

events as a driver of revenue

“Nowadays, her life is more like a newspaper: aimless, up-to-date and full of meaningless events”

— Michel Faber

@first light

- Bangladesh's most influential, most read daily since 2001 (first published 1998)
- 20 page-broadsheet + 8/16 page-tabloid supplementary
- 12 daily editions from 3 cities, 2 weekly editions in North America and the Gulf
- Avg print circulation ~ 500,000
- Avg monthly UVs ~ 9 million, page views ~190 million
- Our team: Content 425 & Business 132 (Digital Business 20)





Kishore Alo

Highest selling monthly magazine for teenagers



Biggan Chinta

Premier monthly science magazine



Protichinta

Quarterly journal on social, political and economic issues



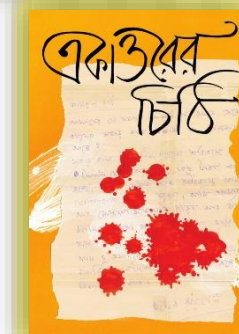
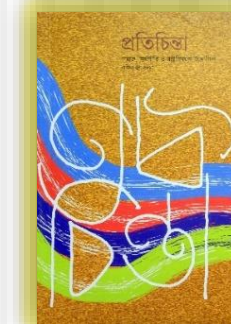
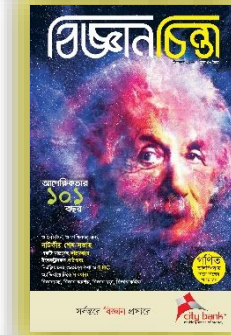
Prothoma

Fastest growing publishing house in Bangladesh



ABC Radio

Top FM station of Dhaka and Chittagong





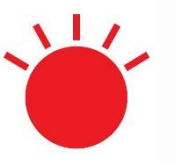
the first “event”

“For feeling, not events, is to me the essence of history”

— **Christopher Pike** *The Last Vampire*

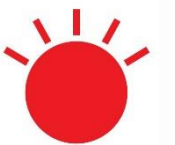
a sort of beginning

- In the late 1990s, acid attack against women was a horrific crime in Bangladesh with 400-500 cases reported each year
- From its first day of print took up a strong editorial position against acid attacks
- By 2001, PA had succeeded in raising funds for the victims, aiding their rehabilitation, organizing legal support, hosting awareness events and lobbying the government for legislative change
- The eventual nationwide movement drastically curbed acid throwing, there were about 18 cases in 2018



why we did it?

- Social activism of the founding team
- Agent for positive change—not just reporting a problem
- Connecting with our community
- A feel good factor for the people in our organization
- *No revenue motive*



trust in PA

- The *Prothom Alo* Trust was created in 2009
- Programmes for acid victims, the fight against drugs, scholarships to poor students, and nationwide disaster relief
- This is PA's CSR – often in collaboration with partners



why programmes & events today?

- Strengthens and reinforces our brand
- A competitive edge over competition
- Relevance among sponsors—building better relationships and fulfilling diverse and increasing needs of clients marketing and CSR goals
- An alternative, important, growing stream of revenue
- Carving out a distinct, unique identity—“more than just a newspaper”



A large crowd of people, many wearing yellow shirts, holding colorful balloons (pink, blue, green, yellow, white) in a celebratory setting. The scene is bright and festive, with people of various ages and ethnicities visible. The balloons are scattered throughout the crowd, adding to the celebratory atmosphere.

programming

“We overestimate the event and underestimate the process. Every fulfilled dream occurred because of dedication”

— John C. Maxwell

a process

- **1 Idea** -- can come from anyone
- **3 Goals** -- must be able to meet at least two of them
- **5 Values** -- must satisfy, not be in conflict with any of them



1+1 out of the 3 goals

- Increase brand equity
- Positive impact on readership
- Generate revenue (profit)



consistency with our 5 values

- Upholding journalistic ethics
- Oriented towards public well-being
- Aiding positive change
- Being innovative
- Having integrity



A group of people in traditional Indian attire are dancing on a stage. The scene is illuminated with vibrant, multi-colored spotlights (red, green, blue, yellow) that create a festive atmosphere. The dancers are wearing ornate, colorful dresses and tunics. The background features a dark stage with some architectural elements and a patterned floor.

eventful days & nights

“There are many events in the womb of time, which will be delivered”

~ William Shakespeare *Othello*

functionality of programmes

advancement

- Career motivation
- Education
- Development

excellence

- Film & Entertainment
- Sports
- Writing
- Academics

lifestyle

- Fashion
- Wedding
- Reading
- Cooking

commemorative

- Language Day
- Bangla New Year's Day
- Founding anniversary

advancement 300+

	Programmes	Events
1	Bhasha Protijog (Language)	11
2	Bikash Biggayanchinta Science Fest	7
3	Pooshti-Prothom Alo School Debate	42
4	Meril Prothom Alo Agamir Nirmata	1
5	Tarunner Joy Utshob (Youth Fest)	33
6	Math Olympiad	81
7	Physics Olympiad	18
8	Programming Contest	69
9	En genius -Structural Design Competition	24
10	Ami Sajai Amar Desh School workshop (KIA)	10
11	Bigyan Baktrita University program -Bigyan Chinta	6
12	Round Table	40

excellence 10+

	Programmes	Events
13	Meril Prothom Alo	1
14	Borshosera Boi	1
15	Priyo Shikkhok Sommanona	9
16	Krishi Purushkar - Agri Award	1
17	Sports Award	1
18	Students GPA 5	1

lifestyle 80+

	Programmes	Events
19	Bridal Fest	1
20	Eid Fashion	1
21	Boi Mela	70
22	Sudoku Competition	1
23	Chef of Bangladesh	9

commemorative 10+

	Programmes	Events
24	Bornomela	3
25	Ki Anondo	3
26	Women's day	1
27	Miscellaneous	4



rewards and returns



“The acronym for full-on engagement: ROAR, Return on Attendee Relevance”

~ Andrea Driessen



direct earnings from events

- Revenue from print and digital ads

~30%

- Revenue from designing, planning, organizing & executing events

~60%

- Paid content for special supplements, customized features, etc.

~10%



indirect income from events

- Lead generation of new/dormant clients crossing over to regular advertising
- Helps keep us relevant and TOM among existing advertisers
- Increases brand equity, helps us keep our premium rates





swifter, higher,
stronger...


“She knows herself to be at the mercy of events, and she knows by now that events have no mercy”

— Margaret Atwood *The Blind Assassin*

what are we doing now?

- Focusing on increasing revenue, increasing profit
- Expanding scope without diluting brand
- Redesigning structure and personnel
- Sustaining relevance, increasing impact, staying innovative
- Creating more engaging content in print and digital
- Staying competitive
- Protecting our journalism, avoiding conflict of interest

taking it digital ... *Abashon Mela*

 prothomalo.com

ভালো বাসা
খুঁজছেন?



ঘরে বসেই ঘর খুঁজুন

২২ জানুয়ারি থেকে ৩০ ডিসেম্বর

ভালো বাসা খুঁজছেন?

বাংলাদেশে প্রথমবারের মতো শুরু হয়েছে অনলাইন
আবাসন মেলা। prothomalo.com থেকে বুক করতে
পারেন পছন্দের ফ্ল্যাট-জমি-কমার্শিয়াল স্পেস।



- ৪৫টি আবাসন প্রতিষ্ঠান
- ৭ হাজার ফ্ল্যাট
- ৩ লাখ ৫০ হাজার কাঠা জমি
- ১৫ লাখ বর্গফুট কমার্শিয়াল স্পেস

স্ট্র্যাটেজিক পার্টনার



সংযোগিতায়



মিউচুয়াল ট্রাস্ট ব্যাংক লিমিটেড
Mutual Trust Bank Ltd.
you can bank on us

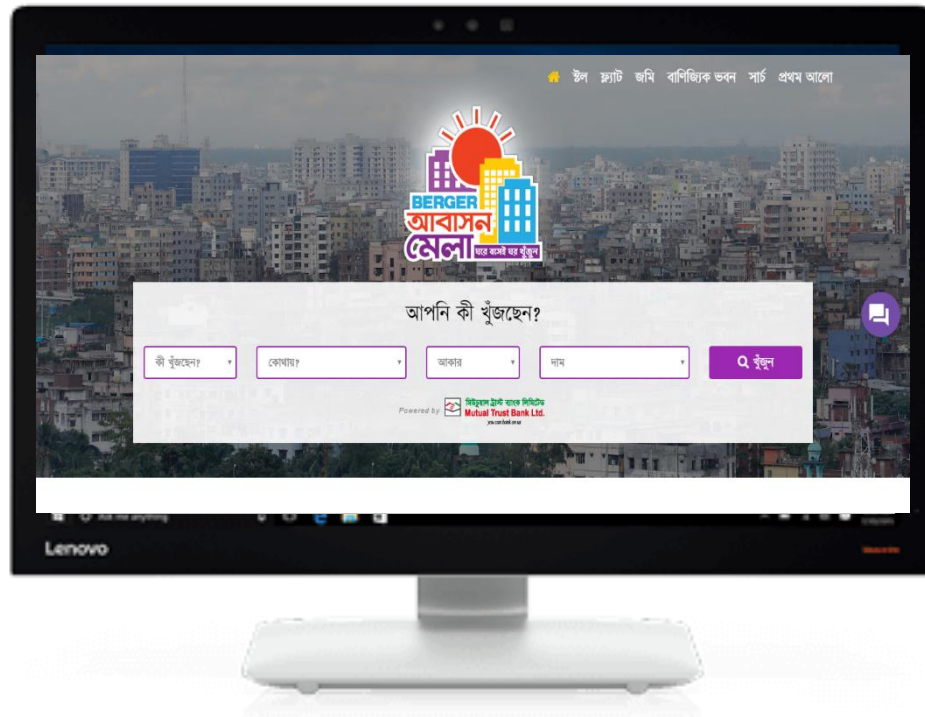


Abashon Mela across platforms

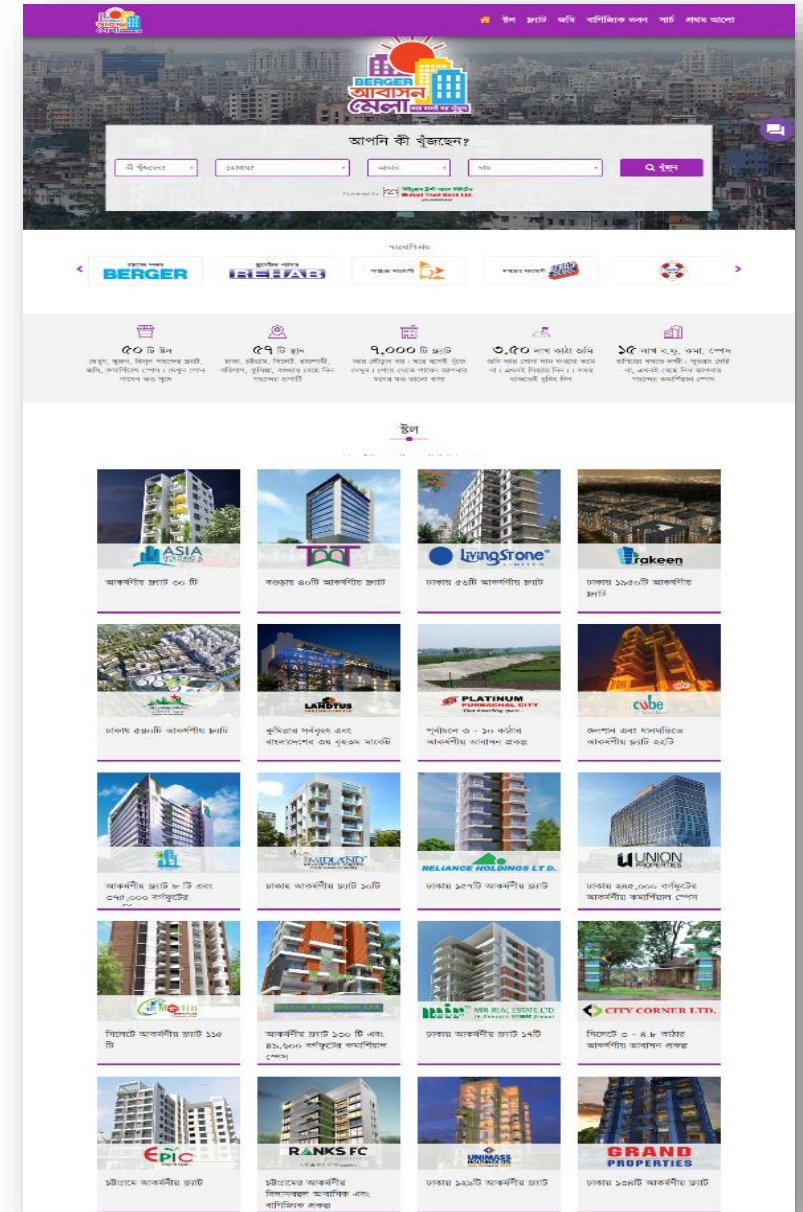


Stall

Desktop View



Mobile View



Abashon Mela features

Interested buyers can see the Project Video and Photos.

ছবিতে ছবিতে

ভিডিও

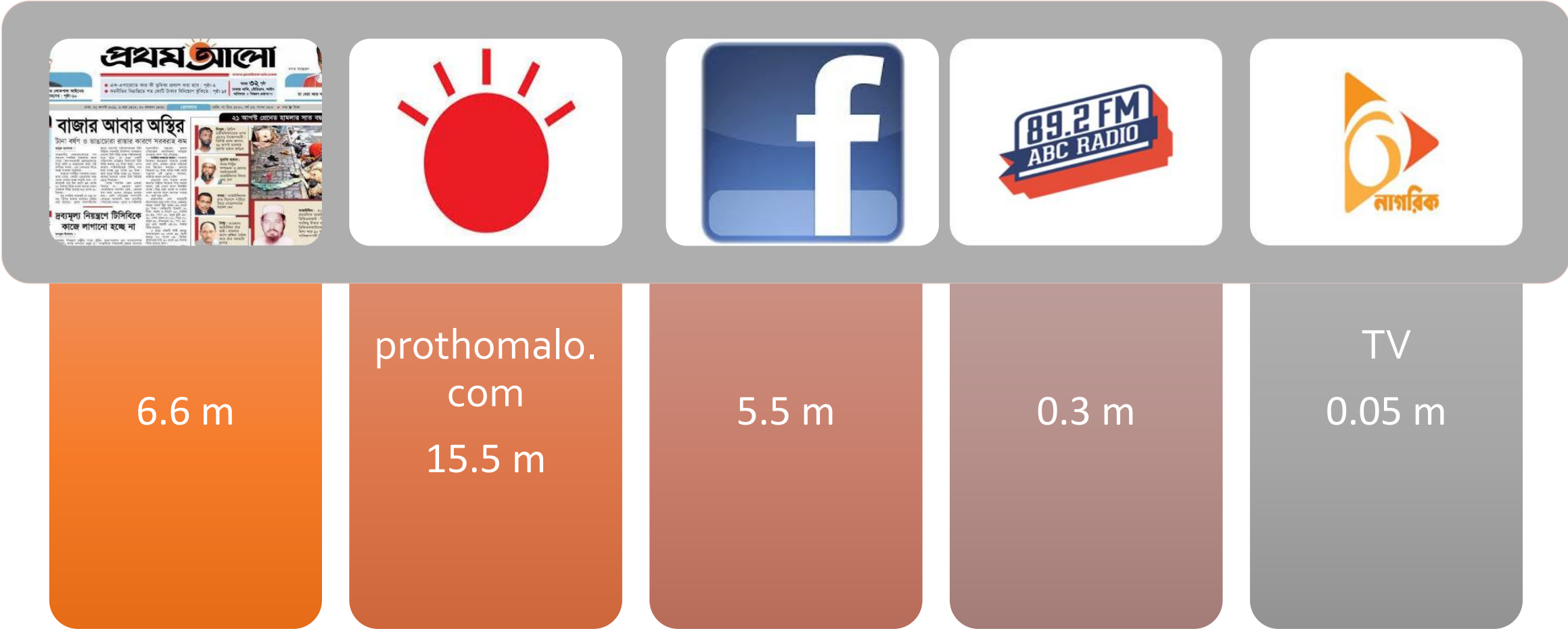
The image shows a digital interface for a real estate project. At the top, the text 'ছবিতে ছবিতে' (Picture by picture) is centered. Below it are three image thumbnails: a dirt road, a hand holding a miniature house model, and a construction site. Below these is a video player with the text 'ভিডিও' (Video) and a large yellow play button. The entire interface is set against a green background.

Abashon Mela features

Interested buyers can see the floor plan of their desired project.




Abashon Mela campaign reach



Abashon Mela campaign outcome



প্রথম আলো



“
thank you

দেশে গিয়ে
নির্মাল

মহামারির ভয়ে
মানুষ মরছে সড়কে

পুলে
বেজ

→