

# Wes Yang Explains Online Publishing Strategy

- **Investment, which was valued at about \$250 million in 2016, sold for less than \$50 million in 2017.**
- **The properties formerly known as Gawker Media, plus the Onion and other sites, just sold for a price that's likely well below \$50 million; Univision, the TV conglomerate which sold them off, had paid \$135 million for the Gawker sites alone in 2016.**

[pullquote]Every VC funded online publication became a woke clickbait mill for a simple reason: the metrics told them this was the best performing type of content.[/pullquote]

On Twitter, Wes Yang (@WesYang) posted a long thread explaining why online publications all use the same strategy. Lots of economics in here as well as some great strategic analysis. Threaded by @threadreaderapp. For information see .

Mr. Yang writes for Tablet and other outlets. See his Twitter bio here.