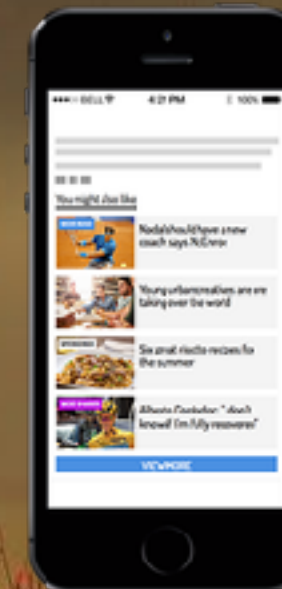
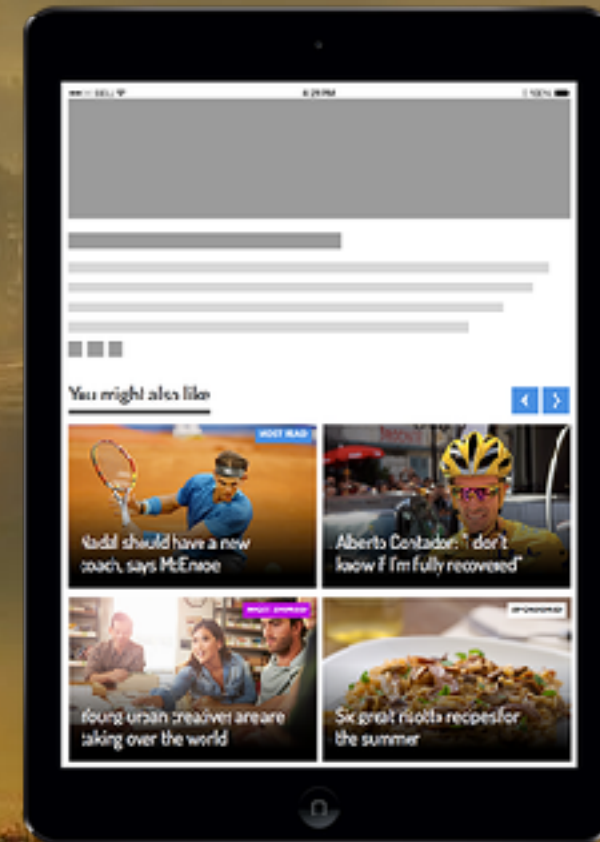
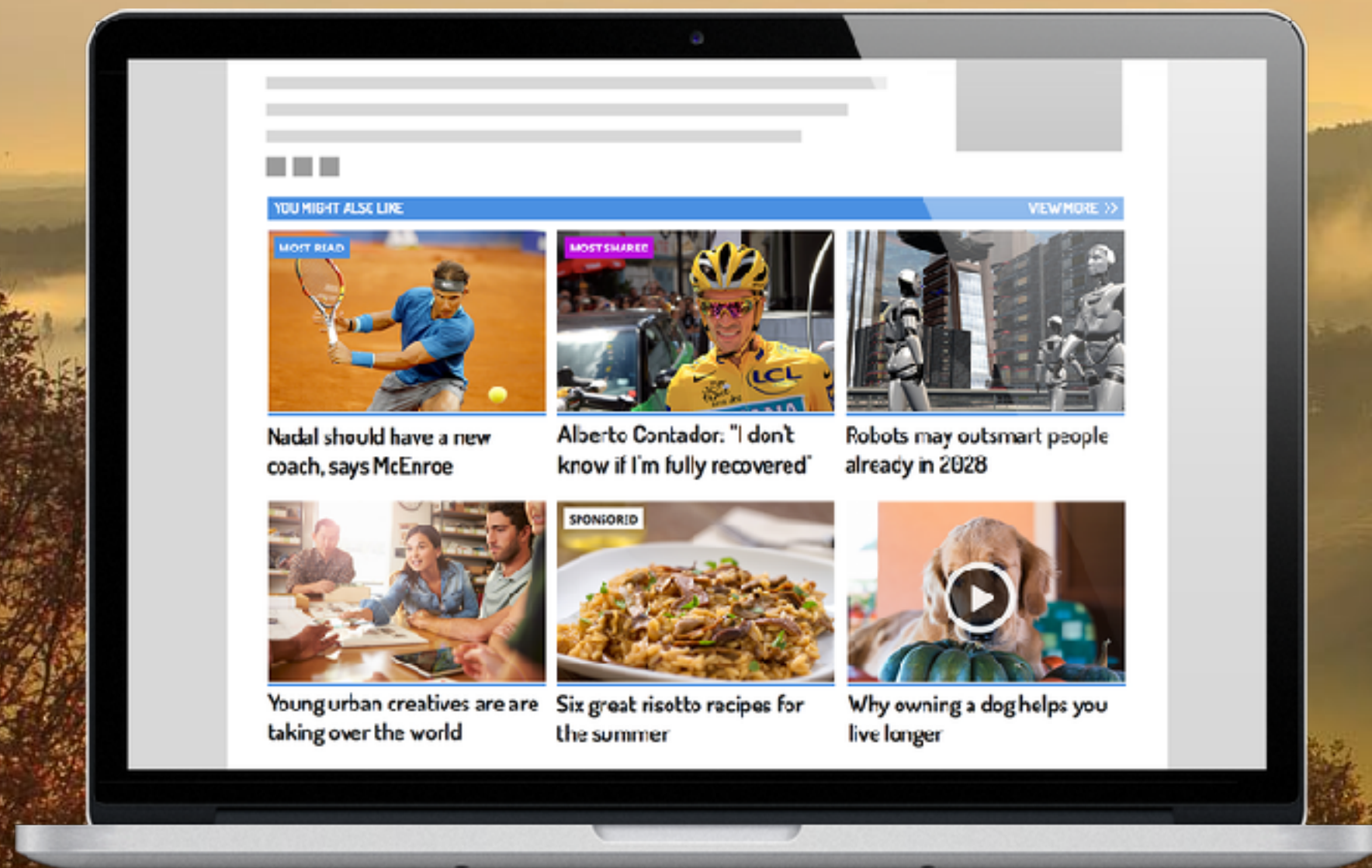


Where did my traffic go?

To own the communication in a
fragmented media landscape

Magnus Hultman
CEO

STROSSLE



Founded 2013

56 Employees (25 in dev)

HQ Stockholm, Sweden

10 Markets

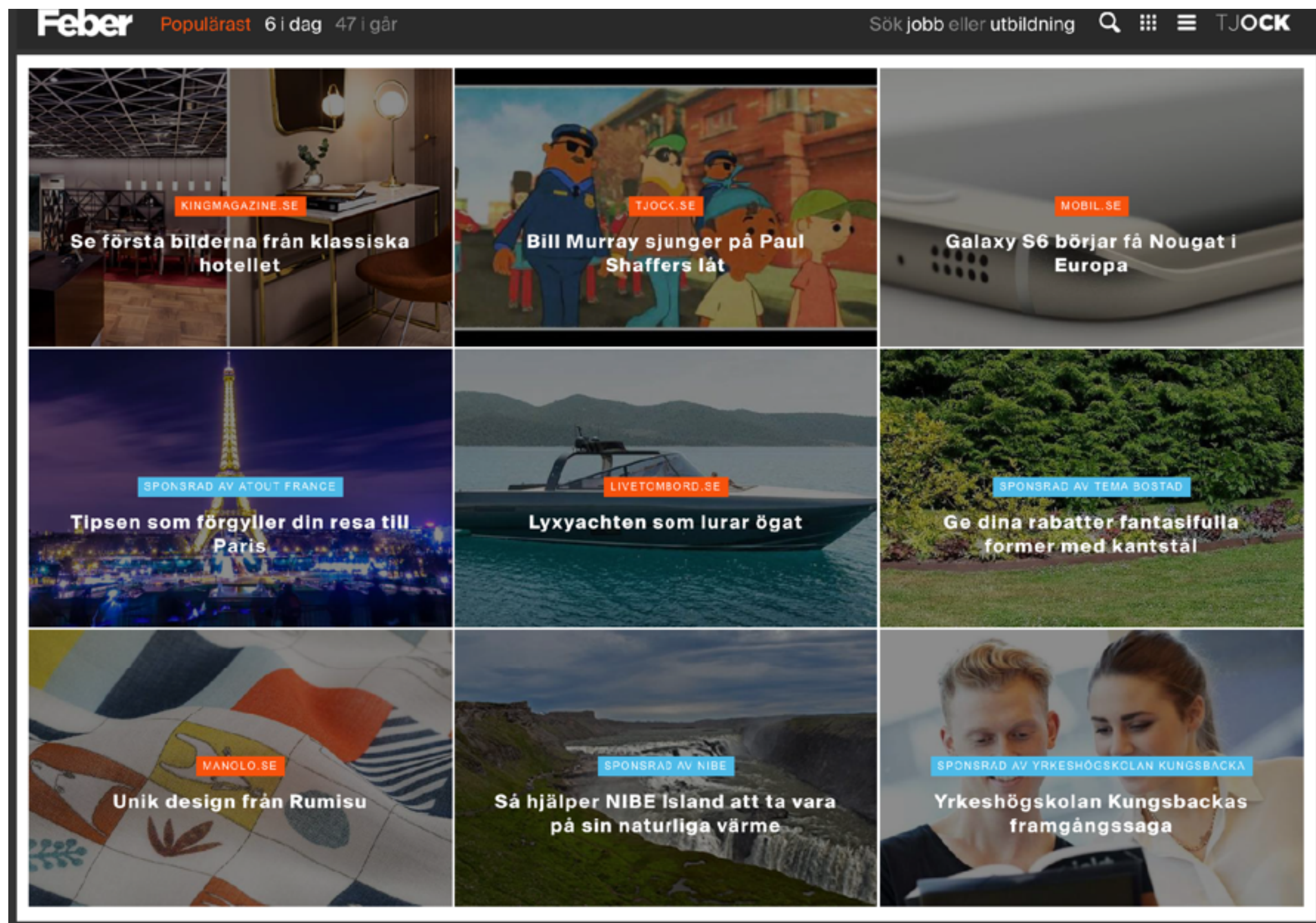
1500+ Publishers

2 approved patents



Native Advertising Platform Of The Year

CONTENT DISCOVERY



We analyze and promote stories to turn every pageview into a **personalised** media experience by using **machine learning** technology and **big data** analysis.

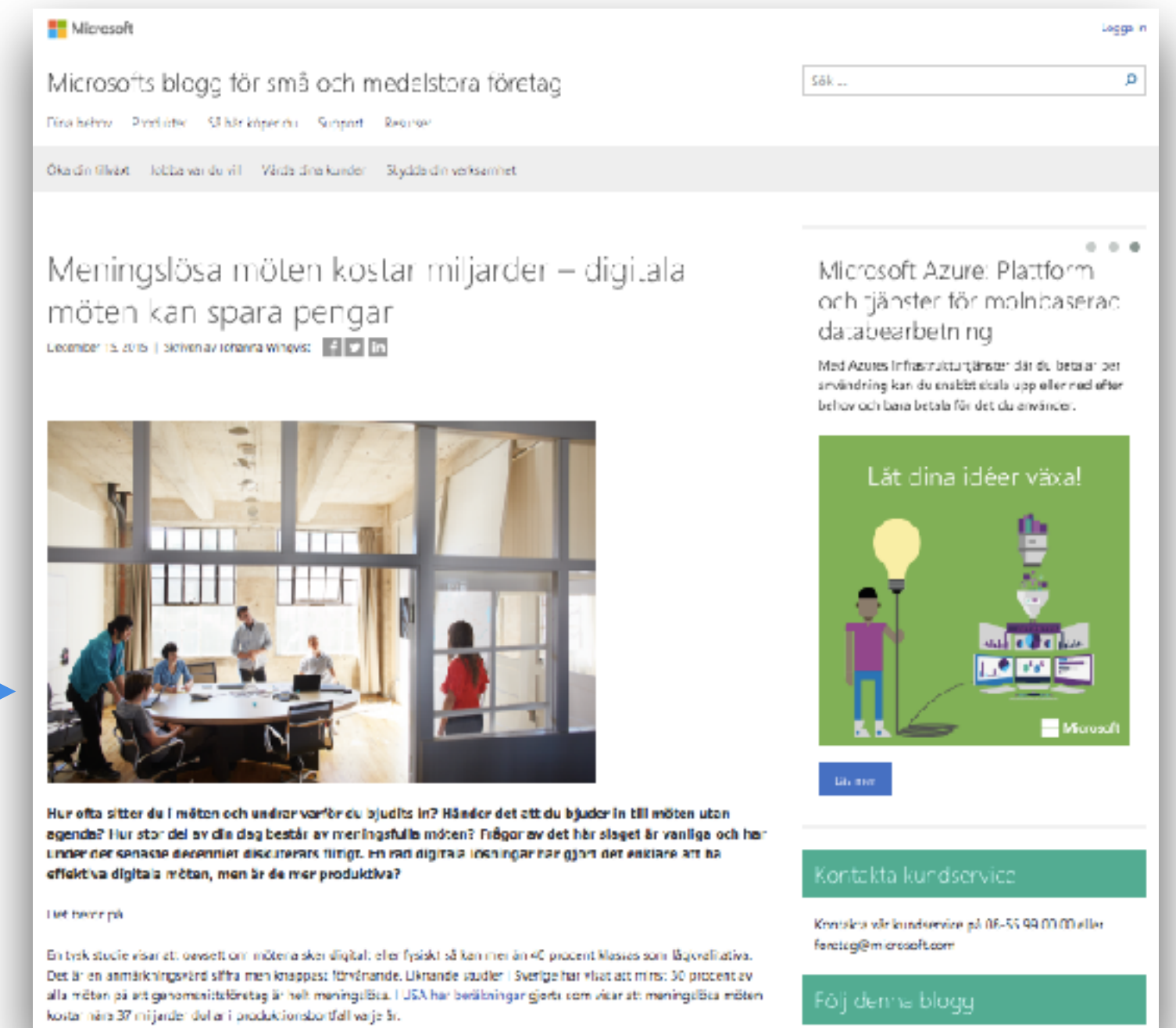
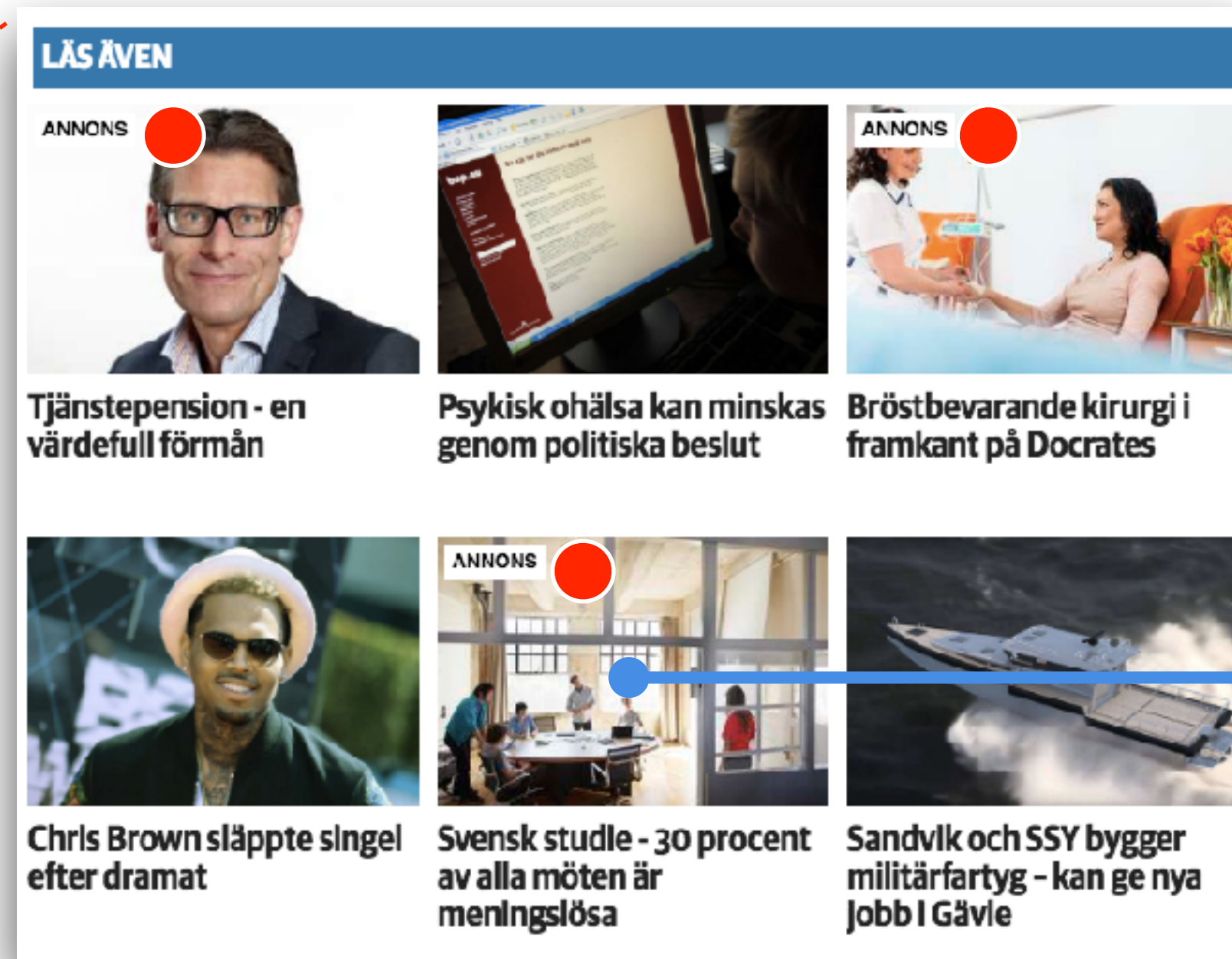
- Content recommendations
- Cross Publishing / syndication
- Audience extension / collaboration
- Native advertising distribution
- House ads management
- DMP data feeds

IT WORKS LIKE THIS

1 Strossle recommends content on publishers' sites*

2 Some recommendations are sponsored (Content Marketing). ●

3 When a user clicks a "sponsored" article they come to your page.

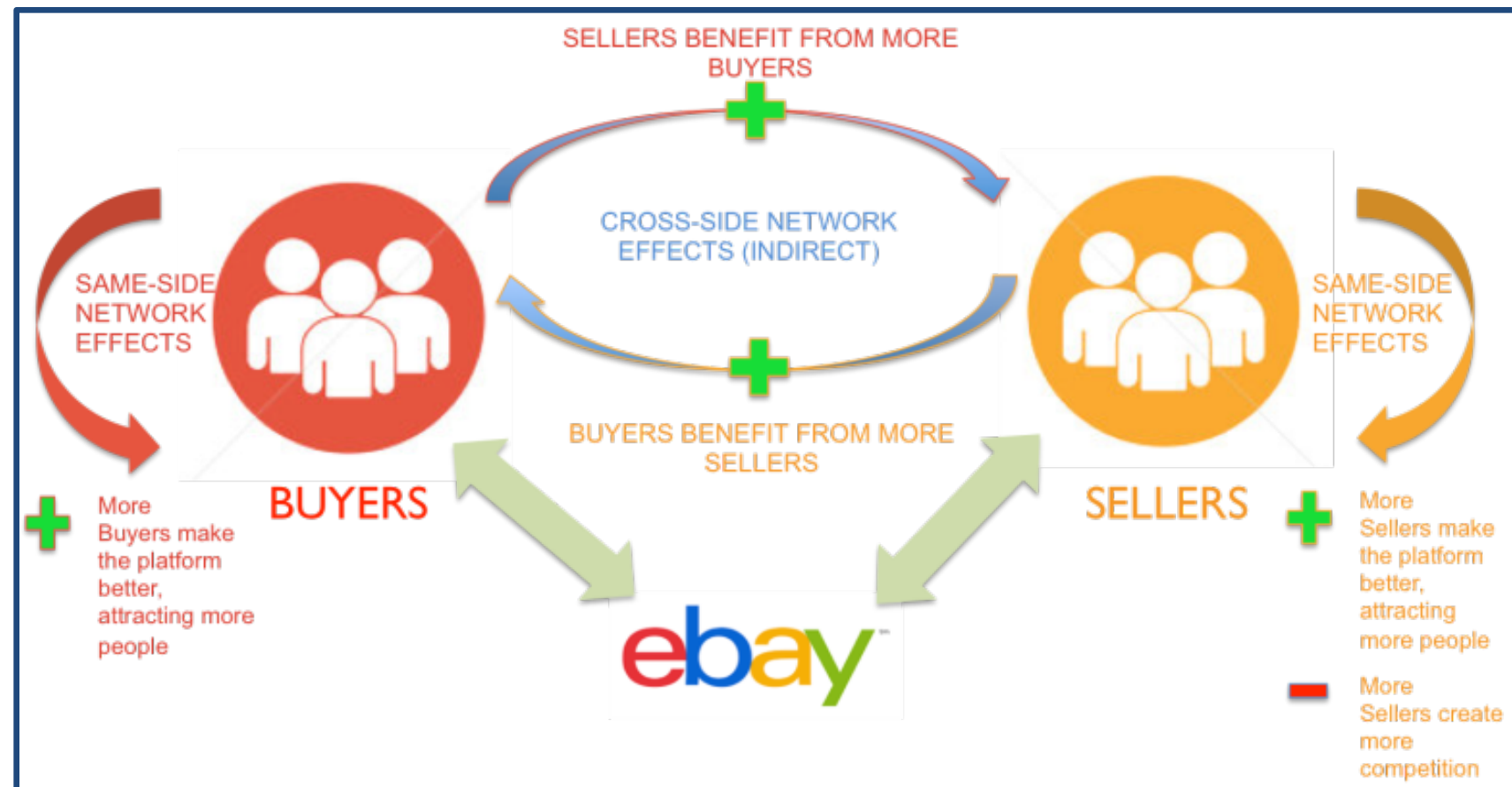


WELCOME TO THE WORLD OF PLATFORMS



THE THEORY

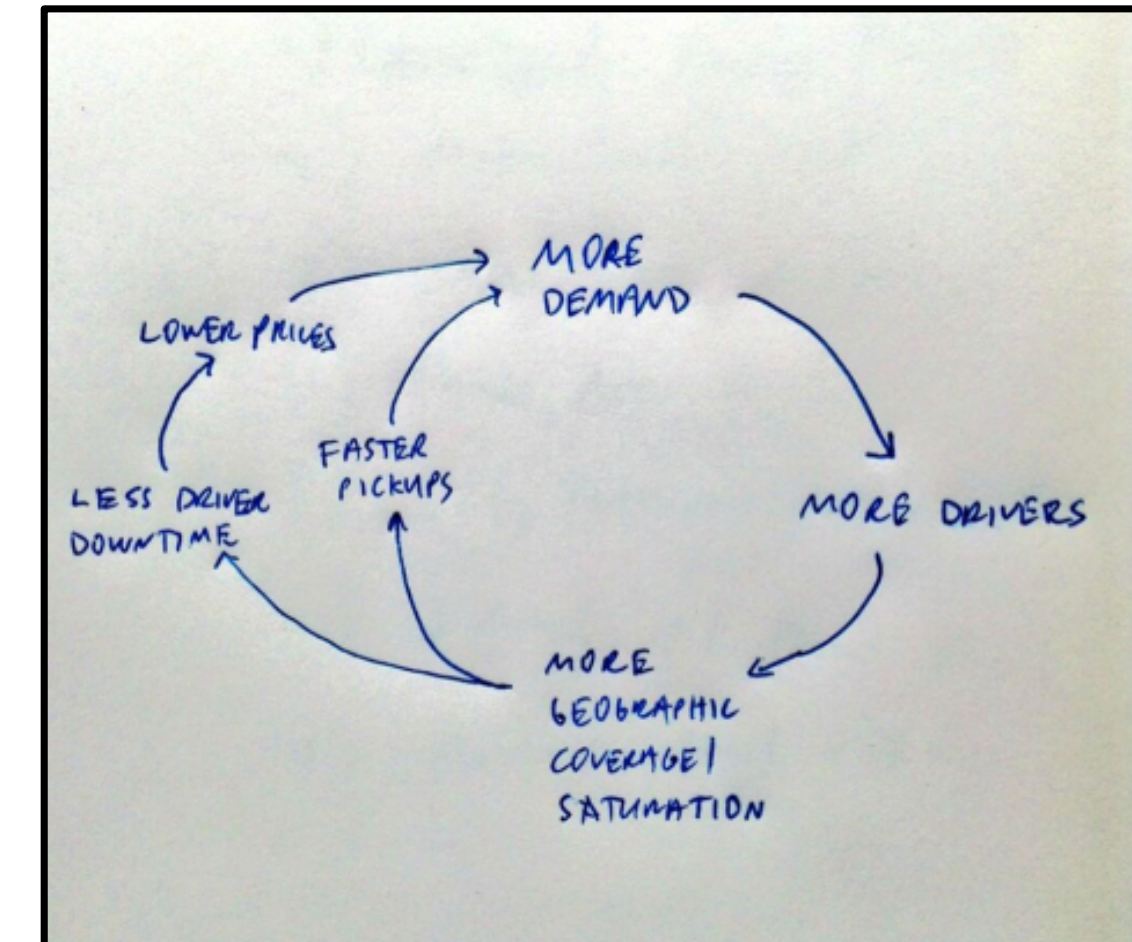
eBay



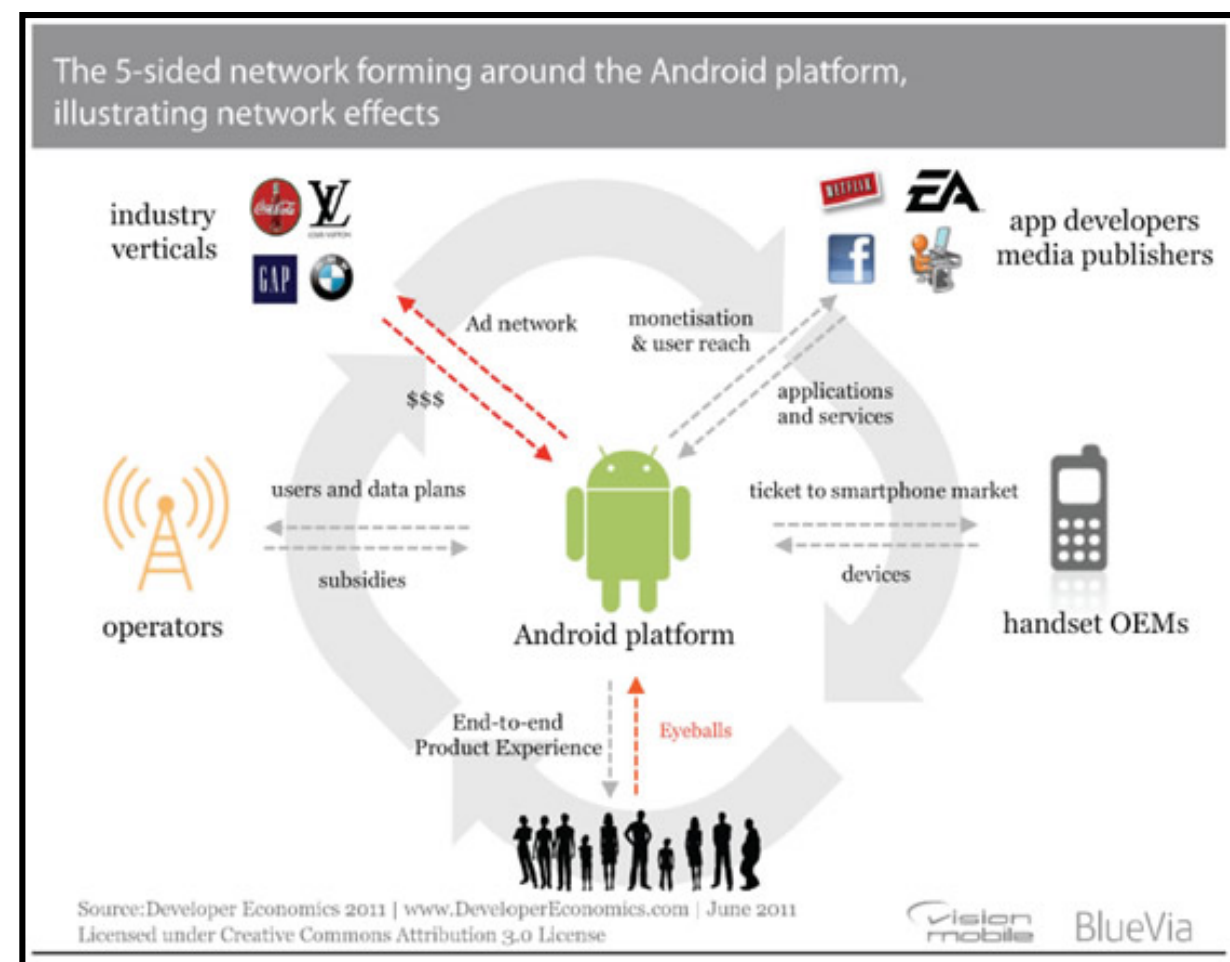
Facebook



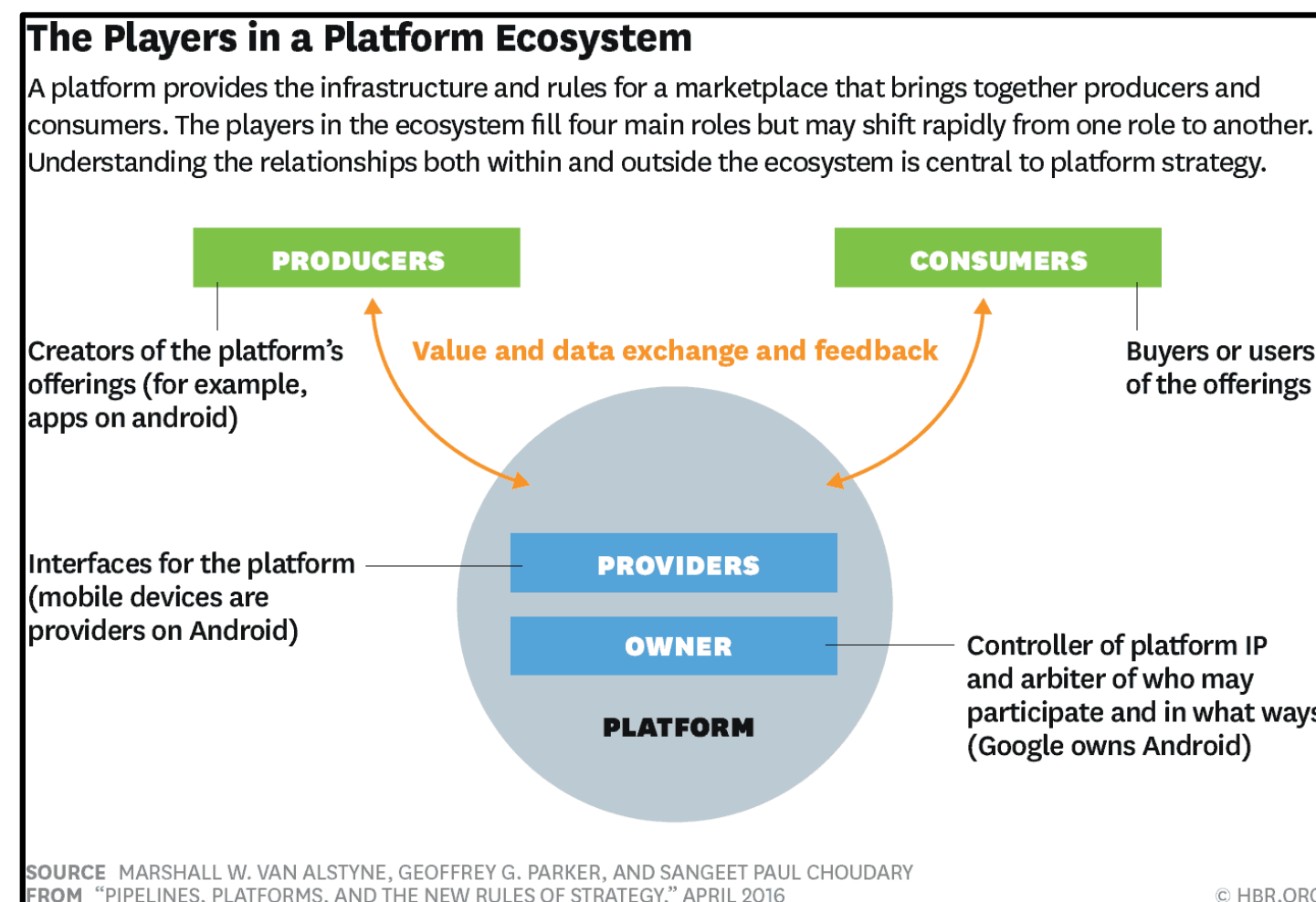
Uber



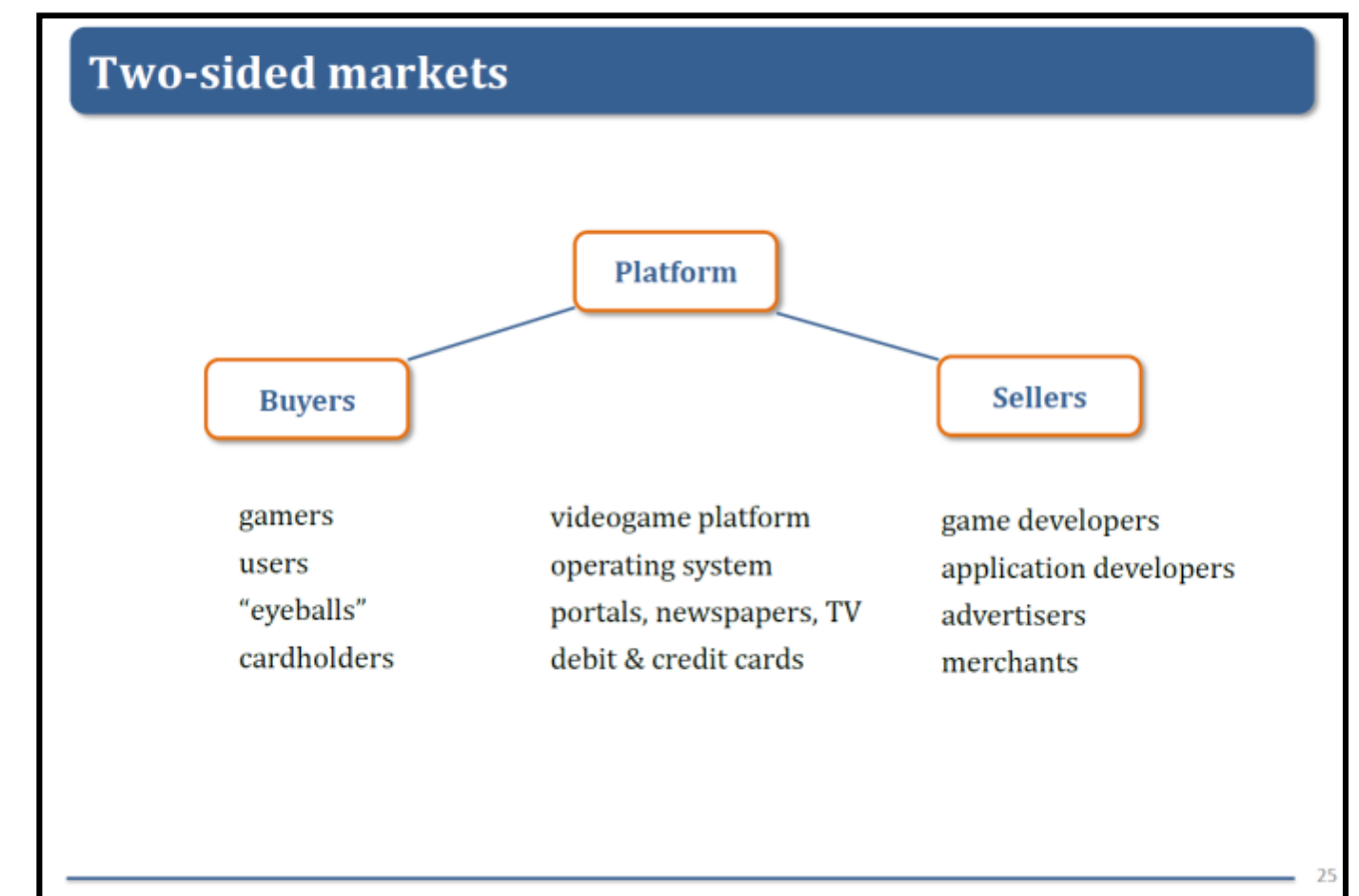
Android



Platforms in general



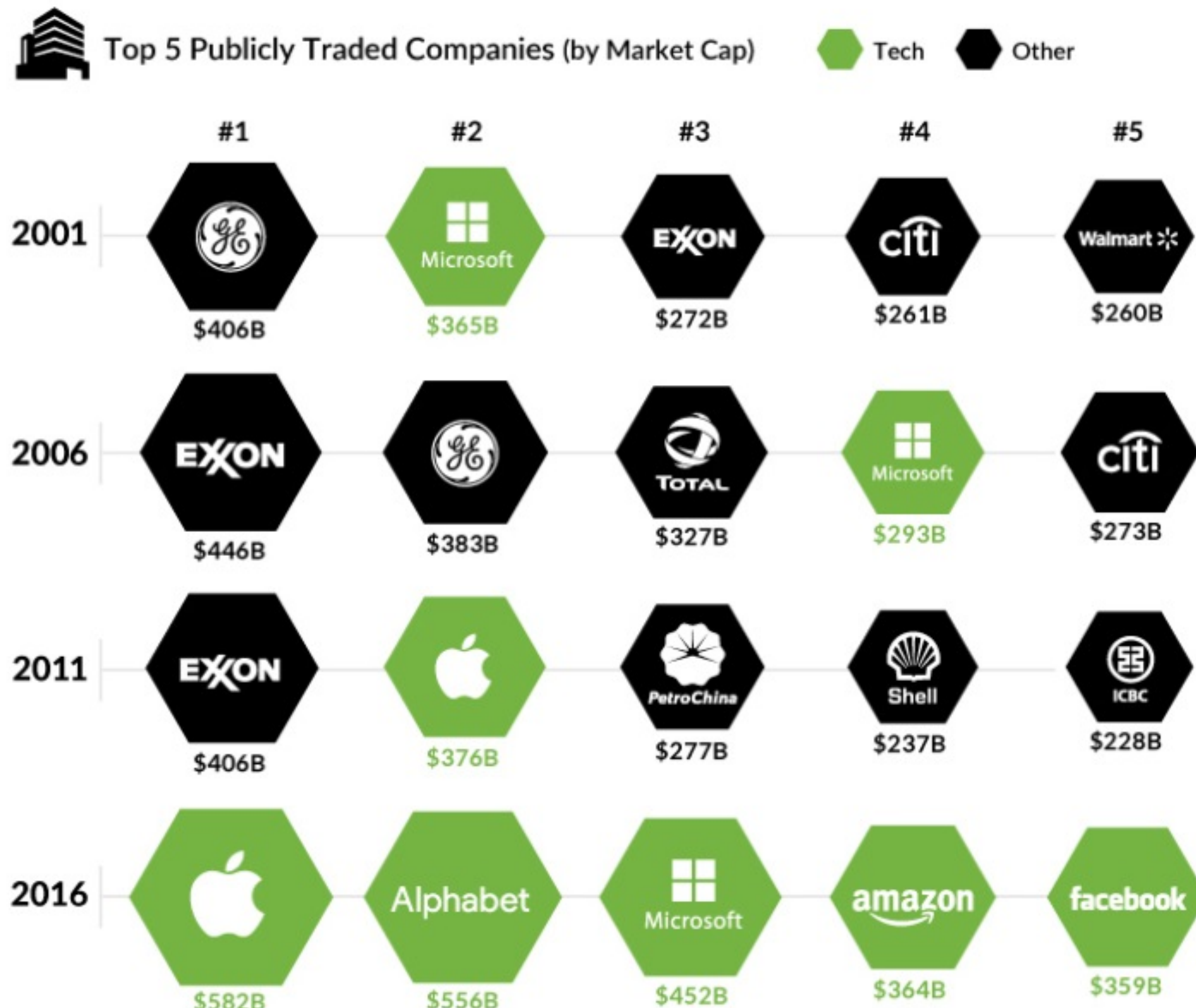
Appnexus



DOMINANCE

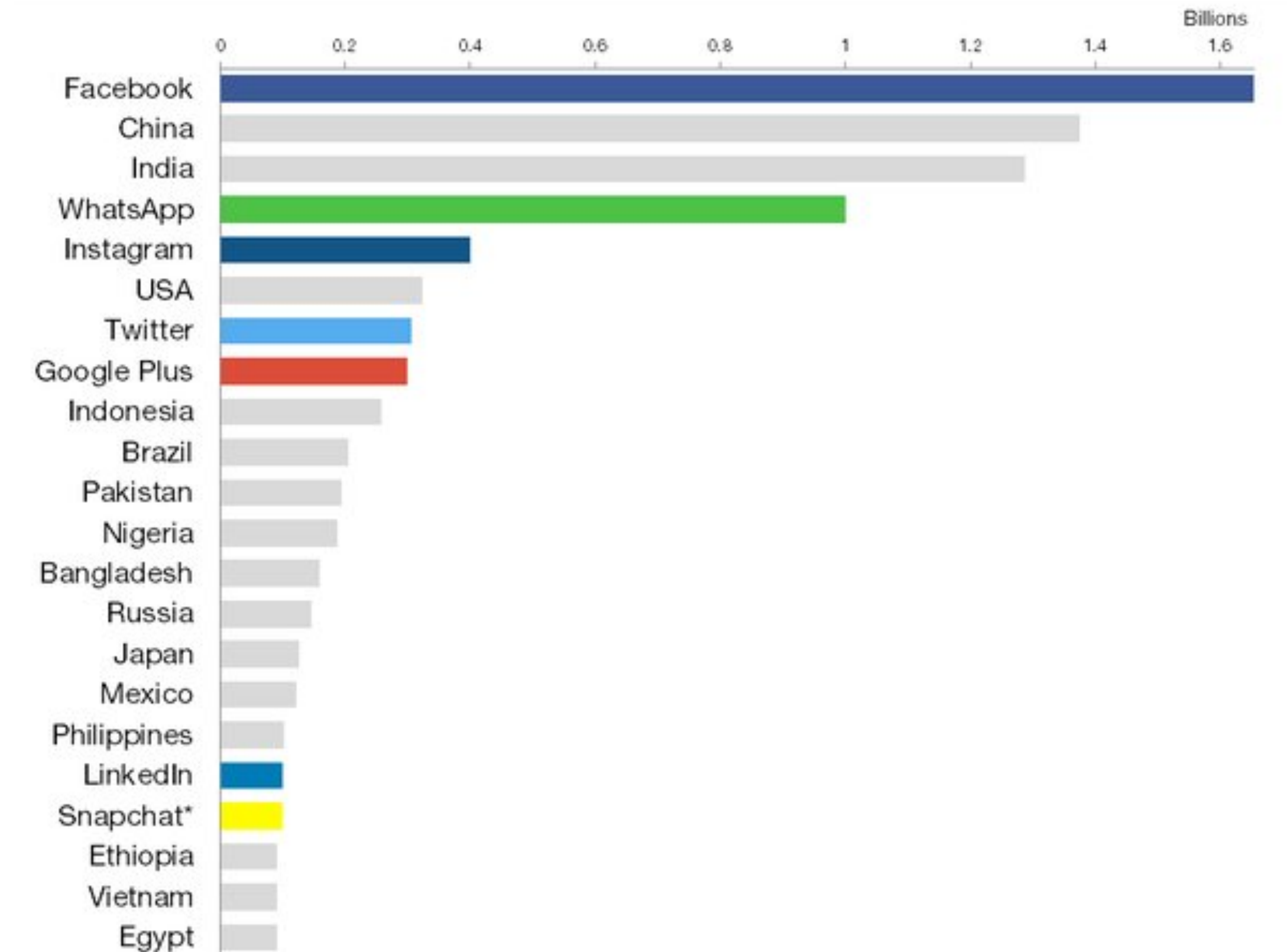
THE LARGEST COMPANIES BY MARKET CAP

The oil barons have been replaced by the whiz kids of Silicon Valley



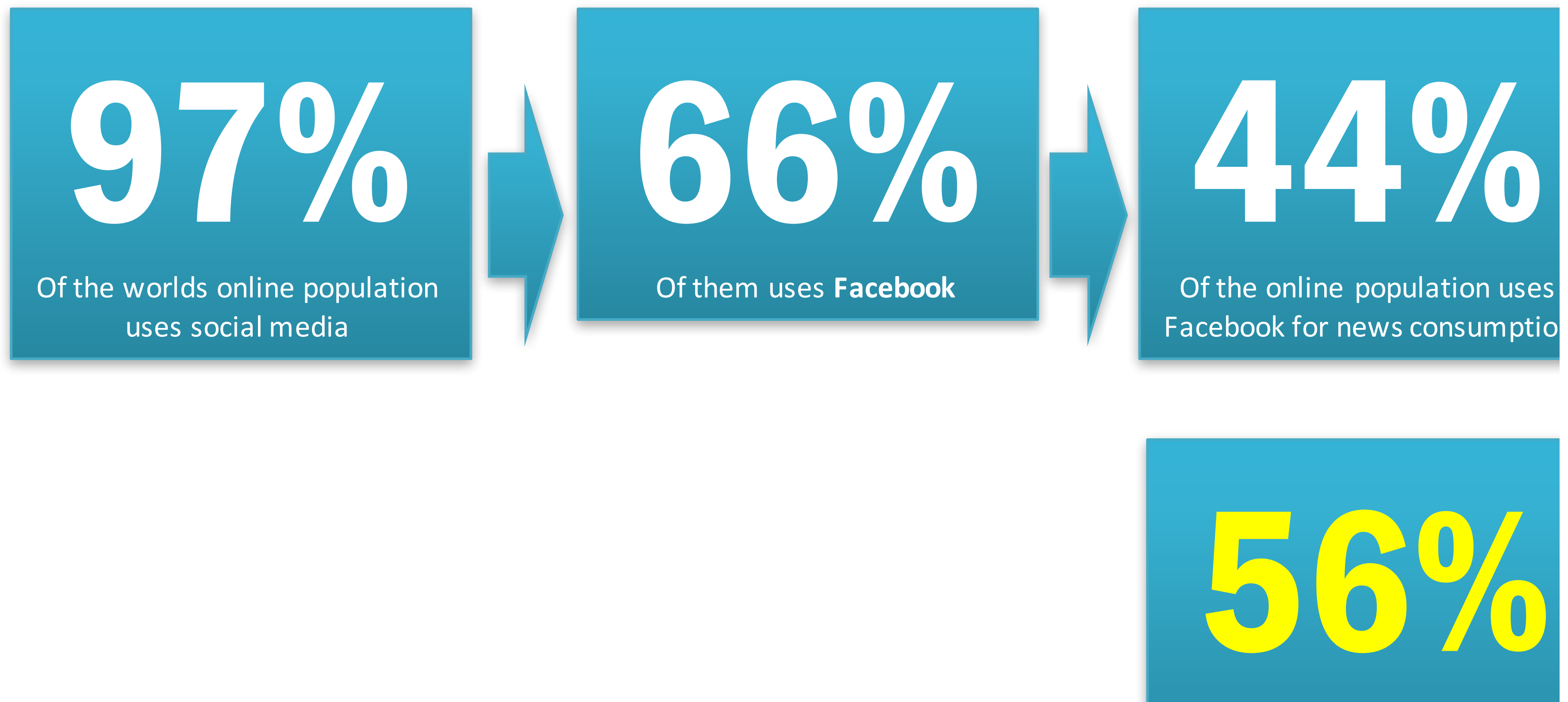
How big are social networks?

Number of "monthly active users" and size of countries by population



Source: Latest available data from social network websites or analyst estimates. *Snapchat figures are daily active users

BECOMING PUBLISHERS?



CONTENT IS KING

Launches 2015-2017

Snapchat Discover
Digital News Initiative
Facebook Instant Articles
Google News Lab
Apple News
Twitter Moments
Accelerated Mobile Pages
Facebook Messenger Bot
Facebook Live
Youtube Player for publishers
Facebook Journalism Project

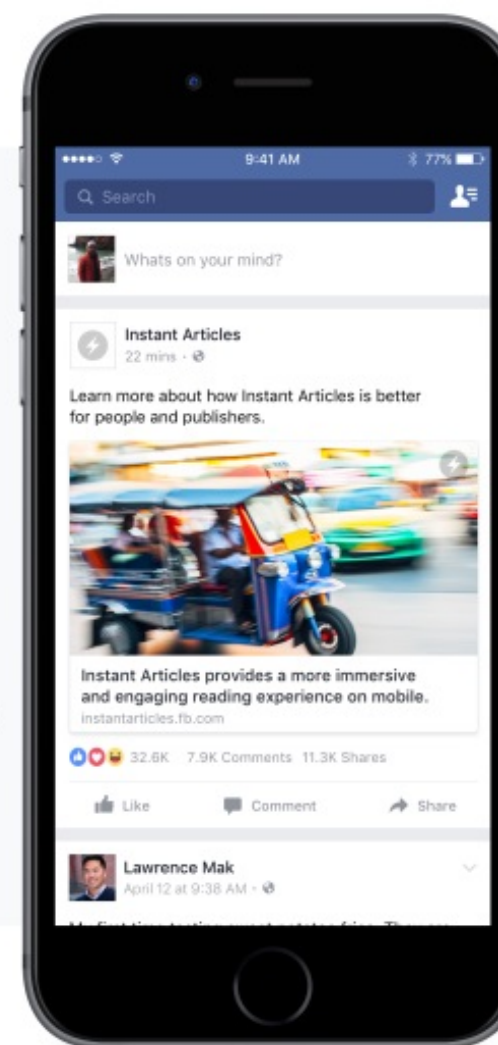
Instant Articles

Better for people. Better for publishers.

20%

More clicks

As people see more Instant Articles in News Feed, they read 20% more Instant Articles than mobile web articles on average.



70%

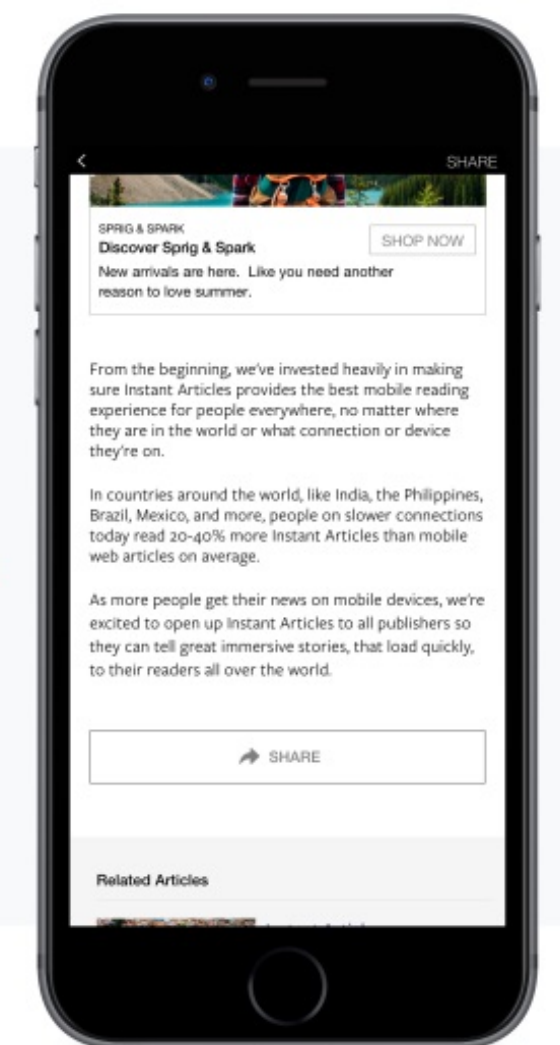
Less likely to abandon
Once they click, they're over 70% less likely to abandon the article because they're not stuck waiting for it to load.



30%































More shares

People share 30% more Instant Articles than mobile web articles on average, amplifying the reach of your Stories in News Feed.



Learn more and sign up at instantarticles.fb.com today.

WHERE IS MY AUDIENCE?

																						Platforms used by publisher
	Apple News	Apple Watch	Facebook	Flipboard	Google AMP	Instagram	Instant Articles (Facebook)	Homepage	LinkedIn	LINE	li.st (The List App)	Messenger (Facebook)	Mobile app	Notify (Facebook)	Snapchat Discover	Snapchat Stories	Tumblr	Twitter	Vine	WhatsApp	YouTube	
	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●		●	19/21
	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●		●	19/21
	●	●	●	●	●	●	●	●	●			●	●	●		●		●	●		●	16/21
	●		●	●	●	●	●	●	●	●		●	●	●		●	●	●	●	●	●	19/21
	●	●	●	●	●	●	●	●	●		●		●	●		●		●	●	●	●	17/21
	●		●	●	●	●	●	●	●				●	●	●	●	●	●	●		●	16/21
	●		●		●	●	●	●	●		●				●	●	●	●	●		●	14/21
	●	●	●	●	●	●	●	●	●	●	●	●	●		●		●	●	●		●	18/21
	●	●	●	●	●	●	●	●	●		●		●	●		●	●	●	●	●	●	18/21
Publishers on platform	9/9	6/9	9/9	8/9	9/9	9/9	9/9	9/9	9/9	4/9	6/9	4/9	8/9	7/9	5/9	7/9	7/9	9/9	9/9	3/9	9/9	

PUBLISHER VALUE CHAIN GETS BROKEN

Content

Editorial /
Production

Distribution

Sales /
Marketing

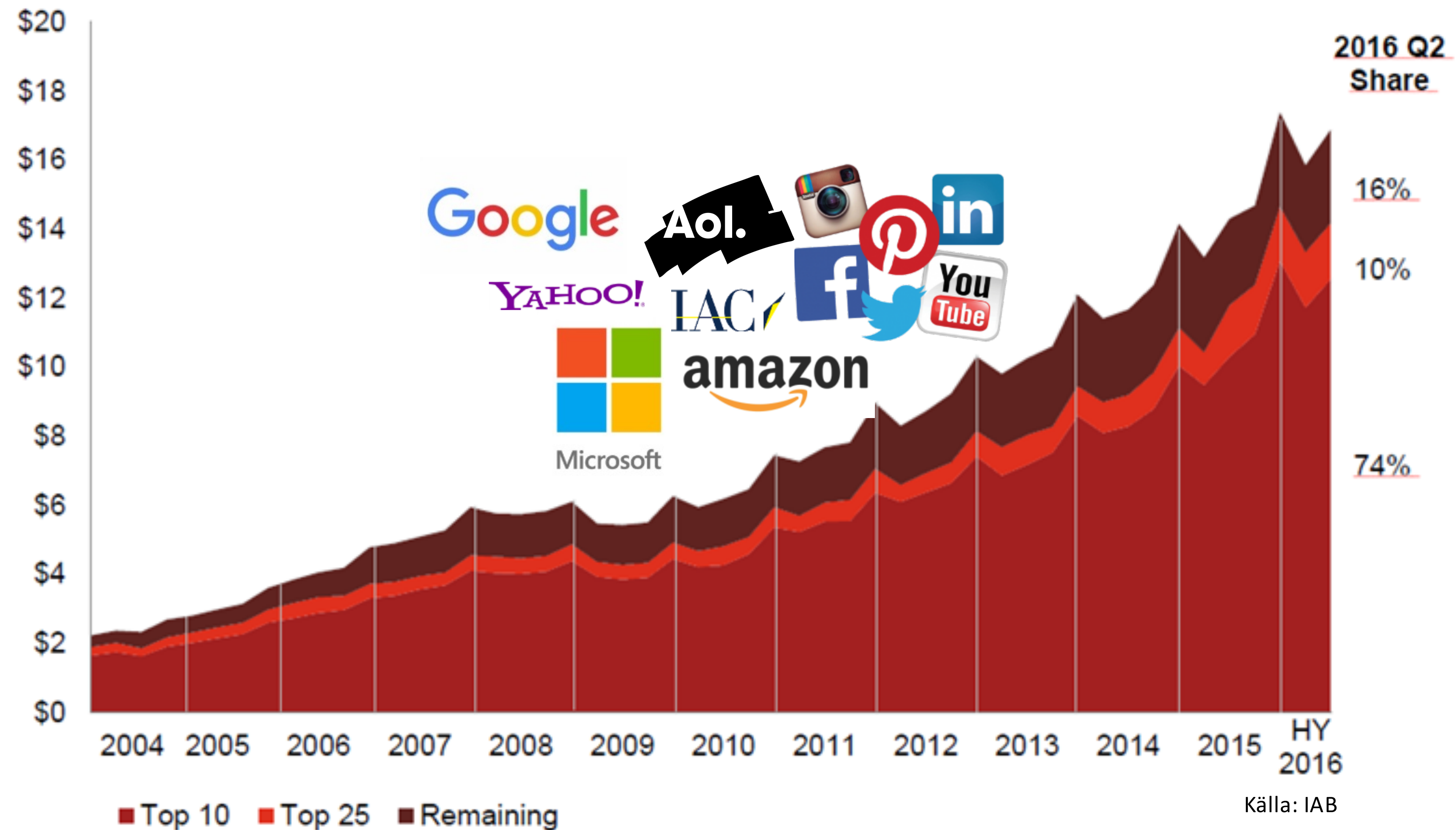
Device /
UX

R&D investments:
10 billions USD
each year

By Facebook and Google alone

	PUBLISHERS	PLATFORMS
REACH	Small	Big
FORMATS	Display	search, social, video
ACCURACY	"Blind"	Granular targeting
DATA	Limited	Massive
PROCESS	Manual	Selfservice
PRODUCTION	Expensive	Simple
PAYMENT MODEL	CPM	CPC
TRANSPARENCY	"Discounts"	Net
ANALYTICS	Weak	Strong
TECHNOLOGY	Diversified	One global suite
INVENTORY	Limited	Vast
MIDDLEMEN	Many	Limited

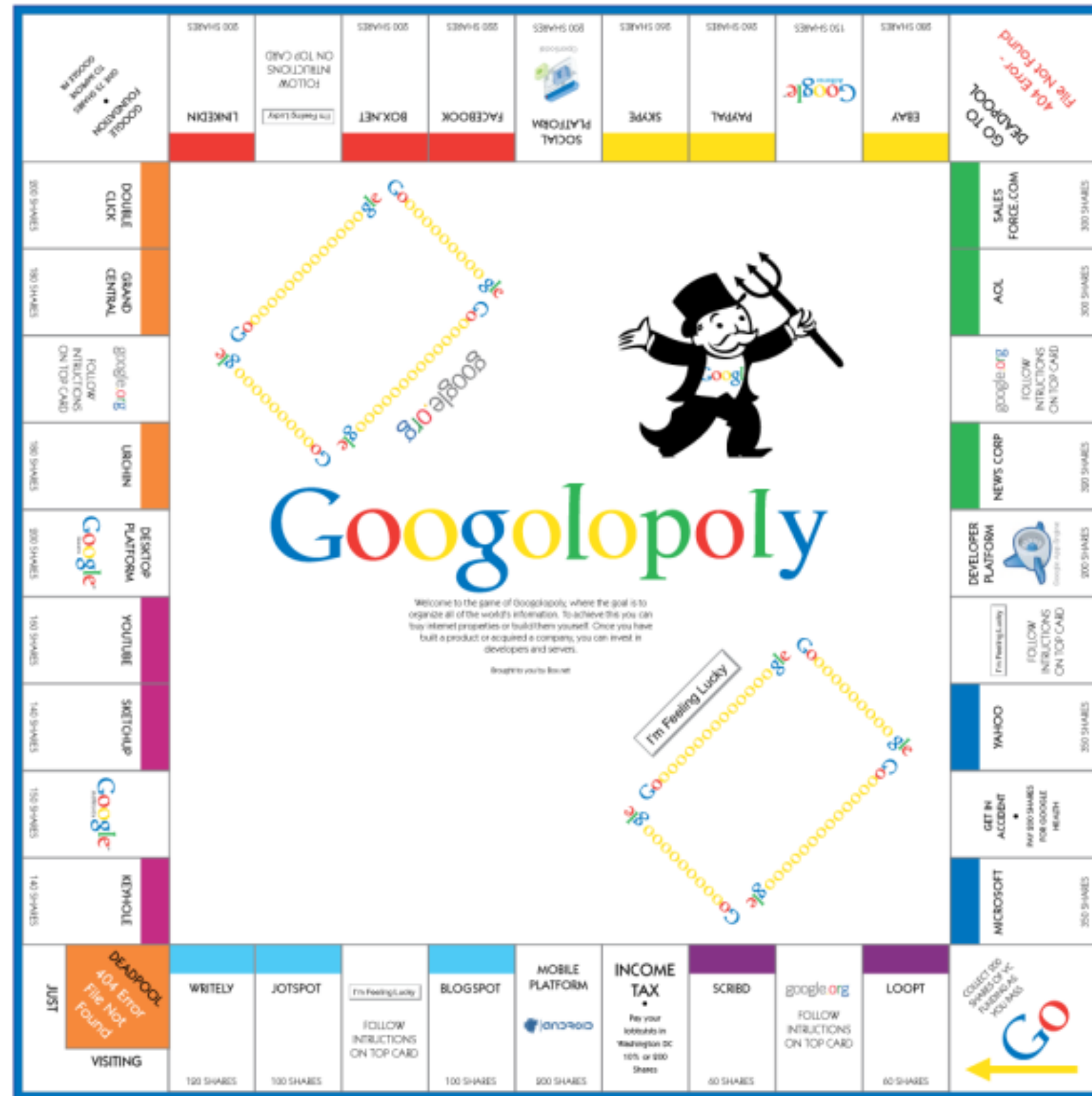
THE WINNER TAKES IT ALL?



THE DUOPOLY

GOOGLE-FACEBOOK-DUOPOLY

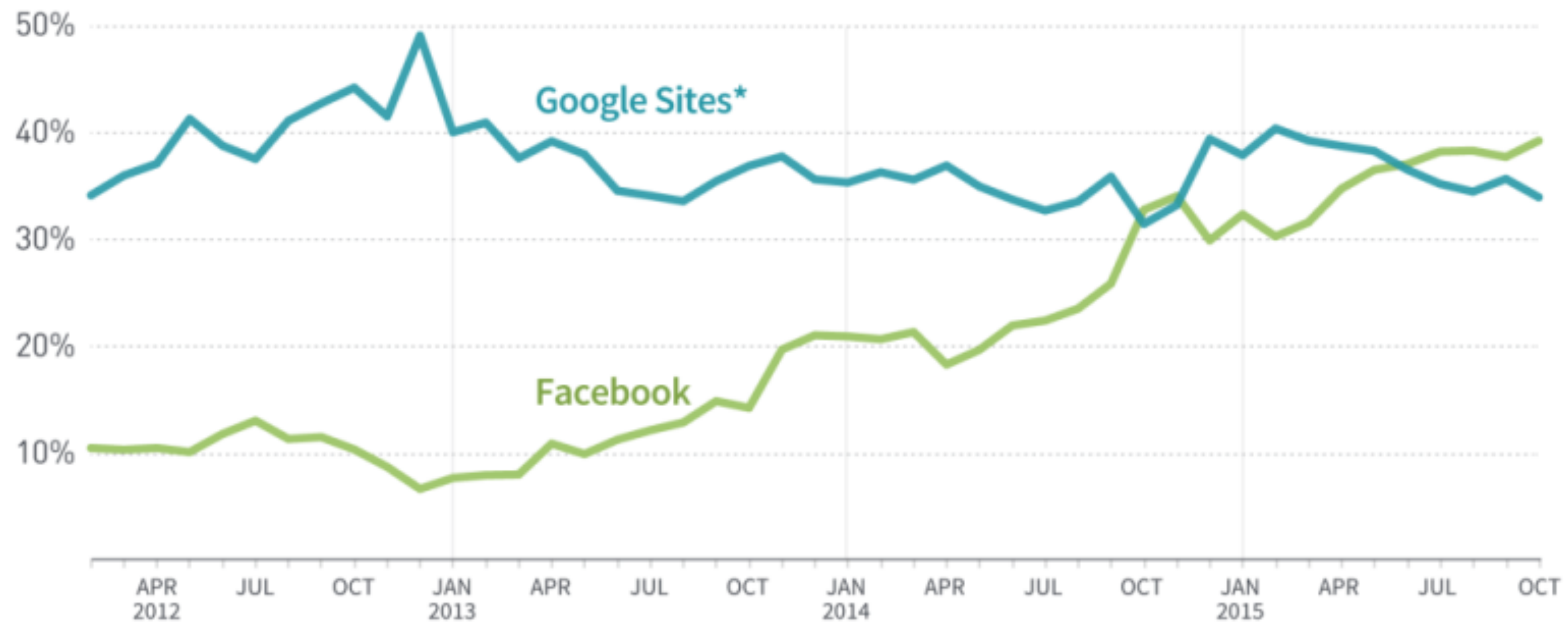
3rd Quarter 2016, Duopoly
took 99 % of the
increase in digital ad spend
in the US market



TRAFFIC DEPENDENCY INCREASES

GOOGLE VERSUS FACEBOOK REFERRAL TRAFFIC IN PARSE.LY'S NETWORK

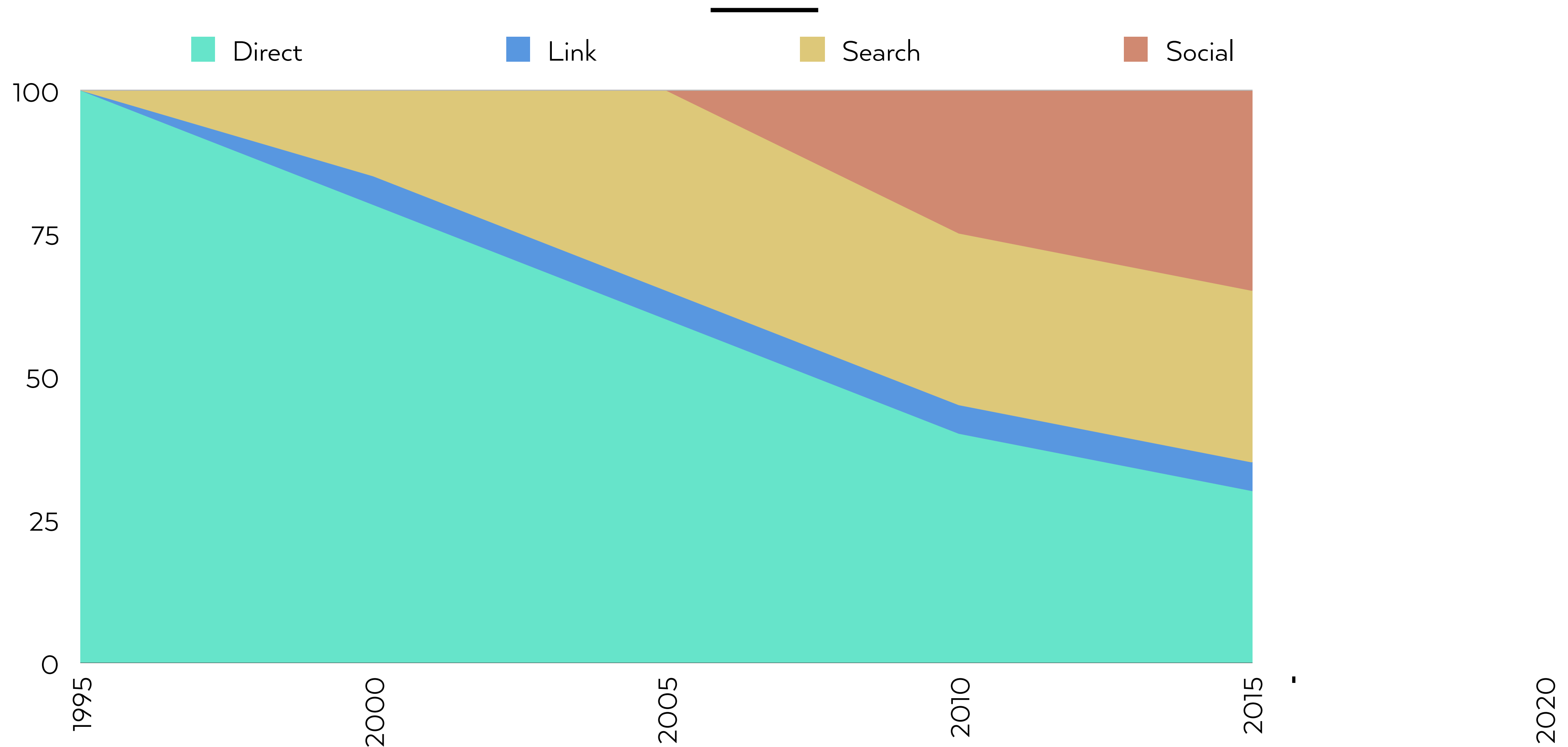
Of note: As of June 2015, Facebook surpassed Google as a top referring site to the publishers in Parse.ly's network.



*Google Sites represent the aggregate all of Google-owned properties, e.g. Google.com, Google.ca, and Google News.

TRAFFIC SOURCES

Percentage
of traffic
source



PUBLISHER CHALLENGES

Publishers struggle to find digital revenues

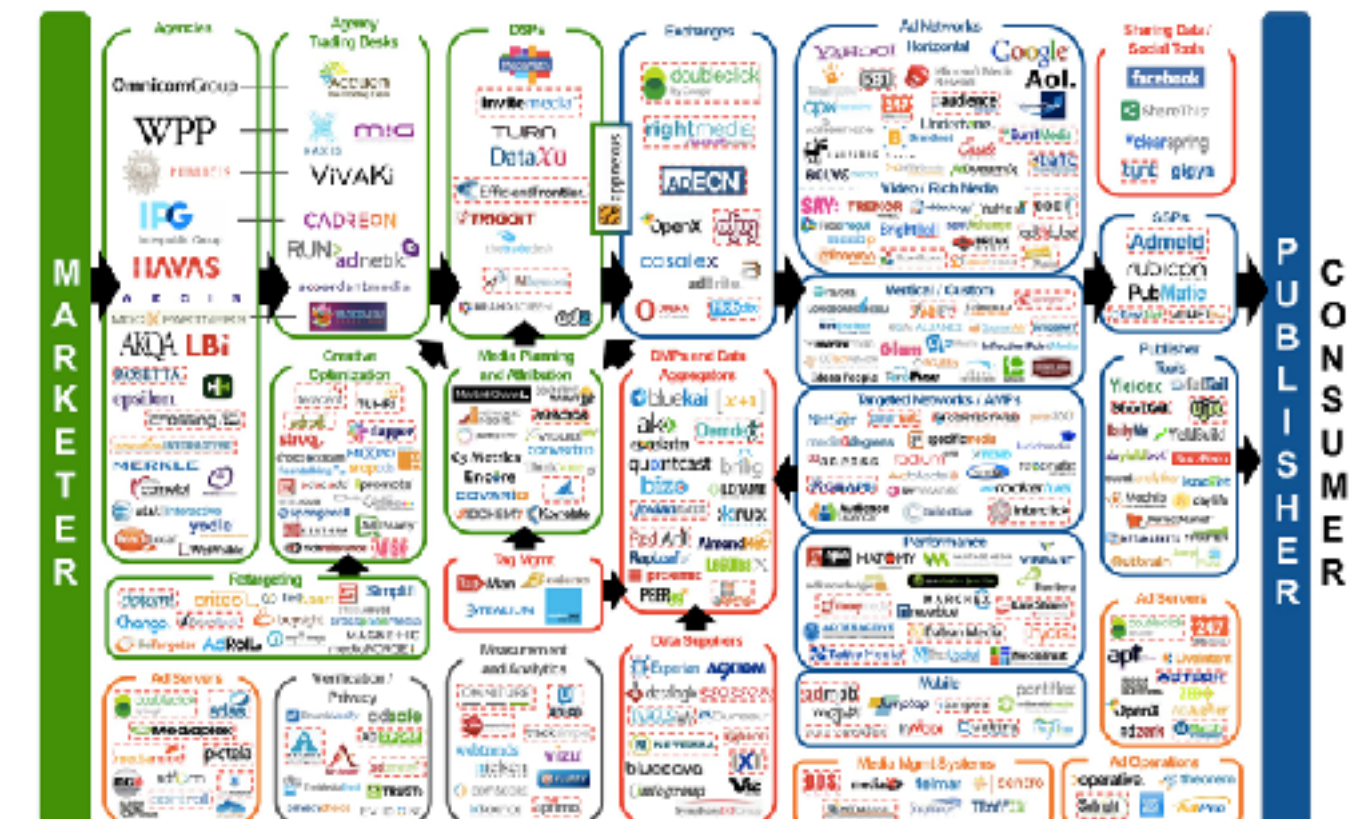
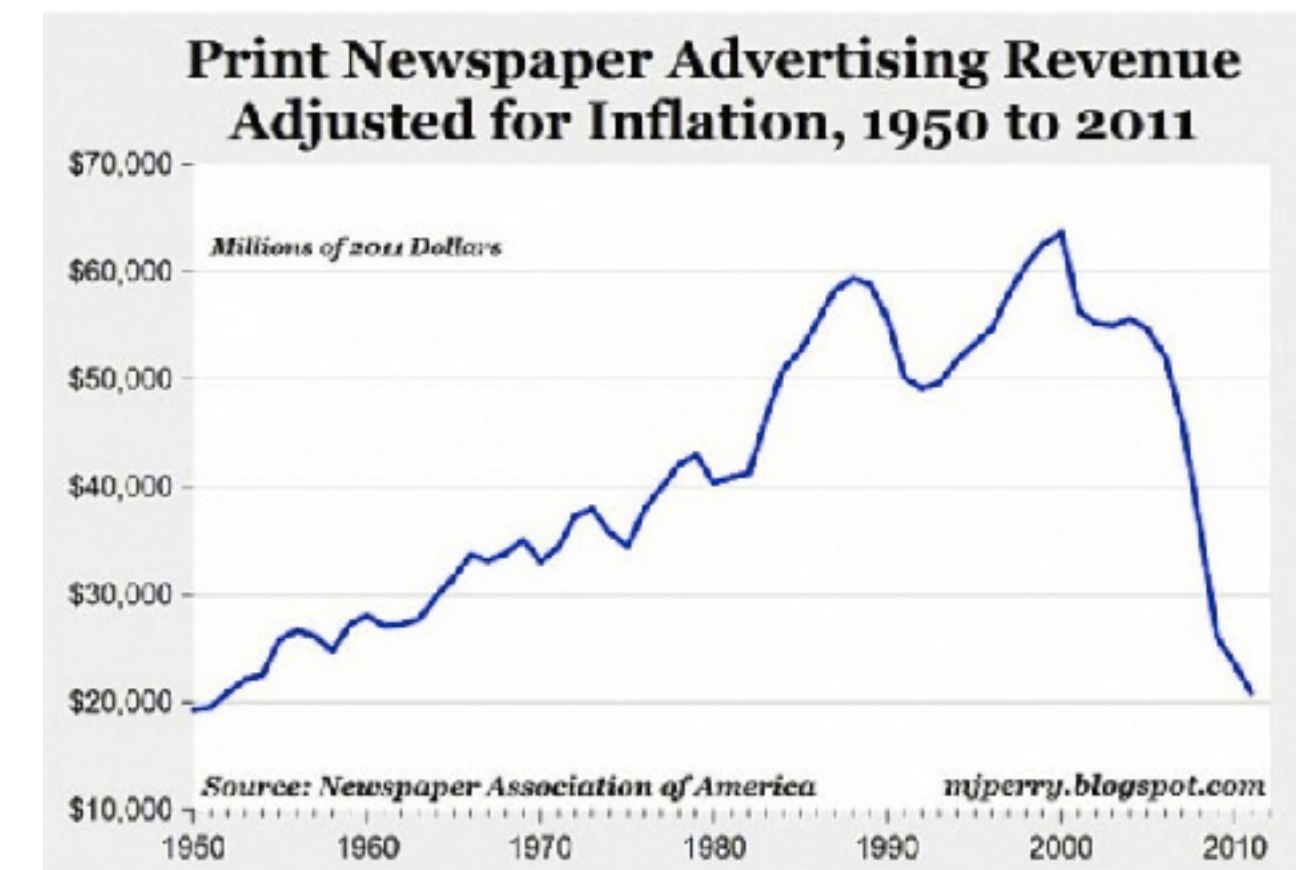
Lots of expensive systems and large cost of operation

Users care less about the publisher brand

Drop in organic traffic

Increasingly reliant on search and social traffic

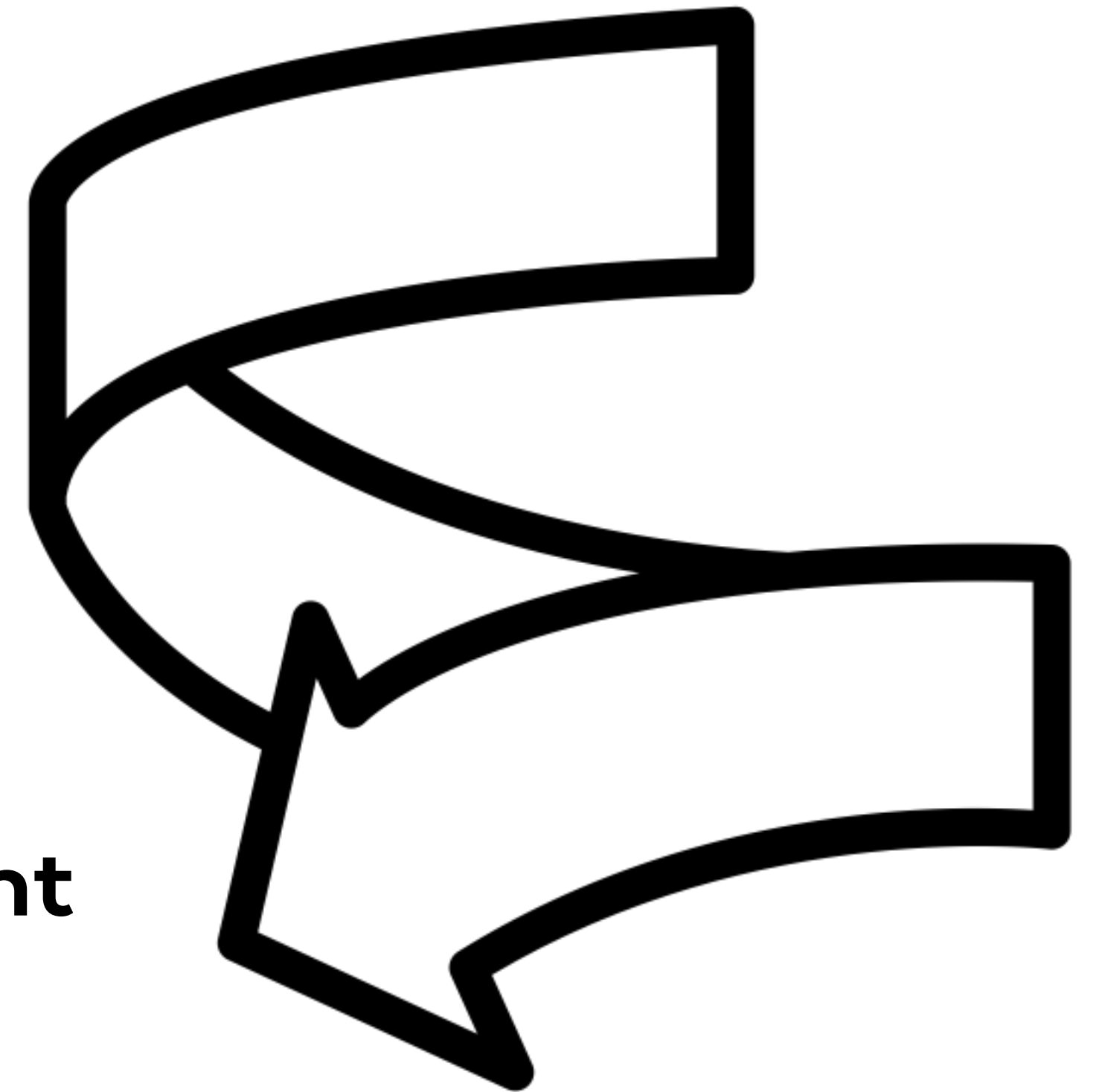
Banner blindness and ad blockers



WHAT DOES THIS MEAN?

- Reach for publishers is **diminishing**
- Socially driven **content** stays on the Social **platform**
(ex: Instant Articles / Live / Video / Snap / etc)
- Content is monetized **externally** by DSP's
- **Cost** per user **increases** and revenue per user **decreases**

You are **basically** working for a US corporate giant



STRATEGY

Publishers vs. platforms: business strategies

Grow business in collaboration

Acquire or build own platforms

Form alliances to compete

Diversify business / exit news



grzegorz.piechota@gmail.com

Research associate, Harvard Business School

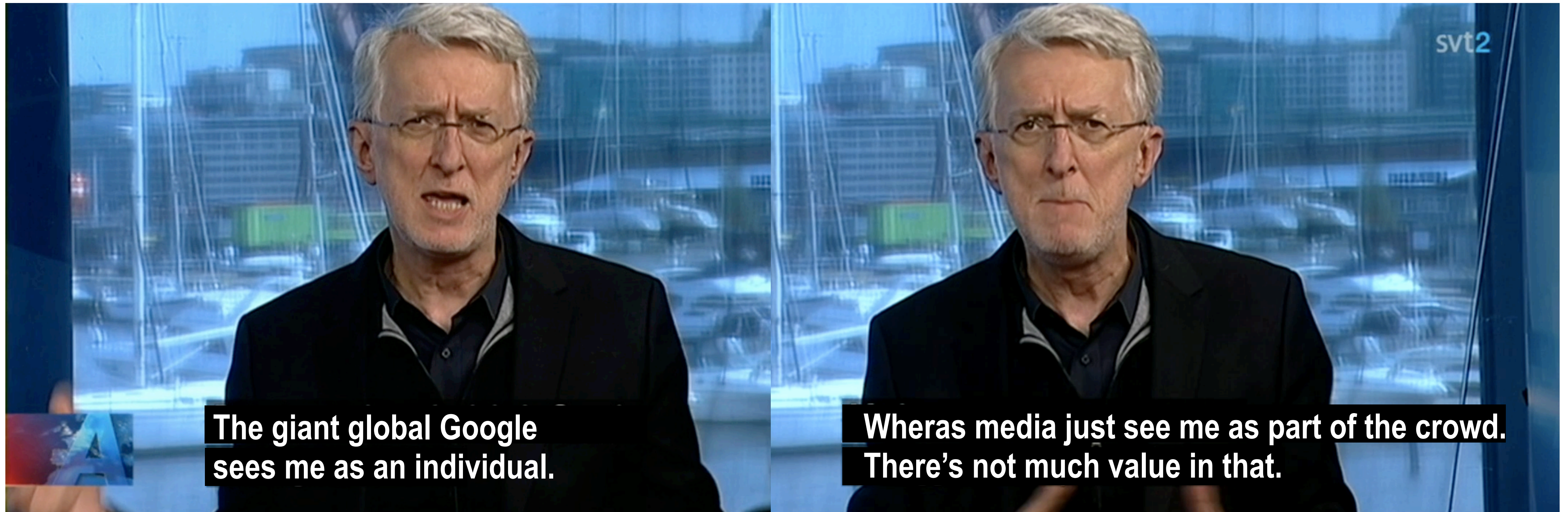
Former news editor, Gazeta Wyborcza

**IF YOU ARE LOSING
AT A GAME, CHANGE
THE GAME**

SIX THINGS TO CONSIDER

- Data
- Automation
- Syndication and co-op
- Push vs. pull
- Find the money
- Brands will become Publishers will become Brands

DATA IS GOLD BUT PUBLISHERS MISSED IT



Jeff Jarvis – Journalism Professor at City University of New York

$$= 2,168 + 12,648 + 7,800$$

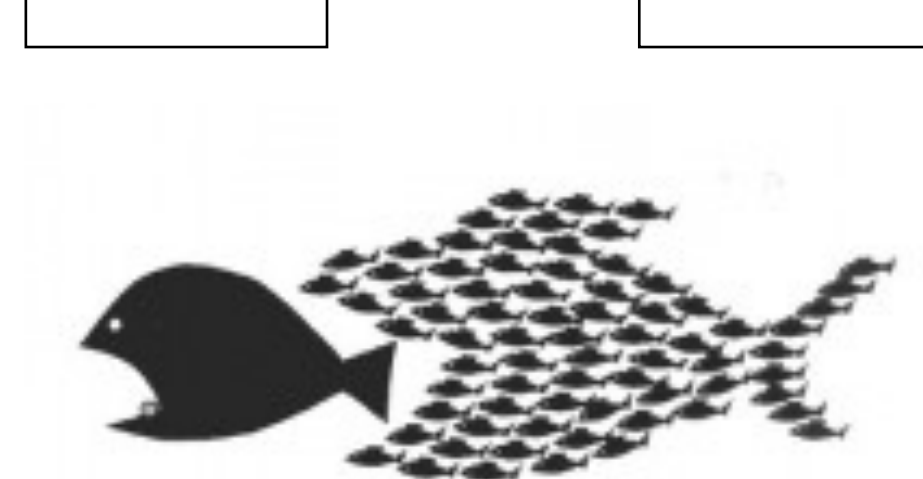
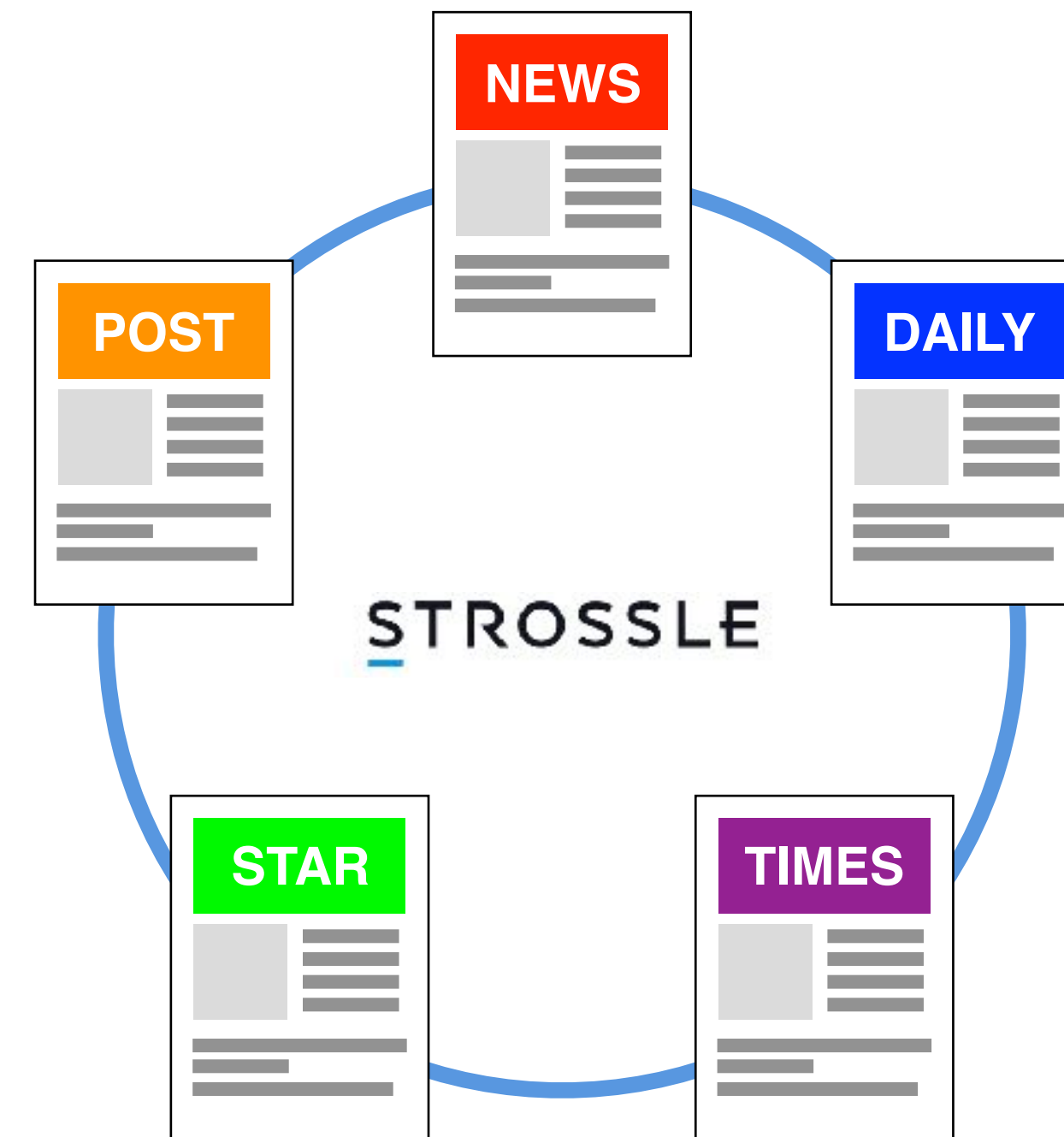
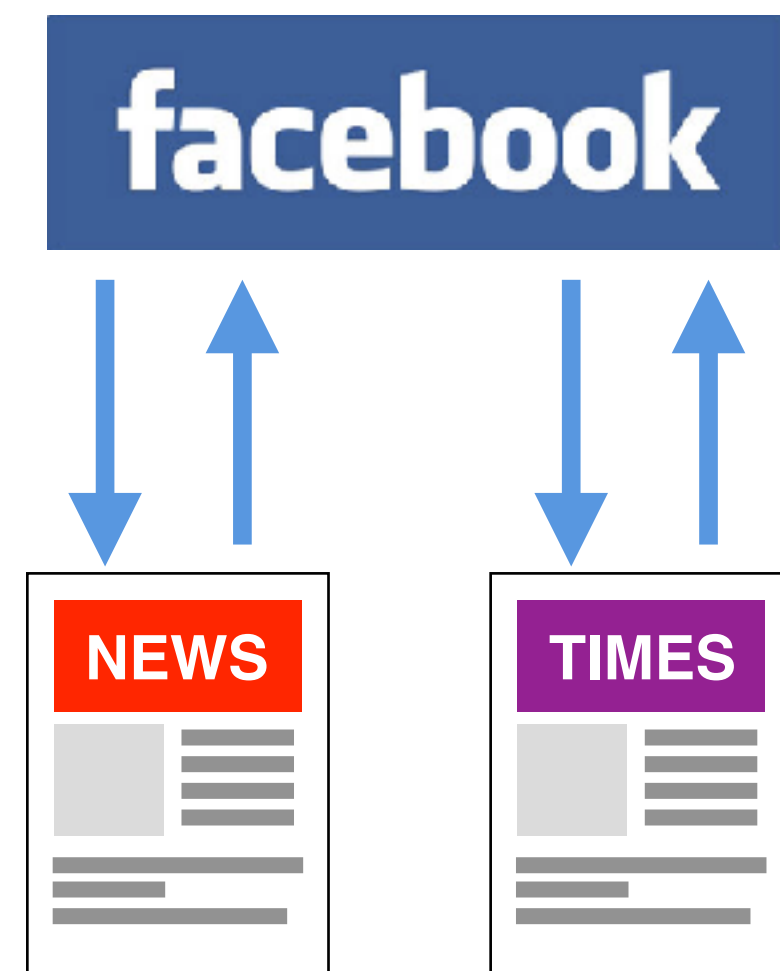
$$\mu_1^2 = \mu_{\bar{y}_1 - \bar{y}_2}^2 = \frac{2,168 + 12,648}{5 + 7 - 2} \left(\frac{1}{5} + \frac{1}{7} \right) = 0,508$$

$$\mu_2^2 = \mu_{\bar{y}_1 - \bar{y}_3}^2 = \frac{2,168 + 7,8}{5 + 9 - 2} \left(\frac{1}{5} + \frac{1}{9} \right) = 0,2582$$

$$\mu_3^2 = \mu_{\bar{y}_2 - \bar{y}_3}^2 = \frac{12,648 + 7,8}{7 + 9 - 2} \left(\frac{1}{7} + \frac{1}{9} \right) = 0,3709$$

$$\mu_1 = 0,71 \quad \mu_2 = 0,508 \quad \mu_3 = 0,609$$

PUBLISHERS AS ONE PLATFORM



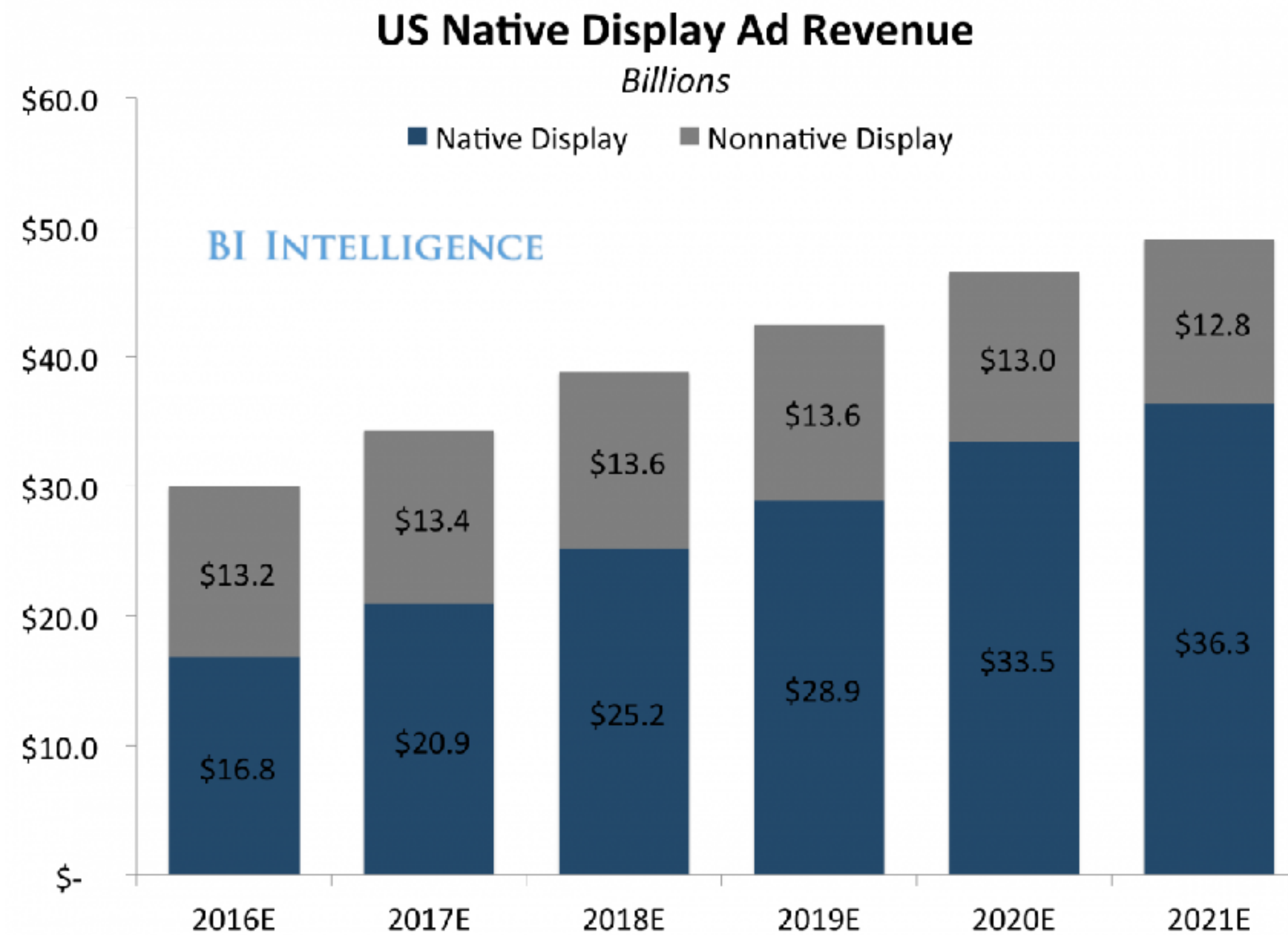
WHY CONTENT MARKETING?

- Pull do not Push
- Tell do not Sell
- Engage and give Value
- Be honest and relevant

In return your audience
will reward you

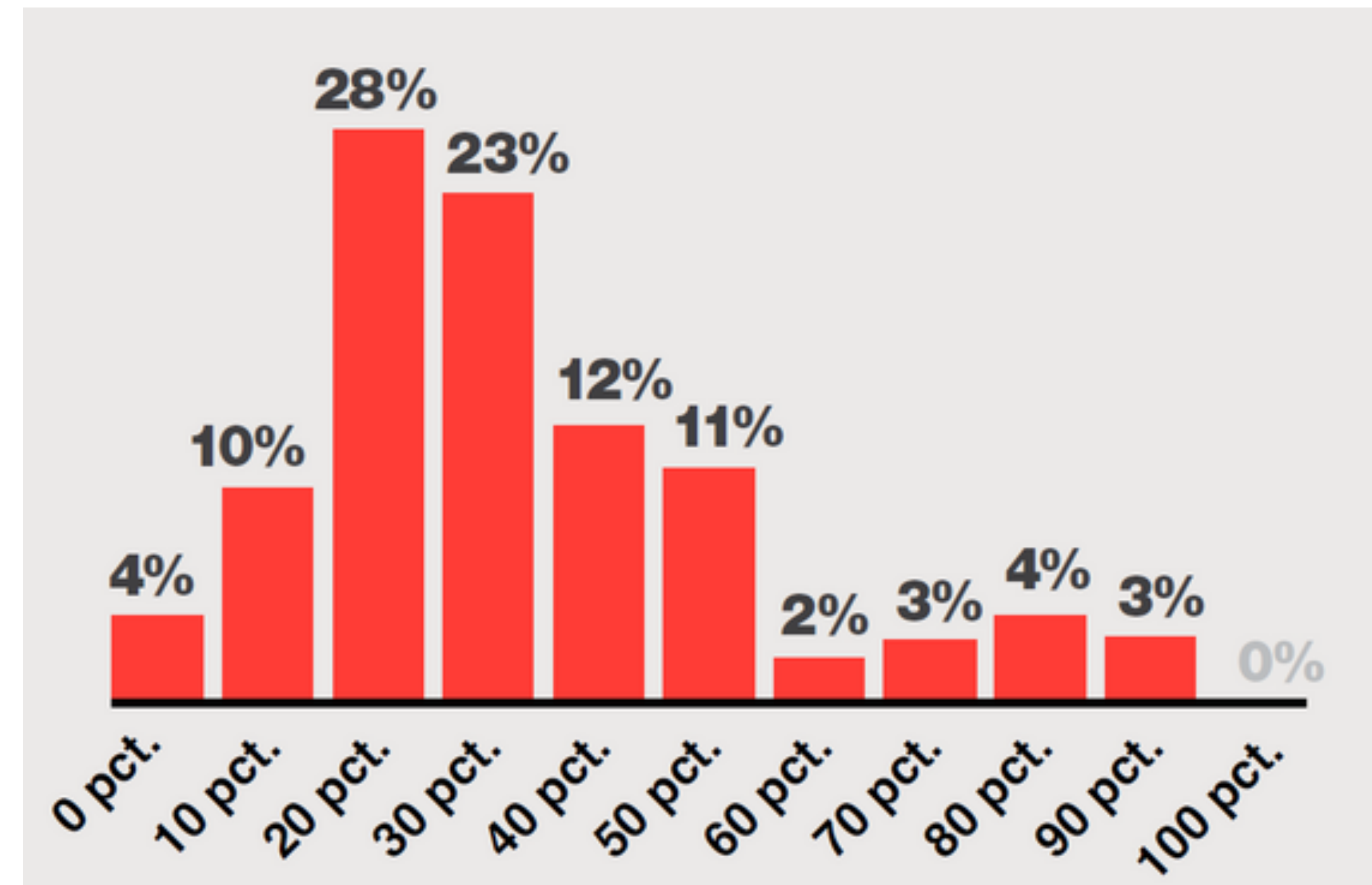


THE MARKET



Note: Display includes all banner, rich media, sponsorship, and video ads

Source: BI Intelligence estimates based on historical data from the Interactive Advertising Bureau and PricewaterhouseCoopers, and IHS



US Native Digital Display Ad Spending, by Segment, 2016-2018

billions




[illegible]

The image is a wireframe of a Facebook homepage layout. The central area is a large white rectangle with the word "facebook" in a blue box. Surrounding this are various navigation buttons and placeholder cards. The top bar includes buttons for "Forgot Log-in", "Video", "Photo", "status", "Like", "Your account has been blocked!", "Break Up", and "Refresh Page". The right sidebar contains buttons for "Event", "Tag a player who you'd like to drink", "Unattended PC", "status", "Unlinked", and "Share". The bottom bar includes buttons for "Comment", "Friend Request", "status", "Photo", "Update your relationship status", and "Event". The left sidebar contains buttons for "Suspended", "Birthday", "status", "Private Message", "Offer a drink to a friend", and "Music". The bottom right corner features a large blue button with a thumbs up icon and the text "Collect a free 'like' card".

BRANDS BECOMING A DESTINATION

ANNONS:



Världspremiär! **Arila köket** SYRAD GRÄDDE. Lätt kokbar. Fetthalt 15% (3 dl). Visbar & kokbar. Fetthalt 30% (3 dl).

TÄNK VAD LITE GOD MAT KAN GÖRA. [Se hela receptet >>](#)

vardags puls MÅ BRA VARJE DAG! Följ oss på [Facebook](#) [Twitter](#) [Instagram](#)

HEM KROPP & HÄLSA INRE HÄLSA MOTION & TRÄNING MAT & RECEPT ☒ BLOGGAR TV [Nyhetsbrev](#)

MISSA INTE MAT & RECEPT: > Laga en god gryta medan du gör något helt annat



Kom ner i varv!

"Stress är vår tids största sjukdom"

INRE HÄLSA Ett stressfritt liv – går det överhuvudtaget att få? Nej, inte helt menar bokaktuelle Karin Björkegren Jones. Men det finns en hel del du kan göra själv för att få ett harmoniskt liv.

Startsida Resmål Flyg Människor Livsstil Mat & Dryck SAS70 SAS New Experience A STAR ALLIANCE MEMBER

STAY CONNECTED IN THE SKY

Keep calling, surfing and texting in the air. Our 3G service is finally taking off on several of our long-haul routes. [Read more →](#)

SAS Om Svenska

SCANDINAVIAN TRAVELER

FOR THE MODERN TRAVELER FROM SCANDINAVIAN AIRLINES

Startsida Resmål Flyg Människor Livsstil Mat & Dryck SAS70 SAS New Experience [Play](#) [Boka biljetter](#)

Julmarknadernas främsta stad

Inget väcker julstämningen som att sakta strosa runt på en julmarknad. Och Salzburg har några av de allra bästa.



UTVALDA FILMER **POPULÄRA ARTIKLAR**

BRANDS BECOMING A DESTINATION

clas ohlson Sök bland 15 000 produkter och reservdelar


Hem El Fritid Bygg Multimedia Jul Reservdelar Club Clas Erbjudanden Fixa själv

Fixa själv


Fixa själv

projekt köpguide | inspiration video


Vi har samlat goda råd, smarta tips och praktiska lösningar för både hem, vardag och fritid. Följ enkla steg-för-steg-instruktioner eller få inspiration och idéer som sprider nytt ljus över dina projekt. För nöjet att fixa själv!




Skapa mys med solcellslampor



Bygg ett långbord
Ett långbord är enkelt att bygga. Och mycket roligt...



Clas-TV: Lägga trall
Vi visar hur du enkelt lägger trall på lek och balkong.




Kök i industristil – köksmask...
För dig som vill ha ett kök i industristil lanserar Clas...

Spel. **UNIBET** FOTBOLL • ISHOCKEY • UNIBETTÅAN • VINTERSPORT • TENNIS • ÅRETS FAN

Glenn Hysén: "Allt kan hända i EM"

Hello. Jag har haft en bra helg och just nu kollar jag på TV. Tidigare kolla jag på Lasse Kronér i något julprogram på SVT. I helgen lottades även EM 2016 som jag ska vara på plats och se. Vilken grupp Sverige hamnade i. Det kan...

SKRIVET AV **GLENN HYSÉN** FÖR 11 MÅNADER SEN




CAROLINA HURRICANES

FLORIDA PANTHERS

3.75 2.55

00:22:43

UNIBET




Glenn Hysén: "Zlatan ledde Sverige till EM"


Hello. I lördags var jag på Friends Arena för att se Sverige - Danmark. Första timmen var det fantastiskt spel från Sverige och det var grym stämning på läktarna också. Sista halvtimmen var dålig och det var inte konstigt att Danmark reducerade. Det var ovanligt bra...

SKRIVET AV **GLENN HYSÉN** FÖR 1 YEAR SEN


Today's Experts



GLENN HYSÉN
92 Articles
Follow

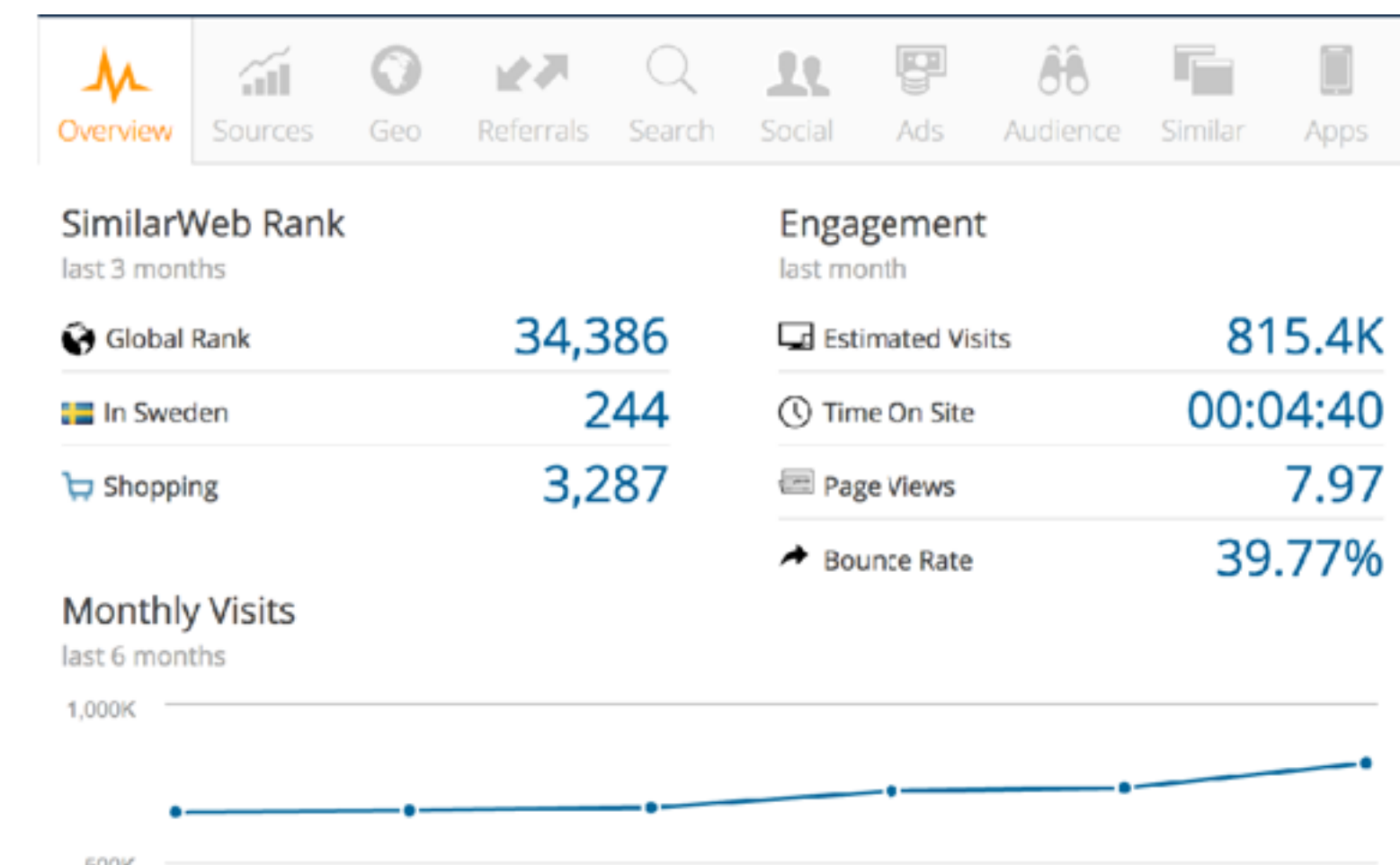
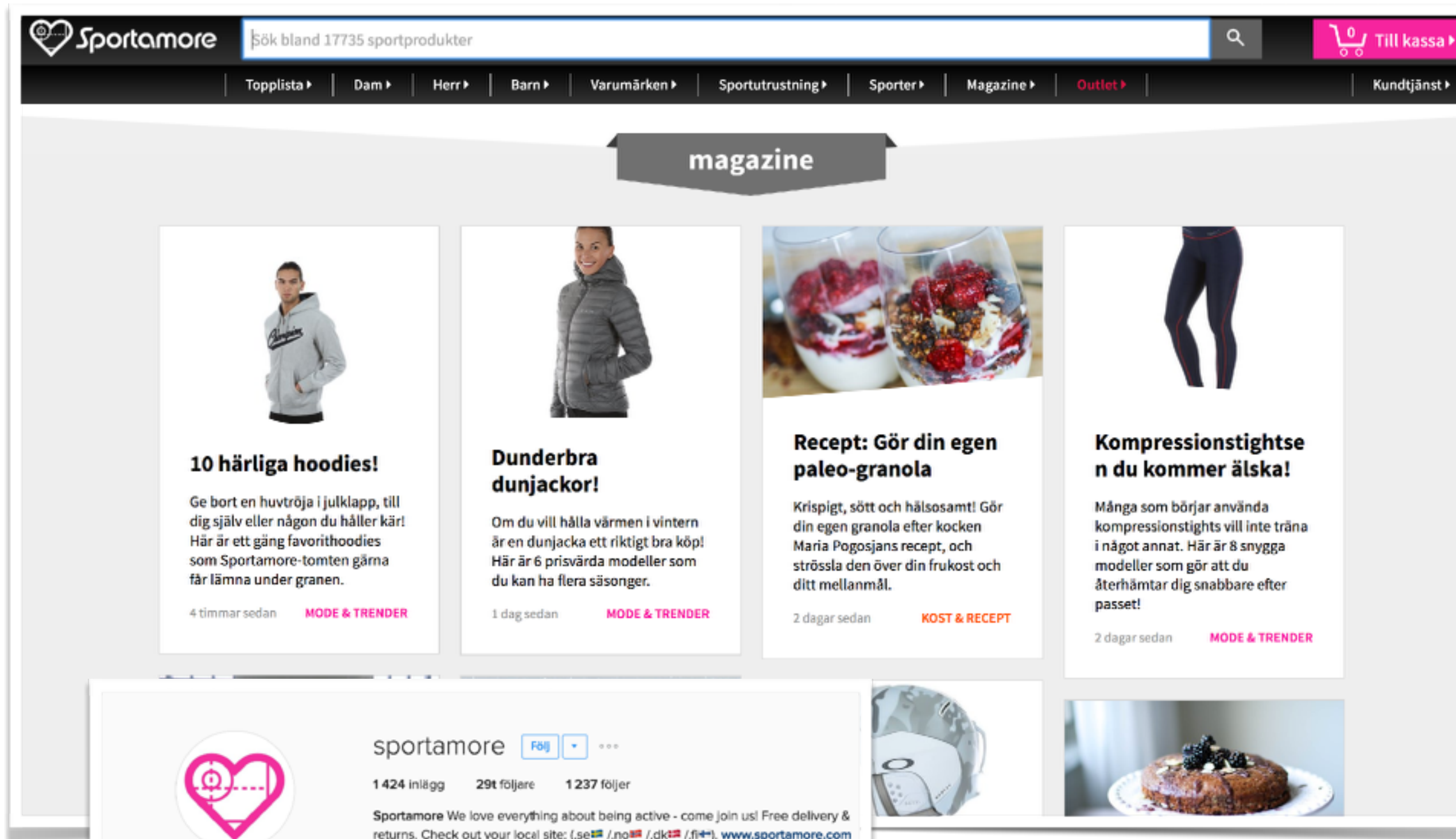


SPELUNIBET
3,227 Articles
Follow



HENRIK HOLM
1 Articles
Follow

SPORTAMORE



THINK LIKE A PUBLISHER?



Are we following our
brand guidelines?

Can we make the logo
bigger?

Can we write a story
about our new product?

Things publishers never ask themselves - focus on quality and reach







THANK YOU!

Magnus Hultman
CEO
magnus@strossle.com

@strossle



STROSSLE