

How Platforms Make Money

Communications & Media

Four models, each producing a different set of design pressures.

The model shapes the product.

Model	Pressure it creates
Advertising	Maximise time and data
Subscription	Retain, reduce churn
Commission	Grow transactions
Freemium	Limit the free tier usefully
Data licensing	Accumulate and retain data

Model changes are visible before they are announced. Watch which metric the product starts optimising for.