WHAT IS THE USA TODAY NETWORK?

Gannett is a leading local -to- national media & marketing solutions company, and the largest local media company in America, with 100+ newsrooms covering 34 states.

Our brands reach 50% of the U.S. digital population, including more Millennials than Buzzfeed.
WHAT IS THE USA TODAY NETWORK?

Our hard-hitting enterprise & investigative reporting won three Pulitzer Prizes last year.
WHAT IS THE USA TODAY NETWORK?

We offer consumers much more than “the news.”
WHAT IS THE USA TODAY NETWORK?

Our Marketing Solutions group offers proven performance for small and medium sized businesses. We’re the world’s largest reseller of Google AdWords.
OUR MISSION

Our mission is to become essential to both consumers and businesses seeking meaningful connections within their communities.
OUR MISSION

We strive to empower communities to connect, act and thrive. We see ourselves as champions, explainers and helpers: committed to telling the stories that mold and inspire communities, whether geographical or cultural.
Today’s Focus:

1. Content Access Strategy
2. User Messaging Enhancements
Globally, meters are no longer the dominant model

According to INMA, Piano via FTI Consulting, the current distribution of paywall models includes:

- **Freemium, major lock down, some free**: 23%
- **Freemium, minor lock down, most free**: 31%
- **A markets**: 12%
- **B & C markets**: 3%
- **Porous meter – high set number**: 22%
- **Current experiments**: 9%
- **No payment model yet**: 9%
- **Hard paywall**: 3%

Source: INMA, Piano via FTI Consulting
We’re testing three content access models

- Metered paywall
- Dynamic Model
- Hybrid & Freemium

KPI = METER STOP RATE
Freemium Pilot: Removed Meter

Subscription sales +16% in first eight weeks
Hybrid Pilot: Meter + Hard Wall

Subscription sales +117% in first eight weeks

<table>
<thead>
<tr>
<th></th>
<th>Before</th>
<th>After</th>
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<tbody>
<tr>
<td>Roadblock Visitors</td>
<td>24,000</td>
<td>51,000</td>
</tr>
<tr>
<td>Meter Stop Rate</td>
<td>5.7%</td>
<td>10.6%</td>
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<tr>
<td>Sales per 100K visitors</td>
<td>24</td>
<td>37</td>
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</table>

Switching two more major metros in early May
<table>
<thead>
<tr>
<th></th>
<th>Unique Visitors</th>
<th>Paywall Visitors</th>
<th>Meter Stop Rate</th>
<th>Roadblock Visits</th>
<th>Roadblock Sales</th>
<th>Conversion</th>
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<tbody>
<tr>
<td>All Sites</td>
<td>83,800,000</td>
<td>2,756,000</td>
<td>3.3%</td>
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<td>7,082</td>
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<tr>
<td>10-Meter</td>
<td>28,700,000</td>
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<td>9,200</td>
<td>1,352</td>
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<td>7-Meter</td>
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<td>5-Meter</td>
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<td>3-Meter</td>
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<td>5.8%</td>
<td>18,000</td>
<td>2,379</td>
<td>0.24%</td>
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</table>

Insight: Conversion Does Not Correlate to Meter Limit
The more consumers reach your paywall, the greater your opportunity for closing subscription sales.
2018 Meter Stop Rate (MSR) by month

Jan. 0.9%  Feb. 1.1%  Mar. 1.3%  Apr. 1.4%  May 1.9%  Jun. 2.0%  Jul. 3.2%  Aug. 3.2%  Sep. 3.9%  Oct. 3.7%  Nov. 3.3%  Dec. 3.3%
## Continued investment in expanded capabilities

<table>
<thead>
<tr>
<th>Focus Items</th>
<th>Q2’19</th>
<th>Q3’19</th>
<th>Q4’19</th>
<th>Q1’20</th>
<th>Q2’20</th>
<th>Q3’20</th>
<th>Q4’20</th>
</tr>
</thead>
</table>
| - Tighten Meter                               | - Test Google vs. In-House Propensity     | - Incorporate Geo-targeting                | - Test Dynamic Propensity-Based Pay Flow   | - Experiment new models [registration, etc.]
| - Increase Registrations & Newsletters*        | Scoring                                   |                                            | Offer Presentation                         |                                            |                                            |                                            |                                            |
Today’s Focus:

1. Content Access Strategy
2. User Messaging Enhancements
Lorem ipsum
Darla Smith a homicide after an autopsy determined she died of internal injuries from blunt force trauma after her car was struck by a reportedly impaired driver Tuesday.

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Adjusting Messaging by User Behavior

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- binge-worthy podcasts
- Daily newsletter with top news to know
Thank you!

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