



THE OKLAHOMAN

MEDIA COMPANY

Highlights of Innovation



RELOCATION TO DOWNTOWN OKC

DOWNTOWN DIGITAL VIDEO SCREEN

VIDEO STUDIO

HDMI STREAMING MEDIA PLAYERS

BIG WING INTERACTIVE

BRANDINSIGHT NATIVE ADVERTISING

DUAL-SITE STRATEGY

BEACON TECHNOLOGY



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RELOCATION TO DOWNTOWN OKC

Relocated headquarters to downtown OKC.

60,000 square feet.

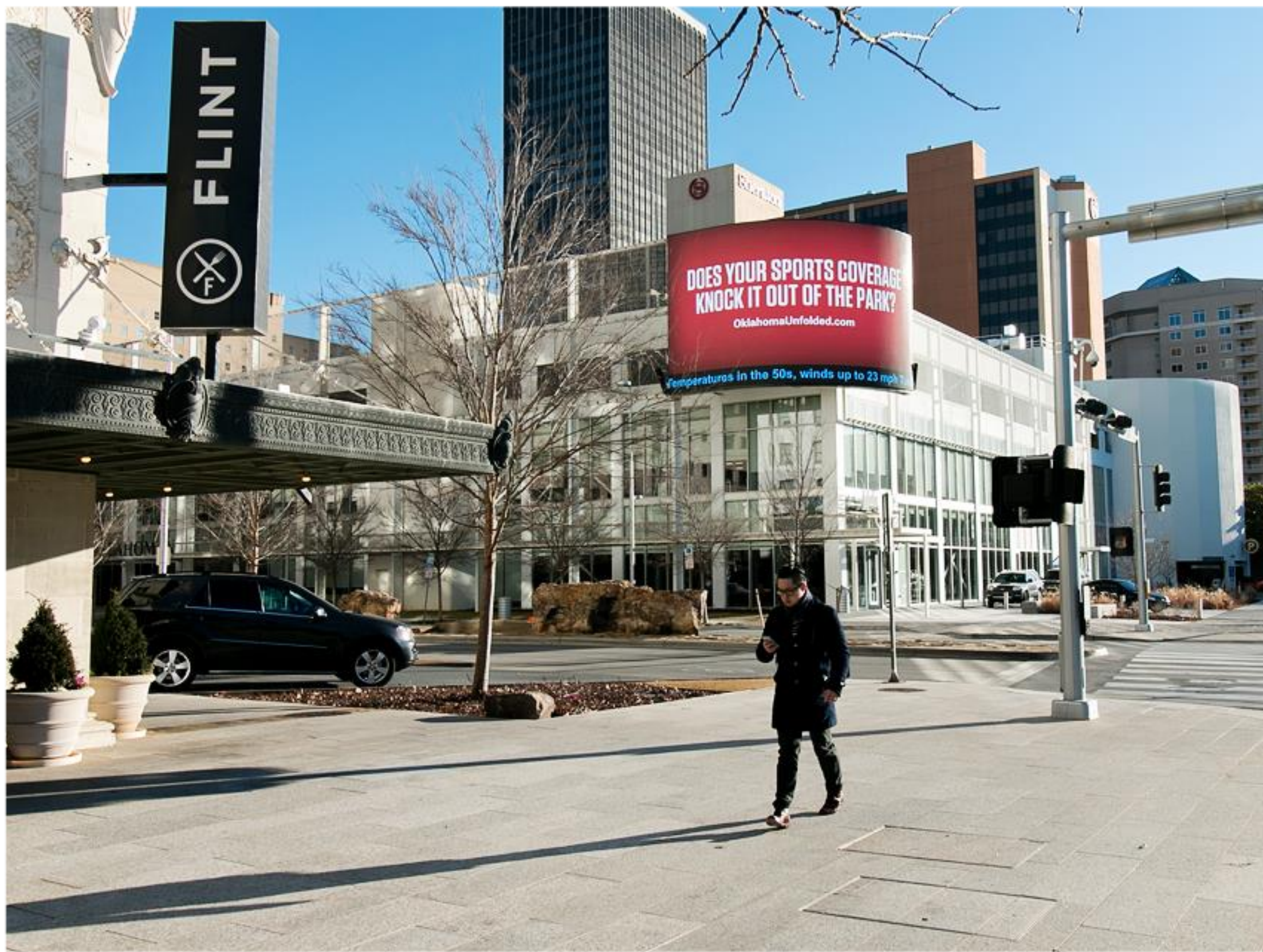
230 work stations.

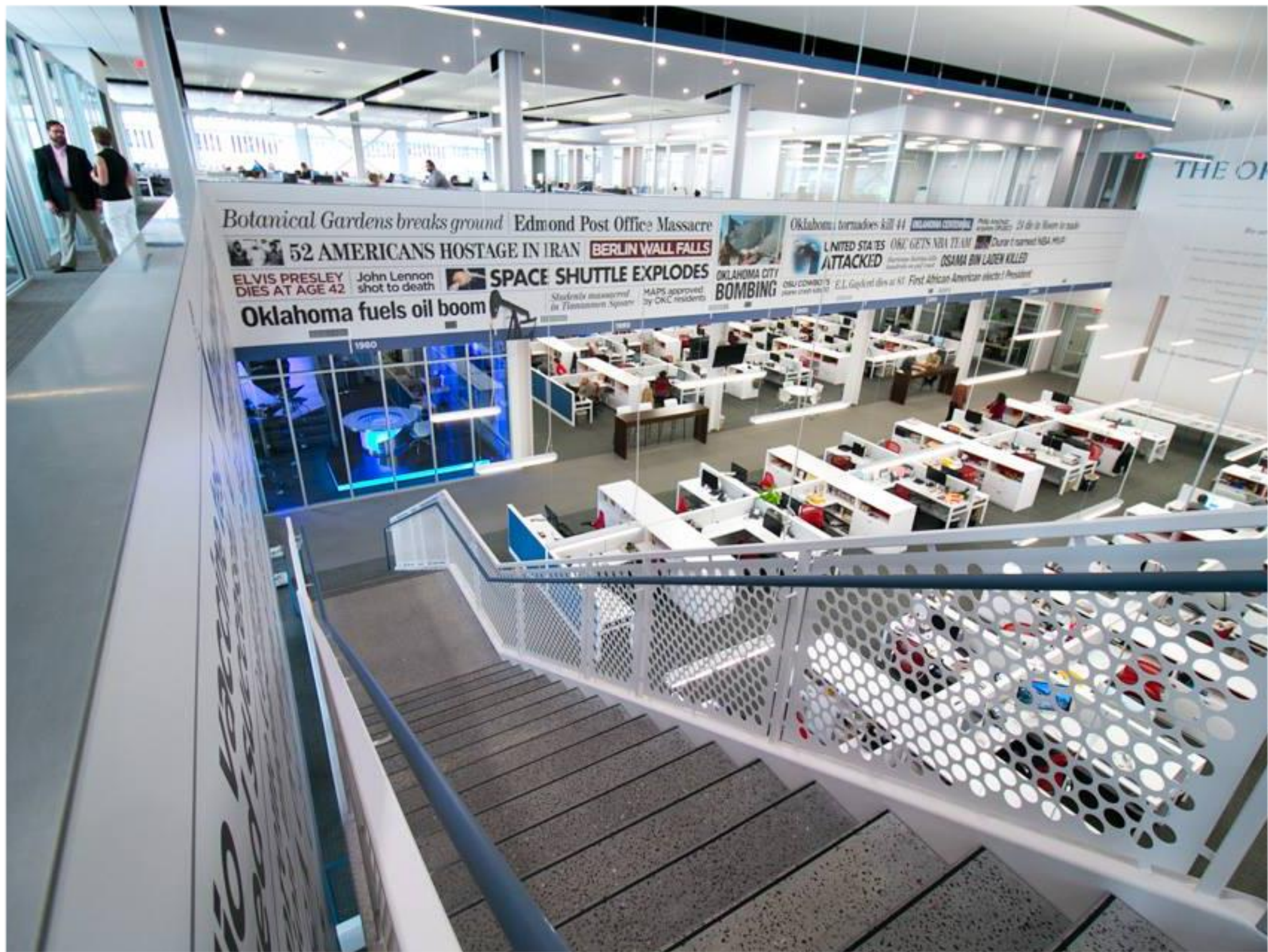
50 private offices.

Facilitates collaboration and transparency
throughout organization.

Street-level video studio visible from the sidewalk.

Large digital video screen spans the corner on one
of the busiest intersections downtown.









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DOWNTOWN DIGITAL VIDEO SCREEN

24 x 42 foot digital video screen.

In the heart of downtown OKC business district, high-end restaurants, hotels and convention center.

Design and development of a CMS with an 8-minute loop of 50% content and 50% advertising.





THE OKLAHOMAN

Come chat [#energy](#) at 10 am with [@OKenergy](#) and [@awilmoth](#) on [@NewsOK](#). We'll discuss oil, gas, renewables and other energy topics.

Paul Monies @pmonies

orney's office NEWSOK Joe Mixon reaches plea ag

THE 2015
RX

LEXUS
OKLAHOMA CITY

F SPORT

orney's office NEWSOK Joe Mixon reaches plea ag

LIVE

BOB STOOPS
OKLAHOMA HEAD COACH

orney's office NEWSOK Joe Mixon reaches plea ag

Total Revenue in 2015:

\$455,692



THE OKLAHOMAN

VIDEO STUDIO

Street-level studio visible from newsroom, the building lobby and downtown street.

1,200 square feet.

4 studio sets.

LIVE in-studio and remote broadcasts.

Audio podcast studio.

Green screen.

Multi-purpose studio gives clients professional TV and video production with an on-site custom content experience.











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HDMI STREAMING MEDIA PLAYERS

Roku: 2,166 app downloads.
(launched early December 2015)

Apple TV: 59 app downloads.
(launched late December 2015)

Currently developing Amazon Fire TV channel
and Google Chromecast compatibility.



AppleTV



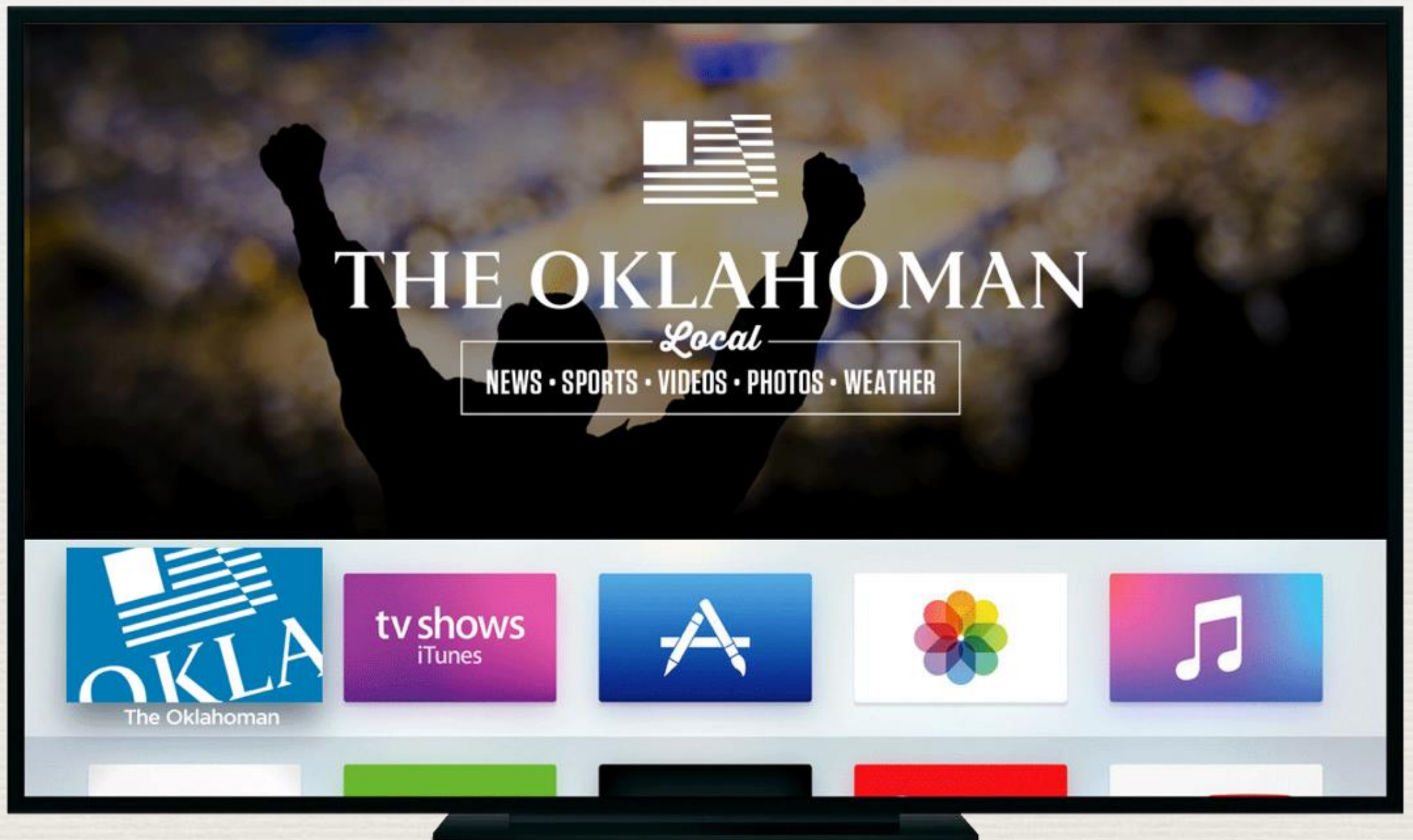
Roku



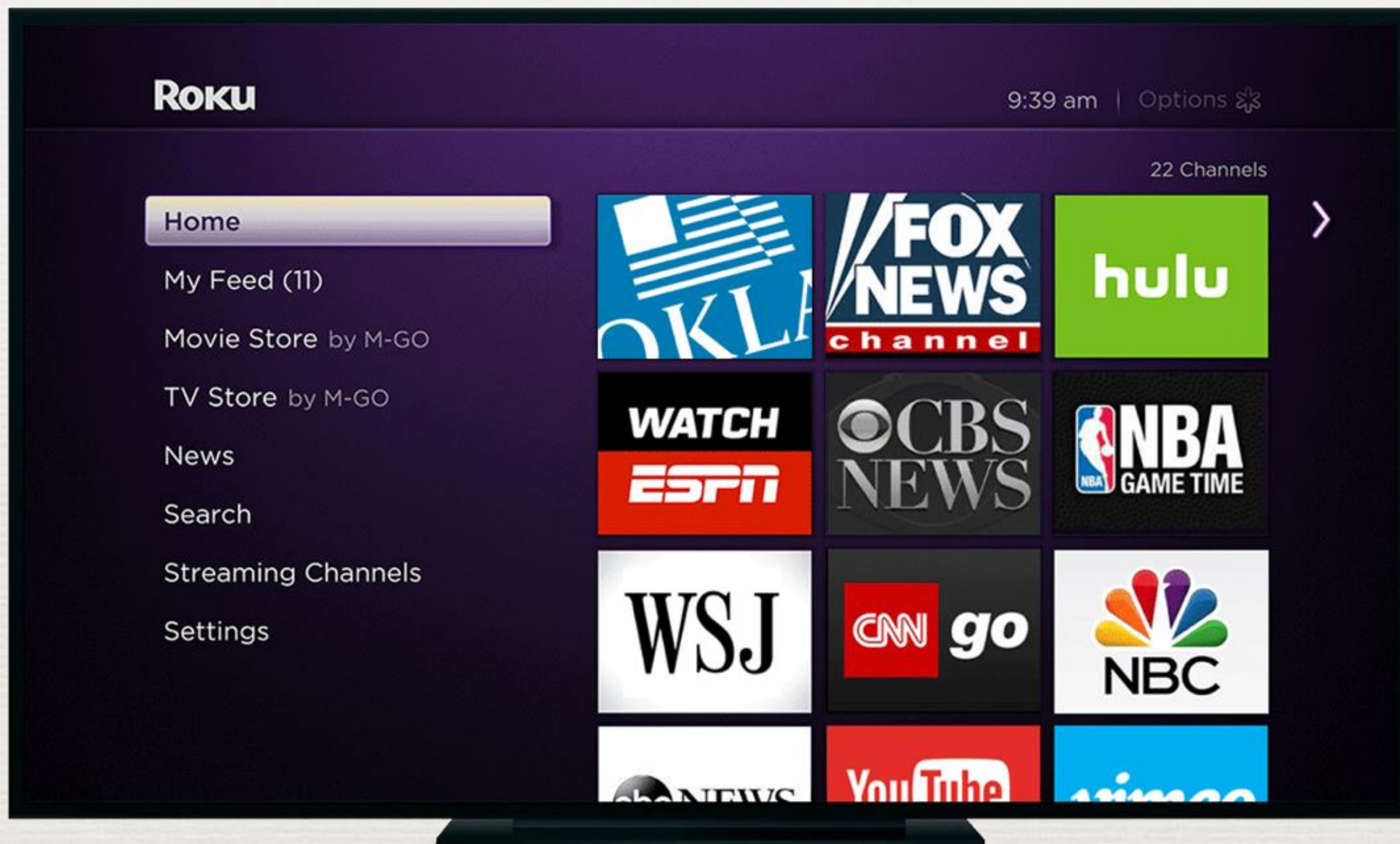
Fire TV



Chromecast



AppleTV launch screen



Roku launch screen



Leveraging NBA promotions by giving away
Oklahoman-branded Apple TV devices to
increase adoption.



Full-service digital marketing agency

Launched in 2010 with 2 employees.

Currently employs more than 40.

271 clients in 2015.

BigWing revenue accounts for 42 percent of total digital advertising revenue.

Since 2012, BigWing revenue has grown an average of 30 percent each year.

Full-service digital marketing agency:

Web design and development.

Content marketing.

Organic search engine optimization.

Paid search marketing.

Retargeting.

Social media management.

Moz.com named BigWing one of 50 recommended SEO/Web marketing firms.

Google named BigWing one of the top digital firms “doing it right” in paid search and digital marketing.



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BRANDINSIGHT NATIVE ADVERTISING

Launched with 4 clients in 2014.

Added an additional 32 clients in 2015.

Create enhanced opportunities and expectation of doubling revenue in 2016.

Total Revenue in 2015:

\$245,000

NewsOK BrandInsight Connecting marketers to the NewsOK audience. [What is this?](#)



INTEGRIS Health

The largest healthcare system and hospital network in Oklahoma



BRANDINSIGHT

Stomach

1

glucose

2

Pancreas

Seven ways to tell if you're headed toward Type II Diabetes

NEWSOK BrandInsight

Welfare drug testing law limits how officials can help oth...

Volunteers needed for Oklahoma Medical Reserve Corps...

Future is bright for development in Oklahoma City's Plaz...

Bankruptcy filings decline in Oklahoma

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BrandInsight presentation for web

PREVIOUS STORY

Kendrick Perkins, OKC's defensive anchor, shows he can score

NEXT STORY

Russell Westbrook, Thabo Sefolosha help OKC rout Phoenix Suns again

INTEGRIS

NOW IN EDMOND

190



5



0



NewsOK **BrandInsight** Connecting marketers to the NewsOK audience. What is this?

Seven ways to tell if you're headed toward Type II Diabetes

Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur

57

comments

by INTEGRIS Health on February 5, 2013 [Email](#) [@integrishhealth](#)

Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.



Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc referri debet an inter viles atque novos.

ONE: Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno. Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.

Utor permissio, caudaeque pilos ut

TWO: Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno. Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.

THREE: Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno. Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.

FOUR: Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.

Type II Diabetes

1 of 15



INTEGRIS Health
BrandInsight



Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc referri debet an inter viles atque novos.

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Oklahoma City's St. Patrick's Day Parade

BrandInsight
presentation for
web articles



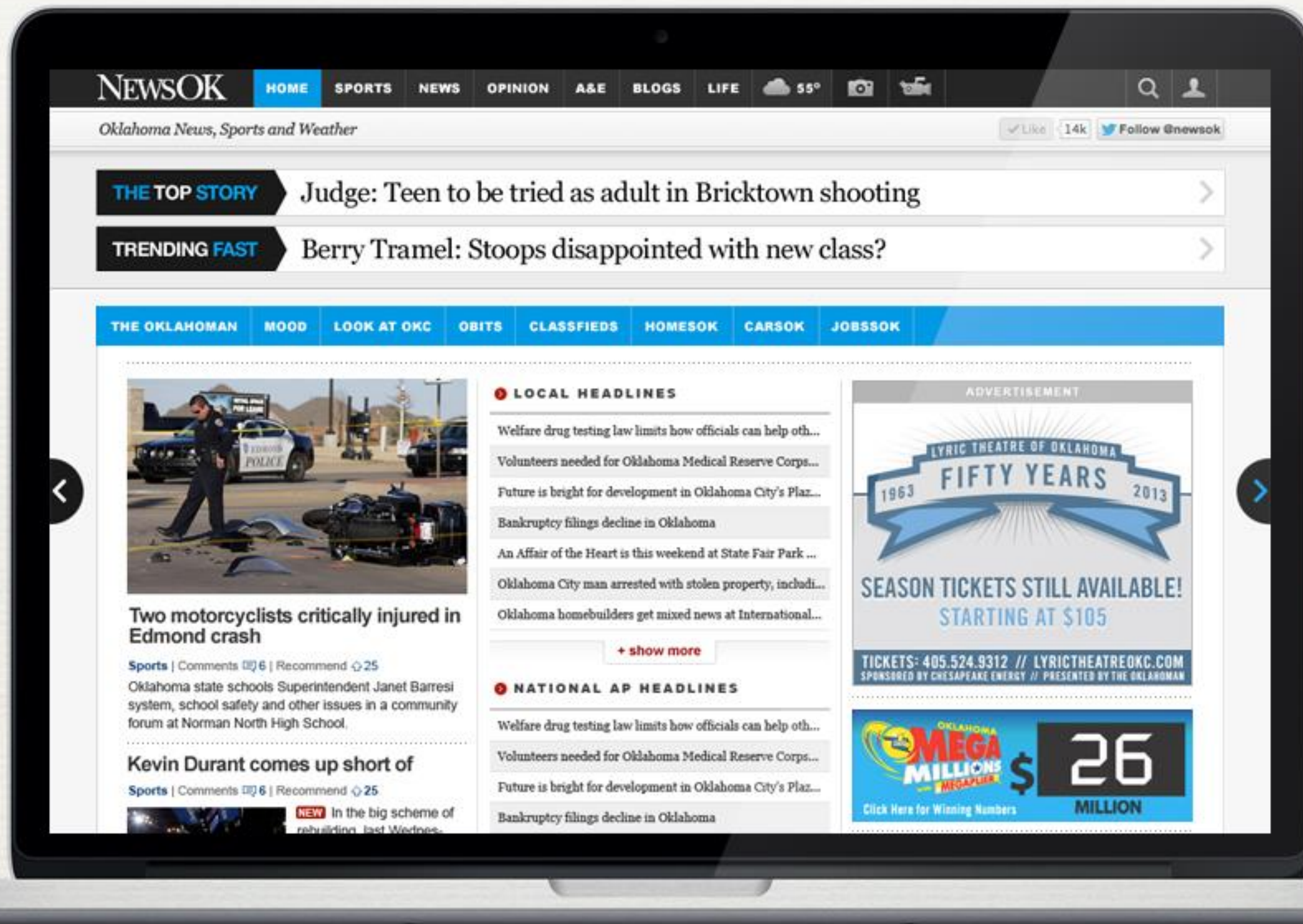
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DUAL-SITE STRATEGY

NEWSOK

NewsOK.com and its suite of apps.

High-volume, ad-supported strategy
aims at building a large audience to serve
as the economic engine.



NewsOK for desktop



NewsOK for mobile web and iPhone

THE OKLAHOMAN

Oklahoman.com and its suite of apps.

Offer premium digital experiences and content that encourage print subscribers to engage with one or more products as a way to increase our value proposition for subscribers.





The Oklahoman for desktop, iOS and Android tablets, smartphones and print replica



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Read it now...

Multiple fees, fines and bail charges add to Oklahoma County jail...



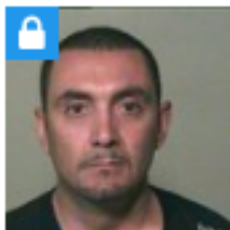
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Targeted budget cuts at issue amid Oklahoma's revenue shortfall



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This article is currently available exclusively for The Oklahoman's subscribers.

Executive Q&A: Oklahoma City law firm's managing dire...



McAfee & Taft Law Firm managing director Mike Lauderdale poses for a photo at the office on Feb. 2 in Oklahoma City. [Photo by Chris Landsberger, The Oklahoman]

Michael "Mike" Lauderdale, who will be with McAfee & Taft 26 years in May, succeeds Richard Nix as the law firm's managing director.

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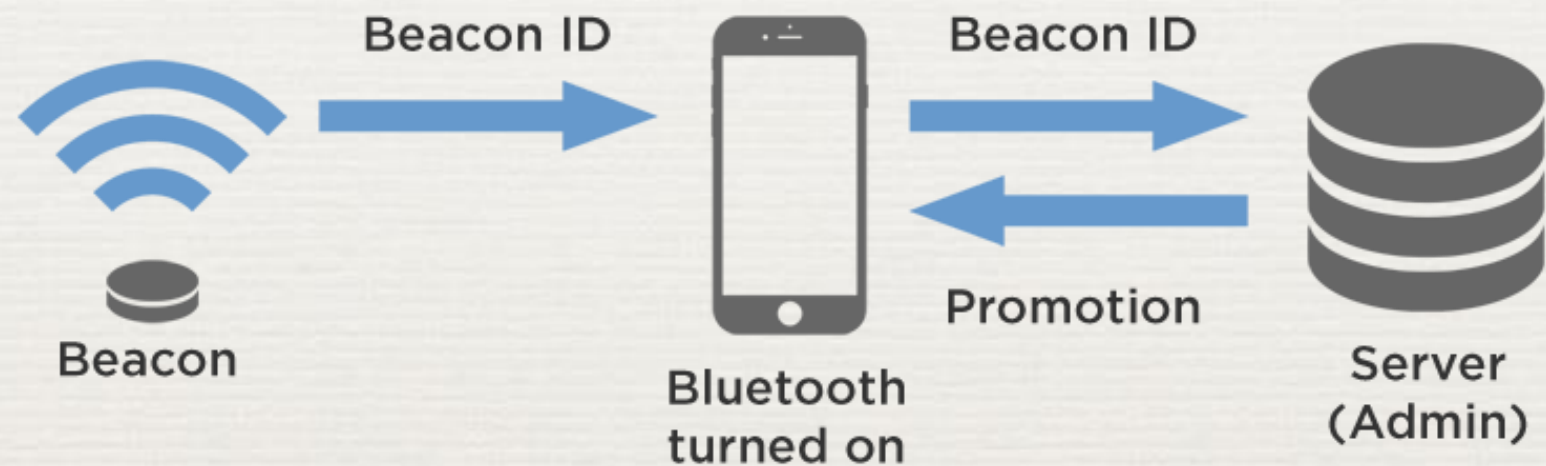
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BEACON TECHNOLOGY

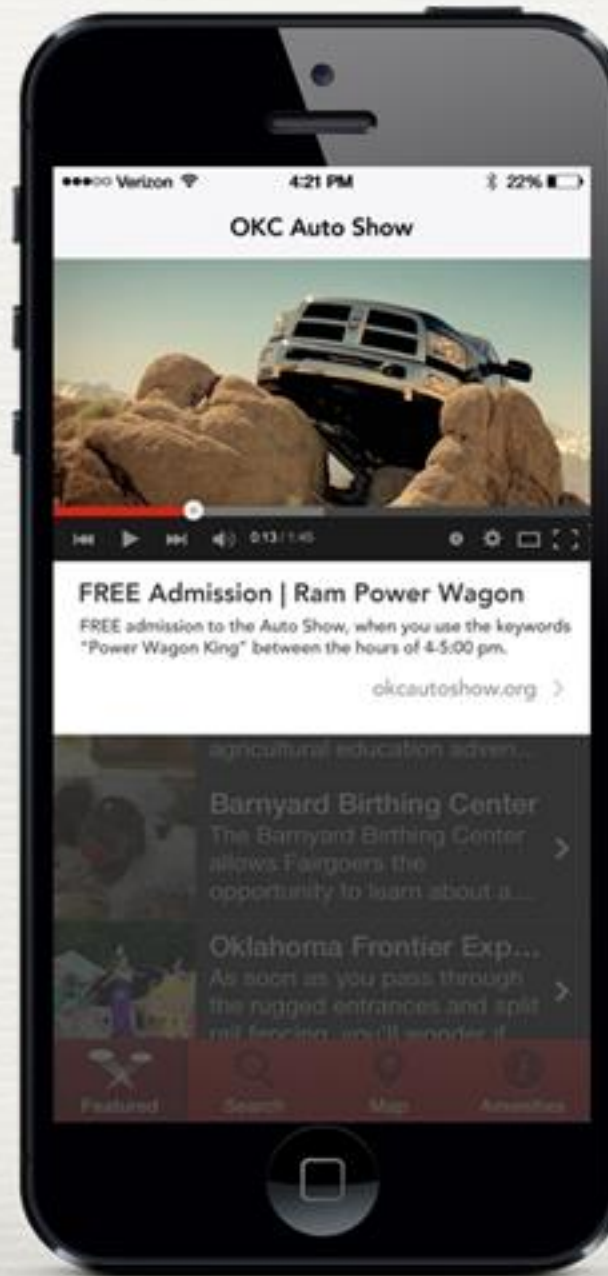


Design and development of a CMS controlled white-label solution for local events and retail advertisers in 2016.

Currently exploring opportunities with annual events, the auto show and the state fair.



Local push notification



Video promotion



Photo gallery promotion



Includes the distribution of a single message, a variety of multimedia presentations, audience re-targeting, call-to-action at a specific point-of-interest and indoor location awareness with turn-by-turn directions.

The Oklahoman is forward thinking and prepared to take advantage of this new technology immediately.



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