

NATIVE APPS

APPLE NEWS

SNAPCHAT

THE LILY

FACEBOOK EDITIONS

AMAZON ECHO

VIBER

iMESSAGE

BUILDING AUDIENCE THROUGH PLATFORM EXPERIMENTATION

Coleen O'Lear, Editorial Director, Emerging News Products

What's dangerous
is not to evolve.

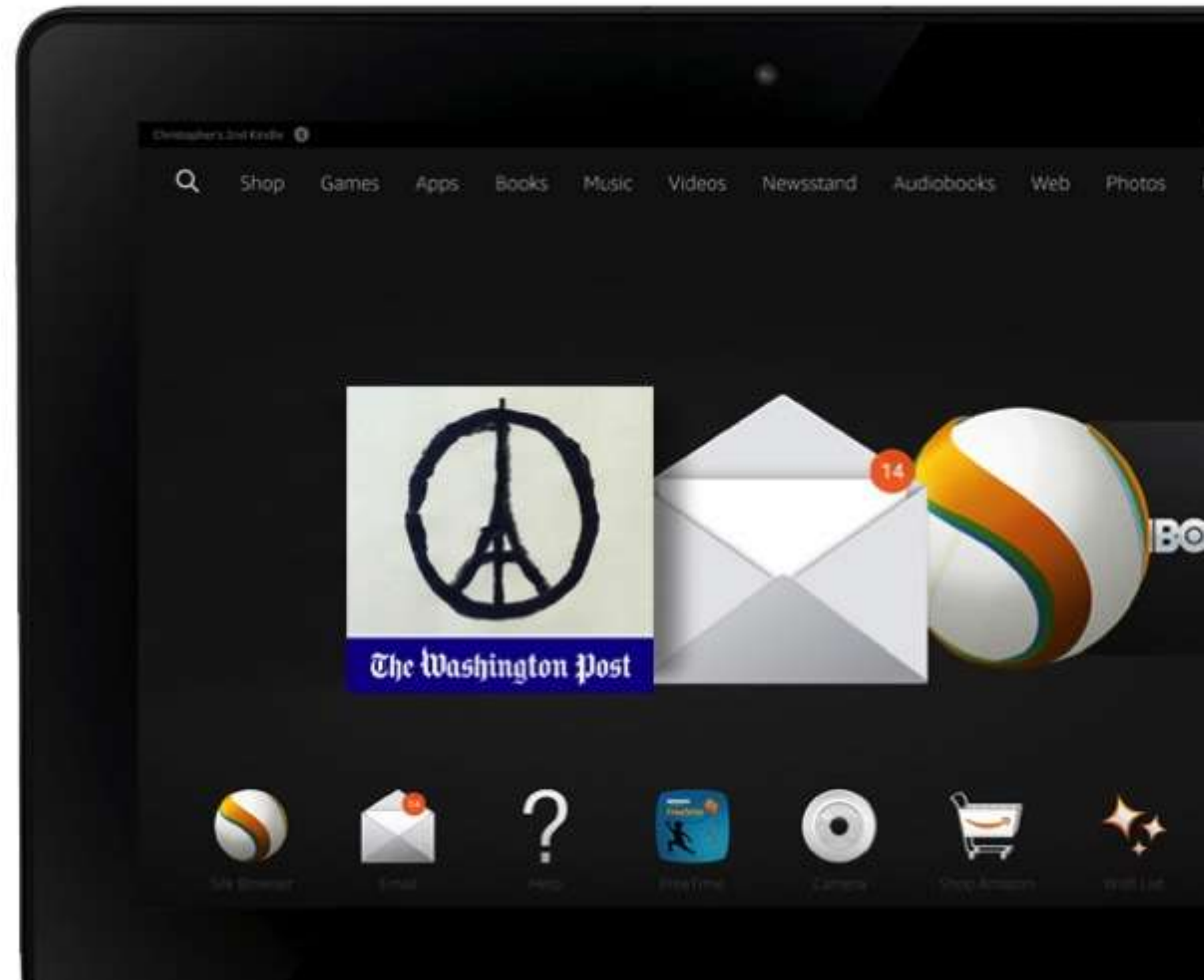
JEFF BEZOS

THE WASHINGTON POST WAY

- The Post is a media and tech company
- Our goal: Grow brand recognition, find new audiences and experiment at scale
- How do we do this? Strong product-editorial-engineering relationships and upfront investment of resources.

NATIONAL APPS SUITE AKA RAINBOW

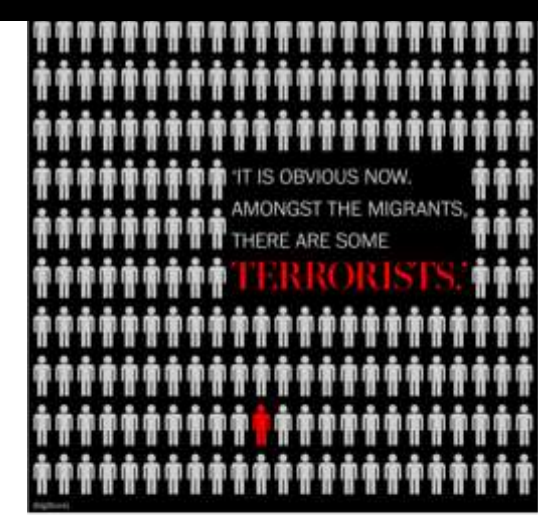
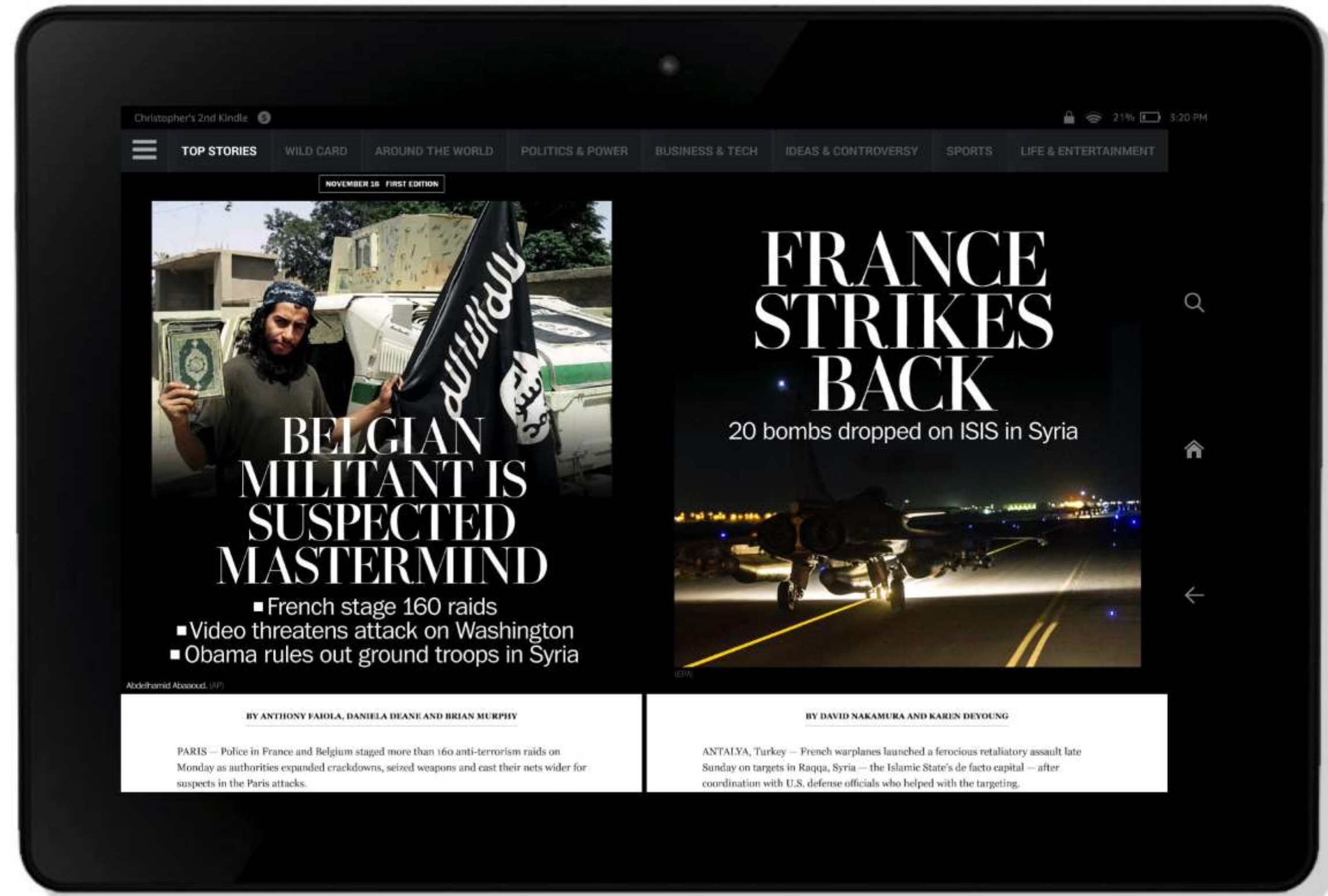
- Kindle-first product
- Automatically downloads on Fire devices
- Pricing aimed at building a daily habit



NATIONAL APPS SUITE AKA RAINBOW

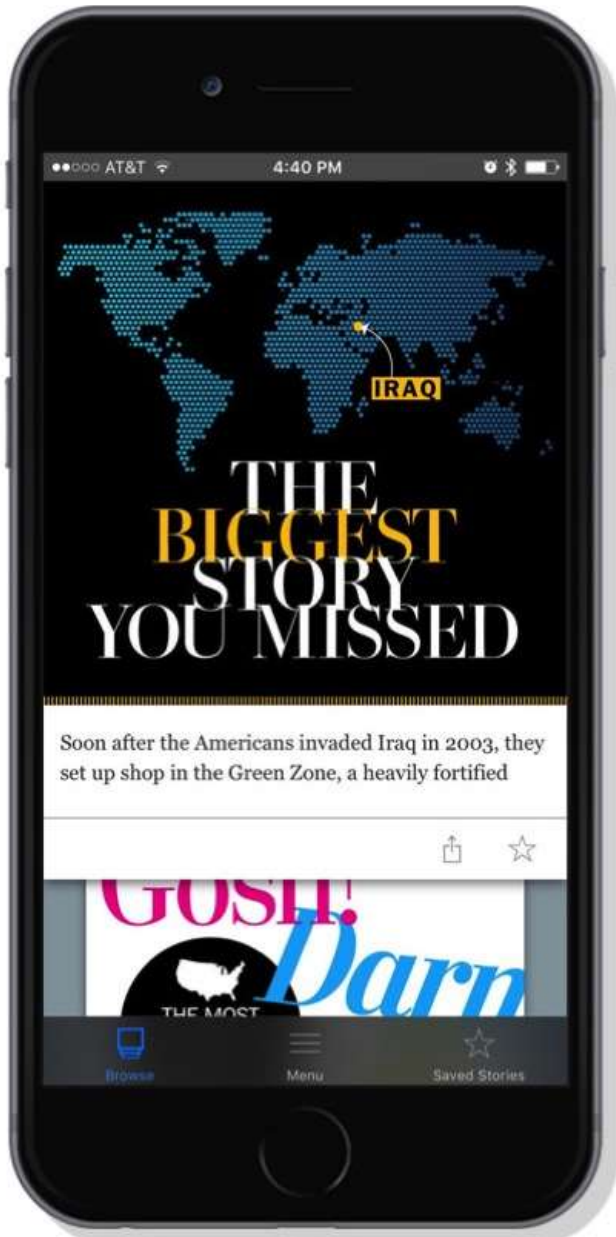
Hallmarks of the app:

- Expertly curated with bold, custom design
- Editioned like a paper, published twice a day with updates for breaking news
- Quick loading with two-story UX



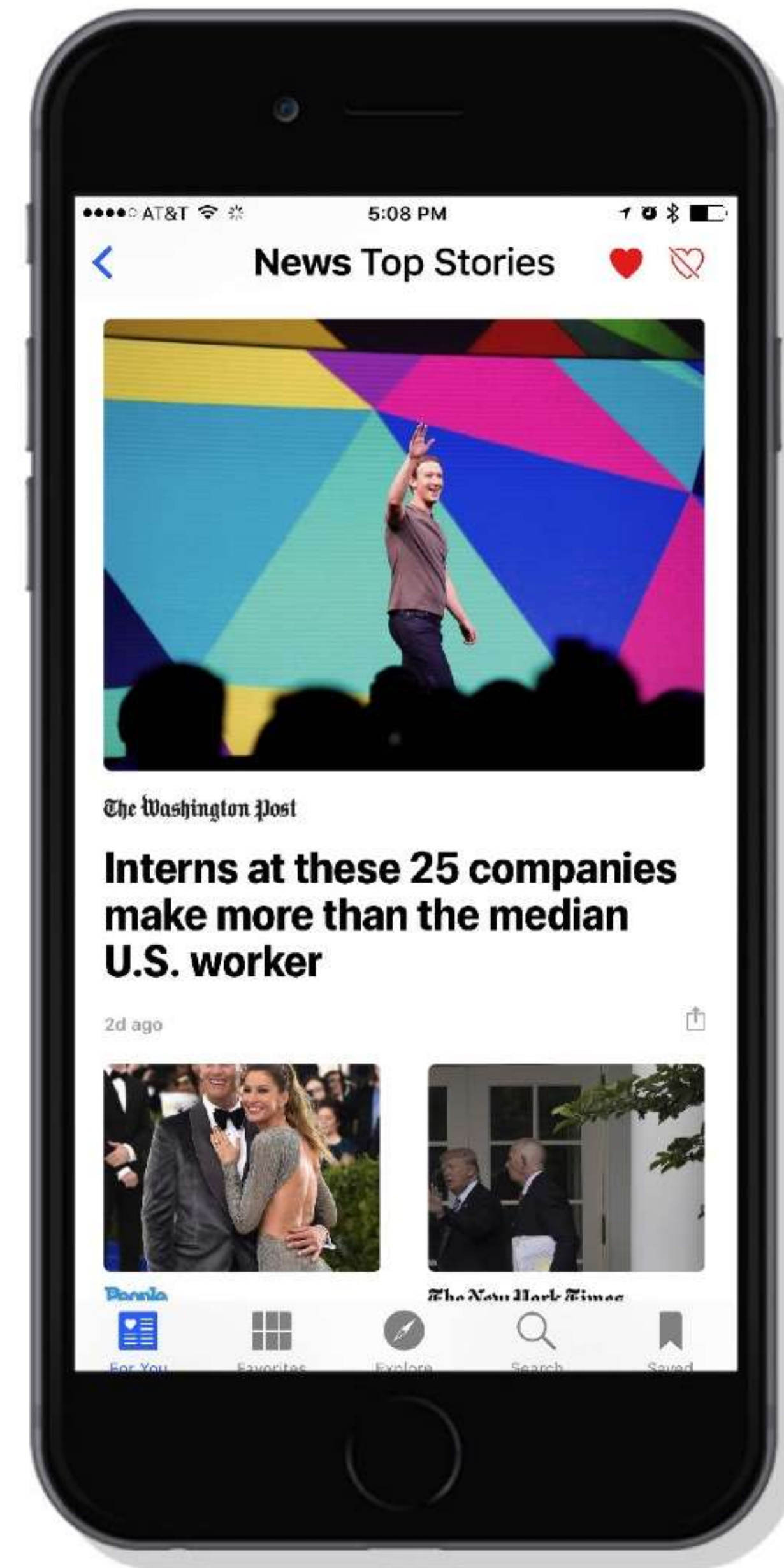
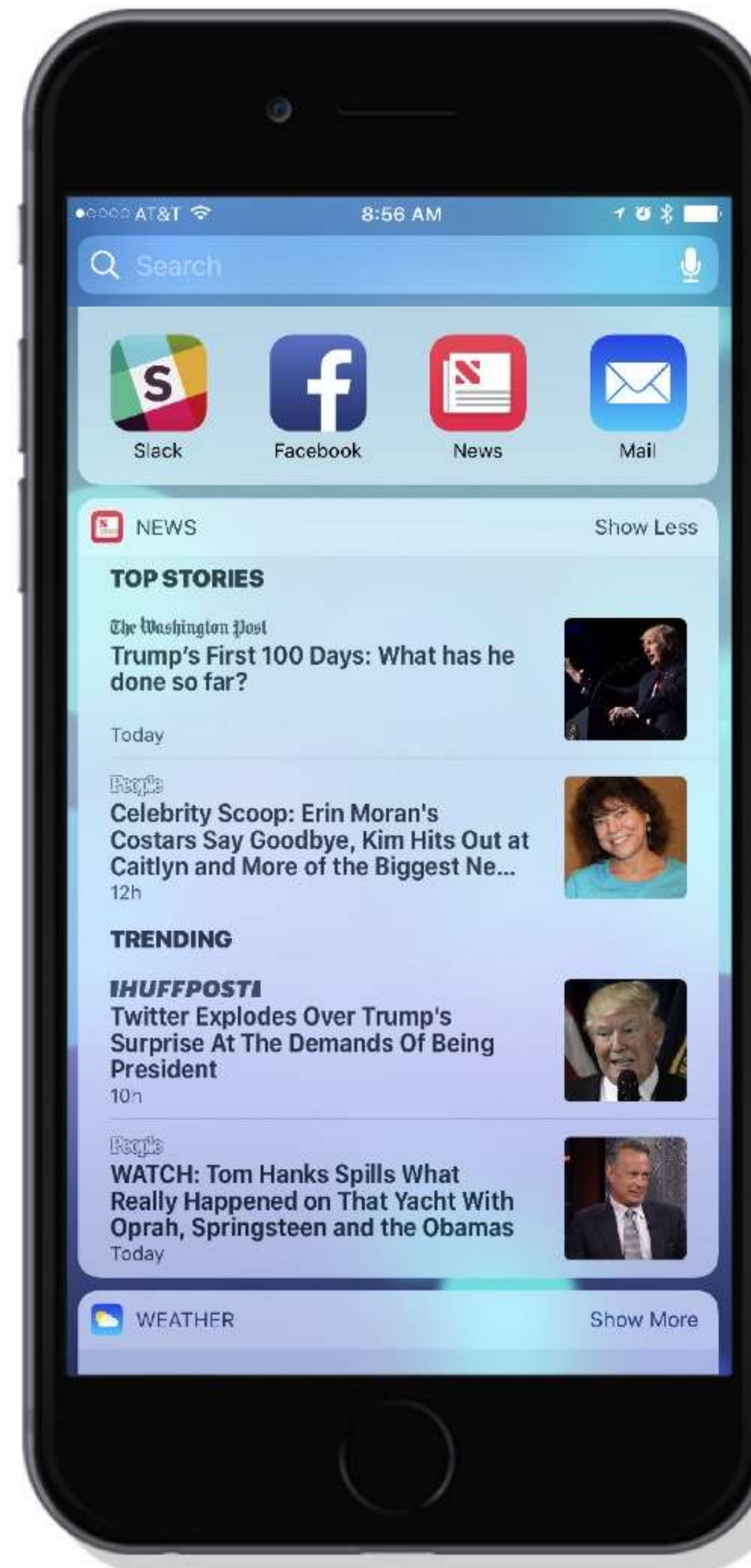
NATIONAL APPS SUITE AKA RAINBOW

- Expanded to iOS, mobile and newsletter, ensuring they all speak to one another visually



APPLE NEWS

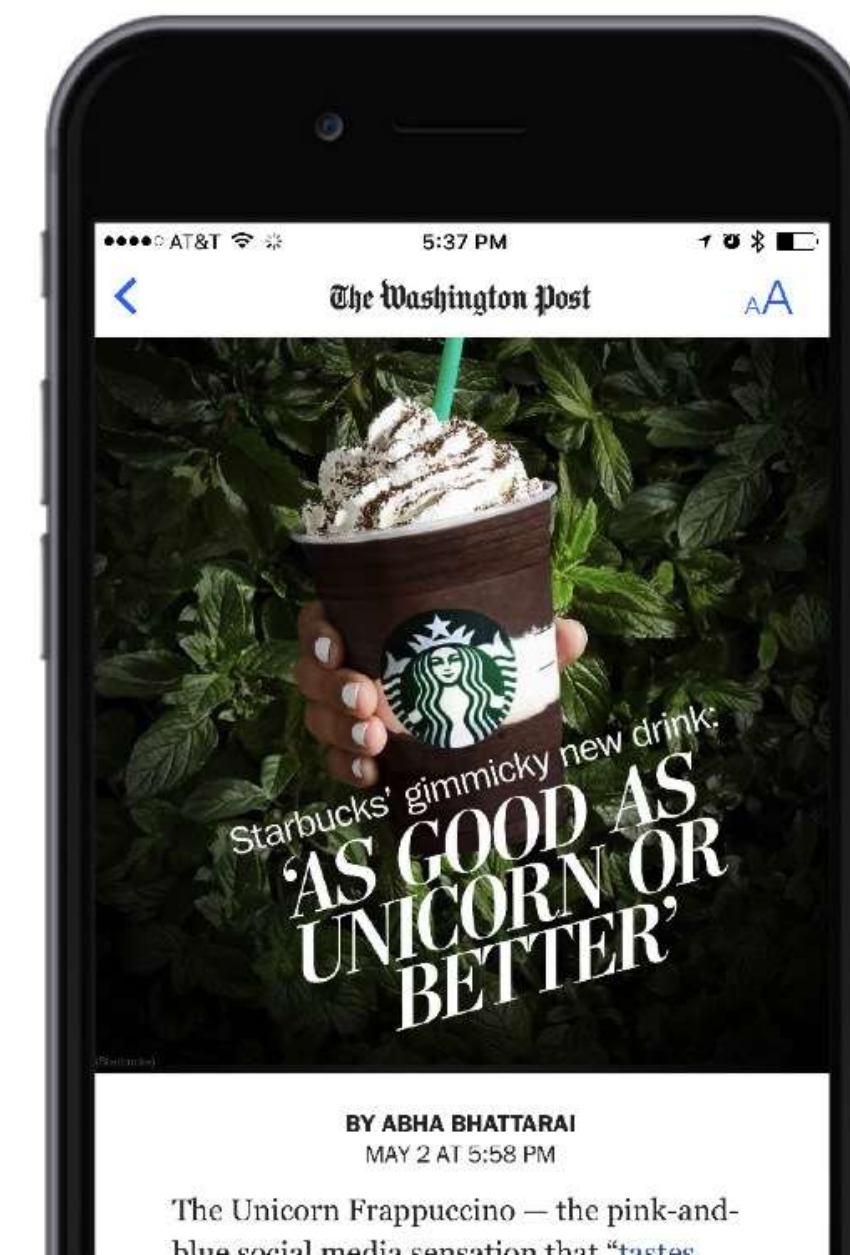
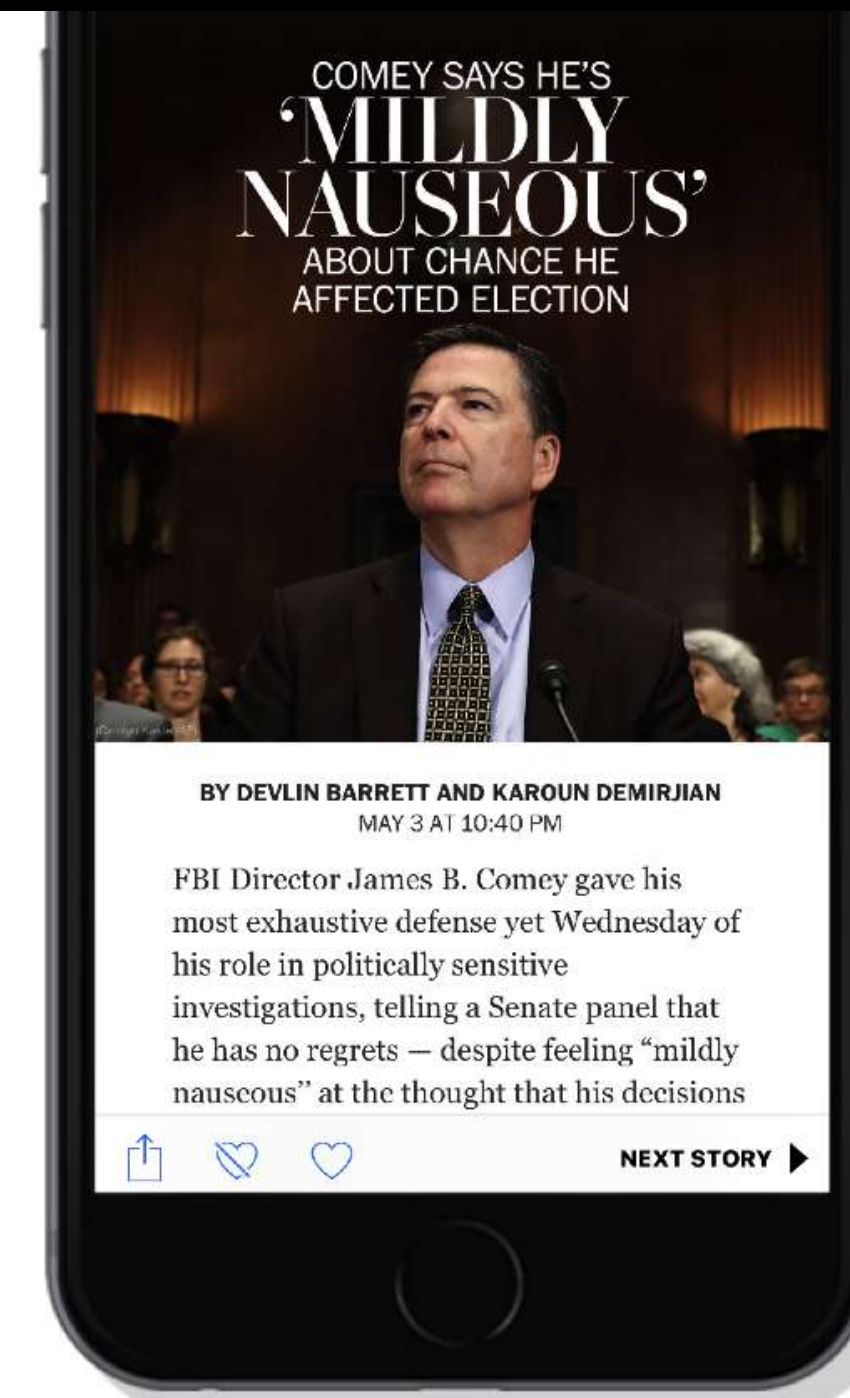
- Opportunity with Apple News to apply the lessons learned with Rainbow apps
- Apple News comes pre-installed on iPhone, iPad and iPod touch, iOS 9 and later
- It's available in U.S., U.K. and Australia



APPLE NEWS

Our approach: All in early as a premier partner

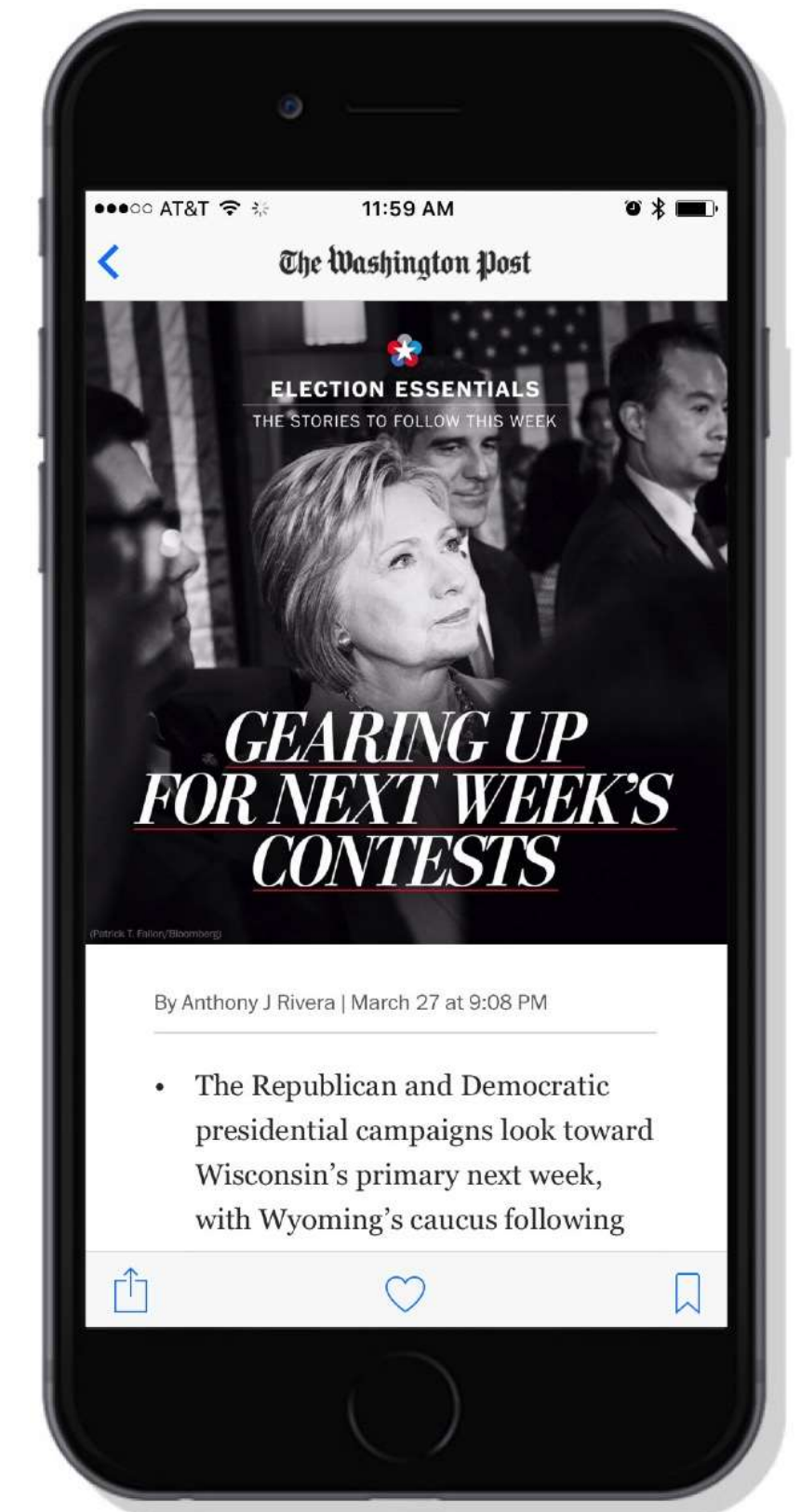
- Dedicated engineering resources upfront to work with Apple's team
- Send Apple our highly curated, highly designed national apps content
- Plus, we actively pitch stories to Apple editors throughout the day



APPLE NEWS

Our approach: First publisher to create content specifically for the platform

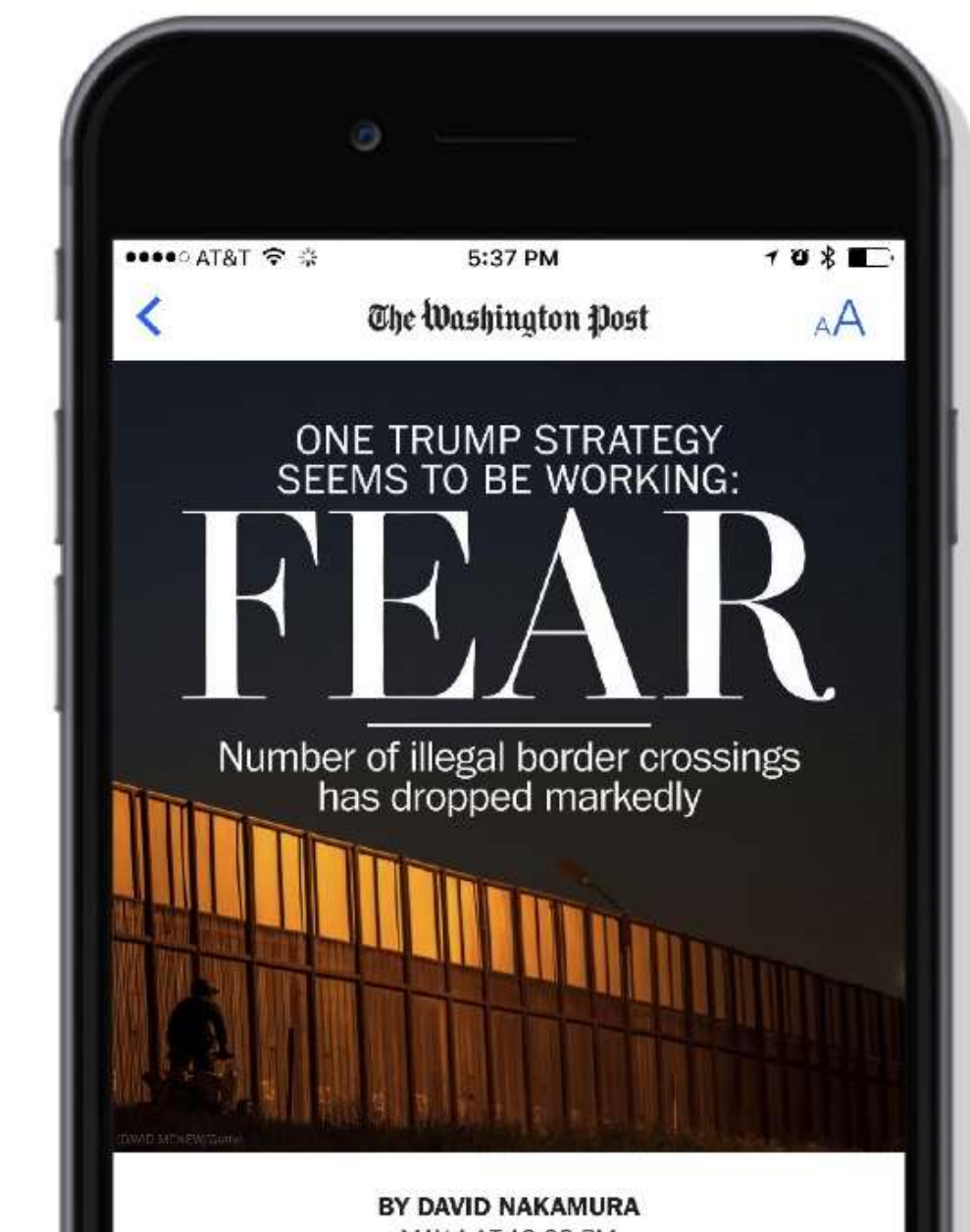
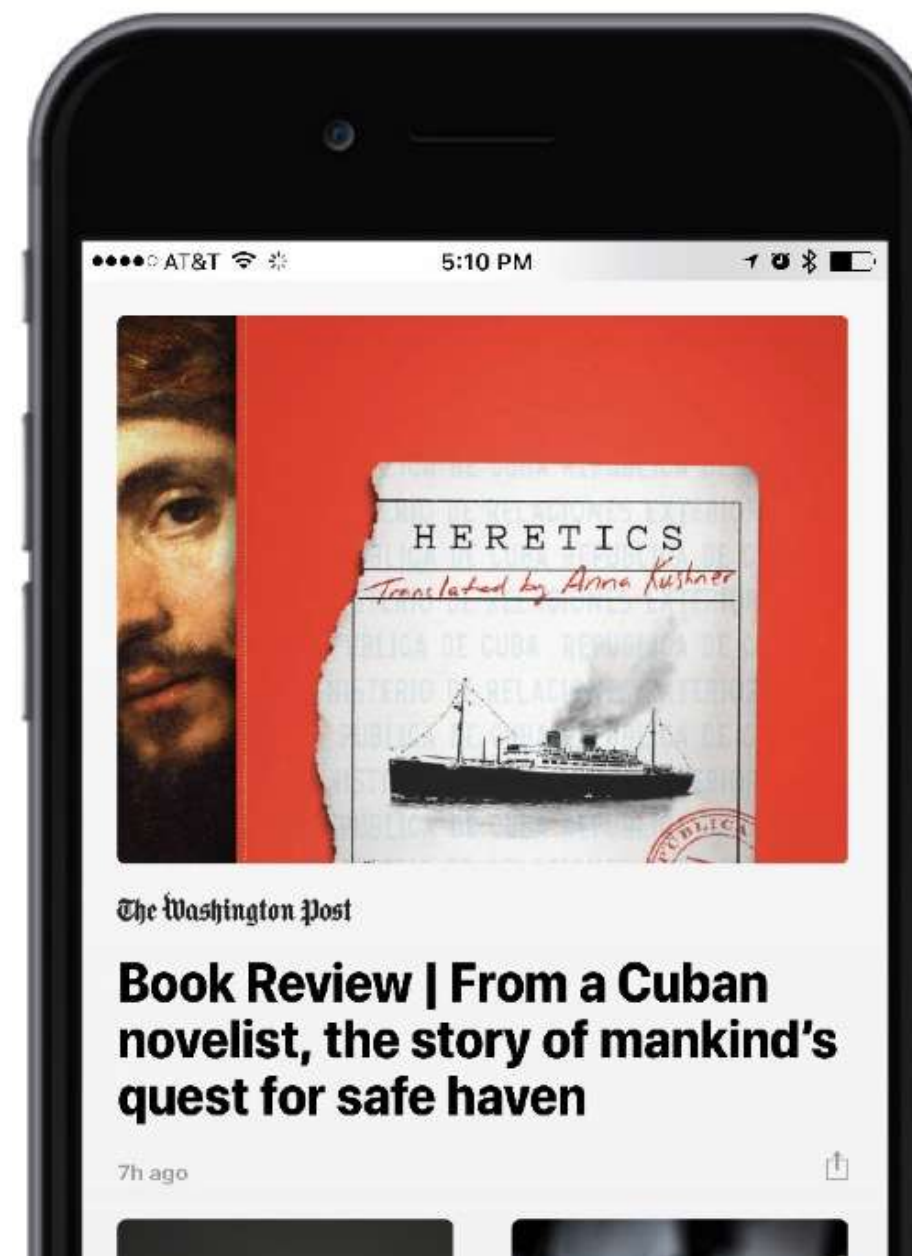
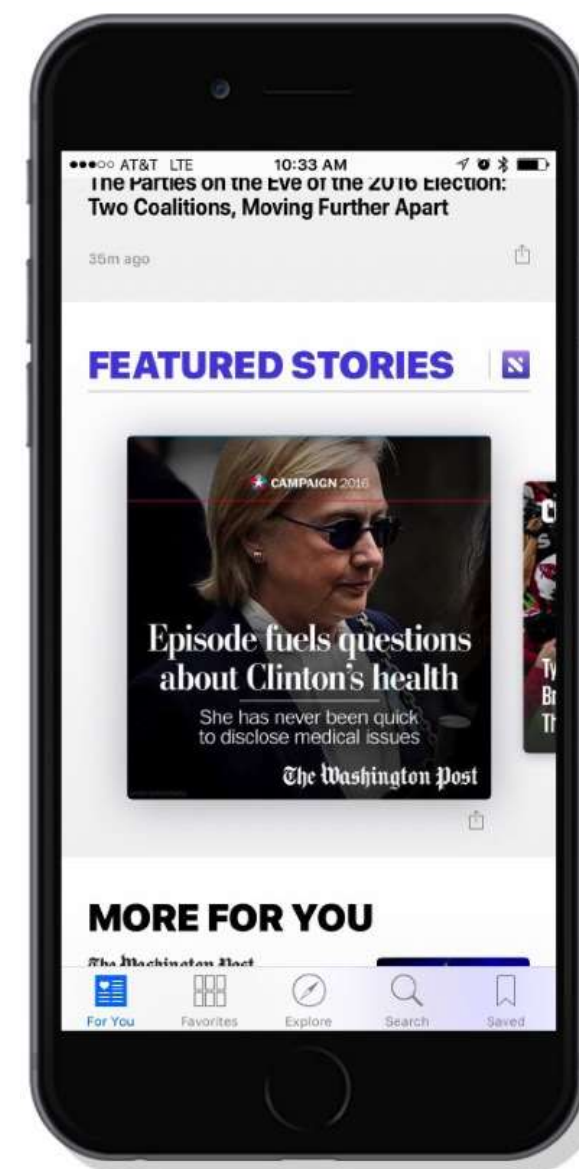
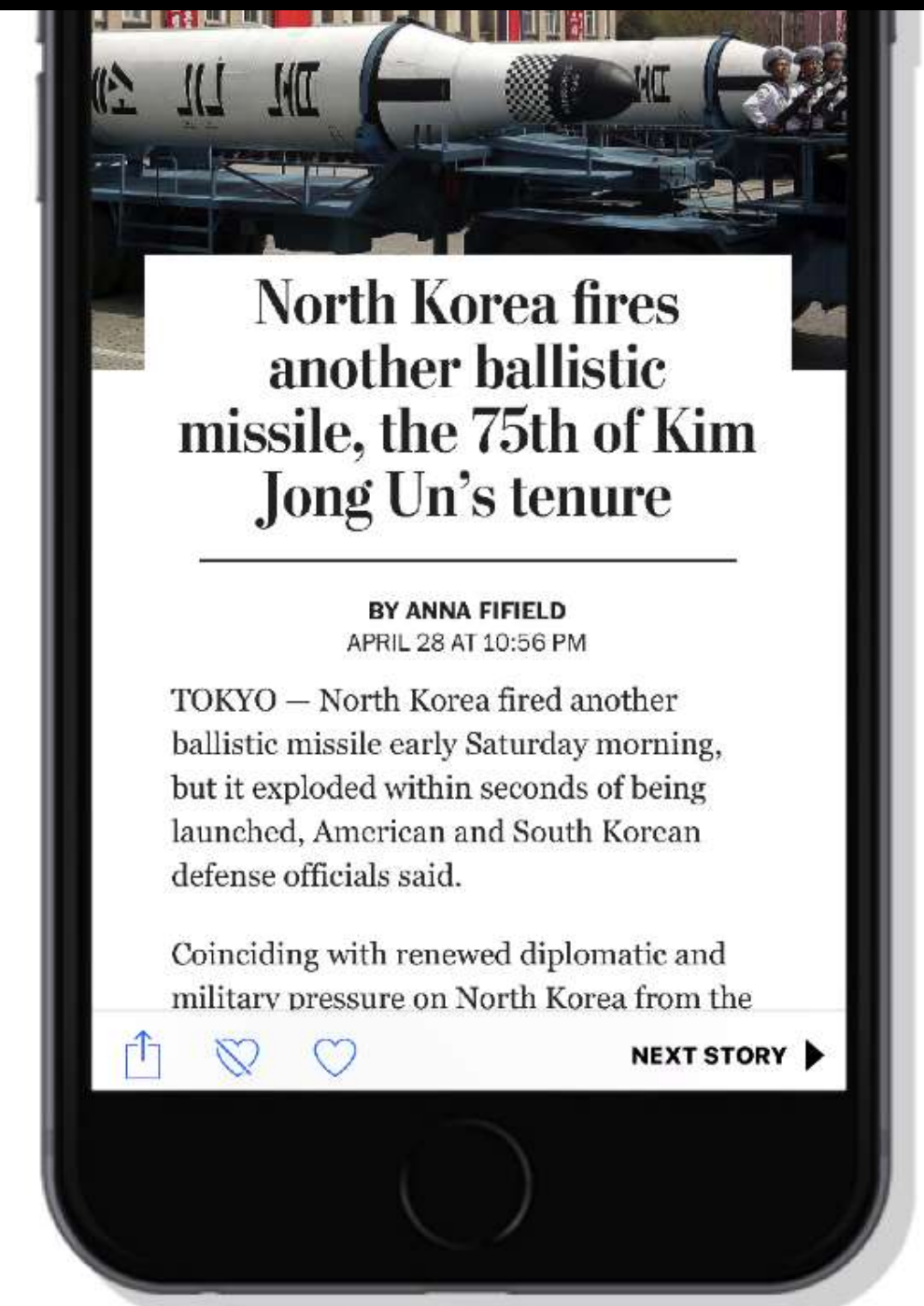
- Weekly campaign-focused brief “Election Essentials”
- “The Transition,” a daily post-election brief
- “Trump’s First 100 Days,” a daily post-inauguration brief
- Look for new ways to collaborate with Apple News
- Offering bespoke content not available in Instant Article and Google Newsstand

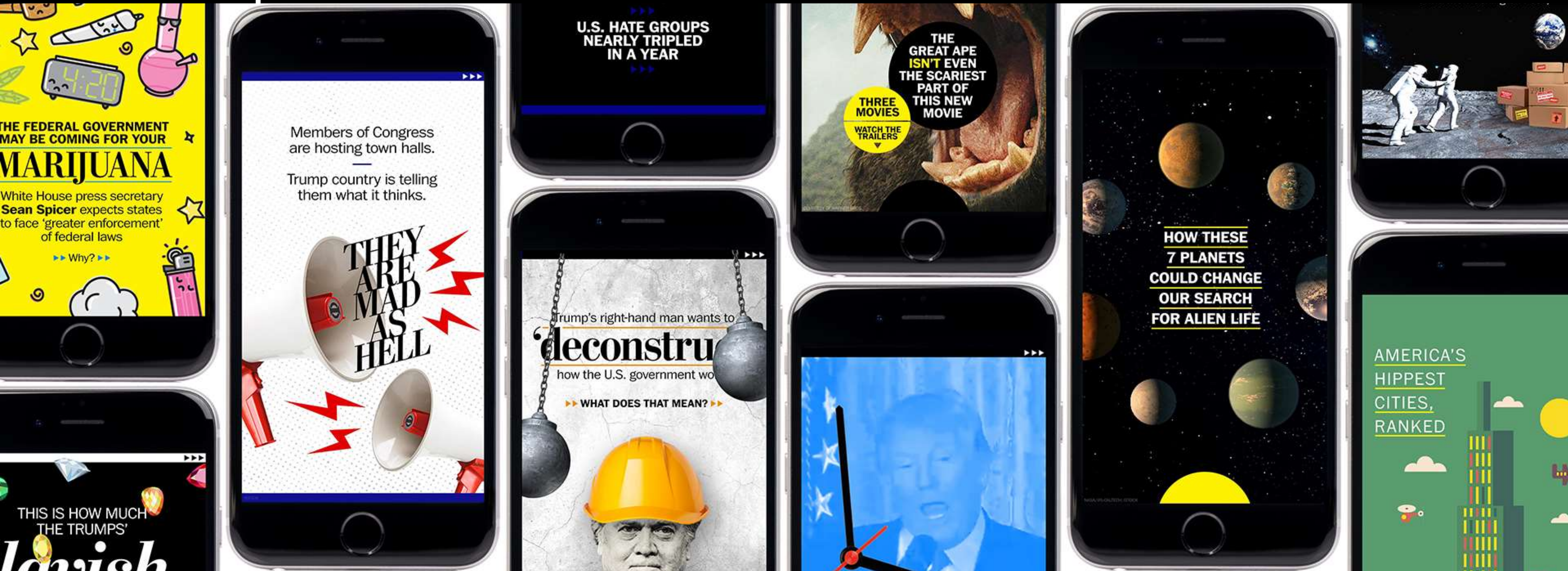


APPLE NEWS

Value to us:

- Brand recognition
- Audience growth
- Subscriptions





SNAPCHAT

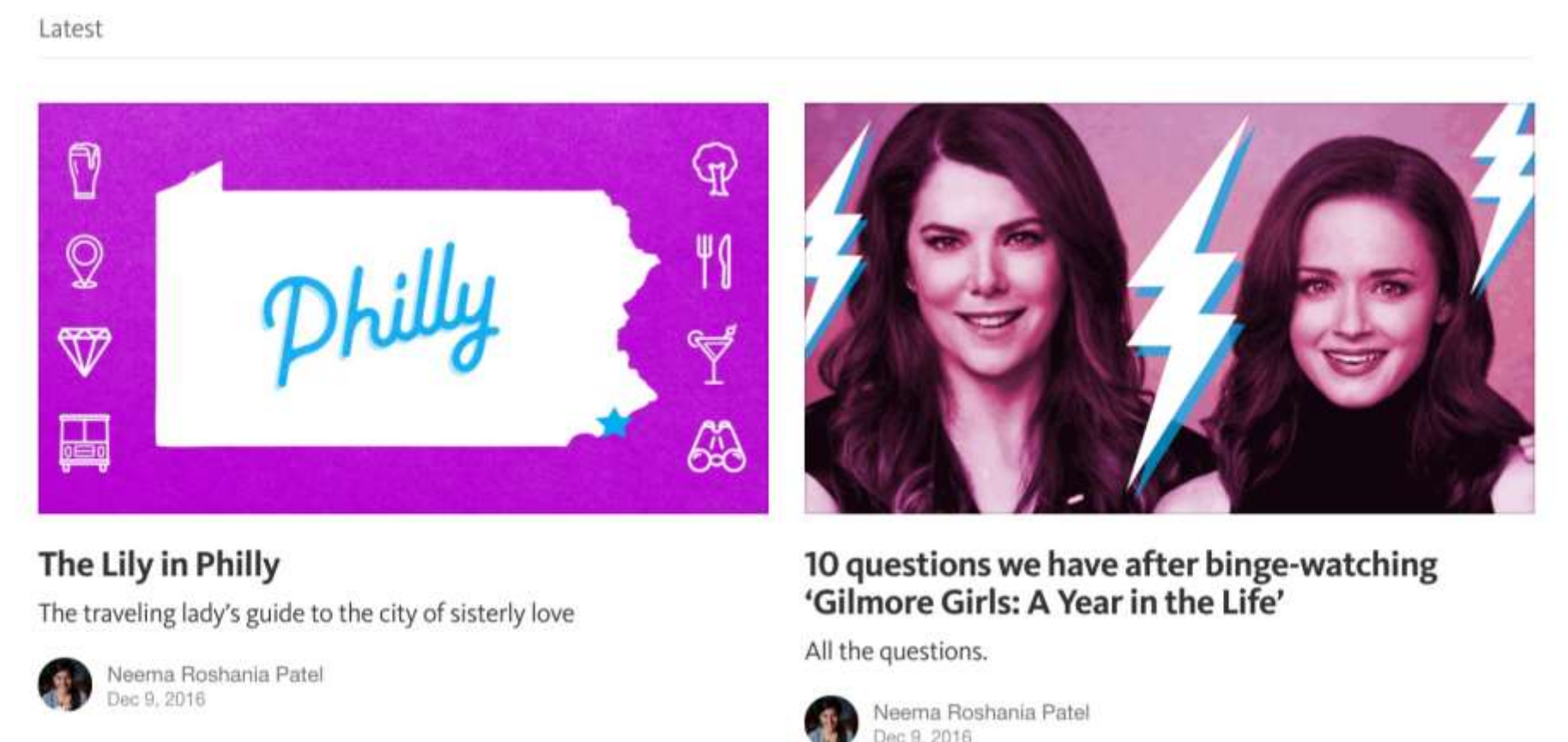
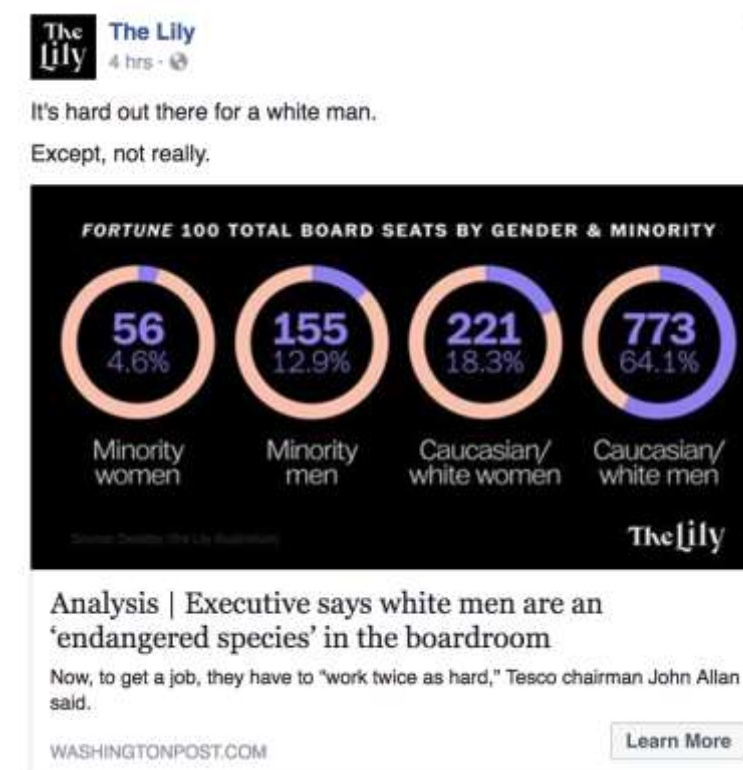
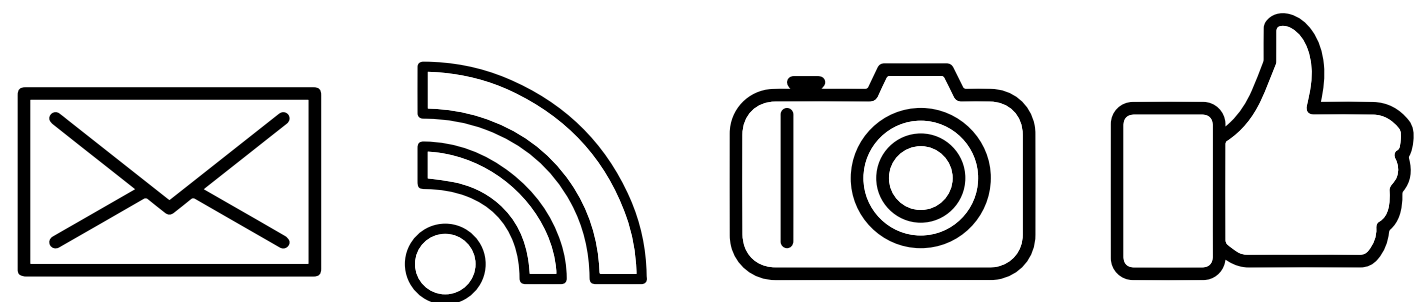
- First publisher to do breaking news
- We stay true to our brand

Value to us:

- Brand recognition
- Audience growth

The Lily

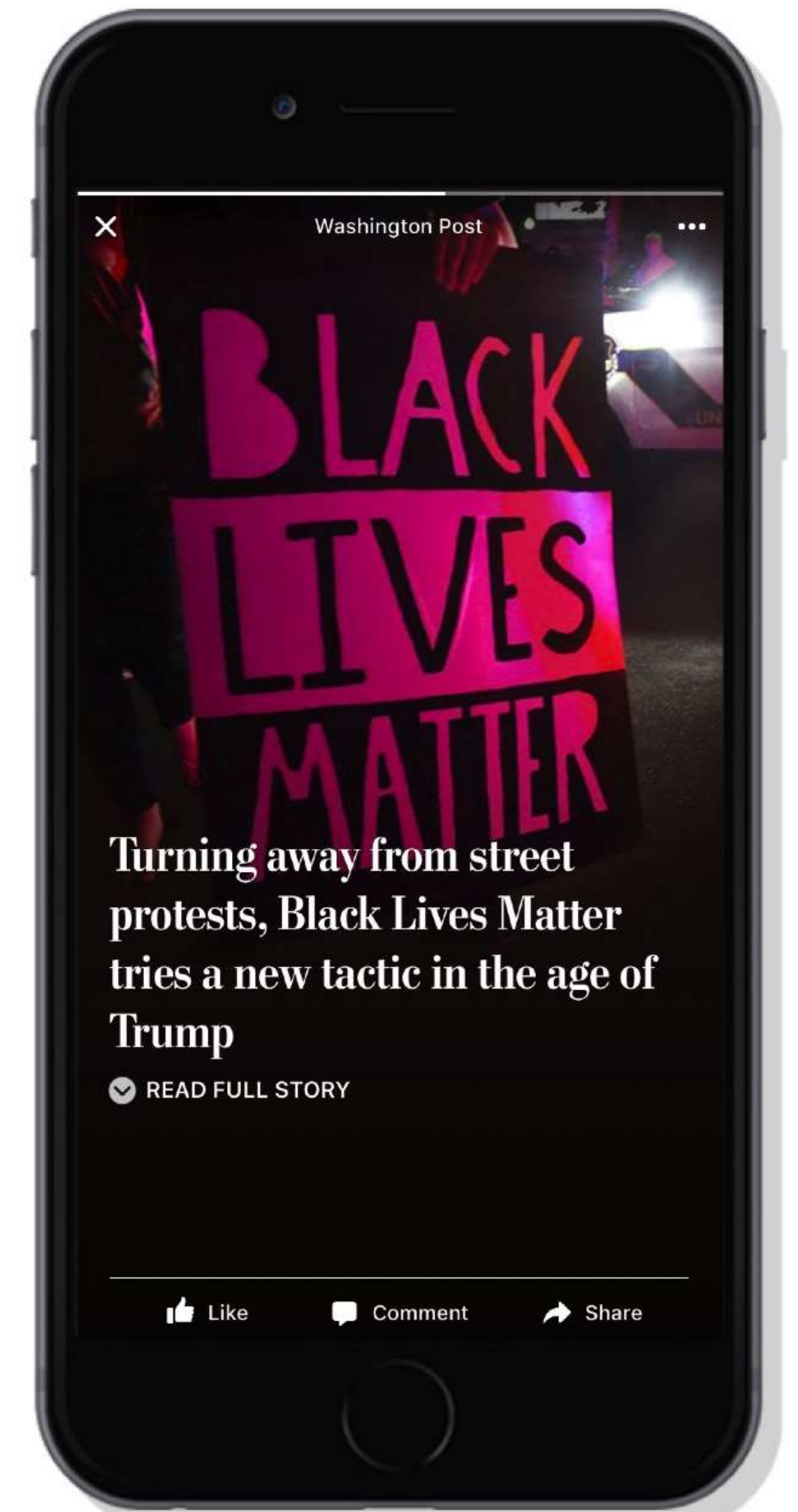
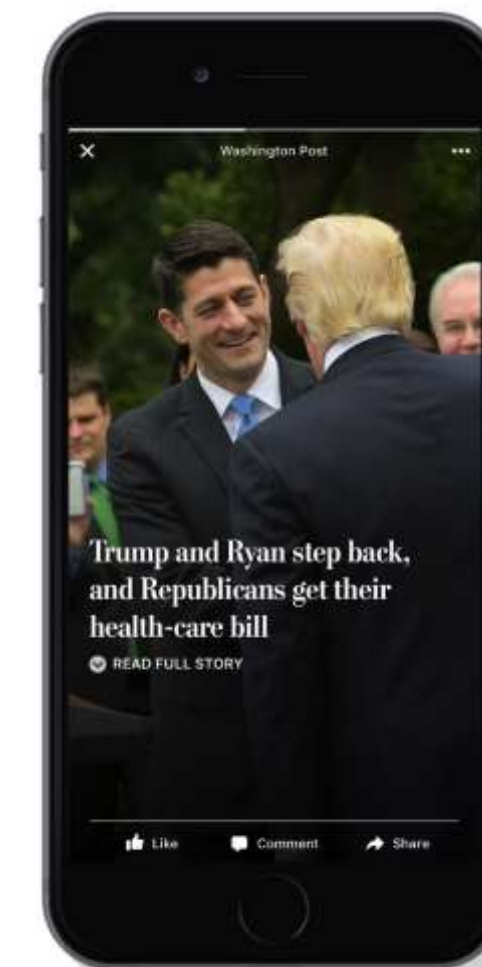
- Lives entirely on distributed platforms such as Medium, Facebook and Instagram
- Content adapts to platform
- Highly visual
- Targeted at millennial women
- 75% of the content will be reimagined Post content; 25% will be original content
- Coming soon!



OTHER EMERGING PLATFORMS

Facebook Editions

- Highly visual mini-editions
- Reader receives a notification once a day
- Hooked to instant articles



OTHER EMERGING PLATFORMS

Amazon Echo

- Experimenting with creating curated content for flash briefings



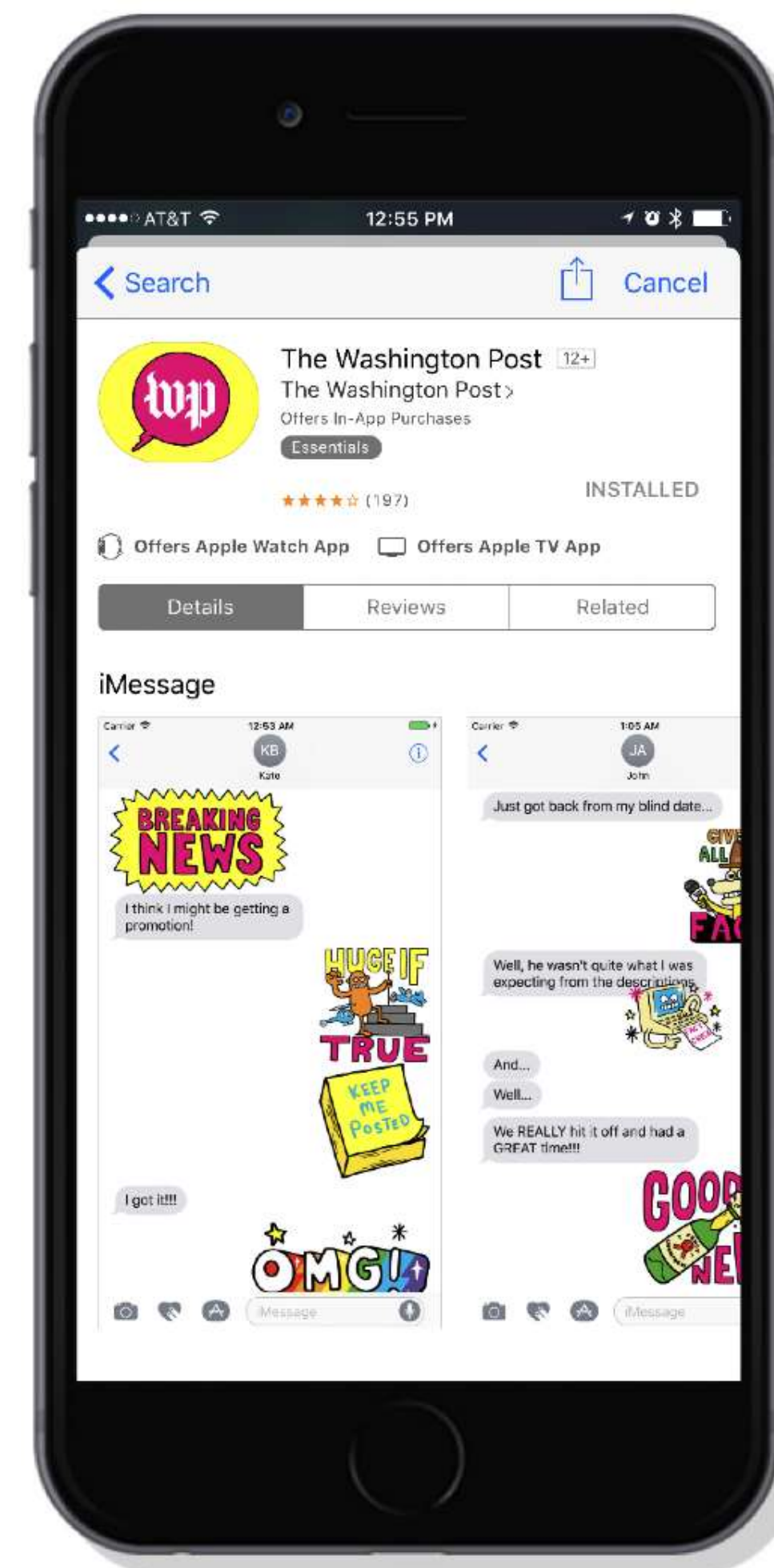
OTHER EMERGING PLATFORMS

Sticker Packs & Chat Apps



VIBER

- Free sticker pack with the debut of our channel
- Download opts you in to our channel
- Led to 430,000+ followers



iMESSAGE

- Free download
- Downloads apps associated with the pack (mobile, watch and TV apps)

The Washington Post

Thanks!

Coleen O'Lear, Editorial Director, Emerging News Products

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