

# SMART CONTENT, SMART STRUCTURE.

**ROBERTA CERRI**

GENERAL MANAGER  
MUTADO- A DE AGOSTINI PUBLISHING COMPANY

# DE AGOSTINI AND THE DIGITAL CHALLENGE

## DeAGOSTINI

DE AGOSTINI PUBLISHING IS THE **GLOBAL LEADER** IN CONTINUITY AND COLLECTIONS MARKET WITH **48%** SHARE



## MUTADO

MUTADO IS A **DIGITAL AGENCY** BASED IN MILAN WITH 10+ YEARS PROVEN TRACK RECORD IN THE INDUSTRY, ACQUIRED IN 2012

## THE GOAL?



**FIND A WAY TO CREATE A SOLID  
BUSINESS MODEL BASED ON  
DIGITAL CONTENT**

**YES, BUT..HOW?**



**FIRST OF ALL, BY CREATING  
SMART STRUCTURE, MORE  
REACTIVE TO THE ACTUAL  
MARKET CHALLENGE**

**YES, BUT..HOW?**



**IN THE MEANTIME, IT IS ALSO  
NECESSARY TO CREATE A NEW  
CORPORATE CULTURE.**

# WHAT HAPPENED NEXT?

**DeAGOSTINI** DIGITAL  
PUBLISHING

WAS CREATED NEW LEGAL  
ENTITY, MORE FLEXIBLE  
AND AWARE OF DIGITAL  
CHALLENGES

M U T A D O

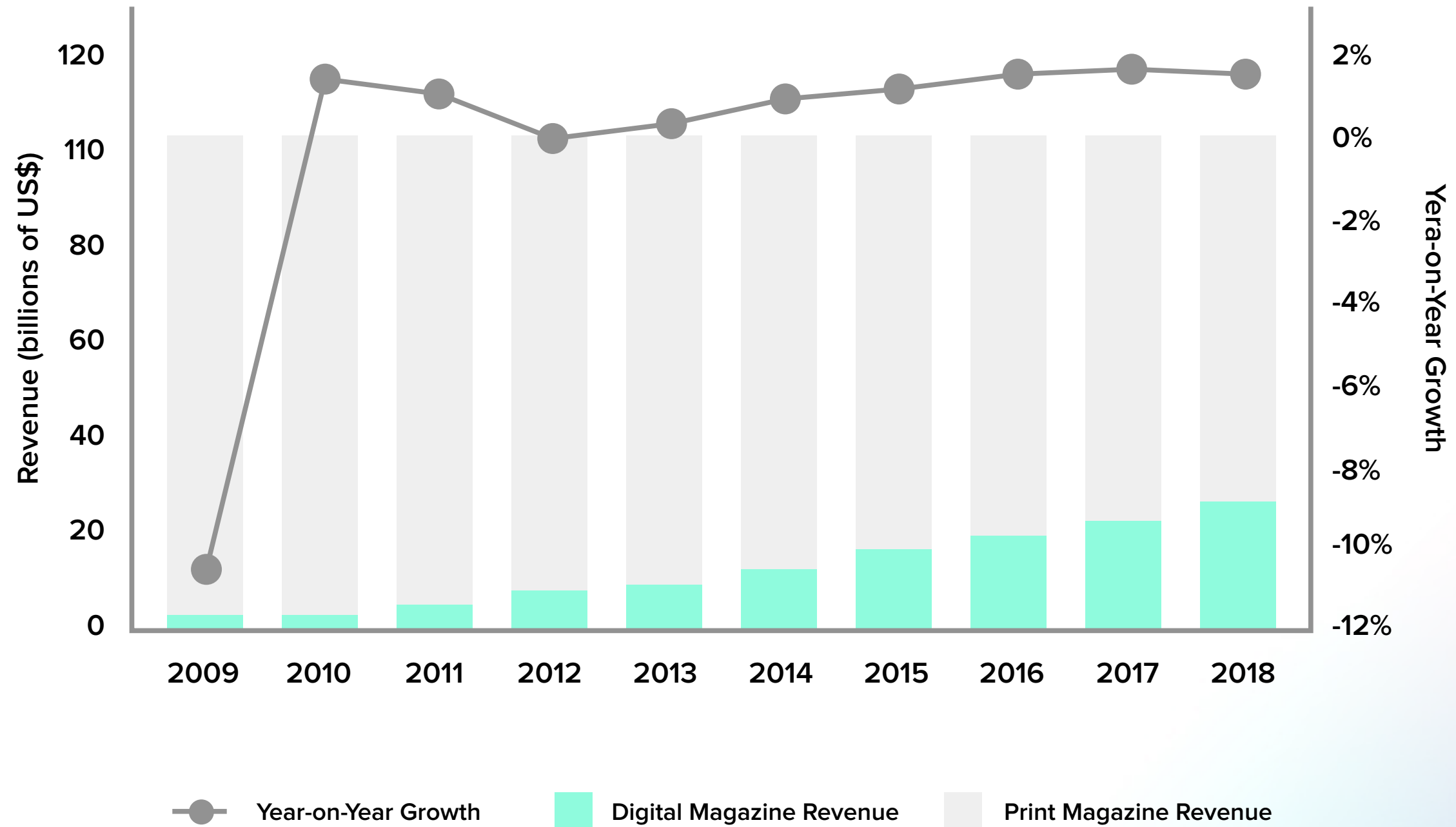
A PART OF THE AGENCY  
TEAM WAS INTEGRATED  
IN THE PUBLISHER TO  
OPTIMIZE DIGITAL COST  
AND OPERATIONS AND  
TO INNOVATE.

# READY TO GO...WHERE?



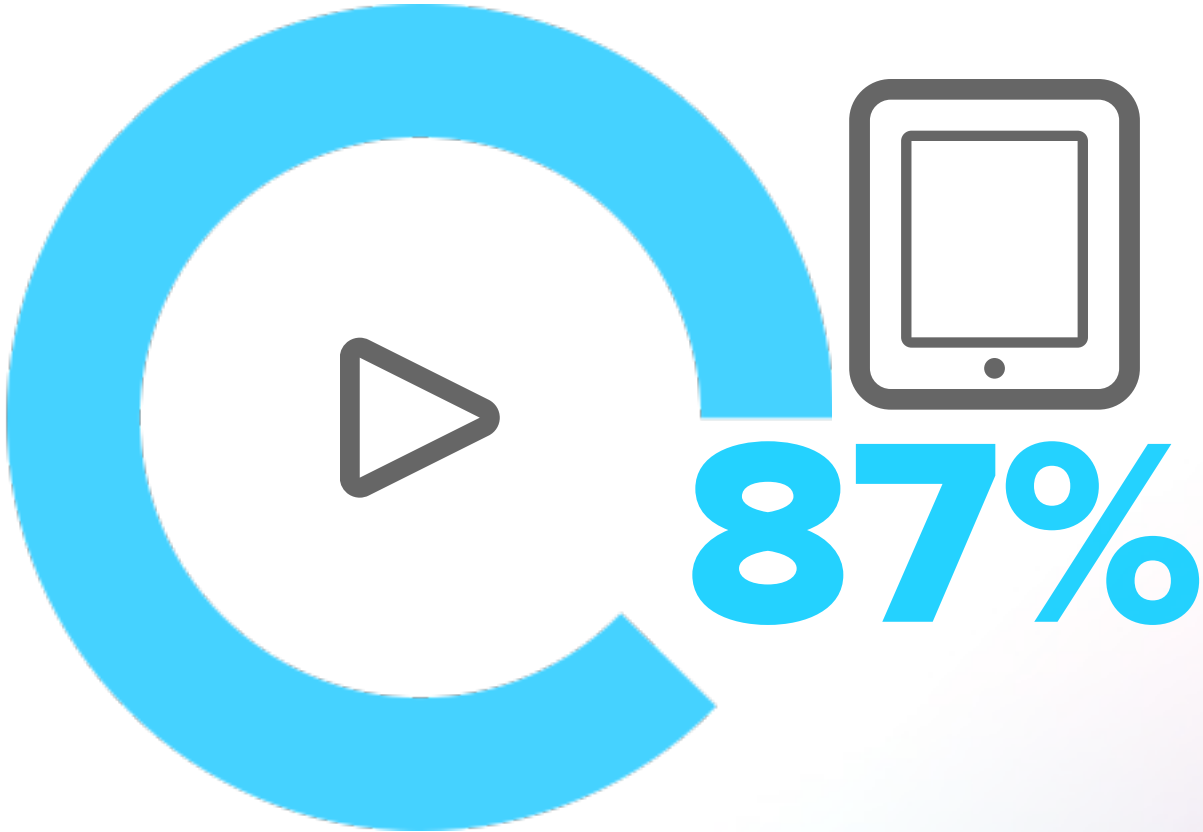
**PEOPLE AND THE STRUCTURE  
WERE READY TO THE MARKET,  
BUT...WHERE TO GO?**

# GLOBAL MAGAZINE REVENUE

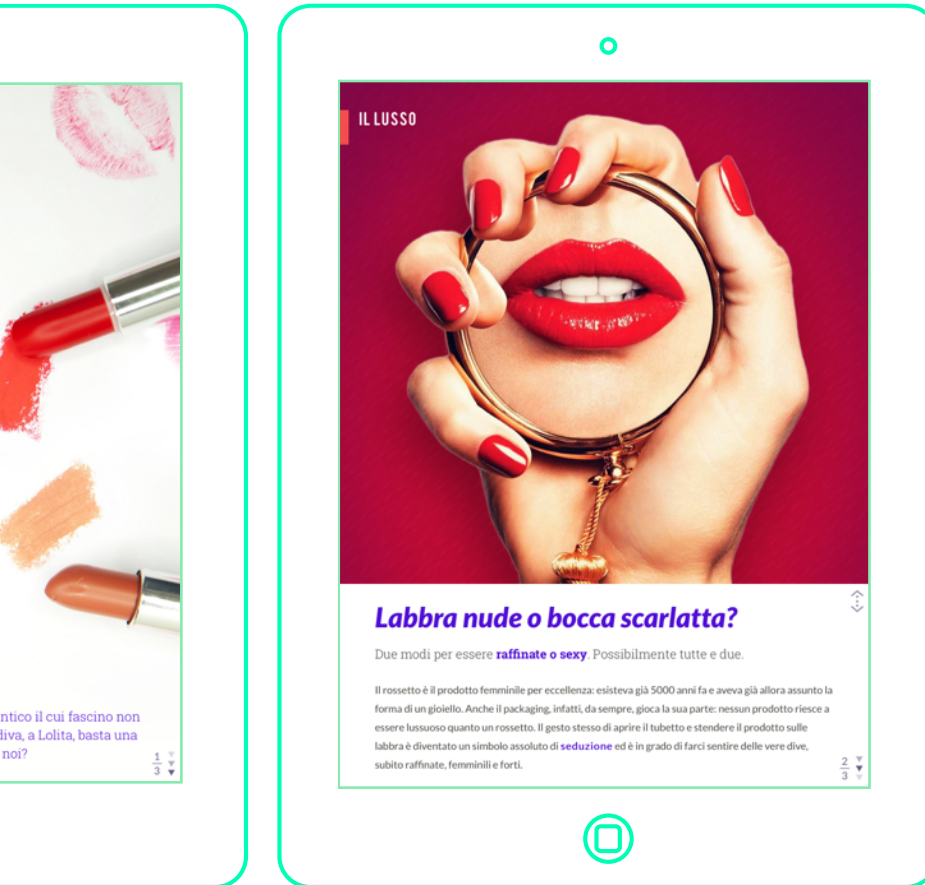




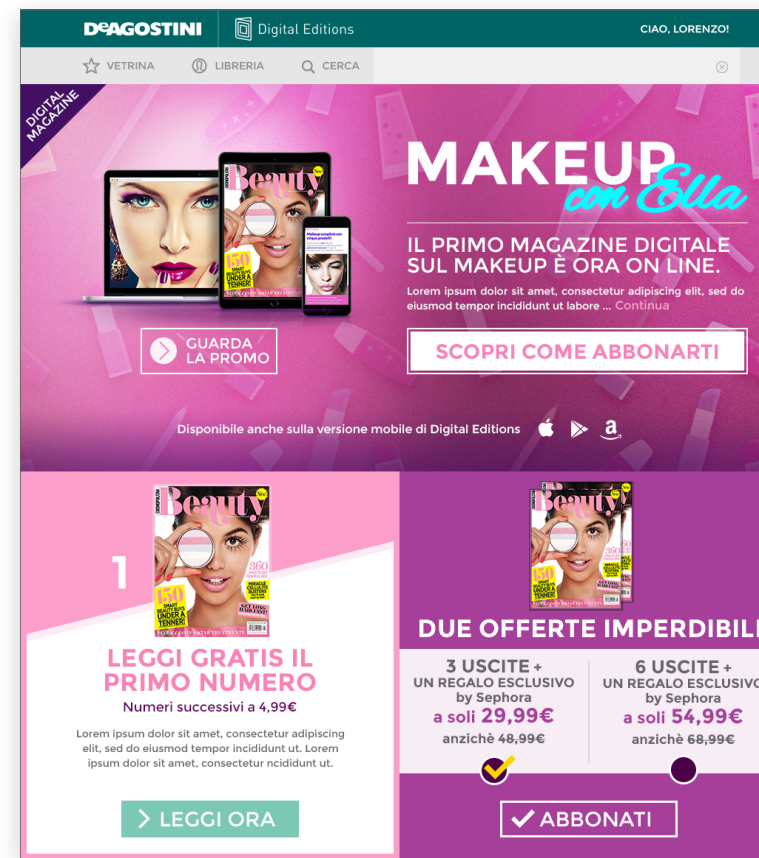
# VIDEO IS EVERYWHERE



# PLATFORM IS A MUST



**AUTHORING**



**ACQUISITION**

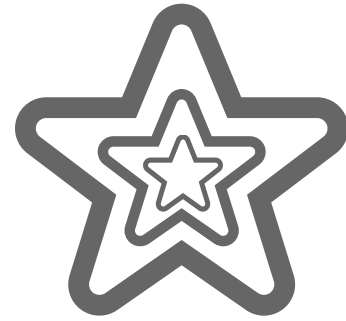


**DISTRIBUTION**

# WEB STARS ARE OUR BEST SOURCE



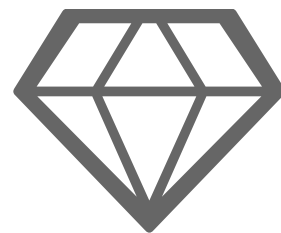
**VERTICAL**



**TRENDSETTER**

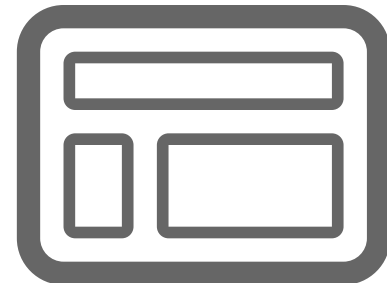


**AUDIENCE**



**PREMIUM CONTENT**

# WEB STARS NEED PARTNERS TO MONETIZE...



**ADVERTISING**



**ADS AGENCIES**



**PAID CONTENT**



**PUBLISHERS?**

# ...NOT ONLY WITH DIGITAL CONTENT



**DIGITAL MAGAZINE  
SUBSCRIPTION**



**PHYSICAL GOODS  
PACKAGES**



**MAKE UP**



**NAIL ART**



**FOOD**



**CRAFTS**

# MAGAZINES MODEL AT A GLANCE

- EDITORIAL PLATFORM WORKFLOW
- MASSIVE USE OF VIDEOS
- MOBILE FIRST AND LEGACY DISTRIBUTION
- WEB STARS AS CONTENT PROVIDER
- AMPLIFICATION THROUGH EXISTING AUDIENCES
- ENTREPRENEURIAL APPROACH (REVENUE SHARE)
- PRODUCT EXTENSION THROUGH E-COMMERCE INTEGRATION AND BRANDED CONTENT

**THANK YOU!**

**KEEP IN TOUCH**

EMAIL [roberta@mutado.com](mailto:roberta@mutado.com)

IG [@tavfactor](https://www.instagram.com/tavfactor)

