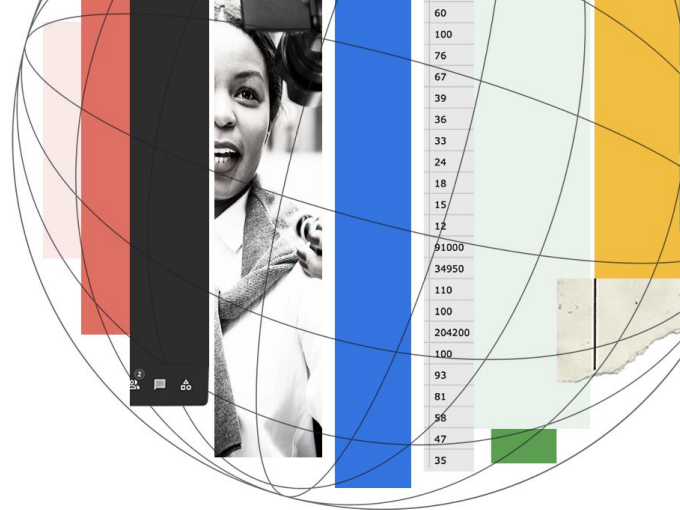


# Reader Revenue Workshop AUNZ

Supported by the Google News Initiative

2026



# The program equips early-stage media organisations with the fundamentals to monetise their news products

## Overview

The **Reader Revenue Workshop** is a four-day program for up to 20 early-stage news media organisations looking to master the fundamentals of digital news monetisation. Participants will learn how to establish a sustainable financial future by directly engaging their readers and building high-value, long-term relationships.

The curriculum focuses on three core pillars of reader revenue: establishing a differentiated value proposition, effectively monetising your audience through diverse models, and implementing strategic retention tactics to minimise churn.

Each publisher will leave with:

- A clearly defined **goal for subscriptions**
- Insights on collecting and leveraging **first-party data** to inform product and editorial decisions
- Expert guidance on **personalising content** and optimising the onboarding journey for new readers
- An understanding of **paywalling** strategies and content tactics that drive conversion and retention

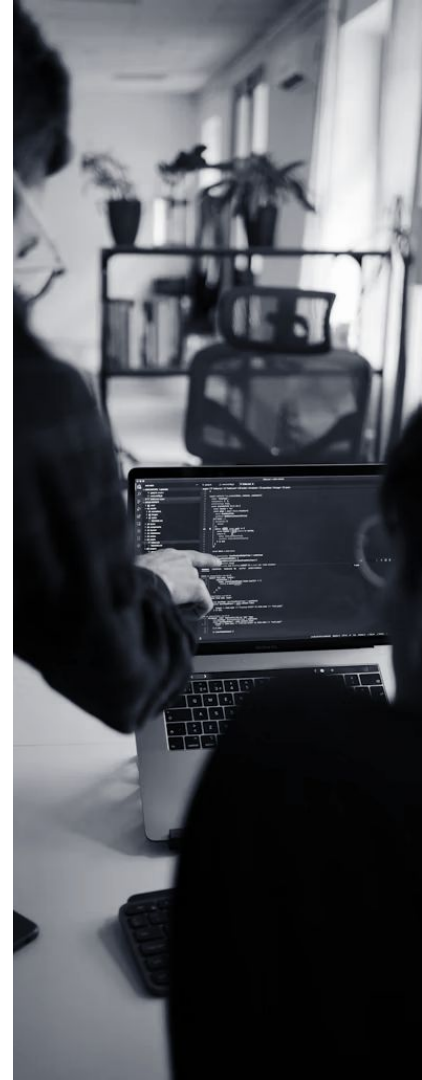
## Delivery

Guided by FT Strategies experts, participants will engage in hands-on workshops, diagnostic sessions, and masterclasses hosted by industry leaders. This collaborative approach encourages sharing best practices and real-world experiences to help organisations thrive in the digital age.

## A proven track record of impact

The partnership between Google and FT Strategies has supported over 1,100 publishers worldwide, delivering tangible growth and establishing resilient revenue models for newsrooms of all sizes.

**We are excited about welcoming a cohort of publishers to the inaugural Reader Revenue Workshop, and look forward to receiving your application for the program.**





# Over four days, participating organisations will gain an understanding of how to explore reader revenue and monetised content


## Timeline


Day	Day 1	Day 2	Day 3	Day 4
Theme	<b>Establishing a Value Proposition</b>	<b>Engaging and Retaining Your Audience</b>	<b>Monetising Your Audience</b>	<b>Supporting Long-Term Success</b>
Publisher Outcomes in Detail	<p>Participants understand the foundations needed to generate reader revenue:</p> <ul style="list-style-type: none"> <li>- Identifying your addressable market</li> <li>- Define a cohesive premium content strategy across verticals</li> <li>- Matching business model to audience</li> </ul>	<p>Participants will understand how first-party data can be used to retain paying users:</p> <ul style="list-style-type: none"> <li>- Introduction to first-party data strategies</li> <li>- First steps of personalising content towards audience needs</li> <li>- Introduction to user retention</li> </ul>	<p>Participants will be trained in monetisation and creating paid-for content:</p> <ul style="list-style-type: none"> <li>- Understand best practice for paywalling content and sampling</li> <li>- How to establish a frictionless onboarding journey for new paying users</li> <li>- Bringing the newsroom onboard</li> </ul>	<p>Participants will establish an initial plan for long-term growth:</p> <ul style="list-style-type: none"> <li>- Setting a single goal to clearly define your organisation's aim for reader revenue</li> <li>- Establishing long-term targets for sustainable growth</li> </ul>


# Applicant criteria

-  **Early stage adopters**

This program is designed for nascent news media organisations at the beginning of their digital reader revenue journeys. Successful applicants will have more than three full-time staff members and display a clear ambition to pursue reader revenue as a source of revenue in the long term.
-  **Based in AUNZ**

This program is open to publishers based in Australia and New Zealand.
-  **Existing digital base**

Participating organisations should have an established digital presence already in place for their media outlet.
-  **Time commitment**

Your team should be available for two days of online workshops, followed by two in-person sessions, all in mid-July 2026. All sessions will be held in English.
-  **Follow-ups**

You should be happy to respond to follow-up questions from FT Strategies asking about your experience after the conclusion of the program.

# The Reader Revenue Workshop is a collaboration between Google and FT Strategies

## Google News Initiative

The **Google News Initiative** represents Google's largest-ever effort to help journalism thrive in the digital age. In collaboration with editors and journalists worldwide, the Google News Initiative (GNI) strives to foster a more sustainable, diverse, and innovative news landscape.

Through a comprehensive suite of programs, digital tools, training and resources, the GNI empowers journalistic endeavors, enabling journalists to effectively discover, verify, and narrate compelling stories while upholding the highest standards of quality journalism.

## FT STRATEGIES

**FT Strategies** is the specialist media and publishing consultancy from the Financial Times. FT Strategies' deep expertise enables its clients to future-proof their business, empower their teams, and fulfill their goals with our proven data, digital and change consulting expertise.