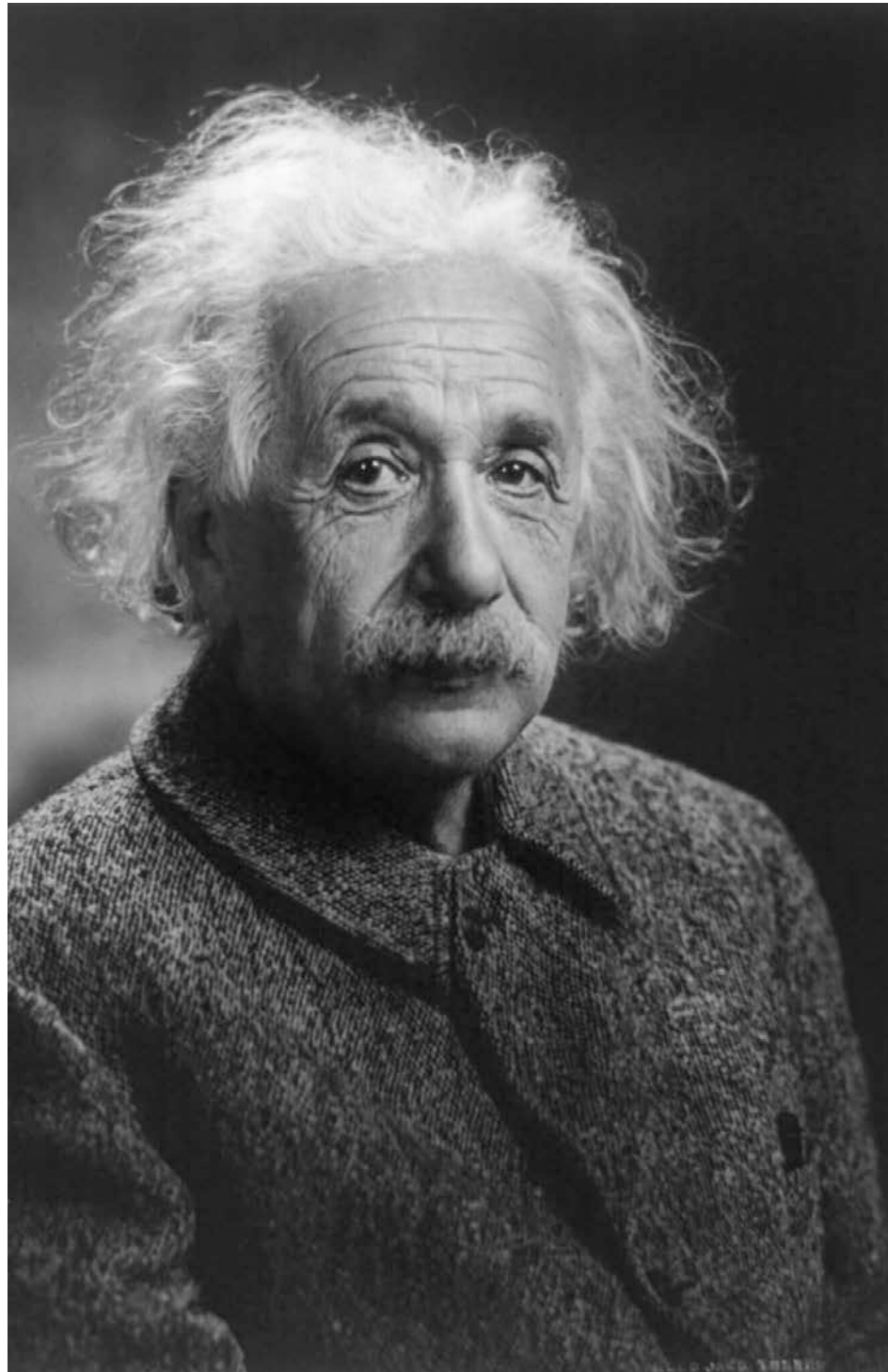






# Today's TV Guidance **PROBLEM**





If I had only one hour to save the world,  
I would spend fifty-five minutes defining  
the problem, and only five minutes  
finding the solution.

– *Albert Einstein* –

## TV Book Printer

(1982 – Present)

**5,000,000**  
TV books  
produced per  
week

## TV Book R&D

(1982 – Present)

More than  
**300**  
newspapers

## Ad Sales

(1987 – 2007)

**\$200,000,000<sup>+</sup>**  
in sales

## TV Book/Tab Readership

**1982**  
**85% - 90%**

**2009**  
**8% - 15%**

**Today**  
**5% - 12%**



GANNETT  
TRIBUNE

digitalfirst  
MEDIA

  
McCLATCHY

 GateHouse Media™

 LEE ENTERPRISES

 BCI  
Block Communications, Inc.

H E A R S T

Sonoma  
**Media**  
Investments LLC

**Advance**  
NEWSPAPERS

**NMGM**  
NEWSPAPER  
MEDIA GROUP

APG  
ADAMS PUBLISHING GROUP LLC

  
Mid-America  
**PUBLISHING**  
Corporation

 MPG

PHILADELPHIA MEDIA NETWORK

The Inquirer **DAILY NEWS** philly.com

**MTM**  
MaineToday Media, Inc.

 Utah  
**Media**  
Group



**LA**  
Times

**Tampa Bay Times**

**The Seattle  
Times**

**CHICAGO SUN-TIMES**

**U-T**  
San Diego

**Deseret News**

**Newsday**

**The Salt Lake Tribune**

**LAS VEGAS  
REVIEW-JOURNAL**

**The Wilson Times**

**VICTORIA  ADVOCATE**

**The Press Democrat**

**The Dallas Morning News**

**POSTBULLETIN**

# Newspaper Reader & TV

YOUR READERS  
WATCH  
**5 HOURS**  
OF TV PER DAY

YOUR READERS  
HAVE  
**194**  
**CHANNELS**  
**1,000+**  
**CHOICES**  
IN PRIMETIME  
ALONE

**90%**  
OF YOUR  
READERS  
ARE BEING  
**UNDERSERVED** BY  
WHAT YOU ARE  
OFFERING THEM  
NOW!



# Then

One household watching the same show together. Serving collective preference.



## In TV's first Golden Age:

- Collective decision based on 'when' (day and time)
- Everyone watched the same show
- Listings grids provide 'when'

Newspaper listings solved the problem, providing a time-based grid of when shows were on.

	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00	11:30	
2	News 2 Day WGWS	GBS NEWS (CC)	Flick Pix	Courageous Man Courageous Man and Minute Lad fight crime (CC)	America's Public Enemies (CC)	Smith and Weston The boys invite drug dealers to a World Series Party	NEWS	Hollywood Tonight with Cat Grant					
4	News 4 You WGMC	GMC NEWS (CC)	Goin' To The Show	Ace Arpeggio P.I. Ace and Lonnie are trapped in a shooting gallery	"Kitty" Cutter M.D. Kitty rushes to find a donor for an 8-year-old's transplant	Chef Baker U.S.M.C. Chef's new recruits go A.W.O.L.	NEWS	Best of Johnny Nevada (r)					
7	News on 7 WUBS	UBS News	Go For It (CC) Game Show	The Nippy Show Leon brings home a girl friend (CC)	Byrd In The Hand Prof. Byrd loses his notes (CC)	Undercovers Maggie and Burt argue during a murder case (CC)	Upwardly Mobile Kate and Trey choose a diaper service (CC)	7 at 11 News	Newsline with Ken Cooper (CC)				
9	Trauma Unit Zeke and Miller clean up after a carnival accident (r)	Day In Court	Go Fish Game Show	Guess Who? Game Show	Jack Ryder's Hot Seat Transsexuals in our government	News on 9 at 9:30 News	Cabbie Judd goes to Traffic School (r)	Fenton Fenton and Kyle go camping (r)	Film at Eleven "Metropole Melody" (1937) Tapping to tame Fun.				
13	Naturally Nature (CC) "The Birds of Burma" (r)	Market Matters	O'Neil/Raspler Newshour	Brain Modulix Oblongata (CC)	Too Many Cooks Cooking (CC)	Handyman Special How To (CC)	Up Your Barriater British	Hello Vicar British	Good Performances "Death of a Pool Cleaner" (CC)				
48	Queso Caliente WHBS	El Ultimo Espectacular Del Mundo	Gerald! Conver- sacion	Los Tres Chiflados	Todos Los Discos Musica	Ola Padre Ingles	Cine Noche "Superhombre La Pelicula"						
CABLE	T&E	She's the Woman (CC)	Wheel of Cheese Game Show	Schwartz! Talk	That's Interesting	Brush With Fame	Slip N' Seatch (r)	I Love Hazel (r)	Here's CIACCI (r)	Saddlestitch Bound Western (r)			
	MOVIE TIME	Swamp Thing (PG) Goo guy goes gonzo from 3:25			Snow Job, The Movie (PG13)			Hell Week (R) Hazing horror on Sorority Row		Swamp Thing (PG) III 1:05			
	SPORTS VIEW	Best of the NFL		Mr. Guy's Soccer Week		Champion- ship Curling	Lots O'Wrestling		Fabulous Ladies of Wrestling	Arena Croquet	American Darts Open (Live)	Rest of NFL	
	CHANNEL 2 PUBLIC ACCESS	Bakerline Report		Metropolis Community Beat Talk		Cheap Laughs	Just Say No!	Journey to Excite- ment	Speak Your Mind Call In	It's My Show! with Nick Braun	Jacques et le fromage	Curiously Ugly George	Midnite Mauve
	SKY CHANNEL	Sunny			Clouding			Rain			Rain (continua)		
RTV	Music Videos	Music Videos	Music Videos	Music Videos	Music Videos	Music Videos	Music Videos	Music Videos	Music Review	Music Videos	Music Videos	Music Videos	

### TV HILITES

8:00 PM **2** COURAGEOUS MAN—Super-hero Courageous Man and side-kick Minute Lad race against the clock to stop the evil Dr. Dangerous from taking over a satellite defense system. Part one of two.

8:30 PM **9** JACK RYDER'S HOT SEAT—Ryder interviews several people who claim that top government jobs have recently gone to candidates who have had sex change surgery.

9:00 PM **1** KITTY CUTTER, M.D.—Kitty agrees to perform a heart transplant operation on an eight-year-old girl, then must race to find a donor while Peeney threatens to cut the hospital budget.

9:00 PM **7** UNDERCOVERS—When a wealthy ex-jockey is found murdered astride his stuffed thoroughbred, Maggie and Burt are hired to solve the crime.

10:00 PM **2** SMITH AND WESTON—When ordinary means of locating several convicted drug dealers fail, Rod and Dick invite the criminals to a phony World Series party to draw them out in the open.

10:00 PM **7** UPWARDLY MOBILE—Kate and Trey argue over a diaper service, Alicia and Roger go on a nervous first date, Josh has to deal with the fact that Laura makes more money than he does, and Baby Heather takes opera lessons.



# Now



One household all watching different programming. Serving individual preferences.

## In today's Golden Age of TV:

- Multiple screens
- Individual selections based on what's available and when
- Everyone watching something different
- Guidance provides 'what'

What's new is a 1,700% increase in programming, but TV listings grids are even smaller.

### TV TUESDAY

For complete channels and 24-hour program information, customize your own TV listings at [STLtoday.com/tv](http://STLtoday.com/tv).

12/11/18	7:00	7:30	8:00	8:30	9:00	9:30
FOX 2	Lethal Weapon A finance executive is murdered.		The Gifted Thunderbird looks for the Inner Circle.		FOX 2 News at 9:00pm (N) (cc)	
CBS 4	NCIS The team discovers a newborn baby. (N) (cc)		FBI: A New Dawn. An alt-right provocateur is murdered. (N)		NCIS: New Orleans Pride must complete a series of tasks. (N)	
NBC 5	The Voice The top eight artists perform live. (N) (cc)		Darci Lynne: My Hometown Christmas (N) (cc)		Hollywood Game Night: Ho Ho Holiday Game Night. (N) (cc)	
PBS 9	JFK -- The Last Speech (cc)		The First Silent Night Origins of "Silent Night." (cc)		LETTERS FROM BAGHDAD ('16) (cc)	
CW 11	News 11 at 7:00PM (N) (cc)		Supergirl The heroes engage in battle. (Part 3 of 3) (N) (cc)		Black Lightning (N) (cc)	
METV 24	The Andy Griffith Show	The Andy Griffith Show	Gomer Pyle, U.S.M.C.	WKRP in Cincinnati (cc)	Hogan's Heroes (cc)	Hogan's Heroes (cc)
ABC 30	The Conners (N)	The Kids Are Alright (N)	blackish (N) (cc)	Splitting Up Together (N)	The Rookie Bishop helps coordinate a drug bust. (N)	
ION 46	Criminal Minds A series of backyard pool homicides.		Criminal Minds An investigation of a home invasion.		Criminal Minds Casualties are reported in Central Park.	

**WHEN AND WHERE?**

**VS.**

**WHAT'S WORTH  
WATCHING**

**WHAT'S  
WORTH  
WATCHING**

2019

**1600**  
**NEW SHOWS**

**EVERY NIGHT**

60% OF PEOPLE SAY THEY  
CAN'T FIND SOMETHING  
GOOD TO WATCH

2008

**86**

Record number of  
Fall TV shows





# How Newspapers Can Benefit From Today's Guidance **Problem**

The fix for the guidance problem in the new Golden Age of TV



Three solutions : ▪ Digital ▪ In-paper ▪ Magazine

We have examples of these solutions and a whitepaper back at the booth

# DIGITAL

## Who they are:

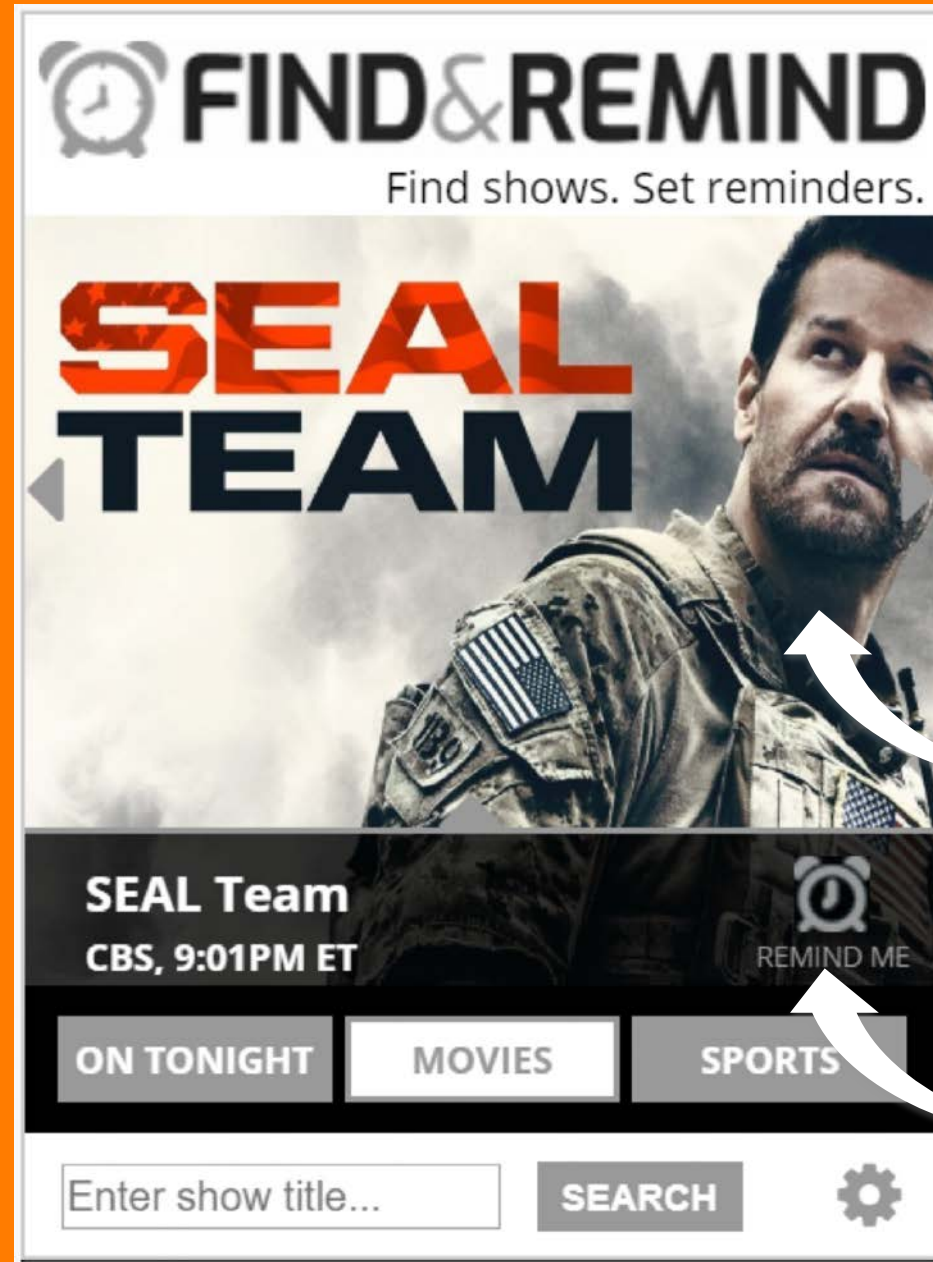
- Generally younger
- Grew up “tech”
- Cord-nevers and cord-cutters
- Digital first, print second



# DIGITAL

How to solve the guidance problem for the digital audience:

- Tech-driven guidance and recommendations
- Notifications, alerts
- Video, voice, social



Daily recommendations



Set reminders,  
get alerts





# DIGITAL

## How to solve the guidance problem for the digital audience:

- Tech-driven guidance and recommendations
- Notifications, alerts
- Video, voice, social



# IN-PAPER

## Who they are:

- Core subscribers:  
A wide range of people,  
interests, age ranges
- They move back-and-forth  
between print and digital.  
Print first, digital second.





# IN-PAPER

## How to solve the in-paper TV guidance problem:

- Replace grids with editorial guidance
- Partner with a publisher that can provide recommendations across the 1,600 available shows
- Include descriptions that help people select what to watch
- Provide in print and digital versions of the newspaper

## WHAT'S WORTH WATCHING

### Tonight's TV Best Bets

**Figure Skating:  
ISU Grand Prix Final  
NBC, 4pm**

NBC airs a recap show with featured performances from the ISU Grand Prix of Figure Skating Final in Nagoya, Japan.

**Christmas Princess  
UP TV, 7pm**

Nicole Muñoz, Rosa Blasi and Zak Santiago star in the inspiring true story of Donaly Marquez, who, after a childhood of neglect and abuse, achieved her dream of becoming a princess in Pasadena's Rose Parade.

**Sharing Christmas  
Hallmark Channel, 8pm  
*Original Film***

Michael, a busy developer, faces opposition from Stephanie, the pretty owner of an old-fashioned Christmas shop and the lone holdout in an old building slated for redevelopment. When she challenges him to spend a week working in her shop, he begrudgingly agrees. As the pair work together, he learns the value of small businesses and falls for the charming shopkeeper. She, in turn, finds the merit of modernization and the importance of Michael's work. Stars Ellen Hollman and Bobby Campo.

**The Simpsons  
FOX, 8pm**  
Bart has vanished in the new episode "Gone Boy." Sideshow Bob (voice of returning guest star Kelsey Grammer) gets a lead on where he might be.

**Final Vision  
Investigation  
Discovery, 8pm  
*Original Film***

This true-crime drama is based on the longest-running criminal case in U.S. history. It's the story of Jeffrey MacDonald (Scott Foley), a handsome, Ivy League-educated U.S. Army Green Beret doctor who was convicted of murdering his pregnant wife and two young daughters. The story is told through the eyes of bestselling author Joe McGinniss (Dave Annable), who was approached by MacDonald to write a book about his personal nightmare as he was about to go to trial.

**Outlander  
Starz, 8pm  
*Season Finale***

As Season 3 comes to an end, Claire is forced to play a game of cat and mouse with an old adversary as she searches for Young Ian. The

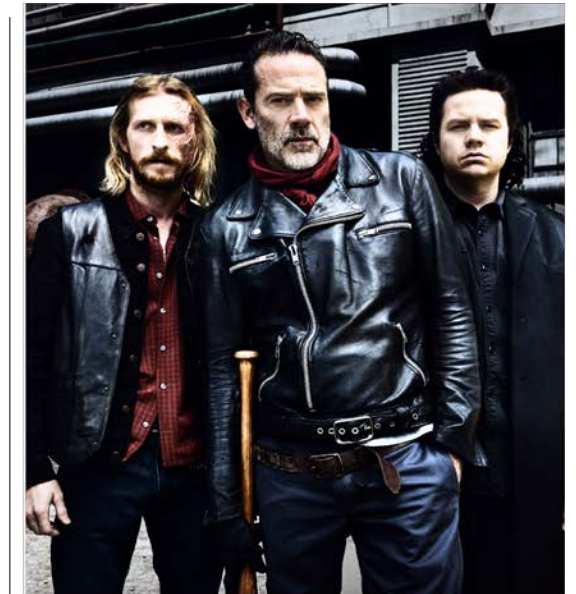
Frasers race through the jungles of Jamaica to prevent the unthinkable. Season 4 will be based on Diana Gabaldon's fourth book, *Drums of Autumn*, which follows Claire, Jamie and his nephew Ian as they look to find a home in the colony of North Carolina, balancing the dangerous line between Gov. Tryon's patronage and Claire's knowledge of the brewing American Revolution.

**NFL Football  
NBC, 8:30pm**

Sunday Night Football heads to Heinz Field in Pittsburgh for an AFC North battle between the Baltimore Ravens and the Pittsburgh Steelers. Running back Le'Veon Bell carried the Steelers with 144 yards rushing and two touchdowns in a 26-9 win over the Ravens in Week 4.

**Karen Kingsbury's  
Maggie's Christmas  
Miracle  
Hallmark Movies &  
Mysteries, 9pm**

Karen Kingsbury's bestseller comes to the screen in this holiday film. The hope-filled tale is about Maggie, who struggles to balance her work life, her troubled son and the



**The Walking Dead  
AMC, 9pm**

***Midseason Finale***

Every story and battle from the first half of Season 8 comes crashing together in this action-packed, emotional midseason finale.

memory of an unforgettable Christmas from her past. Stars Jill Wagner and Luke Macfarlane.

**A Royal Christmas Ball  
ION, 9pm**

Dateless for a Christmas ball, a handsome bachelor, King Charles of Baltania, tracks down his American college sweetheart, only to discover she is raising a 17-year-old daughter who

mathematically might be his biological daughter. Stars Tara Reid, Ingo Rademacher, Haley Pullos, Faune Chambers Watkins and Mira Furlan.

**NCIS: Los Angeles  
CBS, 10pm**

The NCIS team tracks a highly skilled assailant determined to avenge her father's death by killing a Brazilian diplomat.



# MAGAZINE

## Who they are:

- Most loyal, highest-paying segment
- TV 'planners' want a 7-day look at their entertainment options
- Opinionated (ask call center)
- Listings magazine first, print guidance second
- Technologically challenged



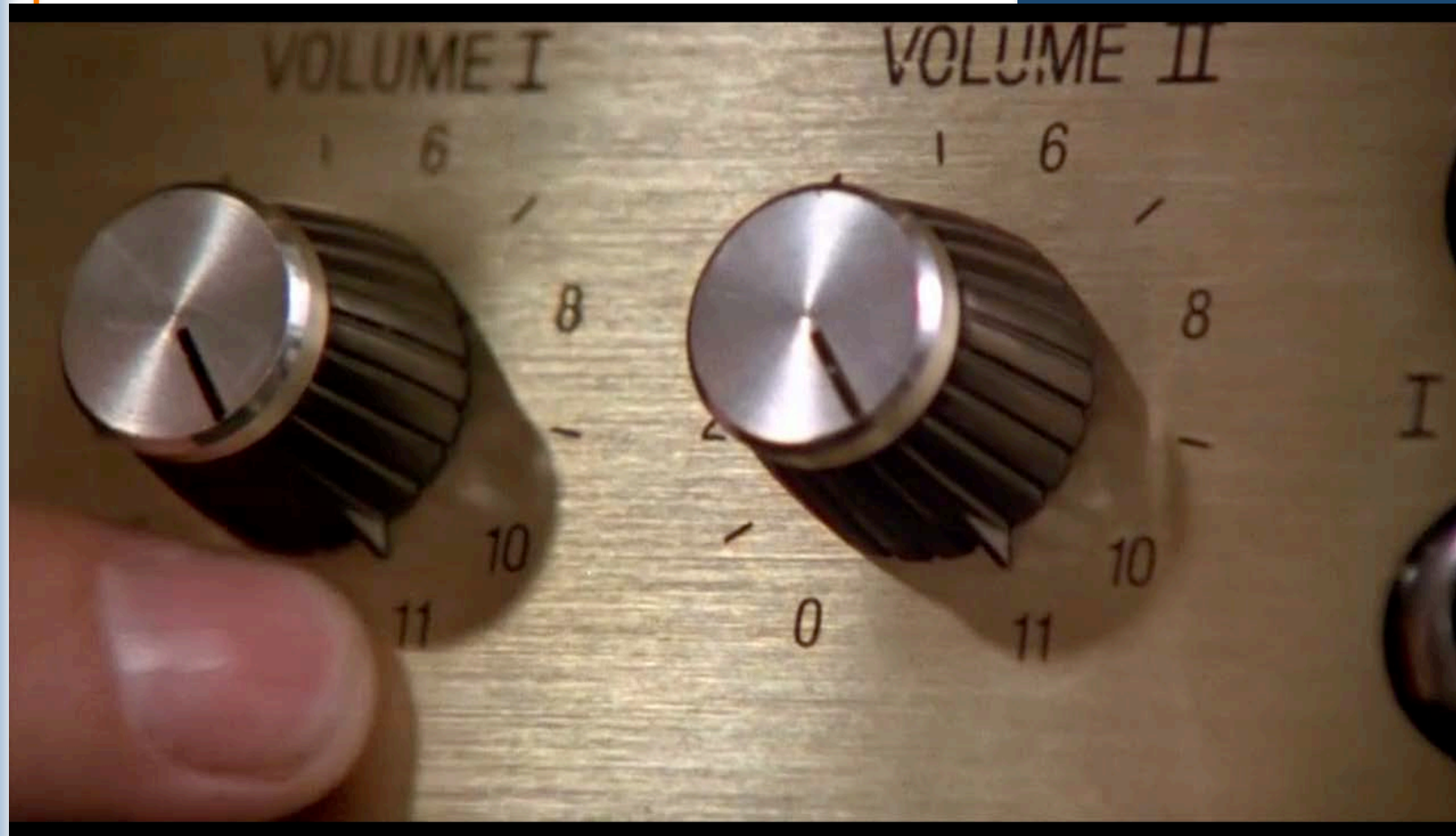


# MAGAZINE

## How to solve their TV guidance problem:

- Provide the best possible product: robust listings in a high-quality format that helps them to plan their TV viewing
- Keep it simple and familiar
- Position it as a subscriber loyalty reward (lifetime value) vs. thinking it's a big profit opportunity (variable pricing)





Tech can be confusing

**KEEP IT**

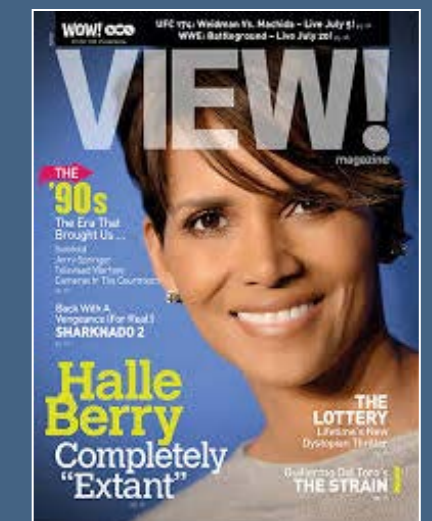
**SIMPLE**



Keeping it simple for loyal subscribers

# CABLE AND SATELLITE COMPANIES INVEST MILLIONS IN DIGITAL DISCOVERY

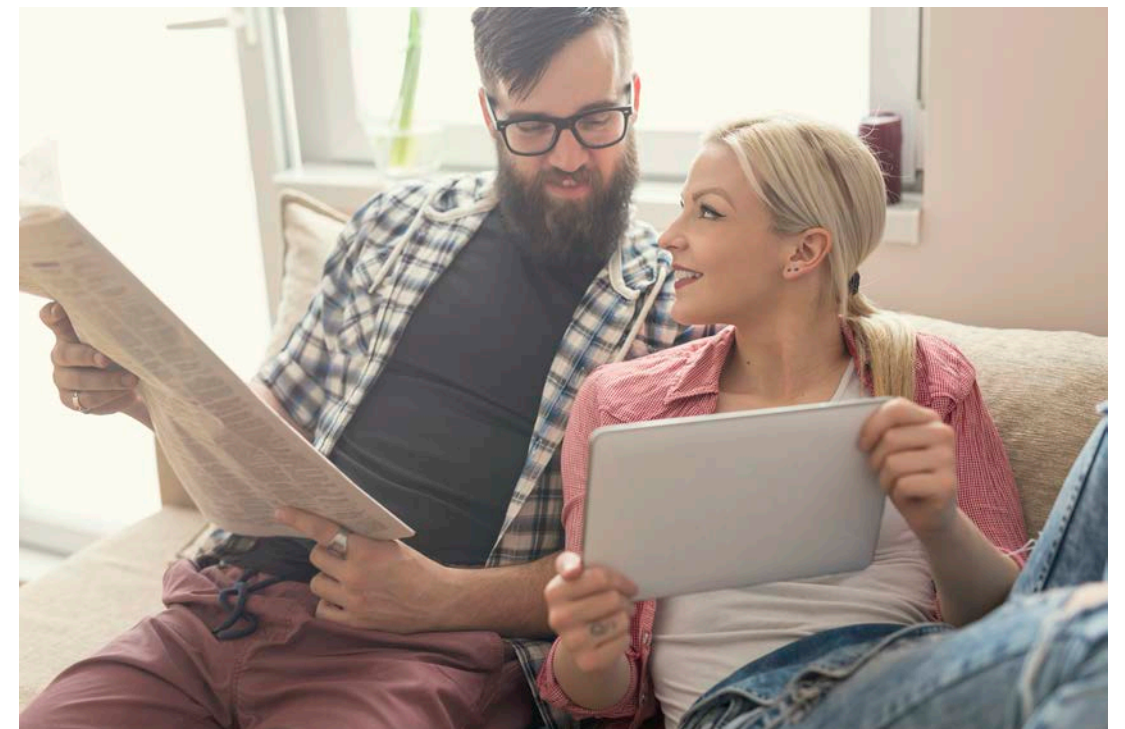
Yet, many of the biggest rely on us to provide an important niche of their customers with a print publication



# Why prioritize this now?

The opportunity is enormous and growing and newspapers can profit by solving it

- Protect relationships with your subscribers by solving the widespread and growing TV guidance problem
- Content is king! Attract new subscribers by providing the types of content that readers will value
- Each TV-viewing audience segment can be monetized through subscriptions
- It's turn-key, easy to implement and it'll give your newspaper a quick win





**Today, your readers will average 5 hours watching  
TV with more than 1,000 choices.  
60% will be frustrated looking for something  
good to watch.**



## What's your plan to help them?





**IDEAS THAT WORK**