

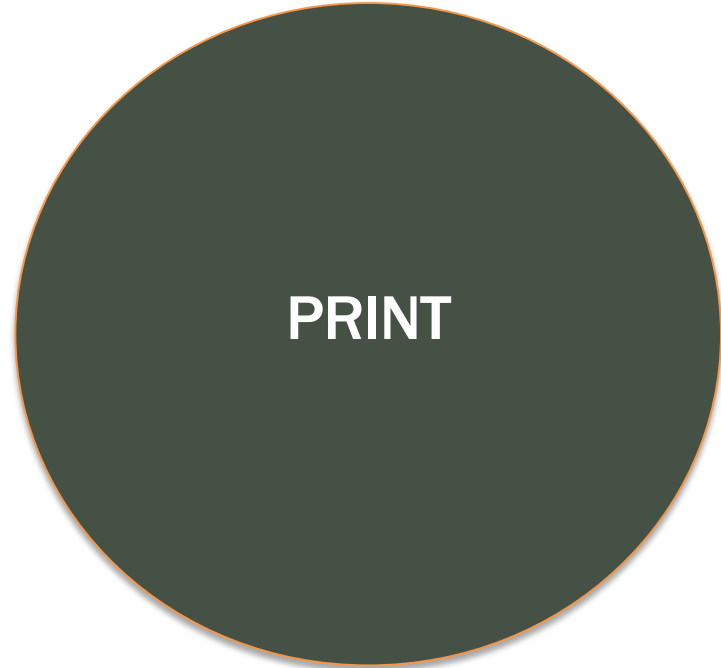


The Dallas Morning News

Audience: The Data Says...



Subscription Revenue: The Data Says...



Digital Opportunity: The Data Says...



PAYING



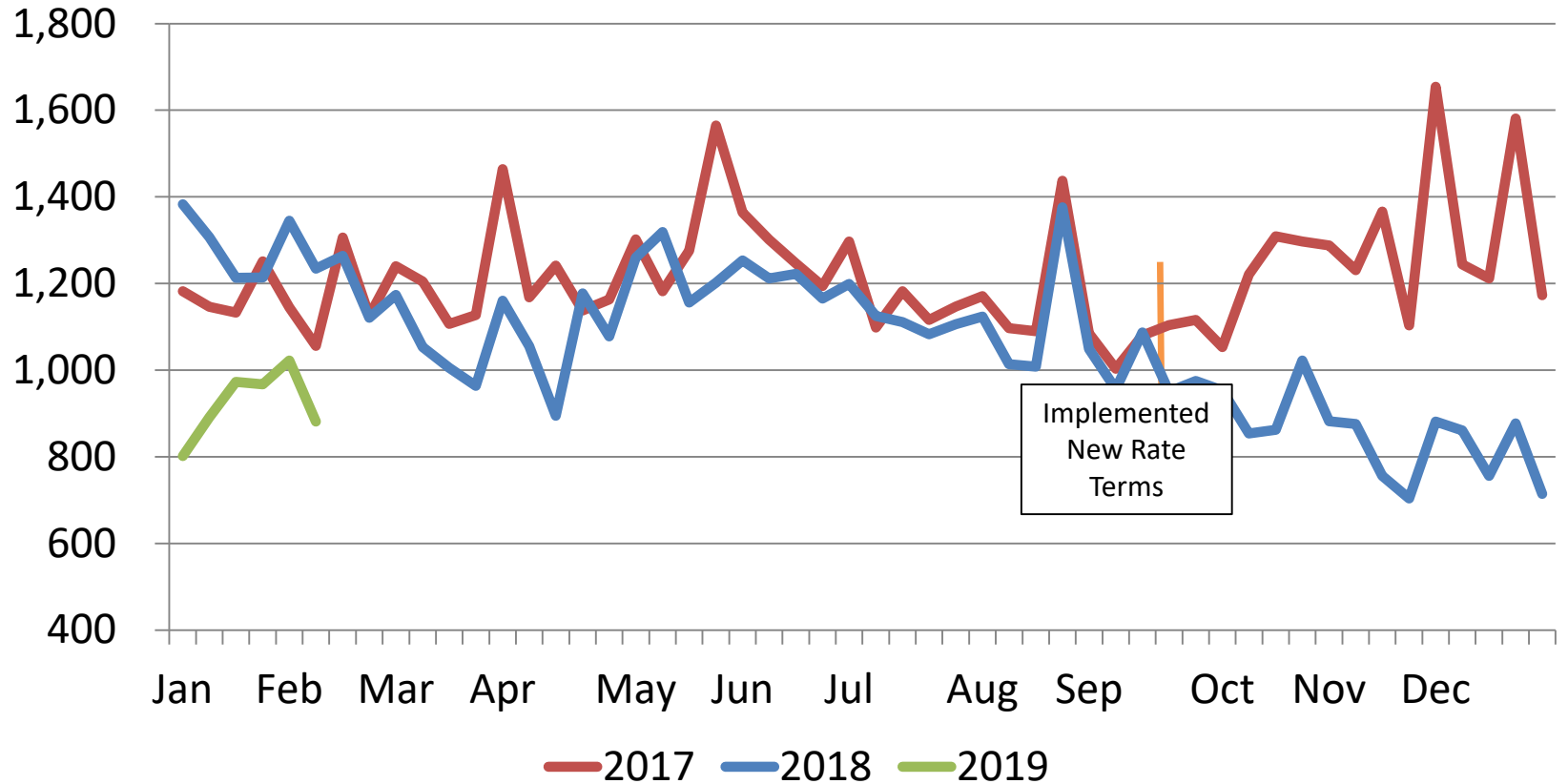
CONSUMING WITHOUT PAYING

Using the data, here's what we've done:

- Asked subscribers to commit to longer terms
- Changed contactor commission to focus on longer term vs. service type
- Fee evaluation
- Added/updated disclaimers
- Partnered with new call center
- Focused on Stop Save
- Mather Pricing



The Data Says: Print subscriber retention is improving



Using the data, here's what's coming:

- Leap BlueVenn partnership
- New local customer service structure to support call center vendor
 - Retention
 - Quality
- Call Center
 - Expand touchpoints
 - Mather Yield Report
- Billing
 - Rate Groups
 - Moving 4wk term to 13wk





Extending the Print Runway ...

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