



New income models and value - monetising digital assets



CHANGE CREATION

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Monetising Digital Assets

This short document provides some examples of organisations and platforms that monetise digital assets.

What do we need to consider? Who is already doing it? What are the different approaches or platforms are 'good' for?

This document is free to share and was prepared for the Change Creation programme by Ellen O'Hara and Anna Dinnen



MODEL	FEATURES & CONSIDERATIONS	GOOD FOR (ASSET)	EXAMPLES
Aggregator Platform	<p>Licensing deals with content providers</p> <p>Potential for global reach</p> <p>Legal advice for negotiations</p>	Broadcast quality content	<p>Bristol Arts Channel</p> <p>Digital Theatre</p> <p>Marquee TV</p>
Own platform	Upfront investment, competing against aggregators	Niche, strong brands with global reach / appeal	Globe alongside YouTube editions and features on BBC IPlayer
Deal with distributor	<p>May be appropriate for a handful of organisations - unlikely to be at the 'Prime' scale</p> <p>Need to offer major pulling power & have access to first class legal advice for negotiations</p>	<p>Broadcast quality content</p> <p>Mass appeal</p>	Fleabag on Prime



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Subscription, membership and paywalls	<p>Monthly or annual payment for access to members only content</p> <p>Often used in combination with an initial free trial or through a Freemium model</p>	<p>View on demand content</p> <p>Regular new content / wide range of content required to keep people coming back</p>	<p>Free platforms e.g. You Tube, Facebook, apps that have subscription functions</p> <p>Publishing - Guardian, Which</p> <p>Patreon for individual artists and small companies</p>
Pay per view	<p>‘Microtransactions’</p> <p>Can be on demand or live content</p> <p>Potential to partner with an org with a bigger / existing online audience (e.g. Big Telly & Creation Theatre)</p>	<p>One off digital content – live or on demand – including tickets for limited access events</p> <p>Content that can be 'chunked' down e.g. chapters of a book, episodes in a series</p>	<p>Now TV</p> <p>Vimeo</p> <p>O'Reilly publishing offering books by the chapter (and individual writers release chapter by chapter on e.g. facebook)</p> <p>Spymonkey shows</p> <p>Chronic Insanity pay bundles for their 12 shows in 12 months</p> <p>The Old Vic In Camera series</p> <p>Big Telly's Zoom theatre</p>



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Freemium	<p>Free access to some basic content, pay for 'premium' offer</p> <p>Low conversion rates</p> <p>Could involve breaking up existing offer into a few chargeable bundles/modules (e.g. training course)</p>	<p>Typically large volume / mass audiences</p>	<p>Duolingo</p> <p>Zoom</p> <p>COACH from One further - digital skills with Free & Pro options</p>
Brand partnerships	<p>Sponsorship and brand alignment</p>	<p>Data as product / analytics</p> <p>Access to targeted audience segments</p>	<p>https://www.losthorizonfestival.com/</p> <p>Boiler Room</p> <p>Google (ads aspect)</p>



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Donations	<p>Built into the functionality on many platforms such as livestream platforms and social media</p> <p>Compatibility with overall fundraising strategy?</p> <p>Is your digital audience new or overlap with core? Potential for a separate value proposition for new digital audiences</p>	<p>Strong value proposition / clear messaging</p> <p>Loyalty and goodwill among audiences</p>	<p>https://www.recitalstream.org/ - aggregated 'box office' but donations direct to artists</p> <p>Twitch (livestream platform)</p> <p>Pay it forward Crowdfunder https://www.crowdfunder.co.uk/funds/creative-industries and the London version https://payitforward.london.gov.uk/</p> <p>ROH</p> <p>Melbourne Recital Centre working with Musica Viva to enable performers to earn income (Donor and Audience Development opportunity) https://www.linkedin.com/feed/update/urn:li:activity:6682828520630169600/</p>



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