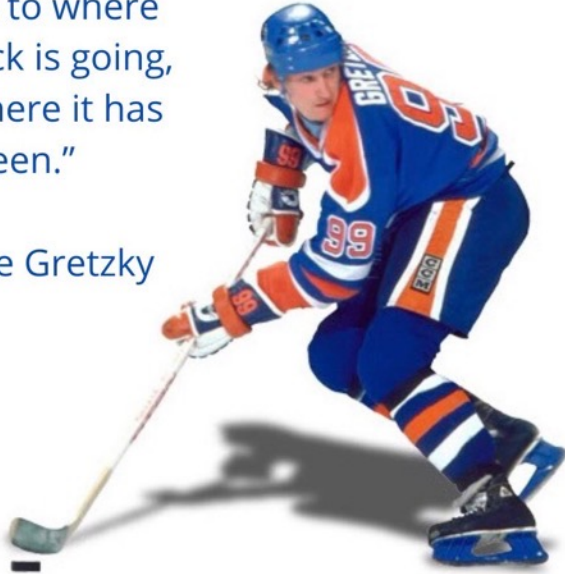
Responsibilities

Research/Analytics
Strategic Planning
Subscriber Acquisition
Marketing
Business Development
Product Management
Tech Evangelist

“Gretzky” Metaphor for Innovation

“Skate to where
the puck is going,
not where it has
been.”

~Wayne Gretzky



3 Steps to Innovation

- Pattern recognition
- Determining the probability of outcomes
- Execution

Evolution of Local Media

Local Media 1.0

Before 2005

- Enormous revenue and audience growth
- Infrastructure moats
- Unfragmented, loyal audience reach

Local Media 2.0

2005 - 2020

- Freefall in audience and revenue
- Audience fragmentation and new consumer behaviors
- “Bad” business models and KPIs

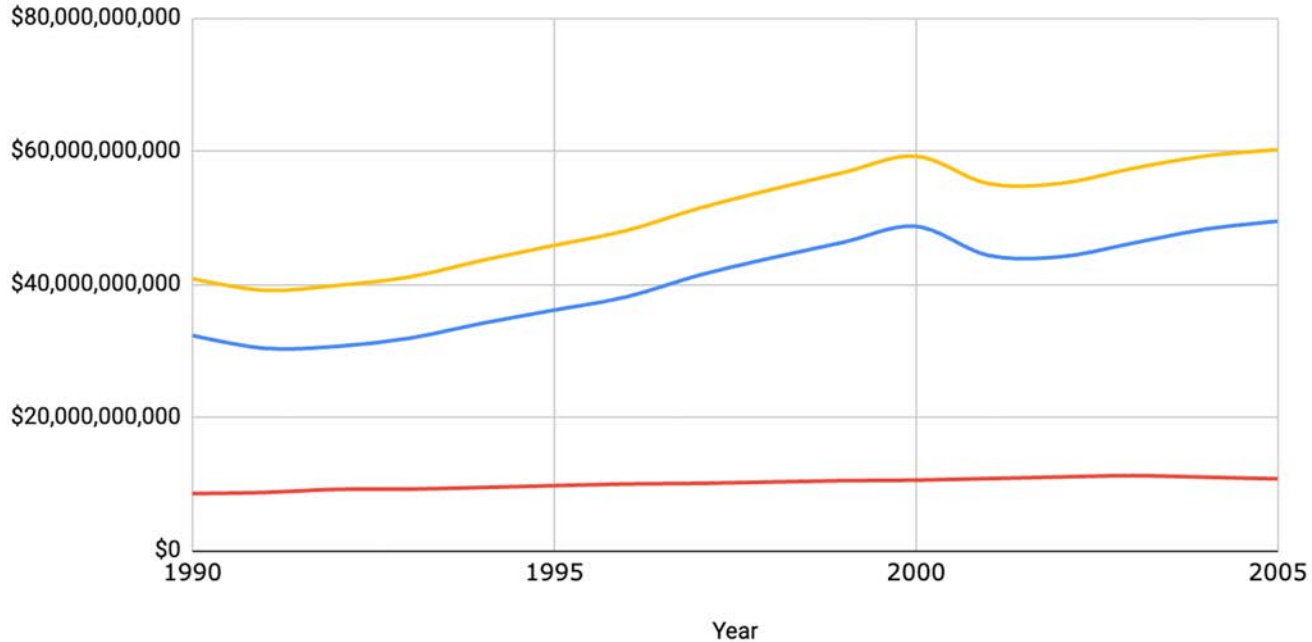
Local Media 3.0

Now

- No moats or swim lanes
- AI reduces expenses and talent gaps
- The pandemic changed all the rules
- New value creation models – new moats

Local Media 1.0

US Newspaper Advertising, Circulation and Total: 1990 - 2005



Source: Pew Research Center

— Advertising — Circulation — Total

Why was 1.0 successful? What we learned!

Super-served small loyal audiences

Trusted source of local news and information

Syndicated

- International/National/Regional News
- Comics/TV/Stocks/Weather/Scores/Movies/Horoscopes

User Generated

- Classifieds/Marketplaces/Obituaries /Events Listings

Original

- Local News/Opinions
- Restaurant Reviews

Value exchange for readers and local businesses

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Questions for the 1.0 publisher?

What is your product?

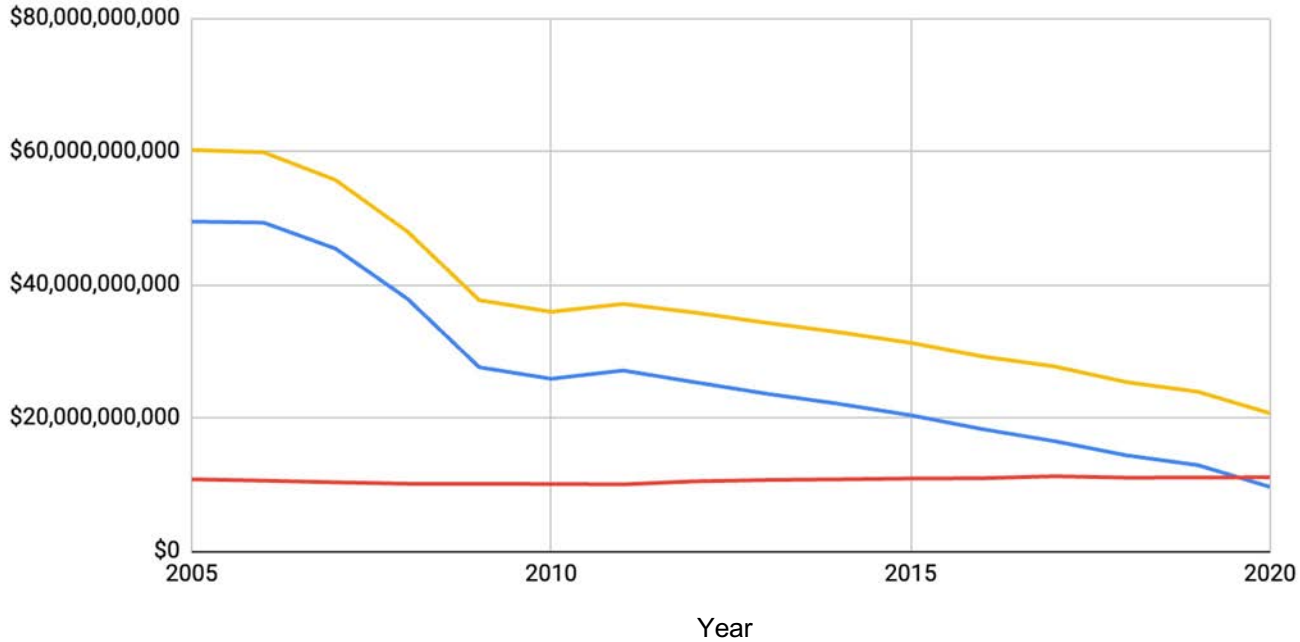
The Newspaper?

Who is your customer?

The Reader?

Local Media 2.0

US Newspaper Advertising, Circulation and Total: 2005 - 2020



Source: Pew Research Center

— Advertising — Circulation — Total

Why was/is 2.0 unsuccessful? What we learned!

Fragmentation of media consumption

Strategy to chase scale - PVs at any cost

Media companies engage with <1% of local businesses

Emergence of digital platforms

Digital supply went to infinite



Digital Platforms/2.0 Media Company Comparison

	Digital Platform	2.0 Media Company
1st party data	All users known	Small percentage of users known
Addressability	All users addressable/ Audience segments created from behavioral data	Few users easily addressable
Content Strategy	User/System generated content at little/no cost	Original/Syndicated content at high cost
Monetization	Low-friction/Self-service ad portals/Agency resellers	High-friction/Direct sellers/Rep firms

Question for the 2.0 publisher?

What is your product?

The Audience!

Who is your customer?

The Advertiser!

Local Media 3.0

Super-serve communities – Be the community nexus

Data is the new oil

Trust is the new gold

Your audience is the product!

Understand, embrace and adopt AI – your new competitor is!

Principles of 3.0

Content

- Curation over creation
- Aggregate community data
- Localpedia – people, places, things in your community
- User generated content – free events, jobs and marketplace listings
- Omnichannel publishing – publish to multiple platforms

Advertising

- Solutions for as many local businesses as possible, beyond an ad
- Low friction sales process
- Omnichannel selling

Community Data Examples

- Local Events
- Local Restaurants
- Community Profile Data
- New Business Starts
- Births
- Deaths
- School Comparisons
- Voting Records
- Political Candidates
- Roadwork
- Public Auctions
- Emergency Services Information
- Public Offices and Locations/Contact Information
- Amber Alert
- Crime/Arrests
- Sex Offender Registry
- Public Safety Events
- Business Directories
- Real Estate Records

Principles of 3.0

Audience

- All users (known and unknown) managed
- Segmentable by behavior
- Addressable
- 1st party data strategy

Infrastructure/Operations

- Automate
- AI Agents
- Use modern technology stack

Case Study (I): Advertising + Content

Iliffe Media – 4th largest regional media group in the UK

Metrics: 1.5 million social media followers, 650,000 newspaper readers, 6,000,000 website visitors across 37 titles.

Core Principle: total media reach – no “cherry picking” of “print-only”

Revenue model: High Quality Bundles + Ads as Local Content

- Monetize the existing 10% local advertisers from print
- Reach Out to the “lost” 90% via tech + AI + lead nurturing
- Build the best local company profiles on the web to rank in SEO



“ We see that Smart Ads brings significant new advertising opportunities to local SMBs. The market adoption by sales teams, users, and advertisers is great, and we reached 100+ new ads per week within 20 days of launching the first title.”

Ricky Allan, Chief Revenue Officer at Iliffe Media Group

Case Study (I): Advertising + Content

Monetize the loyal
10% from print

SmartAd Solutions

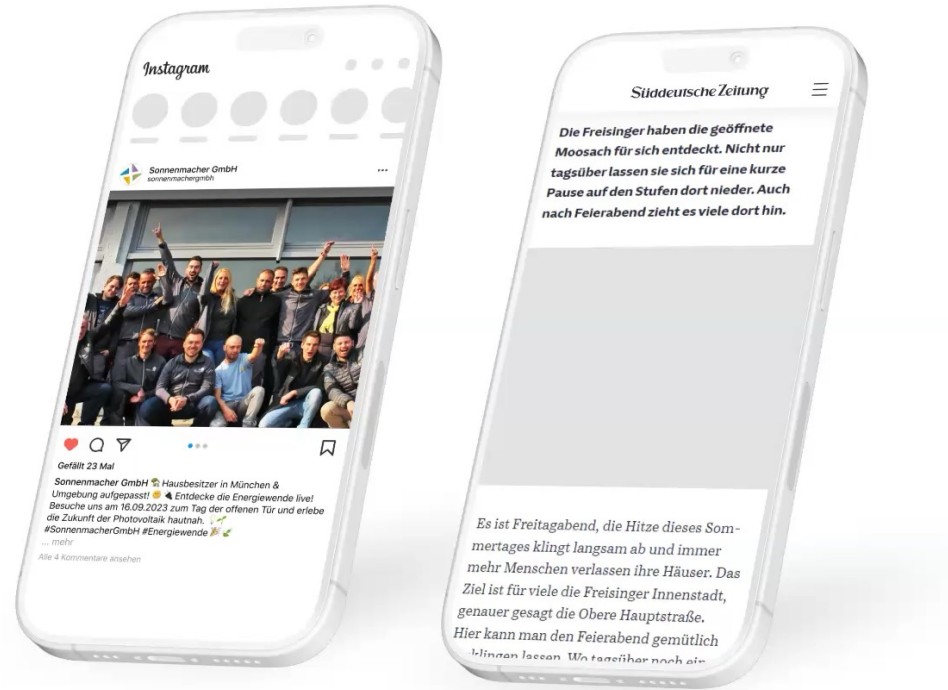
Create eye-catching digital ads and a landing page from a printed ad



Case Study (I): Advertising + Content

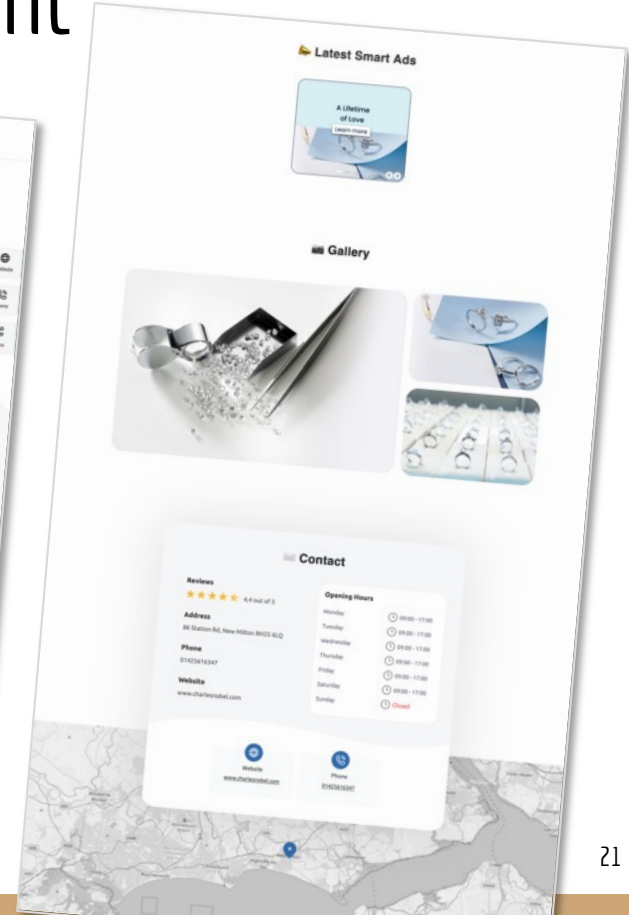
Reach Out to the “lost” 90%
via tech + AI

+ professional lead
nurturing



Case Study (I): Advertising + Content

Build the best local
company profiles
on the web
to rank in SEO



Case Study (I): Advertising + Content

Build the best local
company profiles
on the web
to rank in SEO



About 1,310,000 results (0.32 seconds)

Cordell Carpet
<https://www.cordellcarpet.ca>

Cordell Carpet & Interiors
Cordell Carpet and Interiors is your Haliburton, Ontario source for home interiors including Benjamin Moore Paints, Hunter Douglas Custom Blinds and more.

<https://www.cordellcarpet.ca/featured-products>

Featured Products - Haliburton - Cordell Carpet
Our collection of products highlights will let you learn all about what is new and what we think will really impress you.



Images for cordell carpet

urban barn window coverings haliburton ontario



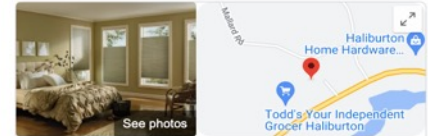
View all →

thehighlander.ca
<https://marketplace.thehighlander.ca/store/cordell...>

Cordell Carpet – Products - The Highlander's Marketplace
Cordell Carpet, a signature Benjamin Moore store, specializes in home interiors. With complimentary estimates and helpful staff to answer all your home, ...

Instagram
<https://www.instagram.com/cordellcarpet>

Cordell Carpet (@cordellcarpet) • Instagram photos and videos
We Always Look To Promote Local Business At Cordell Carpet. If You're A. We Are Looking For A New Energetic Friendly And Responsible Team Member To Join Us ...



Cordell Carpet

Website Directions Save

4.6 ★★★★★ 13 Google reviews

Flooring store in Canada

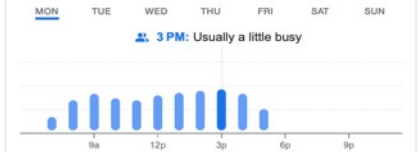
Service options: In-store shopping · In-store pick-up · Delivery
Address: Beer Store Plaza, 25 Hops Dr, Dysart et al, ON K0M 1S0, Canada
Hours: Closed · Opens 7:30 AM Tue -
Phone: +1 705-457-2022
Province: Ontario
[Suggest an edit](#) · [Own this business?](#)

Questions & answers

See all questions (3)

Ask a question

Popular times



Reviews from the web

Case Study (II): Lean Publishing 3.0

Podnews.net – Podcasting industry B2B, single-page media company

Metrics: 32,312 newsletter subscribers, 1.6 million page views and 77,235 podcast downloads past 30 days

Content model: 100% curated, no original content

Revenue model: Advertising and sponsorships

- Premier sponsorship, 2 secondary positions (Direct sold)
- Classified – Self-service
- Sponsored content, custom campaigns

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Case Study: Publishing 3.0

Low-friction Sales Processes

- Self-service classified ads
- Patreon-sourced sponsorship tiles
- Self-service free events and jobs listings

Podcasting conferences, webinars and virtual events

Podcasting's biggest, free, events board - reaching more than 31,861 newsletter subscribers every weekday.

Add your event

July 2024

17 Proactive Mental Wellness for Entrepreneurs & Creators with Christina Broderick-Royce

- 📅 Wednesday July 17 7:00pm to 8:00pm EDT
- 📍 By Boundless Audio Network
- 🆓 Free event
- 📺 Online - starts July 17 4:00pm GMT-7

18 Audio Edge Melbourne

- 📅 Thursday July 18 9:00am to 11:00am AEST
- 📍 By CRA
- 🆓 Free event
- 📍 Melbourne, Victoria, Australia

Integrating Podcasting into Your Entrepreneurial Process Pt 2

- 📅 Thursday July 18 10:00am to 11:00am EDT
- 📍 By Business and Podcasting Society for Female Entrepreneurs
- 🆓 Free event
- 📺 Online - starts July 18 8:00am GMT-7

Podcasting Made Simple Live

- 📅 Thursday July 18 11:30am to 4:00pm EDT
- 📍 By Podmatch
- 🆓 Free event
- 📺 Online - starts July 18 8:30am GMT-7

Networking for Podcasters, Speakers and Authors!

- 📅 Thursday July 18 1:00pm to 2:00pm EDT
- 🆓 Free event
- 📺 Online - starts July 18 10:00am GMT-7

In conversation with Mika Loff Fernandes (Open air edition)

- 📅 Thursday July 18 6:00pm to 8:00pm CEST
- 📍 By Women Authors of Achievement Podcast
- 🎫 Paid tickets
- 📍 Berlin, Germany

Podcasting jobs

This is the podcast industry's biggest jobs board, where it's free to list your vacancies. We promote new jobs in front of Podnews's 30,508 subscribers for free, too!

Add a job now

Associate Producer, Talking Feds
 📍 Remote, working with a USA-based team

Contract Associate Producer, Podcasts, Pushkin Industries
 📍 New York NY, USA

People Operations Generalist, Pushkin Industries
 📍 New York NY, USA

Podcast Writer/Researcher, Foundwave Productions
 📍 Remote, working with a USA-based team

Business Manager, Everything Everywhere Daily
 📍 Remote, working with a USA-based team

Producer, Limited Series, Wondery
 📍 Remote, working with a USA-based team

True Crime Writer, Authentic Wave
 📍 New York, USA

Researcher, Weinberger Media
 📍 New York, USA

Podcast Producer/Editor, Global Situation Room, Inc.
 📍 Alexandria Virginia, USA

Audio Producer, Podcasts, Pushkin Industries
 📍 New York NY, USA

Podcast/YouTube Show Producer, Trudeau Consulting, Training & Coaching
 📍 Schaumburg IL, USA

Classifieds > Dates

Dates

You can book ads up to two months in advance. All prices are in US\$. Pricing goes up the more popular a specific day is, to ensure your message is not hidden. Ads display in the order they were booked: first come, first served.

We publish globally, so we ignore public holidays.

● In the drop-down below, your ad copy is sorted by newest-first.

Date	Price	Show this ad copy (edit copy here)
Fri Apr 19	\$92.80	✓ -- classified-free beer tomorrow
---		classified-Mobile User Acquisition
Mon Apr 22	\$92.80	--
Tue Apr 23	\$92.80	--
Wed Apr 24	\$92.80	--
Thu Apr 25	\$60.90	--
Fri Apr 26	\$92.80	--

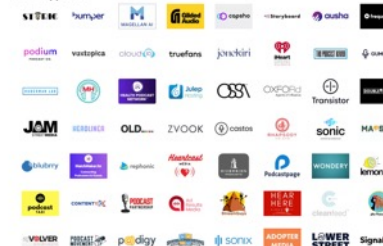
Mon Apr 29	\$92.80	--
Tue Apr 30	\$92.80	--
Wed May 1	\$92.80	--
Thu May 2	\$60.90	--
Fri May 3	\$60.90	--

Readers and supporters

Gold supporters



Silver supporters



Take Action - Execution

Business Transformation Effort – AND Strategy

Create New Moats!

Works at Media Companies of Any Size

Understand, Embrace and Adopt AI!

All Technology is Affordable and Accessible!

1st Party Data Strategies

- What is 1st party data?
 - Data captured directly from customer/audience
- Examples of 1st party data:
 - Web analytics – pageviews, time spent, CTR
 - User registration information – email, social media handles, demographics
 - Behavioral data – articles read, videos watched, interaction patterns
 - Preference and settings – watchlists, customized user options, notification settings

1st Party Data Use Cases

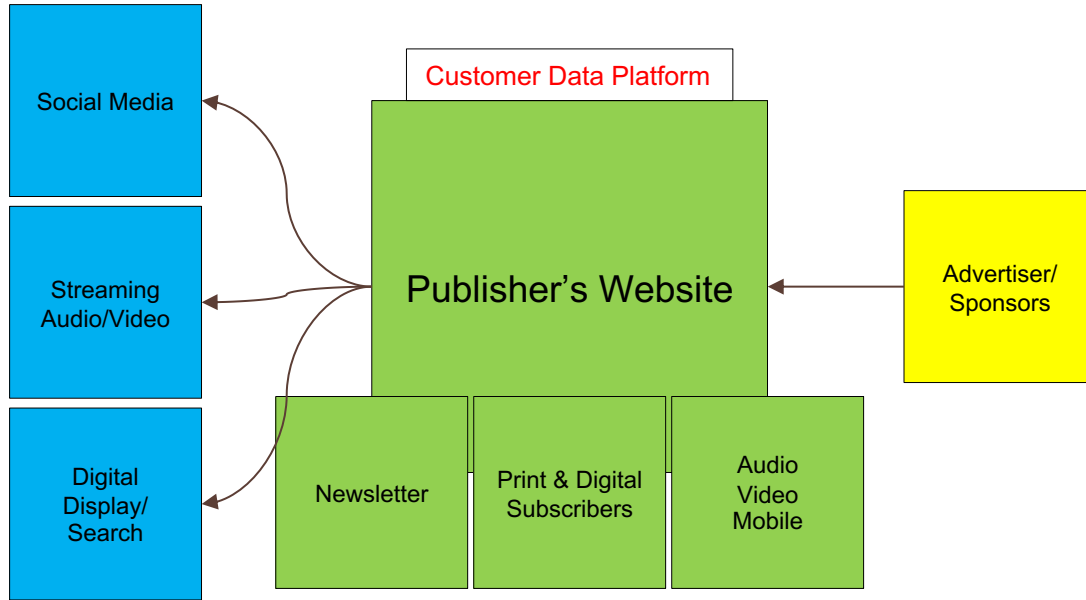
- Attribution
- Addressable Advertising/Messaging
- User Profile Information/Audience Segmentation
- Unified Audience View

Technology Required

Customer Data Platform or CDP

- Manages all users - known and unknown, print and digital
- Creates user segments/audiences based on behavior
- Allows targeting of messaging/advertising by segment
- Identifies and targets “look-a-like” audiences

Data Monetization using CDPs



- CDP creates a publisher database of known and unknown users with behavioral data for audience building
- 2-4x premium on O&O ads due to advanced targeting capabilities
- Create high-value, advertiser audience intelligence based on publisher profile data
- Build and target look-a-like audiences based on advertisers' customer data
- Target audiences and look-a-like audiences across all O&O and 3rd party (audience extension) marketing channels - true omnichannel selling



“Data is the new oil”

“Trust is the new gold”

**“Your audience is the
product!”**



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