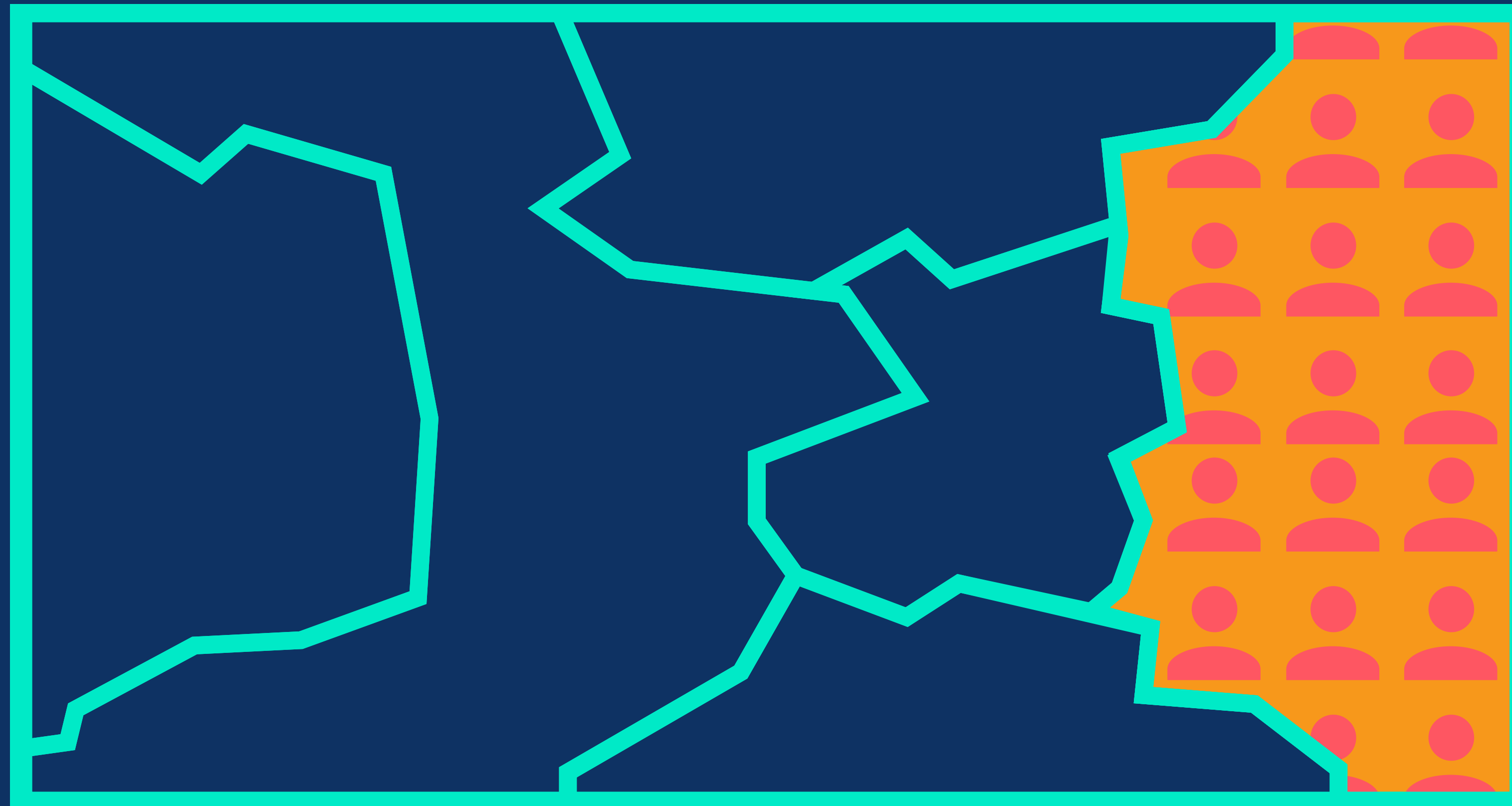


Inhalte/Business



INSTA.NZ (AT)

NICHTKOMMERZIELLER MARKTPLATZ
FÜR MEDIEN IN EUROPA

INHALTE UND GESCHÄFTSMODELL

WARUM JETZT?

PROBLEME

AUDIENCE

FRAGMENTIERUNG
FAKE NEWS
DATENHOHEIT
AUFMERKSAMKEIT-
ÖKONOMIE

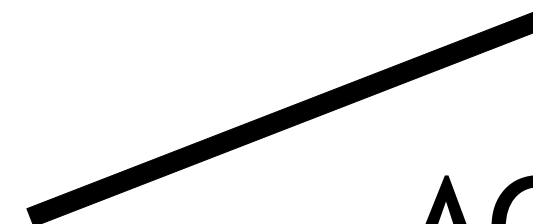
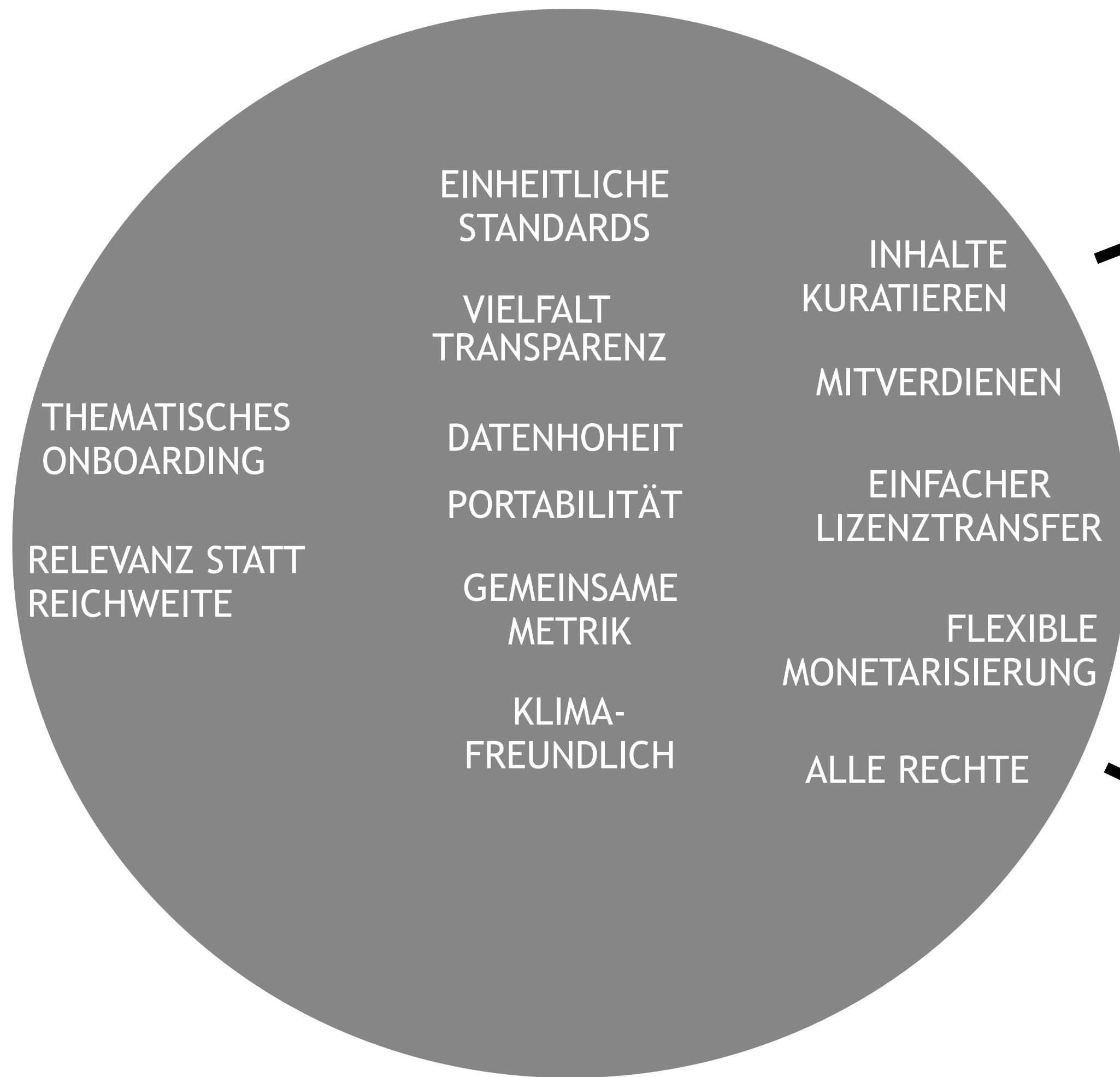
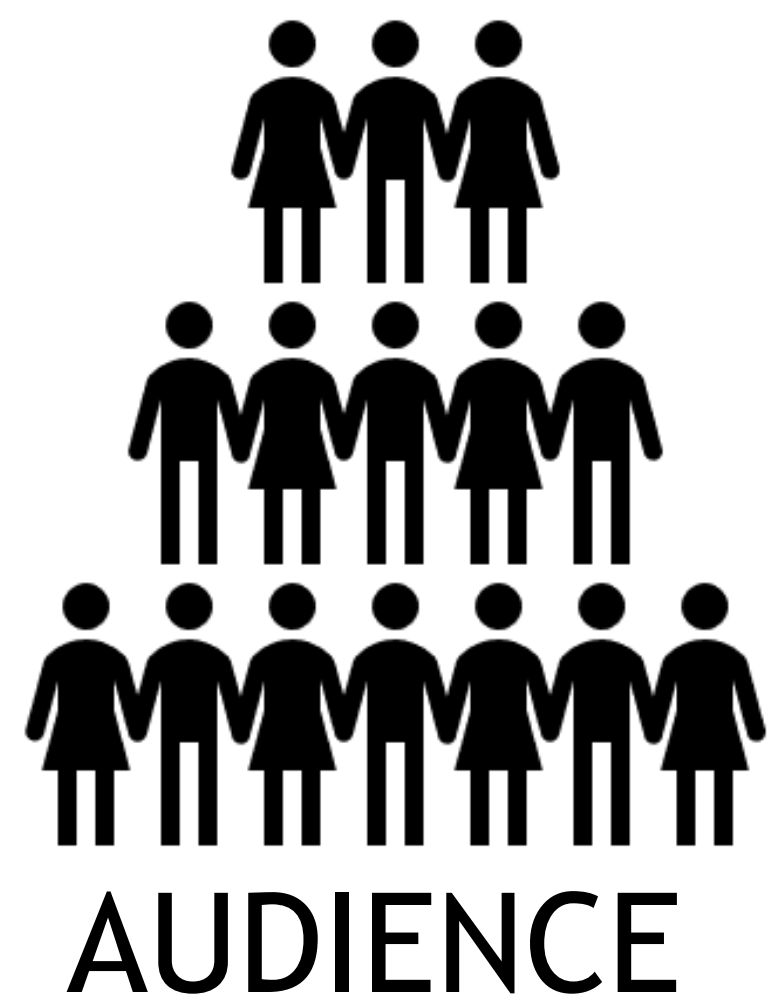
AGGREGATOR

FRAGMENTIERUNG
FAKE VIEWS
REICHWEITE
ABHÄNGIGKEIT
WINNER TAKES IT ALL
AUFMERKSAMKEIT-
ÖKONOMIE

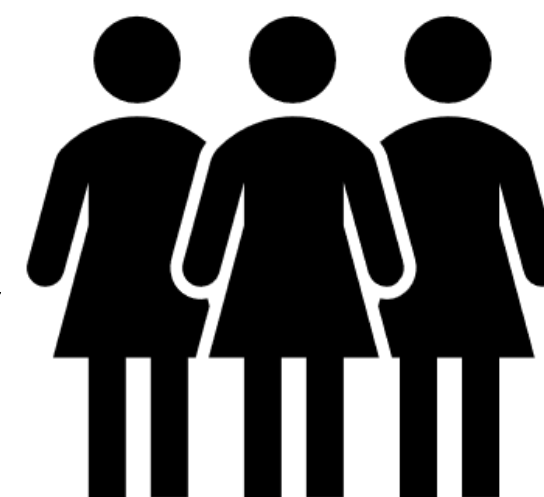
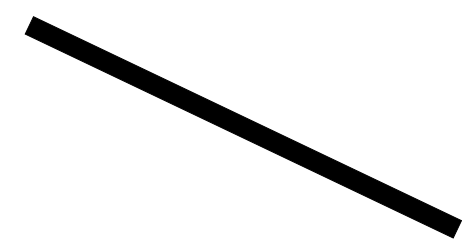
OWNER

FRAGMENTIERUNG
FAKE VIEWS
DATENHOHEIT
ABHÄNGIGKEIT
WINNER TAKES IT ALL
AUFMERKSAMKEITS-
ÖKONOMIE

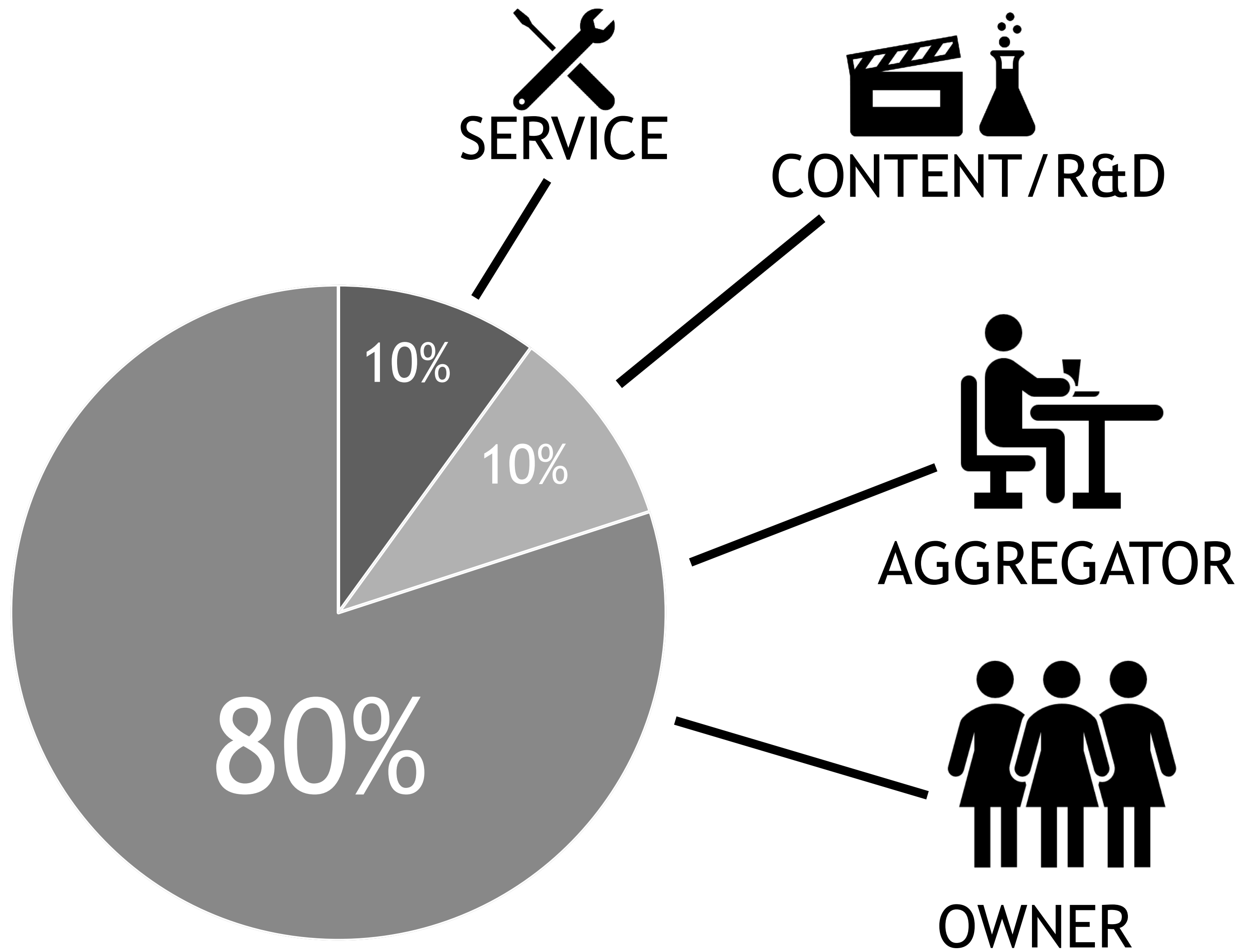
WIE BESSER?



AGGREGATOR



OWNER



NEXT STEPS

1. STAKEHOLDER ERWEITERN
2. METRIKEN VERIFIZIEREN
3. BUSINESSMODELL KALKULIEREN

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