



**ADWEEK** Webinar

# How Publishers are Transforming Their Sales Operations: Doubling Reach Without Doubling Costs.

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# Our Speakers

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**Marvin Walstra,  
Manager, Back  
Office Applications**

**DPG Online  
Services**

Marvin manages a team of application specialists at DPG Online Services, part of DPG Media, the largest media group in the Netherlands. He is responsible for operational management of all back-office applications.



**Alex Fuller,  
Founder & Chief  
Technology Officer**

**CloudSense**

Under Alex's leadership CloudSense has developed the industry's most flexible and powerful Ad Sales and Subscriber Management solution. Prior to CloudSense, Alex held positions leading innovative software and technology development across Media & Technology companies.



Los Angeles Times  Spotify

|| Sole **24 ORE**

*News Corp*

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**Newsday**

**ADVANCE LOCAL**

  
**sensis**

**rbi**



**South China Morning Post**

**7** locations    **5** time zones    **10+** years



# The pandemic has accelerated change in Ad Sales

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Digital is king - but  
programmatic under siege

Traditional advertising  
platforms being left behind

Increasingly complex digital  
ad ecosystem to navigate

Growing demand for  
contextual advertising

3rd party cookie retirement  
looming

Digital ad giants increasing  
their market share



# Which has added to business pain points for publishers

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Escalating cost  
to serve



Targeting  
becoming more  
challenging



Traditional  
revenues under  
pressure



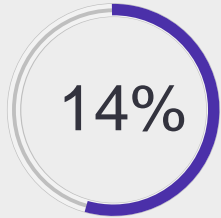
Digital  
ecosystem  
becoming high  
effort



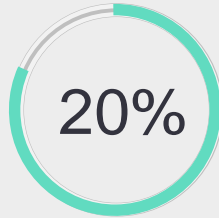
Revenue  
dilution  
and  
transparency

# But global advertising is back to growth in 2021

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Projected growth in the global advertising market in 2021



Growth expected in Digital Advertising across all formats



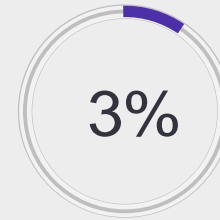
Digital is nearing  $\frac{2}{3}$  of total global advertising spend



Social media advertising projected to increase by ~ a quarter



Video advertising projected to increase by ~ a quarter



Linear only projected to grow marginally, with print in strong decline

# Which all creates opportunities as well as challenges

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## First Party Data

- Those with it will adapt to the new world and find competitive differentiation
- Reduced third party data will potentially drive consolidation in some media companies
- But may also foster greater collaboration across organisations and the growth of new alliances

## Ad Tech Innovation

- Many new emerging forms of digital media are spurring innovation (VOD, audio, podcast, gaming...)
- Opportunities for publishers to diversify, specialise and differentiate
- Multiple delivery platforms need to be managed and integrated carefully to control costs

## Navigating a Complex Digital Ecosystem

- Customers are now faced with more choice, but with more complex decisions to be made
- Opportunity to engage more holistically with customers and offer more value added services and premium offerings to capture more share of wallet
- Opportunity to reassess partnering, competing

## Digital Engagement

- Customers are increasingly digitally native, valuing self service and convenience
- Digital self service provides an opportunity to capture customers who lack the scale or desire to buy programmatically
- Automation can help drive down cost to serve

# Strategies being employed to impact the bottom line

## Revenue Growth & Diversification

**Diversified publishing**  
(video on demand, audio, podcasts)

**Value added services and offerings**  
(creative generation, SEO, hosting...)

**Non-affiliated resell**  
(social, third party networks)

**Affiliated partnerships and coalitions**  
(combining first party data)

**Ad tech methodologies**  
(PG, PMP, etc)

**Product bundling across offerings**  
(make it easier to buy)

## Efficiency and Cost Control

**Trading platform integration**  
(be where your buyers are, seamlessly)

**Fulfilment platform integration**  
(integrate into your standard OM)

**Understand your efficiencies**  
(analyse where you incur cost, inefficiency)

**Automate - Automate - Automate**  
(manage by exception, increase emp sat)

### Self service customer engagement

(reduce the cost of the long tail of transactional business, direct to customer or via agency, leverage simplified bundling, plug the gap in the programmatic marketplace)



# Thank you

