Rieda edishan | 2026-11-20

30 way fi digital media company bring in revenue

Adrian Dunkley | 2026-11-13

Di paper look pon paid guide, specialist newsletter an campaign wid creator. Publisher can test if customer woulda buy again an if di price cover weh it cost fi deliver di service.

Shorter Jamaican Patwa reader edition of Adrian Dunkley edition 2.0, 13 November 2026. It cover all 30 proposal, di commercial test dem, di money assumption dem an di limit. Di full English paper have more detail pon each test an safeguard.

Wah fi fund an wah di evidence show

Approve one paid information product an one commercial service di team can deliver again. Find a need weh keep coming back, a buyer an a price. A specialist newsletter, a creator campaign or a direct sponsor package can test demand before anybody build a custom app. Keep urgent public warning free fi everybody. Pick no more dan three pilot inna di first round an name one person fi answer fi each one.

Di Reuters Institute survey cover 48 market an describe how people find news pon social an video platform [1]. Ask FT show how a publisher can use its reporting archive fi run a question service [6]. IAB describe US buyer concerns bout picking creator an measuring results [17]. Snap study an Epic payment rule show how dem mechanism work [14, 16]. Di company still need fi test wah Caribbean buyer willing fi pay.

Budget, project type an technology

Quick test 01–10 run 0–90 day wid US$1,000–10,000. Repeatable product 11–25 need 3–9 month an US$10,000–75,000. Exploration 26–30 cover 6–18 month an US$5,000–25,000 fi discovery alone. Dem figure a planning assumption. Dem leave out existing salary, tax, major rights purchase an replacement equipment unless di budget add dem.

Score buyer evidence, contribution, delivery capacity, rights an ability fi judge di test from 1 to 5. A 1 mean no evidence, 3 mean partly tested, an 5 mean proven inna yuh operation. If rights, safety or editorial independence fail, stop approval. Compare buying, partnering an building, including maintenance an exit cost. Connect publishing, sale, payment an measurement. Set a limit fi AI question an price in checking di answer.

01–10. Test wid wah yuh have already

01 Paid specialist newsletter. Pre-sell a regular briefing fi reader weh face di same kind a decision. Track renewal an contribution per issue. Make conflict a interest clear.

02 Paid topic guide. Sell a guide fi one job wid a stated update period. Count update work an refund. Check any claim weh could have a serious effect pon di reader.

03 Paid online workshop. Sell one session to professional before making a whole course. Check attendance an whether people finish di task. Nuh promise accreditation or guaranteed result.

04 Creator campaign service. Try one client brief wid a small creator group. Measure renewal an contribution. Put rights, payment an sponsor disclosure in writing.

05 Affiliate product guide. Try one category di team know well. Count net commission, contribution an reader use. Disclose di business link right by di recommendation.

06 Sponsored tool. Secure one sponsor before building a calculator or another simple tool. Measure completed task, renewal an cost. Show di assumption an limit.

07 Direct sponsor package. Try one topic wid a few potential sponsor. Compare total contribution wid di ad space it replace. Count di deal once an keep sponsor outta editorial decision.

08 Founding member group. Offer a fixed paid trial wid easy cancellation. Measure active use, renewal an contribution. Protect contact details. Membership cyaan buy influence over news coverage.

09 Short video service. Sell a few package wid existing equipment an record revision time. Measure contribution per job. Check music an image rights an label paid content.

10 Automated customer support. Compare a few support case wid di manual process. Measure resolution, total effort an retention. Protect account data an leave sensitive decision to a person.

11–25. Product an service fi deliver more dan once

11 Paid niche news. Sell a trial to professional buyer an deliver it by hand first. Track renewal, team use an contribution. Keep independent coverage separate from advertising.

12 News assistant wid source link. Test ordinary, hard an unanswerable question against a bounded archive. Measure supported answer, paid use an cost. Keep regular search an a way fi decline.

13 Business data subscription. Sell one dataset wid a change log. Measure accuracy, renewal an contribution. Check permission fi redistribute an protect personal information.

14 Local service marketplace. Start wid one category an verify provider by hand. Count valid enquiry an renewal. Tell customer wah di verification cover an weh it stop.

15 Digital recruitment. Try verified job ad inna one sector wid paying employer. Measure valid application an renewal. Screen out fake vacancy an avoid sensitive profiling.

16 Event an research community. Test one event an one paid research question before an annual programme. Measure repeat attendance an contribution. Explain sample limit an conflict.

17 Subscriber retention analysis. Compare a retention offer wid a group weh never get it. Measure extra retained contribution after incentive cost. Nuh infer sensitive traits or mek cancellation hard.

18 Contextual ad product. Try a few content category wid advertiser. Measure net yield, valid delivery an renewal. Define excluded topic an di limit pon brand-safety promises.

19 Audience service wid consent. Test one clear buyer question. Measure usefulness an renewal. Check lawful use inna each market an keep individual people from being identified inna di result.

20 Content licensing API. Sell a limited feed to one partner before opening it wider. Compare cash collected wid service cost. Verify user, limit use an enforce di contract.

21 Digital course catalogue. Sell one module before commissioning a series. Measure completion, learning an refund. Make it accessible an nuh imply formal accreditation.

22 Regional language edition. Try one language an one topic wid a paying partner an a qualified reviewer. Measure repeat use, paid demand an correction. Check translation before release.

23 Production workflow service. Deliver one client workflow wid a manual fallback. Measure contribution, error an time fi fix dem. Separate client data an agree ownership an export rights.

24 Commerce an booking platform. Start wid one category an a few merchant. Test completed booking an net fee after return. Identify di seller an di person responsible fi refund.

25 Integrated campaign measurement. Compare one campaign wid a baseline an a holdout group where possible. Measure extra contribution an client renewal. Nuh count di same buyer twice across device.

26–30. Exploration wid a spending cap

26 Commercial augmented reality studio. Get a paying client fi one prototype an test pon ordinary phone. Measure completed action an verifiable sale. Attention alone cyaan establish a sale.

27 Public-interest simulation. Pick one narrow question an have subject expert check di model. Measure understanding, paid demand an upkeep. Sponsor cyaan set di model conclusion.

28 Digital world production. Test a browser experience an a buyer contract before changing platform. Count completed activity an repeat visit. Check child protection, brand rights an payout rule.

29 Creator business platform. Try existing tool wid a few paying creator. Track retention an income after fee. Preserve di ownership an export rights weh everybody agree pon.

30 Rights-controlled AI content. Audit one collection an get buyer requirement in writing. Measure fee collected an licence enforcement effort. Exclude confidential material an get specialist contract review. Agree source access, model training an output redistribution separate. Test a narrow paid licence without broad exclusivity. Stop if rights or lost sale from existing product still unresolved.

Operation, creator agreement an editor control

Give every asset a permanent ID, source, owner, permission, territory an expiry date. Connect di archive record to order, payment an finance review. Check transcript name, quote an number. Separate confidential source from customer data. Limit access, test backup restore an keep a manual fallback. An assistant can cite a source an still get di answer wrong.

Agree deliverable, fee, reuse, promotion, likeness, cancellation an dispute process wid creator. Put paid disclosure where di audience see di endorsement [10]. Di editor decide coverage an correction. Get consent before copying somebody voice. Content Credentials can tell where an asset come from without proving di claim true [11]. Check local rules fi privacy, advertising an child protection, including Jamaica guidance where it apply [12].

How fi check di money

Keep cash collected, expense taken outta di budget an staff time assigned to another job in separate record. Extra contribution deduct refund, commission, delivery, support, review, new fixed cost an margin lost from another product. Count one cross-media contract only once. Fi advertising, divide valid delivered impression by 1,000 an multiply by di net price per thousand.

Dis monthly example use US dollar an assumed figure. If 300 paying account average US$15, revenue a US$4,500. Tek out US$900 variable cost an US$2,400 extra fixed cost an US$1,200 remain. Operating break-even reach at 200 account. Di US$4,800 setup take 4.0 month fi recover if contribution hold steady. Wid 25% fewer or 25% more account, contribution come to US$300 or US$2,100, respectively, if price an unit cost stay di same. Add acquisition, rights, tax an financing if dem never count. Discount an capacity limit can change di result.

Di first 90 day an di limit pon di evidence

Day 1–15, check buyer, need, rights an baseline. Day 16–30, set price, prototype, review an tested fallback. Day 31–60, deliver a paid pilot an log cash, effort an defect every week. Day 61–90, decide fi expand, keep it limited or close it based pon contribution, quality an repeat demand. Keep di supporting record an di decision owner name.

Di original targeted desk review close 13 November 2026. It never include customer interview, technology trial or internal account from a target company. All 30 proposal come from Adrian Dunkley. Test price, payment, language, access, device an diaspora rights locally. Di full English paper have di detailed pathway card dem an limits fi each source.

Suos dem

[1] Reuters Institute — Digital News Report 2026 executive summary

[2] New York Times Company — 2025 Form 10-K

[4] EBU — Leading Newsrooms in the Age of Generative AI

[5] Associated Press — Updated newsroom standards for artificial intelligence

[6] FT Strategies — Ask FT Your direct route to insight

[9] NIST — Generative Artificial Intelligence Profile AI 600-1

[10] FTC — Disclosures 101 for Social Media Influencers

[11] C2PA — Content Credentials technical specification

[12] Jamaica Office of the Information Commissioner — Obligations of data controllers

[13] Associated Press — Introducing 5 AI solutions for local news

[14] Snap — Augmenting video with AR and its impact on attention

[16] Epic Games — Engagement Payout in Fortnite Creative

[17] IAB — 2025 Creator Economy Ad Spend and Strategy Report

[18] Roku — Using the Roku Ads app on Shopify

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Inglish edishan (PDF)