

# How does a Publisher make money?



## MONETISATION

A 5-STEP PROCESS

HOW IT WORKS

# THE DIFFERENCE BETWEEN **QUORA** & **KNOWLEDGEPLUS**

## About Quora

Quora's founders Adam D'Angelo and Charlie Cheever vision was to “share and grow the world’s knowledge.” which resulted from their belief that:

- A vast amount of the knowledge that would be valuable to many people was only available to a few—either locked in people’s heads or only accessible to select groups
- they wanted to connect the people who had the knowledge to the people who need it to bring together people with different perspectives so that they can understand each other better
- to empower everyone to share their knowledge for the benefit of the rest of the world.

Quora was initially a billion-dollar social media startup, funded in venture capital as a crowdsourced Q&A platform reliant on the community to provide questions, responses, and up and down votes to create, edit, and organize its growing platform.

It's active users range from celebrities, CEOs, and other high-profile figures and reported \$8 million in revenue in 2018, with more than 300 million unique monthly visitors.

Initially, Quora had no revenue model and like most portals, it shifted to earning money through the advertising market by strategically placing ads to appear as part of the content rather than acting as an overt marketing tool.

It took the Quora’s platform 9 months, of development for its portal to gain traction as its employees invited friends to join the site.

Quora's success is due in part to

- its elegant user interface
- its initial base of intelligent and committed participants
- its effectiveness in highlighting the most useful and interesting content personalized to individual users
- Quora democratizes knowledge on a platform accessible to all,

The crowdsourced Q&A platform is run entirely by the user community that post a diversity of questions that is followed and offer responses. Then the Quora community then votes on an answer, either up or down, similar to the popular social platform Reddit of which the answers with the most upvotes are highlighted and viewed the most.



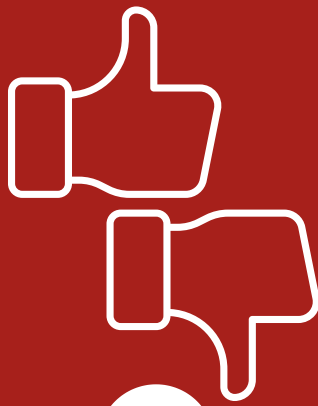
## Quora Space earnings program

Quora Spaces can monetize in three different ways, enabling any combination of its programs.

Earnings are calculated differently depending on the program and the earnings programs overview is displayed in its Monetization section of the Space settings.

These are the 3 programs:

1. Ad revenue sharing
2. Quora revenue sharing
3. Space subscriptions



1

PLACE UP A  
QUESTION

2

FOLLOW  
QUESTIONS  
OFFER  
RESPONSES.

3

UP OR  
DOWNVOTE

4

QUORA+,  
SUBSCRIBE \$5  
PER MONTH)

5

AD, QUORA+  
& SPACE  
PROGRAM

[WWW.AIMEDIA4X.COM](http://WWW.AIMEDIA4X.COM)

# Dashboard Ask ?

Quora



Search Quora

Try Quora+



Add question

Create Space

Quora Product Updates

Social Media & Marketing

Frega

The Founder Journey

Medium Partners & Writers

Technological Ideas

Quora Creator Hub

New Zealand

Blogging

Search Engine Optimization (SEO)

Small Businesses

What do you want to ask or share?

Spaces to follow



Add Question

Create Post



Public

Start your question with "What", "How", "Why", etc.

Cancel

Add question

Super Powers

We all have super powers. This is the place to share, to learn, to cultivate.

Affiliate Weapons- L

Messages



### Articles in this section

Why does my Space earnings dashboard only show partial earnings for its subscriptions?

What policies do Spaces and Spaces content need to follow to enable Space subscriptions and Quora+ revenue sharing?

How do I monetize my Space?

Which Space earnings program should I choose?

What are best practices for growing and monetizing my Space?

What policies do Spaces need to follow to enable earnings from ad revenue sharing?

If a Space did not meet the Spaces earnings policies, can it be resubmitted for review after making changes to meet policy?

How and when are Spaces payments made?

Who manages the earnings for a Space?

How should I price my Space's subscription fee?

See more

## Which Space earnings program should I choose?



Official Quora Account

3 months ago · Updated

Spaces can monetize in three different ways, and you can enable any combination of programs. Earnings are calculated differently depending on which program(s) you enable for your Space.

To learn more about each program, you can see the earnings programs overview from the Monetization section of your Space's settings.

### 1. Ad revenue sharing

Ad revenue sharing is the fastest and easiest way to earn money while keeping your Space's content free for all users. Participants will earn a portion of ad revenue generated from impressions on their content. The more followers and views your Space has, the more you can expect to earn.

#### How are earnings calculated for ad revenue sharing?

Your Space will generate ad revenue when people view or click on ads while browsing content from your Space. A Space's ad revenue is usually proportionate to its viewership.

#### What will my audience see?

People interacting with your Space will not see anything different. They already see personalized ads when visiting your Space page or reading your Space's content from their own feed, notifications and emails. Turning on ad revenue sharing does not change when or how ads are displayed, or make your content look different.



### 2. Quora+ revenue sharing

Earn on your own schedule with Quora+ revenue sharing. People join Quora+ for \$6.99/month or \$47.88/year to get full access to content on Quora. Spaces can earn a share of this revenue by offering content exclusive to Quora+ subscribers. Quora+ revenue sharing is ideal for Spaces looking to earn on paid content without the commitment of offering a monthly or yearly subscription. It is also ideal for Spaces that enjoy the flexibility of monetizing the content of their choosing across a broad audience.

For more information, visit [What are frequently asked questions about Quora+ Revenue Sharing for Spaces?](#).

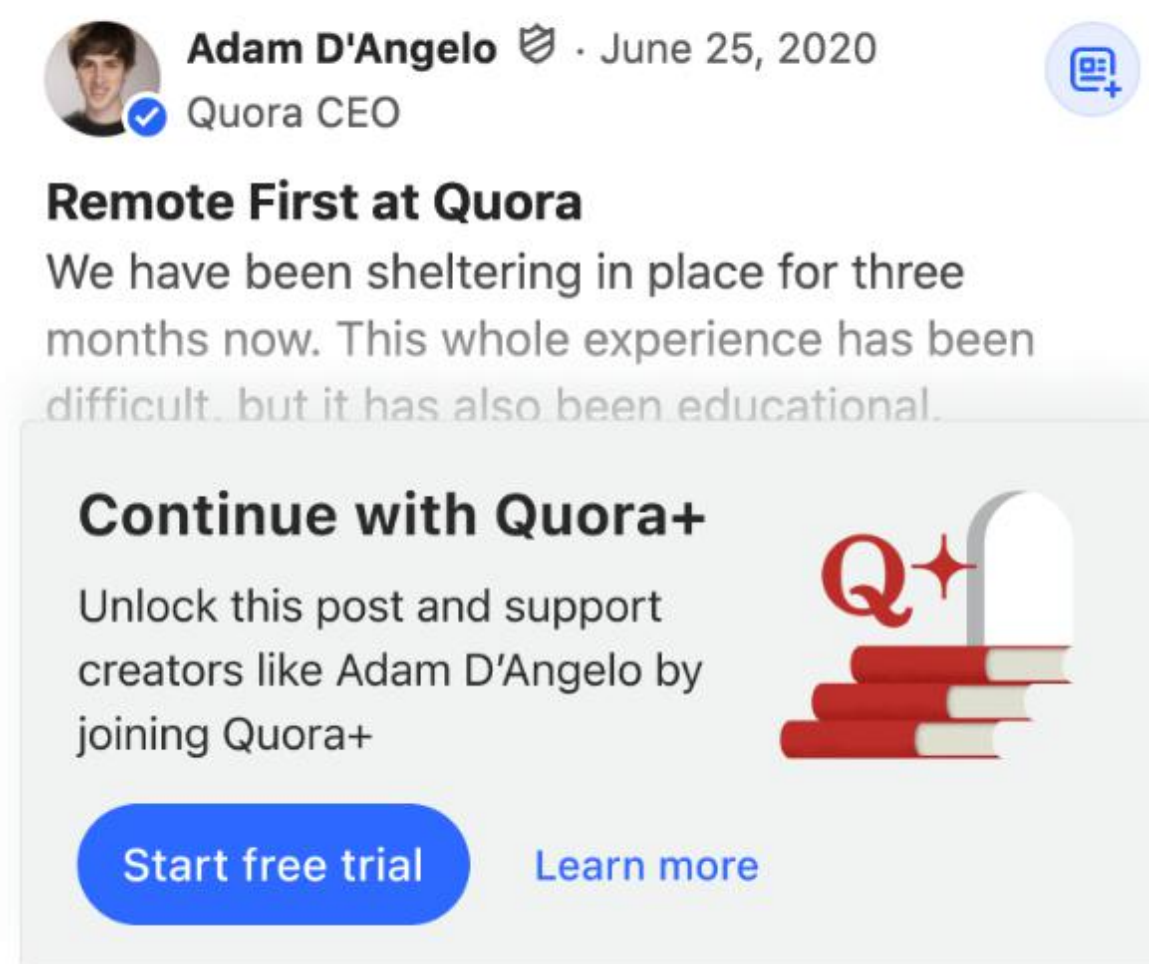
#### How are earnings calculated for Quora+ revenue sharing?

You earn a portion of Quora+ fees when subscribers read or interact with your Space's Quora+ exclusive content. Reading time and interaction frequency will impact your earnings. Additionally, your Space earns a referral bonus each time a non-subscriber signs up for Quora+ from a post that belongs to your Space. Earnings are accumulated and Space owners receive up to monthly payouts.



### What will my audience see?

Quora+ subscribers will have access to all content in your Space. For any post in your Space, you will have the option to reserve it for Quora+ subscribers only, allow anyone to access, or enable the adaptive paywall to let Quora's algorithms adopt different variations to optimize per reader. Non-subscribers may see a paywall when attempting to access subscribers-only content, upon which they can choose to become a Quora+ subscriber.



The screenshot shows a Quora post by Adam D'Angelo, CEO, dated June 25, 2020. The post title is "Remote First at Quora" and the text begins with "We have been sheltering in place for three months now. This whole experience has been difficult. but it has also been educational." A paywall overlay is present, titled "Continue with Quora+", which offers to "Unlock this post and support creators like Adam D'Angelo by joining Quora+". The overlay includes a "Start free trial" button and a "Learn more" link. To the right of the text in the overlay is an illustration of a stack of books with a red "Q+" logo above them.

### 3. Space subscriptions

Offer your Space followers a paid monthly or yearly subscription. As a Space offering subscriptions, you can choose which posts to reserve for subscribers. You'll set your own fees and be responsible for producing content your paying subscribers find valuable. Subscriptions are ideal for creators committed to producing content that is valuable to their audience on a regular basis.

For more information, visit [What are frequently asked questions about Space subscriptions?](#).

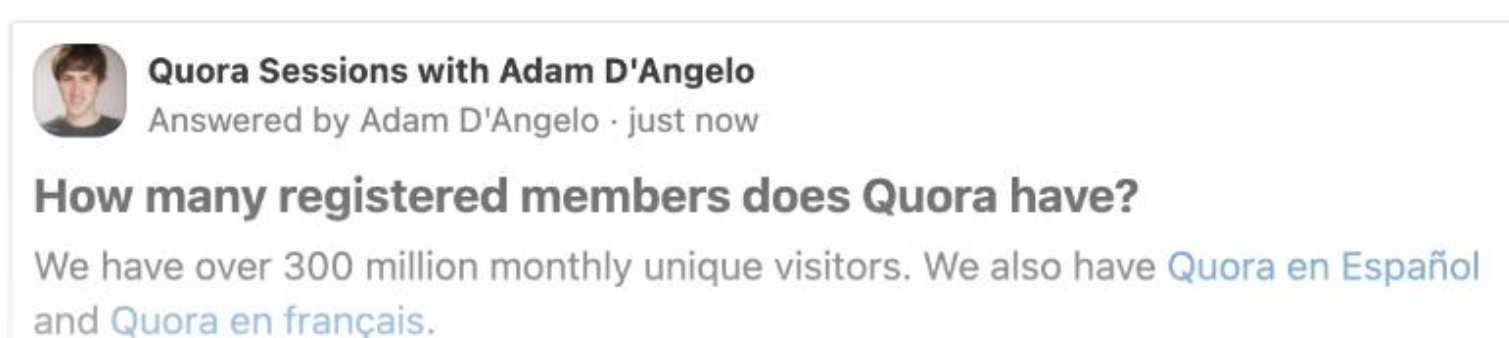
#### How are earnings calculated for Space subscriptions?

As the Space owner, you will determine your Space's monthly or yearly subscription fee. Subscribers will pay the set fee you decide, and payouts will be issued monthly.

2.90% of the fee plus \$0.03 per transaction will go to Stripe, a third-party company that Quora uses to process payments. 5.00% of the fee will go to Quora.

### What will my audience see?

For any post in your Space, you'll have the option to reserve it for your subscribers only or allow anyone to access it. Subscribers will have access to all content in your Space. Non-subscribers may see a paywall when attempting to access subscriber-only content, upon which they can choose to subscribe to your Space.



The screenshot shows a Quora session titled "Quora Sessions with Adam D'Angelo" answered by Adam D'Angelo just now. The question is "How many registered members does Quora have?" and the answer is "We have over 300 million monthly unique visitors. We also have [Quora en Español](#) and [Quora en français](#)."



# THE DIFFERENCE BETWEEN QUORA & KNOWLEDGEPLUS

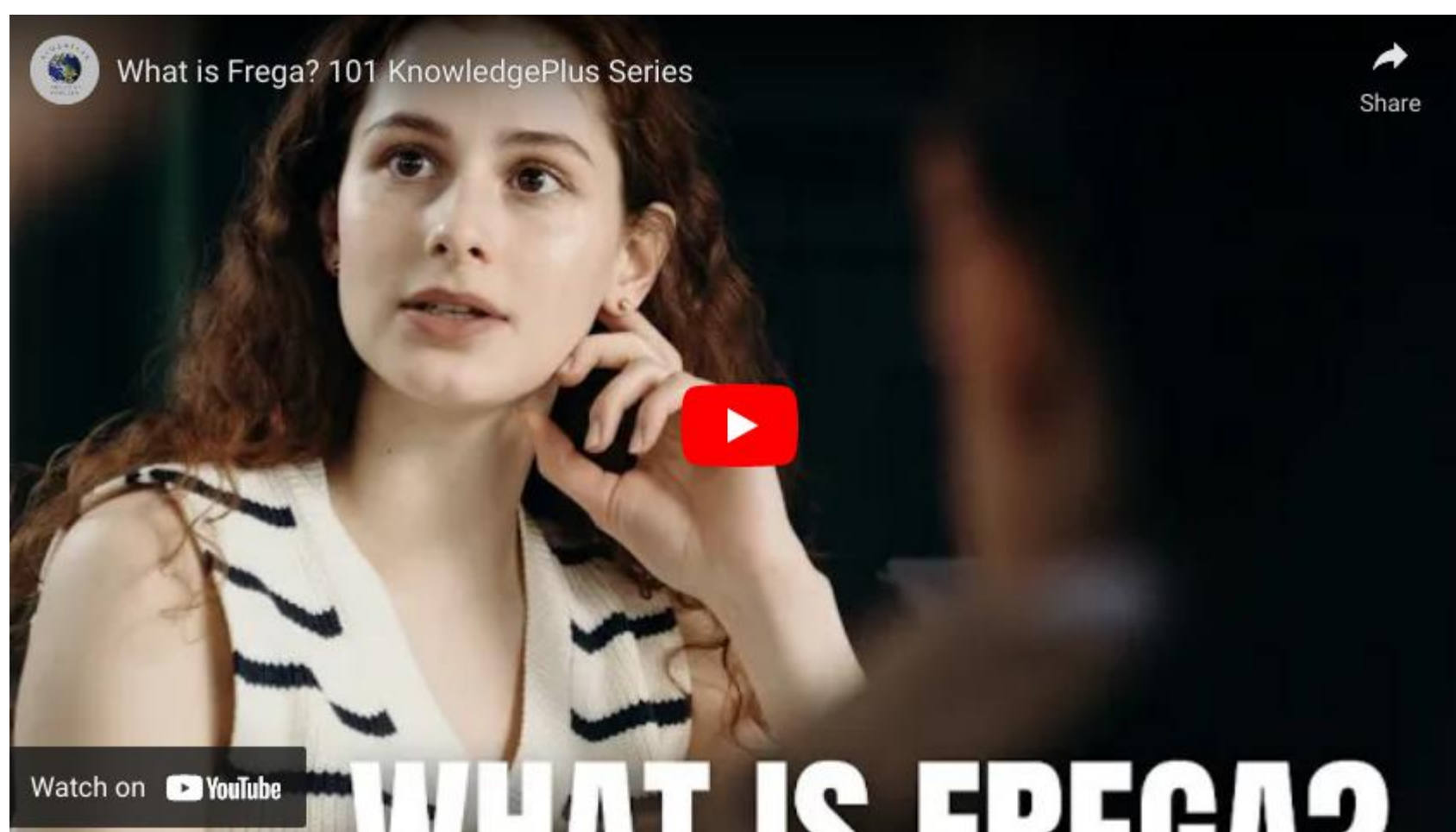
## About Knowledgeplus

Knowledgeplus is about to be deployed and has been corporatised as an Independent Trading Business to be a dominant player in the knowledge management space.



It is an application of the Frega Freedom Global Abundance Platform an expanding online platform providing superior tools for communication and interaction at a fraction of the usual cost. It is owned and operated by everyone who uses it in 182 countries. Frega does not yet have the numbers as its:

- a global cooperate of ordinary folk
- is self funded and co-owned by its members
- has minimal overheads
- shares its revenue back to its members



Its unique business model is a compelling financial incentive for businesses, influencers, and publishers to add their content and drive their customers and followers to search KnowledgePlus for their content. It is free to ask questions and to look for answers on KnowledgePlus.

## KP unique triple funding generator

To monetise KnowledgePlus you can register as a publisher and provide answers. It is not necessary to have hundreds or thousands of published responses to activate income producing activity. With KnowledgePlus, as soon as you pay 12.5 units of your currency:

- 30% of that comes back to you monthly in the form of shares and points as appreciating assets that also pay a dividend. So in about a year, what you have received back is more valuable than what you spent.
- you earn from a growing following from readers
- a portion of advertising revenue
- KnowledgePlus runs on the Frega platform, which is an ecosystem therefore you share in its revenue.
- the more of its tools you use, the greater your share of the revenue.



[WWW.AIMEDIA4X.COM](http://WWW.AIMEDIA4X.COM)

# Dashboard Ask ?

zoom Knowledge Base 57 My Q&A 19 Publishers [Grid] [Home] Many-to-Many: Public Hub 30 [Chat] [Help] Logout

a4xhub@gmail.com

Search the Knowledge Plus Knowledge Base

Q enter your search here... x Hubs: 12030

Or [Ask a New Question](#) 57

Please Answer These Questions





KnowledgePlus

# MONETISATION

## HOW IT WORKS

### Why become a publisher?

Literally millions of people around the world love to share their knowledge in whatever way they can. And certainly, they'd like to be paid for it.

The trouble is, that's not been as easy as it sounds – until now!

### How are KnowledgePlus publishers remunerated?

Most platforms make it hard for content publishers to start earning. They require enormous numbers of followers, likes or views before monetising and even then, the revenue is generally single source, from advertising alone.

Publishers at KnowledgePlus however, starts revenue sharing from day one! And are remunerated in three ways.

**First**, publishers share in revenue from ads displayed as a result of their content.

**Second**, they benefit from affiliate commissions if certain of those ad-clicks convert to sales.

**And the third source**, is from a portion of publisher's own fee.

These three sources of revenue are paid in income-producing Knowledge Points and Units that are automatically purchased on the Right Trade exchange, then passed to the publisher.

So, the publisher receives their cash value in points and units that grow in value and pay an increasing daily dividend thanks to the 'freganomics' algorithm.

This unique triple funding model with its freganomic amplification, means KnowledgePlus publishers potential to generate a huge income from small beginnings, is UNMATCHED!

### What are the fees?

In exchange for the most generous and versatile opportunity to monetise content, publishers are charged just **12.5 units of their currency per month**

For this fee, the publisher receives a dashboard to manage ALL their intellectual property, regardless of size and complexity.

The dashboard keeps track of everything and alerts the publisher of new questions, comments and chat requests, so that he or she can be optimally responsive and generate the most income.







KnowledgePlus

# MONETISATION

## HOW IT WORKS

The dashboard also tracks the revenue. And over time it will become apparent that even without publishing a single item, the monthly fee will be more than covered by the growing value of the automatically allocated Knowledge Points and Units.

**So over time, being a KnowledgePlus publisher is ALWAYS profitable.** Even if you never publish a word.

But if you DO publish content and watch it build on your dashboard, its value can be calculated and the dashboard itself with all its published content can either be sold as a going concern, or a portion of its future revenue can be monetised as an equity release.

### Who is it for?

KnowledgePlus is the perfect tool for influencers! But its real strength is that it works just as well for everyone else too!

Thanks to its powerful search engine, it is the perfect solution for both internal and external Q and A for every conceivable company, saving untold man-hours answering the same questions again and again. And its connectivity means superior contact management and an increase in direct sales.

Meanwhile sole traders and SMEs can share knowledge with EXACTLY the same level of presentation and expertise to drive sales, while earning an increasing revenue, simply by sharing information.

KnowledgePlus is also a dream tool for consultants who can present case-studies and answer questions on the one hand while using the service themselves to discover latest developments in their own area of specialty.

And it works for everyone else besides!

Literally anyone can choose to contribute to KnowledgePlus, where content is IMMEDIATELY more accessible than on any other platform. And simply by scanning youtube for highly engaging topics, any of us can become an authority on the most watched and talked about topics online and build an enormous income in the process.

### In Conclusion

Knowledge Plus reintroduces the natural, human flow of communication, interaction and transaction to the internet and provides a compelling revenue model for publishers of every sort to share their knowledge in exchange for growing and amplified revenue.

