

# ONLINE CONTENT MARKET MAP

HIGH PUBLISHER INPUT  
↑  
HIGH USER INPUT

AD-SUPPORTED  
NATIVE TRADITIONAL SUBSCRIPTIONS COMMERCE AND OTHER

- OLD MEDIA STALWARTS
- NEW MEDIA VETERANS
- NEW MEDIA CHALLENGERS
- CONTENT AGGREGATORS
- CONTENT CURATORS
- TECH-ENABLED CONTENT OPTIMIZERS
- SOCIAL-OPTIMIZED CONTENT CREATORS
- REVIEWS PLATFORMS
- BLOGGING PLATFORMS
- SOCIAL MEDIA

Logos include: Forbes, ESPN, People.com, The New York Times, SIGHTLINE, HOOVERS, CONDE NAST, FORTUNE, RODALE, WSJ, The Economist, COOK'S, amazon, CNN, Aol., WebMD, IAC, O P R A H . C O M, hulu, ConsumerReports.org, HBO NOW, WIKIPEDIA, goop, the ONION, PANDORA, rdio, GAIAMTV.com, FOOD52, INTO THE GLOSS, REFINERY29, NET-A-PORTER, TextureMedia, PRESERVE, the CHIVE, EVERQUITE, WEDDINGWIRE, Flipboard, Pinterest, News Republic, Coolmath.com, Mashable, sheknows media, Spotify, THE HUFFINGTON POST, I.J. INDEPENDENT JOURNAL, Business Insider, spartz, faithit, BuzzFeed, distractify, VIRALNOVA, Viral Forest, UPWORTHY, Novelty, SPOON UNIVERSITY, tripadvisor, yelp, dine.com, Medium, BlogHer, DEVIANT ART, wikia, reddit, twitter, YouTube, tumblr, Instagram, facebook, Vine, The Ladders, NETFLIX, OYSTER, Massdrop, uncrate, Yummly, SHOPPABLE CONTENT ENABLEMENT, rewardStyle, SPRING GO SHOPPING, Ampliance, FOURSIXTY.