

Rethinking Video & Mobile for Local for engagement and revenue

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Challenges in Video Content for Local Media

- We don't have enough video
- We don't have enough audience
- We can't make money
- Sales team doesn't know how to sell

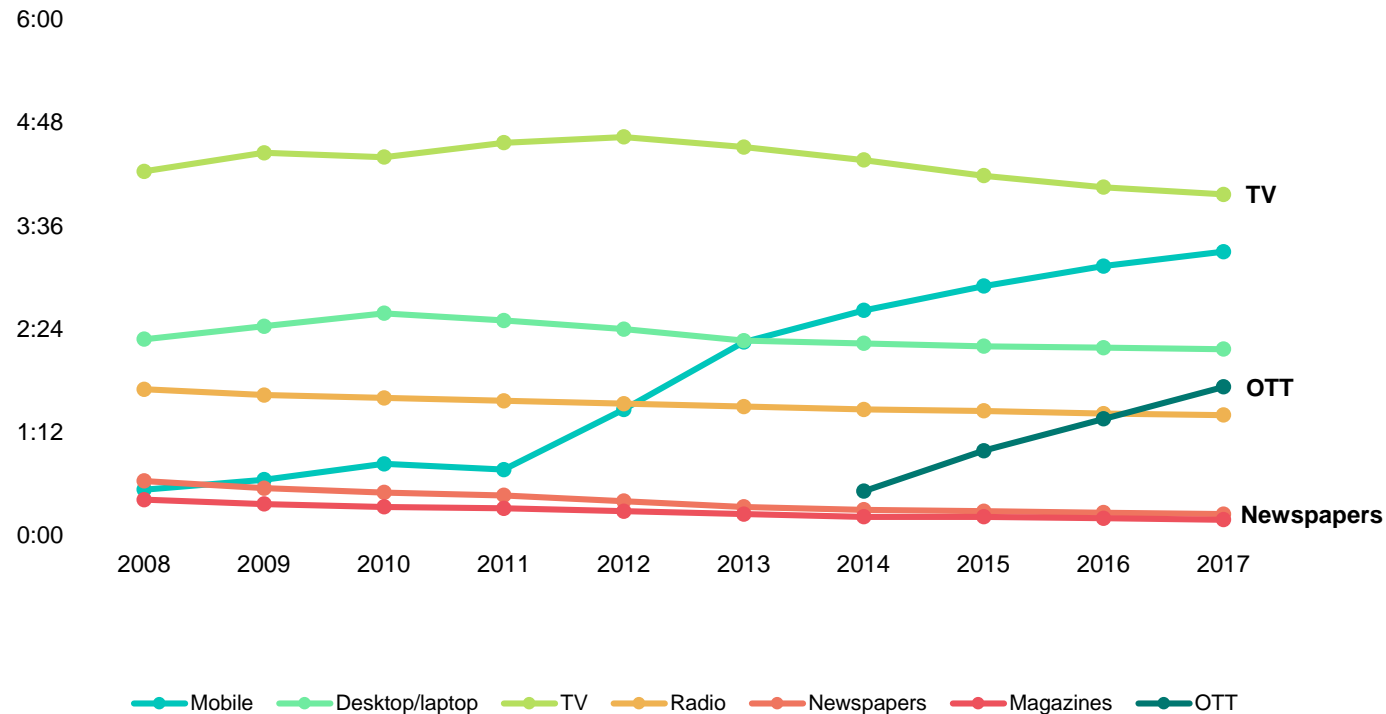


Strategy Signals

Where are the eyeballs and dollars going?

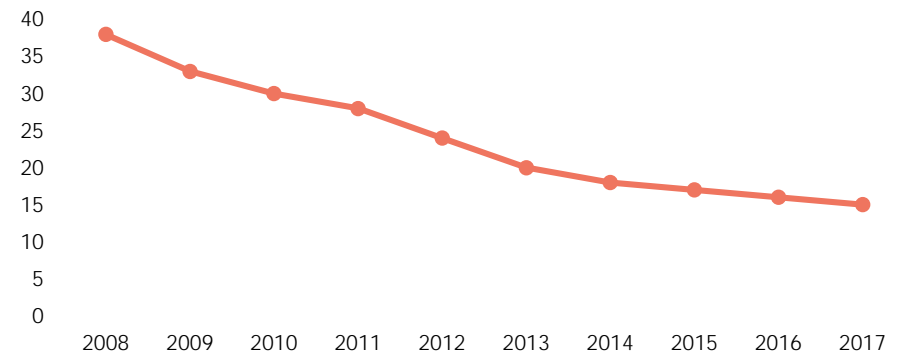
OTT Consumption is Rapidly Growing, While Traditional Media Sees Declines

Average Media Consumption per Day (HH:MM)



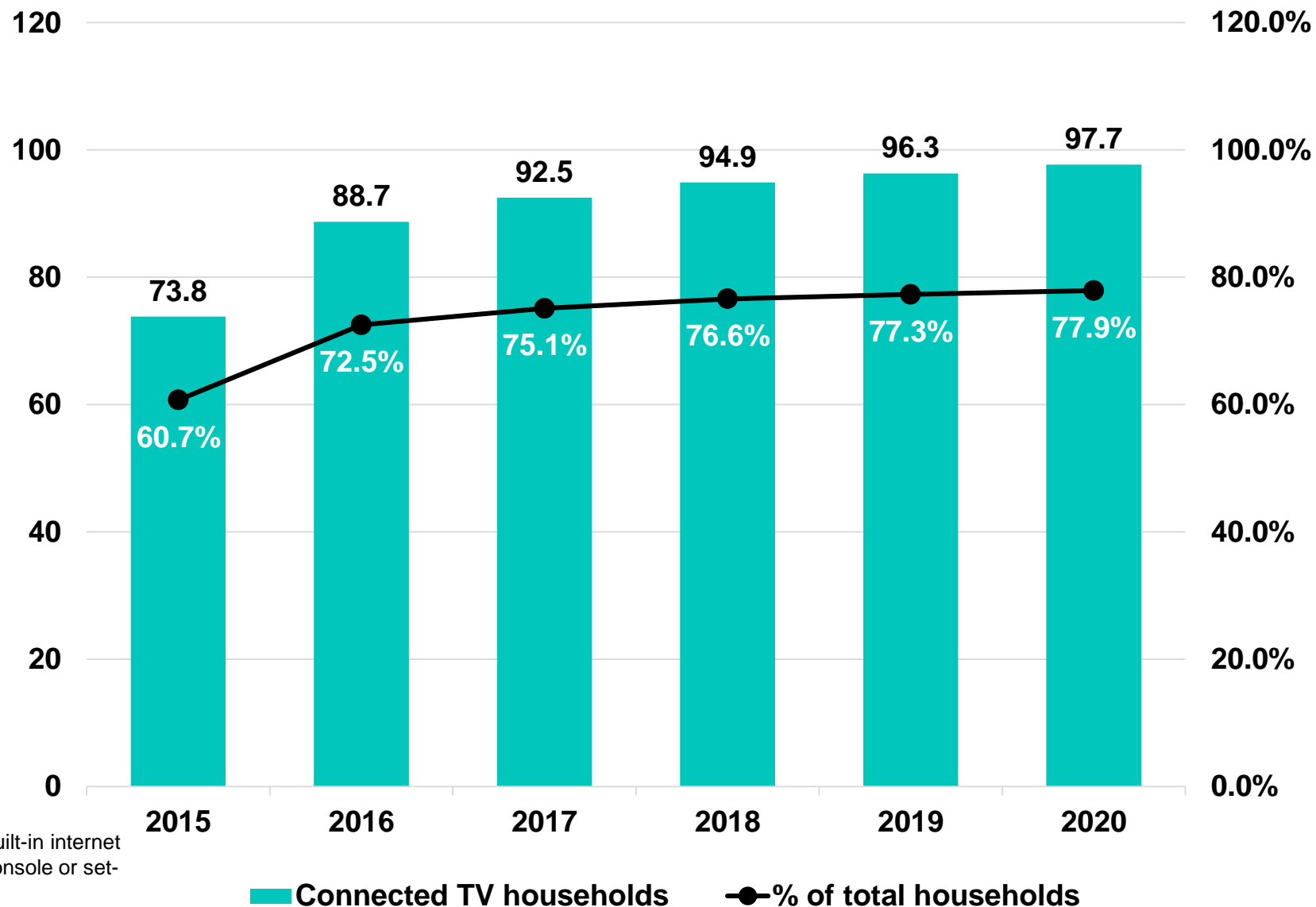
Time with OTT is projected to be 2 hours and 42 minutes a day per person by 2020.

Newspapers Consumption per Day (minutes)



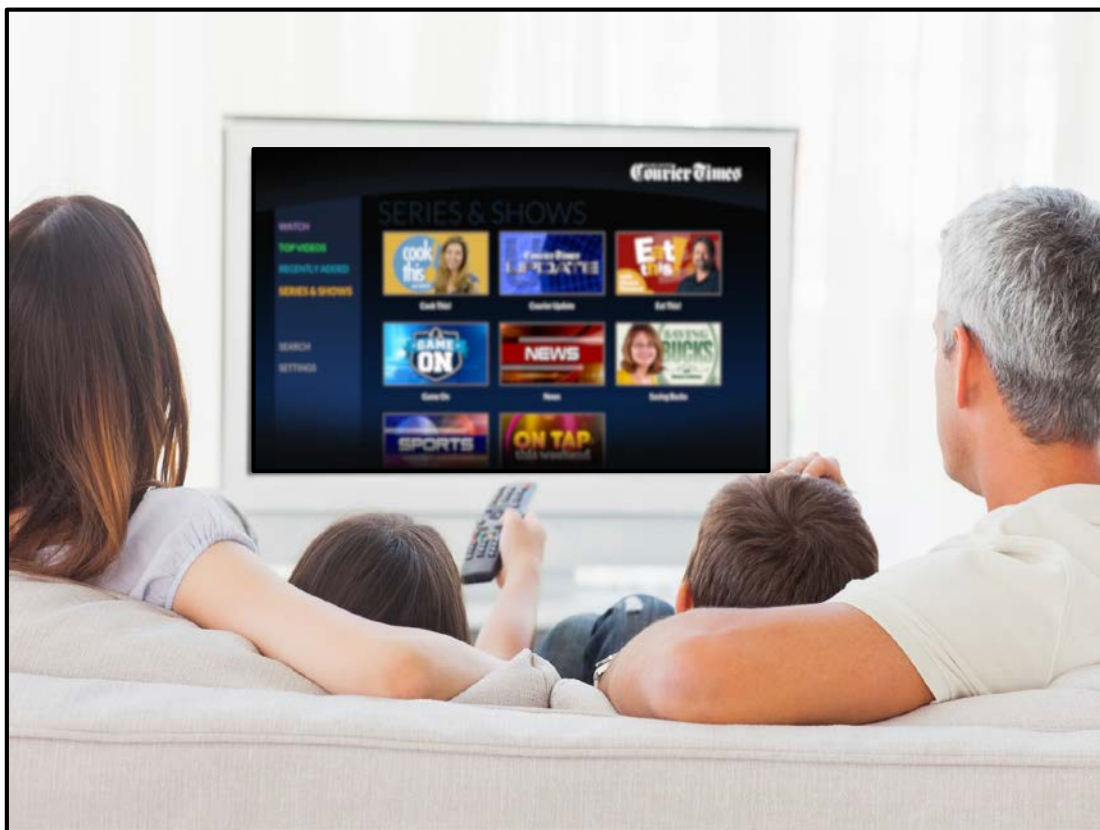
The Audience HAS Shifted

By 2020, there will be 97.7 million US connected TV households, up from 88.7 million in 2016.

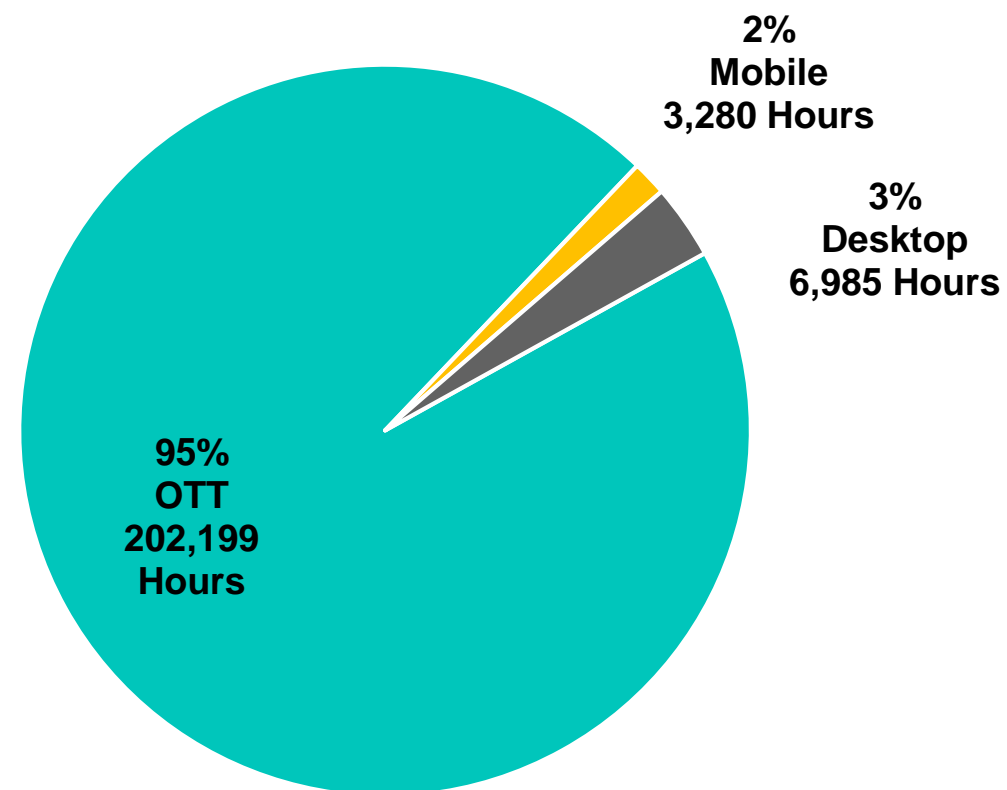


Note: Connected TVs are TV sets connected to the internet through built-in internet capability or through another device such as a Blu-ray player, game console or set-top box (e.g., Apple TV, Google Chromecast, Roku).

Time Spent with OTT is SIGNIFICANT



Total Time Spent Viewing Video by Platform
November 2016



BIG IDEA

Creating an OTT linear stream at a local newspaper to generate additional audience and revenue using existing resources.

Business Models: VOD vs Linear Math

VOD/Video on Demand Math Example

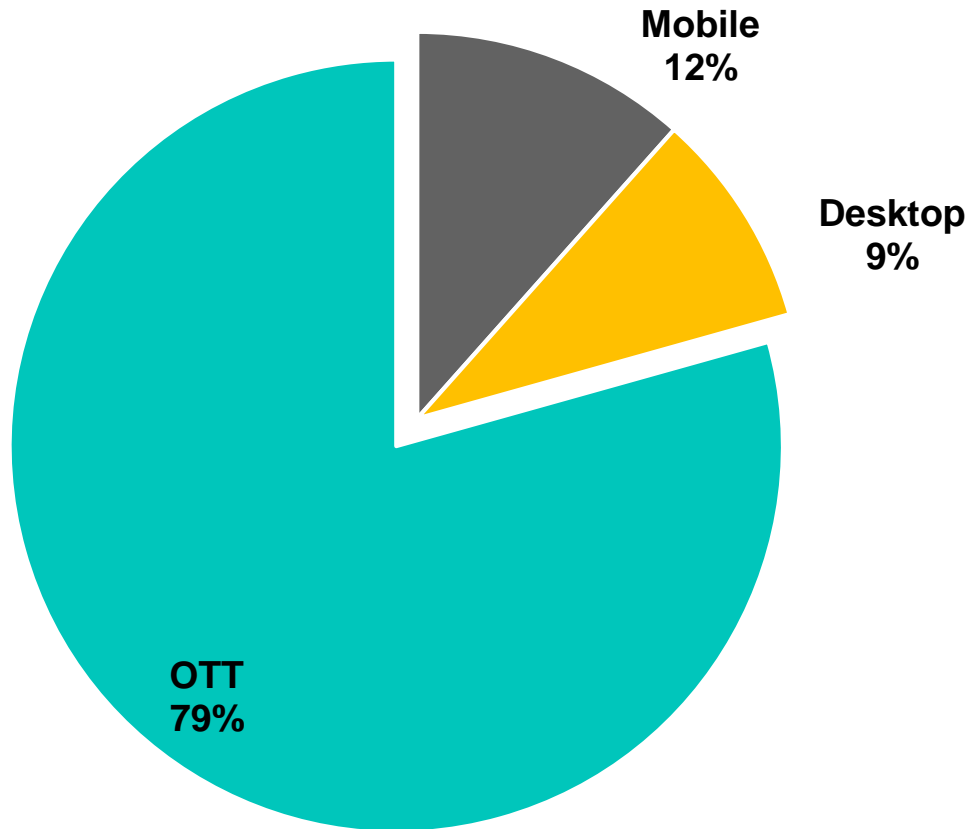
- 100,000 monthly video views
- \$25/CPM, 100% sold out
- Monthly Revenue - \$2,500, Annualized Revenue - \$30,000

Business Model: VOD vs Linear Math

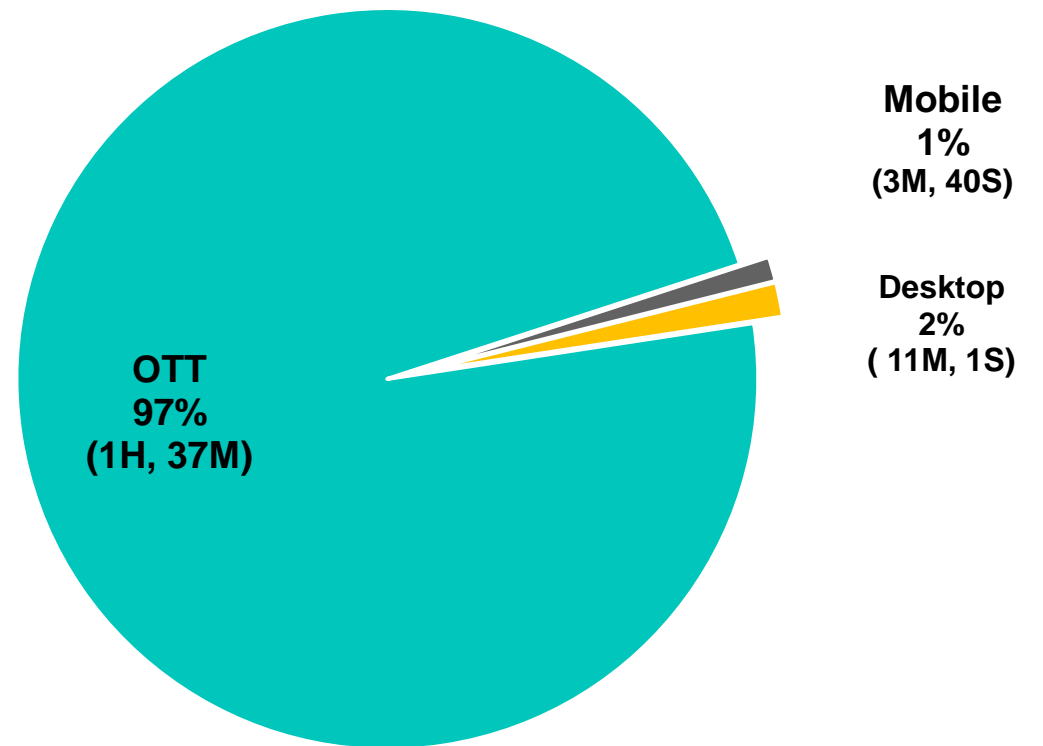
Linear TV Math Example:				
Based on 40 content minutes/20 (30 sec) ad minutes per hour				
	Ad Units/ Hour	Ad Units/ Day	Ad Units/ Year	Revenue/ Year
@\$1/Spot	40	960	350,400	\$350,400
@\$5/Spot	40	960	350,400	\$1,752,000
Linear TV Math Example – Native Video Channel:				
Based on 10 content minutes, 50 (30 sec) ad minutes per hour				
@1/Spot	100	2,400	876,000	\$876,000
@5/Spot	100	2,400	876,000	\$4,380,000

Linear Drives Engagement

Share of Total Plays

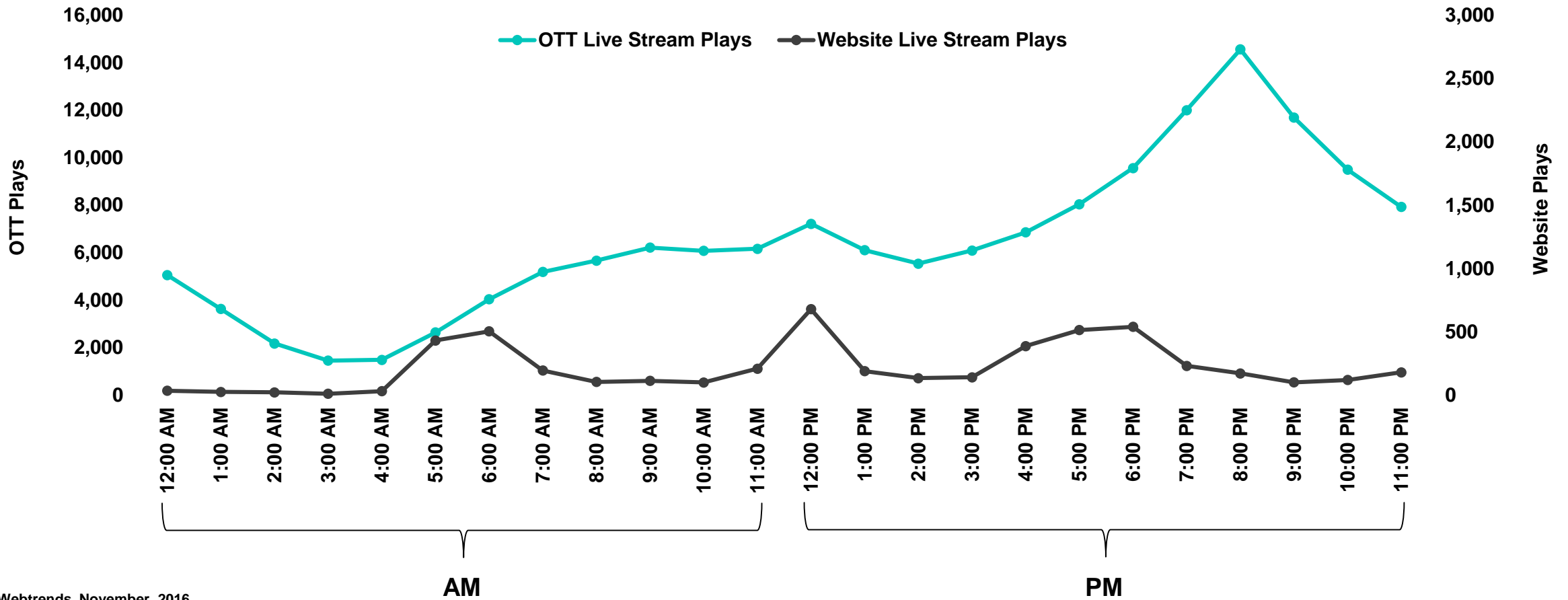


Share of Total Time
(with avg. view time per session)



Linear TV is the NEW TV

LIVE STREAM PLAYS BY HOUR



Who We Work With: Clients



TIMES

Burlington County Times

DESTINATION NETWORK



HERALD-Standard



WEHCO MEDIA, INC.

The Intelligencer



BUCKS COUNTY
Courier Times

Introducing Calkins Blue

Create a 24/7 TV-like experience for your audience on OTT

- **24/7:** fresh content, exciting user experience, new ad inventory both commercial and display
- **Easy to manage:** Smart randomization of content and advertising
- **Easy to launch:** within OTT apps, mobile apps, and websites.
- **Options:** Works with your current live stream or completes your linear wheel with randomized content

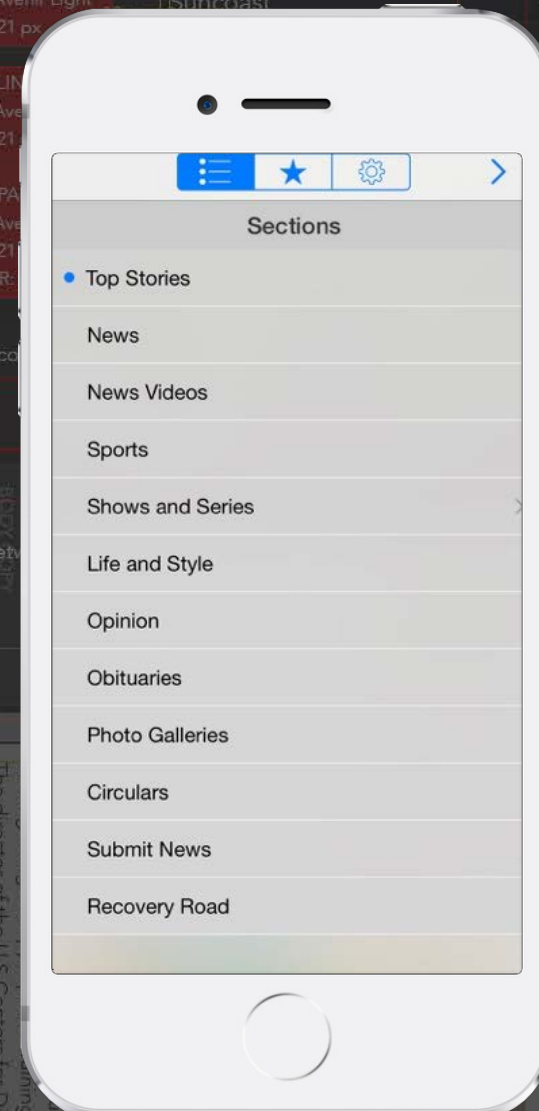
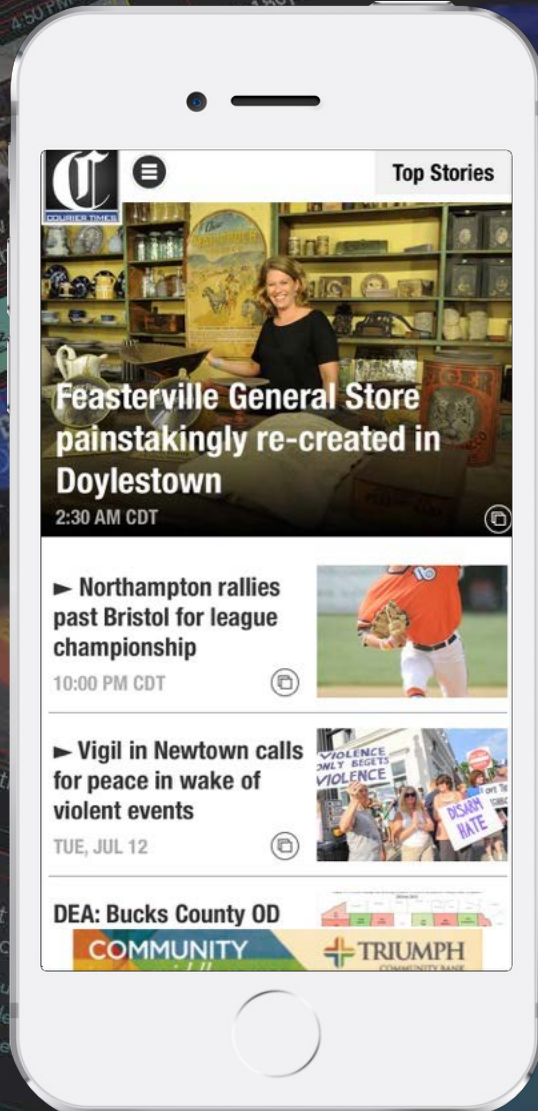


The screenshot displays the ShoalsTV OTT interface. The main video area shows children at a table with the ShoalsTV logo in the bottom left. The sidebar on the right features the ShoalsTV logo and three news items: 'Muscle Shoals Sound Studios fundraiser successful', 'Nutt excited about Blind Boys of Alabama's Grammy nod', and 'Santa Visits Sheffield Community Action Headstart'. Below the video is a 'ShoalsTV' logo and a 'Comfort begins with Fuller' advertisement for Fuller's Heating & Air Conditioning, including the phone number 256-381-7195. To the right of the ad is a 'Local Time & Temp' widget showing 10:52 am and 51°. At the bottom, a banner for the 'W.C. Handy Music Festival' is visible, featuring a colorful graphic of musical instruments.

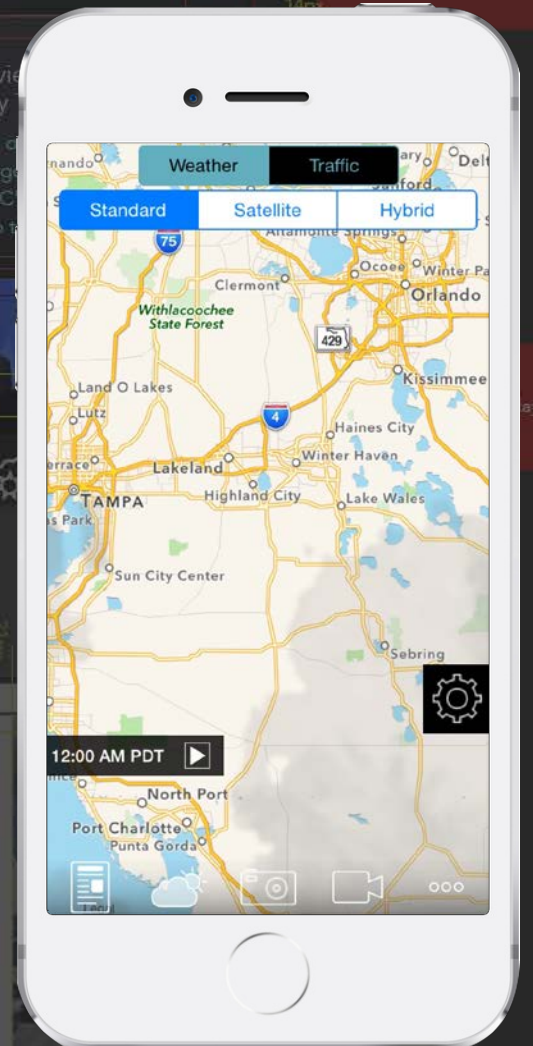
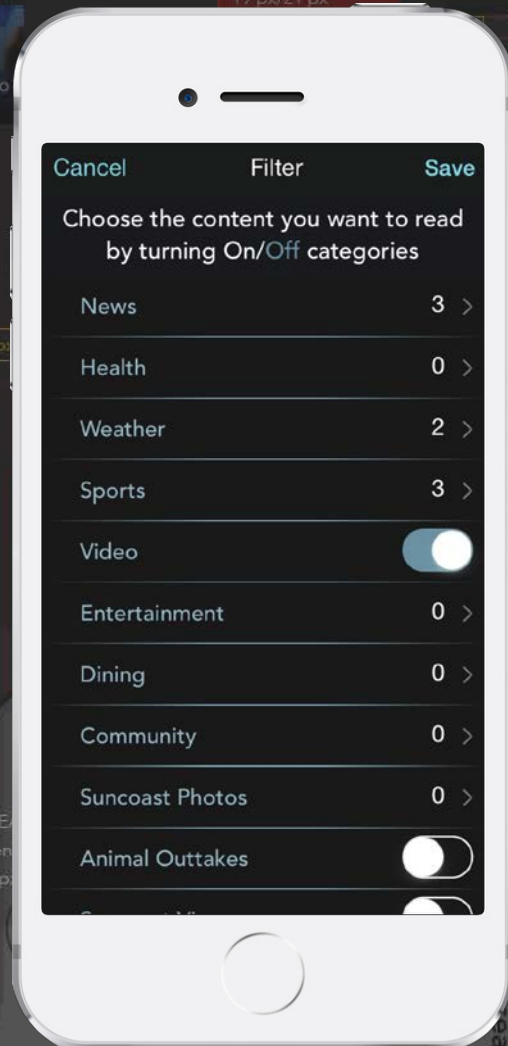
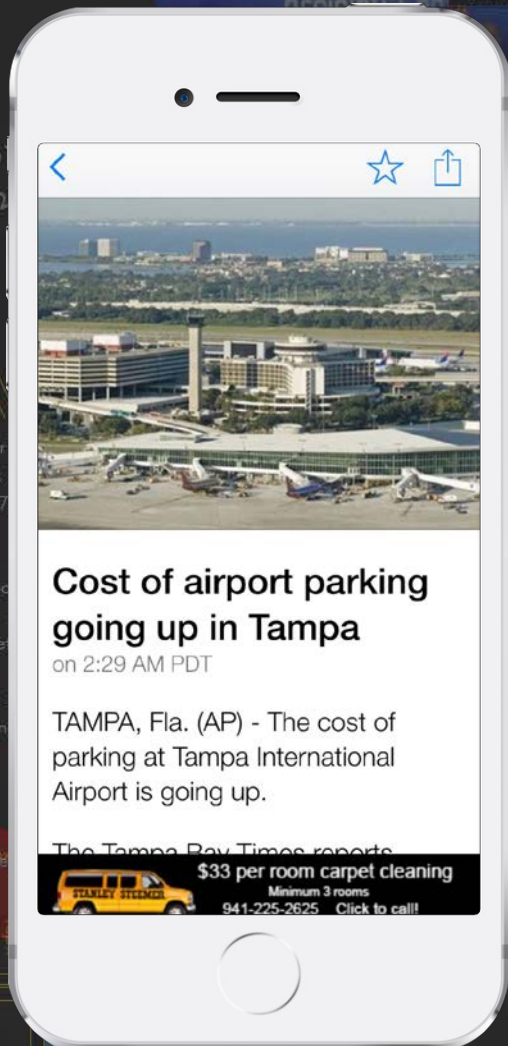
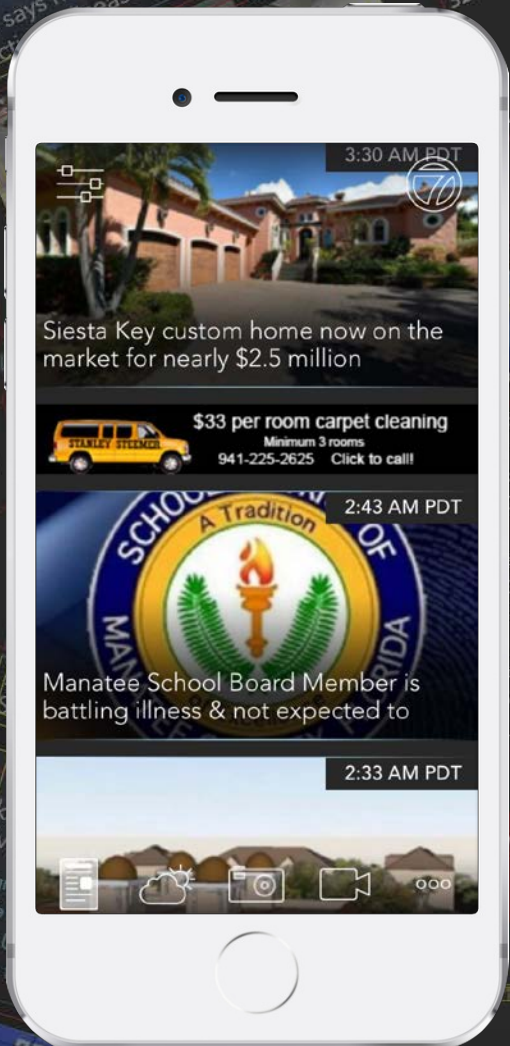
Rethinking Local Mobile

Big Ideas for Increased Engagement and Adoption

Kitchen Sink App



Firehose App v.1x



Streamlined Design = Increased User Engagement

+986%

Video Plays

+47%

**Video Completion
Rate**

+120%

Average Daily Users

+140%

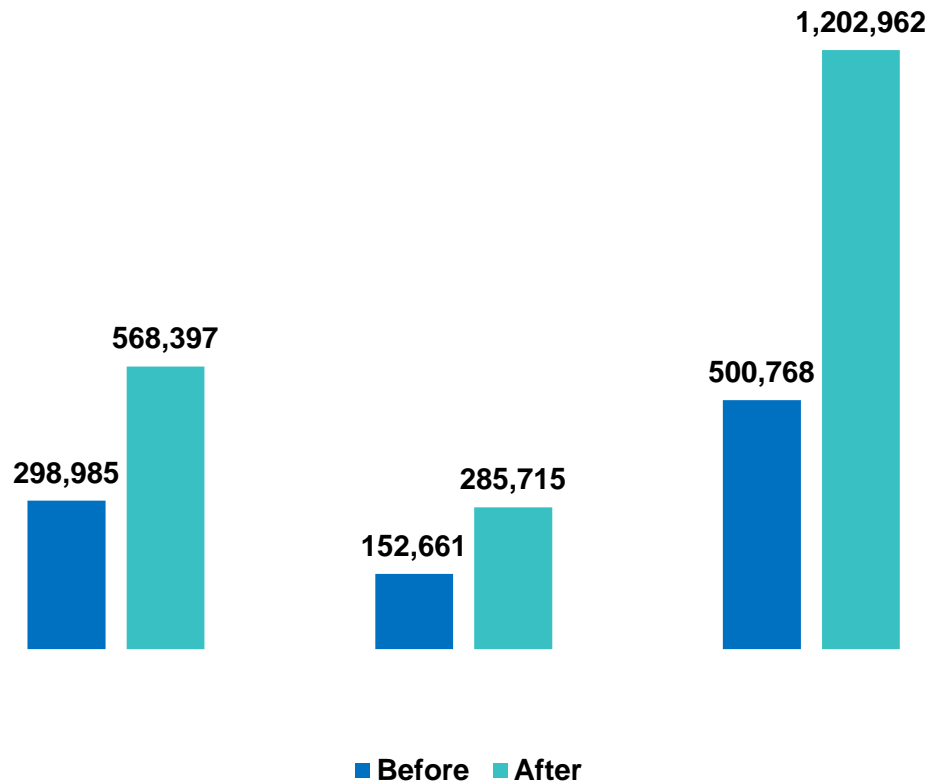
Sessions

+120%

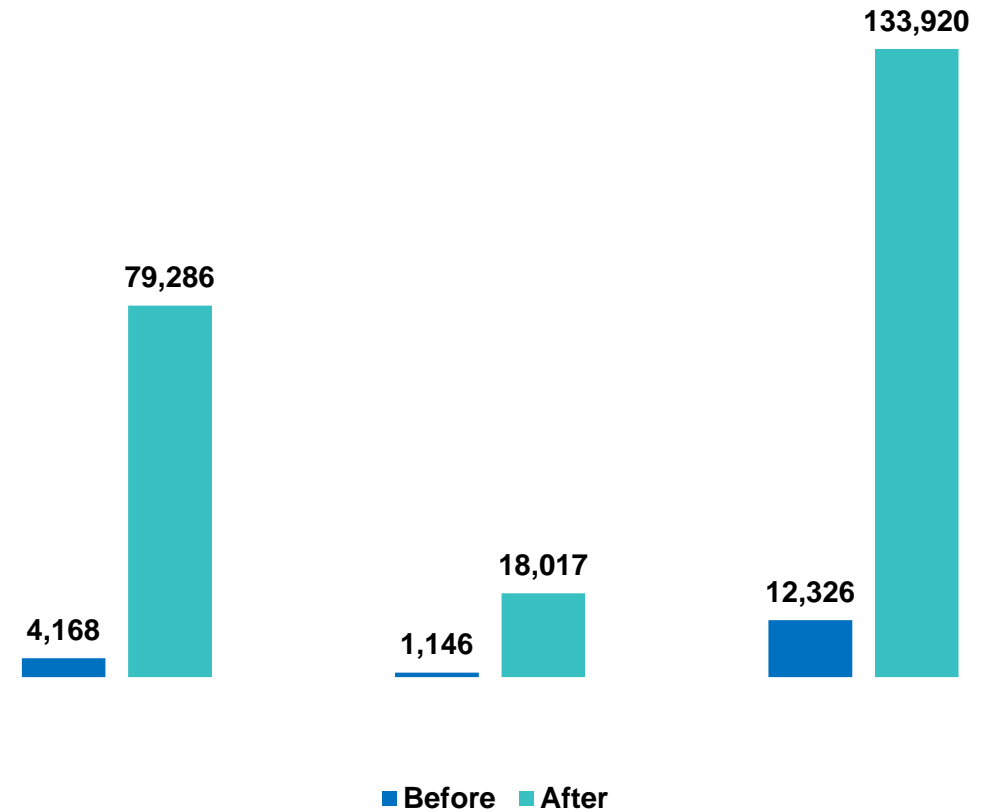
Session Duration

The streamlined app design is similar to the UX of Facebook, Instagram, and other popular media apps. Users continuously scroll (or swipe) to view more content, making it easier to use the app.

App Sessions Before and After Firehose

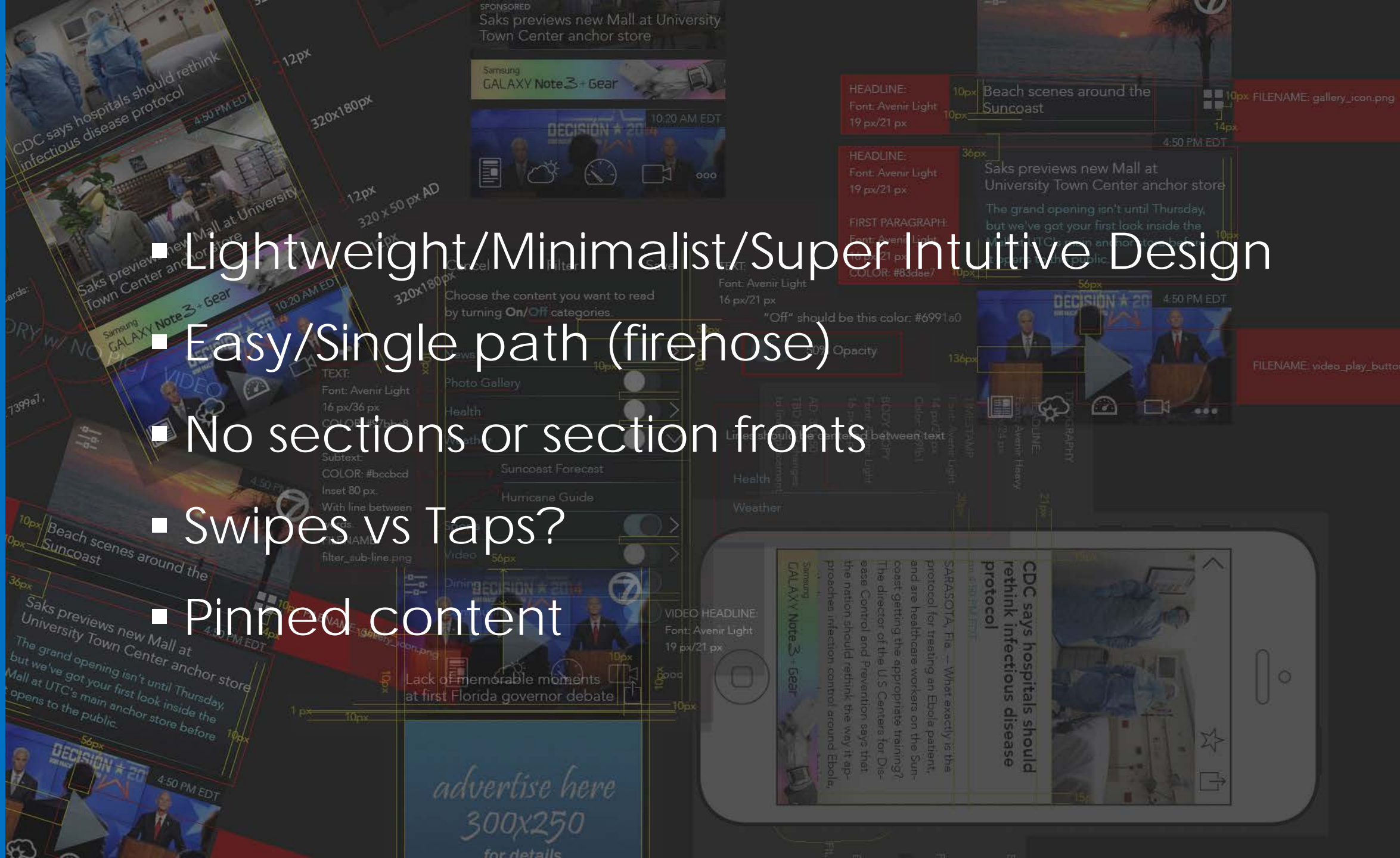


Video Plays Before and After Firehose



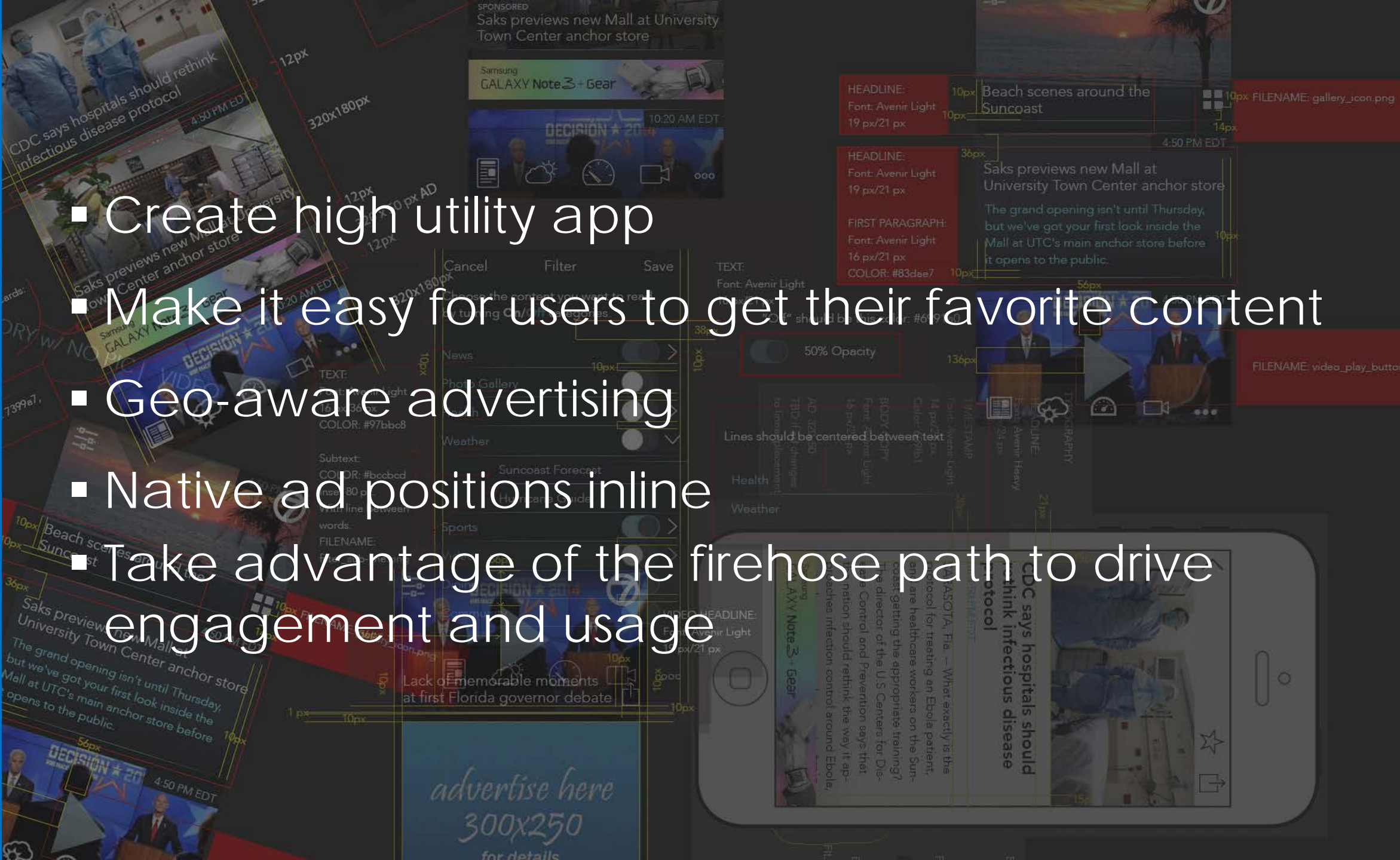
Design Objectives

- Lightweight/Minimalist/Super Intuitive Design
- Easy/Single path (firehose)
- No sections or section fronts
- Swipes vs Taps?
- Pinned content

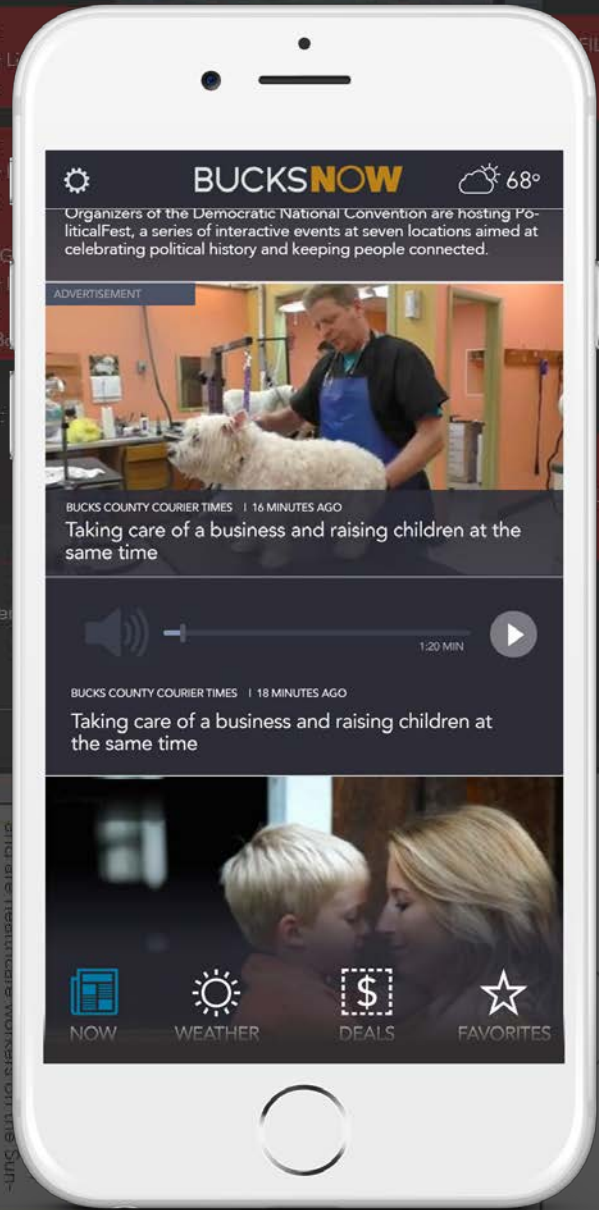
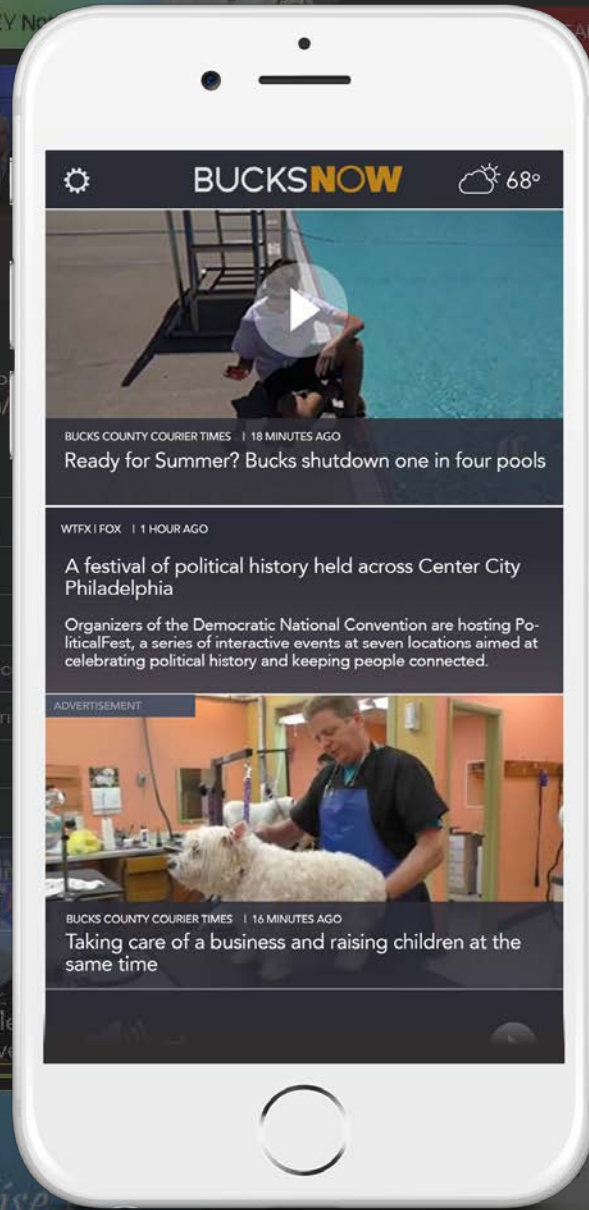
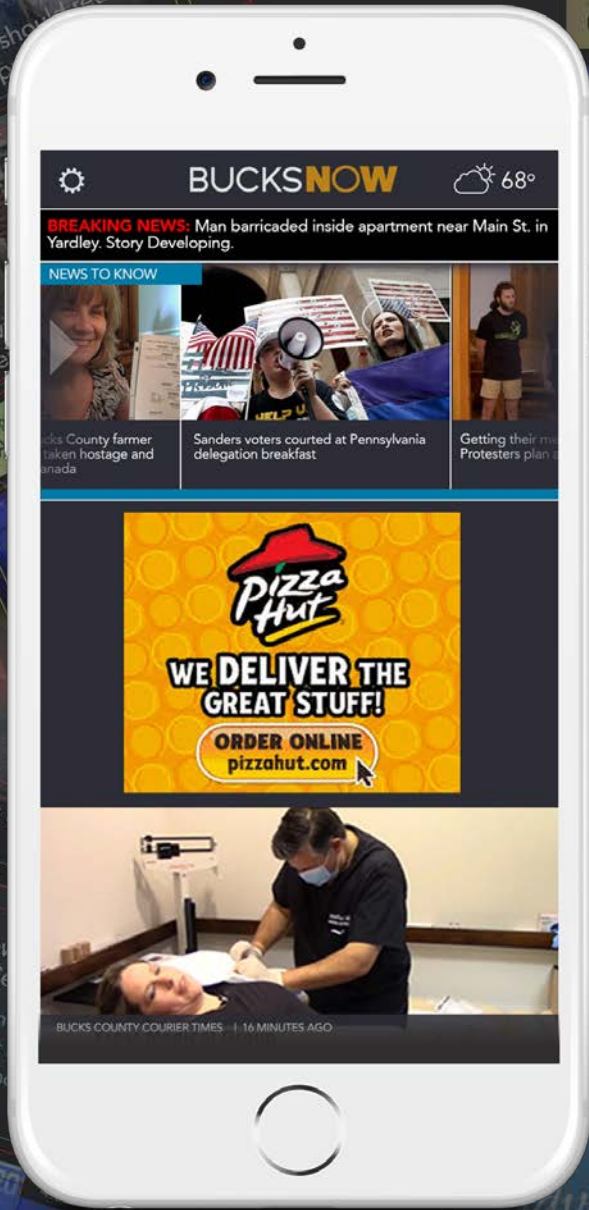


Biz Objectives

- Create high utility app
- Make it easy for users to get their favorite content
- Geo-aware advertising
- Native ad positions inline
- Take advantage of the firehose path to drive engagement and usage



Now App v.1





Thank You

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