



# The Washington Post a Culture Transformed

Digital success with editorial excellence

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The Washington Post  
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*The Washington Post*





**History**  
helps but it is  
not enough.



A **visionary,**  
**tech billionaire**  
helps too.









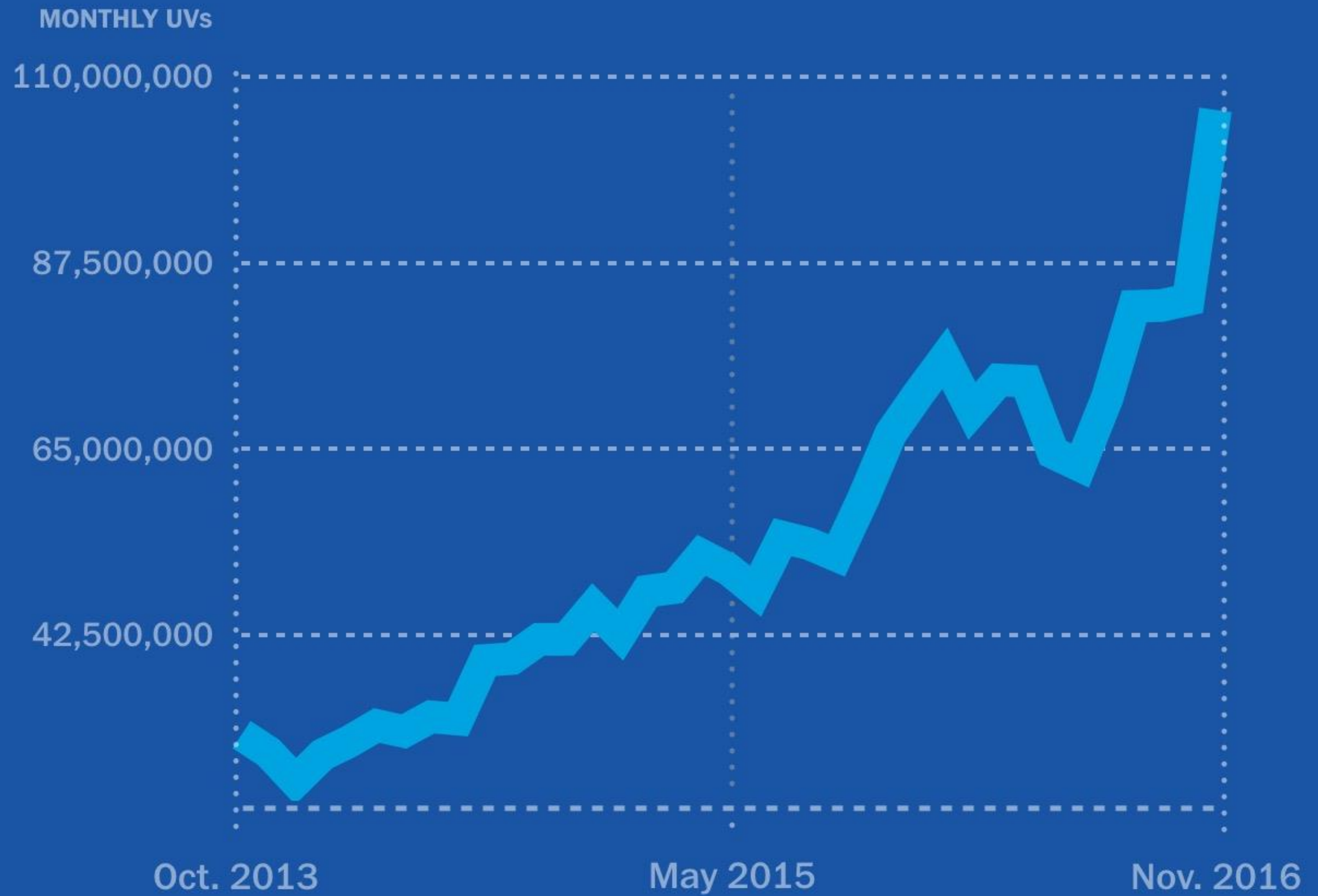


**optimism**

**2014-15**

Growth

# Growth



Source: comScore Multi-Platform

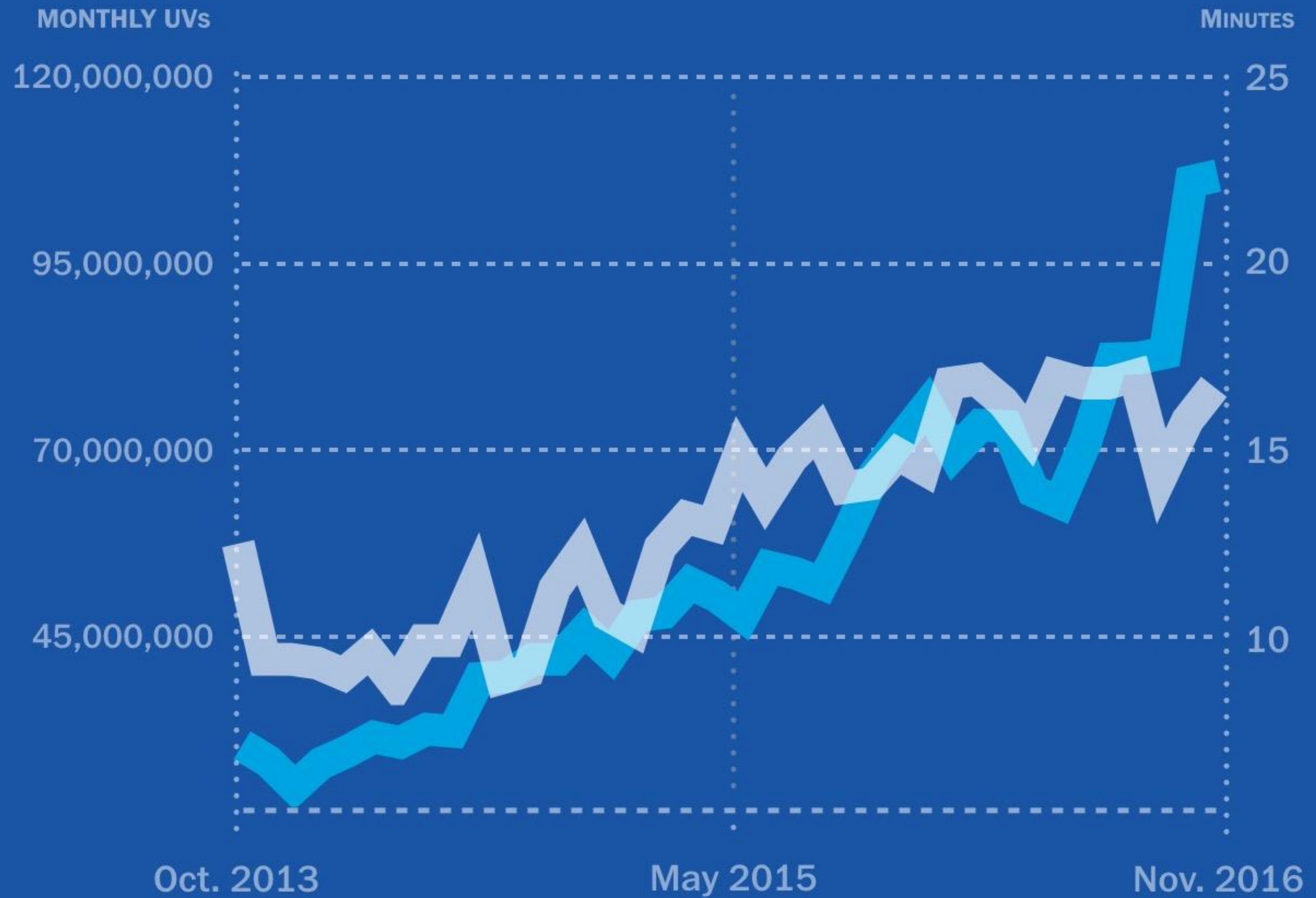
The Washington Post

**2016-17**

Engagement



## Growth & Depth

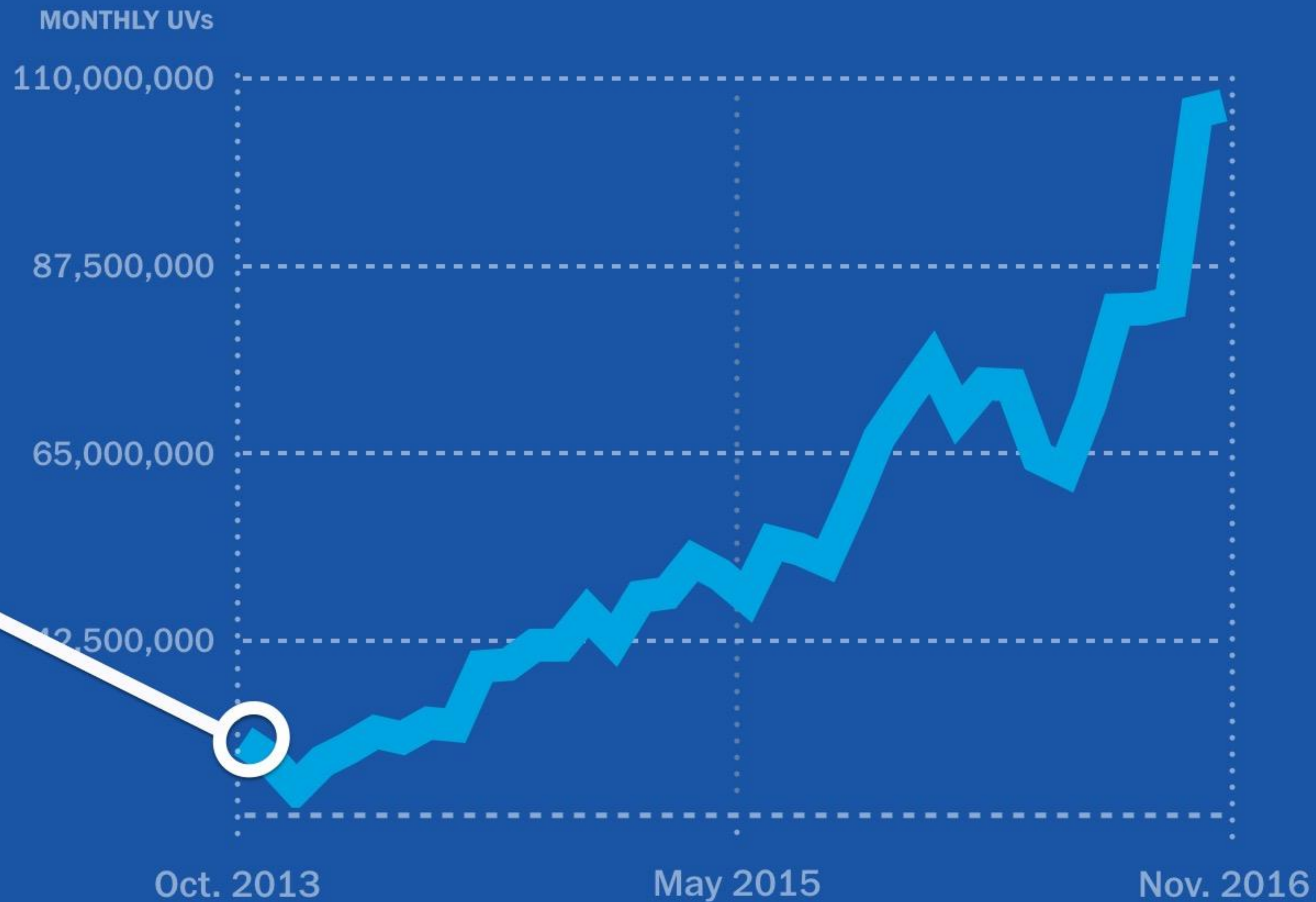
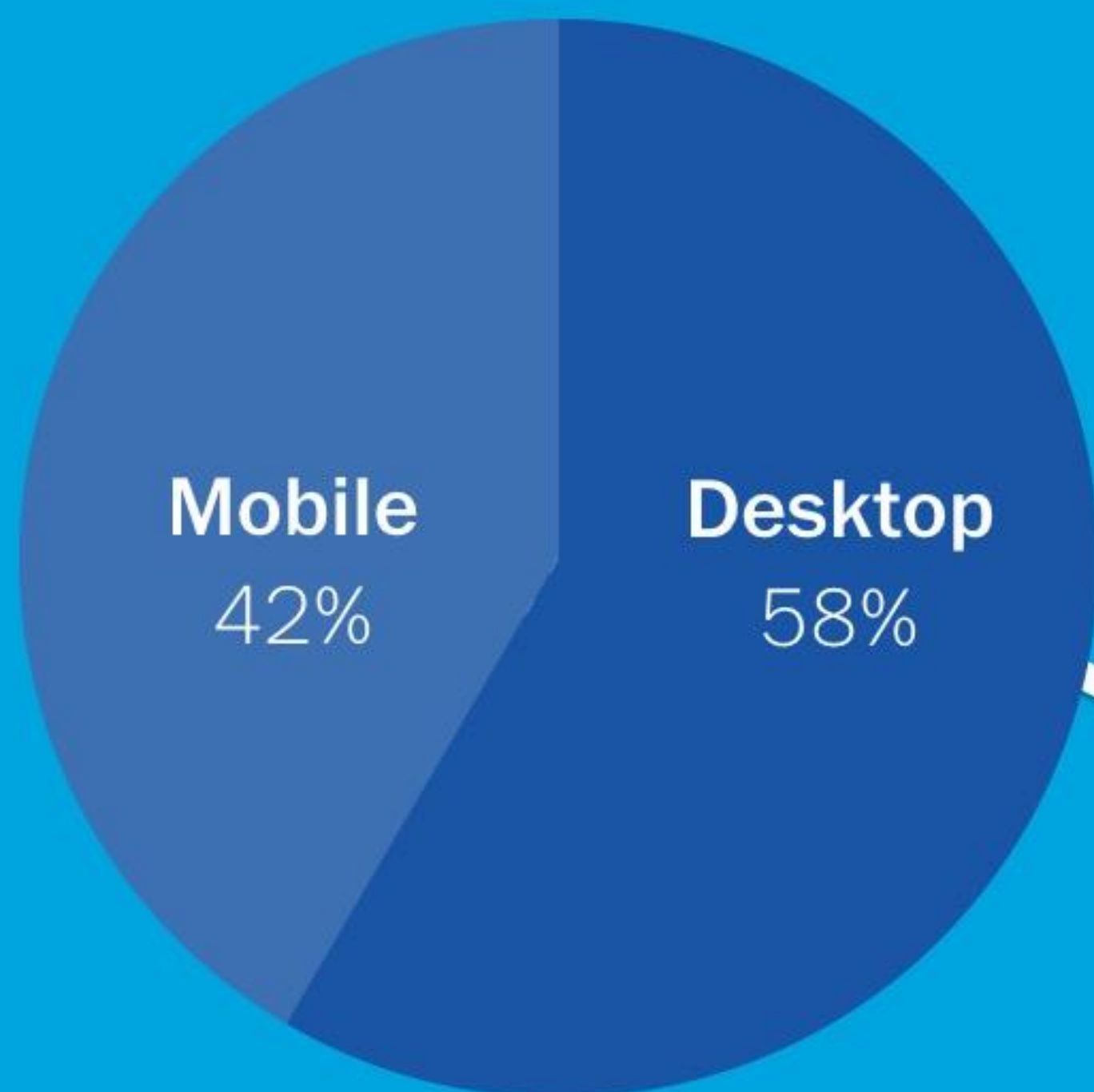


Source: comScore Multi-Platform

The Washington Post



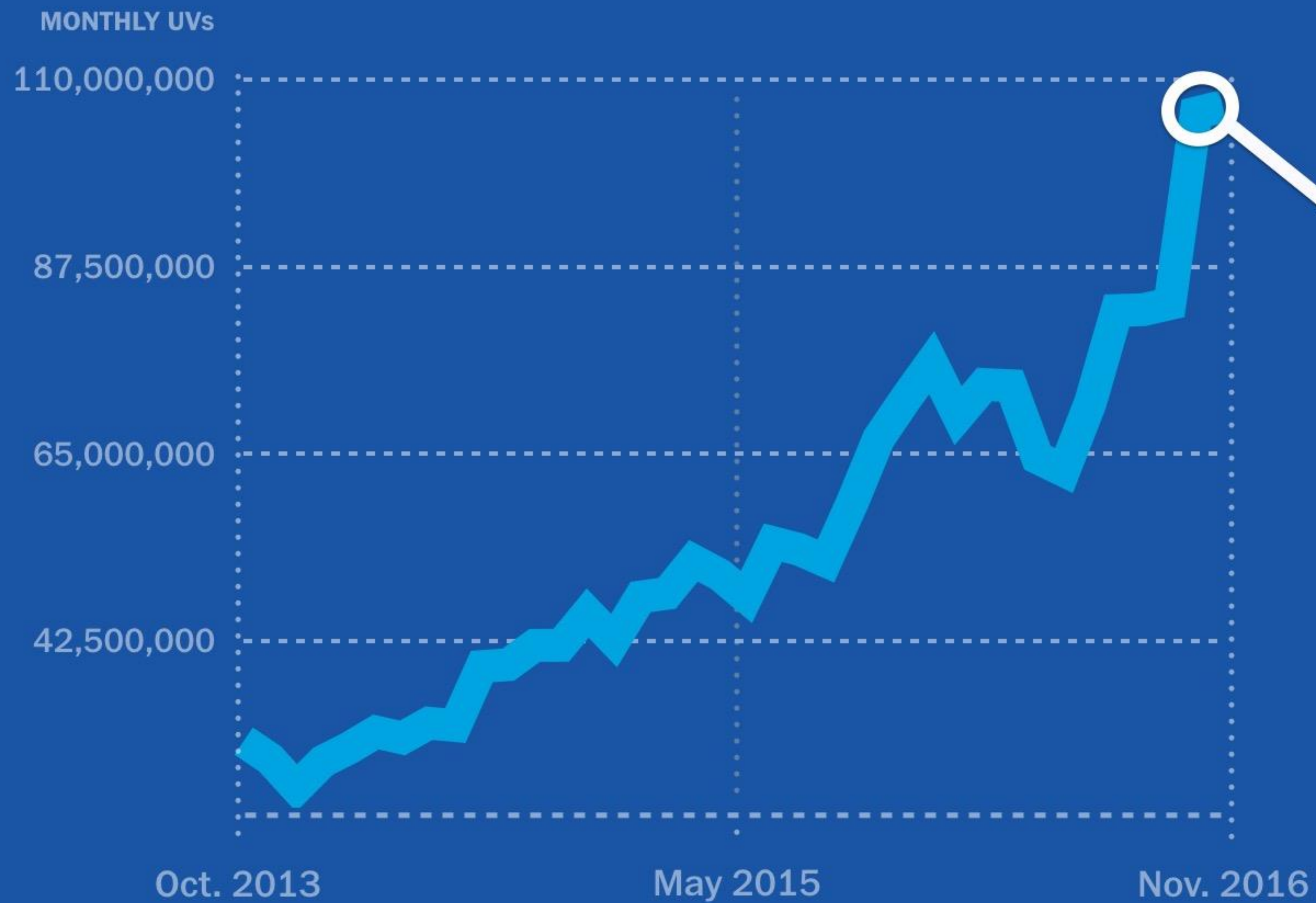
**Oct. 2013**



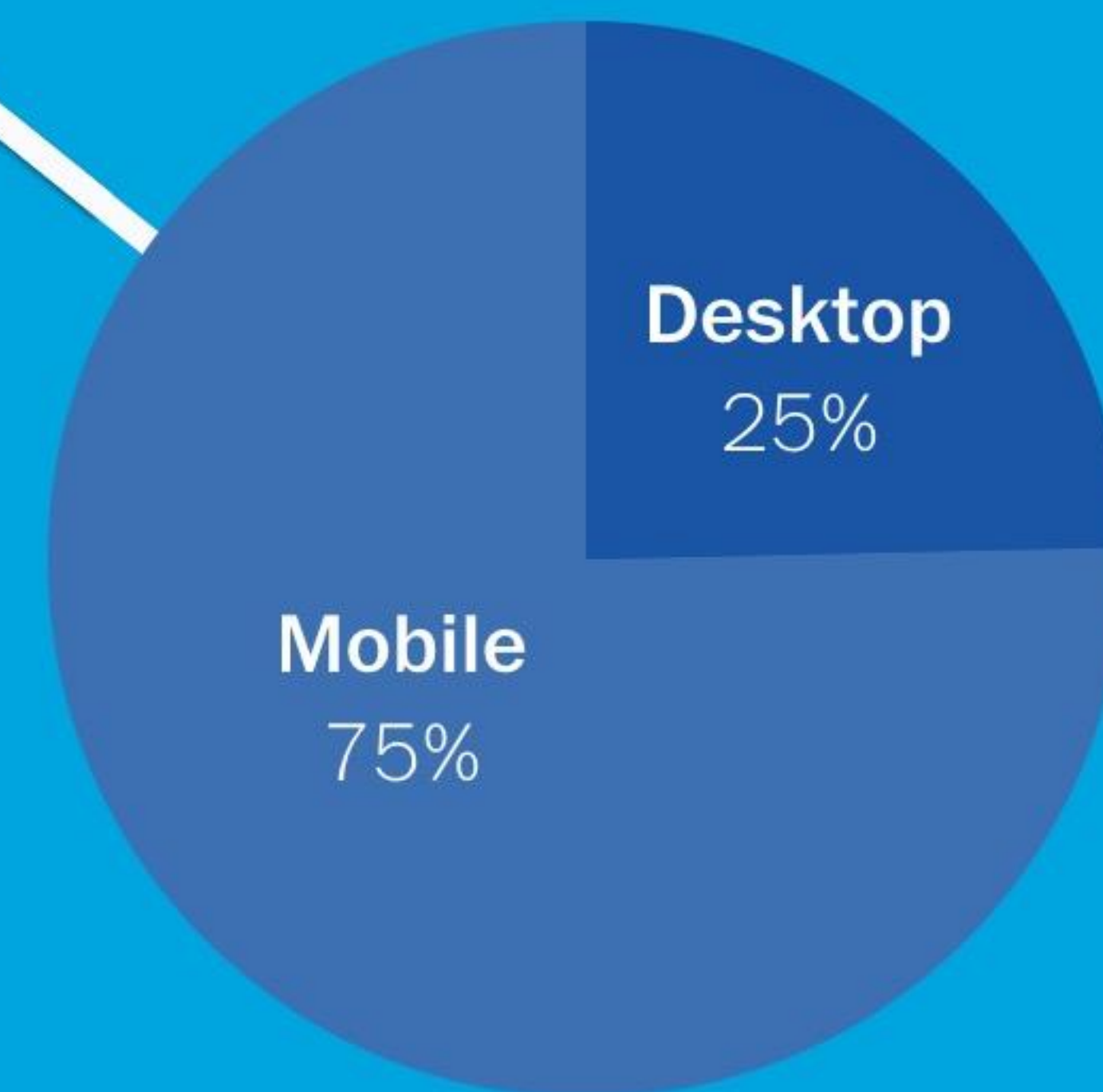
Source: comScore Multi-Platform

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**Nov. 2016**

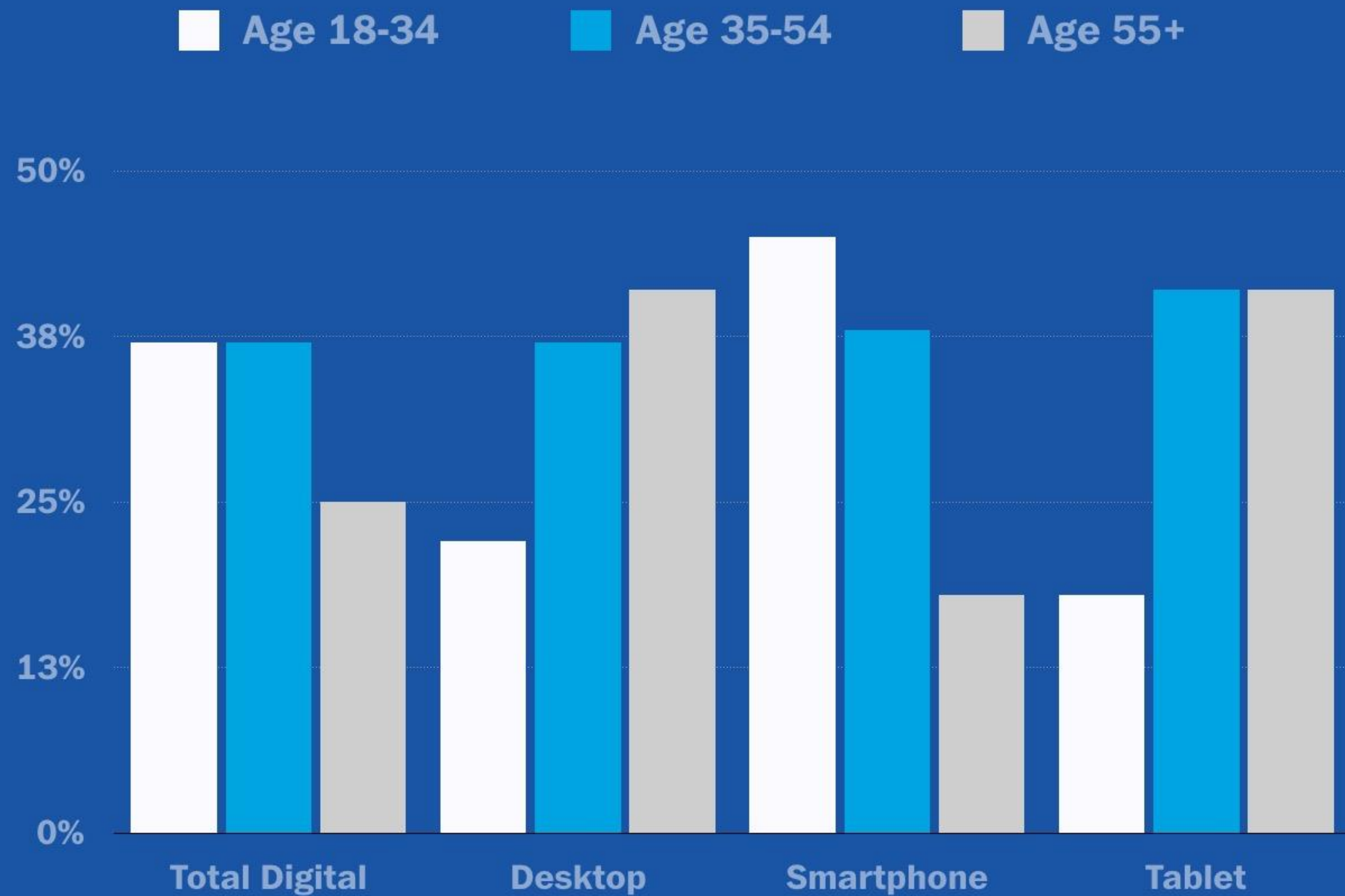


Source: comScore Multi-Platform

**The Washington Post**

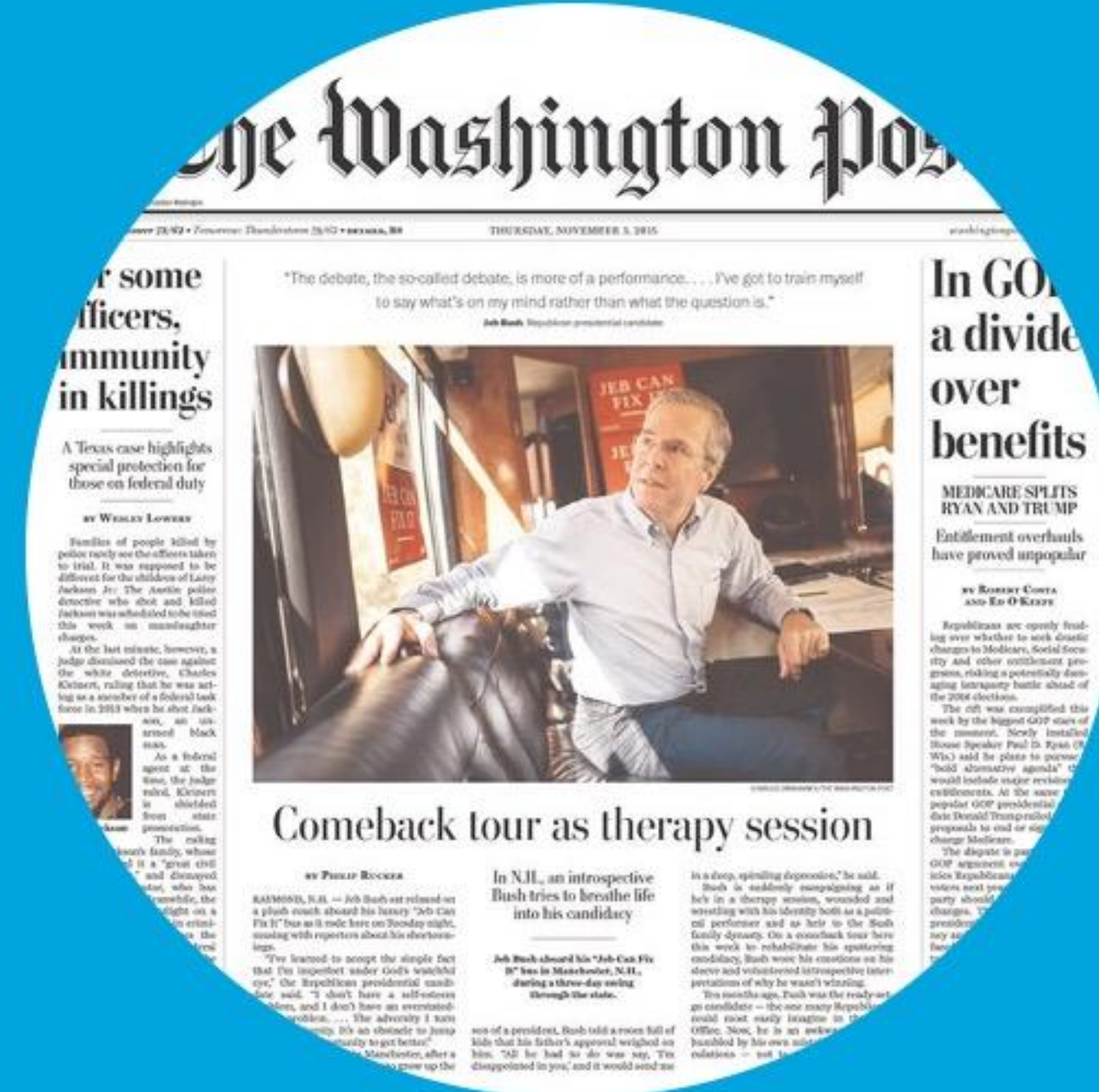


## Audience by Age





Printed daily  
since 1877



Print

The Washington Post





Web



Print



Apps













A large light blue circle containing the text '272+' in white, set against a dark blue background.

272+

Total **Newsroom** Hires

A large dark blue circle containing the text '95+' in white, set against a light blue background.

95+

Total **Engineering** Hires



**Create**

**Craft**

**Complete**

**Engage**



WebSked

Clavis

PostTV

Mobile  
Bundler

Comments  
& UGC

StoryBuilder

Periscope

StoryCrafter

PageBuilder

Meter

WordPress

Talent  
Network

Games

Methode

Analytics

**Arc**



Great  
digital storytelling  
cannot happen  
without great  
**analytics**



traffic ...

94,743

active users now



	TODAY	YESTERDAY	LAST WEEK
UNIQUE VISITORS	5,923,891	5,806,711	7,351,500
PAGE VIEWS	21,276,304	17,119,601	26,045,547

site speed ...

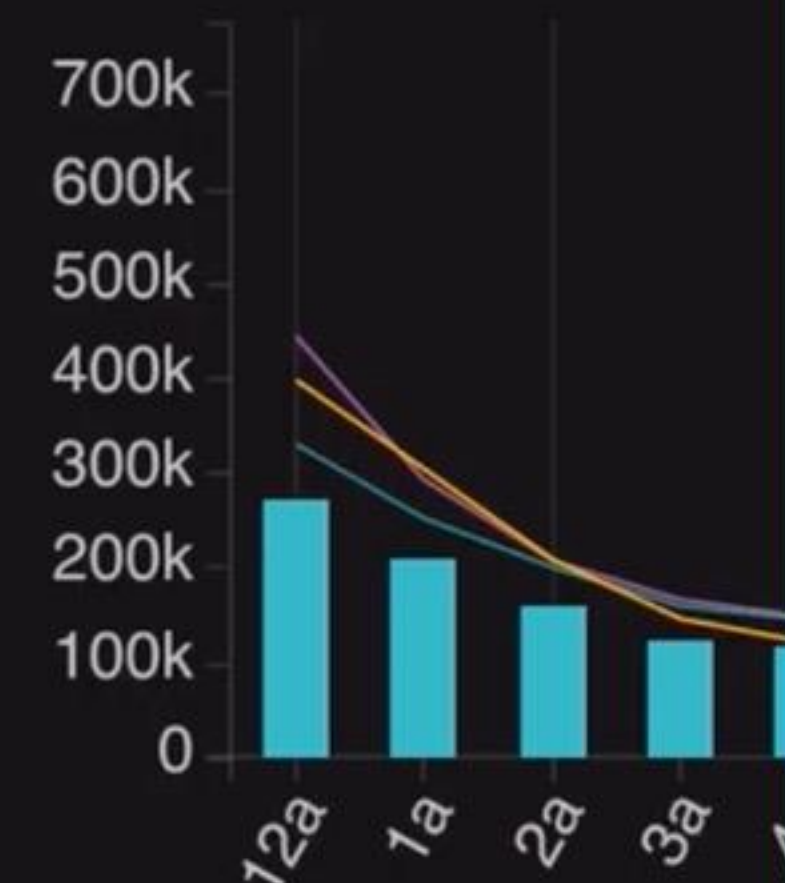
2,865

speed now (ms)



performance ...

month prior week



top content ...

What Bernie Sanders

Homepage

Regional Homepage



60 +

**Newsroom** Hires  
This Year Alone

The Lily

Foreign

Video

ARC

Audio

Podcast

Investigative

Breaking  
News

Politics

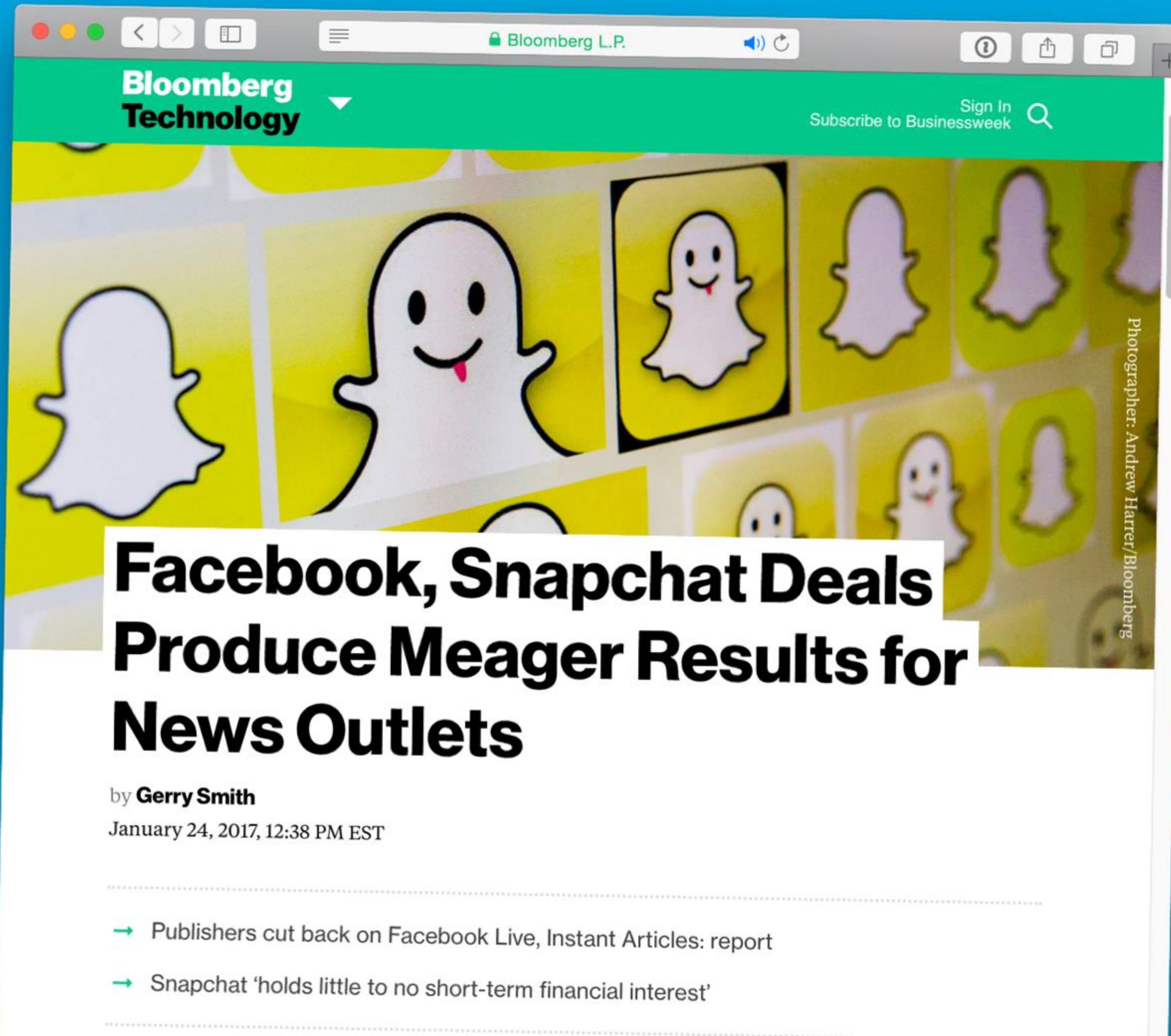
Leadership



“ We’ve historically made a **relatively large amount of money per reader** on a **relatively small number of readers**. We need instead to make a **relatively small amount of money** per reader on a much **larger number of readers**.”

– **Jeff Bezos**, Amazon Founder, Rocket Builder and Owner of The Post





Photographer: Andrew Harter/Bloomberg

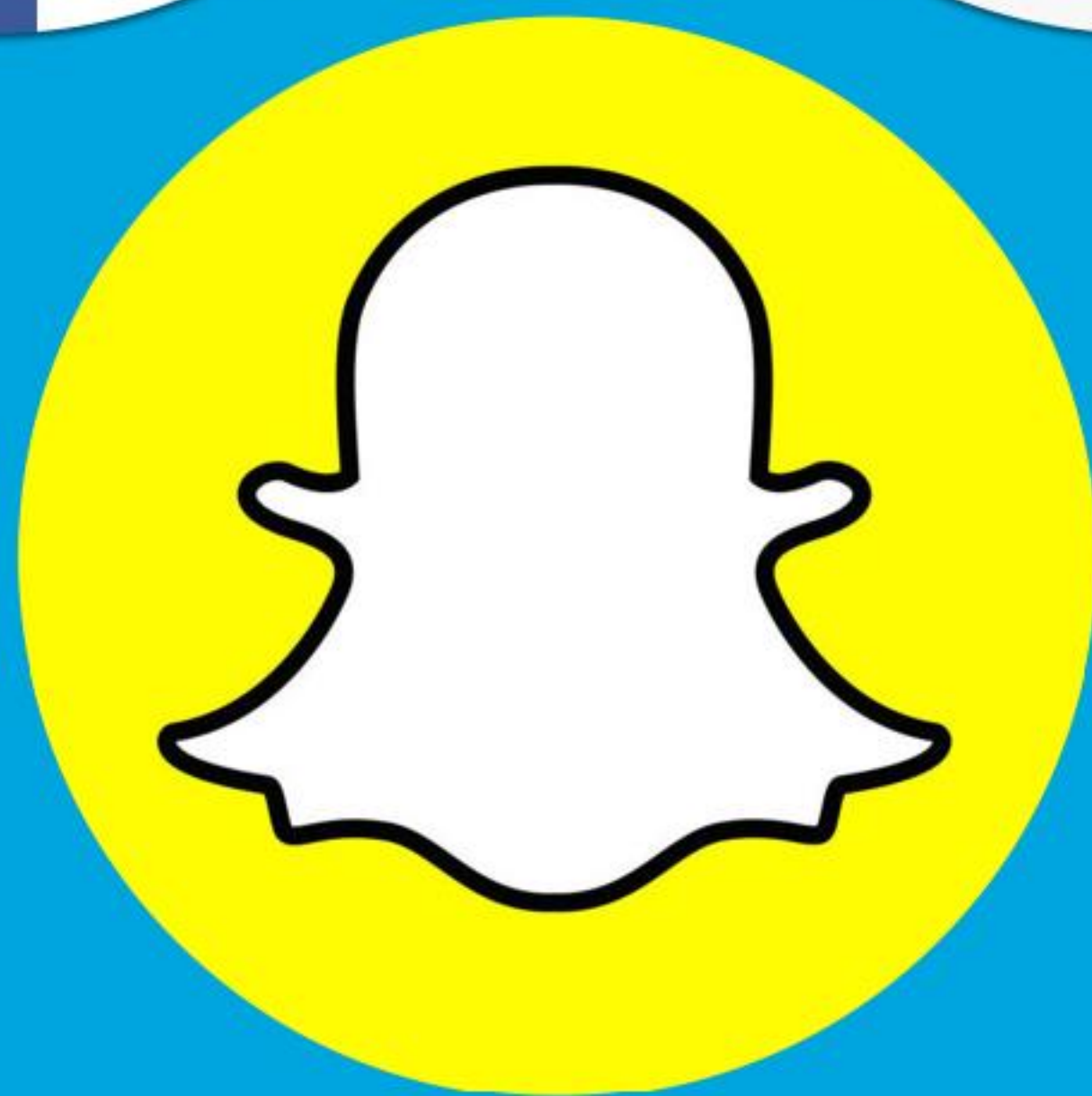
# Facebook, Snapchat Deals Produce Meager Results for News Outlets

by **Gerry Smith**

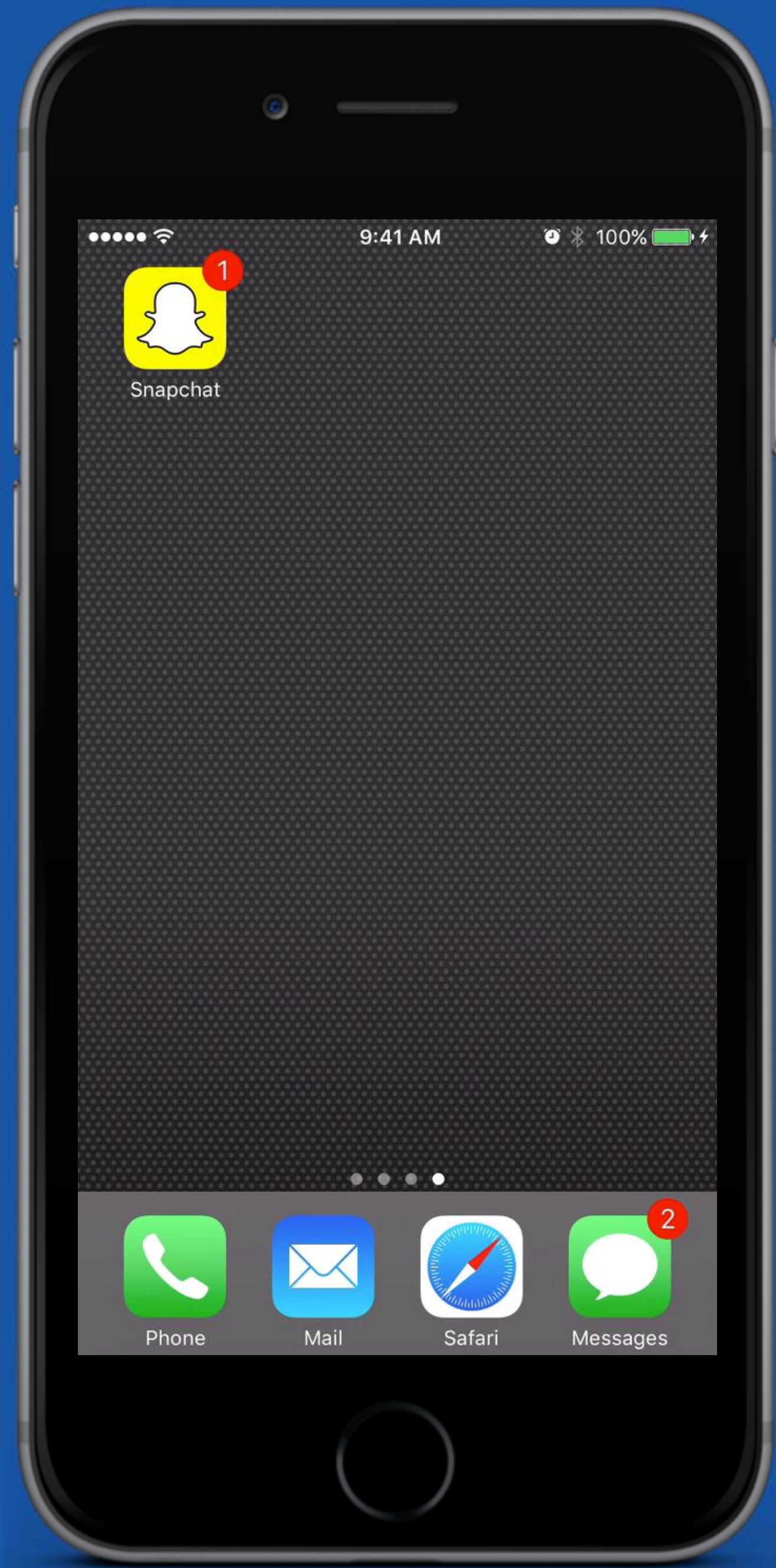
January 24, 2017, 12:38 PM EST

- Publishers cut back on Facebook Live, Instant Articles: report
- Snapchat 'holds little to no short-term financial interest'





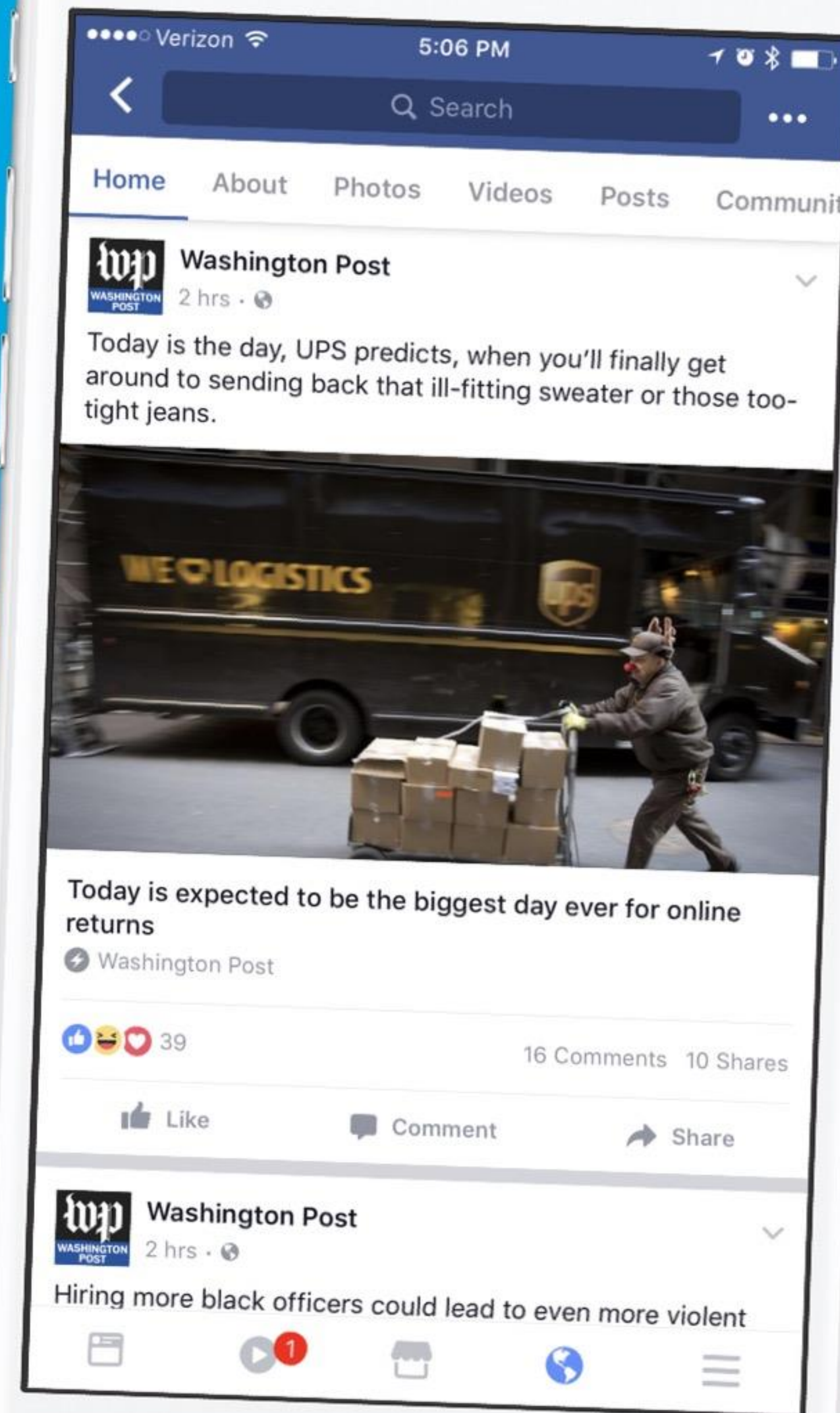




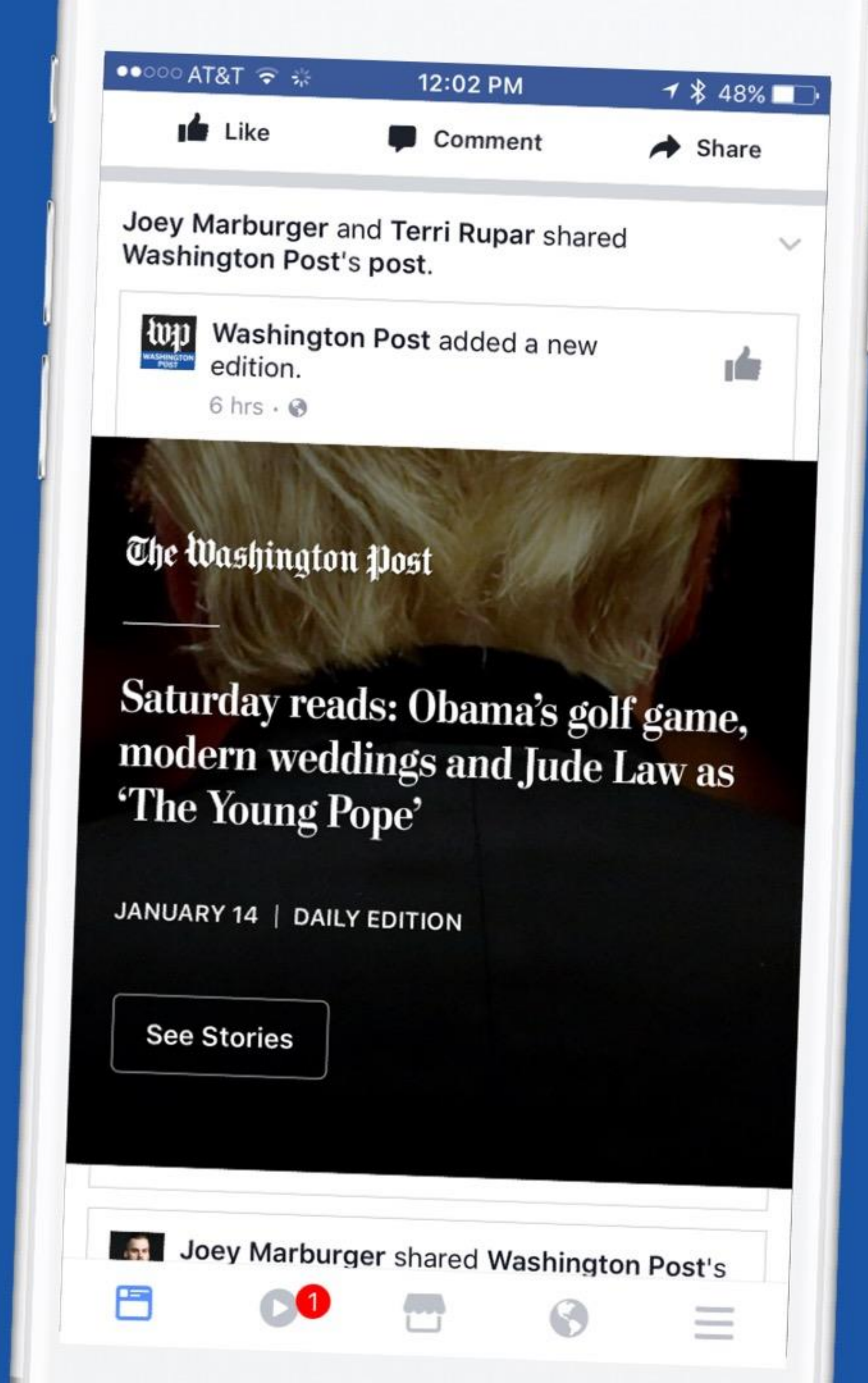
# Snapchat Discover



# Facebook Instant



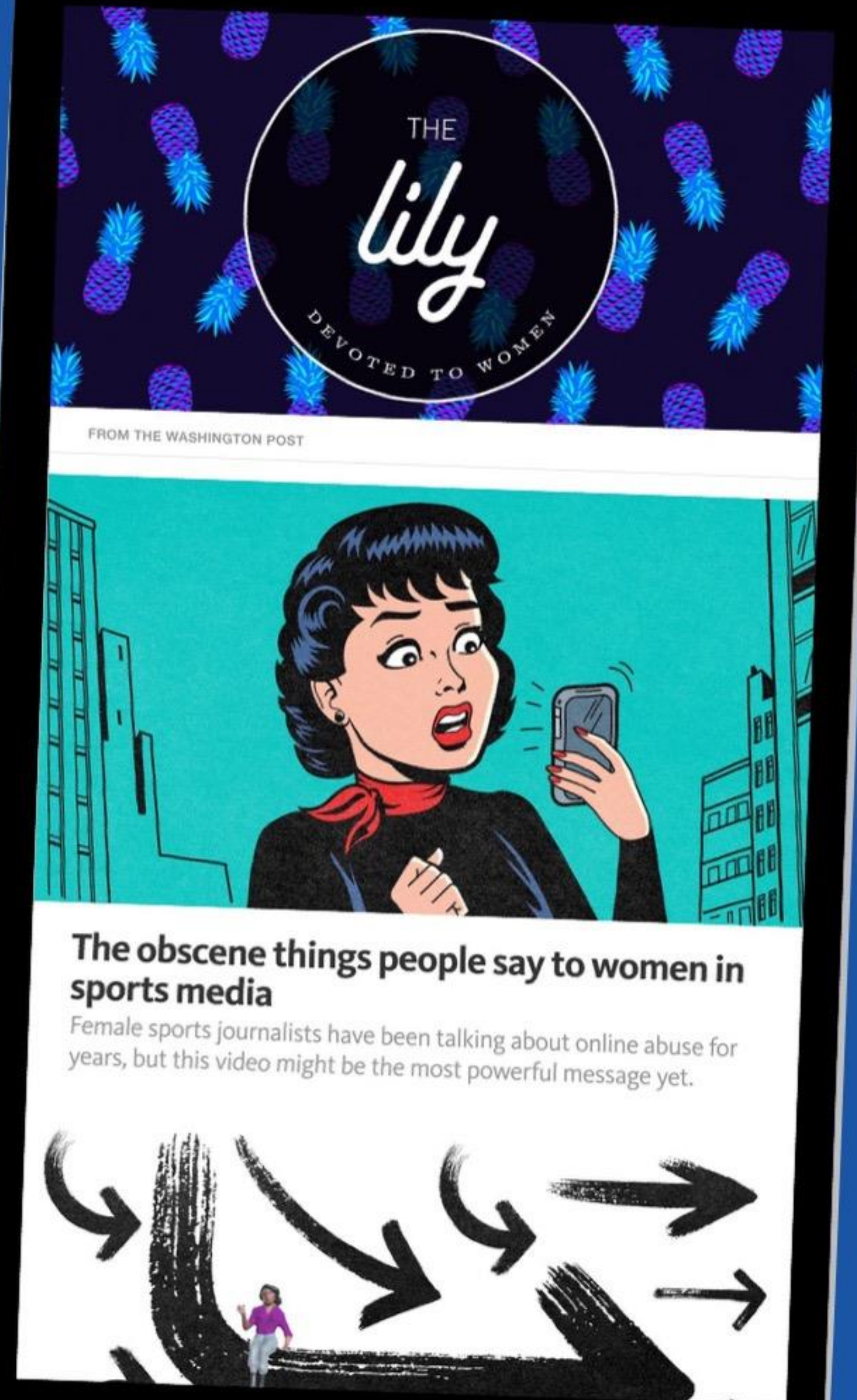




## Facebook Editions

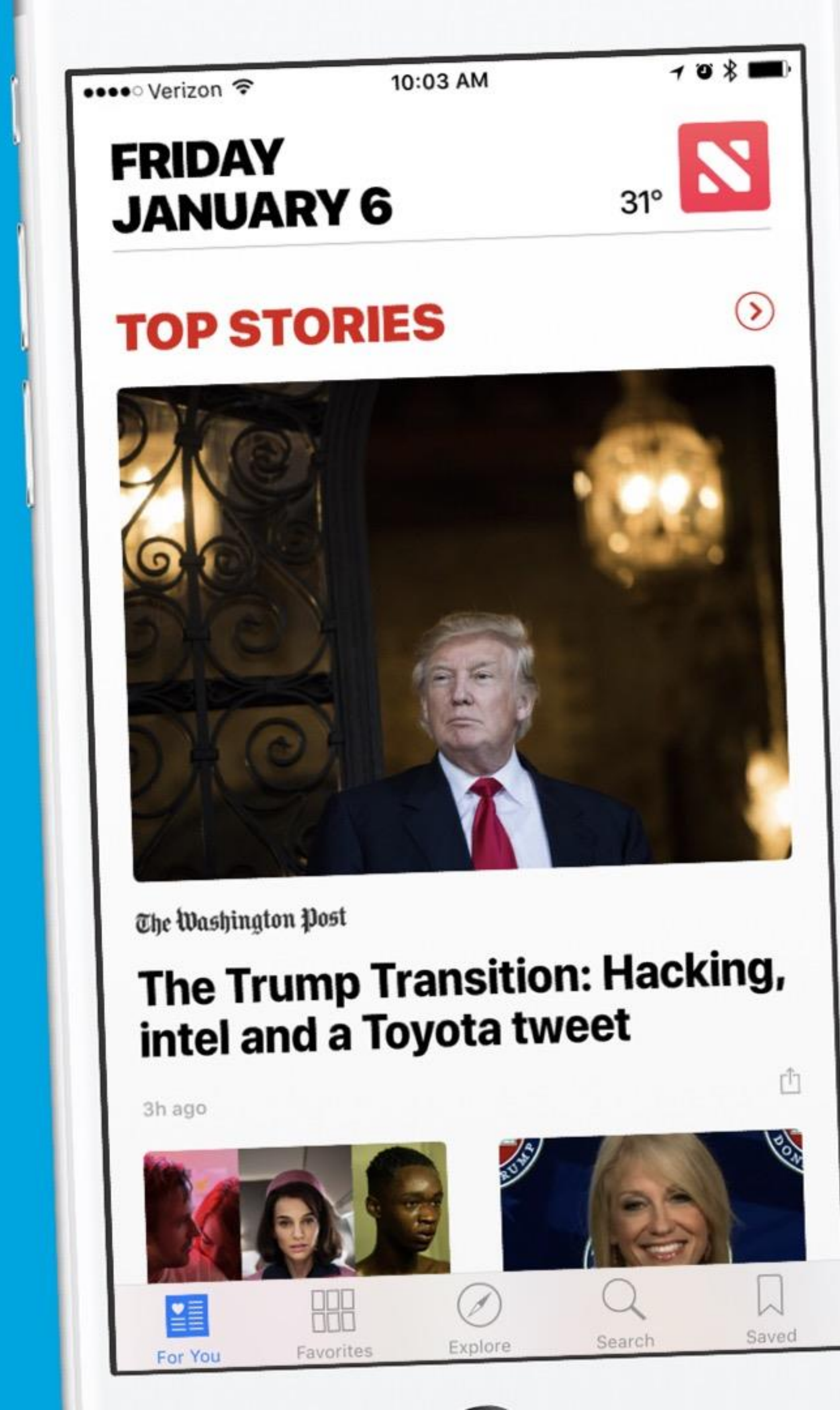


# The Lily

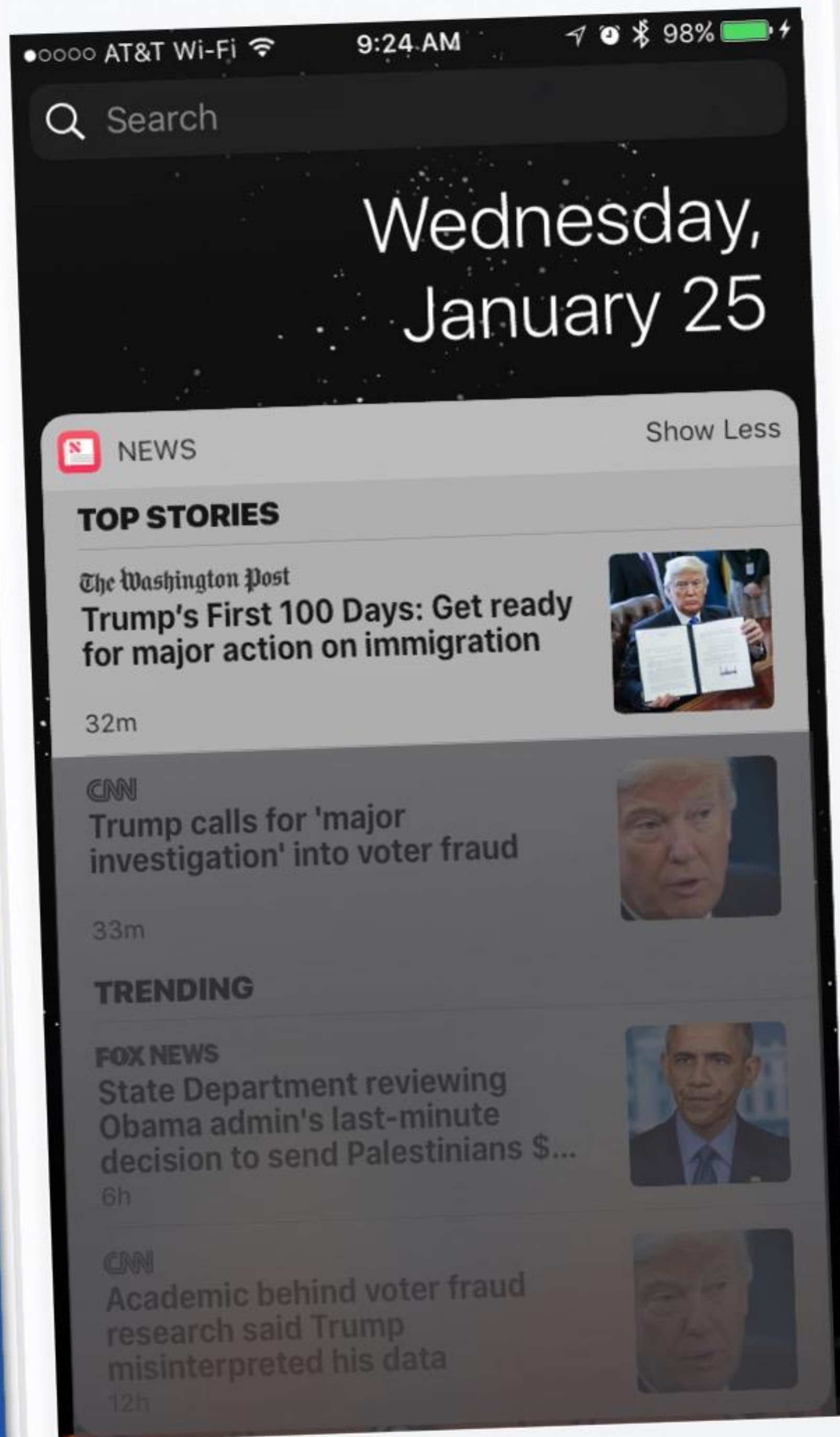




# Apple News





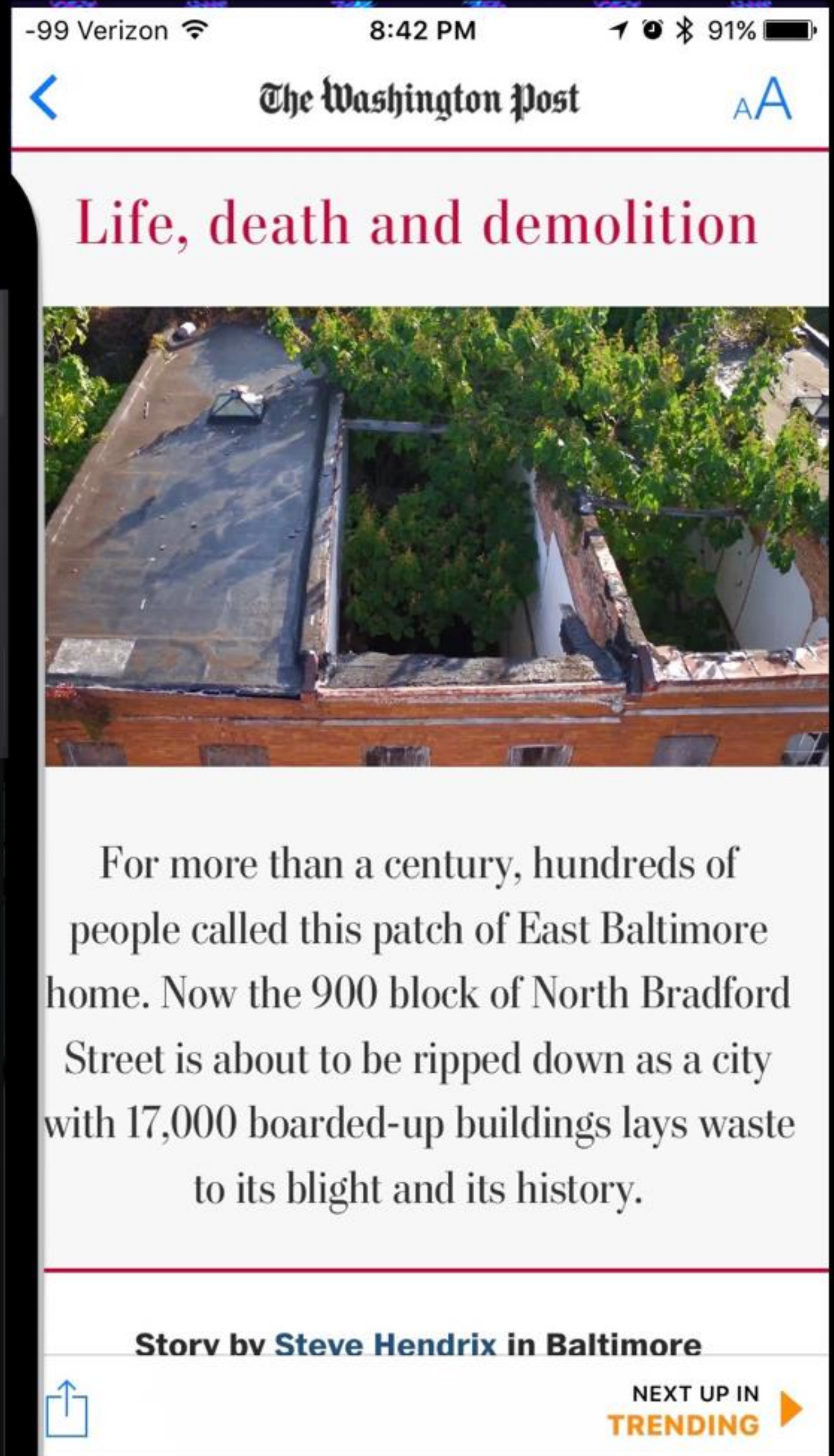
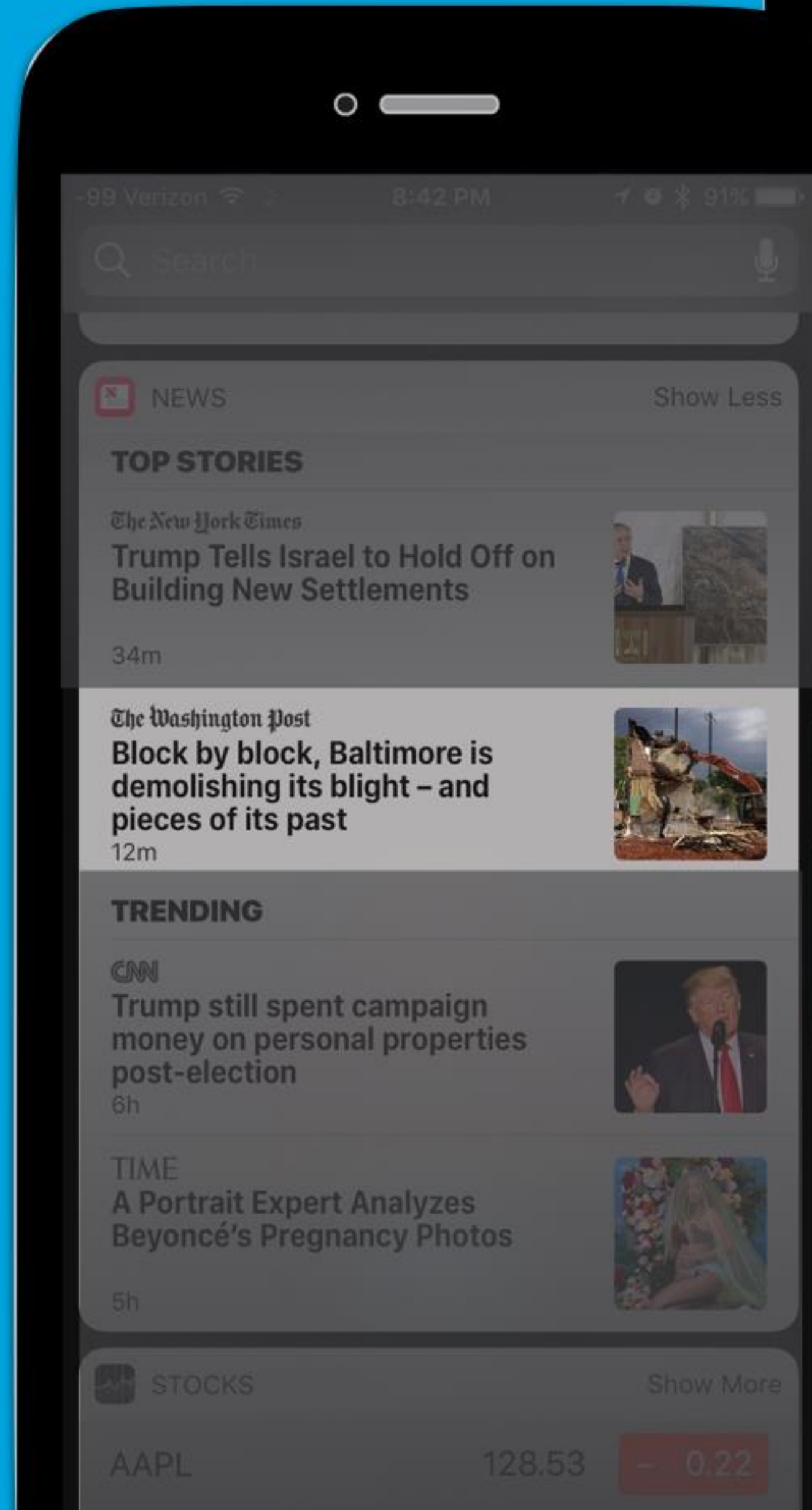


**Apple  
Spotlight**

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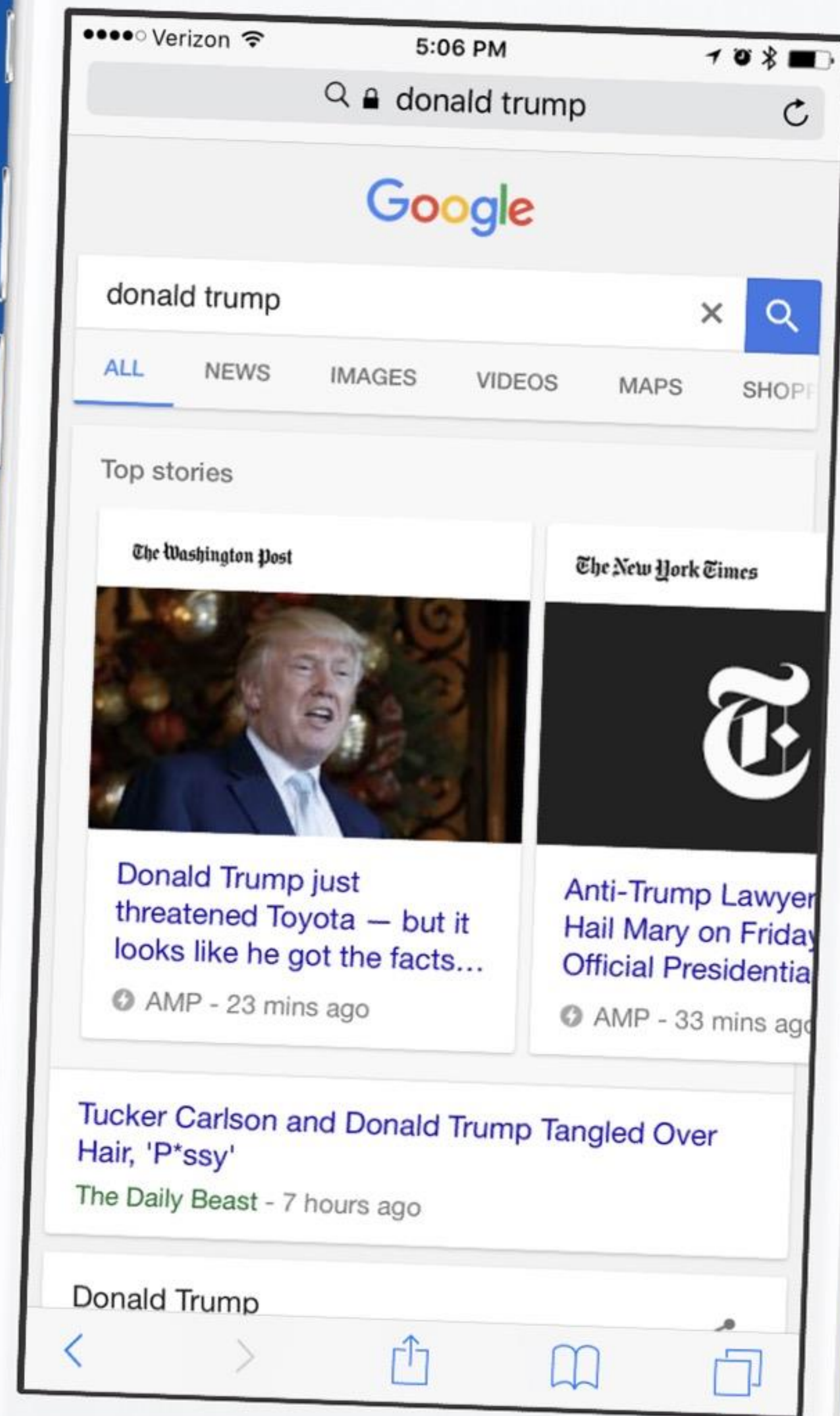


# Visual Experiments



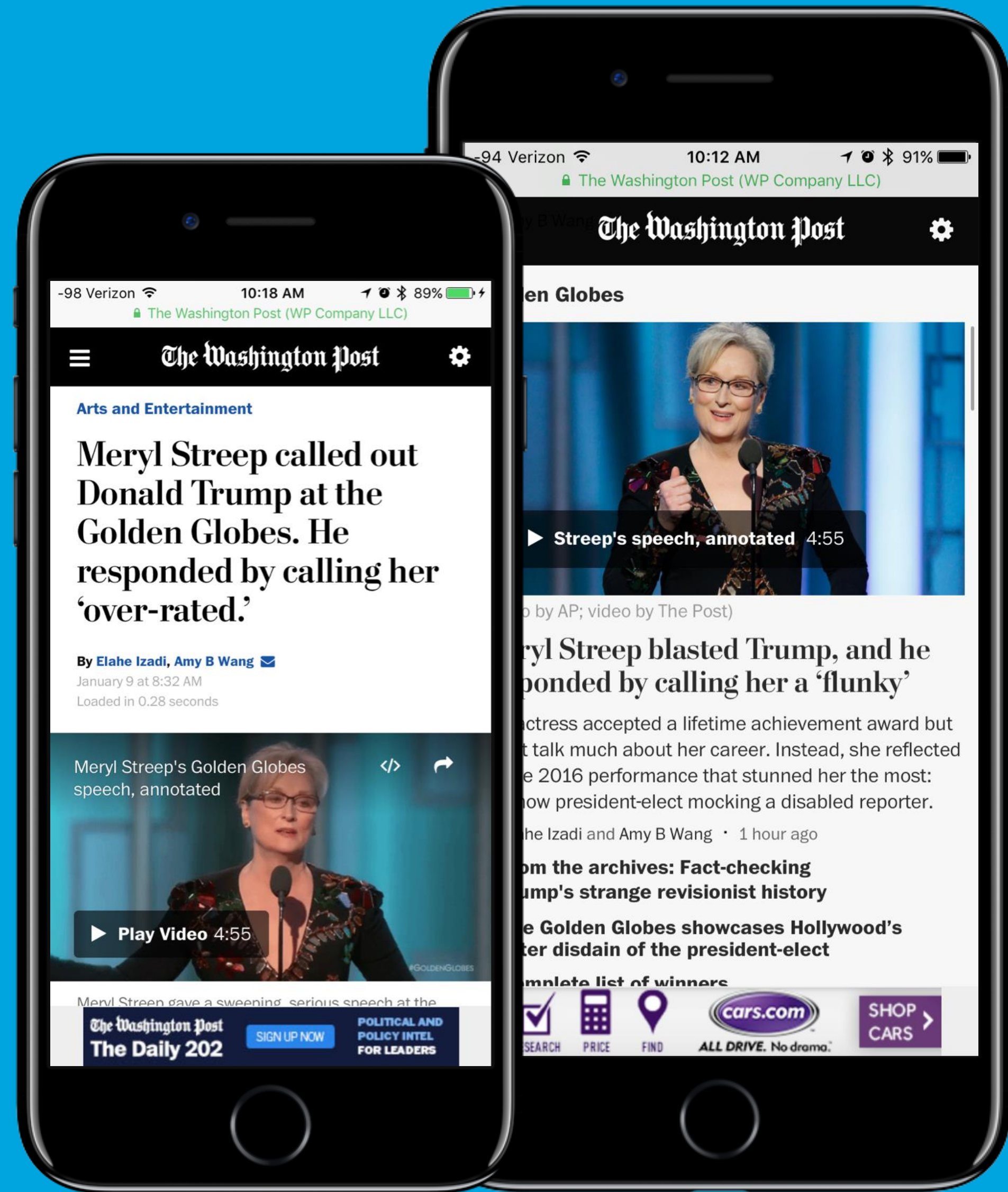


# Google AMP





# Google PWA

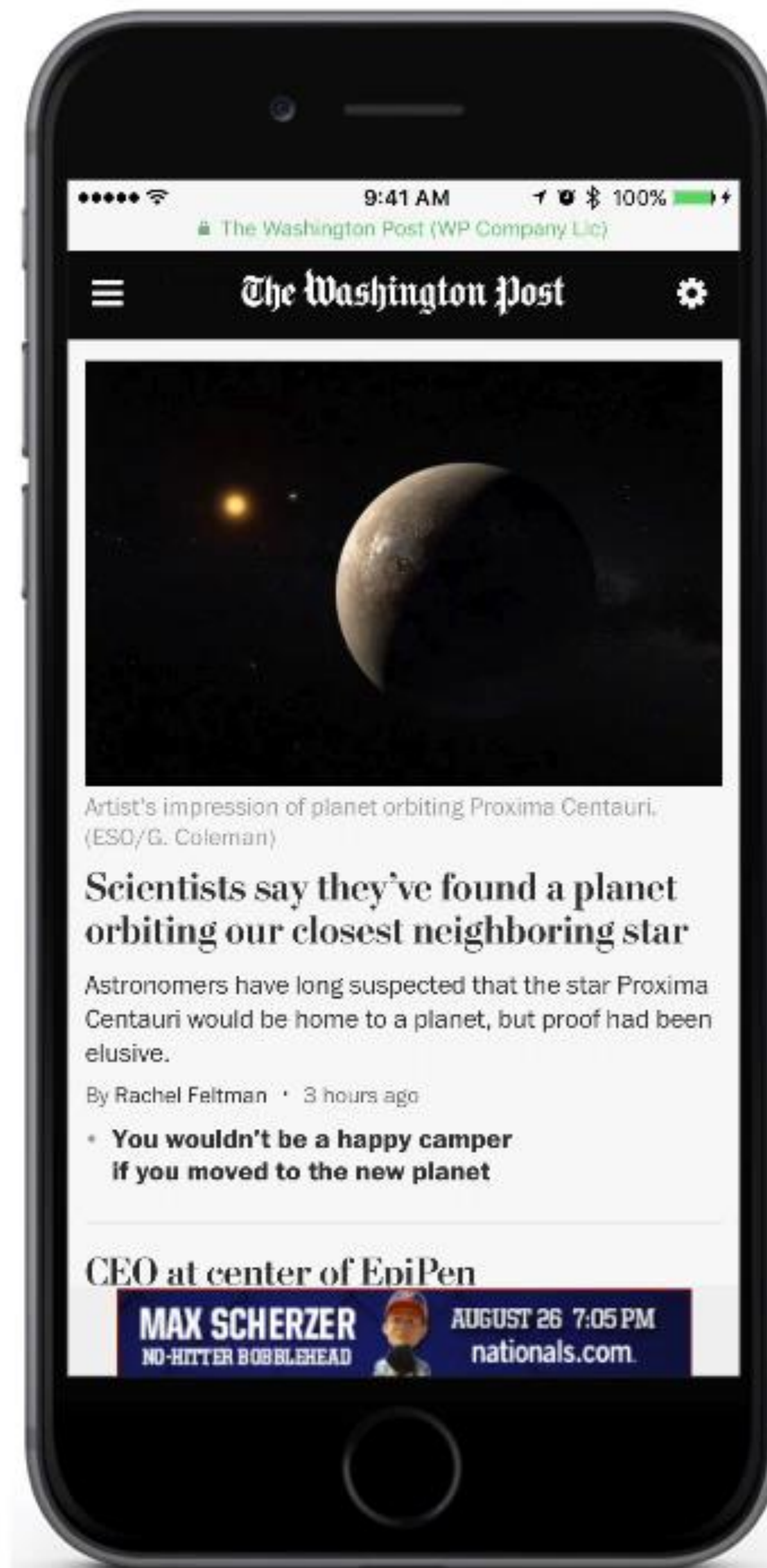
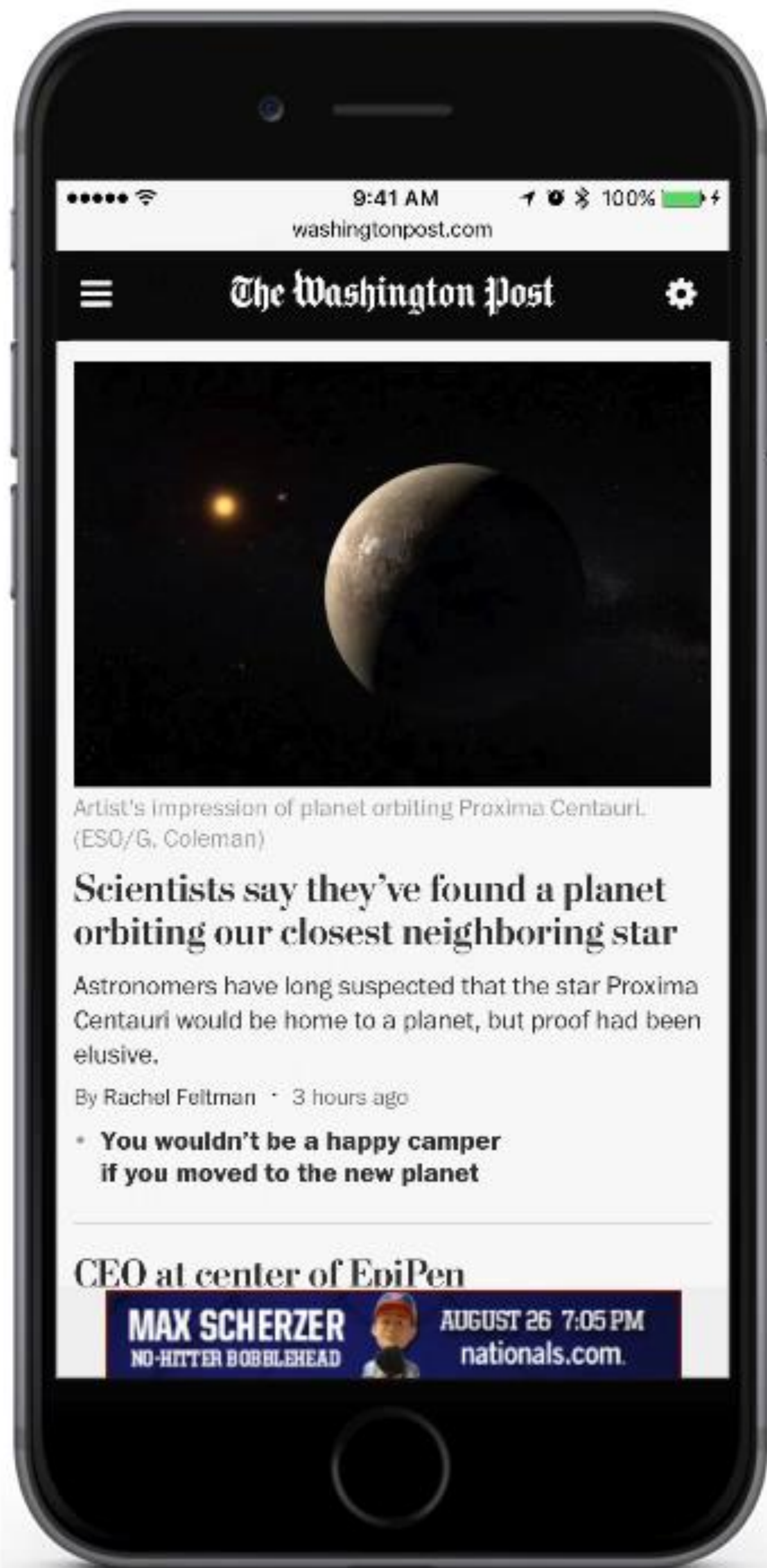




## Instant Mobile Web

0.0

SECONDS



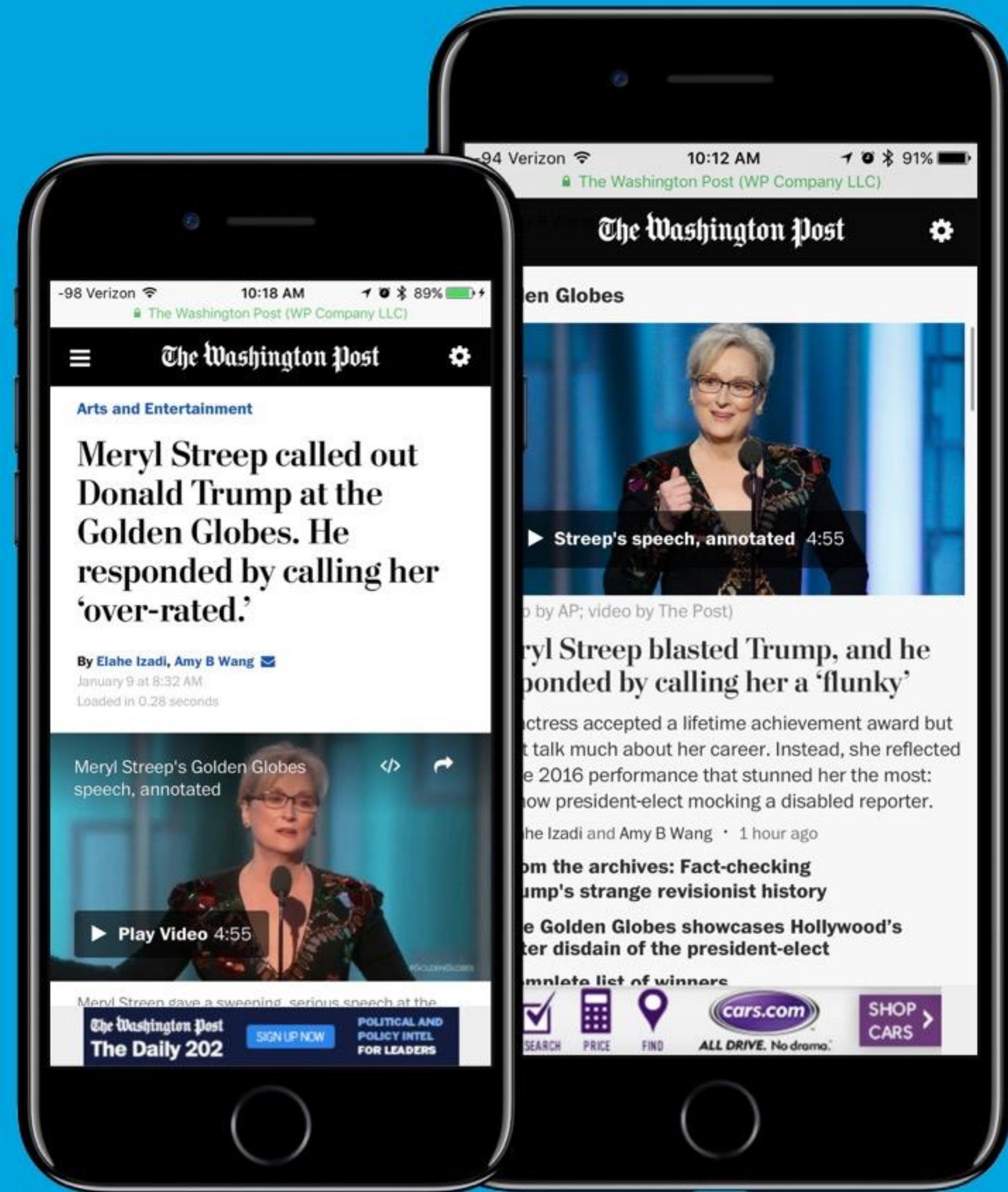
## Current Mobile Web

0.0

SECONDS



# Google PWA









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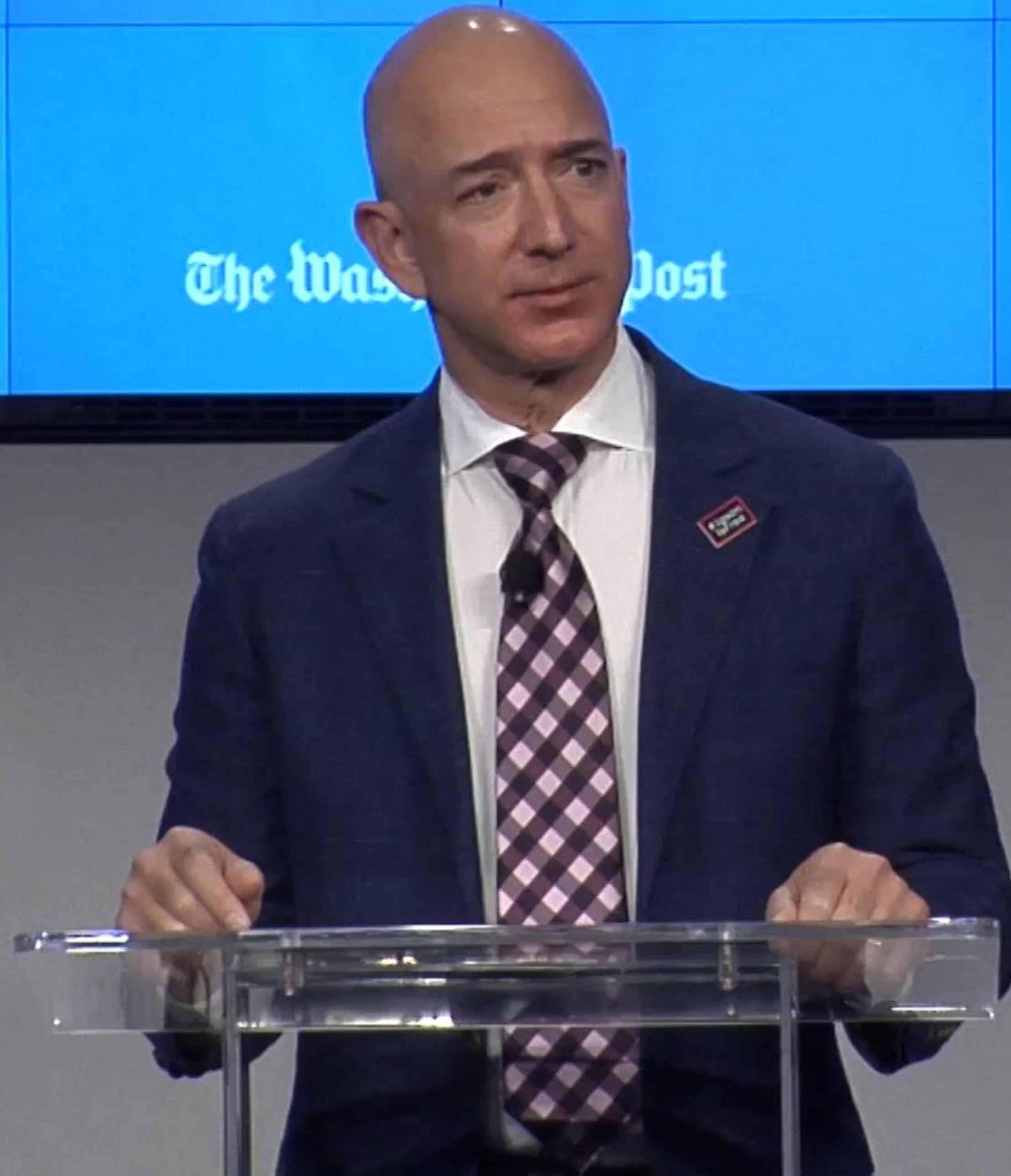
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# Questions?

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