

TIME



The Attention Economy

“ No publication has adapted itself to the time which busy men are able to spend on simply keeping informed ”

–Henry Luce, TIME prospectus (1923)

“Time is a finite resource....Content, other the other hand, is potentially limitless.”

–Digital Content Next Summit (2015)

“smart asses rewriting
The New York Times”

The original “quick click”

THE PROCESS

From virtually every magazine and newspaper of note in the world, TIME collects all available information on all subjects of importance and general interest. The essence of all this information is reduced to approximately 100 short articles, none of which are over 400 words in length (seven inches of type). Each is then

2015

LOL

win

News

Buzz

Life

Entertainment

Quizzes

Videos

Which AI Roker Are You?

We've all got a little piece of the internet's favorite weather forecaster inside our hearts.

published Feb. 5, 2015 at 12:37 pm

Summer Anne Burton

BuzzFeed Staff

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1948

the

TIME

News Quiz

(THIS TEST COVERS THE PERIOD MID-NOVEMBER 1947 TO EARLY FEBRUARY 1948)

Prepared by The Editors of TIME in collaboration with
 Anne C. Burch and Elton C. Wilson
 Co-Authors of the Cooperative Contemporary Affairs Test for the American
 Council on Education
 (Copyright 1948 by TIME Inc.)

This test is to help TIME readers and their friends check their knowledge of current affairs. In answering questions, make no marks at all opposite questions. Use one of the spaces above printed with the test; shortly the best answers are provided. After taking the test, check your replies against the correct answers printed on the last page of the test, counting the number of right answers as your score on the answer sheet.

The test is given under the heaviest possible penalty.

HOW TO SCORE

For each of the test questions, four possible answers are given. You are to select the best answer and put its number on the answer sheet next to the number of that question. Example:

4. The President of the United States is:
 1. Dewey. 2. Truman. 3. Wallace.
 4. Hoover. 5. Eisenhower.

Truman, of course, is the correct answer. Since this question is numbered 4, the number 4—standing for Truman—has been placed at the right of 4 on the answer sheet.

problems, who refused to accept a quota
 law etc.

1. Their opposition.
2. Their religious convictions.
3. Whether or not they were interested in economic development and growth.
4. Whether they were Europeans.
5. Their allegiance to the U.S.

8. And just before Howard Hughes returned to Washington for hearings of the Senate War Investigating subcommittee, he made headlines by:

1. Advertising "longshots" in the general election.
2. Declaring he had been "kidnapped" by James Earl Ray, the gangster.
3. Posing for a photograph during his flight.
4. Making the world's richest man a new fortune.
5. Signing over all profits from his movie, The Heiress, to European relief.

9. One of four recommendations was not included in the President's State of the Union message to Congress:

1. Strengthening civil rights legislation.
2. Encouraging greater scientific and technological research.
3. A 10 percent wage freeze.
4. Encouraging more and better housing, housing and public health.
5. Abolition of higher taxation of the oil and gas industry.

10. ... and in the budget message, one of these items was not asked for:

1. \$15 billion for defense.
2. \$1 billion for military construction.
3. \$1 billion for social insurance funds and programs.
4. \$1 billion for research.
5. \$1 billion increase in the national debt.

11. To lead the newly reorganized Voice of America, the President appointed as Assistant Secretary of State for Public Affairs:

1. William Brown.
2. George F. Allen.
3. John G. Barry.
4. Francis M. Brien.
5. Archibald MacLachlan.

12. One of the following was not listed by Secretary of Agriculture as desired by a government leader who had been profited in grain operations:

1. Decreased Governmental Regulation.
2. More Power, Plentiful, Cheap, and Reliable.
3. Protection of the American Farmer.
4. Greater Security of the American Farmer.
5. More Power, Plentiful, Cheap, and Reliable.

13. The President's War Relocation Commission made all but one of the following suggestions:

1. That the U.S. should do up with the public of making and possible action which by Jan. 1, 1948.
2. That the U.S. should do up with the public of making and possible action which by Jan. 1, 1948.
3. That \$10 million be spent for selling surplus to the public.
4. That \$10 million be spent for selling surplus to the public.
5. That a Secretary for the Department of War and Navy be appointed to work with public relations work.

for finally agreed that the EEP should be administered by:

1. The State Department.
2. The Department of Commerce.
3. The President.
4. A specially organized committee appointed by the President.
5. European.

4. So far opening message to the special session, Truman had directed Congress by asking power to do all but one of these:

1. National price ceilings on basic commodities.
2. National price ceilings on basic commodities.
3. National price ceilings on basic commodities.
4. National price ceilings on basic commodities.
5. National price ceilings on basic commodities.

5. Congressmen Richard of Minnesota, meanwhile, continued to insist that the H. C. Institute of the special session should be:

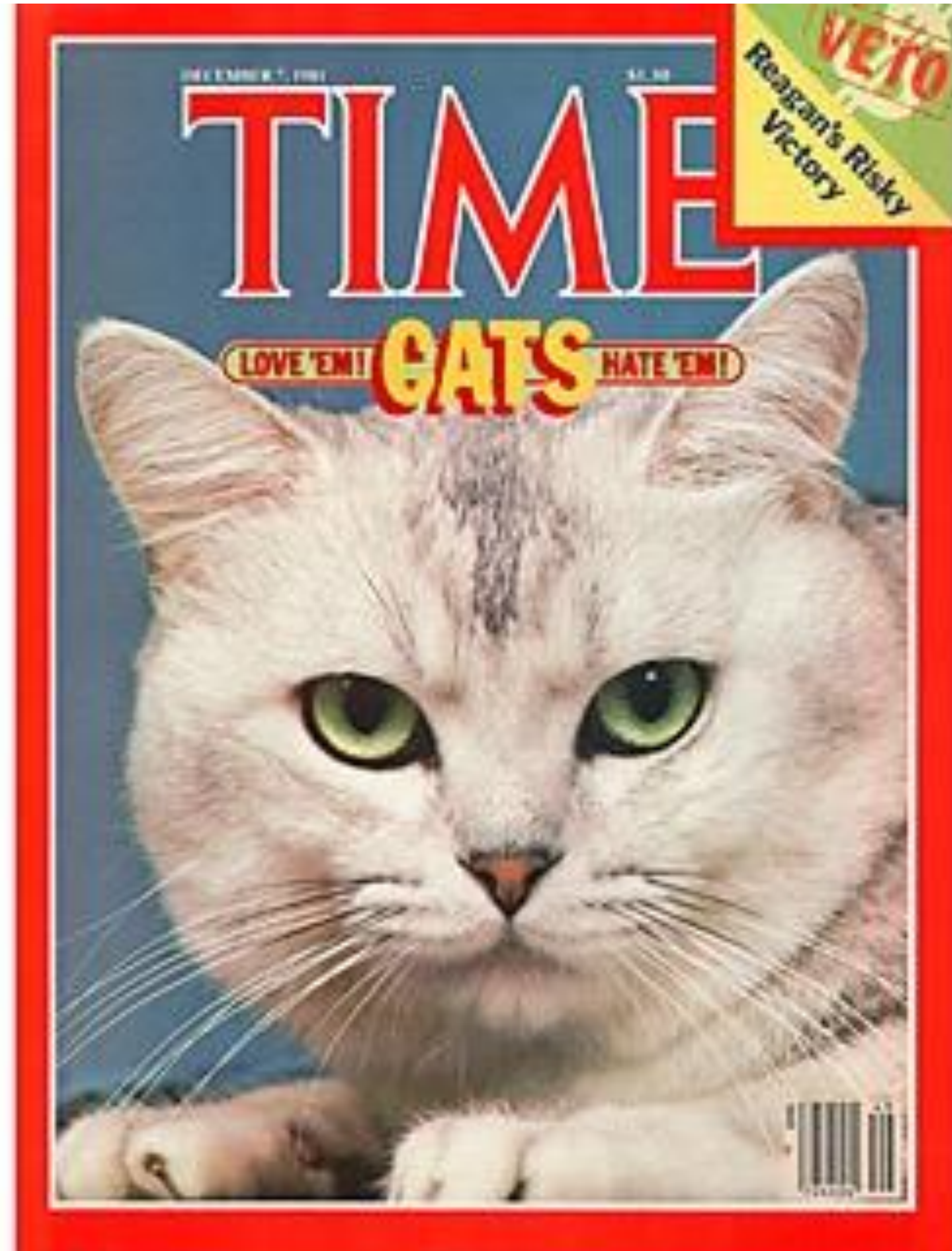
1. The solution.
2. Legislative Committee to the U.S.
3. Strengthening of economic laws to provide U.S. with more security and stability.
4. Strengthening of economic laws to provide U.S. with more security and stability.
5. Strengthening of economic laws to provide U.S. with more security and stability.

6. Congress also held several joint sessions, one of which brought economic assistance to the Hollywood motion picture industry.

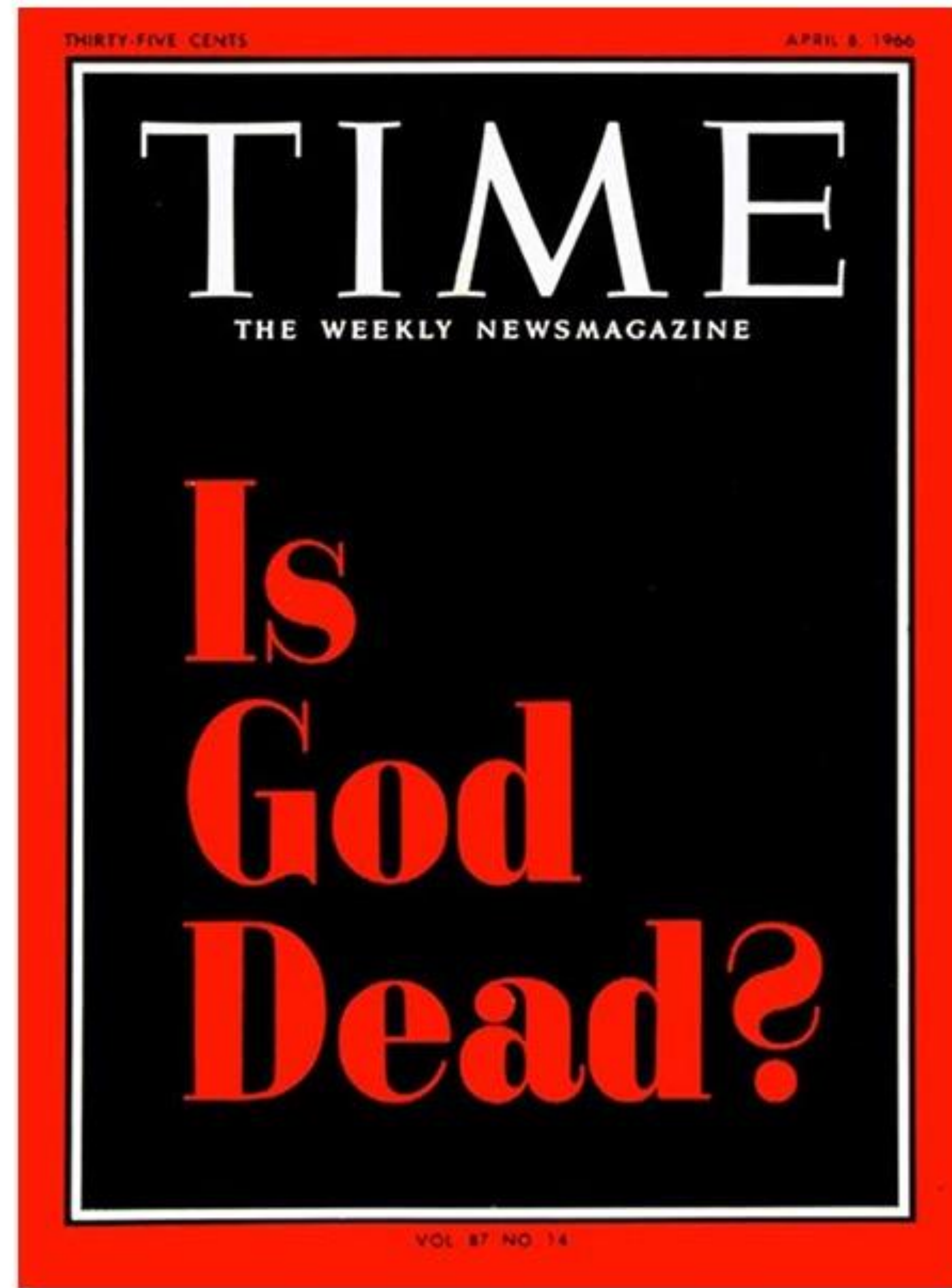
THE, FEBRUARY 10, 1948

111

LOL

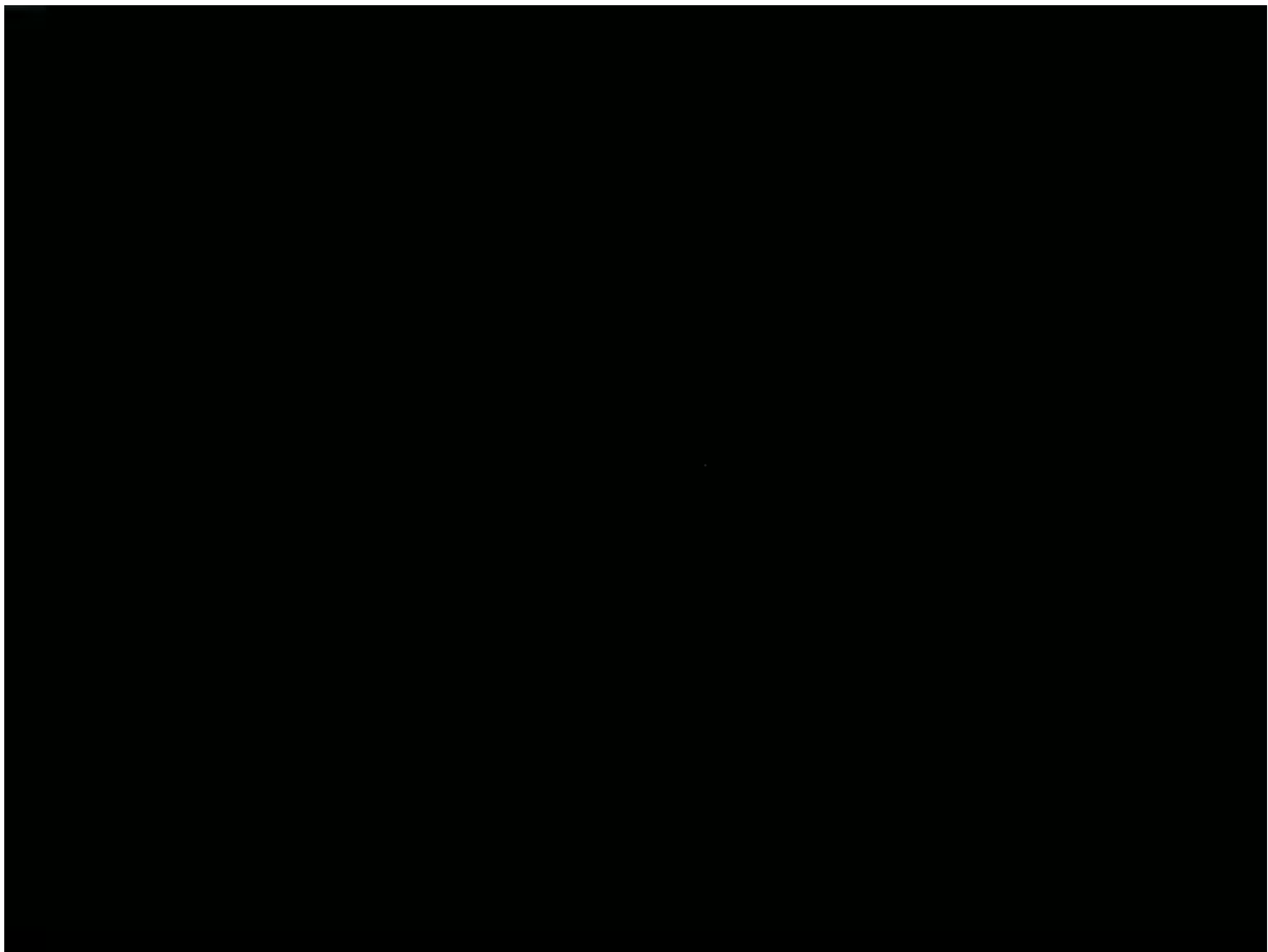


1981



1966





Tactic 1: Change in Publishing Strategy

a. New talent

b. Audience engagement team focused on social, data, search, partnerships, and distribution

c. 24/7 Global continuous news desk

BREAKING Minister: E.U. to impose sanctions over Russia's actions in Ukraine 



In 1 year, TIME

- a. Doubled UVs to 50 million
- b. 1000% increase in onsite video streams
- c. Grew social referrals to record 27 million

Audience

TIME reaches 70 million+ across all platforms

WEB



50 million

(Omniure)

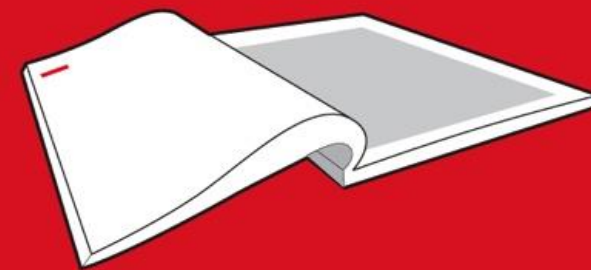
record-breaking
monthly uniques
up 78%

20 million

(Comscore)

Up from 14 million,
ahead of
The Wall Street Journal
and Google News

PRINT



22 million

worldwide
readership

3.25 million

U.S. subscribers

810,000

International
subscribers

SOCIAL



21 million

followers

the biggest of all
Time Inc. brands

Facebook up **641%**
(7.1 million in Dec. 2014)

Twitter up **39%**
(6.5 million in Dec. 2014)

23.5 million

(record referrals in November)

VIDEO



11 million

streams in November

627%
increase

48%
completion rate

MOBILE



51%

of TIME.com traffic
(Comscore, Feb. 2014)

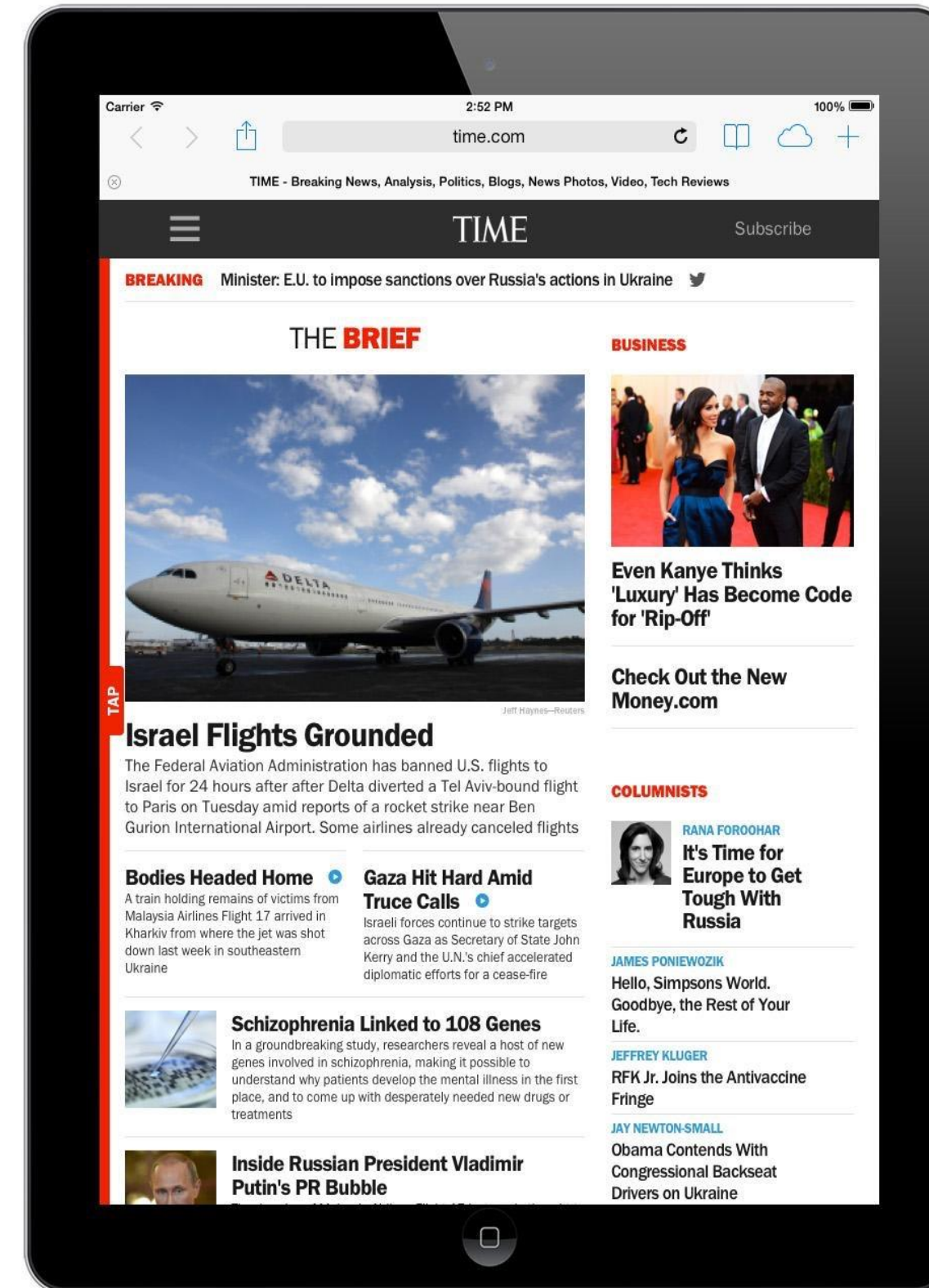
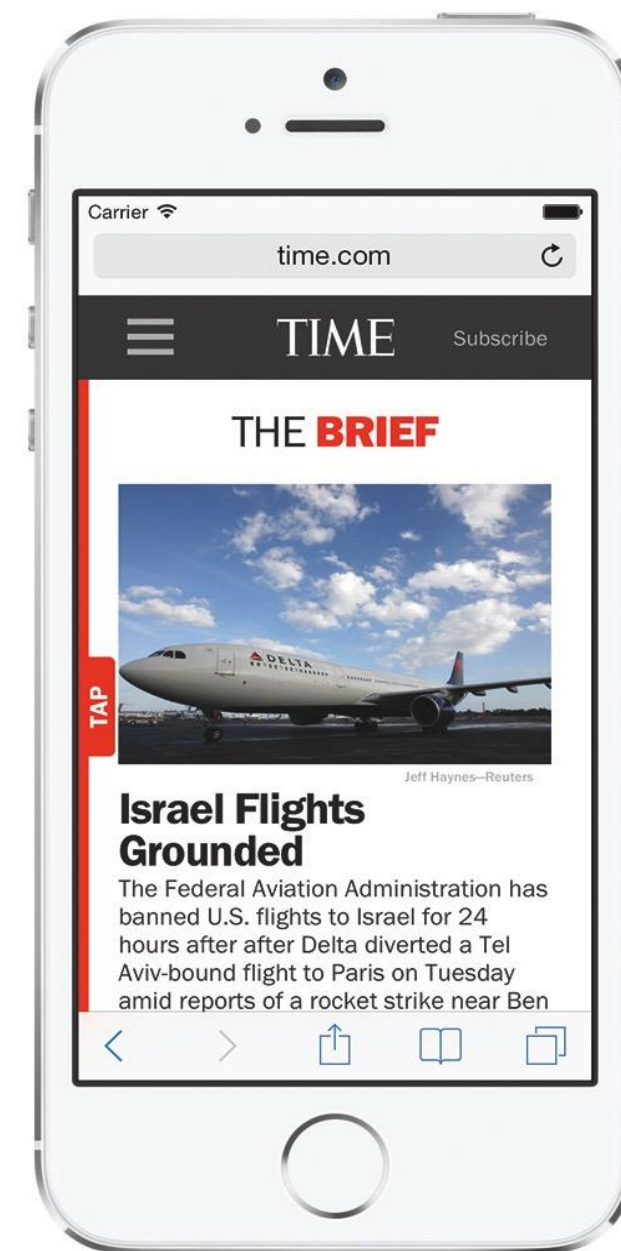
174%
increase
year over year

42% of UVs Are Millennials

Rank	% Composition UV	14-Aug
1	VICE.COM	54.3%
2	BUZZFEED.COM	52.9%
3	SLATE.COM	47.1%
4	Wired	44.1%
5	TIME.COM	42.4%
6	The Guardian	40.7%
7	OREGONLIVE.COM	39.7%
8	HuffPo Media Group	38.6%
9	Mail Online	37.9%
10	VOX.COM	37.2%
11	CHICAGOTRIBUNE.COM	36.8%
12	NYTIMES.COM	35.2%
13	CNN.COM	34.3%
14	MSNBC.COM	34.2%
15	WSJ.COM	30.0%
16	FOXNEWS.COM	29.8%
17	STARTRIBUNE.COM	19.4%

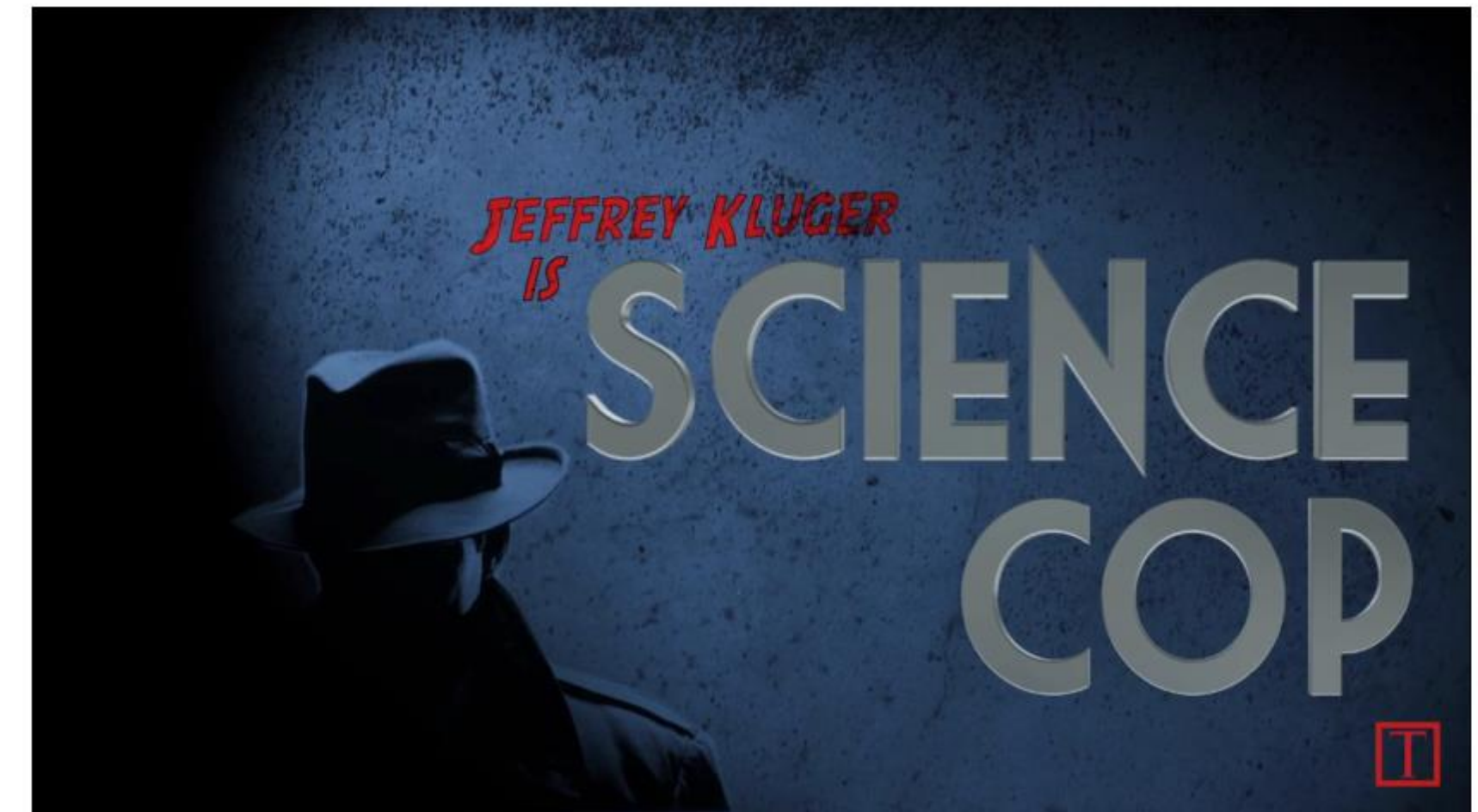
Source: comScore

Tactic 2: Change in Design



A. Mobile first B. Infinite scroll C. Article page first

Tactic 3: Video. Video. Video.



TIME INC. VIDEO

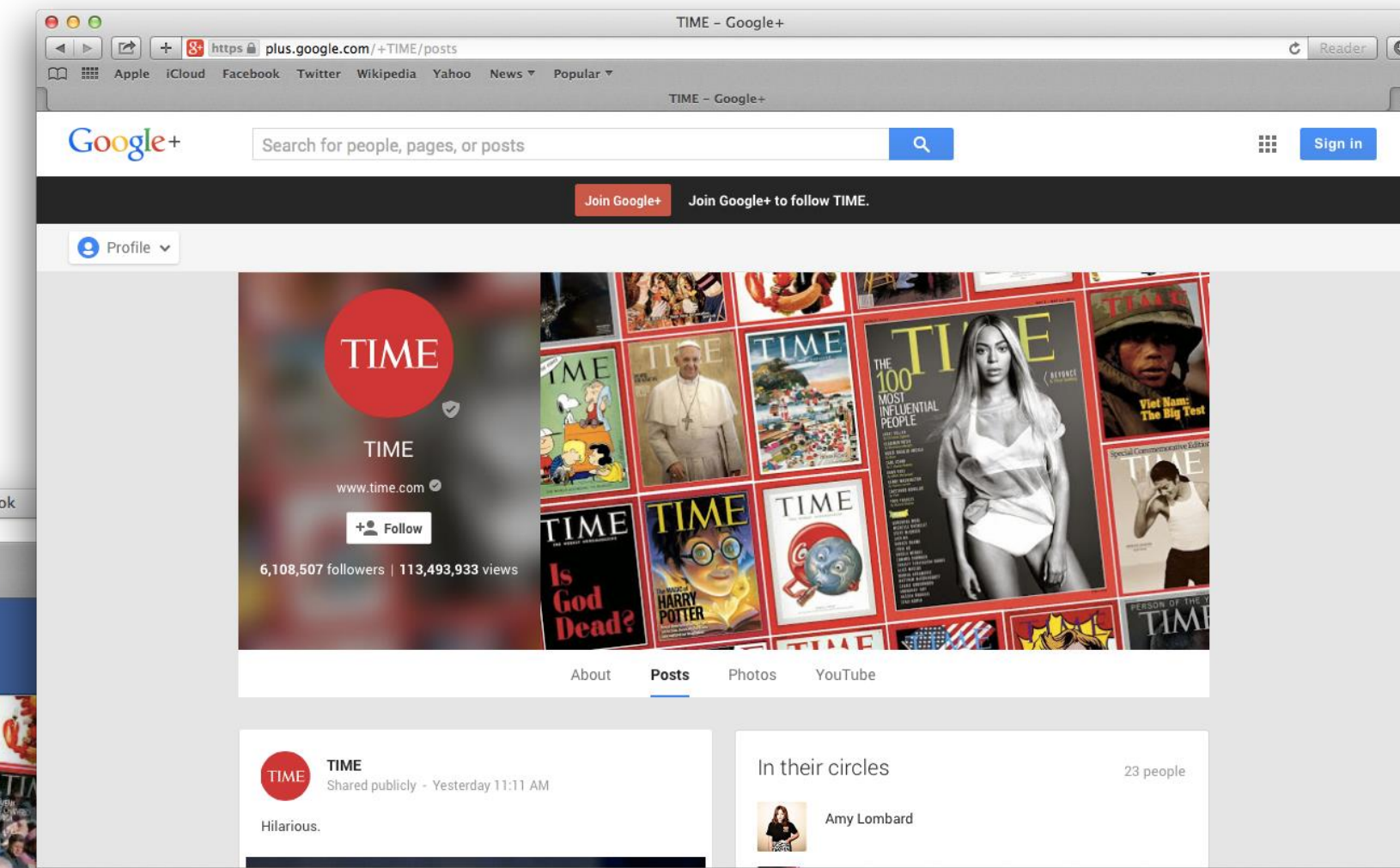
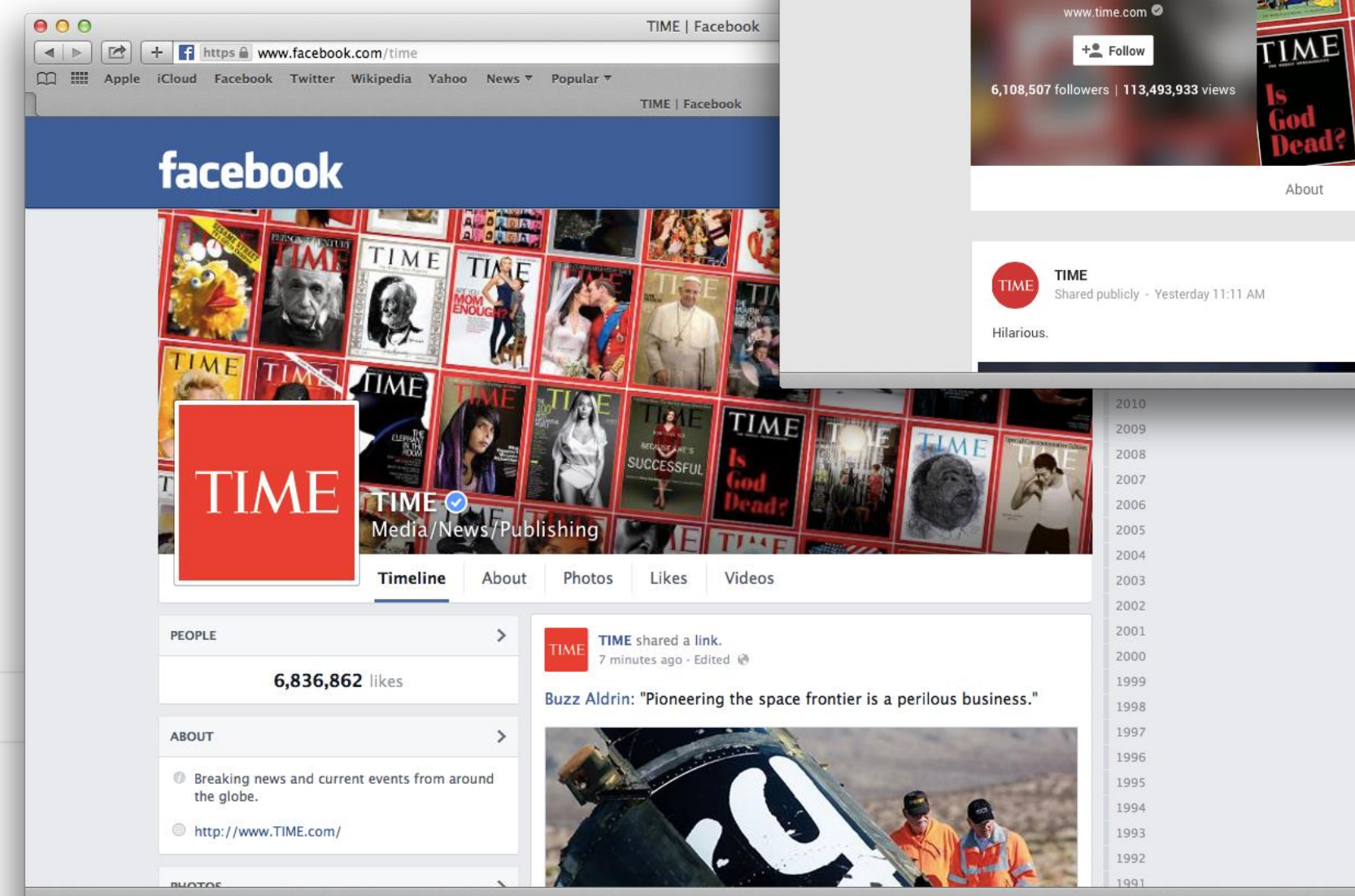
- Video programming across all verticals and genres
- 5 state-of-the-art production facilities – New York (3), Birmingham and Los Angeles
 - In 2014, we produced over **8,000+** pieces of content – **+167%** since 2012
- Scale delivery across our owned & operated sites, and through our **premium distribution network**



Tactic 4: Optimize article pages.

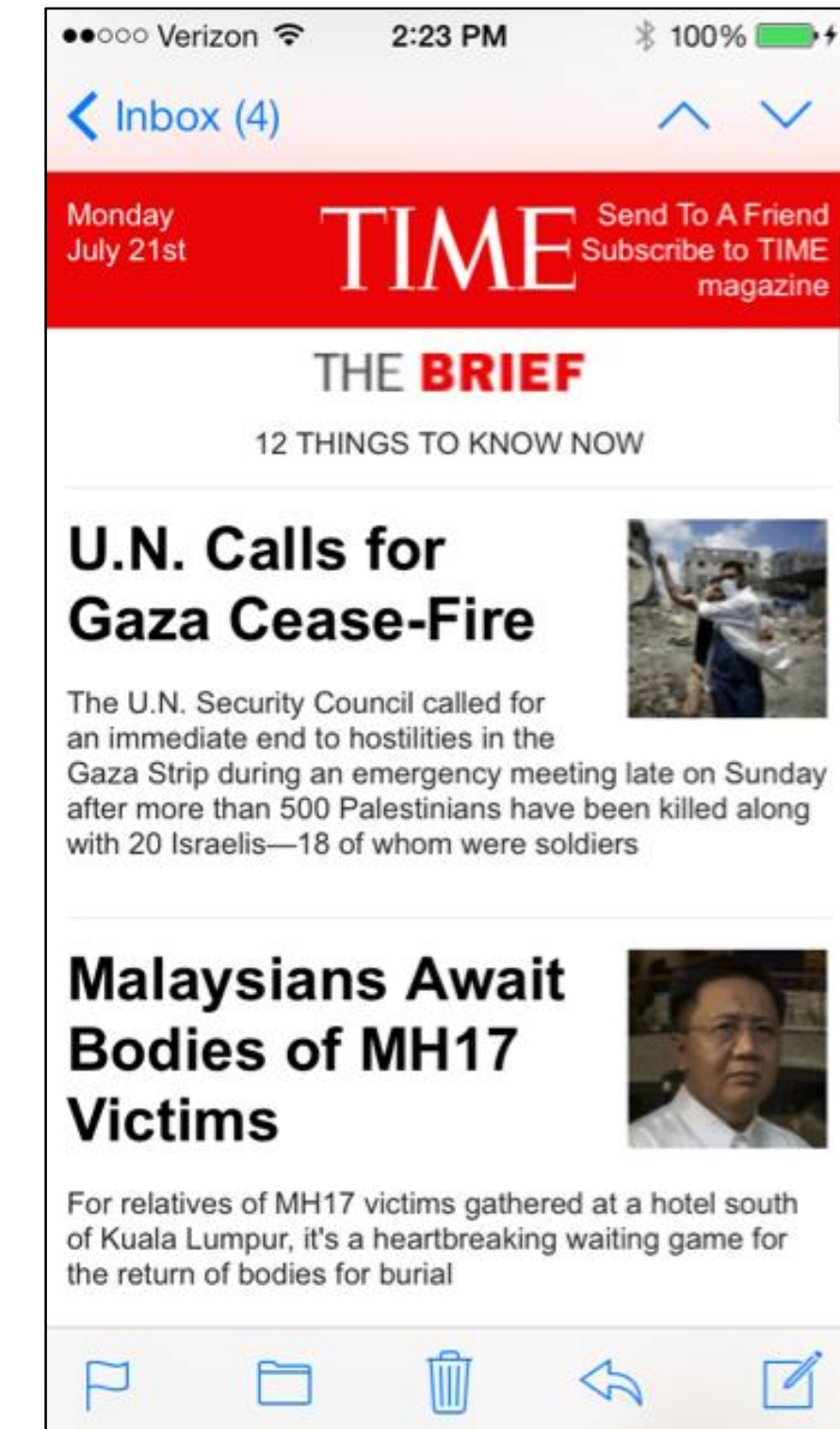
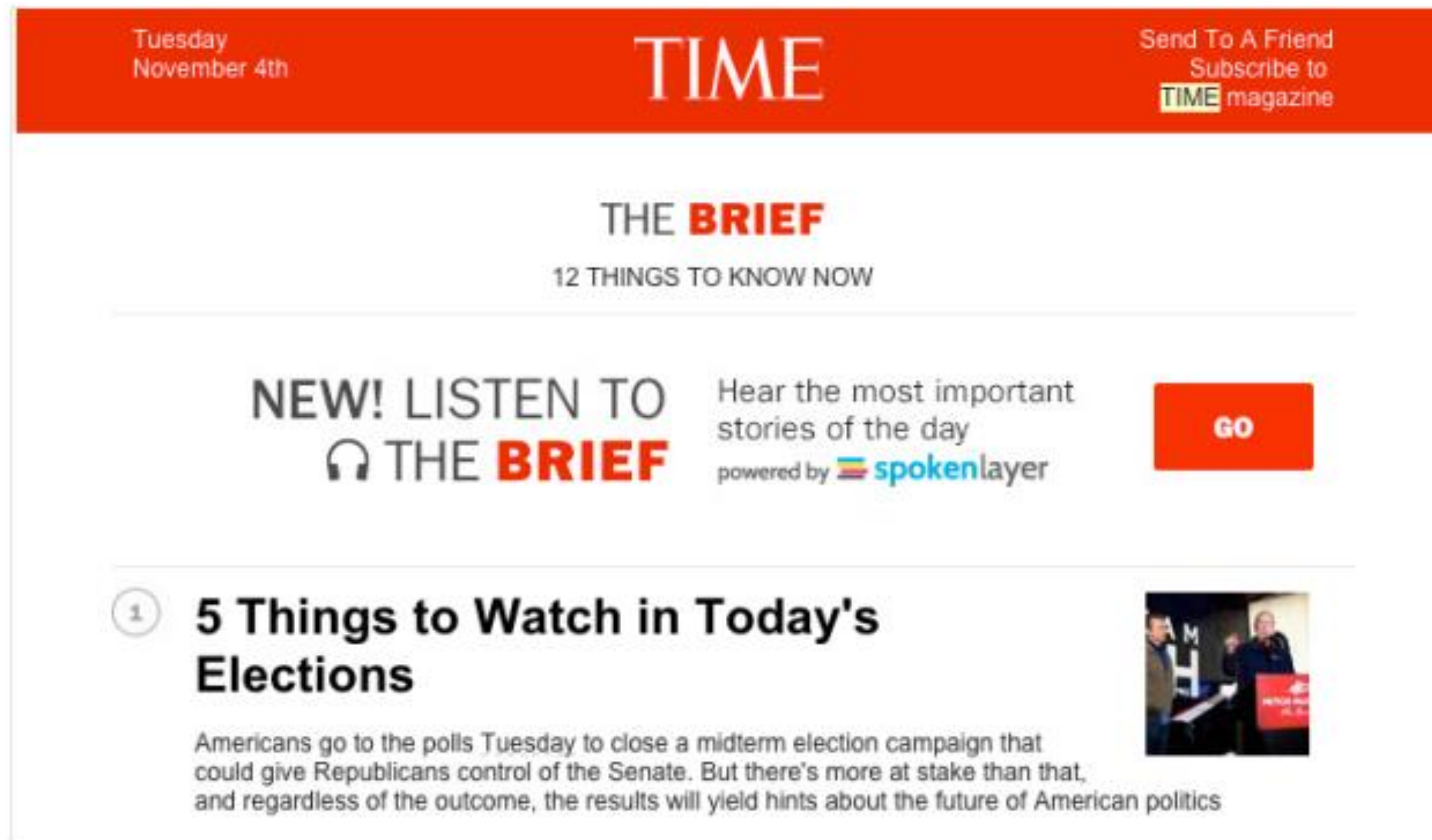
- a. Alert system on spiking stories spots opportunities to **deepen engagement**
- b. Library of long-tail multi-media content (videos, interactives, galleries) that can be quickly embedded.
- c. Where possible, convert video from non-proprietary players to **streams we can monetize**

Tactic 5: Focus on Social



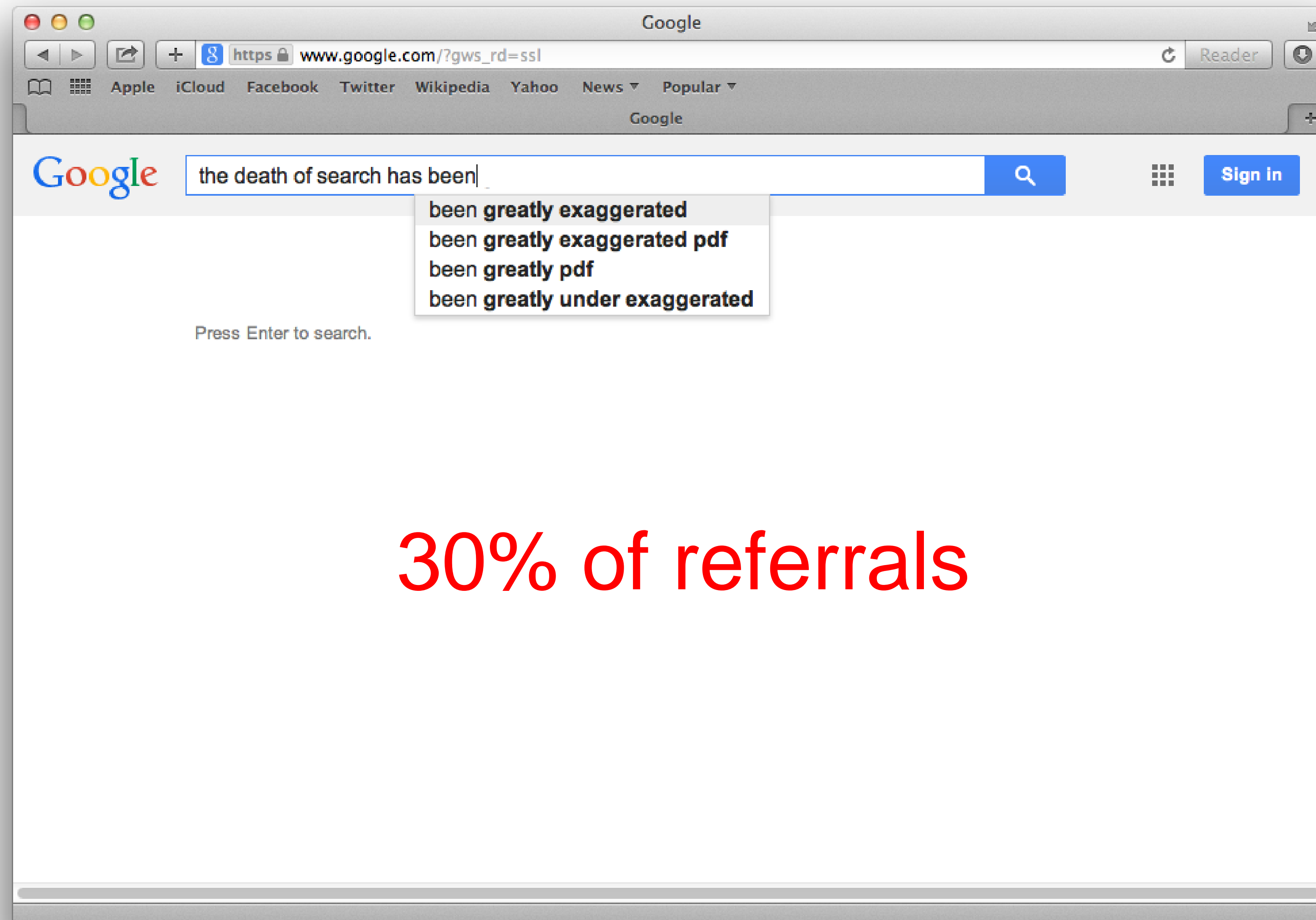
Twitter 6.76M Facebook 7.35M Google+ 6.5M

Tactic 6: Expand Distribution



650,000 subscribers / 42% open rate (2x average)

SEO



30% of referrals

Tactic 7



SNAPSHOT SHARE

TIME



TIME