



Ipsos MediaCT

The Media, Content and Technology Research Specialists



MonetizeMCT is a flexible research framework that provides solutions for clients of Ipsos MediaCT and Ipsos Mendelsohn

Monetize^{MCT}

Monetizing Free Digital Content

The Media industry is now actively thinking about how to recreate its business and pricing models.

Changes in how advertising budgets are being allocated, major shifts in how consumers are viewing, reading and listening to different media, new user-generated content, as well as the proliferation of free content are rapidly making it impossible for many media brands to continue to deliver online content without consumers paying for what is now free.

MonetizeMCT is a research approach from Ipsos MediaCT and Ipsos Mendelsohn that will assist media brands in valuing their free online content and then creating revenue through digital distribution.

The Business Issues

At Ipsos MediaCT and Ipsos Mendelsohn we are focused on providing solutions in the converging worlds of media, content and technology. We have the research approaches and tools to evaluate revenue and business models through MonetizeMCT.

Our approach directly addresses the following questions:

- What 'price' are consumers willing to pay for your digital content?
- Whether it's a one-time purchase, or a subscription
- How do consumers value your current media brand?
- What should your media brand expect to earn based

on various pricing scenarios and potential business models that media brands can consider for monetizing what is currently free?

The Business Challenge

Key questions that media brands need answered are:

- What does your marketplace look like?
- What 'price' are consumers willing to pay for your online content?
- How important are...
 - Your brand
 - Your content
 - Your authors
 - Your competitors

And, in the end... what is the expected return from various pricing scenarios and approaches for monetizing free online content that your brand is willing to consider?

Our Approach

Our proven research approach enables media brands to test the key components of how consumers value digital content, including:

- The brand providing the content
- The actual content that is offered
- Website design and format
- Voices
- Method of pricing (subscription, etc.)
- Price points
- Advertising load
- Other components, if any

About Ipsos MediaCT

Ipsos MediaCT is the global leader in research-based solutions that connect media, content and technology.

As people view, listen to, read, search for, share and create content across a growing range of traditional media and newer digital platforms, companies need to understand consumer usage and behavior, the value of brands across different platforms and how they can minimize risk in bringing new products and services to market.

We bring expertise in a wide range of research techniques to companies in the media, entertainment, video games, on-line services, telecoms and technology industries.

About Ipsos Mendelsohn

Ipsos Mendelsohn, the NYC-based organization and division of Ipsos MediaCT (The Media, Content and Technology Research Specialists), focuses on studying and researching the impact and use of media across America.

Our syndicated surveys are used by hundreds of advertisers, agencies and the media to assess communications planning and buying activities. We manage comprehensive and innovative media surveys, including The Mendelsohn Affluent Survey.

For more information, please connect with us at: www.ipsosmediact.com

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