

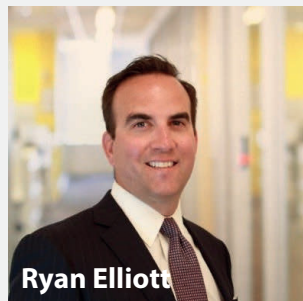
Big News by Jim Elliott

President's Note

It gives me great pleasure to announce that my son, Ryan Elliott, has joined the James G. Elliott Co., Inc., as our new COO. Ryan Elliott comes to the Elliott Co. with broad experience in sales, consulting, risk assessment, financial planning, regulatory experience, M&A advisory work, and the regulatory environment. He started his career in advertising at Saatchi & Saatchi as an account executive in the automotive space. After completing his MBA, Ryan worked in risk management for a large West Coast bank. Later, he transitioned into consulting, working for KPMG and Ernst & Young.



Adding a COO with Ryan's skills is exactly what the company needs at this point in time. Ryan brings the perspective and vast outside experience that will help us continue to innovate for our clients, in outsourced sales as well as in strategic consulting. We have a very deep bench here, and decades of invaluable perspective and proven results, and Ryan enhances all of that. I could not be happier that he's coming on board.



The Elliott Co. has generated an estimated \$750 million in revenue for more than 600 brands through the years. It has offices in New York, Chicago, and Los Angeles.

2023 FIPP World Congress Highlights by Alastair Lewis

If last year's FIPP Congress was all about reunion, coming together after the pandemic and enjoying the azure skies of this marvelous town just outside Lisbon, 2023 really felt as if the industry was back to business. Tropical storm Oscar was a timely and physical reminder that blue skies don't last forever and that we do face significant challenges — but this felt like an industry ready to embrace them.

Here are 3 key themes that we saw emerge from across the programme.

KNOW YOUR AUDIENCE

Really know your audience. Interrogate and then understand their DNA. Work out all of the ways in which your brand enables them to indulge their passion, do their job better or achieve their goals. By doing this you can develop products that build on your core competencies and deliver value. Whether those are print-based, web-based or in-person (physical or virtual) is not the primary concern — if you REALLY know your audience you will find them and the most valuable and viable business models will emerge. Examples of this came across throughout the event from Bonnier LLC, TMB (Trusted Media Brands), Glamour, Truelove and many more.

FOCUS ON WHAT YOU DO BEST

For much of the last 25 years we have seen many examples of media businesses looking to build and own their tech stack, their sales teams, and other central functions — some to very great success, others much less so...All of them time consuming, costly, complicated and often at the expense of the core expertise and key relationships those publishers have

with their audiences. Congress 2023 highlighted that across the board there are now partner solutions that will enable publishers to focus on continuing to create great content, build value and engage their audiences, by delivering lighter, more nimble and ultimately, more profitable products. Whether it's a headless CMS (a must!), a subscription platform, asset management engine, sales agency or great app development, we heard many examples of publishers that have successfully integrated 3rd-party solutions that are now freeing them up to focus on what they do best...

AI IS HERE - LETS EMBRACE IT

There was not a single session that didn't discuss or explore the impact AI will bring to ALL parts of our industry. It's here, it's happening, and we are not going to let it pass us by. Without doubt there are potentially existential threats in a range of areas, and we are right to acknowledge and be aware of the scale of those threats, but this paradigm shift in technology will bring opportunity and rapid growth potential. The main takeaway from this event was to be open, and most importantly, to experiment...start by knowing your audience and how you deliver value to them and then look for ways in which AI can help you do even more and more effectively. Start small, hypothesize, test, test again and learn without fear of failure. It could be really exciting....

FIPP Consulting is a new, boutique, consulting firm open to both members and non-members of FIPP. Our unique network of global associates enables us to work with and find solutions for publishers, media companies and businesses that operate in the media space all over the world. From international strategies, audience development, new product launches, reader revenue strategy to data, e-commerce, AI and new content formats, our network can cover it all. Do drop me a line today to set up a free consultation on any issue that you may need help with — I'm certain we'll be able to help you find a solution and continue to grow your business!



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Jack Semler, President of Readex Research, recently shared his ideas about **Media Usage Research**, which illustrates how different media channels can work together in your market: print, in-person, and digital. This research shows how various channels are used by your audience and how each channel plays a specific role through the purchase process. Readex Research can provide a ready-to-go PowerPoint presentation for your team to use as well as optional crosstabulations for a deeper dive. Learn more about Media Usage Research and see many other research ideas and tips at <https://www.readexresearch.com/>



Come to BIMS 2024, Feb. 29-Mar. 1, in New Orleans!

The Business Information & Media Conference (BIMS) is moving to New Orleans for 2024, and every senior B2B media (or enthusiast B2C media) executive or frontline business-unit operators should plan on being there.

The event is being held at the Loews New Orleans on Thursday, February 29, and Friday, March 1. Called "Re-Generative Media: From Disruption Comes Re-Imagining and Reinvention," this will be an appropriate nod to the remarkable disruptions of the last 20 years—print to web, web to mobile, search and social media, and now, AI. But just as important as the disruptions has been the ability of media to react, respond, and ultimately, succeed.

BIMS is all about bringing new context and clarity at a high level to executive and director-level media operators. BIMS is a dynamic, immersive environment of networking and learning. You'll hear new kinds of media models driven by a new generation of entrepreneurs.

Join us at BIMS 2024 to stay ahead of the curve and advance your business. Contact Tony Silber, director of content and development, at tsilber@siia.net for more information.

