Zigging where other’s zagged: All in on OTT (and TV)

The Leading Video News Network for Millennials

We care about gaining a deeper understanding of stories that matter. We're centered by a respect for journalism and driven by innovation. We recognize that quality storytelling—and the audience it serves—is intelligent, fair, and uncompromising.

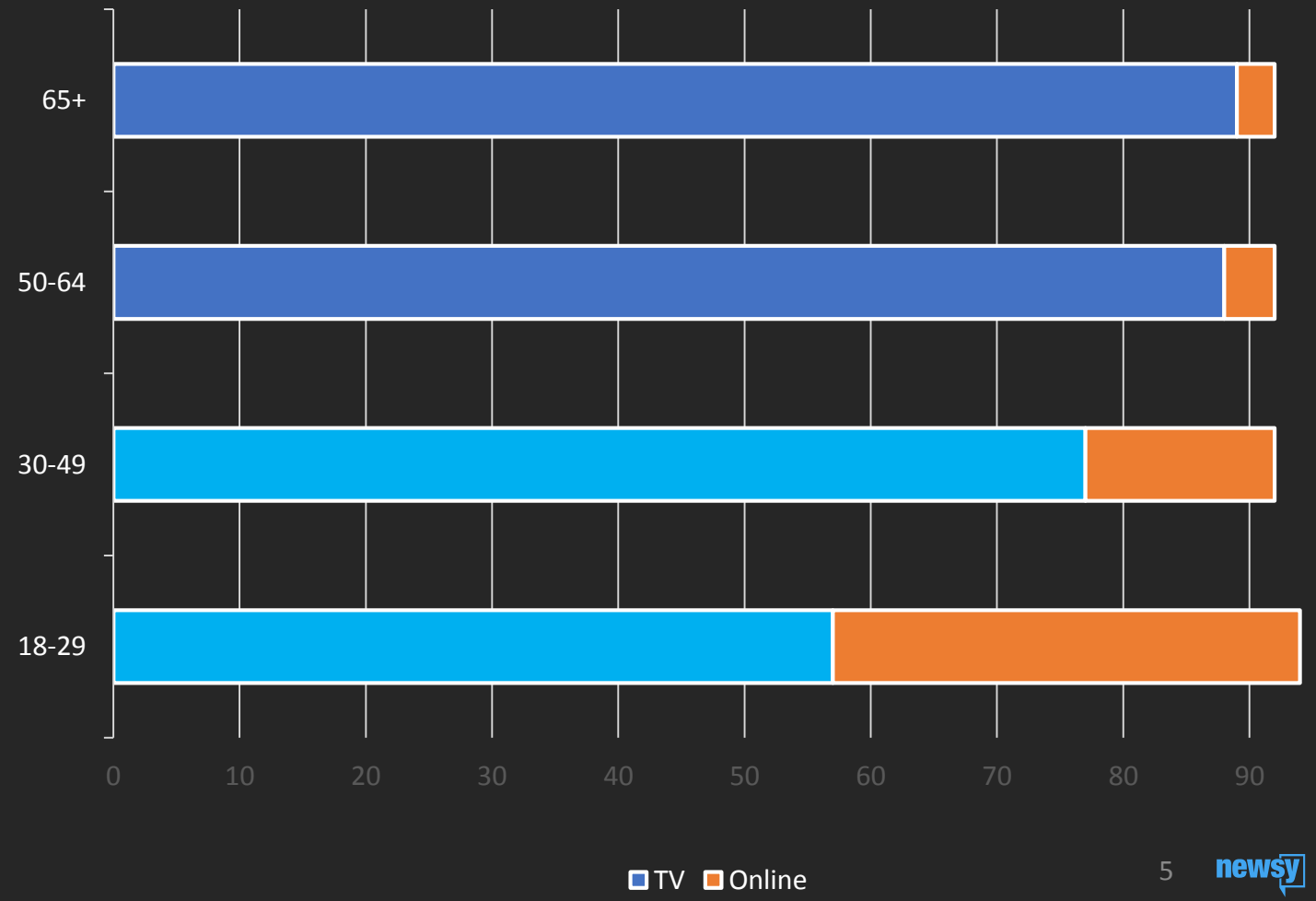
We're a stories company.

We're not a digital, TV or social news provider.*

*Our stories just happen to look best on TV

Younger adults watch online while older adults prefer the TV

TV is still the most dominant platform for video news consumption. But younger viewers are more likely to view online, so we have to cater to everyone.



Source: Pew Research

Today: Live TV still dominates viewing

292M
Monthly reach of live TV

4:21
Average daily time spent with live TV

83%
Percent reach among millennials

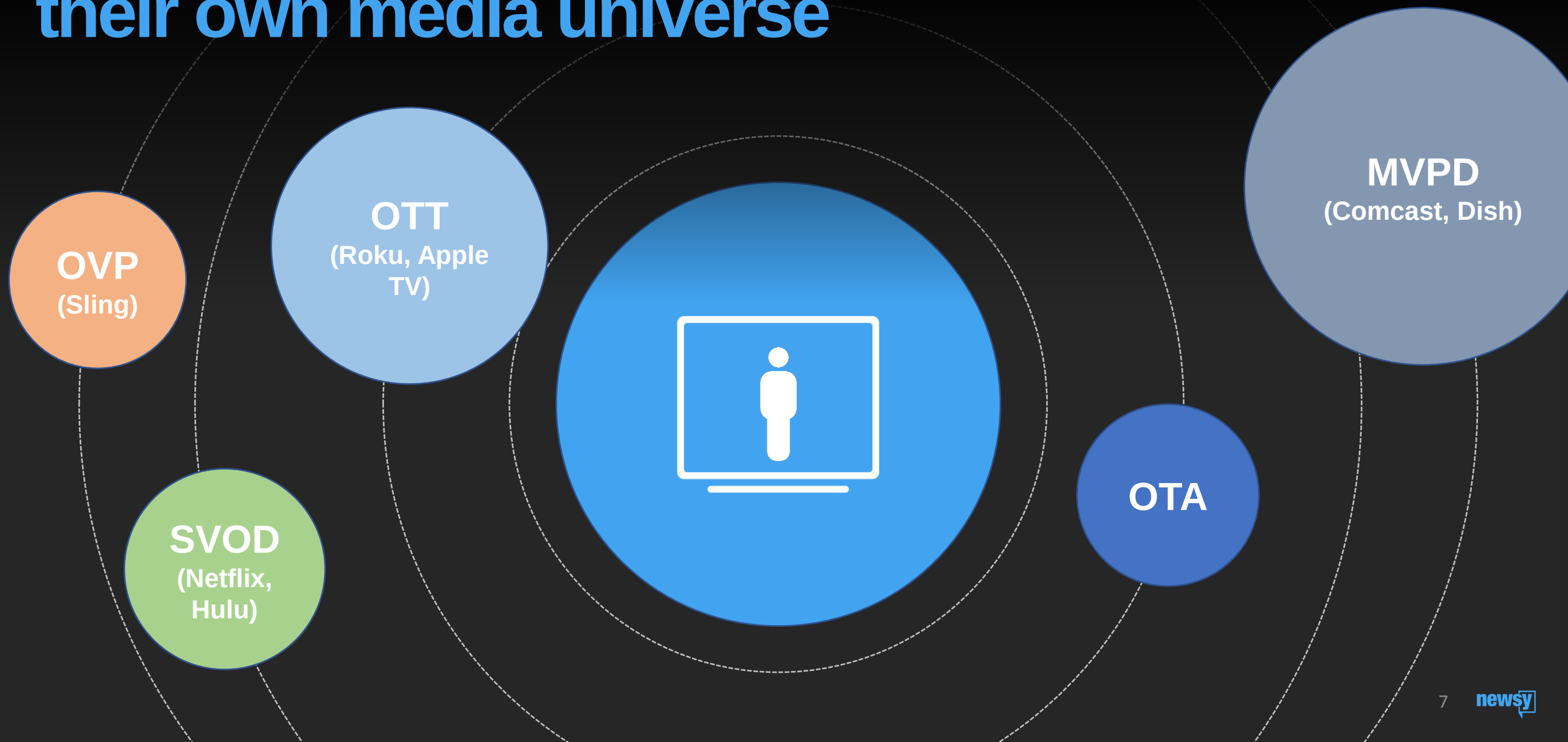
89%
Percent reach among Gen-X

Time spent viewing increases with age

Cross-platform viewing decreases with age

Source: Q1 2017 Nielsen Total Audience Report

Technology puts the user at the center of their own media universe



Why a digital on-demand news company makes better TV.

We focus on the story first.

The means we feel native both linear and on-demand

Our viewers, no matter their age, are looking for something different from Newsy

- Stories, not screaming: Newsy viewers want news of the day headlines, original enterprise field and feature reporting, and impactful investigative journalism.
- Facts, not opinions: Newsy viewers perceive partisanship in legacy and new media offerings, and are looking for an explicitly fact-based approach.

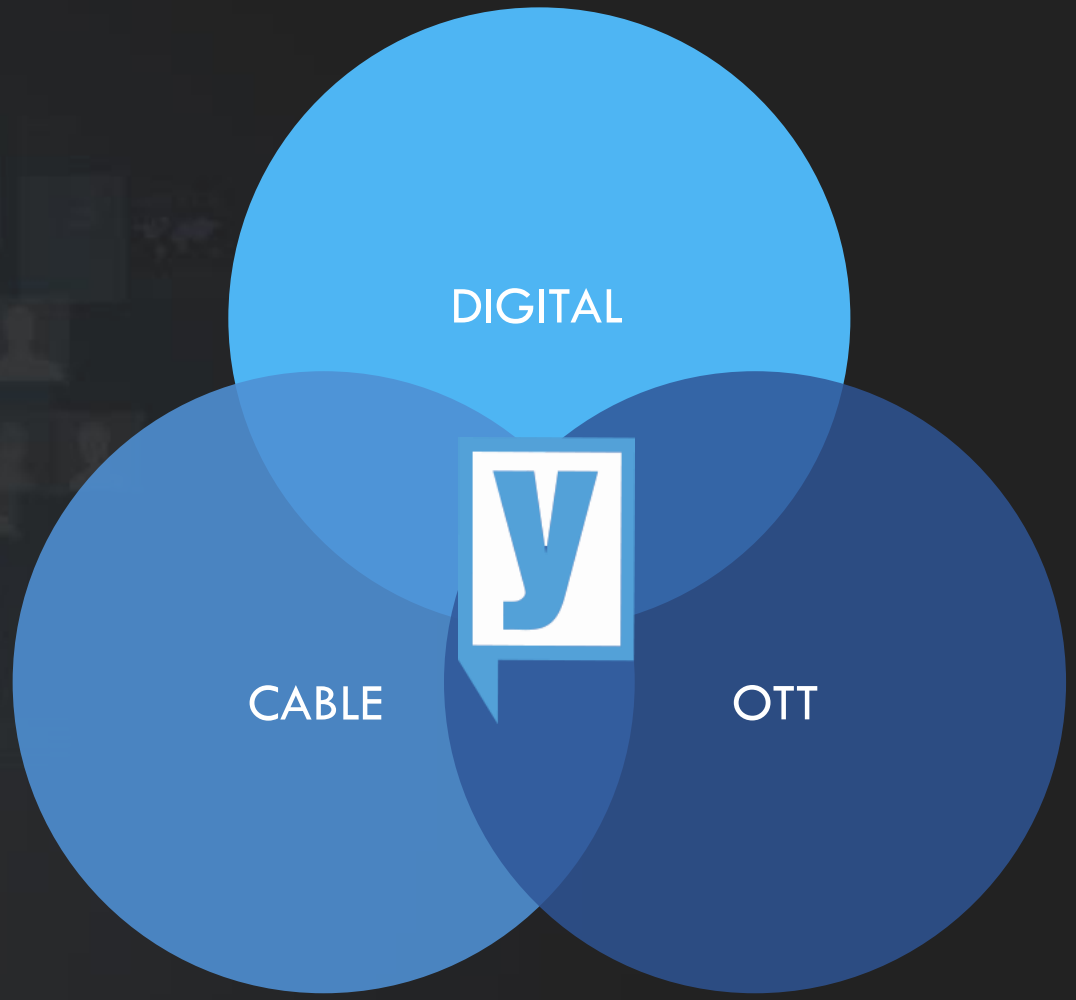
"That is why we love @NewsyVideos, truly some of the most unbiased reporting around. No intentionally heated discussions. Just the facts on a constant rotation with an occasional investigative piece here and there."

Have been watching a new (to me) news channel on Google Fiber called Newsy. Straight forward, unbiased, in-depth context on today's top stories. No political pundits!"

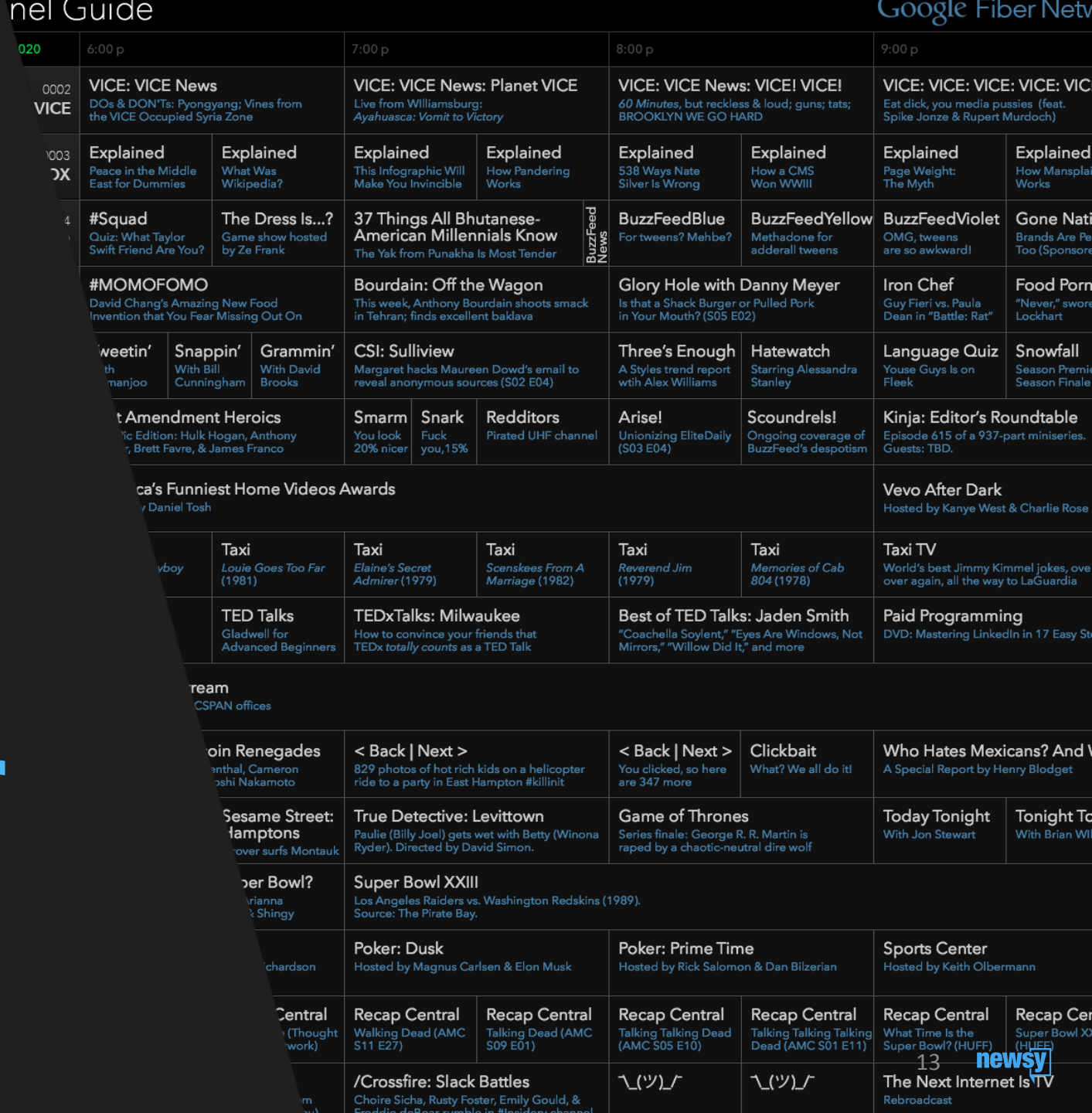
newsy
ON AIR
6:03:10

Our digital roots combined with our OTT and cable distribution mean great multi-platform reach

Advertisers want to reach audiences no matter where they are. By moving into cable, Newsy is well positioned to be in front of viewers no matter where they're watching.



While fragmentation will continue, consumers want ease of use. Content will unify under a single interface.



newsy

Thank you!
Questions?