

Revenue Ideas to Go

February 23, 2017

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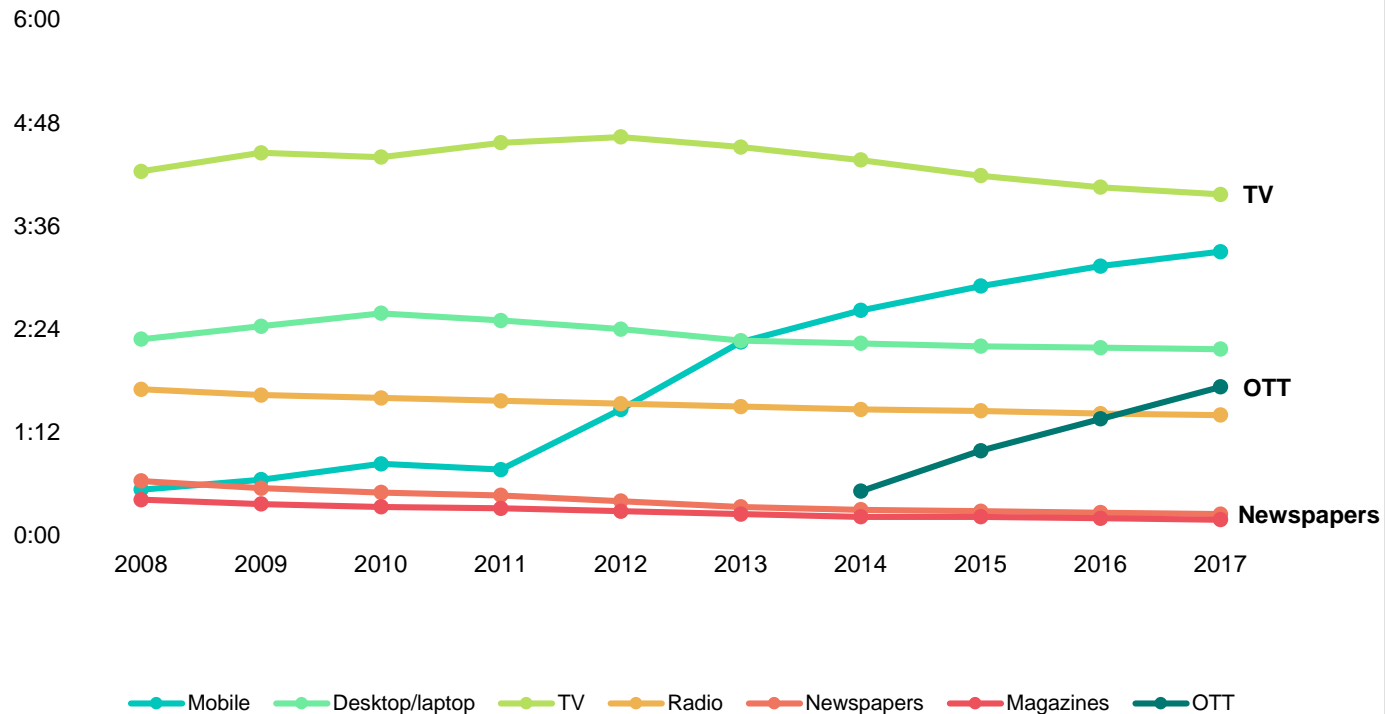


Strategy Signals

Where are the eyeballs and dollars going?

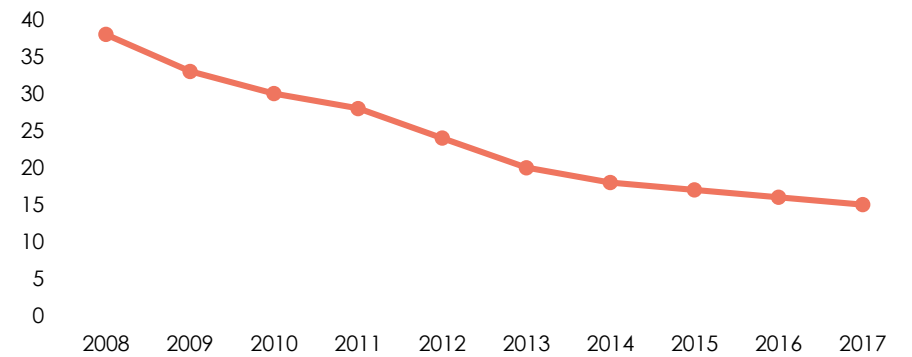
OTT Consumption is Rapidly Growing, While Traditional Media Sees Declines

Average Media Consumption per Day (HH:MM)



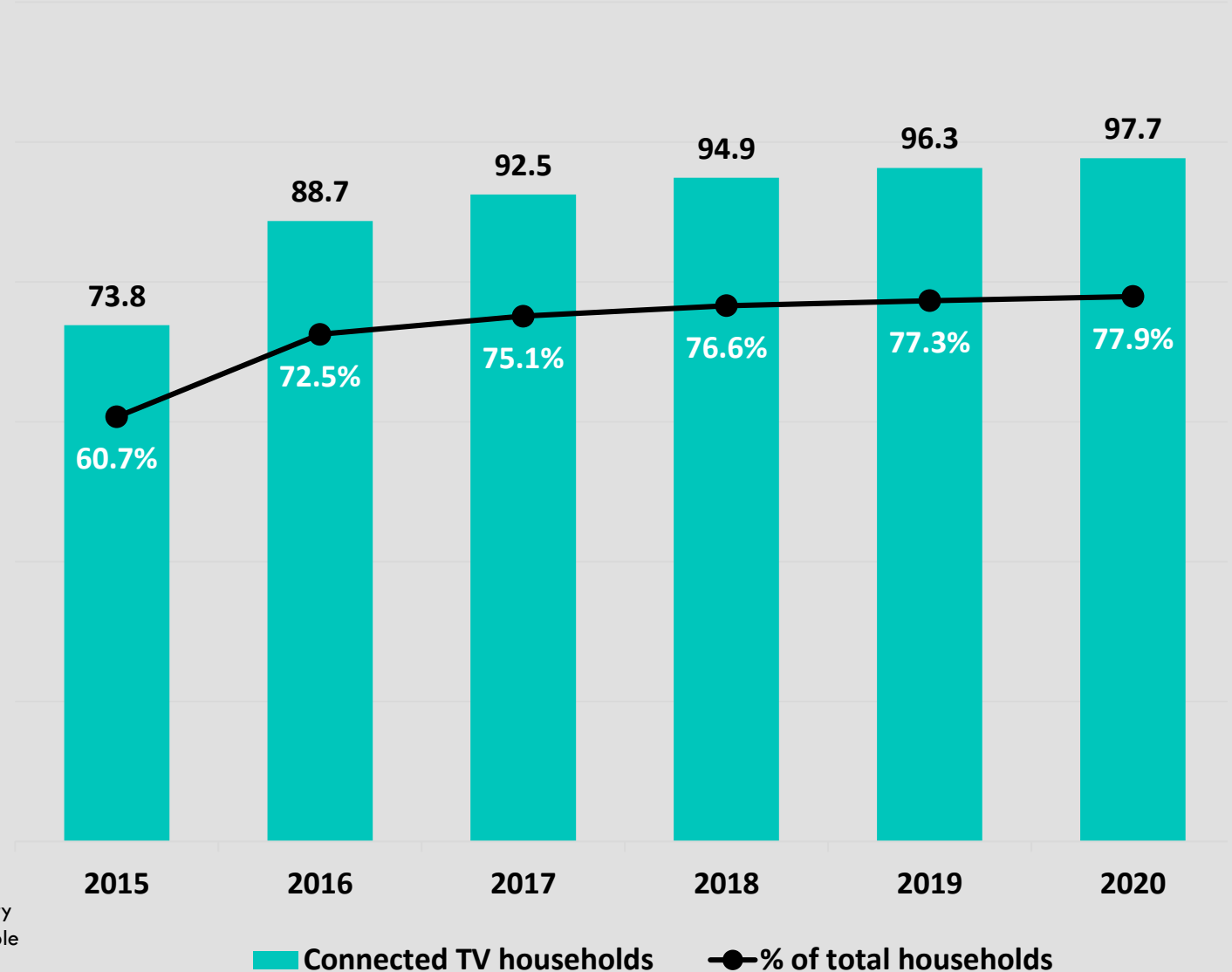
Time with OTT is projected to be 2 hours and 42 minutes a day per person by 2020.

Newspapers Consumption per Day (minutes)



The Audience HAS Shifted

By 2020, there will be 97.7 million US connected TV households, up from 88.7 million in 2016.



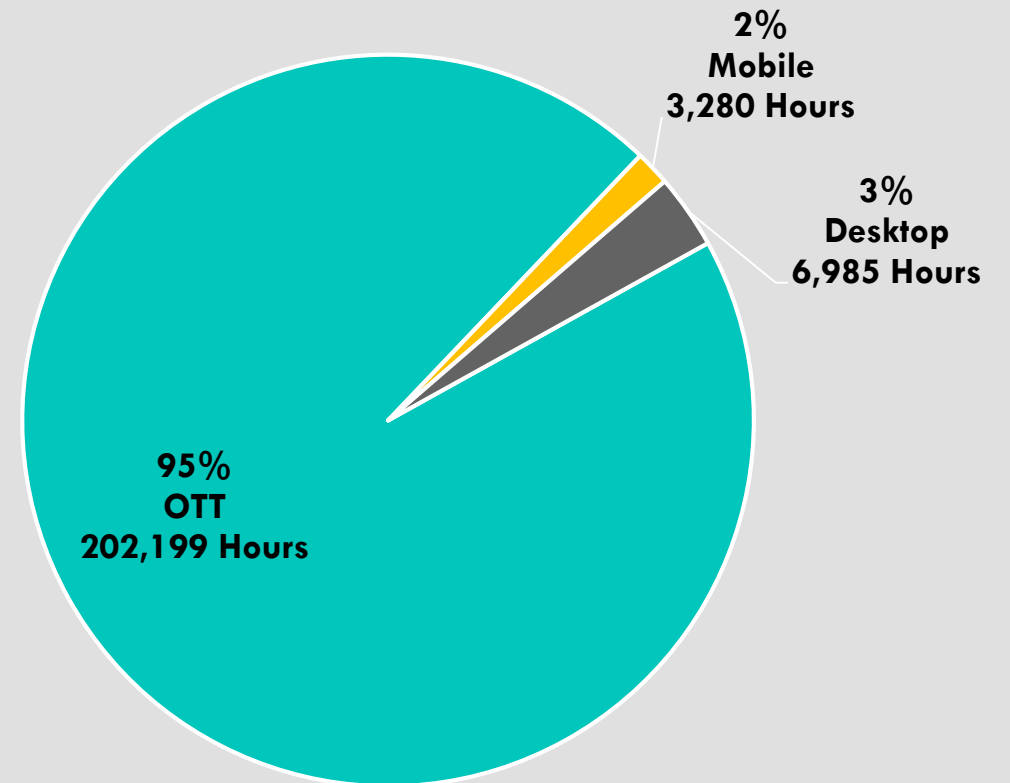
Note: Connected TVs are TV sets connected to the internet through built-in internet capability or through another device such as a Blu-ray player, game console or set-top box (e.g., Apple TV, Google Chromecast, Roku).

Source: eMarketer, Oct 2016

Time Spent with OTT is SIGNIFICANT



Total Time Spent Viewing Video by Platform
November 2016



HOW TO SUCCEED IN VIDEO?

Think like you are small even if you aren't.

Business Models: VOD vs Linear Math

VOD/Video on Demand Math Example

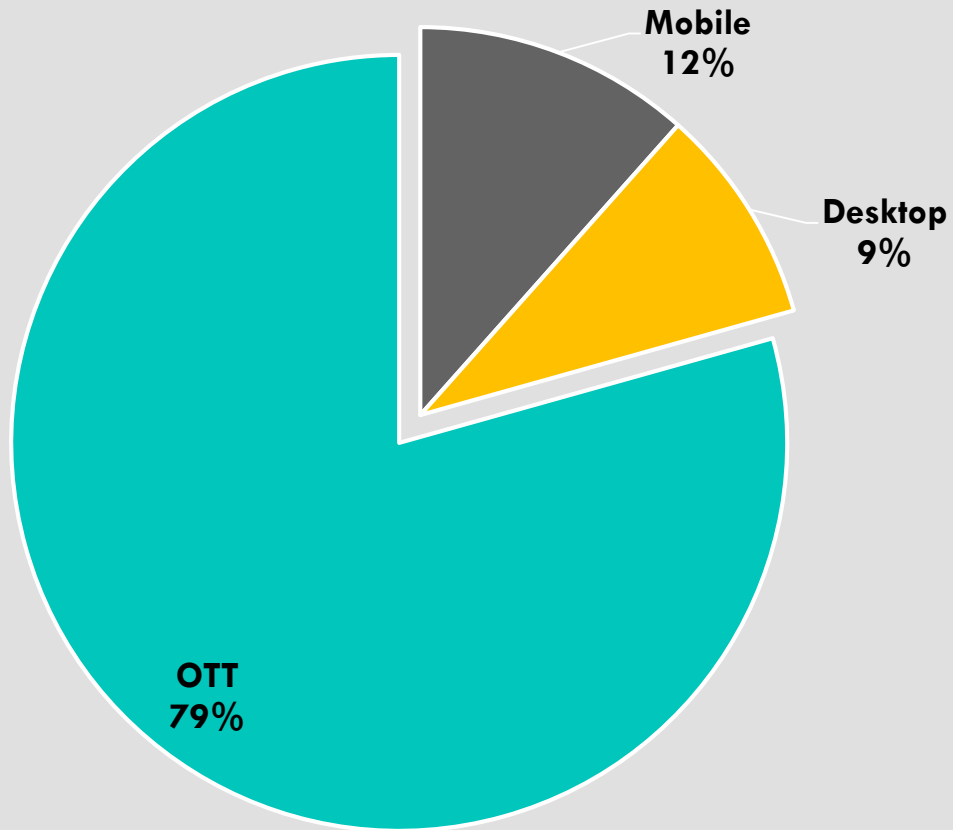
- 100,000 monthly video views
- \$25/CPM, 100% sold out
- Monthly Revenue - \$2,500, Annualized Revenue - \$30,000

Business Model: VOD vs Linear Math

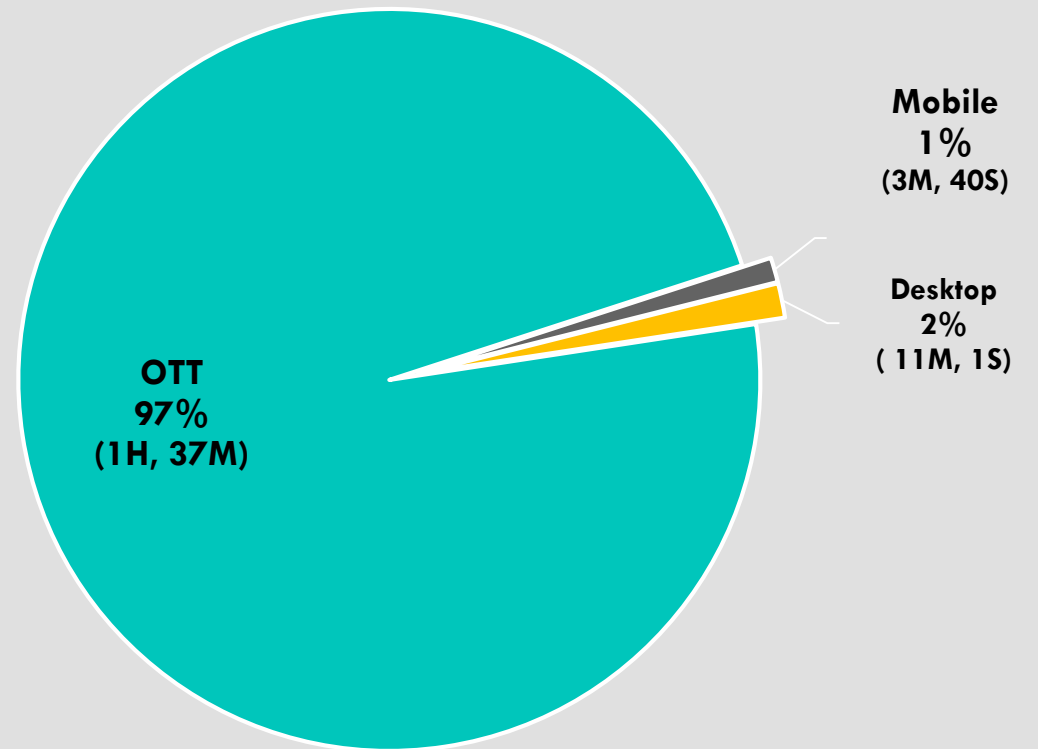
Linear TV Math Example:				
Based on 40 content minutes/20 (30 sec) ad minutes per hour				
	Ad Units/ Hour	Ad Units/ Day	Ad Units/ Year	Revenue/ Year
@\$1/Spot	40	960	350,400	\$350,400
@\$5/Spot	40	960	350,400	\$1,752,000
Linear TV Math Example – Advertainment:				
Based on 10 content minutes, 50 (30 sec) ad minutes per hour				
@1/Spot	100	2,400	876,000	\$876,000
@5/Spot	100	2,400	876,000	\$4,380,000

Linear Drives Engagement

Share of Total Plays

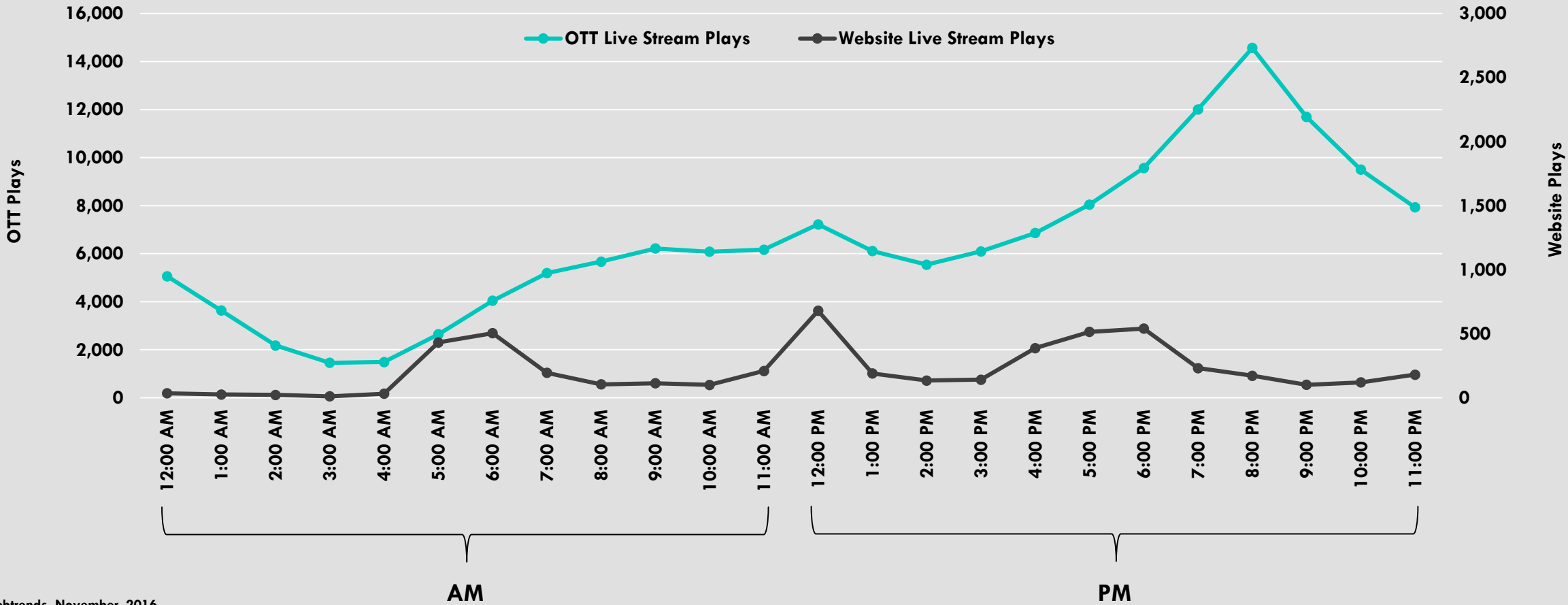


Share of Total Time
(with avg. view time per session)



Linear TV is the NEW TV

LIVE STREAM PLAYS BY HOUR



Source: Webtrends, November, 2016

Linear OTT Facts

Good News

- Gateway to cable carriage, low power OTA, virtual MVPDs
- Legacy TV sales reps can sell it
- Preserves legacy TV pricing model

Bad News

- Traditional TV syndicators don't have rules yet
- It's hard and requires a lot of planning
- There is a hard cost (bandwidth) associated with delivery that scales quickly

Introducing Calkins Blue

- Turnkey, fully automated 24/7 linear playout system
- Easy to manage and launch within an app on OTT devices, connected TV platforms, mobile apps, and websites
- Very little manual work
- Features include a stream of top headlines, community events

Billboards, Announcements, Headlines, Tweets, Factoids, Trivia, Events, Weather

Headlines

The screenshot shows a ShoalsTV broadcast interface. On the left, there is a 'NATIONAL NEWS' section with a headline: 'Conservative U.S. justices skeptical in cross-border shooting case'. A red arrow points from the 'Headlines' label to this section. In the center, there is a large white box with the title 'Huff 'N' Puff on the Bluff 15K' and a red arrow pointing to it from the top text. Below the title, it says 'Sat. 11 Mar, 2017 8am - 11am, Sheffield. Presented by The Junior League of the Shoals and Tennessee River Athletics Club (TRAC). All proceeds from the race will benefit local community organizations and projects of the Junior League through their grant giving programs. More info: www.huffnpuff15k.com'. At the bottom, there is a red arrow pointing to the text 'TERWORKS - SUN. FEB 26, 3P - NORTON AUDITORIUM - UNA CAMPUS, FL' from the 'Events/Announcements' label. The interface also includes a 'NATIONAL NEWS' section at the bottom with the headline 'U.S. conservatives cancel invitation for firebrand commentator', a time display '3:55 pm', and a weather icon with '62°'.

Events/Announcements

Monetize your linear stream with Calkins Blue

- Video commercial insertion
- Billboards
- Display advertising
- Tie-in/home screen takeover
- Sponsorship logo overlay
- Direct sales opportunities

Commercials/Billboards/Video Content

Headlines



Display Ads

Events/Announcements

Display Ads



Questions?