NICE TO MEET YOU

Localish is ABC’s viral storytelling brand that brings out the good in America’s cities.

Good food. Good people. Good living.

Created by and for millennials, we serve locally-sourced stories that transcend city limits.
EARLY SUCCESS

240M+ VIDEO VIEWS

Initial funding from Facebook Watch for More in Common.

Expanded to 10+ short-form series

60% OF VIEWERS UNDER 44

3 On-Air integrations per week within the nation’s #1 newscasts

IMPACTFUL PARTNERSHIPS

Biggest branded content deal in OTV history

Produced On-Air 30-minute specials airing in 8 top markets
ON TV RIGHT NOW
MORE IN COMMON
THANK YOU

abc LOCALISH
The Post and Courier

- Based in Charleston, S.C. since 1803
- Locally owned and operated
- Strong newsroom, strong community ties
- Ownership has maintained investment in content
Organizational alignment

- Executive Editor oversees newsroom, news product and audience revenue strategy
- Digital audience team and strategy completely separated from print audience team/strategy
- Started with one FTE devoted to digital subs in 2017 and now have 2 FTEs + several other key personnel deeply involved in Acquisition and Retention/Readiness working groups
- Using lessons learned from Table Stakes, rely heavily on Mini Publisher structure and ethic for key verticals and other initiatives
Key lessons learned

➢ Newsroom at the center of the strategy: Focus on depth, explanation, how it works, unique content, unique voices. Reporters are the new closers.

➢ But don’t fall into the content trap either! There are myriad critical non-content factors to success:
   A. Friction at checkout
   B. Grace period and credit card retry logic
   C. Newsletters! Onboarding, nurture, acquire
   D. Meter stop rate and ARPU
Top-line results
COVID-19 Impact

• March-April YOY acquisitions up 106.4%
• March-April YOY net subs gained up 254.7%
• 794 more net than total acquisitions YOY
• COVID free registration strategy drove 105,102 new registrations
• We have converted to paid 957 of these users or 239.25 per month
CREATING OPPORTUNITIES FOR INNOVATION

Daniel Alvarez
VP, Product & Design
NBCUniversal Owned Television Stations
Our team covers 40+ different local TV stations across the US + LX
Teams that get pulled into many directions, tend to create haphazard products.
HOW DO WE GO ABOUT SPARKING NEW IDEAS?

NOT SO FAST! FIRST, CREATE OPPORTUNITIES FOR INNOVATION TO OCCURR
Create spaces by following these 5 steps (no silver bullets)

#1 Measure
- Baseline output

#2 Protect
- Processes & Tools
- Empower team to say "No"
- Balance*

#3 Inspire
- Set long term vision
- Incentivize ideas from within

#4 Execute

#5 Communicate
- Launches
- Metrics
- Learnings
Balance: make sure to invest in some big bets and small bets
Some of our recent big bets

Complete redesign of all our station sites

Launch of LX.com
THANK YOU!