We produce around 10,000 words of text and more than 90 minutes’ worth of digital video and audio for 17 different platforms every day, including two daily shows and three weekly shows, with a full-time staff of six people:

- NBCNewYork.com (desktop – 24/7 news team)
- NBCNewYork.com (mobile web)
- NBC 4 New York app
- YouTube
- Roku
- Apple TV
- Apple News
- Instagram
- IGTV
- Facebook
- Twitter
- Flipboard
- Podcasts
- Newsletters
- Alexa
- Google Home (voice)
- Google Home Hub (video)
LISTEN UP

THE MAKING OF LISTEN UP
- One month for proposals/wireframes
- One month for demos/demo reviews
- Six weeks of unpublished daily rehearsals
- One full-time preditor, plus writing by a digital staffer, plus media manager clip help, plus anchor = 10 person-hours of work a day
- Revenue-generating by day 3; self-funding this year
- Advertisers LOVE the integration/presented-by model

GROWTH AND DEMAND
- Versus first 90 days, Instagram daily audience is up 23% a year later
- Completion rate is 17x a typical Facebook-only show
- The same content is now posted daily to IGTV, YouTube and Facebook Stories – total audience is now 10x what it was at launch
NEWS 4 NOW

- Simple model – make the news, but make it short, make it look different and make it for the platform’s audience
- Took roughly one month to prototype and demo
- Our M18-34 audience for this 7pm YouTube show is 20% larger than the same demo for 6pm linear show
- Completion rate is higher than any of our shows on any platform
- One part-time writer/shooter/preditor, plus anchor = 5 person-hours of work a day