

	Per Unit Sales	Advertising				B2C Subscription		Business to Business			
		Column Inch	Banners	Custom Deals	Branded Contents	Basic	Premium	Bulk Subscription	Business services	Attendance Fees	Other Fees
Print Daily Edition	✓ ↓	✓ ↘	✘	✓ →	✓ →	✓ ↘	✘	✓ ↘	✘	✘	✘
Print Weekend Edition	✓ ↘	✓ →	✘	✓ ↗	✓ →	✓ →	✓ →	✘	✘	✘	✘
Web	✘	✘	✓ ↘	✓ ↗	✓ ↗	✓ ↗	✓ →	✘	✘	✘	✘
Tablet	✘	✘	✓ ↘	✓ ↗	✓ ↗	✓ ↗	✓ →	✘	✘	✘	✘
Mobile	✘	✘	✓ ↓	✓ →	✓ →	✘	✓ →	✘	✘	✘	✘
Digital B2B (all platforms)	✘	✘	✘	✓ →	✓ ↗	✘	✘	✓ ↗	✓ ↗	✘	✘
Publishing (ebooks)	✓ ↗	✘	✘	✘	✘	✘	✓ ↗	✘	✓ ↗	✘	✓ ↗
Events & Conferences	✘	✘	✘	✓ ↗	✓ ↗	✘	✓ ↗	✘	✓ ↗	✓ ↗	✓ ↗
Intelligence & surveys	✓ ↗	✘	✘	✘	✘	✘	✓ ↗	✘	✓ ↗	✘	✘
Training & Moocs	✘	✘	✘	✘	✘	✘	✓ ↗	✘	✓ ↗	✘	✘
Publishing for 3rd Party	✘	✘	✘	✘	✓ ↗	✘	✘	✘	✓ ↗	✘	✓ ↗
Commission on 3rd party Sales	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✓ ↗
Syndication Services	✘	✘	✘	✘	✘	✘	✘	✓ ↗	✓ ↗	✘	✓ ↗
B2B Classifieds	✘	✘	✘	✘	✘	✘	✘	✘	✓ ↗	✘	✓ ↗

Applicability & Outlook	
✓ ↗	Clearly on the rise, volume and per unit prices go up
✓ →	Stable or tied to many uncertain factors
✓ ↘	Falling in terms of volume or on a per unit basis
✓ ↓	Falling with little hope of recovery
✘	Not applicable

