

The Washington Post

BREAKING THE NEWS





The Washington Post

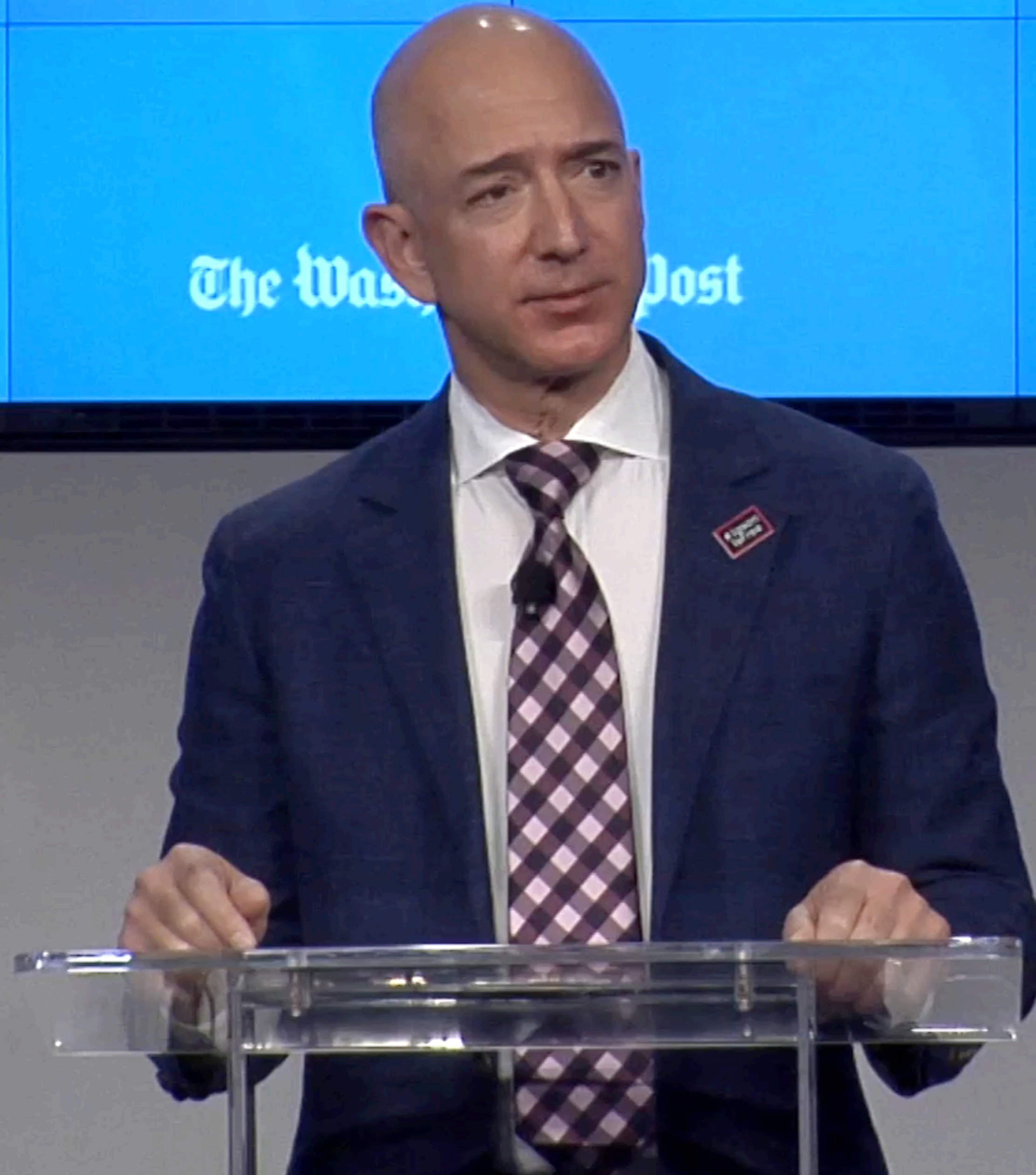
The Washington Post

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The Wash, Post

The Washington Post



What's dangerous
is not to evolve.

JEFF BEZOS





It's time to create our own history.

The Old Media Business

A reactive vs. proactive economy. Enhancements focused on the advertiser, not the user experience.



80

15

5

The New Media Business

The directive economy. Turning the Washington Post into a laboratory for inventing a sustainable future for media

Technology: A connective thread



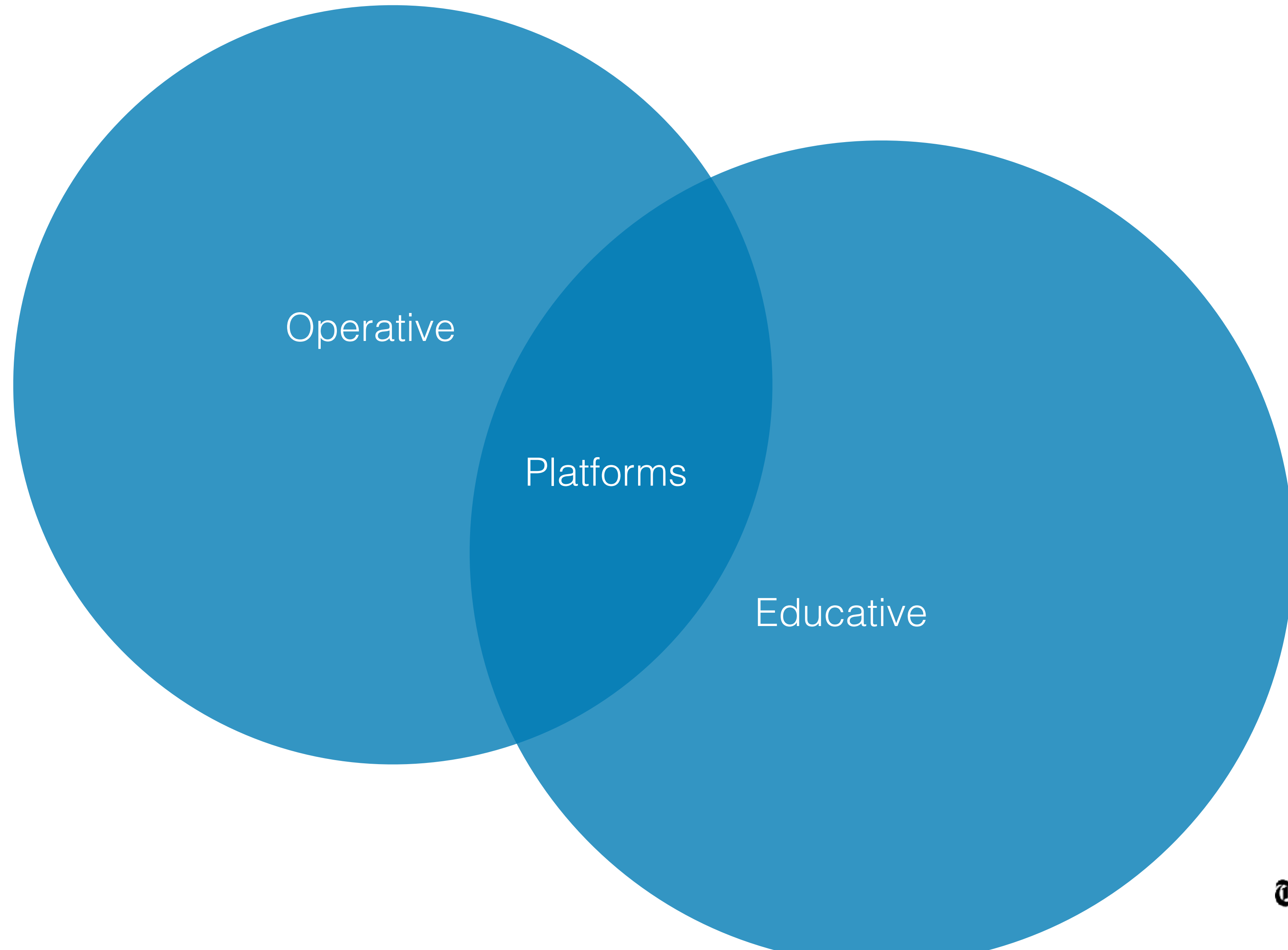
Don't focus on the competition,
focus on the reader - give them what they
want, as fast as possible.

Build mission critical technologies
ourselves, perfect them on our platform,
then open them up to the rest of the
industry.

OPERATIVE

EDUCATIVE

Platforms Influencing Your Business



“What can we be
successful at that
can’t be successful
elsewhere?”

—Jeff Bezos



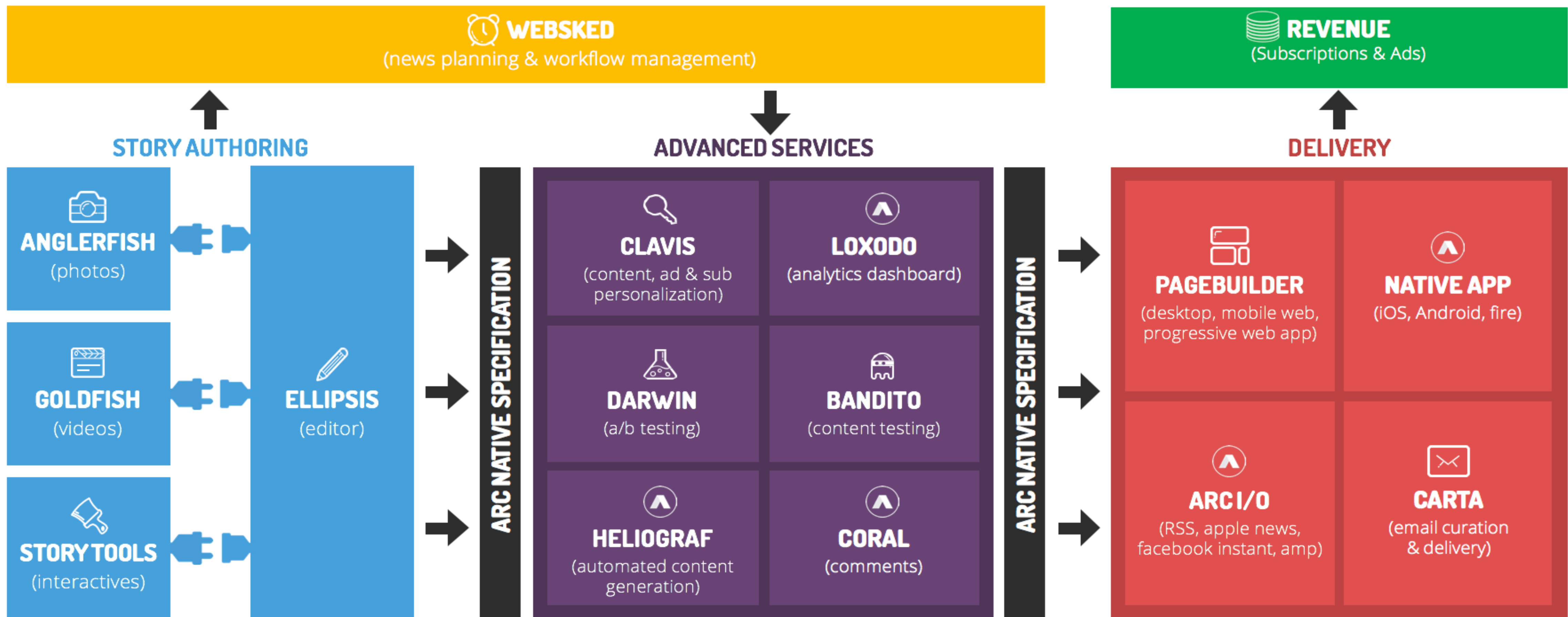
Technology

A modern publishing system engineered to meet the needs of the world's largest publishers.



INDEPENDENCE





BANDITO

A/B Headline Testing



BREAKFAST

NewsAlert Optimization



CARTA

Proprietary Email CMS



CLAVIS

Content Recommendation Engine



CONTEXTUAL NOTES

Explanation in Storytelling Context



CORAL

Comment Moderation Tool



HELIOGRAF

Automated Storytelling Tool



MODBOT

Automated Content Moderation



PWA

Fastest Mobile Web



REVERE

Breaking News Alert tool



VIRAL PREDICTOR

Automated article virality prediction



The Washington Post

Fastest-growing news publisher in the US in 2016

Los Angeles Times / **tronc**

Part of tronc, 3rd largest U.S. publisher with 21 publications (Chicago Tribune, etc.)

infobae

3rd largest digital traffic in Spanish worldwide

THE GLOBE AND MAIL 

Canada's national "newspaper of record"

NZME NEW ZEALAND
MEDIA AND
ENTERTAINMENT

Largest media brand in New Zealand, publisher of The New Zealand Herald

Tampa Bay Times

Owned by the Poynter Institute

SIGHTLINE
MEDIA GROUP MILITARY | DEFENSE | FEDERAL
A TEGNA Company

Group of newspapers including Army Times, Defense News, and more

LA NACIÓN

Costa Rica's national newspaper

MNA

Britain's largest independent regional news company

Alaska Dispatch News

Largest digital traffic in Alaska

WILLAMETTE  WEEK

1st to win Pulitzer for a story originally published online

SANTA FE **REPORTER**

Alternative-weekly sister publication of Willamette Week

400M Monthly Unique Visitors

The Washington Post

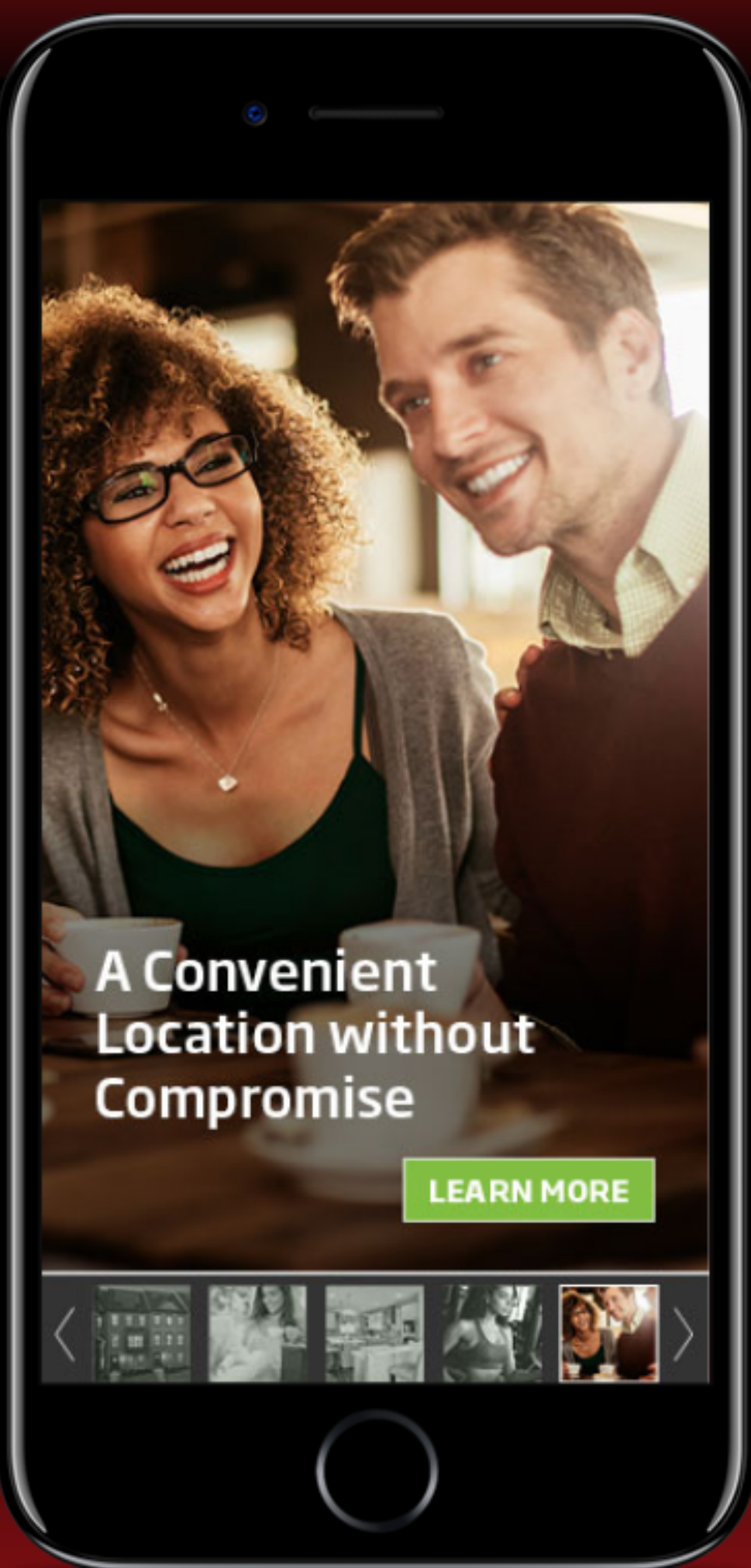
Advertising

Research, experimentation and development of revenue generating products.

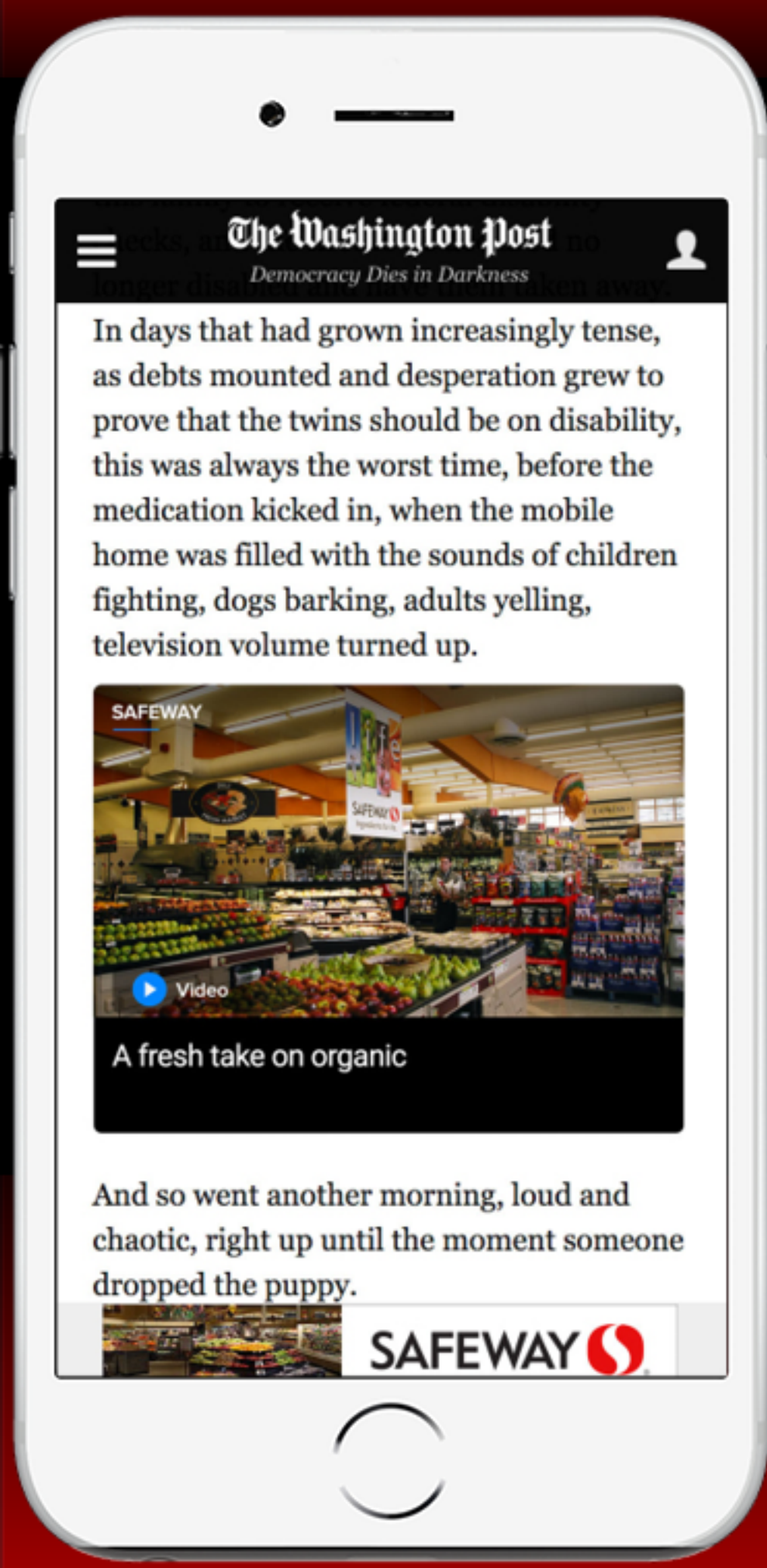
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RED

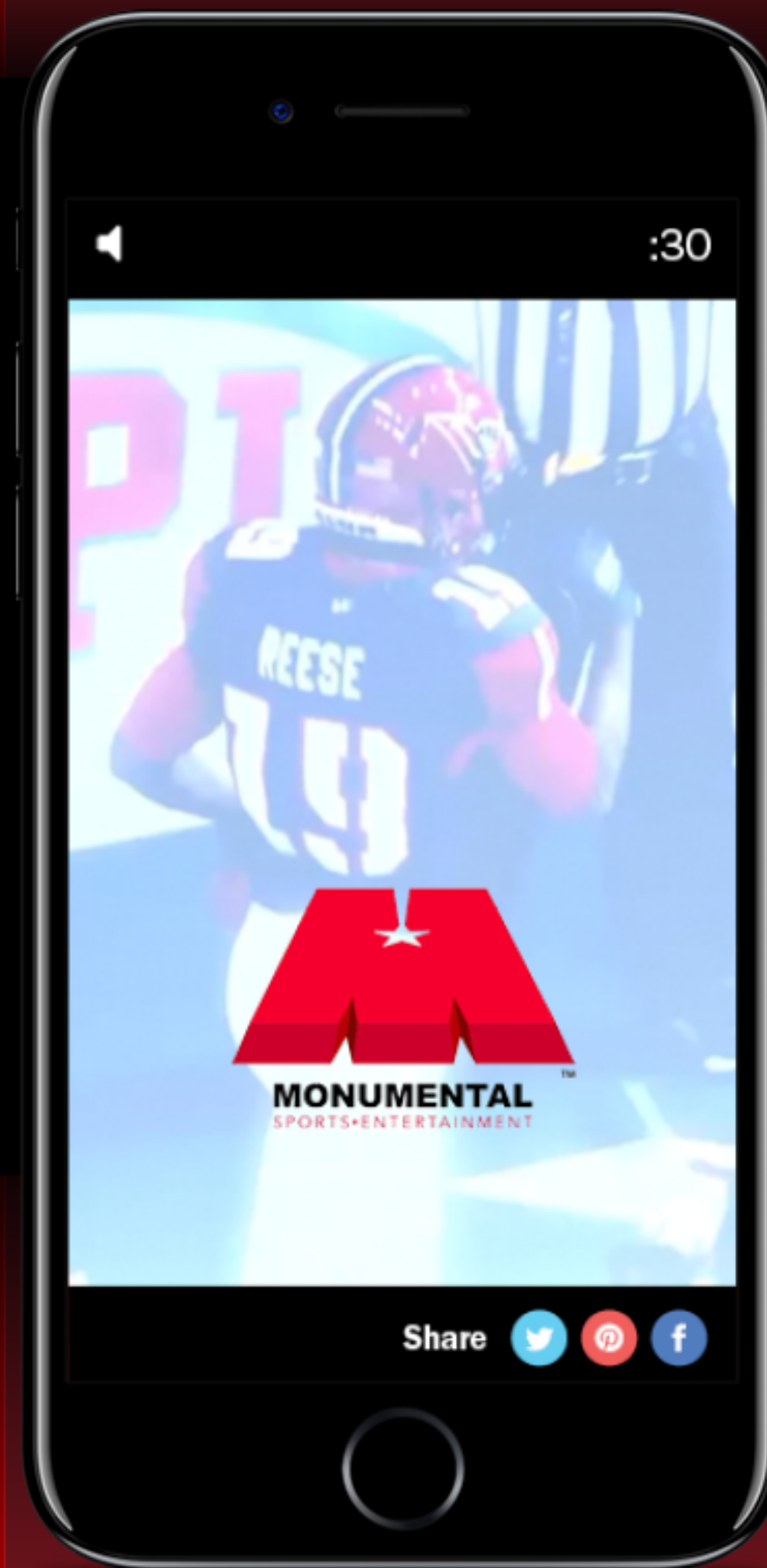
Ad Research Experimentation & Development



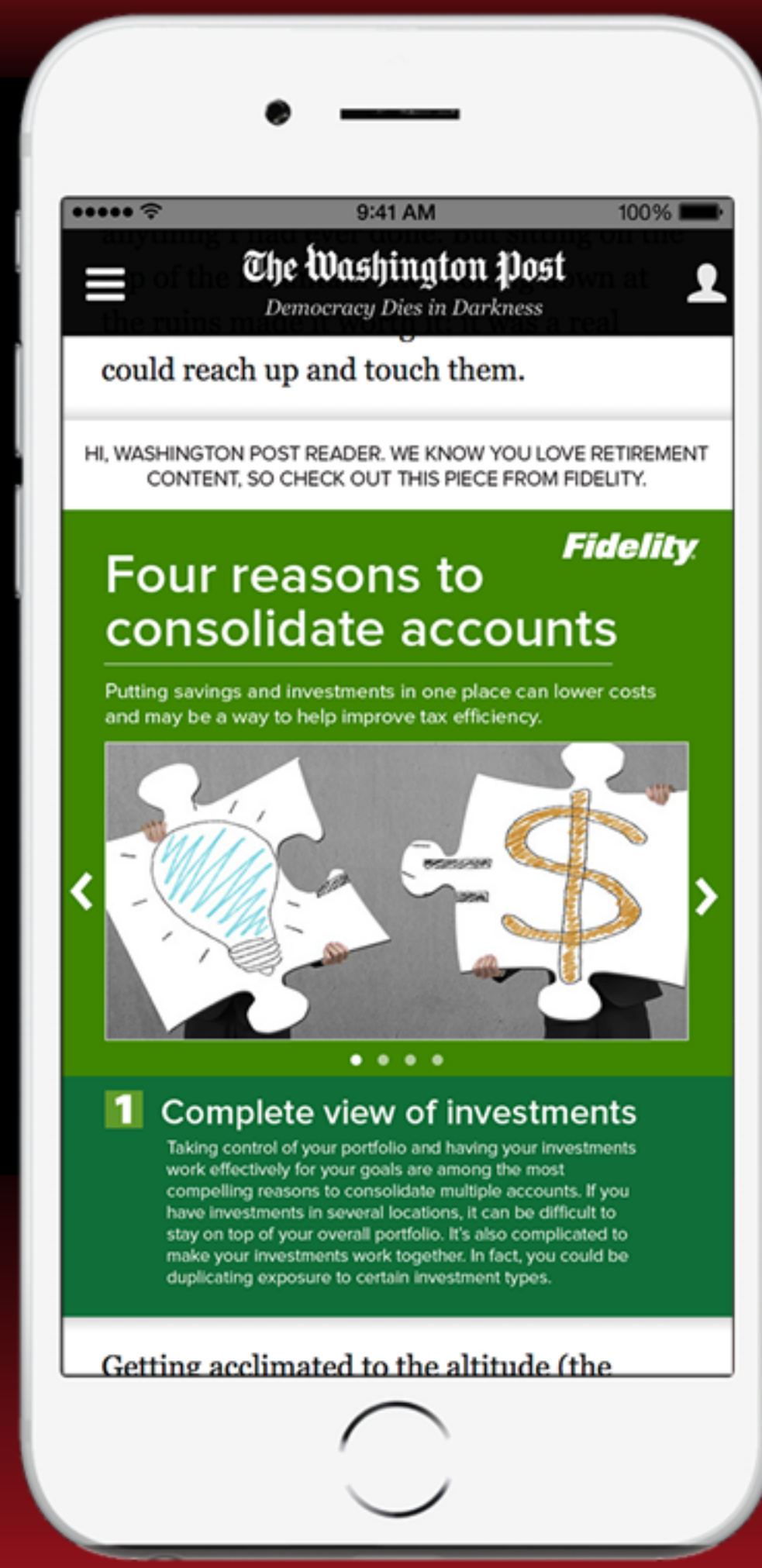
STORYBOARD



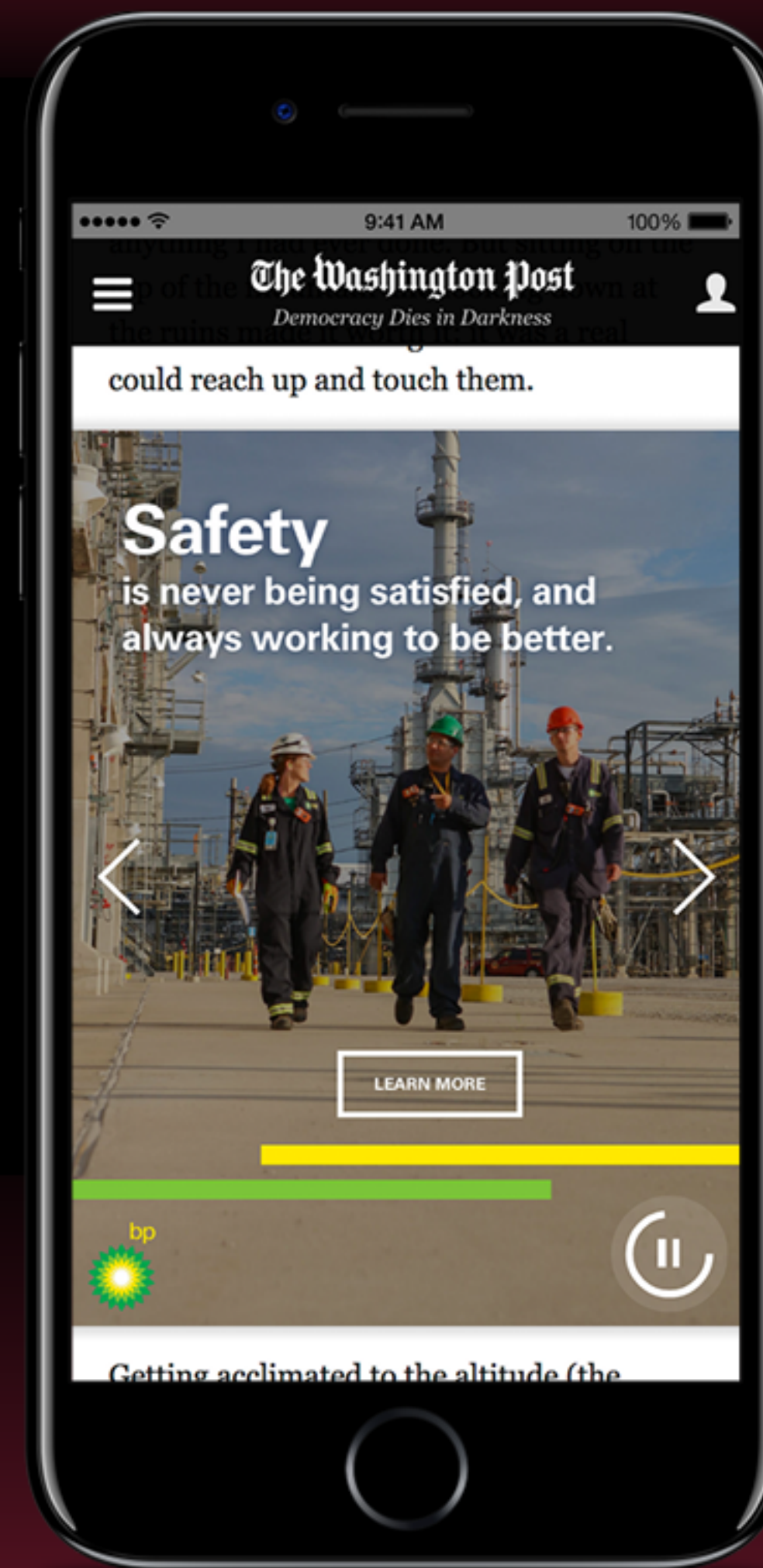
CASCADE



FLEXPLAY



OWN



RIPPLE

Equipment financing: good for school districts.

"Financing made the most sense in order to stretch our limited resources even further. Also, by staggering our tech leases, we're able to phase in and out the various technologies that the district uses to keep pace with the ever-evolving tech world."



BMO Harris Bank

FUSE



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NAVIGATOR

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of the Year contest

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THE LINCOLN
MOTOR COMPANY

POST PULSE

The Washington Post
Democracy Dies in Darkness

Because NARCAN is a nasal spray, instead of something using vials and syringes, it's not something that only medical professionals and

CONTENT FROM LINCOLN

**The all-new
Navigator embodies
both. The sleek
styling, spacious
interior and
technology are all
designed to make
each trip effortless.**

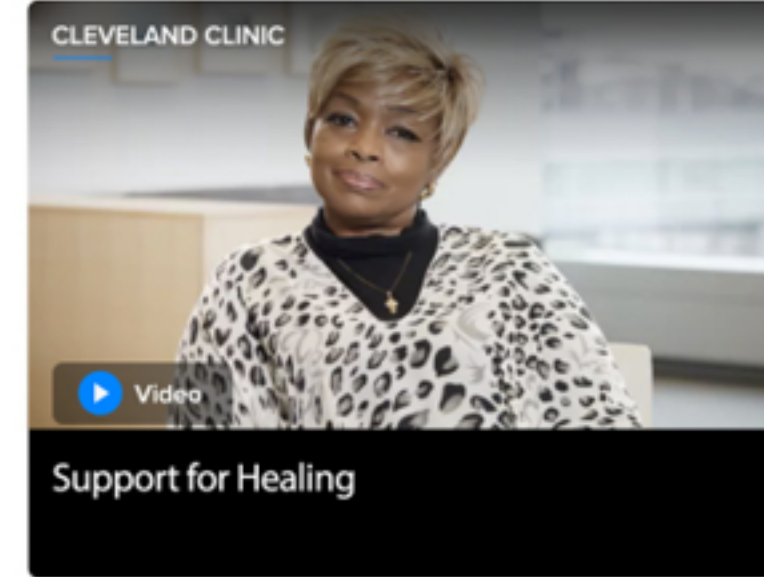
THE LINCOLN MOTOR COMPANY MORE

"If you give it to people for free, they'll say, 'I want it.' ... Long term, I hope every school in America has NARCAN. That's our goal."

INCONTEXT

The Washington Post
Democracy Dies in Darkness

average. Everybody is going to have a lot more time on their hands — not just people in retirement — so you better hope that the people with time to tinker and innovate will be relatively well-educated, healthy and financially secure. And that's [exactly what these demographic researchers say is going to happen with an aging population.](#)



That actually has enormous implications for the way we think about the innovation potential of the tens of millions in the Baby Boomer generation nearing retirement.

POST CARDS

The Washington Post
Democracy Dies in Darkness

Records show the Dreamliner is registered to Boeing Corporation. Boeing confirmed Thursday that the Dreamliner had been performing an 18-hour endurance test flight.

"Rather than fly in random patterns, the test team got creative, flying a route that outlined a 787-8 in the skies over 22 states," Boeing spokesman Doug Alder, Jr., said in an email to The Washington Post.

"The nose of the Dreamliner is pointing at the Puget Sound region, home to Boeing Commercial Airplanes. The wings stretch from northern Michigan near the Canadian border to southern Texas. The tail touches Huntsville, Alabama."

Boeing has been known for getting creative on mandatory test flights for new planes before. Earlier this year, pilots testing a new Boeing 737 MAX plane flew more than 2,400 miles to unite



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**Breakthroughs
in Possibility**

With more than \$3 billion invested annually, Boeing drives innovation that will transform aerospace and defense as we know it.

RE-ENGAGE

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The product is journalism.

“We’re doing our part.”

- Subscribers



GROWTH



RETENTION

“You can fill a bucket with an eyedropper as long as there are no holes in it.”

—Jeff Bezos



“Big bets are counterintuitive. But,
that’s what makes them big!”

–Jeff Bezos





THANK YOU