Local Media Association
2019 Digital Revenue Summit
The Tribune Media Digital Network

● 50 Websites
● 130 news and weather iOS and Android apps
● 20 Roku, Fire TV, Apple TV and Android TV apps
● Hundreds of social media accounts
● 40 million+ fans on social media
● 75 channels of live streaming video
● 36 Alexa and Google Home audio integrations
● 45,000 articles a month
● 15,000 videos a month
Our Inspiration To Make Things Easier

16 STEPS TO SENDING A BREAKING NEWS EMAIL

- Simplify tools
- Simplify training
First you write an amazing headline for your story

Bacon ipsum dolor amet salami leberkas t-bone, turducken sausage ham hock swine pork tongue beef. Andouille ball tip landjaeger, cow capicola salami rump meatloaf pancetta doner ground round chicken biltong. Buffalo ham swine, kevin leberkas spare ribs doner.
Train Everyone

6,000 employees
2,000+ WordPress users

35% of our company is trained to publish digital content
A Local Focus with National Scale

Tribune Media’s websites and apps are the **#1 source** of local news online in America.

#1 TV station online in the USA

3 of the top 5

7 of the top 20

Comscore Media Metrix® Multi-Platform, Total Audience, Local News, March 2019, U.S.
Where do we go from here?

- Focus on our most **loyal users** and stop worrying about drive-by visitors who never return
- Reduce reliance on outside referrers and build direct relationships with users
- Come up with more new ways to use video, other than TV-like linear live streams
- Reboot our email program to make it more topical, editorial, and focused
- Continue to evolve strategy around web and mobile alerts and making them relevant and useful
- Produce unique stories and features; don’t rely on empty calories from ‘commodity content’
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