



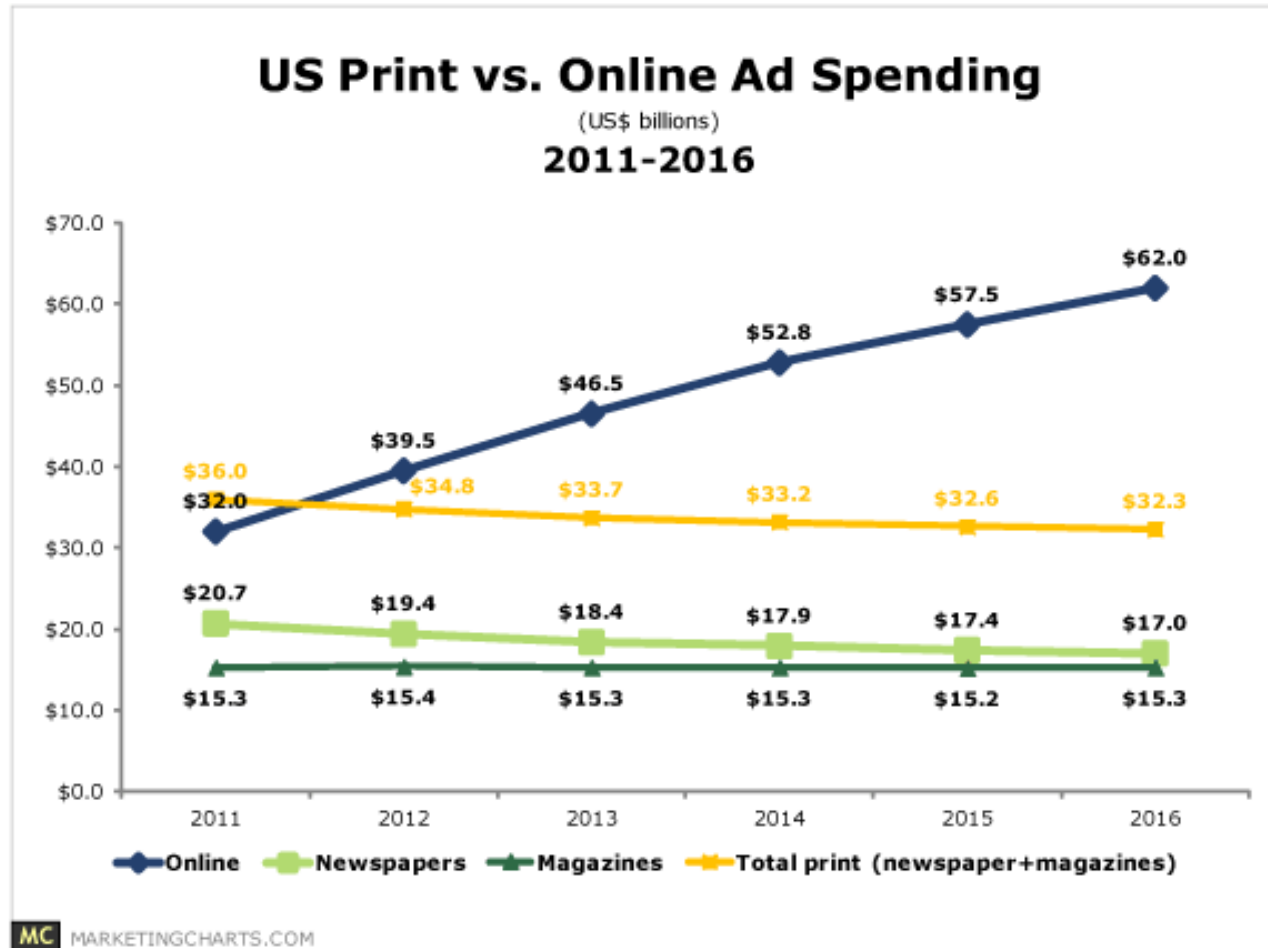
eEdition - Engagement, Audience & Beyond



February, 2015

Print Revenue is Declining

Digital Spending is Increasing



Source: eMarketer

Engagement Has Become the KPI

- More Direct traffic to publisher's sites yields impressive engagement...
- Total Audience is no longer enough. Advertisers are demanding increased engagement

Referral Traffic to News Sites

Average monthly...



Aggregation of all sites, average of April, May and June, 2013.

PEW RESEARCH CENTER

Engagement Has Become the KPI

“Success will be measured by its quality, not just by clicks:

- *Reader Engagement*
- *Audience Growth*
- *Visitor Loyalty”*

*“Visitors who read articles for three minutes on a given day **return twice as often** as those who read for one minute.”*

- Chartbeat 2014 audience attention analysis study

**So... Which of your digital products
has the highest level of engagement?**

Website?

Mobile website?

iPad / Tablet App?

Do the numbers look anything like this?

- 50+ Average Pages per Session
- 80%+ return visitors
- 10-20 min Average Session Duration
- <10% Bounce Rate

I'd bet...
It's your eEdition

Olive's Superior User Experience


- Olive's experience takes engagement to the next level.
- Top Olive-hosted sites produce 10x the average page views and 4x average length of site visit than other extremely popular content sites

Top Publishers (Desktop)	Total Visits Sept 2014	Total Page Views Sept 2014	Avg Time on Site (Minutes)	Avg Pages Per Visit	Return Visitors
Midwestern Daily	328,935	10,161,586	18:54	30.89	89%
National Daily	163,313	3,573,335	13:10	21.88	89.7%
Southern Daily	45,891	2,037,271	23:33	44.39	86.6%
Pacific Daily	203,810	6,863,830	17:11	33.68	87.7%
Midwestern Daily	156,485	5,692,693	23:13	36.38	89.1%
Western Daily	137,200	5,547,351	19:31	40.43	83.9%
Pacific NW Daily	309,295	10,047,170	19:00	32.48	88%
Midwestern Daily	154,274	7,046,145	16:17	45.67	83.8%
Pacific Daily	107,445	4,039,808	17:23	37.60	84.9%
Southern Daily	133,267	5,323,978	18:50	39.95	82.9%
Total	1,880,412	62,811,414	N/A	N/A	N/A
Average	188,041	6,281,141	18:20	36.34	86.6%

In Fact...

Top Olive-hosted eEditions produce 10x the average page views and 4x average length of site visit than other extremely popular content sites

Metric	Olive Hosted eEdition Sites	Top Non-Olive Hosted Sites
Page Views per Session	30.0	2.8
Minutes on site	17.4	3.8

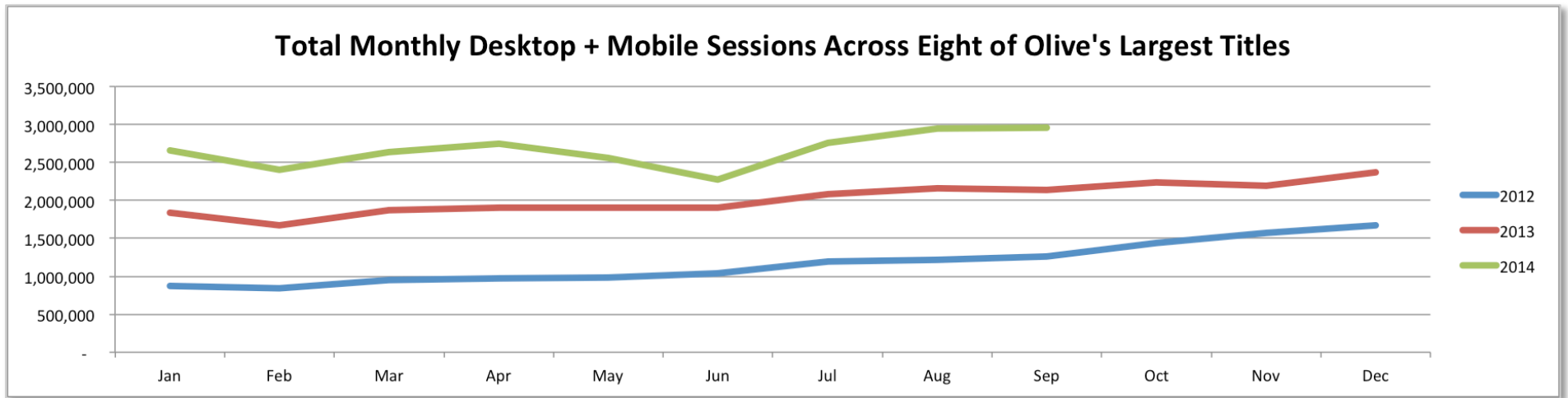


Olive's Superior User Experience: Even more so on Mobile

- Mobile engagement is equal to or, in many cases, exceeds that of desktop.

Top Publishers (Mobile: OMV, iReader)		Total Visits Sept 2014	Total Page Views Sept 2014	Avg Time on Site (Minutes)	Avg Pages Per Visit	Return Visitors
Midwestern Daily	OMV	187,117	7,467,710	35:24	39.91	90.5%
National Daily	OMV	58,037	1,600,441	16:10	27.58	85.6%
Southern Daily	OMV	7,003	295,626	21:15	42.21	79.3%
	iReader	262,898	8,182,561	31:17	31.12	99.3%
Pacific Daily	OMV	225,212	7,542,658	40:38	33.49	84.5%
Midwestern Daily	OMV	116,406	4,399,404	51:19	37.79	91.8%
Western Daily	OMV	140,333	6,009,833	41:00	42.83	84.2%
	iReader	47,200	1,996,359	18:07	42.30	96.7
Pacific NW Daily	OMV	259,643	11,391,136	44:02	43.87	86.4%
	iReader	23,150	1,006,720	19:12	43.49	97.3%
Midwestern Daily	OMV	249,380	9,969,613	35:13	39.98	81.7%
	iReader	206,270	5,618,491	26:48	27.24	98.5%
Pacific Daily	OMV	145,406	5,077,819	16:24	34.92	83.5%
Southern Daily	OMV	144,546	5,861,362	34:22	40.55	85.6%
Total		2,072,601	76,419,733	N/A	N/A	N/A
Average		207,260	7,641,973	30:47	37.66	88.9%

Olive's User Engagement Growth



Despite sluggish newspaper subscription trends, Olive's e-editions show steady engagement growth

So What?

What Can I do to Take Advantage?

Ask yourself what can your eEdition provider do?

- Provide monetization opportunities that scale with audience?
- Provide Post publication enrichment tools for both editorial content AND advertisements
- Provide continuity across your platforms?
 - Web
 - Mobile
 - Apps
- Provide a national ad network and distribution network and programs

Olive's Digital Edition

- Olive Dynamic Newsstand
 - Adaptive, HTML 5 based application – compatible across platforms: Desktop, Tablet, Mobile
 - Native App wrappers available for app store exposure



SmartLayers Content Enrichment

- Ability to easily overlay enrichment elements within your eEdition, post-publication:
 - Bridge your print and digital assets to serve your audience in the highest fidelity possible
 - Enrich your print advertisements with your advertisers digital assets

Debate sharpens over rate freeze
 Some legislators say too many undeserving homeowners would get help, as Democrats say too few would be helped.
 By David Cho and Neil Irwin
 The Washington Post

WASHINGTON Several hundred thousand homeowners will qualify for a freeze in home-loan rates under the Bush administration's mortgage-relief agreement announced Thursday — a figure that intensified debate over whether the government is helping too many or too few people at risk of losing their homes.
 An Irish data Thursday showed

Moral moment

2007 Republican Mitt Romney, confronting voters' skepticism about his Mormon faith, speaks at the George Bush Presidential Library at Texas A&M University in College Station, Texas.
 The Associated Press

1960 Democrat John F. Kennedy delivered his speech about faith and politics just two months before the 1960 election as he was seeking to become the first Catholic to be elected president.
 Time Life Pictures/Getty Images

FAITH IN THE OVAL OFFICE
 Romney's speech is praised for upholding values, but a critic says it avoided moral fault lines.
 Romney's speech was seen as analogous to one John F. Kennedy made nearly 50 years ago when the candidate addressed the Greater Boston Ministerial Association on con-

Colorado Springs Philharmoni...

NEW YEAR'S EVE

December 31 at 8:00 pm
 Joann Caballero-Dominick conductor
 Jennifer DeDominick Amy Sue Hardy Sally Lewis Hybrid vocals

Join the biggest party in town with music that'll leave you dancing and swaying through the new year! Enjoy Broadway and big band hits like AFI Lay, Begin the Beguine, and My Fair Lady.

Tickets from \$19 (excl. students)
 cspphilharmonic.org or 1-800-808-8080 • TicketWest outlets
 Pikeville Center Two South Cascade Avenue

csphilharmonic.org
 Sponsored by Pamela and Bob Allen Street
 MINING EXCHANGE
 A Wyndham Grand Hotel

COLORADO SPRINGS PHILHARMONIC

COMING IN JANUARY!

RUNOFF RED IPA

ODELL FORT COLLEGE

This time of year in the Rockies, our day can span all four seasons! Morning snow turns to afternoon sun, sending fresh snowmelt into our streams and inspiring mind-blowing Red IPA brews with juicy tropical flavors. With examples multi-luckless dry hopped for notes of citrus and pine and an alpine-scented head, it's as surprising as the season itself.

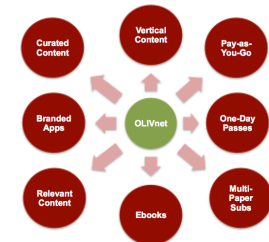
ODELL BREWING CO.
 FORT COLLINS, COLORADO

Olive Revenue Programs

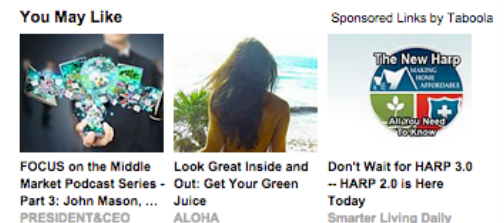
- **OLIVads – National Ad Network**
 - National “Print” insertion and Digital Display network program



- **OLIVnet – Content Reuse Network**
 - Content reuse program for additional monetization of content



- **Taboola – Content Recommendation**
 - Olive Exclusive paid content monetization opportunity



Olive Software

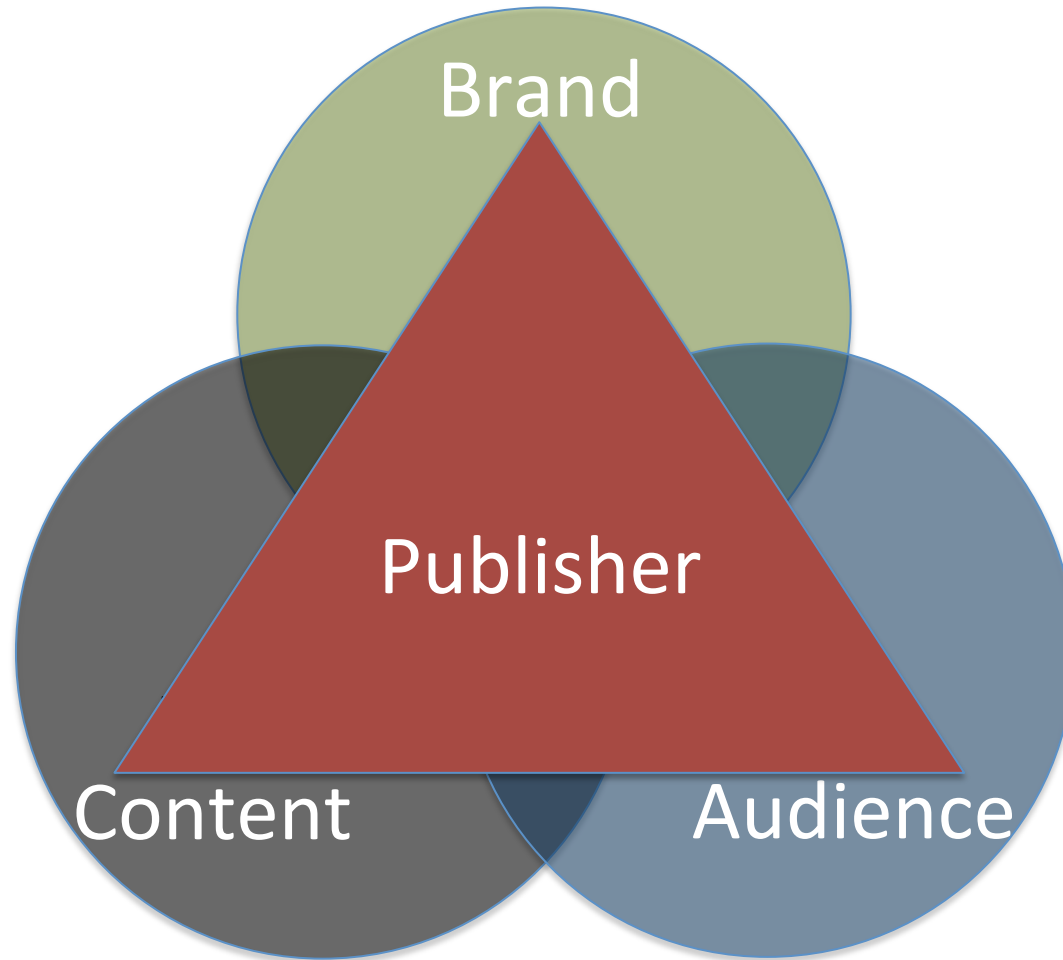
The leader in the eEdition Space

- Best of breed eEdition, Archive & content reuse platforms
 - “The Cadillac of eEdition” (I want to make us into the Tesla of eEdition)
- Established national ad network
 - Access to national insertion advertisers and digital display advertisers that you may not have locally in eEdition
- Providing content reuse opportunities that deliver both force multiplication and content network with minimal risk
- Providing next generation content enrichment platform and tool set to:
 - Keep your readers engaged
 - Generalize eEdition audience engagement dynamics to your web property
 - Deliver advertisers enhanced value to their print investment and combining the best of digital and print

... And Beyond



How Olive Can Help Leverage the Assets of The Publisher



Questions?



Extend: Your Brand

Engage: Your Audience

Monetize: Your Content



Thank You

Come see us! Booth #4
In the Atrium Lounge Area

Olive Software, Inc

866-654-8387

sales@olivesoftware.com

www.olivesoftware.com