



THE 2017 MATHER SYMPOSIUM: *RECAP*

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The 2017 Mather Symposium – Recap

Mather Economics would like to thank everyone who attended the *2017 Mather Symposium, Audience & Data: The Road to Revenue* at The Ritz Carlton in Atlanta. With a wealth of speakers, topics, and attendees from across the globe, we hope that everyone left with actionable insights and new, thought-provoking perspectives. We would also like to thank our partner, the Inland Press Foundation, for their assistance in planning and organizing the conference. The result was an inspiring gathering of industry leaders that shared their success stories, roadblocks, and strategic visions for the future of news media.

This year's theme—"Audience & Data: The Road to Revenue"—offered attendees a chance to participate in interactive discussions centering on initiatives to grow audience and revenue while transitioning into a digital-led business model. With speakers from organizations such as Cox Media Group, The University of Oxford/Harvard Business School, The Boston Globe, Fairfax New Zealand, The Dallas Morning News, and more, attendees gained insights into topics such as digital subscriber acquisition and retention, audience benchmarking, customer service performance auditing, the evolution of print and digital advertising, and the optimization and monetization of content.

Kicking off the symposium was a panel discussion featuring Newsday's evolution to an analytics-driven decision-making enterprise, from both audience and advertising perspectives. Patrick Tornabene and Andrea Rothschild spoke at length on the multi-year process to embrace data and analytics throughout their organization and their plans for the next few years.

Other highlights included the industry debut of the “Digital Billboard Network” presented by our colleagues from Oahu Publications, a new industry benchmarking tool from The Inland Press, success in digital paid content plans from Marketing G2 & Philadelphia Media Network, and the organizational and strategic transitions taking place at Advance.

Attendees were able to catch a glimpse of other technology advancements including: digital advertising revenue audit services from Dev/Con Detect, local market subscription models from INWEGO, and advances in header bidding data for audience growth and yield from PubWise.

Mather Economics was also proud to present advancements and best practices in churn modeling, the alignment of digital audience and content strategy for digital revenue optimization using Listener™, customer service auditing, and the metricsXchange tool, a product of our partnership with the News Media Alliance to provide publishers with dynamic digital benchmarks.

Again, we would like to thank everyone who participated in this year’s symposium for making it a successful hub for news media innovation.

To view the full list of presentations from this year, please go to:

www.mathereconomics.com/knowledge-center

See you next year!

Mather Economics

Further reading

Peter Doucette, *Chief Consumer Revenue Officer*, from The Boston Globe presented a case study on transformation called ***Transformation Case Study*** – A potential path to a sustainable business model through digital subscriptions.

[Click here to read more](#)

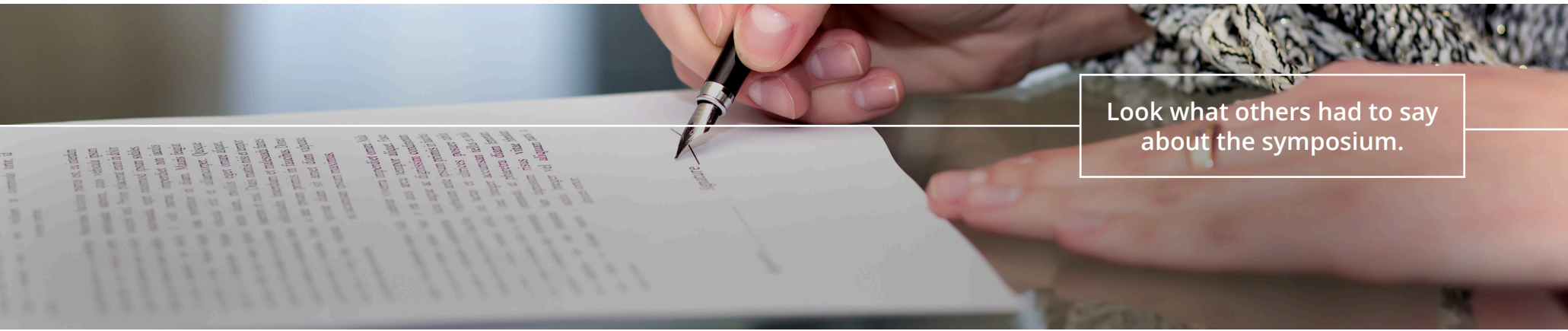
Why Churn Modeling? How can Mather help our clients reduce non-pricing related churn? Read how you can identify who is likely to churn; what do do about it; and case studies on successful initiatives driven by churn scores.

[Click here to read more](#)

How do you respond to digital disruption?

Researchers at the University of Oxford are asking just that and decoupling is at the root.

[Click here to read more](#)



Look what others had to say about the symposium.

2017 Symposium Testimonials

"The Mather Symposium is always the most useful conference I attend and this year was no exception. The focus on digital was right on target. Among my favorite sessions were those lead by Patrick Tornabene, Arvid Tchivzel and Pete Doucette."

– Pat Leader, *The Spokesman-Review*

"I was fortunate to travel from New Zealand to the Mather Symposium. The symposium was a great opportunity to understand the various strategies publishers are implementing to combat the common challenges facing our industry. I enjoyed the ability to understand the full stack of services offered by Mather and see how they are helping publishers better track their audience and maximize revenue. I left with a number of takeaways and a specific list of actions to enhance the projects we are collaborating on with Mather. I look forward to seeing the upside in our results!"

– Jessica Lane, *Fairfax Media NZ*

"I enjoy how the Symposium balances the best of practices from inside our industry with examples of business models from other industries as well. This adds a lot of value and perspective that you don't see at many conferences.

I'm most encouraged by how the topics and products have evolved over the past four years.

Market based pricing has been - and will continue to be - very important as our industry continues to become more and more driven by consumer revenue, driven by data and insight. Presentations focused on applying data to understand our digital customer's news consumption habits, opportunities to predict churn risks and optimizing call center metrics are precisely what the industry needs at this time.

The Churn Optimization and Customer Service Audit presentations both offered valuable insights into largely untapped areas of our business that hold the potential for huge ROI.

Great job by the entire Mather team and the presenters, I'll be back next year!"

– Brian Howell, *Tronc*

"The 2017 Mather Symposium was outstanding. I came away with meaningful insights from speakers and valuable connections with peers. Thanks for putting on another solid program!"

– Kevin Denny, Advance Central Services

"The opportunity for newspapers and media companies to use consumer science and audience segmentation along with leveraging data to grow revenue is very real. The symposium presented tangible examples of turning that promise into revenue growth."

– Bob LeBoeuf, Exsolate

"Good people, Good meetings, Good presentations, Good conversations, led to a great, productive experience!"

– Gayle Pryor, BH Media

"It's great to work in one of a small handful of industries that allows us to collaborate in depth with other businesses doing the same line of work. Because of this, we are able to come together and share our success stories about our attempts to innovate and rethink how our industry can drive positive change. The Mather Symposium is the medium that allows us to do this."

– Jon Utz, Tronc

"The Mather Symposium is invaluable for keeping up with industry trends. The Mather team does a tremendous job gathering top leaders in the industry, providing cutting edge market intelligence and best practices, as well as excellent networking opportunities."

– Erik Zenhausern, Newsday