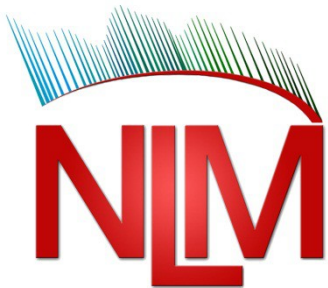
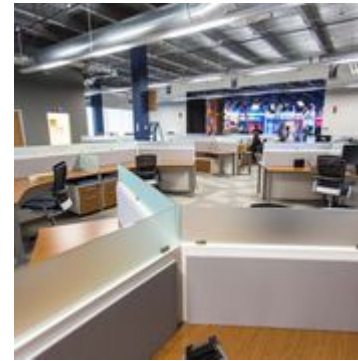
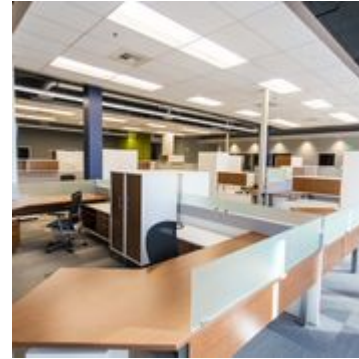
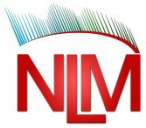


News Business 2015



January 12, 2015





Alaska News Ecosystem



- Microcosm of U.S. Industry – less than 2% and Anchorage Market 147
- Record amount of Capital Invested
- GCI/KTVA, Dispatch/ADN and KTUU Channel 2 over \$75m
- 2014 record TV and Cable Ads - political
- 2015 and \$50 bbl oil

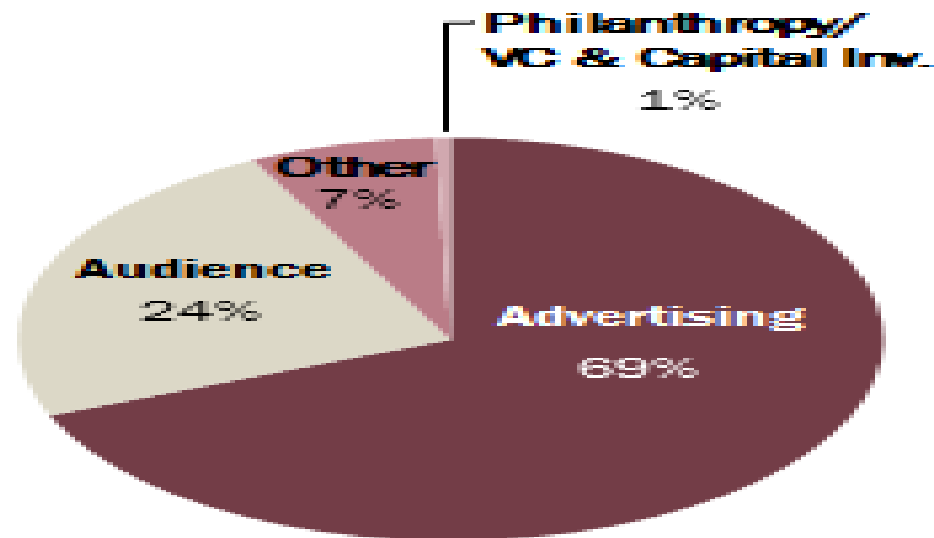


News \$65B Industry U.S.



Financial Support for News

% of total news dollars generated by key sources



Source: Pew Research analysis of data from the NAA, BIA/Kelsey, SNL Kagan, VSS, Kantar Media, Borrell Associates, RTDNA/Hofstra University, Public Media Futures Forum, and other publicly available data.

PEW RESEARCH CENTER



How Americans Get News

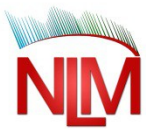


- Average adult uses four different devices or technologies each week for news
- 75% of Americans get news daily
- 60% of Americans under 30 get news daily
- 78% of smartphone owners subscribe to news alerts – over twice likely social media user

% Americans Using Each Device

Television	Laptop/	Radio	Paper Newspaper	Cell
Phone	Tablet			
	Computer		or Magazine	

Source: American Press Institute 2014, Media Insight Project - API, Associated Press-NORC Center for Public Affairs Research



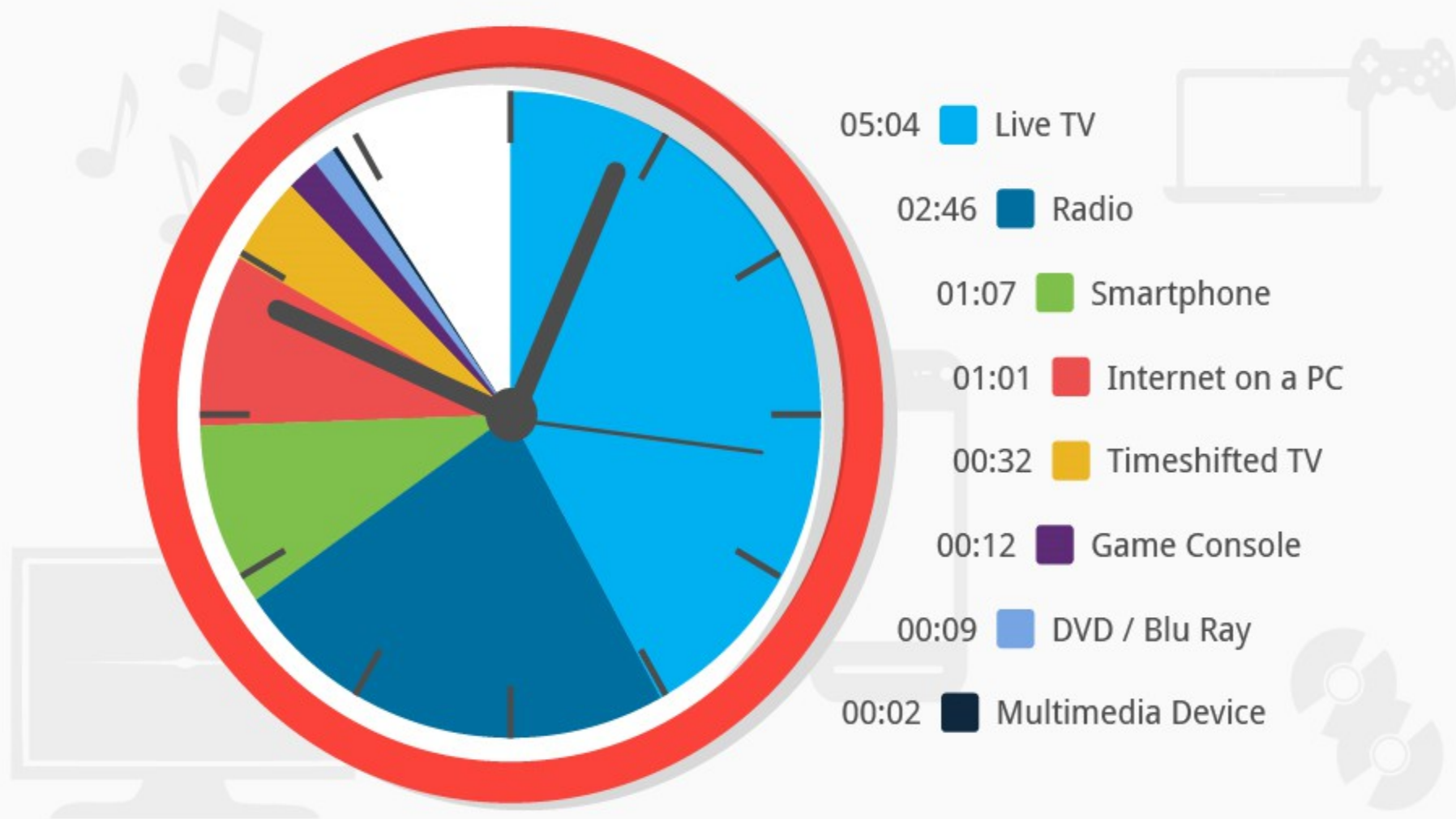
Interactive Part of Presentation



- How screen consumption is counted
- TV, Radio, smartphone, tablet, desk top all electronic media
- How many hours:
 - less than 5 hrs per day
 - 5 hrs to 10 hrs per day
 - more than 10 hrs per day

Americans Spend 11 Hours A Day With Electronic Media

Average time American adults (18+) spend with electronic media in Q4 2013 (hours:minutes)



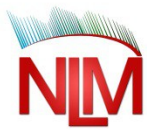
@StatistaCharts Source: Nielsen



The Big Picture



- Television, digital media consumption is changing
- State of flux: PayTV, Streaming, Time Shift, Fragmentation
- Some results obvious – shifts in screen
- Some harder: News Consumer is Changing... Pew Study...



Consumption Shift



Television, Internet, Radio & Newspaper

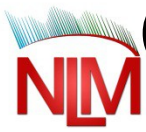
Generational Gaps in Time Spent Following the News

*Average number of minutes per day
following the news by age group**

	Silents	Boomers	Xers	Millennials:
2004	88	75	63	43
2006	80	71	63	45
2008	82	72	64	43
2010	83	79	71	45
2012	84	77	66	46

*On the day prior to survey.

PEW RESEARCH CENTER



Consumer Demands Better Content



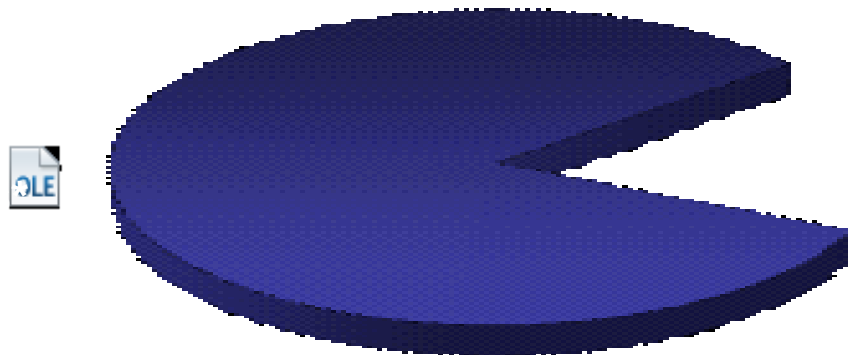
- Relevant, perspective, context
- Lighter, faster, better
- Better, not necessarily more
- Opportunity in changes



News Viewers

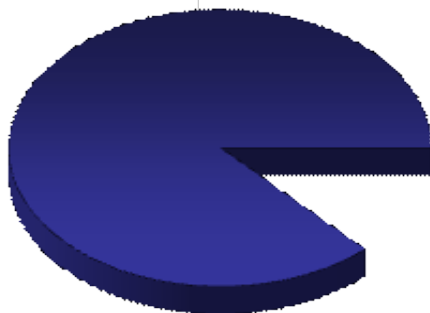
Of the 158,120 homes in the Anchorage DMA, 55.7 percent view local news in a week. The viewing habits of People 25-54 in those homes who watch local news show that 82 percent watch Channel 2 News. Of the Channel 2 News viewers, over 76% watch Channel 2 News exclusively.

People 25-54



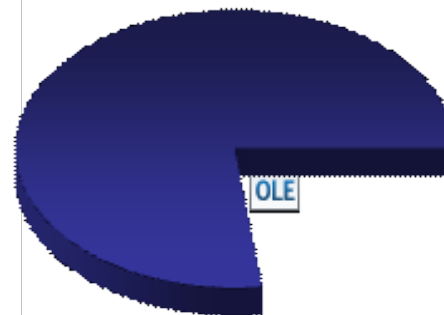
76% watch Channel 2 exclusively*

People 35+



65% watch Channel 2 exclusively*

People 18-49



83% watch Channel 2 exclusively*

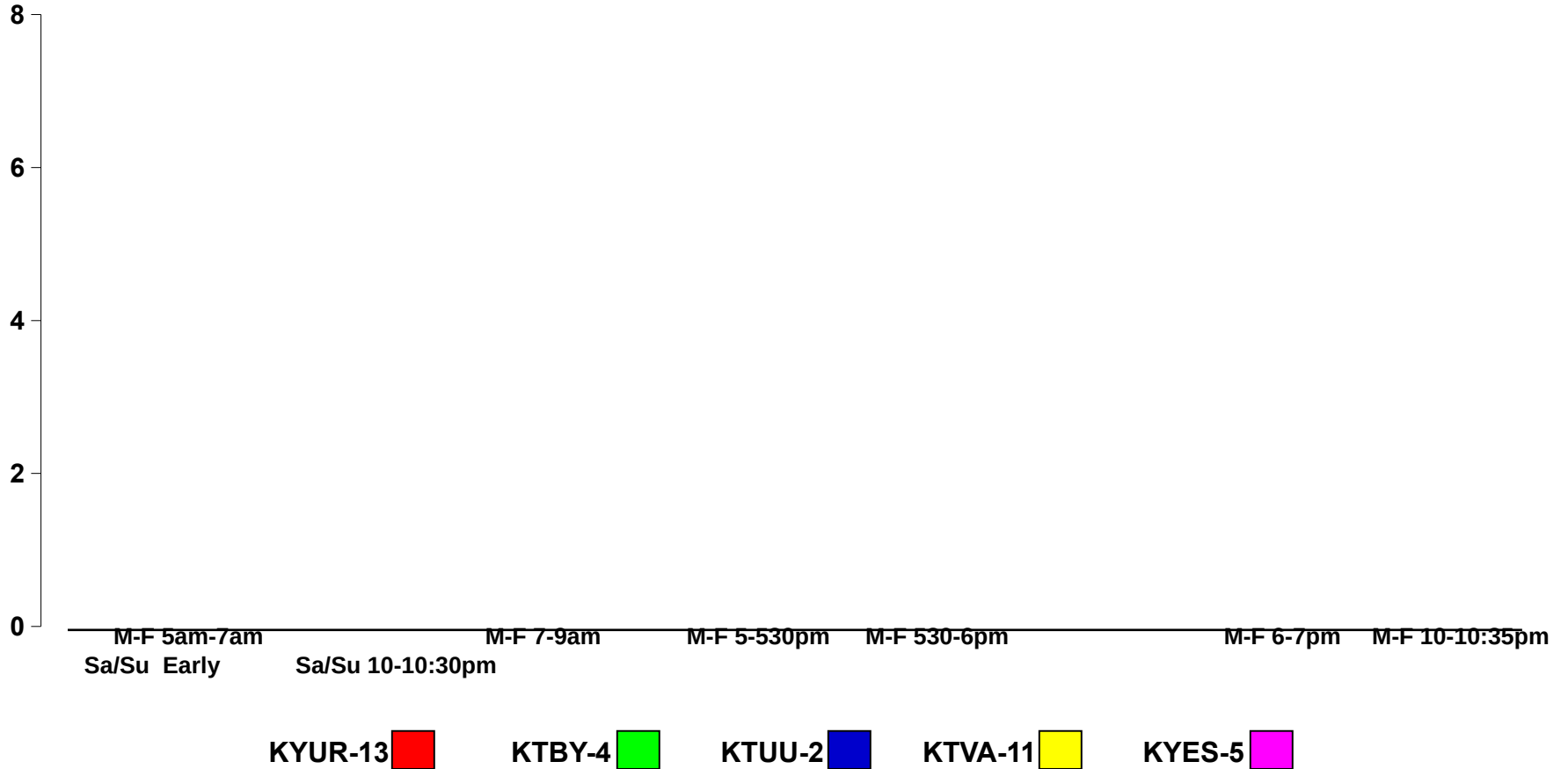
*Source: May 2014 Nielsen Media Research Special Study Local Custom Diary Analysis 2-Way, Only, Only Both Study



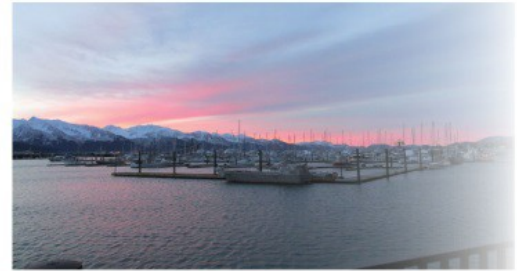
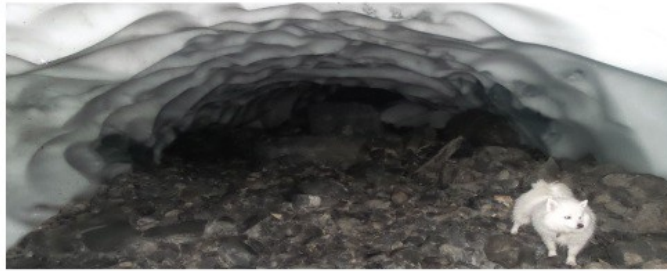
News Performance

Channel 2 News reaches more Alaskans than any other broadcast

source
People 25-54
November 2014



DECEMBER DIGITAL NEWSLETTER



mobile only page views	5,528,851
mobile unique visitors	648,174
wave downloads	15,732
ktuu.com page views	3,235,281
ktuu unique visitors	403,250
photo: ice cave bear selfie	1,119,871
total facebook followers	137,380

Most Viewed Story:
Alaska Reality Show Charged with Dividend Fraud

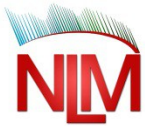




Streaming News on Demand



APP IS AVAILABLE FOR DOWNLOAD AT BOTH THE GOOGLE PLAY AND ITUNES STORE



What's Ahead



- Driven to stay with the consumer on all platforms and deliver coverage, better integration with digital platforms
- Adding “Alaska Political Pipeline” anchored by Steve MacDonald
- Developing national coverage of the Iron Dog for NBC Sports Cable – new markets



Thank You