GNI Subscriptions Lab

Panel Discussion

February 18, 2020
79% in Digital Subscribers

- $1.0M Incremental Customer Lifetime Value Per Year
- 79% Increase in Digital Subscribers YoY
- 2.1x Growth in Avg. Monthly Net Subscribers
- 7.8x Growth in Marketable Email Database Size
- 21% Increase in “Known” Unique Visitors

**Chart:**
- Digital Subs
- Consumer Revenue
56% Increase in Consumer Revenue

Incremental Customer Lifetime Value Per Year: $184K
Increase in Digital Subscribers YoY: 45%
Increase in Avg. Monthly Consumer Rev.: 56%
Increase in Avg. Monthly Net Subscribers: 30%
Decrease in Avg. Monthly Churn: 18%

Graph showing comparison between Digital Subs and Consumer Revenue from Jan '19 to Nov '19.
10% Increase in Total Subscribers

- Incremental Customer Lifetime Value Per Year: $0.9M
- Increase in Total Subscribers YoY (Print + Digital): 10%
- Increase in Avg. Monthly Consumer Rev.: 67%
- Growth in Avg. Monthly Net Subscribers: 2.3x
- Decrease in Avg. Monthly Churn: 42%

Digital Subs Consumer Revenue

$0K
$20K
$40K
$60K
$80K
$100K
$120K
$140K

Jan '19
Feb '19
Mar '19
Apr '19
May '19
Jun '19
Jul '19
Aug '19
Sep '19
Oct '19
Nov '19
Dec '19

Digital Subs
Consumer Revenue

Growth in Avg. Monthly Net Subscribers
Decrease in Avg. Monthly Churn

Increase in Avg. Monthly Consumer Rev.
Increase in Total Subscribers YoY (Print + Digital)
Incremental Customer Lifetime Value Per Year
37% Decrease in Churn

- Incremental Customer Lifetime Value Per Year: $51K
- Increase in Digital Subscribers YoY: 37%
- Increase in Avg. Monthly Consumer Rev.: 40%
- Increase in Avg. Monthly Net Subscribers: 88%
- Decrease in Avg. Monthly Churn: 37%