**ACTION TOPIC 4 – NEW INCOME MODELS AND VALUE – MONETISING DIGITAL ASSETS**

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| **MODEL** | **FEATURES & CONSIDERATIONS** | **GOOD FOR (ASSET)** | EXAMPLES |
| **Aggregator Platform** | Licensing deals with content providers  Potential for global reach  legal advice for negotiations | Broadcast quality content | [Bristol Arts Channel](https://www.bristolartschannel.com/)  [Digital Theatre](https://www.digitaltheatre.com/)  [Marquee TV](https://www.marquee.tv/) |
| **Own platform** | Upfront investment, competing against aggregators | Niche, strong brands with global reach / appeal | [Globe](https://globeplayer.tv/) alongside YouTube editions and features on BBC IPlayer |
| **Deal with distributor** | May be appropriate for a handful of orgs - unlikely to be at the ‘Prime’ scale  Need to offer major pulling power & have access to first class legal advice for negotiations | Broadcast quality content  Mass appeal | Fleabag on Prime |
| **Subscription, membership and paywalls** | Monthly or annual payment for access to members only content  Often used in combination with an initial free trial or through a Freemium model | View on demand content  Regular new content / wide range of content required to keep people coming back | Free platforms e.g. You Tube, Facebook, apps that have subscription functions  Publishing - Guardian, Which  [Patreon](https://www.patreon.com/) for individual artists and small companies |
| **Pay per view** | ‘Microtransactions’  Can be on demand or live content  Potential to partner with an org with a bigger / existing online audience (e.g. Big Telly & Creation Theatre) | One off digital content – live or on demand – including tickets for limited access events  Content that can be 'chunked' down e.g. chapters of a book, episodes in a series | Now TV  Vimeo  [O'Reilly publishing](http://toc.oreilly.com/2007/06/buy-oreilly-books-by-the-chapt.html) offering books by the chapter (and individual writers release chapter by chapter on e.g. facebook)  [Spymonkey](https://www.spymonkey.co.uk/) shows  [Chronic Insanity](https://chronicinsanity.wixsite.com/12in12) pay bundles for their 12 shows in 12 months  [The Old Vic](https://www.oldvictheatre.com/whats-on/2020/lungs-in-camera) In Camera series  [Big Telly’s](https://wewillthrive.co.uk/resources/case-studies/how-to-create-cultural-content-for-online-audiences-a-case-study-of-big-tellys-zoom-theatre) Zoom theatre |
| **Freemium** | Free access to some basic content, pay for ‘premium’ offer  Low conversion rates  Could involve breaking up existing offer into a few chargeable bundles/modules (e.g. training course) | Typically large volume / mass audiences | Duolingo  Zoom  [COACH from One further - digital skills with Free & Pro options](https://coach.onefurther.com/?utm_source=Cultural+Digital&utm_campaign=0ec1ad4b7b-culturaldigital&utm_medium=email&utm_term=0_f5c318bb03-0ec1ad4b7b-144888037) |
| **Brand partnerships** | Sponsorship and brand alignment | Data as product / analytics  Access to targeted audience segments | [Guessing this is the model for Lost Horizon: https://www.theguardian.com/music/2020/jun/08/glastonbury-to-create-virtual-shangri-la-with-fatboy-slim-and-more](about:blank)  [Boiler Room](https://www.thefader.com/2016/11/04/boiler-room-blaise-bellville-interview)  Google (ads aspect) |
| **Donations** | Built into the functionality on many platforms such as livestream platforms and social media  Compatibility with overall fundraising strategy?  Is your digital audience new or overlap with core?  Potential for a seperate value proposition for new digital audiences. | Strong value proposition / clear messaging  Loyalty and goodwill among audiences | [https://www.recitalstream.org/ - aggregated ‘box office’ but donations direct to artists](https://www.recitalstream.org/)  [Twitch (livestream platform)](https://www.twitch.tv/p/en/about/)  Pay it forward Crowdfunder https://www.crowdfunder.co.uk/funds/creative-industries and the London version <https://payitforward.london.gov.uk/>  [ROH](https://www.roh.org.uk/donate-now)  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/> |