Building the Digital Network
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Build the strongest network of journalists, storytellers and artists to help audiences understand their communities, the world, and the people around them.

Build the next generation of multi-platform engagement and distribution experiences.

Reinvent and redefine how we collaborate to grow revenue on all platforms for all partners.
What is the Digital Network?

An integrated system of tools and services that...

- Enables more coherent and scalable experiences for our audiences
- Reduces redundancies
- Supports a collaborative culture of innovation, where groundbreaking work from NPR and stations can be more easily shared.
By leveraging NPR’s scale, we want to...

**Grow**
- Deliver more station content to **broader audiences**

**Know**
- Deepen our **shared intelligence** about audiences

**Engage**
- Enable stations to **deepen ties** to their communities

**Monetize**
- Drive station **membership**
How we’re getting there

• Combining NPR Digital Media and Digital Services to align teams and roadmaps
• Learning, testing, creating solutions with stations
• Building framework for successful collaborative journalism
## Core Publisher: What it does today

<table>
<thead>
<tr>
<th>Publishing</th>
<th>Distribution</th>
<th>Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creates, edits &amp; manages content</td>
<td>Selects channels &amp; destinations</td>
<td>Determines how content is seen, heard</td>
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### Core Publisher

- NPR Story API
- PMP
## What it doesn’t do

<table>
<thead>
<tr>
<th>Designed to…</th>
<th>Served well, but now…</th>
<th>Not designed for…</th>
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<tbody>
<tr>
<td>✓ Create &amp; publish content</td>
<td>✓ Difficult to innovate on</td>
<td>x Multi-channel distribution</td>
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<tr>
<td>✓ Ease path to membership</td>
<td>✓ Outdated technology</td>
<td>x LJCs, RJC &amp; Hubs</td>
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<tr>
<td>✓ Scale economically</td>
<td>✓ Expensive to maintain</td>
<td>x Integration of other tools, services, workflows</td>
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<tr>
<td>✓ Do it all: podcasts, streams, revenue, analytics, etc.</td>
<td>✓ One size does <em>not</em> fit all</td>
<td>x Customization</td>
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<td></td>
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<td>x A local-national vision</td>
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Now with more flexibility & choice

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Station & Partner Hub

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Publishing

Presentation

Distribution

Now with more flexibility & choice
Possibilities for integrating content

1. “The Friendly Wave”
   - NPR builds suite of APIs with plugins, tools, and documentation.
   - Includes Content, Analytics and Identity services

2. “The Handshake”
   - Stations and NPR share information about vendors being used across the system
   - NPR would help vendors integrate with API endpoints.

   - NPR uses NPR.org components to build station sites
   - And/or NPR integrates station sites to NPR.org
NPR as programmer vs. NPR as platform

• How do national & Member station brands co-exist?

• How is third-party content positioned?

• Who has editorial oversight?

• How do we adapt revenue models to new opportunities?
Building a revenue network
Frictionless giving in NPR One

- WBEZ, KQED & WNYC now active
- Promising, but still a pilot:
  - Higher ARPU
  - Higher conversion rate
  - Lower average donation
But of eight pilots...

... Two stations had ** incompatible gateways **

... Two ** did not have one-touch-enabled accounts **

... One was ** unable to sign ** the Android Pay agreement

... WBEZ, WNYC, KQED had ** significant QA & data work **
“Alexa, I’d like to give to NPR”
“Sorry, that charity isn’t available.”

• November launch with several non-profits*
• NPR (& PBS) have two blockers:
  • No way to ask ‘which station?’
  • No precedent or system for NPR managing donations

* e.g. ASPCA, American Heart Association, March of Dimes, Doctors Without Borders, Unicef, Wikipedia, American Red Cross
Local sponsorship opportunities

• FY17 NPR One sponsorship nearly $450K (+80%)

• What’s the best way to share this growing opportunity?
  • Revenue share
  • Shared inventory
  • Collaborative selling
The next six months
Localizing NPR.org

- Station story syndication
- Secure hosting (HTTPS)
- Localization enhancements
Exploring voice activation

- Station streams via NPR-managed Alexa skill
- Voice donation pilot (TENTATIVE)
- Building the relationships

Alexa, stream NPR.

Starting stream from WNYC...
Continuing to evolve NPR One

- International donation experiment
- Improved **daily show** listening experience
- Offline listening
- Alignment with NPR News app
Upgrading the NPR News app

• Exploring story recommendations
• Easier access to station streams
• Release targeted for end of March
Improving station tools

- Content Editor pilot
- Exploring post-Core Publisher
- Exploring updates to NPRStations.org
- Exploring how we can support membership
- Supporting and maintaining Core Publisher, Composer 2, other tools
Building out the Content Service*

- Rights and permissions
- Analytics
- Integration with NPR services and clients

*Artist formerly known as the PMP*
Building the engagement ladder

- Tiny Desk Contest 2018
- Scoping NPR/member station audience CRM
- Text-to-donate experiment for podcasts
- End-of-year station membership campaign

Donate to your NPR Member station
Testing new models for shared systems

- Modeling vision for Public Media Infrastructure Project
- Piloting proof-of-concept project (ID management)
- Exploring Innovation Exchange
Building teams & coalitions

**October:**
- ONA “Digital Day”
- Major-market / “Digital Co-op” discussion
- 12-station fly-in / workshop

**November:**
- New NPR VP Digital Product

**February:**
- NPR Digital division back to full capacity
Discussion...