



BILLYPENN

A mobile platform for a better Philly

Jim Brady
Mega-Conference, Atlanta
February 24, 2015

Who the Hell Am I?

- CEO & Founder, Billy Penn
- 20-year digital news veteran
- Priors:
 - Executive Editor, washingtonpost.com
 - Editor in Chief, Digital First Media
 - Head of News & Sports, AOL
 - President, Online News Association
- Vices:
 - New York Jets fan



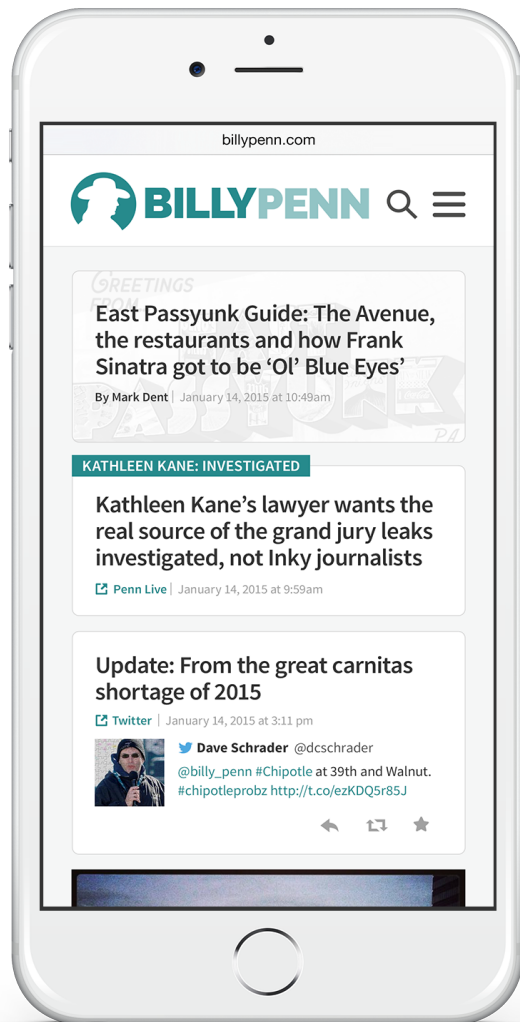
What Is Billy Penn?

- 📱 A mobile-first news operation
- 📱 Targeting millennials
- 📱 Atomized, stream-based
- 📱 A one-stop curation shop for Philly news consumers
- 📱 Focused on driving civic engagement & making Philadelphia a better city
- 📱 Committed to events and membership as a majority revenue stream

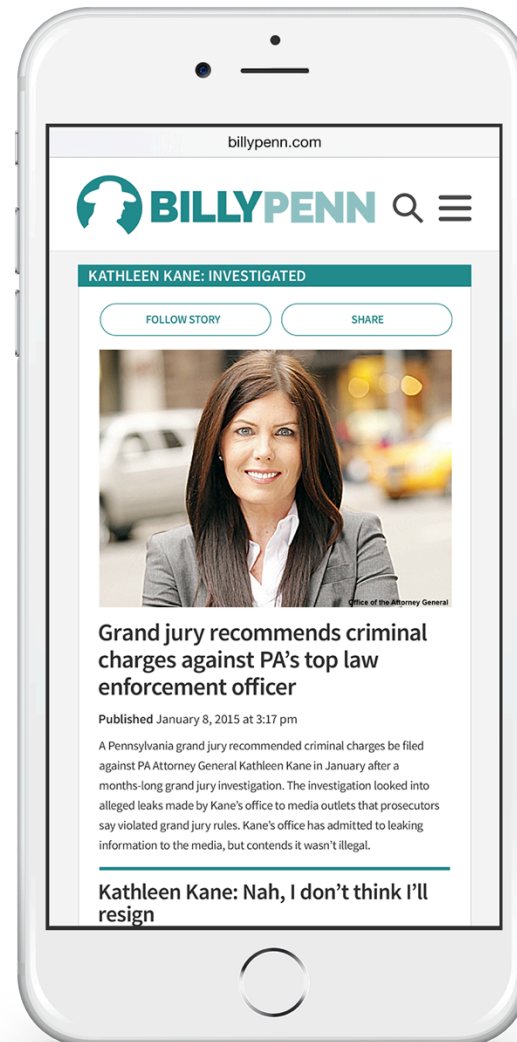
A mobile
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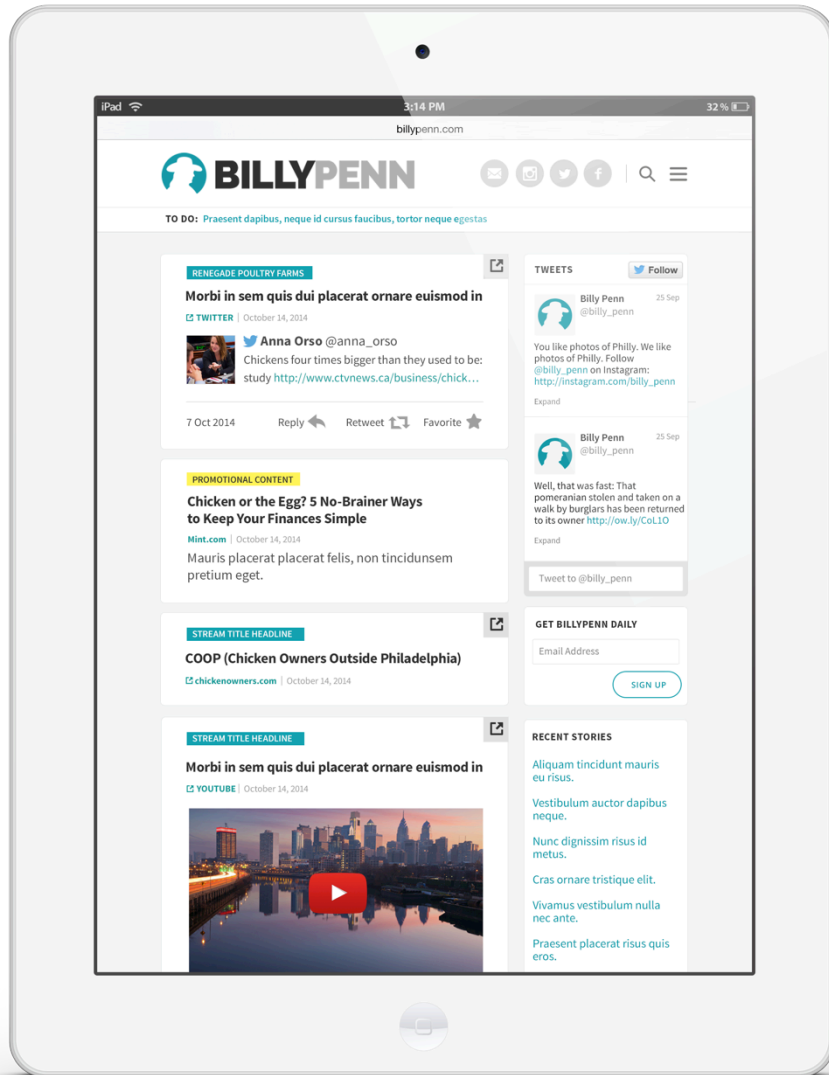
STREAM



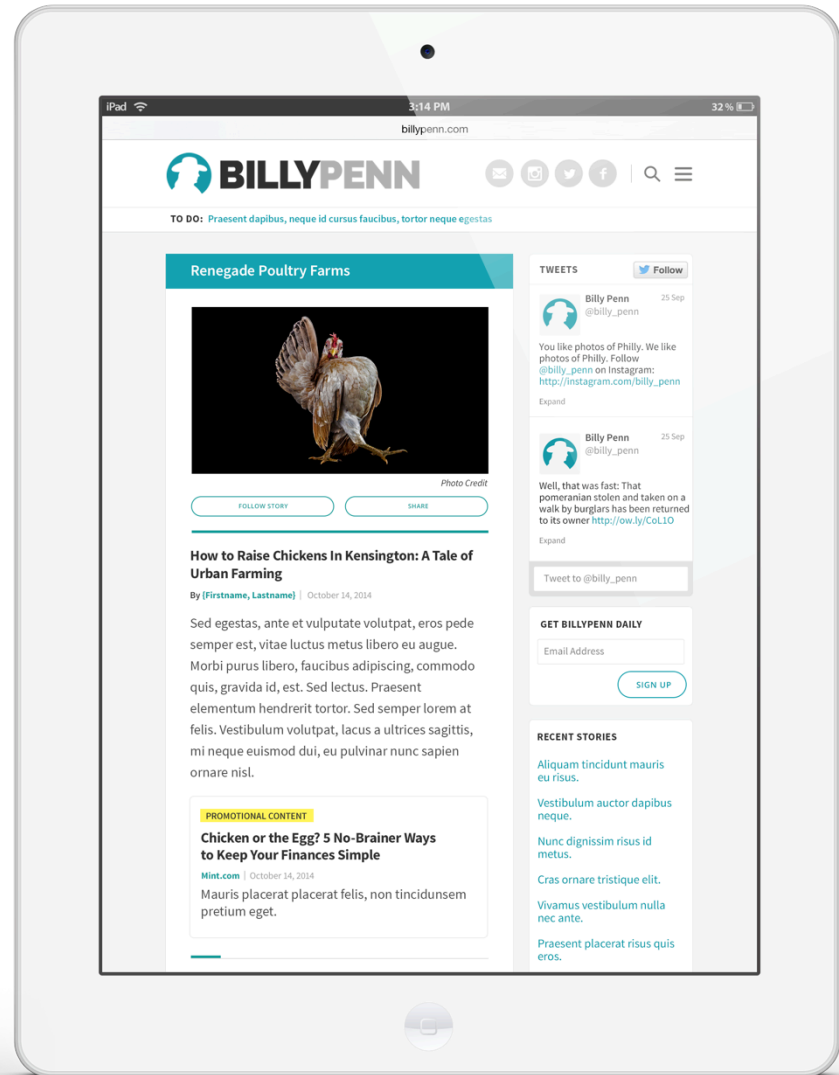
STORY



STREAM



STORY



Where We Are

- 🎧 Launched Oct. 22 with staff of five. Now at six.
- 🎧 Averaging 75k page views per month, but trending at more than 100k for February.
- 🎧 Extensive media coverage:
 - 🎧 [USA Today](#)
 - 🎧 [Capital New York](#)
 - 🎧 [Philadelphia Magazine](#)
 - 🎧 [Nieman Journalism Lab](#)
 - 🎧 [Columbia Journalism Review](#)
 - 🎧 [Poynter Institute](#)
- 🎧 Referral links to our original content from BuzzFeed, Huffington Post, People Magazine, Cosmopolitan, Washington Post, many others.

Why
Billy
Penn?

Why
now?

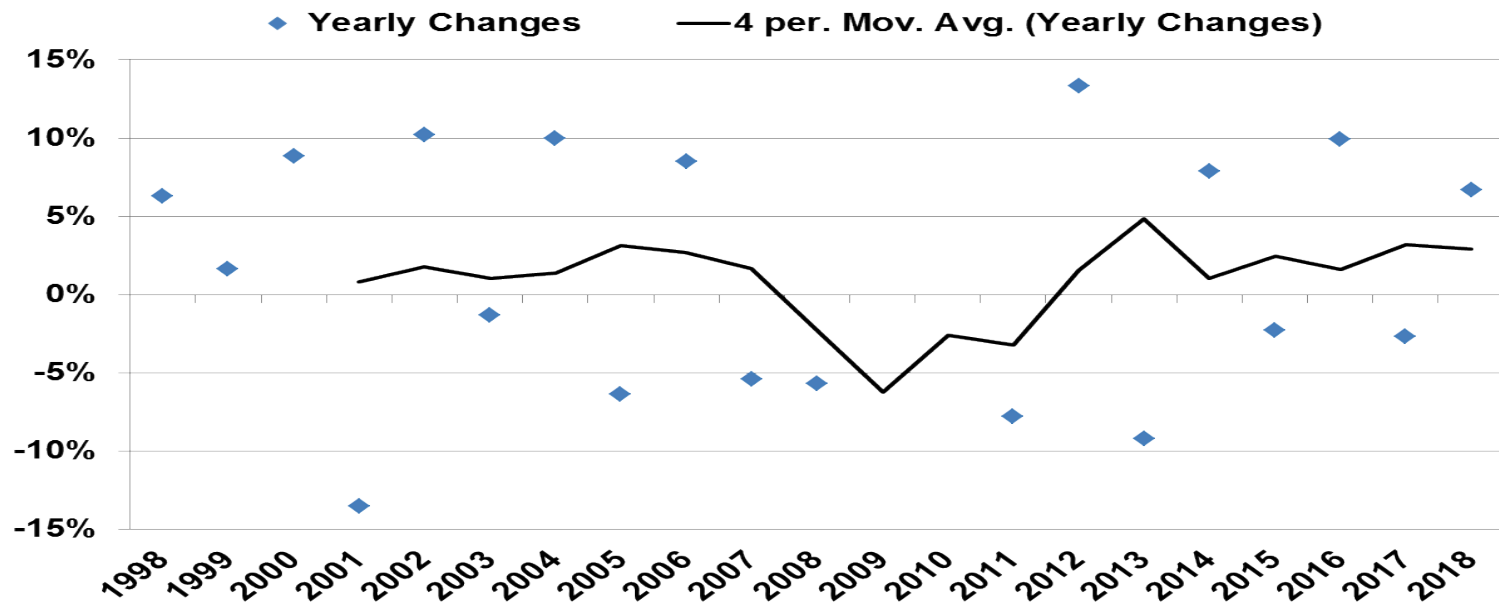


LOCAL PAPERS ARE HURTING



LOCAL TV FEELS NO URGENCY

Nationwide Local Television Station Adv. Revs. 4 Yr. Moving Average



Source: BIA/Kelsey's *Investing In™ Television* Q1 2014



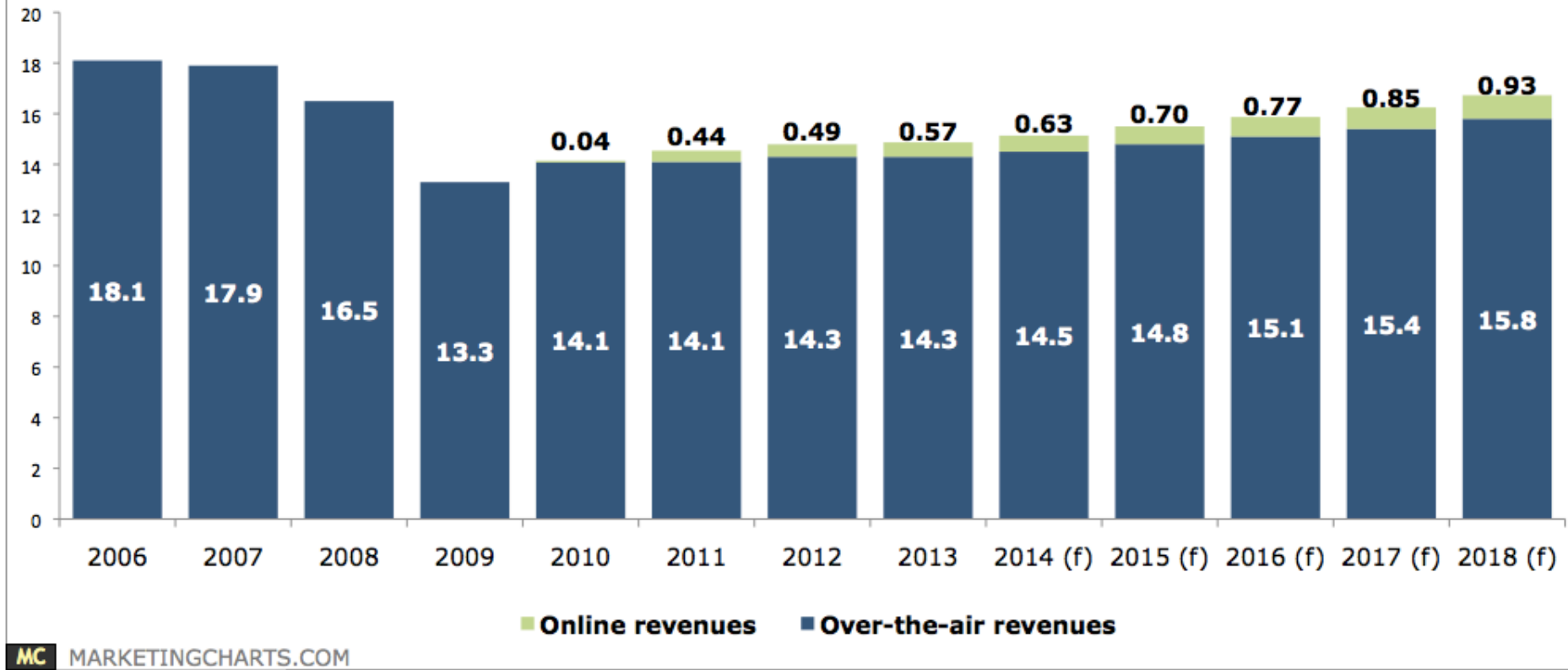
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RADIO NOT FOCUSED ON DIGITAL

US Radio Industry Advertising Revenues

US\$ billions / 2014-2018 are forecasts

2006-2018



Source: BIA/Kelsey

What's Missing in Local?

- 🔊 A focused approach for a wildly unique generation of news consumers
- 🔊 A focus on mobile as a primary platform
- 🔊 Recognition of social as core distribution engine
- 🔊 Opportunities for personal engagement in news
- 🔊 An understanding that readers' time is precious
- 🔊 The ability to make real-life news connections
- 🔊 A voice that's authentic & reflects real life



Why Philadelphia?

- 🔊 4th Largest DMA and 5th Largest city in the U.S.
- 🔊 Millennials now account for 26% of city population, up from 20% just five years ago.
- 🔊 Even popular local sites get significant traffic from outside Philadelphia.

Site	Total UV (000)*	Total PV (MM)	Local UV (000)**	Local PV (000)
Philly.com Sites	5,961	56	912	28,749
NJ.COM Sites	9,392	82	556	10,886
6ABC.COM	1,832	11	442	3,950
NBC Philadelphia	3,101	13	485	3,710
CBS Local Philly	2,085	7	346	2,304
MYFOXPHILLY.COM	13,103	54	256	2,759
PHILLYMAG.COM	1,490	5	151	985

- Total Audience: Desktop and Mobile, 3 month average, March – May, 2014
- ** Audience Figures are Desktop Only

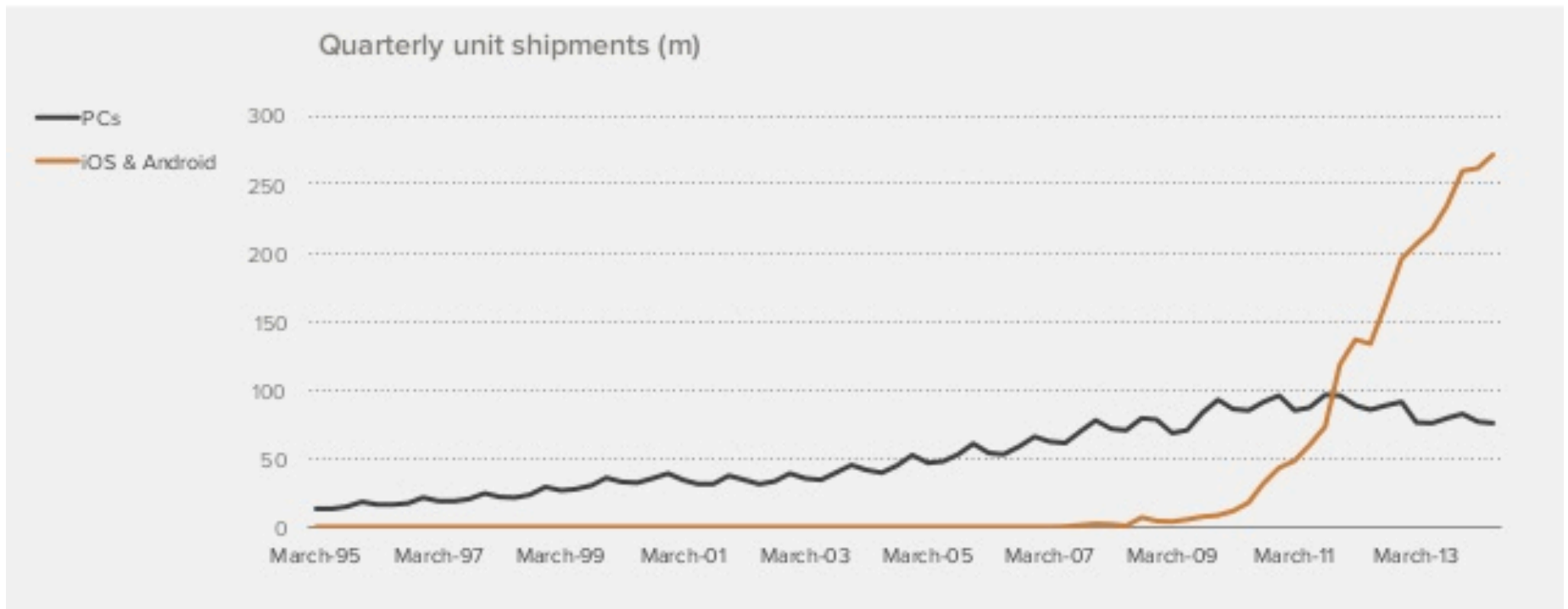
Why Mobile?

- 📶 2014 was the tipping point for Internet access
 - 📶 55% come from mobile vs. 45% from desktop
- 📶 55% of the total population have smartphones while 86% of millennials have smartphones
- 📶 93% of millennials think that their smartphones are on the list of the most important items to own:
 - 📶 Toothbrushes got 91%, and deodorant 87%



The smartphone industry dwarfs PCs

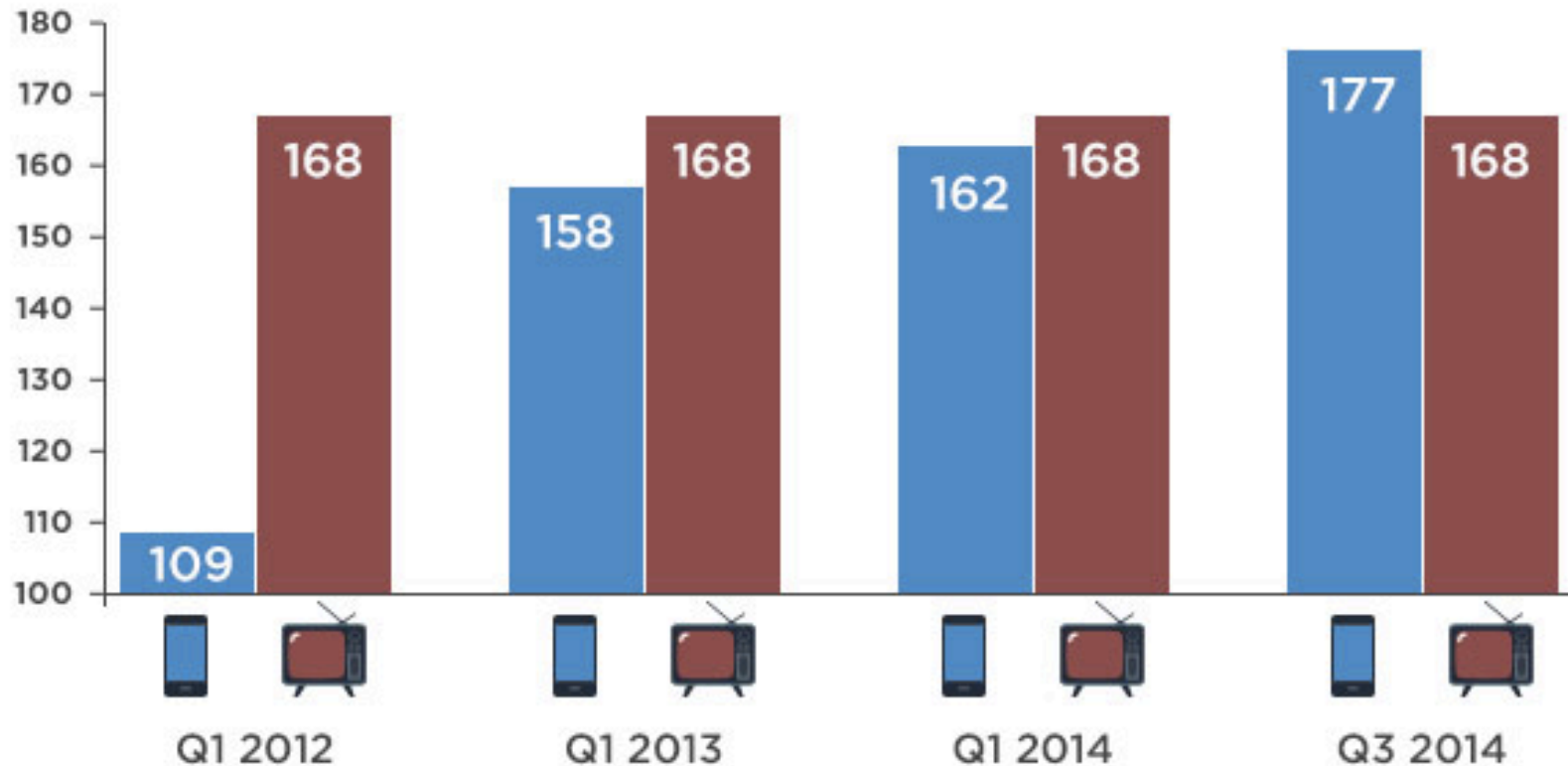
4bn people buying every 2 years instead of 1.6bn buying every 5 years



Source: Gartner, Apple, Google, a16z

Time Spent on Mobile Devices and TV

US Daily Average (Min)

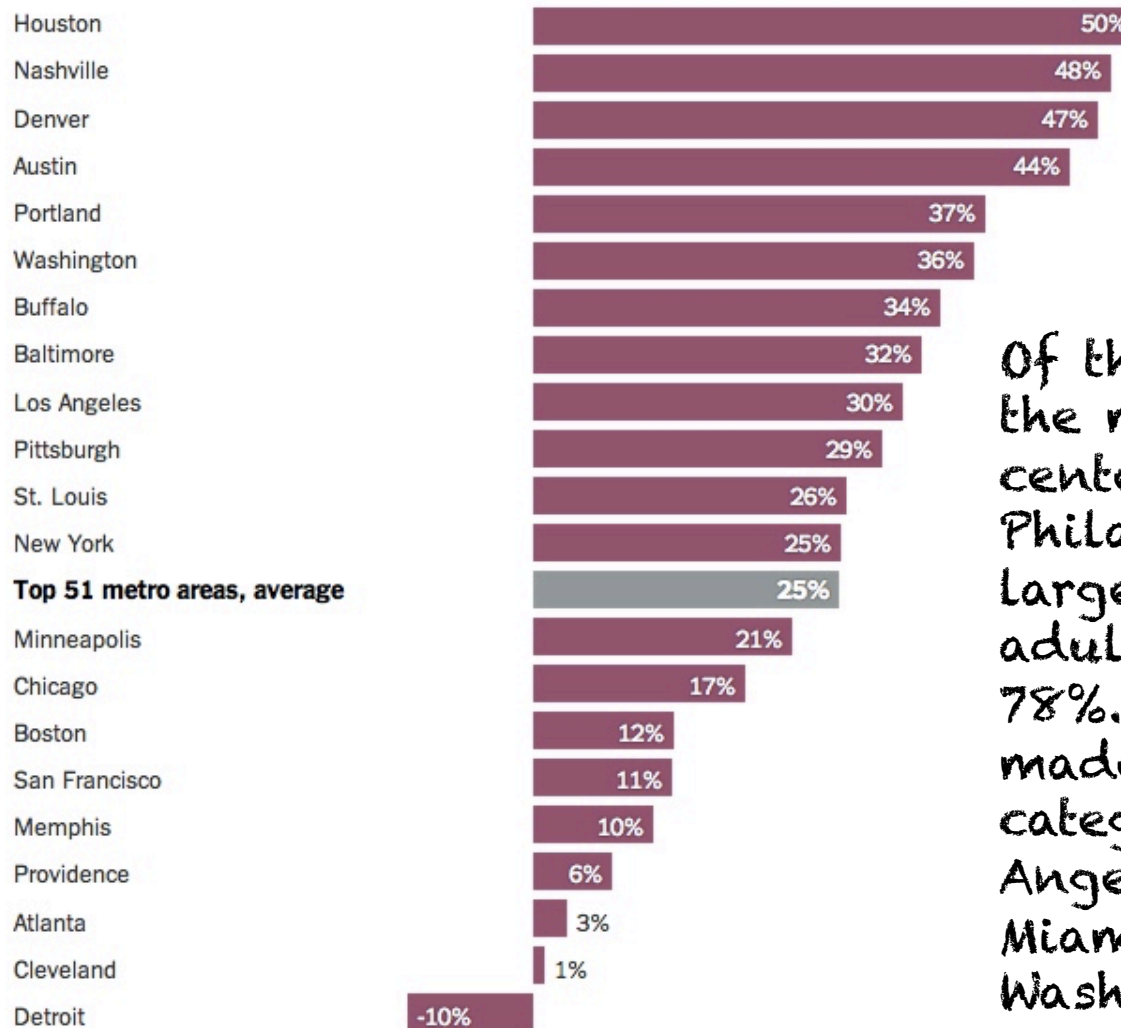


Why Millennials?

- Millennials are now the largest population segment
 - 80m millennials vs. 76m Boomers
- The difference between how millennials and previous generations consume media is so wildly different, one approach cannot adequately address both.



Percent change in the number of college graduates aged 25 to 34, from 2000 to 2012



Source: Joe Cortright, City Observatory

Of the metropolitan areas w/ the most populous city centers, Washington and Philadelphia showed the largest increases of young adults living there, at 75% & 78%. Other cities that have made big gains in that category: Baltimore, Los Angeles, San Diego, Dallas, Miami and St. Louis. Washington also had the largest share of young college graduates over all, at 8.1%.

Mobile has taken the lead as the primary platform for social and sharing, and usage continues to rise.



of time spent on social is on mobile.
(US Adults/eMarketer)

Just as with social, millennials are a driving force behind mobile's huge growth.



US adult
smartphone
users



US 18-34 year
old smartphone
users

(eMarketer)

SOURCE: BuzzFeed Insights

Why Will It Succeed?

- Because we're doing something that our competitors are not only NOT doing, but something they CANNOT do. Why? Because legacy news organizations:
 - Cannot afford to abandon lucrative older audience.
 - Cannot afford to put primary focus on mobile.
 - Shy away from curation, which creates internal newsroom and business-side tension.
 - Discourage journalists from taking a directly active role in their communities.
 - Are trained to stifle voice from most stories, not enhance it.

Traffic Strategy

- Don't chase page views, focus on user experience.
- Don't chase stories everyone else is chasing.
- Most important metric: Time Well Spent
- Think of long-term impact of stories.
- Partner with anyone and everyone to get exposure.



Early Metrics

- 🔊 Averaging 75,000 page views per full month
- 🔊 Trending for more than 100,000 PVs in Feb.
- 🔊 53.3% of readers are millennials
- 🔊 68.1% of readers from PA or NJ
- 🔊 49.3% of sessions from mobile devices
- 🔊 More than 1,350 subscribers to daily newsletter w/ open rate of 43 percent
- 🔊 More than 3,600 Twitter followers
- 🔊 Almost 1,375 Facebook Likes
- 🔊 More than 350 Instagram followers

Good Traffic, Not Just Traffic

- To this date, total traffic from photo galleries, pagination, comments, re-blogging of other news orgs' work and automated page reloads:

0 page views

Who's Next



Neighborhood Profiles





101s



**Death Penalty 101: Why it's (al-
impossible to execute someone
Pennsylvania, and what's next**



**Darrell Clarke 101: Who says the Mayor
is the most powerful person in City
Hall?**

**Mummers 101: The sequins, blackface and binge
drinking behind a Philly New Year's tradition**

Whatever Happened With...

Our look at the forgotten stories of Philadelphia

Published January 9, 2015 at 11:25 am

This is Billy Penn's ongoing series about the stories that haven't been followed up on, underreported or just forgotten. Whether it's a delayed development project or an unsolved murder mystery, "What ever happened with" strives to tell you what's up with that Philly thing you might have forgotten about.

What ever happened with the Divine Lorraine redevelopment?

By Anna Orso | November 25, 2014 at 9:02 am

Amber Long's murder: DNA, cell phone records drive year-long investigation

By Anna Orso | January 9, 2015 at 9:54 am

Community Reporting...



Code Blue: How Philly takes care of the homeless in dangerous weather

By Mark Dent | January 27, 2015 at 10:34 am

5 ideas that could change Philly education — and one that won \$5,000 to get started

By Anna Orso | January 28, 2015 at 10:01 pm

Holiday Donations: Billy Penn's big list of when, where and how to give and volunteer

By Anna Orso | December 16, 2014 at 9:40 am

SRC VS. PHILLY TEACHERS

Philadelphia will get 5 new charter schools: Tweets, photos from the long School Reform Commission meeting

By Anna Orso | February 19, 2015 at 6:21 am

Why, every winter, Philly's buildings start to fall apart

By Anna Orso | February 9, 2015 at 10:02 am

Ultimate Philly Athlete

BILLYPENN
The Ultimate Philly Athlete

Left Side Athletes:

- Wilt Chamberlain [Sixers]
- ???? []
- Eric Lindros [Flyers]
- Charles Barkley [Sixers]
- Steve Carlton [Phillies]
- Hopkins [Boxing]
- Bednarik [Eagles]
- Hamels [Phillies]
- Schmidt [Phillies]
- ???? []
- arent [Flyers]
- aworski [Eagles]
- ashburn [Phillies]
- h LeClair [Flyers]
- h Iverson [Sixers]

Right Side Athletes:

- Julius Erving [Sixers]
- Dawn [Southeastern Penn. State]
- Mo [Steelers]
- De [Eagles]
- Edd [A's]

FOX 29
7:52 23°
#FOX29 29GOODDAY MORNING, YES I HAVE WAY TOO MUCH FOOD TODAY 37°

Emoji Storytelling



Billy Penn
@billy_penn



So here's a key: Corbett=🐘 and Wolf=🐺. Three thumbs up for an enthusiastic endorsement, one thumb up for a lukewarm one. Hereeee we go

12:40 PM - 3 Nov 2014

1 RETWEET



Billy Penn
@billy_penn



.@PennLive/ @PatriotNews: 👍👍👍🐺 bit.ly/10fjmVG

12:41 PM - 3 Nov 2014

[For governor, Democrat Tom Wolf is the better choice: Editorial](#)

The time has come to try a different approach. And PennLive/The Patriot-News endorses Democrat Tom Wolf of York County for governor in 2014.

 PennLive.com @PennLive



BILLYPENN
A mobile platform for a better Philly

Weekly News Playlist

BILLY PENN PLAYLIST



**Philly D.A. Seth Williams breaks out his “War Paint” and Philly feels the exact opposite of a “Summer Wind”:
#BillyPennPlaylist**

By Mark Dent | February 20, 2015 at 1:15 pm



1. **La La La**
Naughty Boy, Sam Smith
3:42

2. **Summer Wind**
Frank Sinatra
2:57

3. **Perfect Gentleman**
Wyclef Jean
4:10

4. **When I Dream Of Michelang...**
Counting Crows
3:10

5. **War Paint**
Ex Hex
3:58

6. **Come On Over**
Shania Twain
2:54

7. **Where Have All The Flowers...**
Peter, Paul and Mary
3:57

8. **Kiss Me Thru The Phone**
Soulja Boy, Sammie
3:13

Media Startup Showdown: Ranking Philly's Three New Online News Sites

1. BILLY PENN

"Bottom line: Of the three sites that have launched recently, this is the one that seems to know best what it wants to be when it grows up. There's a vision here that tries to do something a little bit different."



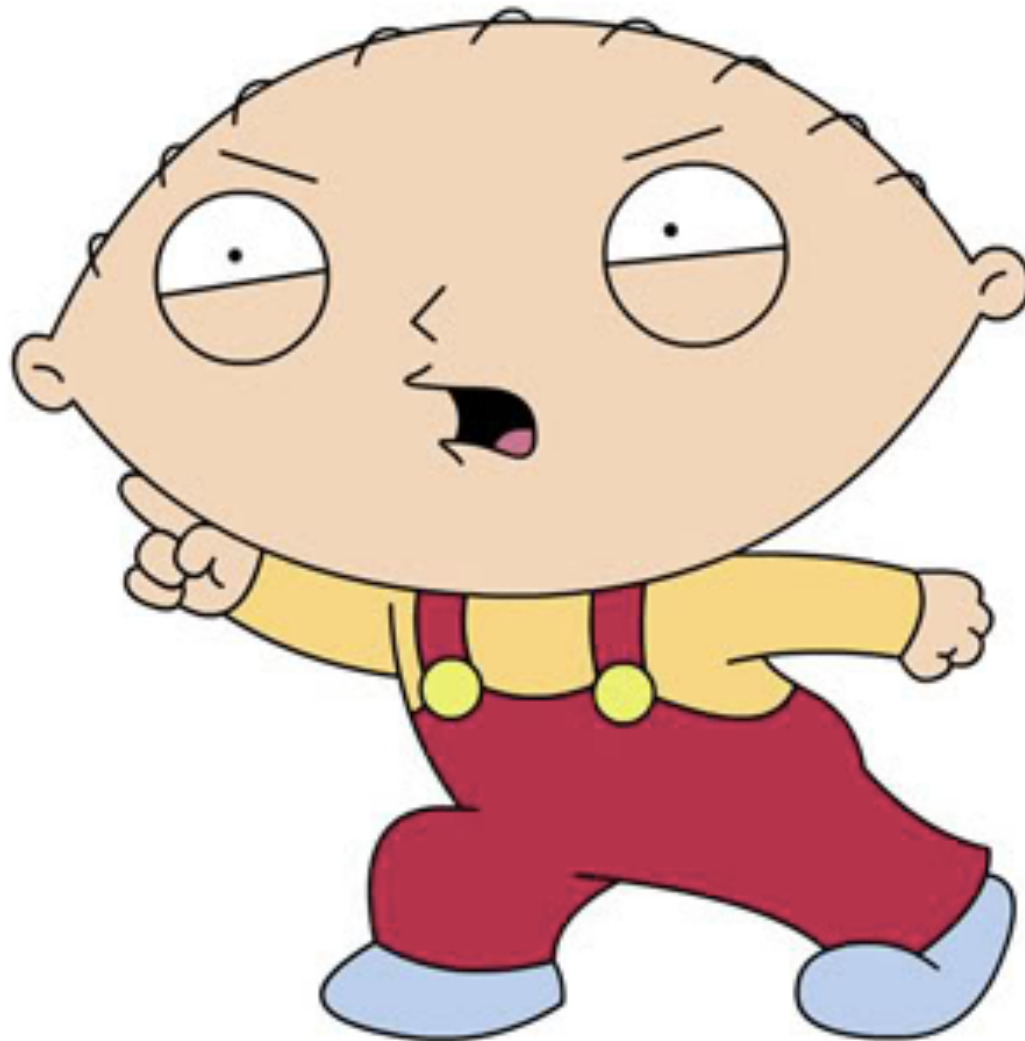
/ Jan. 26, 2015

My Favorite Hyperlocal Sites

Billy Penn

"Following what digital pioneer Jim Brady is doing in the local news field in a no-brainer. Brady has been doing interesting work online since his days running washingtonpost.com. What I really like about his new Philadelphia-based hyper-local site Billy Penn is the way it has changed the template for what local sites should do."

**WHERE IS MY MONEY MAN?!!
WHERE IS MY MONEY?!**



Business Tenets

- 📶 We will monetize passions, not page views.
- 📶 We will not build revenue on display ads alone. A page-view driven strategy doesn't work locally.
- 📶 We will capitalize on local advantages: location, events, loyalty.
- 📶 Ad focus will be on native, and on being an experimental partner for local advertisers.
- 📶 We will directly monetize consumers, expertise and the local digital ecosystem.

Revenue Streams

- 🔊 Native advertising: Integrated into stream seamlessly.
- 🔊 Events: Build events around causes/issues and major news stories. Go small, not huge.
- 🔊 Membership: Charge for access to experts, discussion, events around issues that matter.
- 🔊 Sponsorships: Attach advertisers to causes/issues they care about.
- 🔊 Display advertising: Do it, but wisely, and avoid the addiction to low-CPM networks.

Events

- 🕒 Billy Penn holding launch party on Feb. 26 w/ two sponsors.
- 🕒 Have held six "Meet Billy Penn" events.
- 🕒 Holding our first "Breakfast & The News" event in early March.
- 🕒 Comcast to host & sponsor our event honoring "Who's Next" honorees in the local technology scene.
- 🕒 Events will fall into four categories:
 - 🕒 Pop-up (off breaking news)
 - 🕒 Scheduled & informal
 - 🕒 Partner-driven events (TicketLeap, Pew)
 - 🕒 Gala events (two per year)

DATA

CHART

Texas Tribune event revenue grows

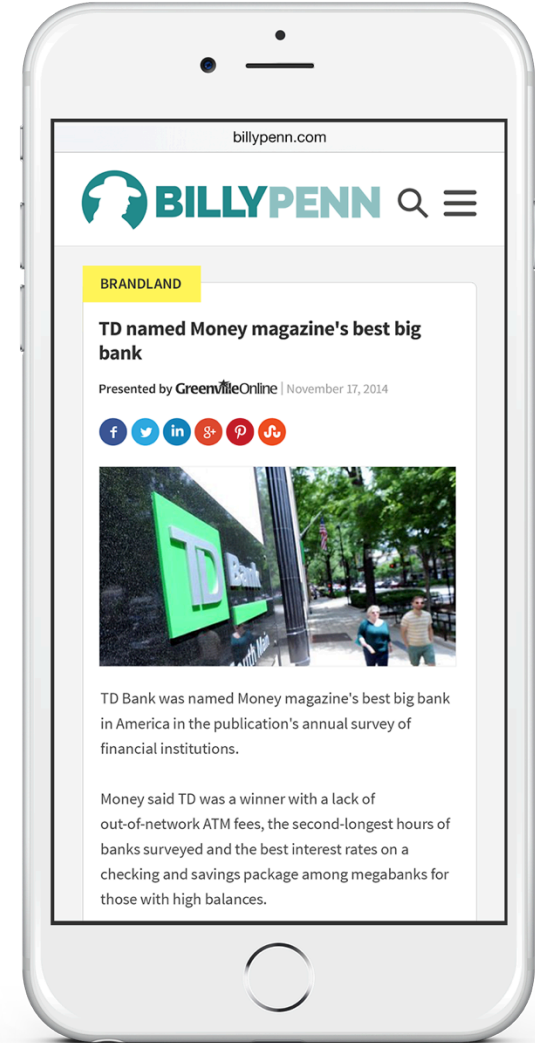
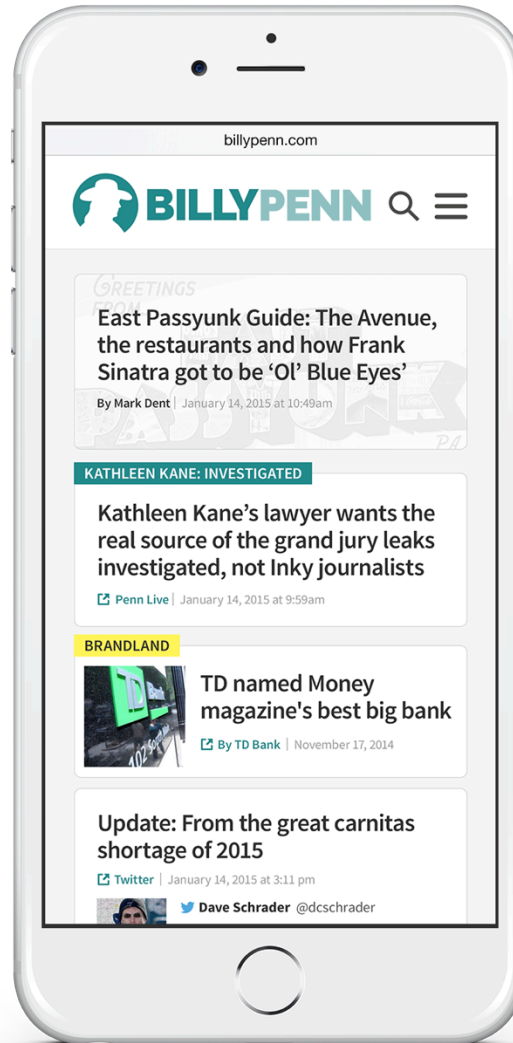


Data Source: The Texas Tribune

Brandland

Powered by Nativo

- 📶 In-Stream Placement
- 📶 Contextual Alignment
- 📶 Deep User Engagement

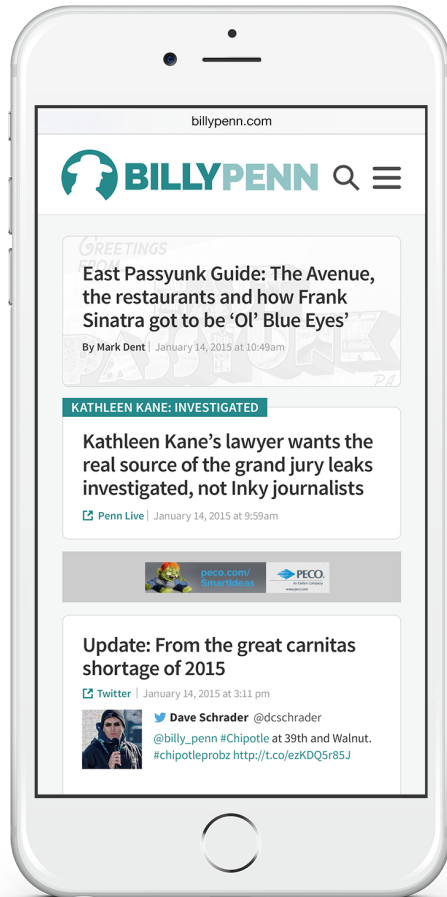


Brand Box

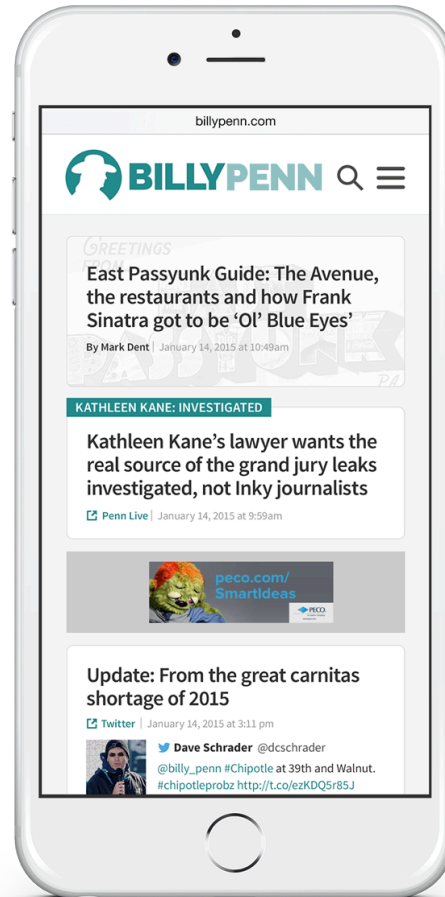
320x450



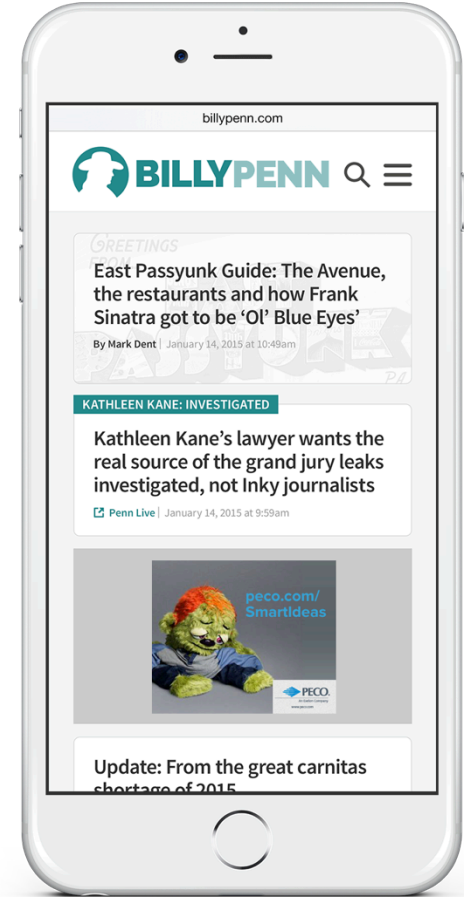
Brand Units



300x50



300x100



300x250

Longterm Plan

- 🔊 Modify & evolve Philadelphia product.
- 🔊 Kick off events and membership efforts.
- 🔊 Launch in two more cities in 2016, and two more in 2017.
- 🔊 Give each site unique name, branding, local news & sales staff. Scale technology, back-office services, some events work across multiple sites.



