

Financial Times joins Flipboard, says it's a better deal than Apple

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The Financial Times has been a leader in the mobile and tablet space - especially around looking at how to evolve how they monetise through subscriptions and advertising.

This week they did a deal with Flipboard - the iPad and iPhone news reading app - to supply content for both FT subscribers (who see all the content) and non-subscribers (selected articles), and let Flipboard look after the advertising. Flipboard gets a 30% cut of the advertising revenue, but the

reality is that this is increasingly looking like the way publishers need to head
- focusing on good quality content and letting other businesses look after
distribution and advertising.

[Read more here.](#)

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