Monetization in Digital Publishing Industry
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Introduction

Spot.IM is a disruptive social engagement platform that brings together the online publishing industry and helps their digital media partners to curate their communities’ social interactions directly, encouraging organic site engagement that enables over 3 billion monthly page views.

Goal of this project is to leverage Spot.IM’s market position and current and near-future assets to collect and use data in a way that will deliver value to stakeholders in the publishing value chain and will be lucrative for the company.

Comment Data

Opportunities in comment data are identified to form revenue streams

<table>
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<th>Statistical analysis</th>
<th>User segmentation</th>
<th>Categorize comments for different user groups</th>
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<tbody>
<tr>
<td>Comments as statistics and measures</td>
<td>Viewability measure</td>
<td>Display ad pricing, SEO ranking, campaign success evaluation</td>
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<tr>
<td>Natural language processing</td>
<td>Sentiment</td>
<td>Analyze sentiment in comments, such as positive vs. negative vs. neutral</td>
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<td>Comments as content</td>
<td>User Generated Content (UGC)</td>
<td>High quality comment can be reused as content for publishers or native ads for advertisers</td>
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<td>Survey and feedbacks</td>
<td>Extract users’ opinions for article refinement from comments</td>
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User Data

User management is proposed to apply a new Ladder of Participation model, instead of the Customer Acquisition Funnel

A predictive model for user engagement level and willingness to pay is developed

- Publisher ID
- User ID
- Page View
- Article Clicks
- Likes / Dislikes
- Comments / Replies (viewed / clicked / shared)
- Timestamp of each action

User Engagement Score
- Not engaged = 0
- Read = 1
- Like = 2
- Engaged = 5
- Influencer/Subscriber = 10

Additional Data
- Gender
- Age
- Position
- Address
- Industry
- Education level

Willing-To-Pay Score &
Encourage More Engagement
Browser notification, virtual status, targeted email, reward redemption, public-powered journalism, paywall on premium content

The team thanks Spot.IM for graciously hosting us, and MIT Israel Lab for the support and opportunity.