

**Future**

# **Future, tablet publications, ABC and what next....**

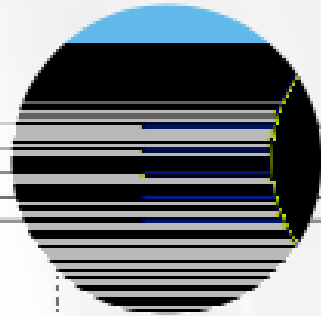
**Nial Ferguson**

Group Publishing Director, Future



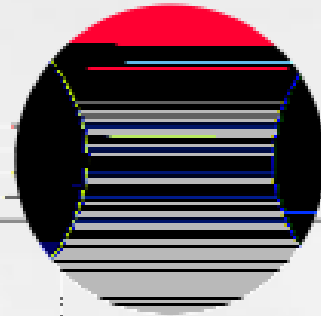
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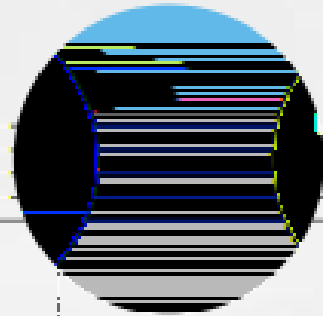
## Online

We have over 50m unique users from across the globe visiting our web properties monthly



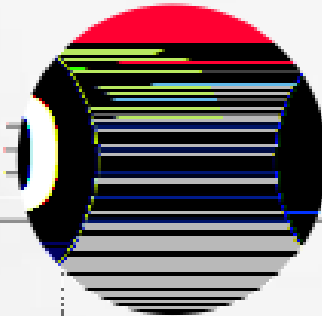
## Social Media

Future has 4.1m followers across all the main social networks



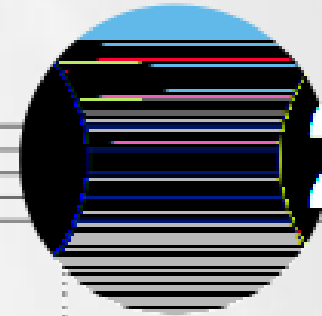
## Video

Last year our content had over 120m video views – that's 228 every minute of every day



## Tablets

Over \$1m gross revenue per month via all digital editions. Over \$m paid iPad editions sold in FY12



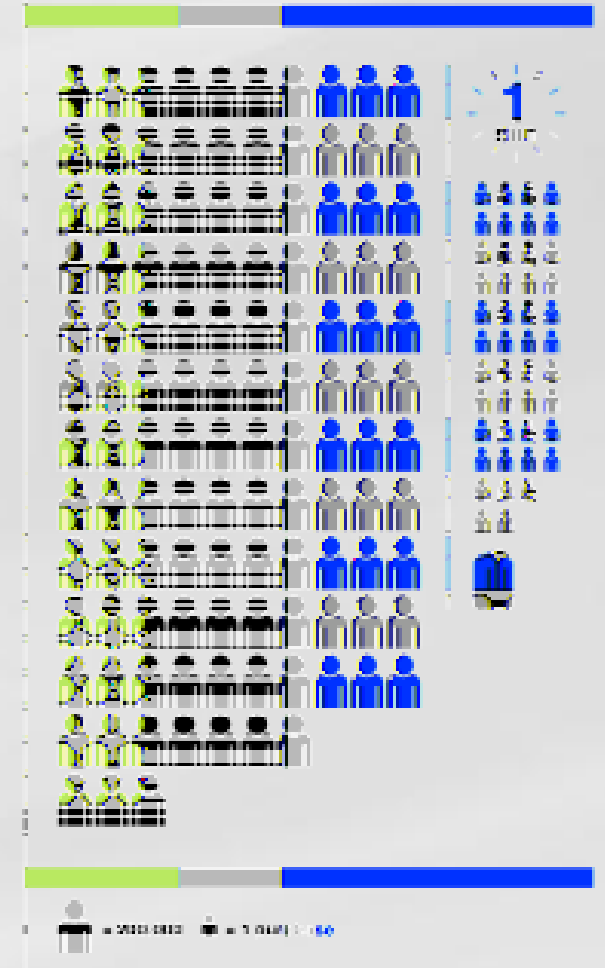
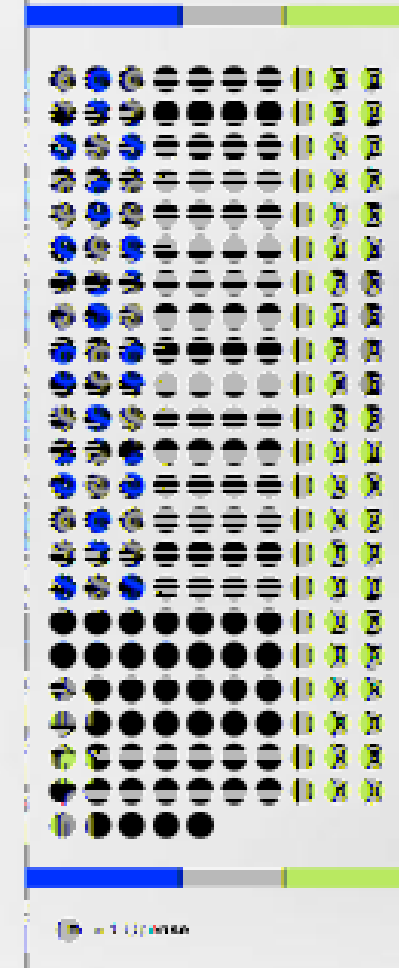
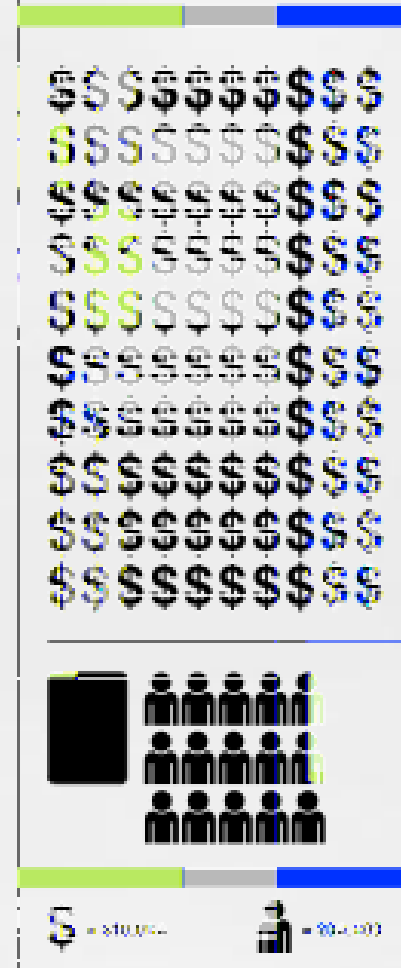
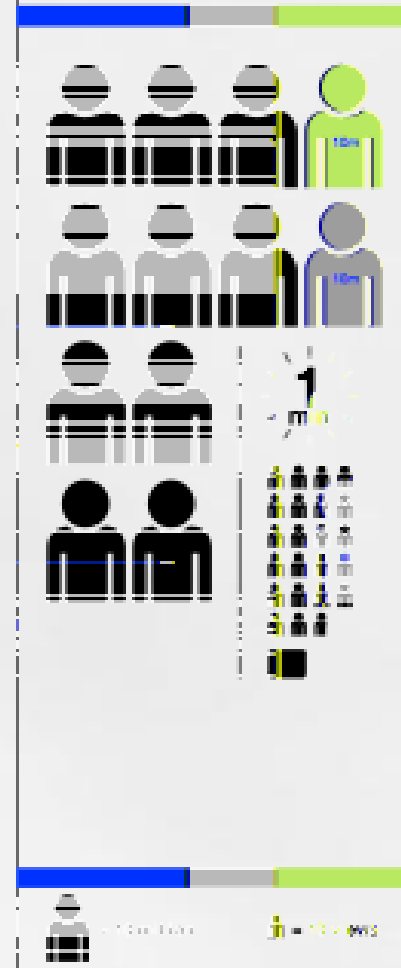
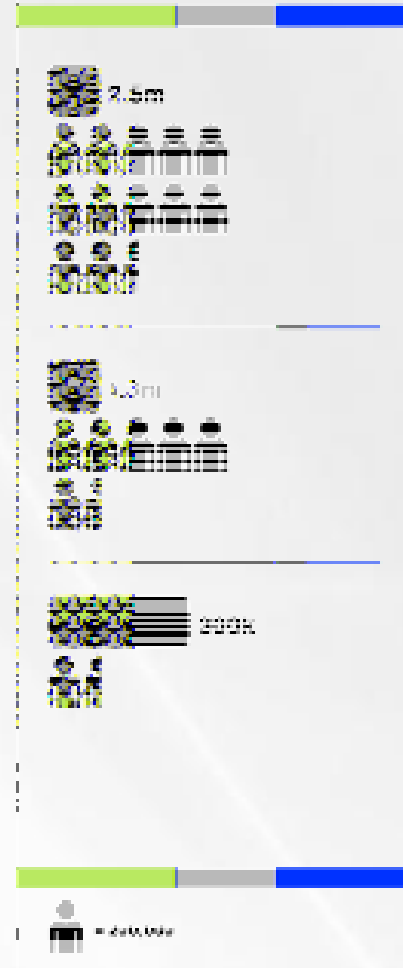
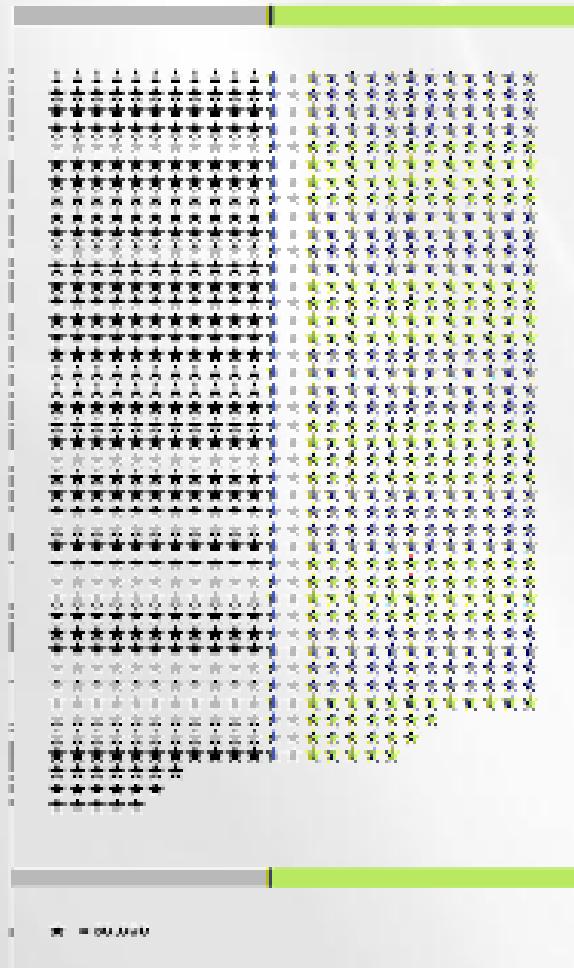
## Licenses

Future has 225 licensed properties available in 89 overseas partnerships



## Print

Over 24m printed copies sold in FY12 – that's 45 every minute of every day



# Consumers and content

## Consumers are...

Always on  
Digital first  
Sharing everything  
Multi-screen  
Impatient



## Content needs to be...

Device aware  
Contextual  
Created elsewhere  
Sharable

# Tablet evolution

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**Asus Padfone Infinity**



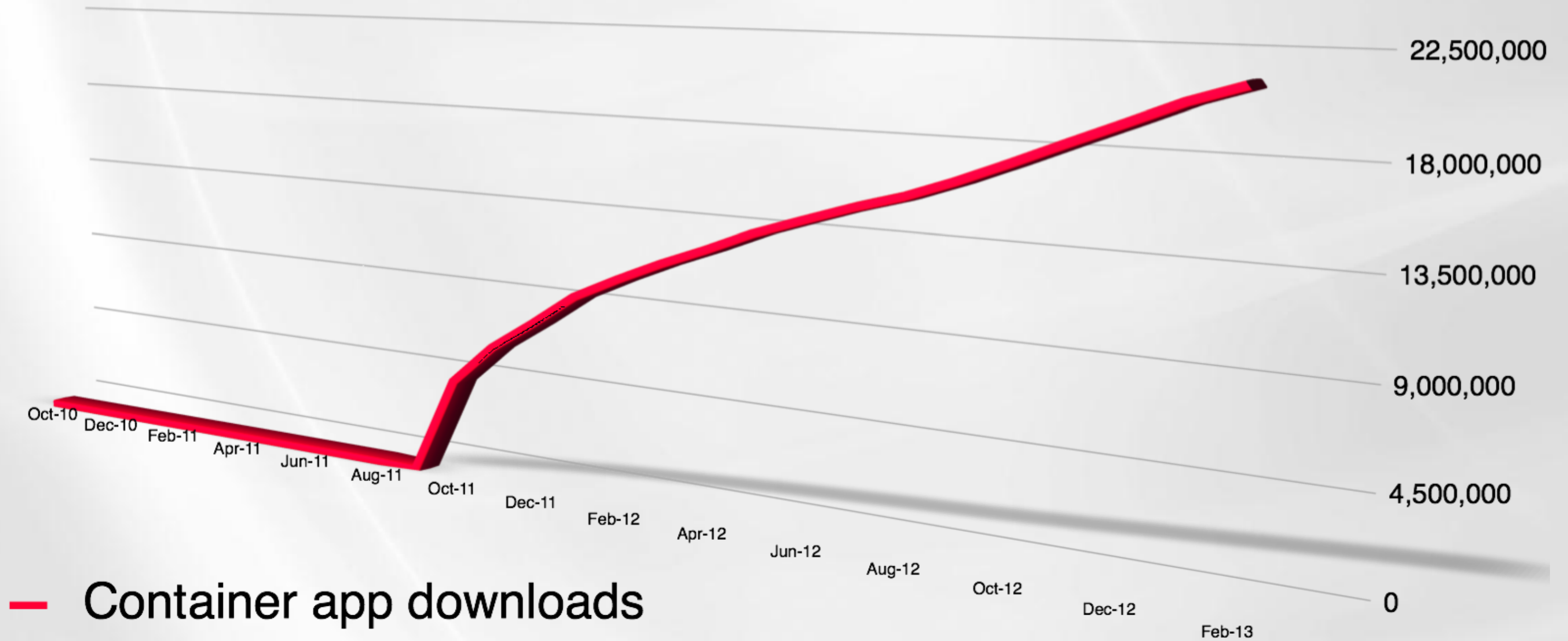
**Sony Xperia Z**



**iPad mini**

# Future's tablet growth

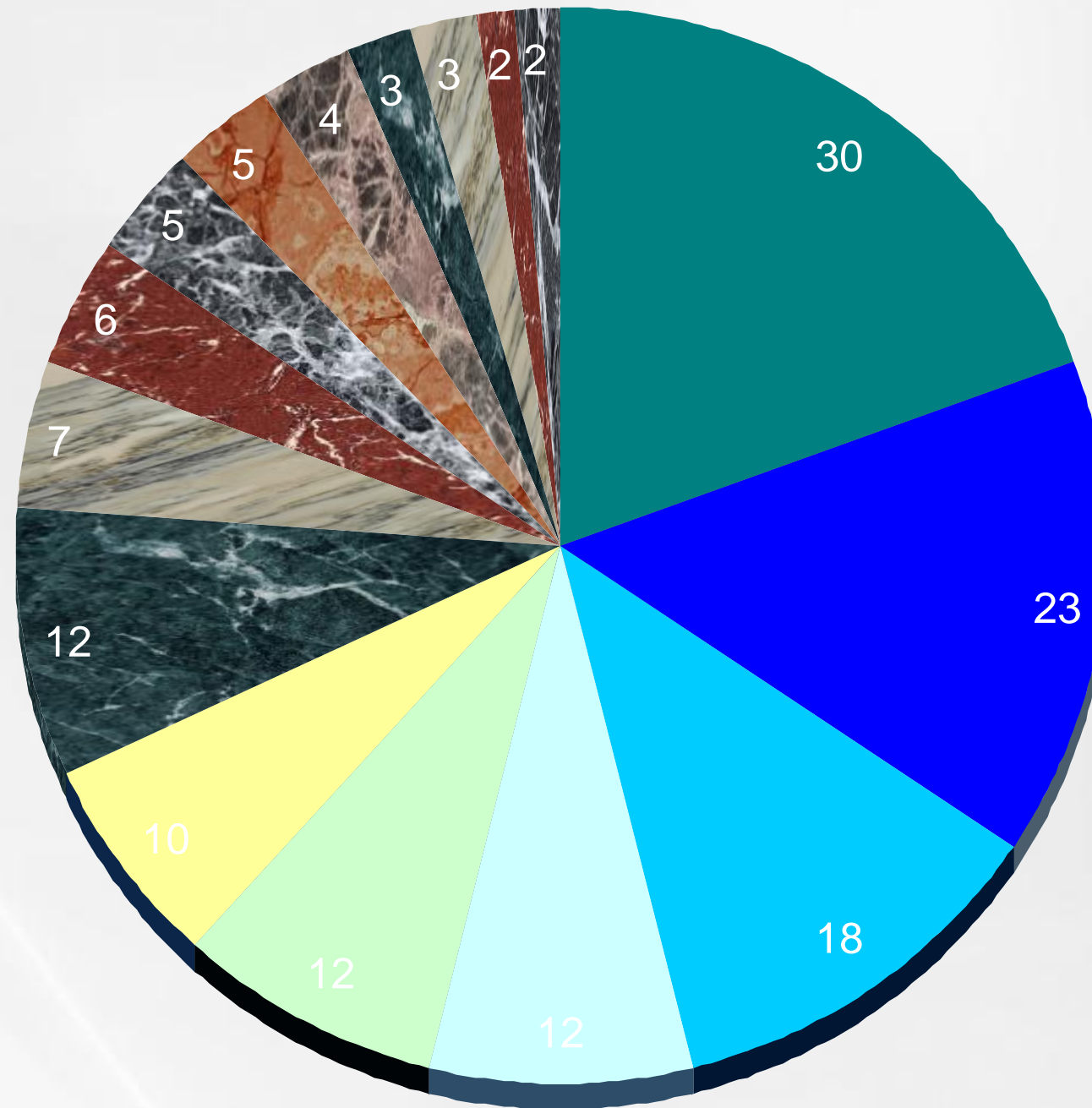
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# 'Top Grossing' on iPads – UK



Number of titles  
in top 200, by  
publisher



- Future
- IPC Media
- Hearst Magazines
- Bauer
- (Tri Active Media Ltd)
- (PageSuite Limited)
- Conde Nast
- Haymarket
- Dennis Publishing Ltd
- (Exact Editions Ltd)
- Immediate Media
- BBC Worldwide
- Imagine Publishing
- Johnston Publishing Ltd
- Rodale, Inc.
- Centaur Media PLC

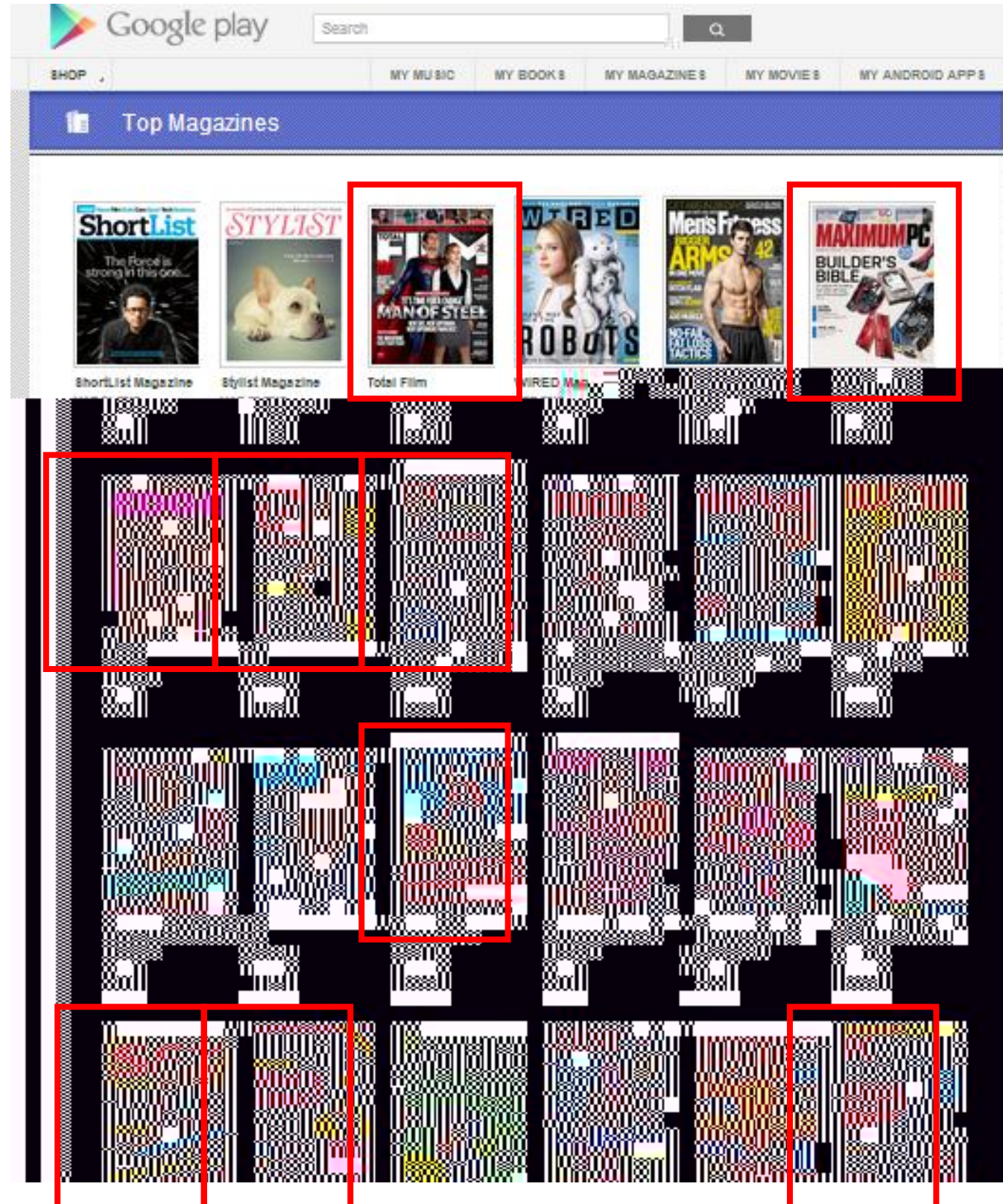
# 'Top Grossing' on iPads – US



Number of titles

in top 200p (by) 12 (T) 12 (T) 0 1280420 re WBTF1 296 Tf1 0 0 1 9963061 Tm0.122 0.1370.15g0.122 0

# 'Top Sellers' on Google Play UK



9 of the Top 20



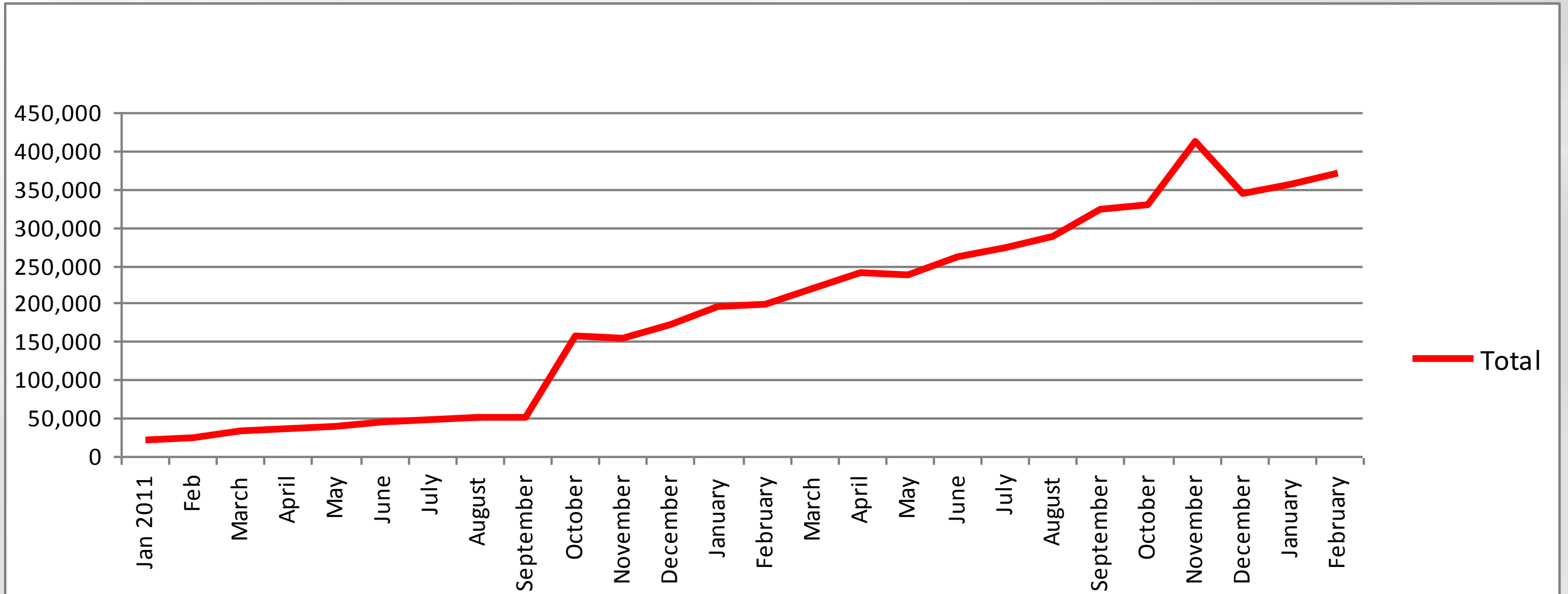
# FutureFolio

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# Month by month growth...

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# Some more numbers...

17m free issues  
downloaded  
1.5m single  
issues sold  
300k+ active  
subscribers  
400k monthly  
circ



T3 is the UK's biggest  
selling iPad magazine  
with 30k tablet edition  
sales

MacLife is (arguably)  
the world's biggest  
selling tech tablet  
edition c75k monthly  
sales

**Future UK delivered one third of all audited magazine digital edition sales  
130,002 – 136% higher than the nearest competitor**

# Our approach...

Future

Create tablet versions for all our print products

All major titles being

Launched new tablet-

has been on weeklies



Develop new product

License FF software and/or tablet creative service to 3<sup>rd</sup> party brands

# The business approach...

Focus on driving consumer revenue

Development of a significant ad revenue model

Initially targeted bespoke tablet advertising

Insight telling us that the print/tablet purchase is very similar



Monthly editions with the same content and enhancements as the platform allows

Buying an edition on Apple Newsstand and Google Play is the same as same as buying an edition at Tesco

# The opportunity to enhance

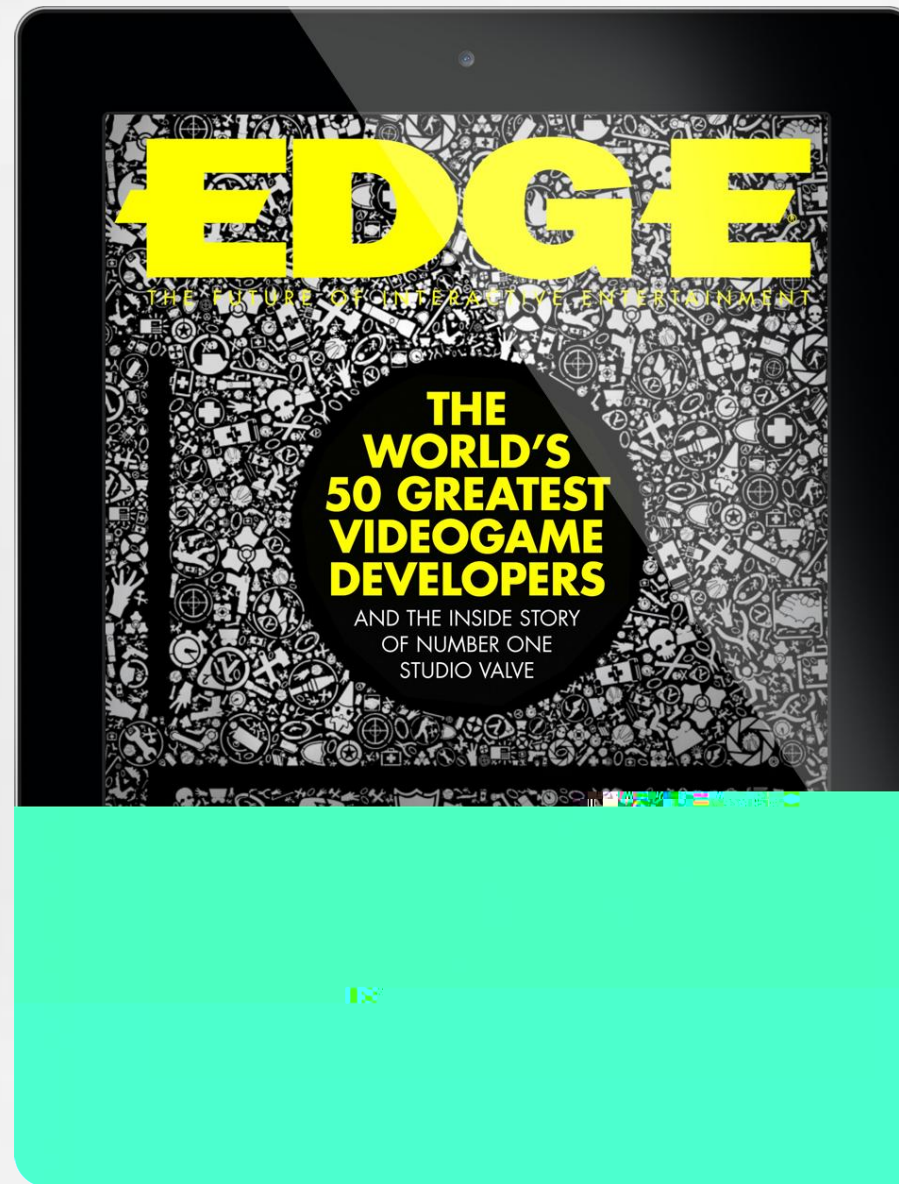
## Creatively

The creative opportunities on tablets are limitless

Will only increase as *what the device allows*

Exciting T-commerce opportunities

Opportunity still not being grabbed



## At scale

One ad across all

Target by title/audience,

iPad remains the lead

Amazon and Windows 8 will follow

# ABC and transparency

## Dec 2012 ABC

300% increase in digital edition reporting

25% of all titles reporting

Future, by far the leader in scale and the only publisher to report a

Clarity on what advertising was where!



## Key metrics

Total paid for sales

Total # of sessions/issue

Time spent/reader/issue

Average # sessions/reader/issue

UUs, Page views, Video views, Dwell time, Geog etc

Full reporting on Ad campaigns

# What's next...

Develop the marketing and discoverability of our tablet properties  
Continue to work

Google Play,  
Apple Newsstand,  
Windows Store etc

Enhance more of our current portfolio and launch new product



Bring tablet more into our *Content Marketing*

Work with commercial partners to deliver greater engagement and transparency

Open up our scale and work with other Publishers as required

Use *illuminate*, our research panel, to give commercial partners even more clarity



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# Nial Ferguson

Group Publishing Director, Future

