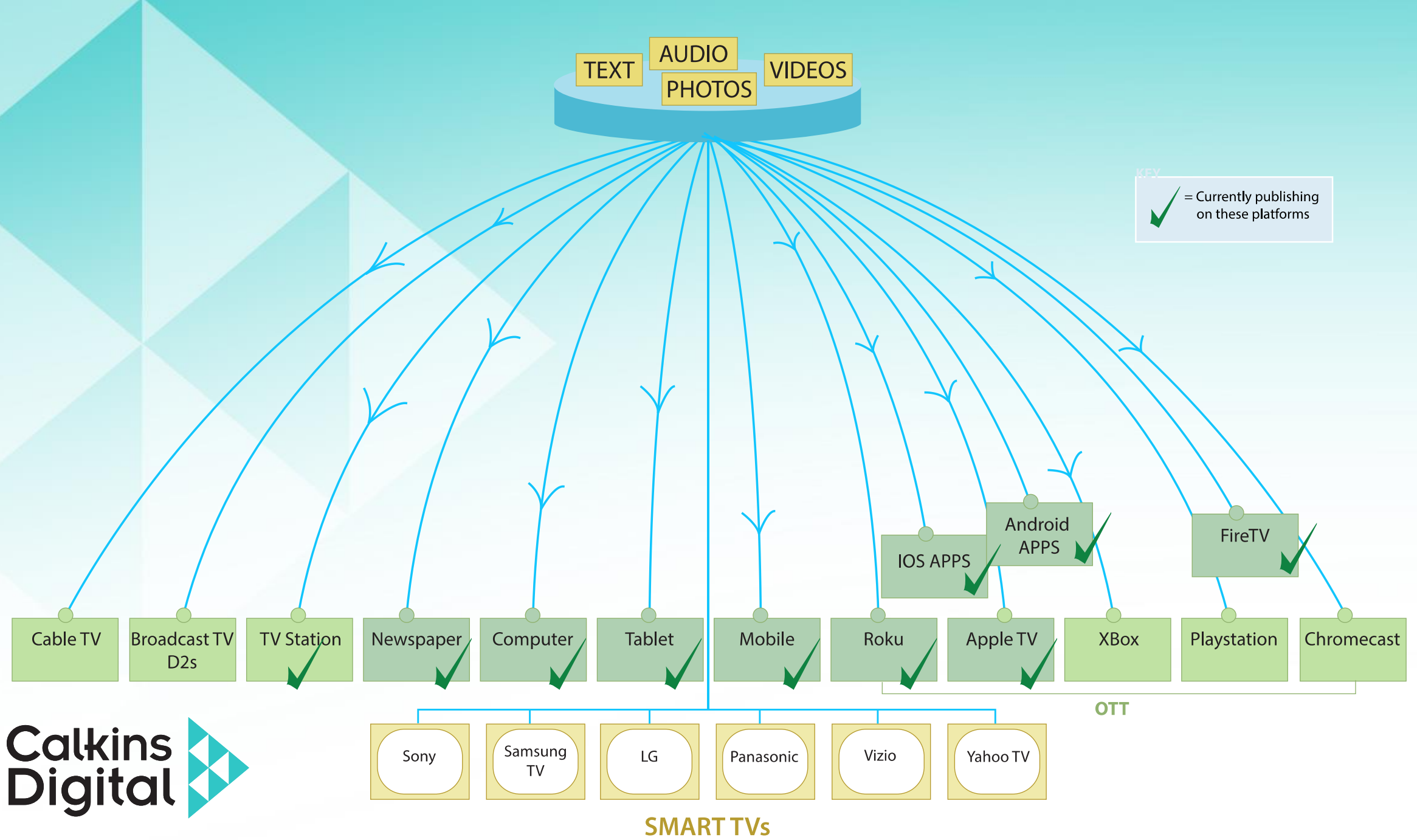


**Calkins
Digital**



Innovation in Over-the-Top



Transforming a newsroom for video

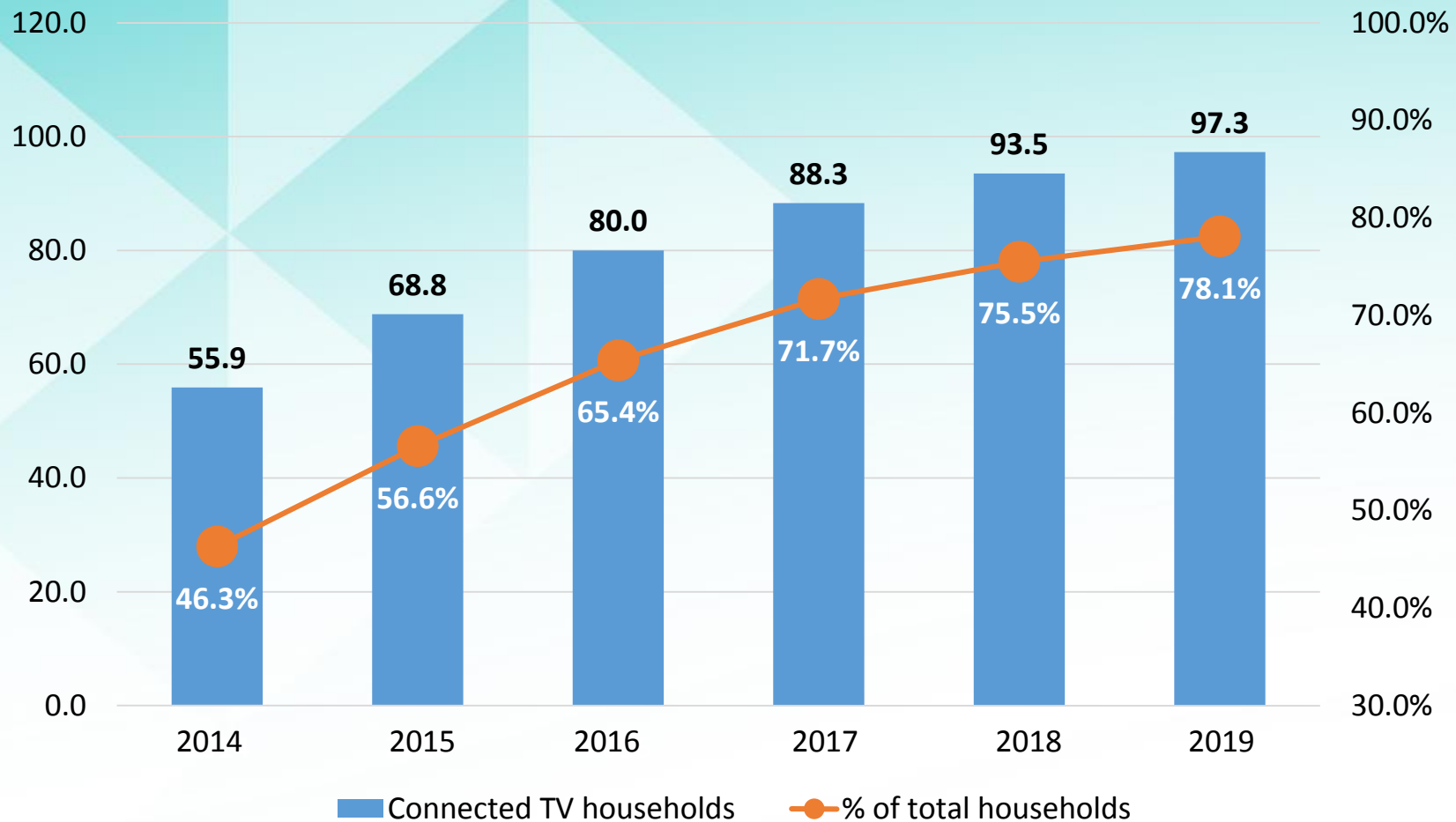
- iPhones for newsroom staff + HD cameras
- Tricaster editing station
- Consultants: shows & news video
- Microphones, tripods
- Editing stations
- In-house studio
- In-house development of journalists



Product Overview



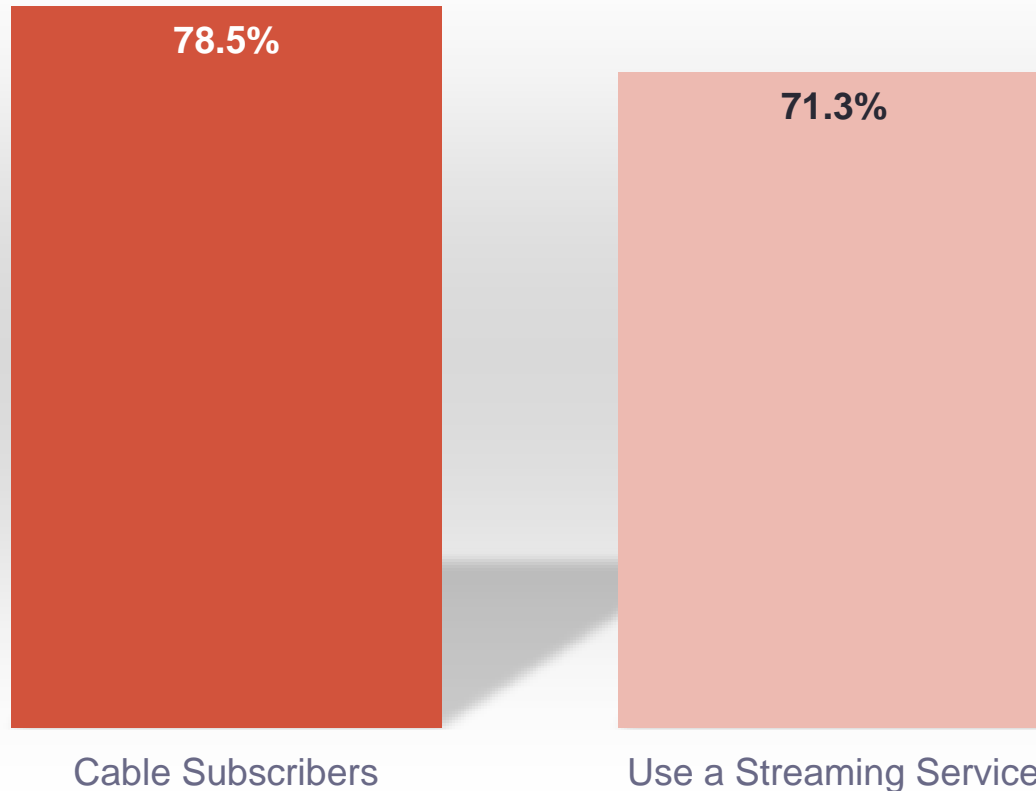
The Audience HAS Shifted



- The majority of internet connected homes will access video content via connected TV/OTT devices in 2015.

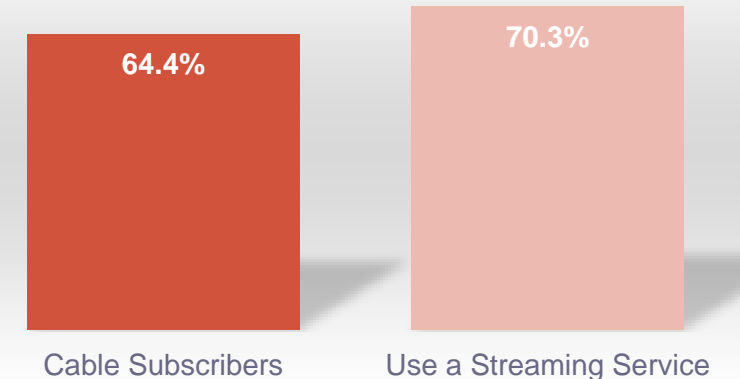
Streaming closes in on cable

Adults 18+



About 42% of consumers who have a streaming service said they'd be willing to pay \$10 to \$25 per month for a service, that exceeds what Netflix, Hulu and Amazon charge **combined** for their respective subscription video offerings.

Millennials (18-29)



More than a quarter of millennials (26.48%) have never paid for a TV service (cable)



OTT Strategy

- **Play Defense**
 - Maintain our position as the major news and entertainment entity in our local markets
 - Become the aggregator of local content
 - Become the primary local destination on OTT platforms
- **Play Offense and Disrupt**
 - Develop new audience on OTT and mobile as viewers move
 - Translate to legacy viewing and ratings
 - Jump market positions
- **Growth**
 - Build new niche and national businesses outside of local boundaries

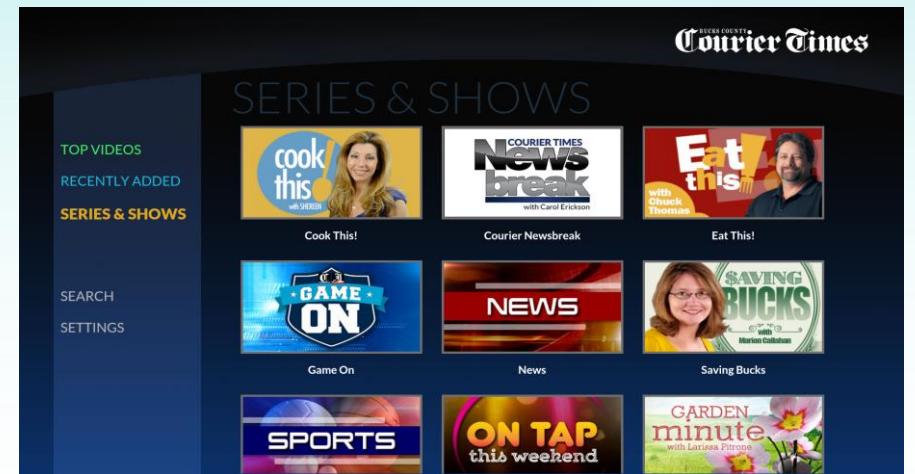
Calkins Media: Primary Local Media Source on All Platforms

Newspapers:

- Video capability
- Micro TV stations

Television Stations:

- Digital brands
- Going Over the Top



WWSB TV

by Calkins Media Incorporated

Rated: [Guidance Suggested](#)

★★★★★ 39 customer reviews

Price: **Free Download**

Sold by: Amazon Digital Services, Inc.

Available instantly

Works with: [Game Controllers](#), [Fire TV Voice Remote](#)

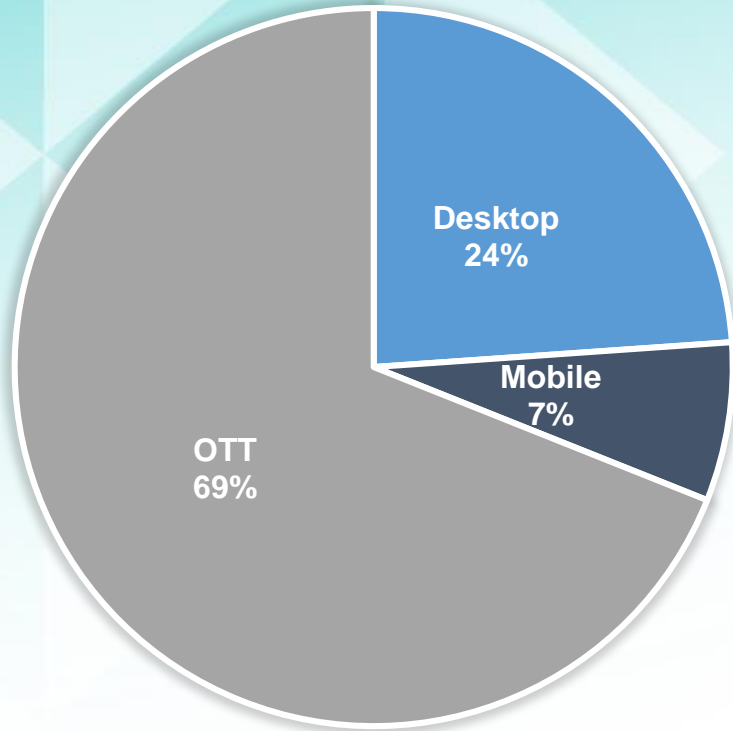
This app needs permission to access:

- Open network sockets
- Access information about networks

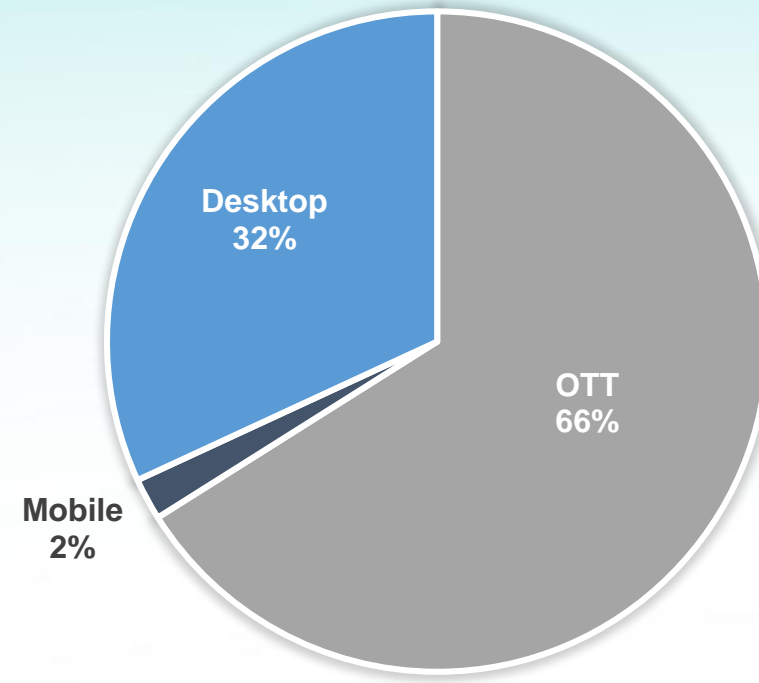
[See all Application Permissions](#)

Creating a Completely New Audience

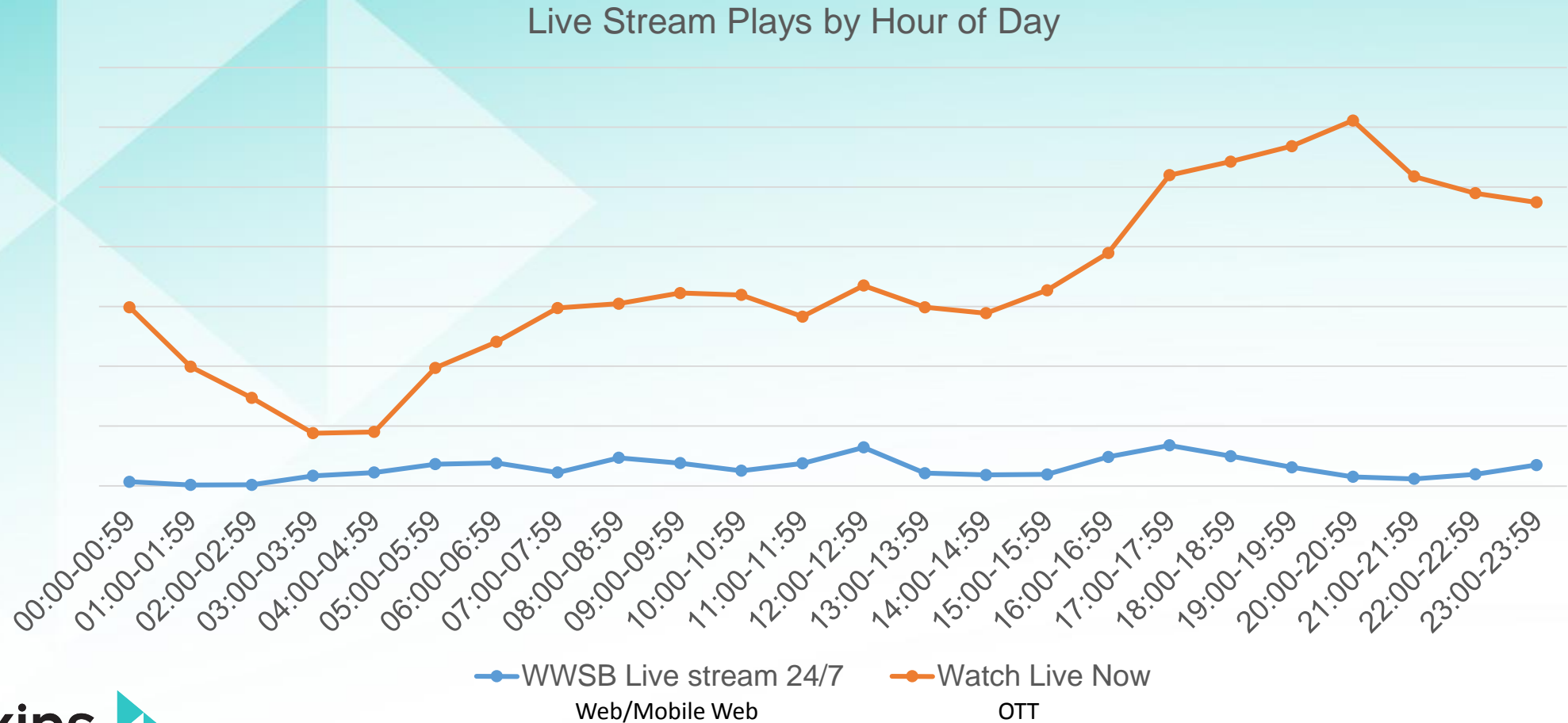
SHARE OF VIDEO PLAYS



SHARE OF TOTAL VIDEO VIEWING HOURS



Linear Live Stream is Gold



Thank you

Drew Berry, President – Drew Berry and Associates

Guy Tasaka, Chief Digital Officer – Calkins Media

