



Vertical Businesses

Passion Topics... with Scale

Amy Glennon

amy.glennon@coxinc.com

GOING VERTICAL

TAKING CONTENT CUES FROM YOUR AUDIENCE - NOW THAT'S A GREAT IDEA



Portfolio | Who We Are Now...



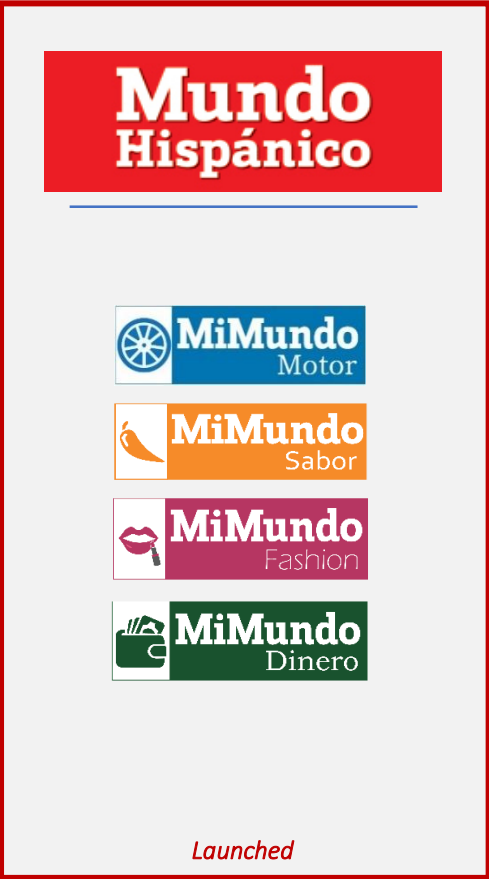
DIEHARDS

SEC Country LAND OF 10

ACC H DIEHARDS BIG 12 DIEHARDS PAC 12 DIEHARDS

DawgNation HOOK'EM .COM

Launched



**Mundo
Hispánico**

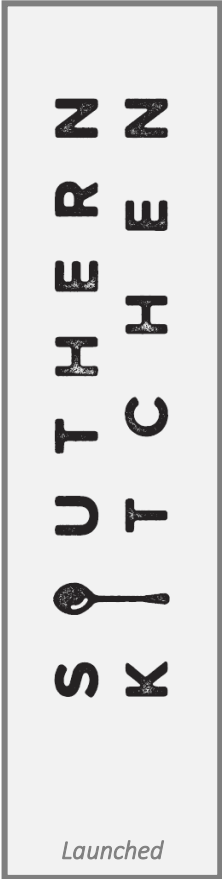
MiMundo Motor

MiMundo Sabor

MiMundo Fashion

MiMundo Dinero

Launched



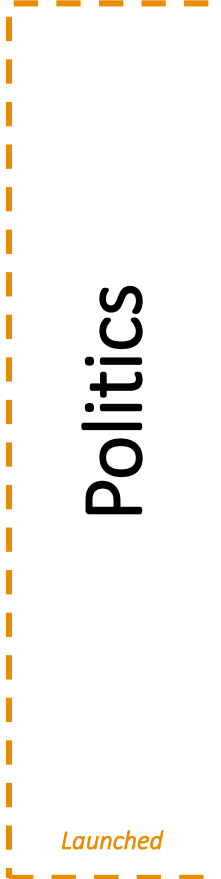
S
K
S
U
T
H
E
R
N
C
H
E
N

Launched



LINE & SIGHT

Launched



Politics

Launched

SPORTS

HISPANIC

FOOD

OUTDOORS

CORE
JOURNALISM



**OUR AUDIENCES
HAVE GROWN**



**GROWING
BEYOND
THE CORE**

NEW
MINDSET



NEW
RESULTS

**BE THE UPSTART,
NOT THE INCUMBENT**

CORE MEDIA BRANDS



VERTICAL BRANDS



PHASE 1

IS THERE A THERE THERE?

- Aggregate content
- Build social distribution
- Programmatic advertising

PHASE 2

BECOMING A BRAND

- Build content differentiation
- Diversify audience channels
- Introduce Direct Sales

PHASE 3

GROWING AND DIVERSIFYING

- Build loyalty
- Explore non-advertising based revenue streams

HOW WE BUILD

What We've Learned So Far...



*Targeted
national
scale matters*



*Traffic
diversification
starts on day 1*



*Sales cycles
have long
lead times*



*Focus
execution on
full potential
of brands*

5 *Need Investment*

6 *Need Time*

Thank you!