

Digital publishing sites are the new frontier in journalism. Some sites are web versions of their printed newspapers and magazines, or their television news broadcast while others publish exclusively to the web. Increasingly, young people are siting social media as the primary source of their news, and as a result some may argue that social media sites are digital publishing sites.* They attempt to make profits in a number of ways including advertising and subscriptions to their site, but according to research at the University of Berkeley online revenues for most news media are still a small fraction of the income from traditional print or broadcast.* However young people are increasingly turning to the Internet for more of their news and implementing an effective web strategy is critical for long-term survival.

EXAMPLES:

1. **CNN:** CNN is traditionally a cable 24 hour news network, however they also offer a digital publishing site. They subscribe to behavioral advertising firms like Ad Choice which help them display target advertising banners on their site. They also offer sponsored links for vendors who have paid to be listed in their sponsored links section and they play commercials before a viewer can watch a video clip from their televised broadcasts.
2. **NY Times:** NY times is traditionally a printed newspaper but they too offer a digital publishing site. If you go directly to their site you usually will come to a landing page first, a specially designed page full page vendor advertisement for your first time visit. For unlimited access to their print news stories in digital form, users can pay for digital subscriptions. Additionally, they have a portal to buy classified ads for print and/or digital print. Like CNN they use behavioral advertising to display target ad banners.
3. **Twitter:** Some might argue that Twitter is not just a social networking site but also a digital publishing site. Twitter is the main source of news for a number of young people*, and often is the source of breaking news like it was during events such as the Miracle on the Hudson, and the Arab Spring. Twitter makes income by providing targeted marketing for their vendor subscribers, sponsored tweets, and promoted accounts.
4. **apacticalwedding.com:** A Practical Wedding (APW) is a digital magazine style blog. Unlike the other digital publishers, APW only accepts vendors that meet their “APW Sanity Pledge” that list standards in their business practices they must follow to advertise on their site. Once accepted, a vendor can advertise on their site through banners, sponsored post, and a listing in their vendor directory. Additionally APW generates income through book deals and public speaking request. Except for their book deals, APW is a digital only publishing company.
5. **PBS:** PBS is a nonprofit broadcast network. As a nonprofit, they are funded through individual and business sponsorship. Business sponsors are offered banner advertising, sponsored links on their site, and commercials that play before a viewer can watch a video clip from PBS’s televised broadcasts. Additionally they are listed in their directory of sponsors. Additionally, for the individual, they have links to make an online donation and to the PBS store

where you can make online purchases. If an individual sets up a free PBS account, they are given access to higher-quality video streaming.

- * <http://multimedia.journalism.berkeley.edu/tutorials/digital-transform/print-and-broadcast-news-vs-internet/>
- * <http://www.pewresearch.org/fact-tank/2013/10/16/12-trends-shaping-digital-news/>

Licensing sites make software available to other sites. If a website needs a search tool, online customer service chat, security certificates, targeted marketing, or other services, licensing sites provide the software to these websites for a fee so they may offer the service without having to develop it in house. They make revenue primarily through subscribers.

EXAMPLES:

1. **Symantec:** Symantec provides SSL Certificates, Code Signing, Identity and Authentication services, and a Safe Site Certification. Websites pay for 1 year, 2 year or 3 year certificates and can opt-in for automatic renewal. Then, Symantec provides the code snippets, keys and links that the website can place on their site. These certificates provide reassurance to customers that their site is safe.
2. **Ad Choice:** Ad Choice provides interest based advertising. When you visit sites or click on banner ads that pay and subscribe to ad choice, then ad choice collects information on you and uses that information to provide targeted ads for the user. Websites pay for this service to increase their banner ad revenue, because a user is more likely to click on an ad that has been tailored to their interest, and no banner space is wasted on ads that disinterest the user.
3. **Live Chat:** Live Chat provides a portal for a company's customer service representatives to chat with visitors on the company's site. Companies pay a monthly fee for the service which they incorporate into their website. By providing this service, companies can more directly engage with visitors on their site, and their customers can seek support without having to leave the web.
4. **Survey Monkey:** Survey Monkey is a survey provider that allows companies to place pop up surveys, exit surveys, research surveys, and others on their site. The basic service is free, but provides Survey Monkey free advertising since it redirects users to their site and sports their logo. More premium plans provide greater customization, integration and analysis but require a monthly or yearly subscription.
5. **Google's Custom Search Engine (CSE):** Google's custom search engine allows websites to embed a search tool on their site. The basic is free but requires you to display their ads from AdSense for search. By subscribing to a yearly plan, websites can opt out of the ads, and have access to more powerful features and customization.