



# **Beyond Advertising & Subscriptions:** **The Revenue Diversification Landscape**

**Digital Media LATAM 2018**

**November 14, 2018**

**Bogota, Colombia**

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## Media Revenue Streams Are Surprisingly Vast

- **Display Advertising**
- **Programmatic Advertising**
- **Video**
- **Native Advertising/Custom Content**
- **Subscriptions**
- Newsletters
- Podcasts/Audio
- Education
- Management Expertise
- Crowdfunding/Donations
- Licensing Of Brand/Content
- E-Commerce
- “Television” Shows
- Translation
- Tech: CMS Platform/Tools
- Memberships
- Events (P&L Driven)
- Offline Content (Books/Print)
- Audience (Data)
- Archives (Photos & Articles)
- Philanthropy