



**HEARST**  
BAY AREA

# CHRONICLE'S SPOKEN EDITION SPONSORSHIP

Presented by Ginger Neal

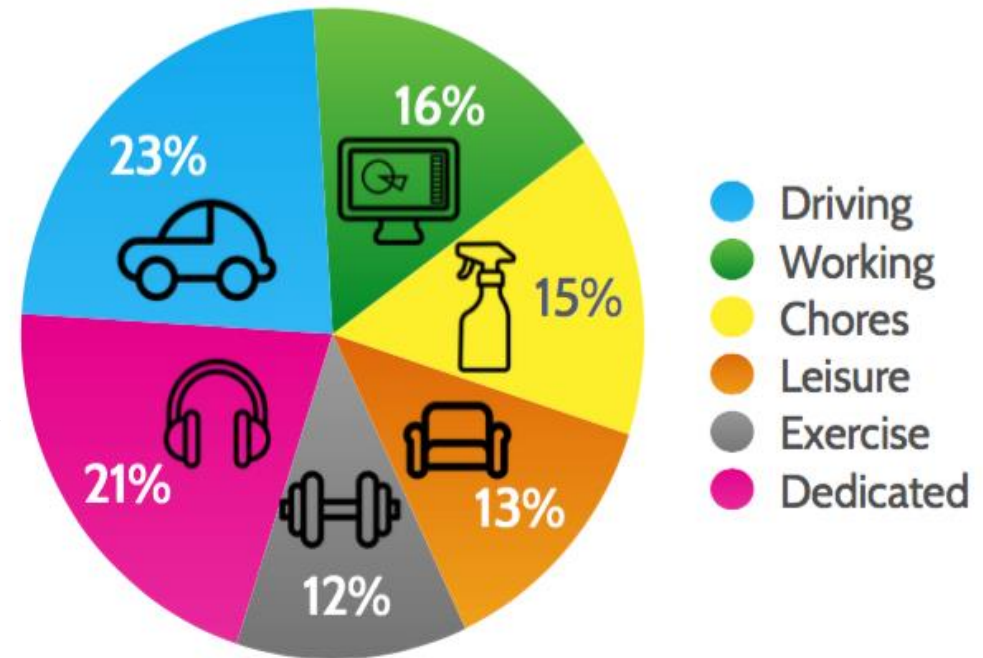
# WHY A SPOKEN EDITION

- Audio Industry will grow from **\$8 Billion in 2016 to \$20 Billion in 2020.**
- Consumers are listening to more and more audio & **establishing daily audio habits.**
- **People “not looking”** at their screens - one of the **largest new opportunities** for publishers and marketers
- **“Echo line of devices**, such as Alexa (powered by Amazon), the virtual assistant system, **surged more than nine fold over last year's** holiday season. Both the Echo and **Echo Dot topping Amazon’s best-sellers list.”**

## TIME SHARE OF LISTENING

**The Podcast Listener Is An Affluent, Educated Consumer** and is becoming increasingly more likely to gravitate to ad-light subscription experiences.

- **Home is the most often named location** for podcast listening, the **vehicle is a strong second**.
- **Podcasts** are the **number one audio** source **by time** of consumption among podcasts listeners.
- The **audience** for podcasts continues to be **predominately 18-54**, and leans slightly male.



# SAN FRANCISCO CHRONICLE

*Become a leader in local  
audio publishing for  
selected categories.*

INTRODUCING



# TWO PATH APPROACH

## Turnkey Solution: Spoken Layer

- Gets us to market quickly
- Sharpens our skill sets
- Ready made voice talent
- Scales fast
- Consistent daily content

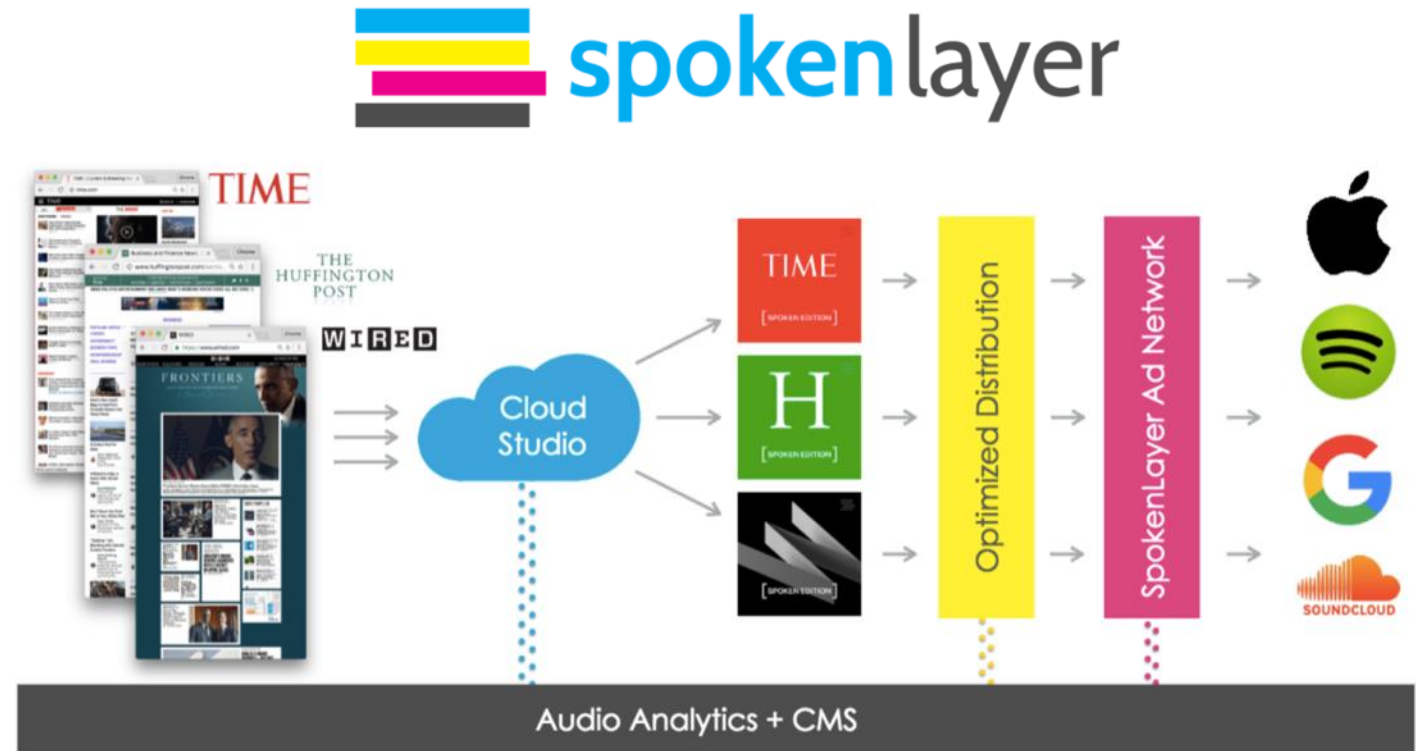
## Do It Yourself Solution: Liberated Systems

- Develop our own voice talent
- Launch individual Podcasts based on opportunity
  - Local interviews
  - Leverage content being recorded today such as Facebook Live

# WHY OUTSOURCE?

Turnkey | Quality | Consistency | Known Market Leader

- A freelance network of professional voice actors develop high quality voice content – an NPR-type experience
- A robust content distribution network
- Advertising opportunity
- Innovative team with lots of ideas





# DO IT YOURSELF SOLUTION



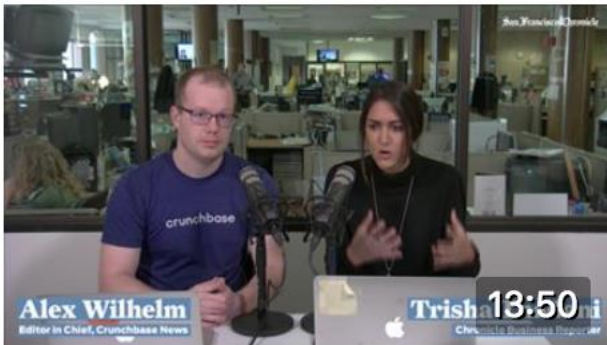
**NBA All-Star Draft: Team Ostler vs. Team Jenkins**

4.7K views · January 24



**Chronicle Live: State Senator Scott Wiener**

4.4K views · January 18



**Startups of the Week: Dec. 13, 2017**

2.9K views · December 13, 2017



**After Mayor Ed Lee's death, what's next for San Francisco?**

8K views · December 12, 2017

## Leverage newsroom staff and content

- Turn Facebook Live into video and podcasts
- Create Three “products” from one recording session
  - Live video on-site video,
  - Social on-site post-play,
  - Audio.

## Develop News Teams talent

- Key talent proves itself on Facebook Live
- Skills, interest, business alignment create sustainability
- Programming transitions to audio,

## Content

- Schedule access with movers and shakers. We’re interviewing these people regardless
- Leverage coverage we are already doing e.g . Warrior Sports

# GLOBAL DISTRIBUTION

95% Of Podcast Distribution

*Direct access to the audio audiences across devices*



## Partner Distribution

- Global Distribution networks
- Spoken Layers prominence (WSJ, Bloomberg) has us as preferential placement on the big four.



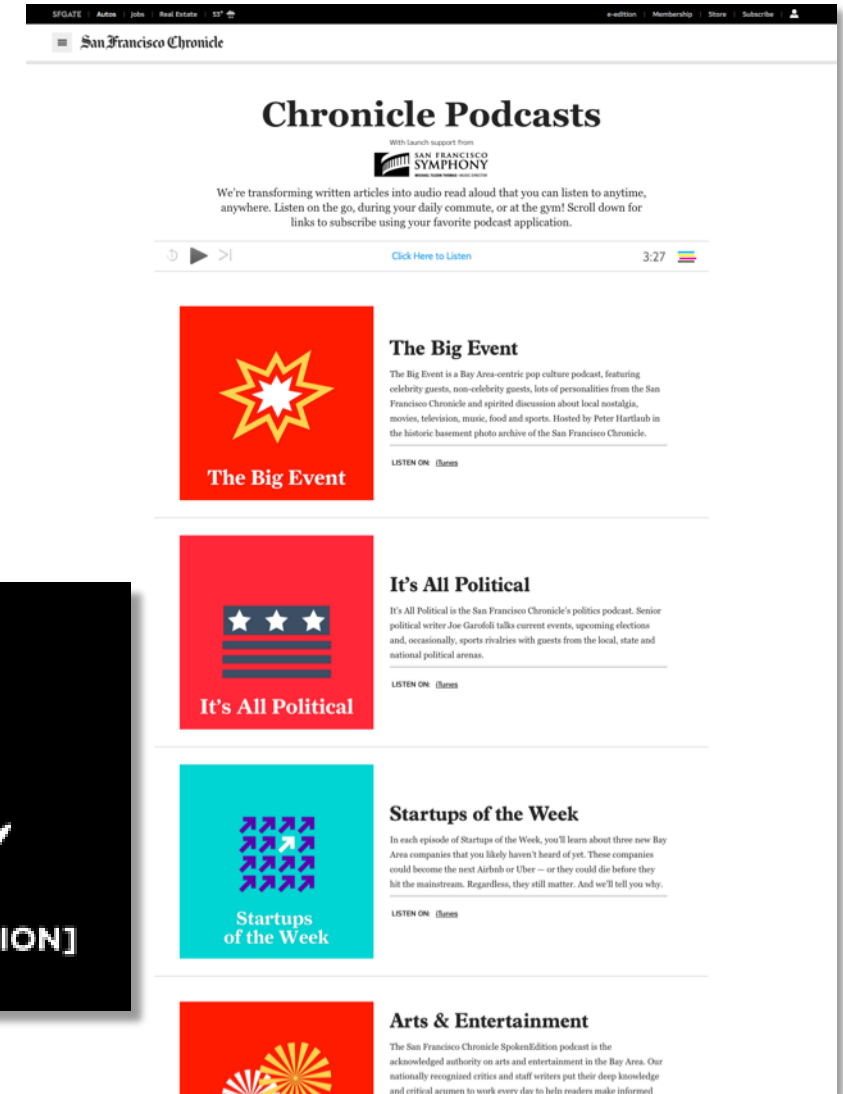


# LAUNCHED NOVEMBER 2017

Weekdays, SFC features four stories per content category, each three to seven minutes. Launch categories:

- Bay Area News
- Arts & Entertainment
- Sports
- Business & Technology
- Food+Home

Over 80 Stories per week!



- Business - [Wiener reintroduces bill to extend California nightlife](#) - you can hear the audio [here](#)
- Food + Home – [Where to Dine Near the Symphony, Ballet, and Opera](#) - you can hear the audio [here](#)

# DO IT YOURSELF: 3 SHOWS MOVING IN UNISON

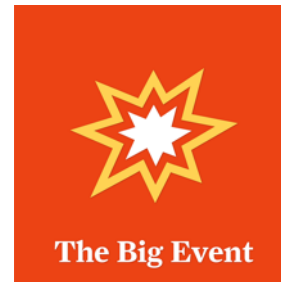
## ALL POLITICAL

Joe Garofoli talks current events, upcoming elections and, occasionally, sports rivalries with guests from the local, state and national political arenas.



## THE BIG EVENT

The Big Event is a Bay Area-centric pop culture podcast, featuring celebrity guests, non-celebrity guests, and lots of personality from the Chronicle.



## STARTUPS OF THE WEEK

In each episode of Startups of the Week, you'll learn about three new Bay Area companies that you likely haven't heard of yet.



## SHOWS CURRENTLY IN DEVELOPMENT



# AUDIENCE DEVELOPMENT

Main News - Food & Home - Sports - ROP – Special Sections - Datebook - Business



**Food&Home**  
Sunday, November 26<sup>th</sup>  
Full Page, Broadsheet  
(9.75" x 20")



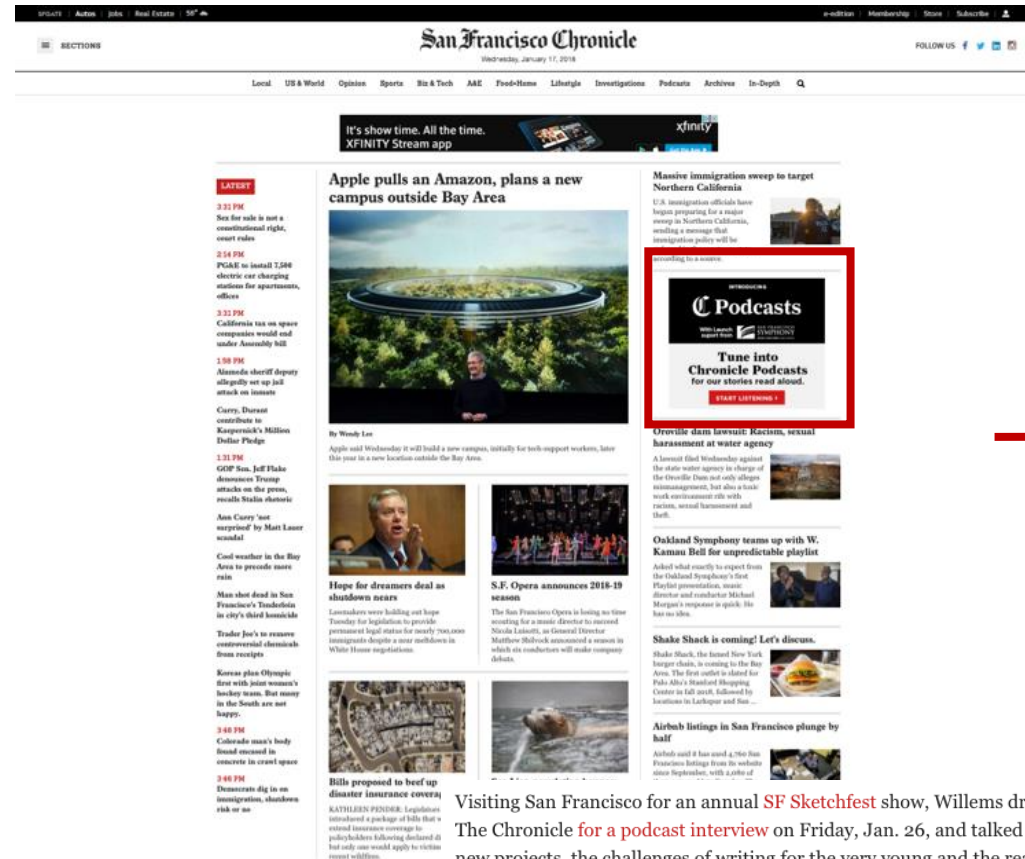
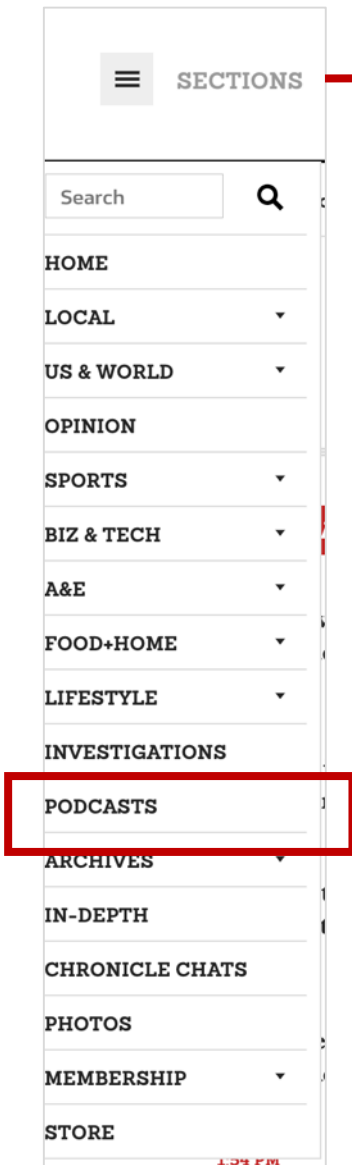
**Sports**  
Sunday, December 3<sup>rd</sup>  
Full Page, Broadsheet  
(9.75" x 20")



**ROP**  
Sunday, December 10<sup>th</sup>  
1/2 Horizontal, Broadsheet  
(9.75" x 9.83")

Equivalent of 15 Pages Broadsheet

# AUDIENCE DEVELOPMENT: SFCHRONICLE.COM



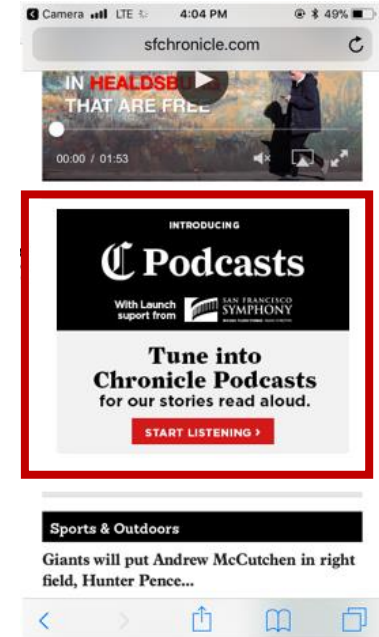
## Embedded



### The Big Event

Listen to the latest episode of The Big Event, a Bay Area-centric pop culture podcast. Hosted by Peter Hartlaub in the historic basement archive of the San Francisco Chronicle.

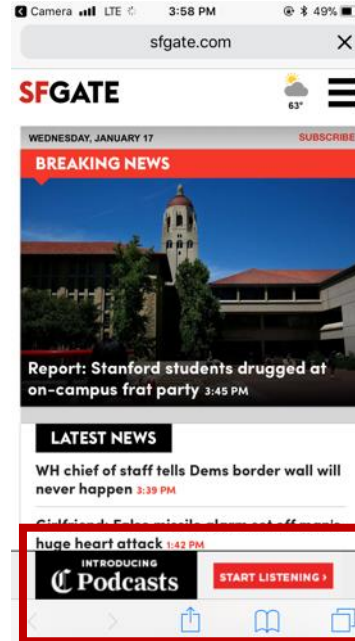
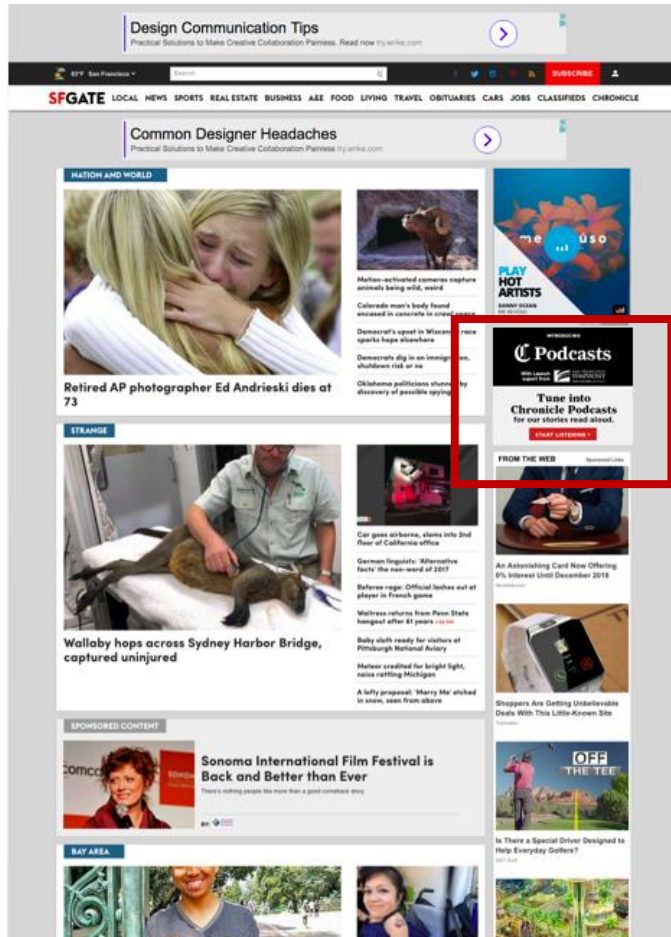
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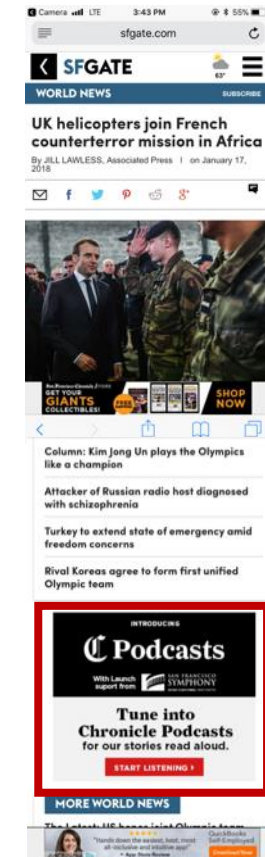
## Mobile Access



# AUDIENCE DEVELOPMENT: SFGATE



Embedded  
Mobile



Mobile  
Advertising



# DIGITAL AUDIENCE DEVELOPMENT

## Newsletter



## SFChronicle.com & SFGATE on Facebook & Twitter



# ADVERTISER TARGETS

A lot of interest in audio publishing across many industries:



*We went live with the  
Symphony!*



SAN FRANCISCO  
SYMPHONY

# HOW WE WENT TO MARKET

The best of the San Francisco Chronicle,  
*Now In Audio!*



**SPOKEN EDITION**

Audio narrations of award-winning editorial content.

Short news highlights **allows Chronicle audiences to listen to their favorite content on the go.**





# SFC SPOKEN EDITION OPPORTUNITY

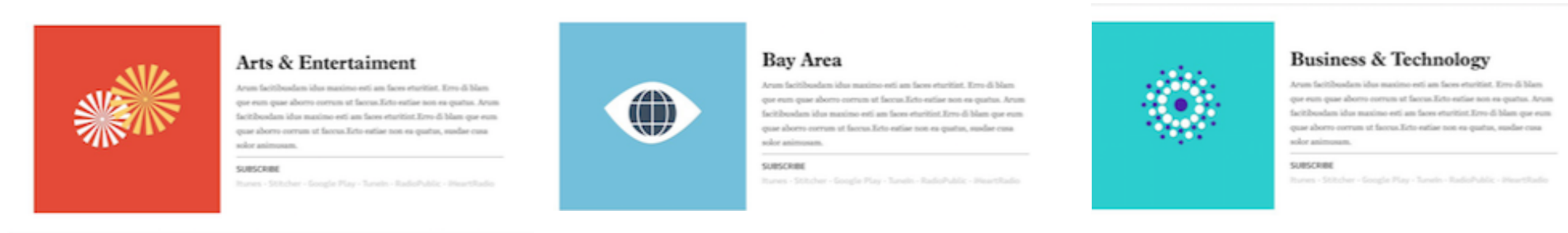
Engage In A Unique Way!

- Exclusive inventory
- Amazing opportunity to target on-site, in-ear, AND in-home
- Unique spoken ads that engage and get your message out

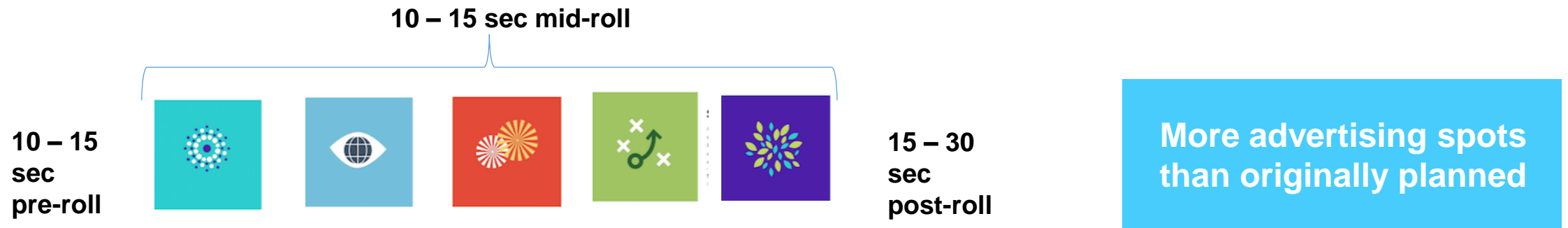


# HOW IT WORKS

**Single Channel:** 5 Unique channels: 10 – 15 sec pre-roll & a 15 – 30 sec post roll



**Omnibus:** Aggregated channel: 10 – 15 sec pre-roll & a 15 – 30 sec post or mid roll between each vertical.



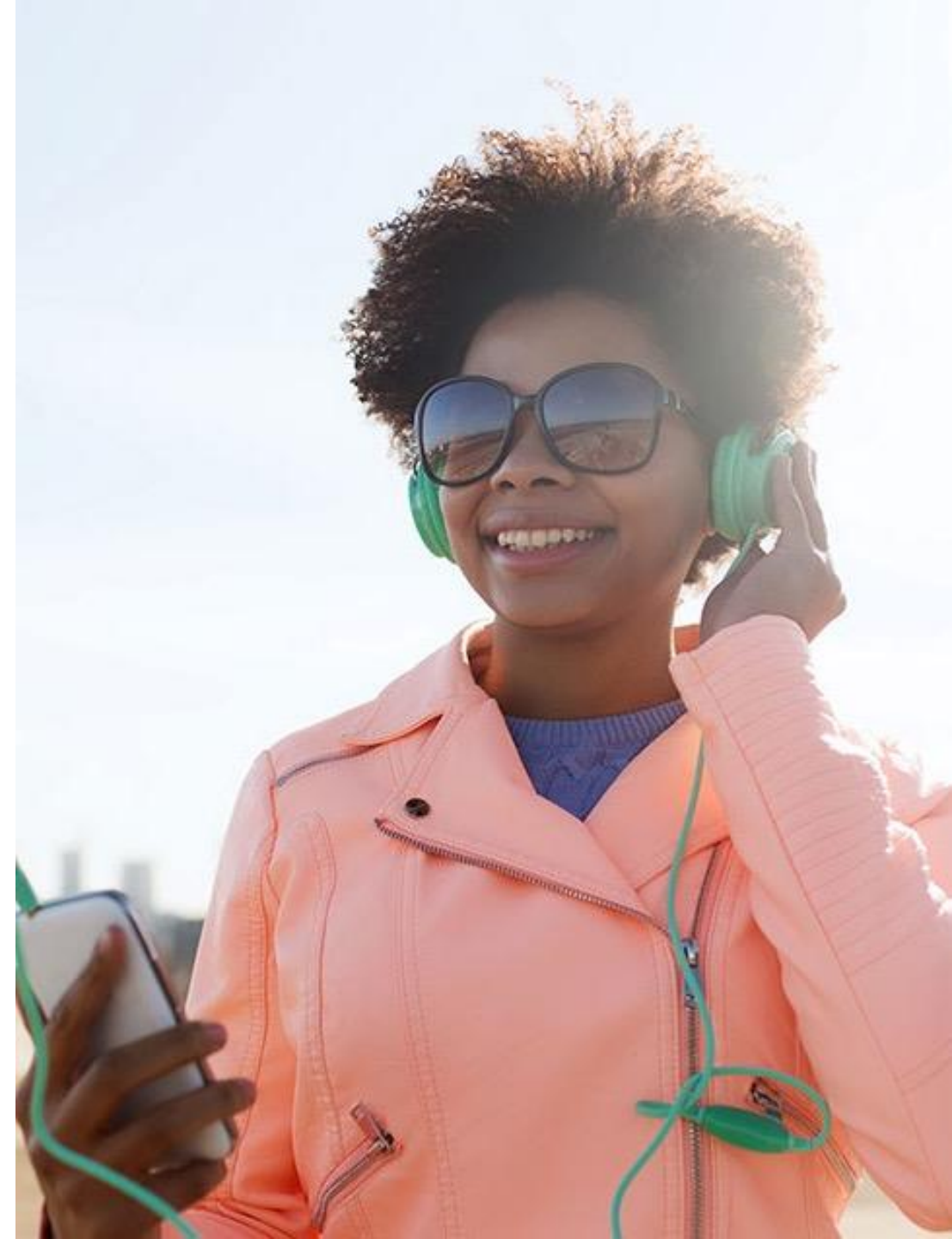
-For launch, will have extra spots but will use them for internal marketing



# ADVERTISING OPPORTUNITY

## UNIQUE INVENTORY:

- **DEMOGRAPHICS** - same as onsite audience + more affluent influencers
- **BEYOND THE SCREEN** - Complement screen inventory with audio that gives you 100% Share of Voice.
- **DRIVE ENGAGEMENT** - up to 3x more engagement from podcast ads compared to radio.
- **MEANINGFUL IMPRESSIONS** - Use the rich emotion of the human voice to communicate with users.

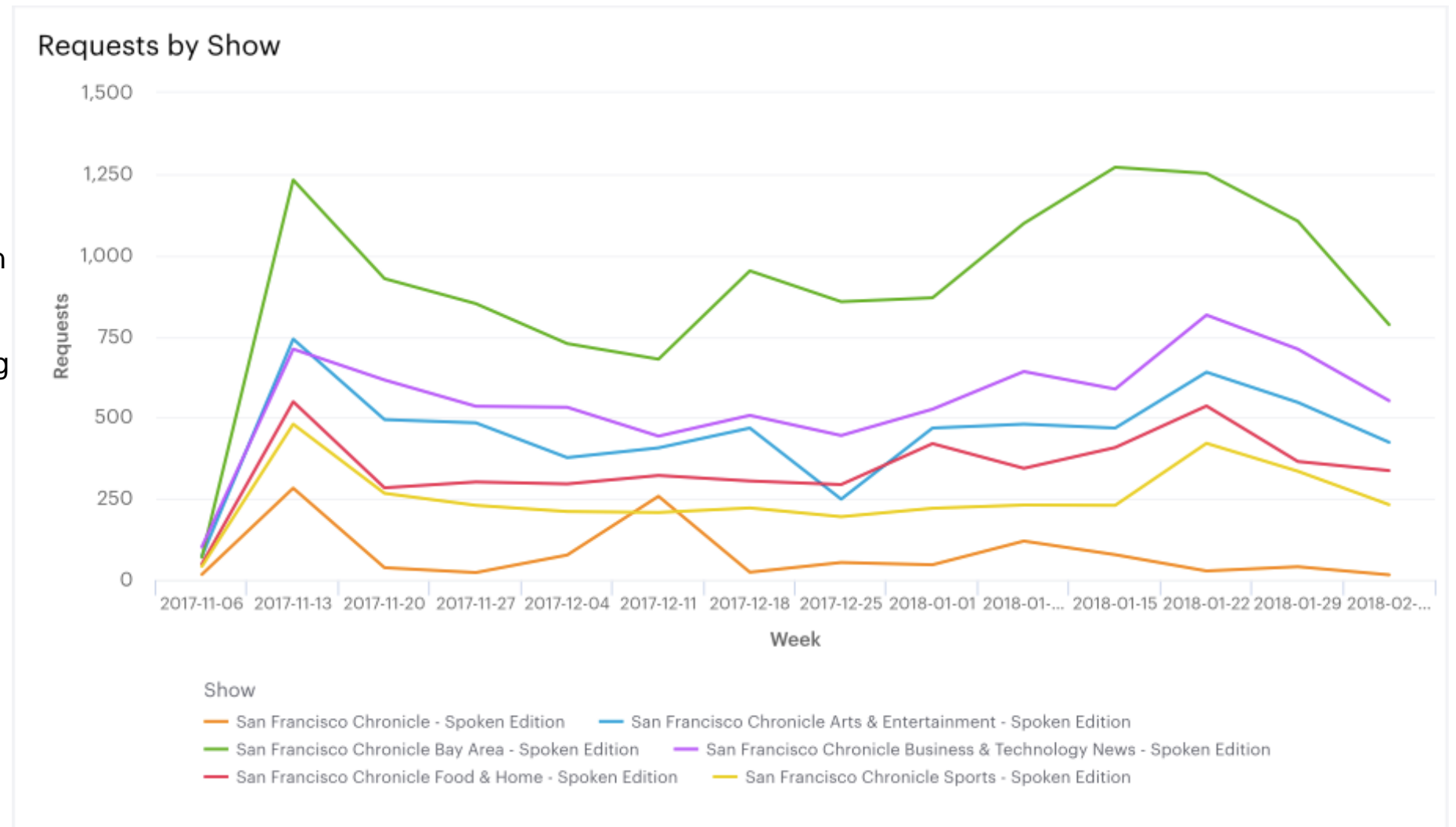


# REQUESTS BY SHOW

Spoken Edition is growing week-over-week.

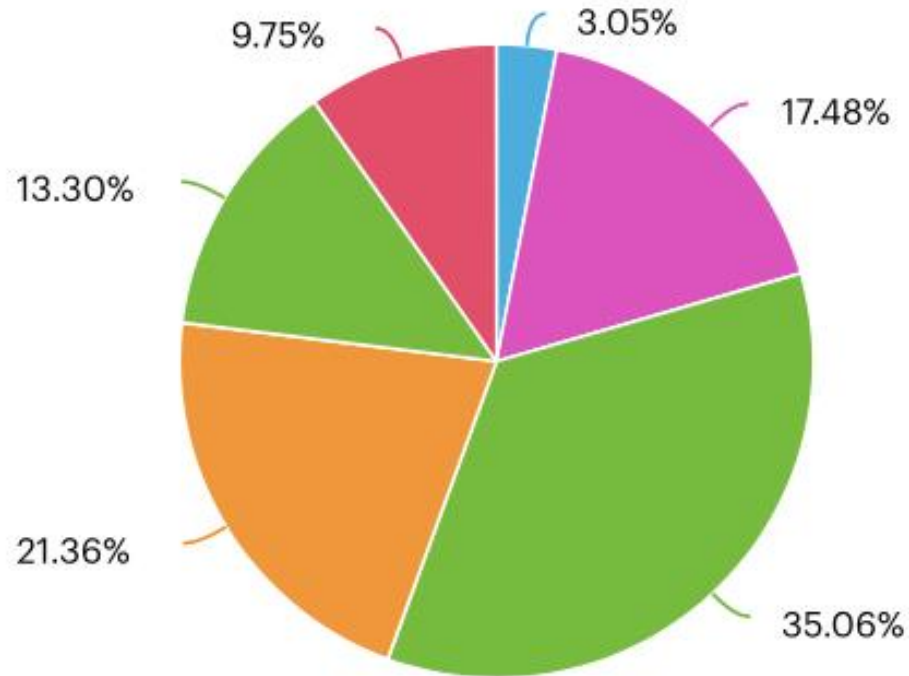
## Top 3 shows are:

- News (averaging more than 1,000 a day)
- Business & Tech (averaging 600 a day)
- Arts & Entertainment (averaging 400 a day)



# REQUESTS BY SHOW

Spoken Edition is growing week-over-week.

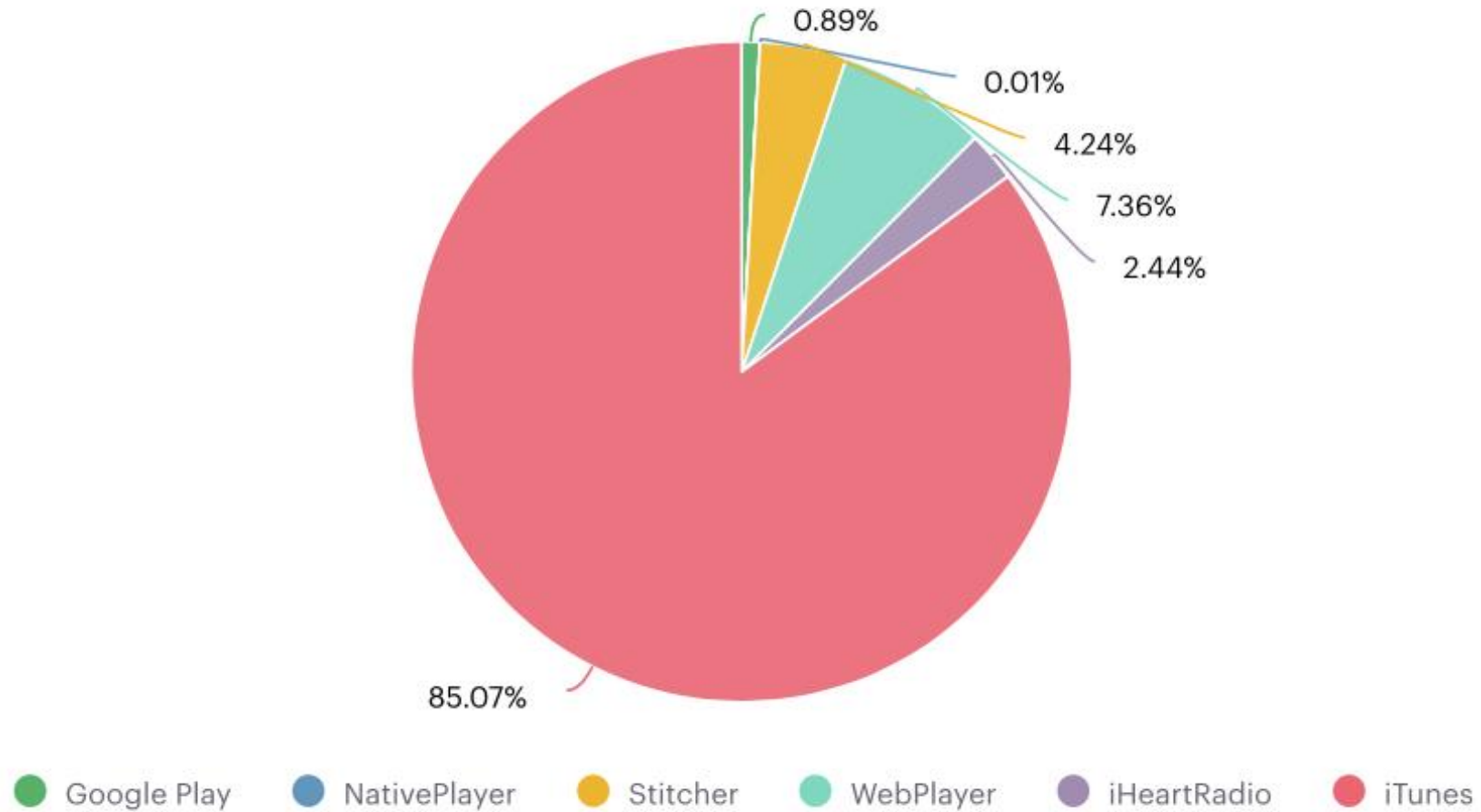


show

- San Francisco Chronicle - Spoken Edition
- San Francisco Chronicle Arts & Entertainment - Spoken Edition
- San Francisco Chronicle Bay Area - Spoken Edition
- San Francisco Chronicle Business & Technology News - Spoken Edition
- San Francisco Chronicle Food & Home - Spoken Edition
- San Francisco Chronicle Sports - Spoken Edition

# REQUESTS BY DISTRIBUTOR

Distribution is primarily via iTunes.



# ROADMAP

## WHERE WE ARE NOW

- One player
- Static directory
- Analytics environment
- basic promotion (onsite, social, email, newsletter, article-level)
- weekly, conversational, leveraging existing promotion
- 4000 downloads a day across our network



## WHERE WE WANT TO BE

- Multiple Players (all embeddable)
  - by show
  - by episode
  - network player
- Targeted ads against the consumer
- Content delivery system that understands consumer behavior
- Deeper standardized consolidated and reporting
- Leveraging our most highly trafficked shows on our network
- Multiple ad product capability

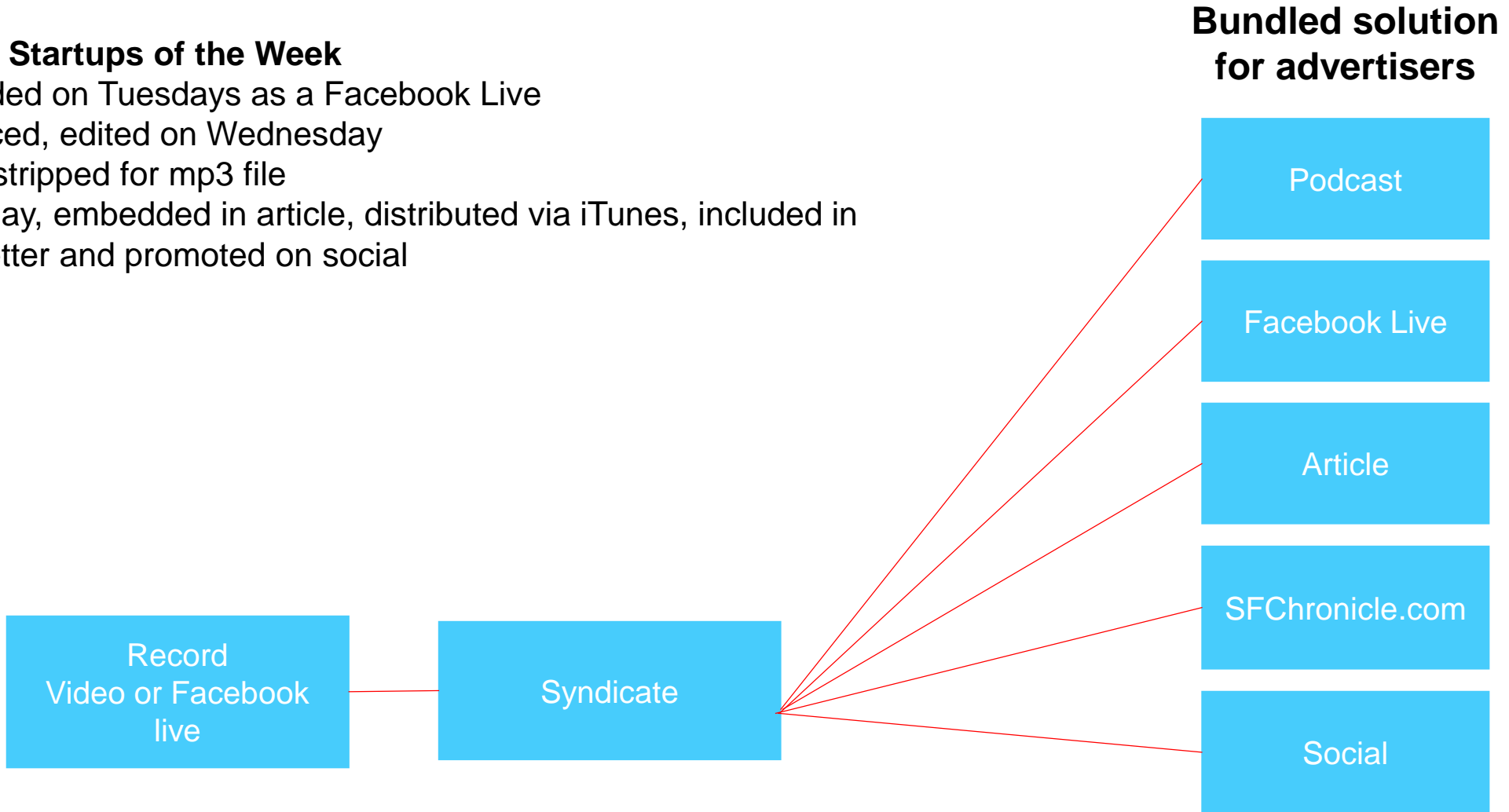


# FUTURE OF PROGRAMMING

Owning a vertical plus having a dedicated podcast.

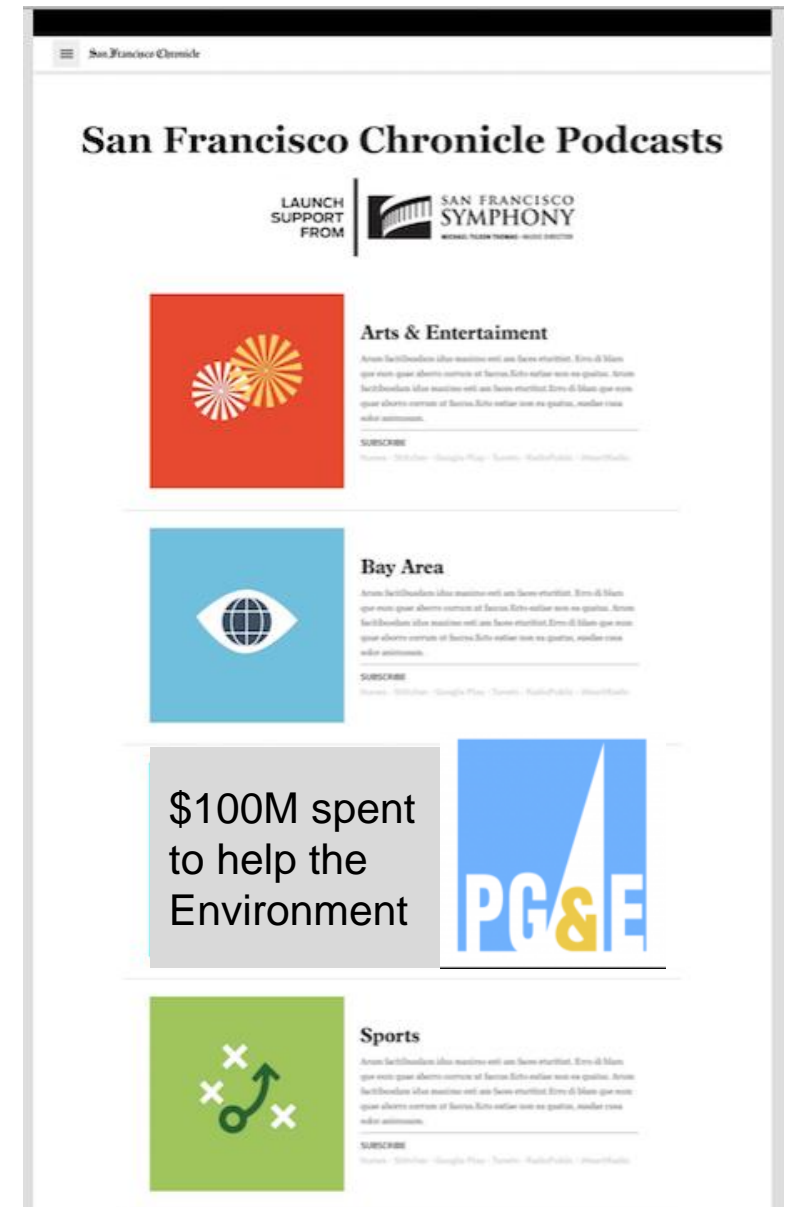
## Example: Startups of the Week

- Recorded on Tuesdays as a Facebook Live
- Produced, edited on Wednesday
- Video stripped for mp3 file
- Thursday, embedded in article, distributed via iTunes, included in newsletter and promoted on social



# FUTURE AD PRODUCT OPTIONS

- Thinking through Native opportunity
- Product placement
- Complete packaging



## Chronicle Chats & Live Coverage

13 videos • Updated about 2 weeks ago

► Play All



**Beyond the Book: Neil deGrasse Tyson**

May 8 • 12K views



**NBA Finals 2017: Game 1 Preview**

**Wells Fargo Gives Back**

Show More



**Santa Clara and the 49ers: Mayor on the Record**

May 31 • 5.7K views



**NBA Finals Media D Arena**

May 31 • 1.4K views

# BENEFITS

- **As our customers establish** their audio habits, we re the resource for audio news and information
- Opportunity to reach **new audiences and establish** The San Francisco Chronicle Brand.
- SFC becomes a news **resource - during audio time spend**. Time when SFC normally wouldn't have access to the consumer
- Leveraging **existing assets**
- Continue to **develop talent and brand** of our news team
- Continues to provide advertisers **new and creative ways to connect**.





A wide-angle photograph of the Golden Gate Bridge in San Francisco. The bridge's iconic red-orange towers and suspension cables are prominent, spanning the blue waters of the bay. In the foreground, a grassy hillside with some trees slopes down towards the water. The background shows the San Francisco city skyline, including the Transamerica Pyramid, under a clear blue sky with a few wispy clouds.

Thank You

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