

Revenue stream - Subscription model

Catena Media PLC is pleased to present that it is adding another revenue stream to its business model, following the paid-subscription in both the sports and financial verticals.

As an industry front-runner in lead-generation, Catena Media is known for its cutting-edge approach to online marketing. The addition of a paid-subscription product in both the sports and financial verticals further strengthens the reputation for innovation and helps Catena Media to increase its focus on providing the best possible products for our users.

Leading French sports website, ParisSportifs.com, is the first Catena Media product to adopt the paid-subscription model enabling readers to access unique, top level content. Those who choose to subscribe to the updates from ParisSportifs.com have access to award-winning journalists, expert tipsters and statistics, which fuel the insightful 'pronostics' on all key sporting events.

This same model is one which has been successfully followed in the financial vertical for several years by Hammerstone Inc, which is a recent addition to the Catena Media portfolio. It was this consistent source of revenue which proved a major attraction and a key factor in Catena Media's acquisition of Hammerstone Inc. The service, which provides subscribers with access to traders with over 18 years of experience is one of the leading providers in financial lead-generation and their knowledge in the paid-subscription sphere will be hugely beneficial to all other Catena Media products.

The paid-subscription model is one which has been used in publishing for several years and has proved hugely successful as it provides stable, recurring revenues which are not subject to market fluctuations. This revenue stream will allow Catena Media to further strengthen the position at the head of the industry. The focus on product platforms which are entirely user-centred allows Catena Media to get closer to the customers and, ultimately, provide an even better end service.

The strengthened understanding of users' needs, provided by a paid-subscription service, will allow Catena Media to engage with their global users. The learnings from this will prove invaluable and will help to influence all future business growth and expansion.

Speaking about the paid-subscription sector, Catena Media CEO Per Hellberg stated,

"The demand for high quality, curated content is increasing rapidly across the world and when having such excellent expertise in-house, it is a natural step to provide this information as a subscription model to our engaged consumers. They get hold of unique content and we increase our inflow of recurring revenues. Best of both worlds."