Media Revenue Models

Classifieds
Listing fees
Transaction fees
Contextual advertising

Leads
Lead generation
Registration for content
Offers
Enquiry matching

Advertising
Brand creative
Pay per click
Pay per action / sale
List rental
Product placement

Content
Subscription
Pay per view
Pay for format
Customised content

Distribution
Syndication
Licensing
Custom feeds
API fees

Affiliate
Pay per sale
Pay per registration
Pay per download

Community
Membership
Pay for voting
Pay for messaging / SMS
Sales of community research

Merchandising
Books / research
Music / video
Clothing
Other

Platform
Sell distribution platform
License platform
Distribution fees
Serve advertising

Brand
Brand licensing
Sponsor fees
Branded products
Branded content

Partnerships
Revenue share
Profit share
Share of revenue increase

Events
Conferences
Roundtables
Showcases
Access to buyers

Reputation
Timeliness
Validation
Tangibility
Filtering
Sense of community
Customization
Value add
Design
Relevance
Synthesis
Format
Visualization
Ease of use
Analysis