

[BN][®] THE BUFFALO NEWS

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MEGA CONFERENCE 2019

About Buffalo & The Buffalo News

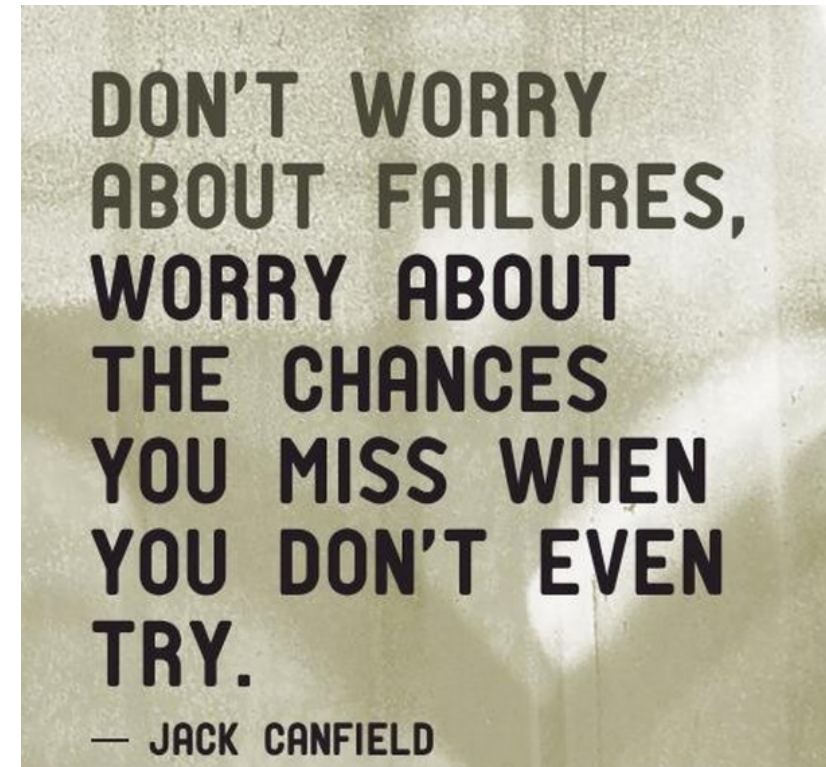
| | |
|---------------------------|------------|
| Buffalo NY DMA Population | 1.135M |
| 5-Year Population Change | -0.9% |
| Median Household Income | \$34,268 |
| Median Age | 32.8 years |
| Median Home Value | \$110,000 |
| Daily Circulation | 103,000 |
| Sunday | 155,000 |



Source: flickr.com

Shift in Company Focus

- Build a strategic plan
- Accept failure
- Do things differently
- Control our own destiny



Source: verybestquotes.com

THE SUN

Weekly Newspapers

Challenge: Loss of commercial printing revenue from Community Papers of WNY bankruptcy.

Opportunity (2017): Resurrect the Hamburg Sun, a 140-year old publication and launch a new weekly in Tonawanda.

Opportunity (2018): Launched 3 more Sun weeklies, in Orchard Park, Depew, and Lancaster.



“Local Only” Banner Ads

Challenge: Declining local banner revenue

Opportunity: Created 3 new banner ads

- The “Top Hat”
- Custom native spot
- Photo gallery interstitial

These ad units helped us to achieve 24% growth in local banner ad sales.

The screenshot displays the Buffalo News website with several prominent banner ads and news articles. At the top, a large banner for the "Prospectus Premiere 2019" is featured, celebrating 15 years of the event. It includes details about the date (Thursday, January 24th), location (Salvatore's Italian Gardens), and time (5:30pm - 8:00pm). A photo of the keynote speaker, René Jones, Chairman & CEO of M&T Bank, is also shown. Below this, a car advertisement for the 2019 Acura MDX is visible, highlighting its features and price. The main content area includes a large article titled "CUOMO: LEGALIZING POT WILL BRING IN \$300 MILLION IN TAX REVENUE" with a photo of cannabis plants. To the right of this article is a smaller ad for "GETTING A SECOND OPINION". At the bottom, there are more news snippets, including one about Brandon Beane signing Duke Williams and LeSean McCoy, and another about a winter weather advisory.

Digital Subscriber Growth Strategy

Challenge:

Print circulation was declining each year and digital was not growing. We had launched a paywall and seemed to hit a peak with our current system at a number well below expectations.

Goal:

How do we grow to **80,000** digital subscribers to help create a sustainable digital business model.

Digital Subscriber Growth Strategy

Too many ways around it

- Clearing cookies
- Incognito / private browsing
- Changing devices (between phone, computer, tablet)
- Changing browsers
- Viewing cached copies of pages on Google
- Ad blocker technology blocks paywalls

No option but arbitrary “dart board” approach to setting the meter.

No way to A/B test different messaging or to target different content segments in different ways.

Digital Subscriber Growth Strategy

We decided to build our own:

- Use **IP address** for tracking users
- Support monthly, weekly, or daily **meter limits**
- Support for different limits for **different categories** of content
- Support for different limits for **different segments** of users
- **Reporting** to show what the effect of certain meter limits would be
- Stop publishing our paywall limit

A dead ash tree fell and damaged a boardwalk on a trail at Stiglmeier Park in Cheektowaga. (John Hickey/Buffalo News)

Zombie ash trees taking a toll on homes, parks, power lines - and people's nerves

By Jane Kwiatkowski Radlich | Published 6:00 a.m.
February 19, 2019

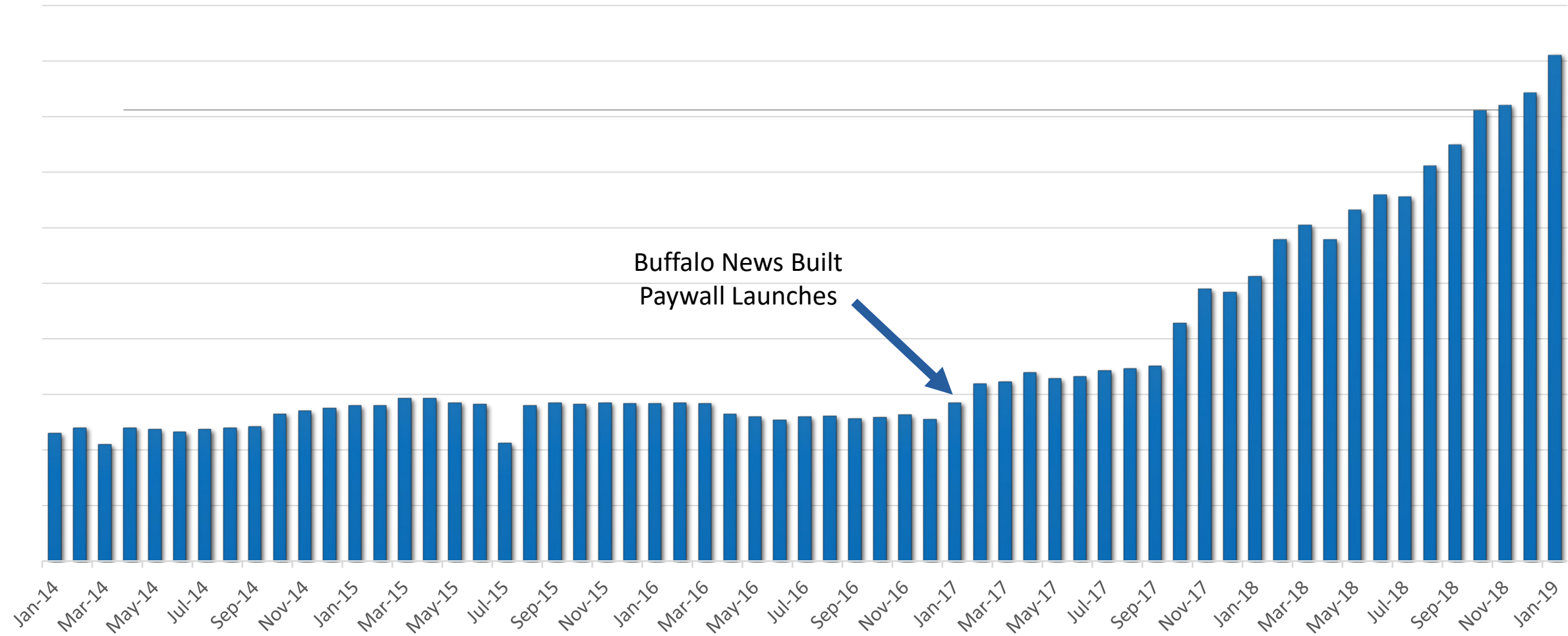
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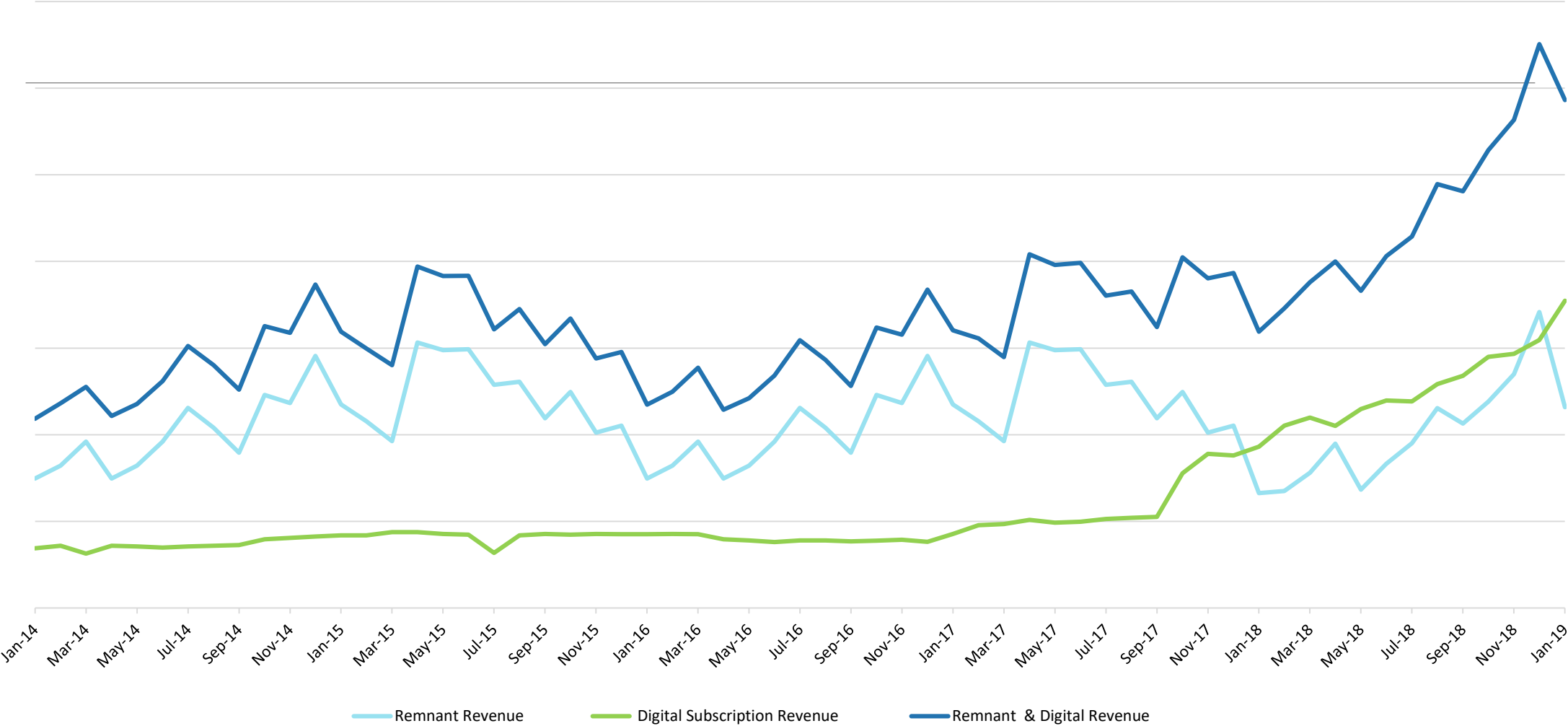
Log in

Digital Subscriber Growth Strategy



Digital-Only Subscriptions January 2014–January 2019

Digital Subscriber Growth Strategy



Digital Subscriber Growth Strategy

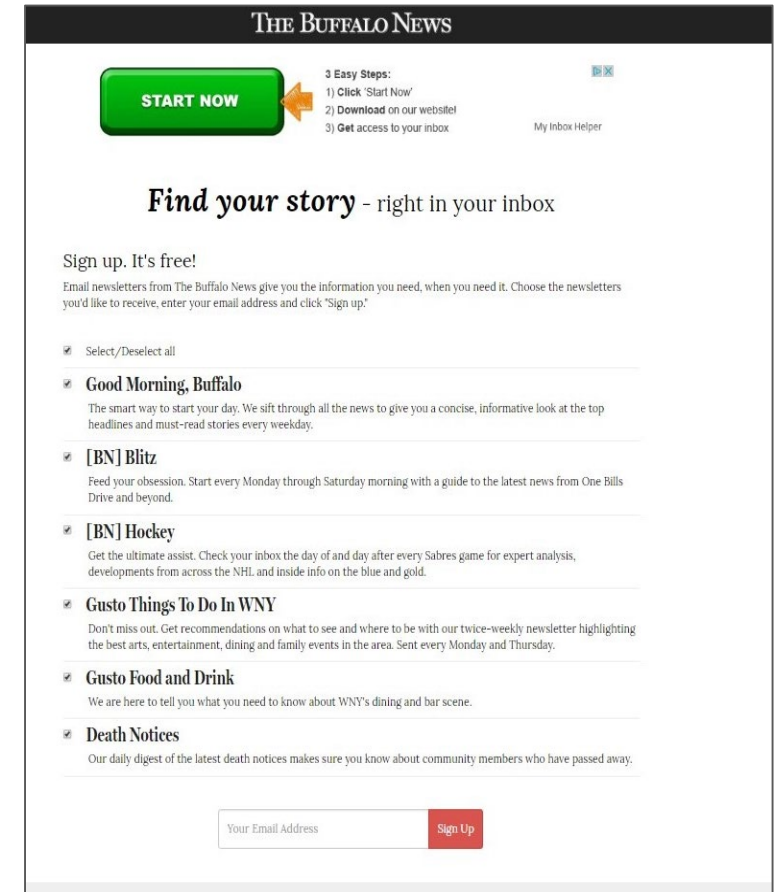
Paywall success has renewed interest in many areas that we had put on autopilot:

Daily newsletters – started 7 new daily newsletters written by our newsroom

Premium content – some of our most valuable content has a hard paywall

Subscribe process – made our subscribe process as “frictionless” as possible

Analytics – created weekly dashboards to help us track digital users through the funnel

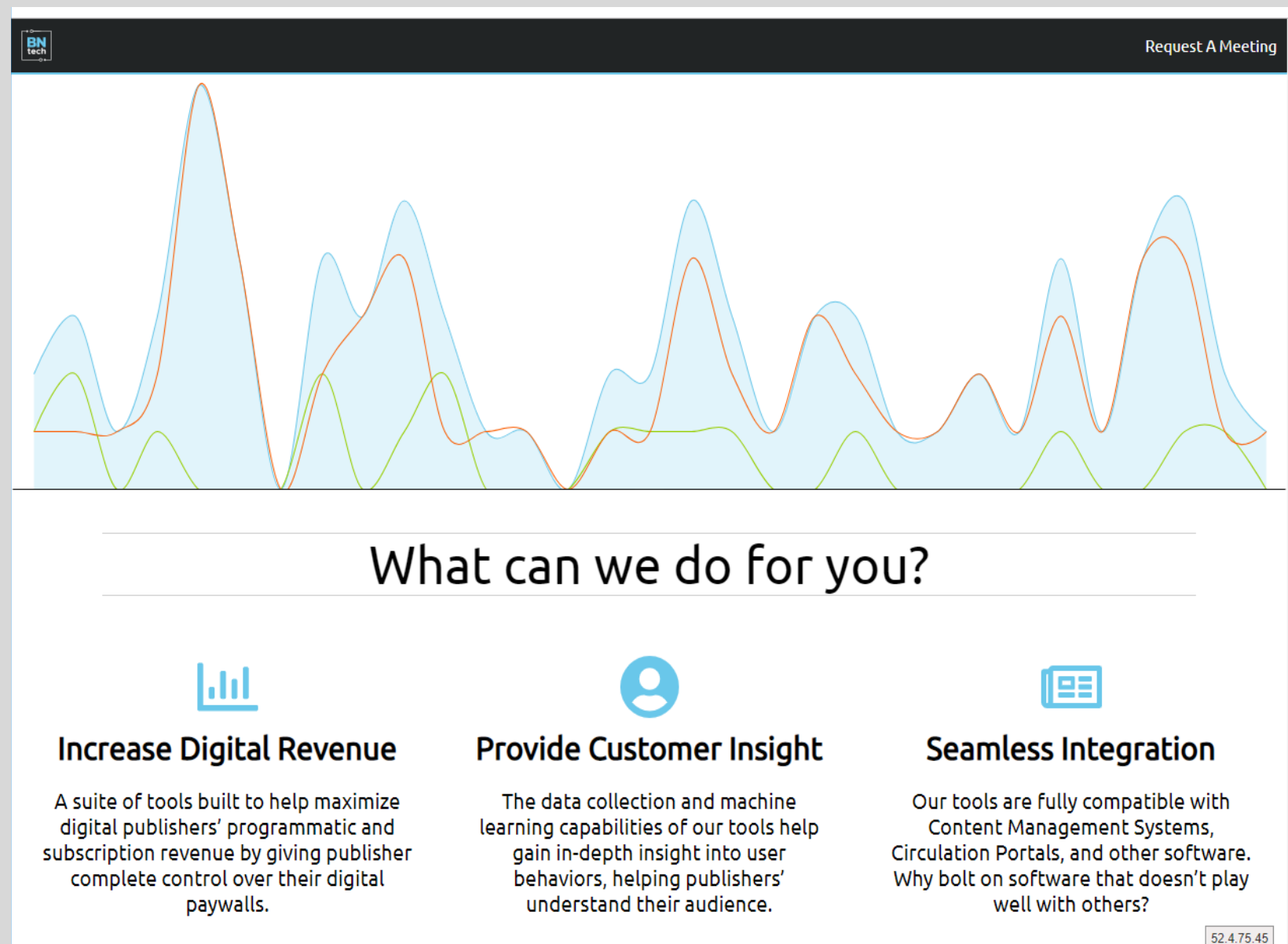


The screenshot shows the newsletter sign-up page for The Buffalo News. At the top, the header reads "THE BUFFALO NEWS". Below the header, there is a green "START NOW" button. To the right of the button, a "3 Easy Steps" guide is displayed: 1) Click 'Start Now', 2) Download on our website, and 3) Get access to your inbox. An orange arrow points from the button to the first step. A "My Inbox Helper" link is also visible. The main heading is "Find your story - right in your inbox". Below this, a "Sign up. It's free!" section explains that email newsletters provide information when needed and instructs users to choose newsletters, enter their email, and click "Sign up." A list of newsletters follows, each with a checkbox and a description: "Select/Deselect all", "Good Morning, Buffalo" (smart way to start your day), "[BN] Blitz" (latest news from One Bills Drive), "[BN] Hockey" (ultimate assist on Sabres games), "Gusto Things To Do In WNY" (twice-weekly newsletter on arts and events), "Gusto Food and Drink" (WNY's dining and bar scene), and "Death Notices" (latest death notices). At the bottom, there is a "Your Email Address" input field and a red "Sign Up" button.



[BN]Tech was formed to offer our paywall as a service to other publishers.

Live data displaying on our site

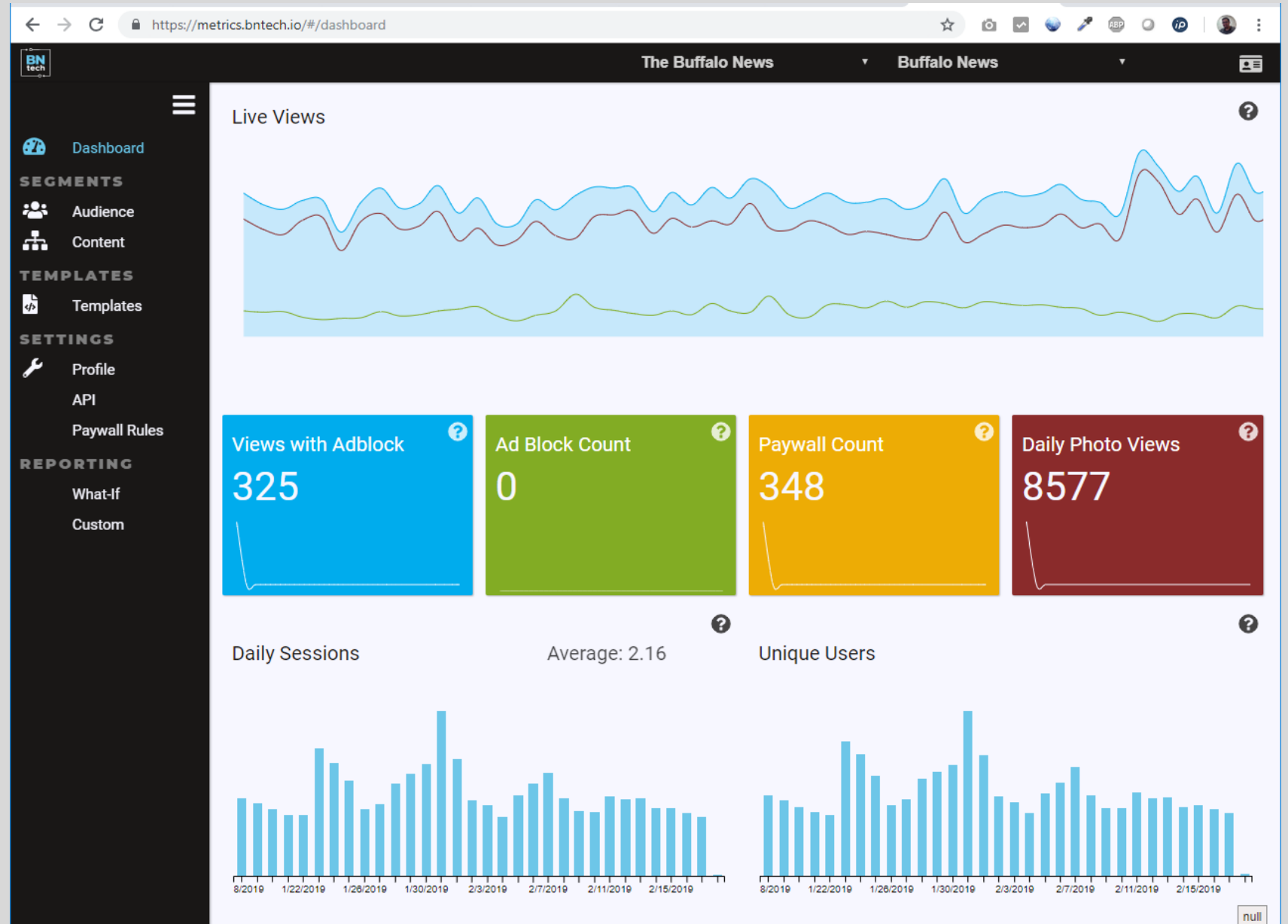




“Our initial goal was to build a better paywall solution that closed the loopholes of every existing technology. What we built was far greater.”

-David Adkins, COO

Customizable Dashboard





Come visit us at Booth #712 to learn more about our unique technology.

Thank you!

Email: dadkins@buffnews.com