



BILLYPENN

A mobile platform for a better Philly

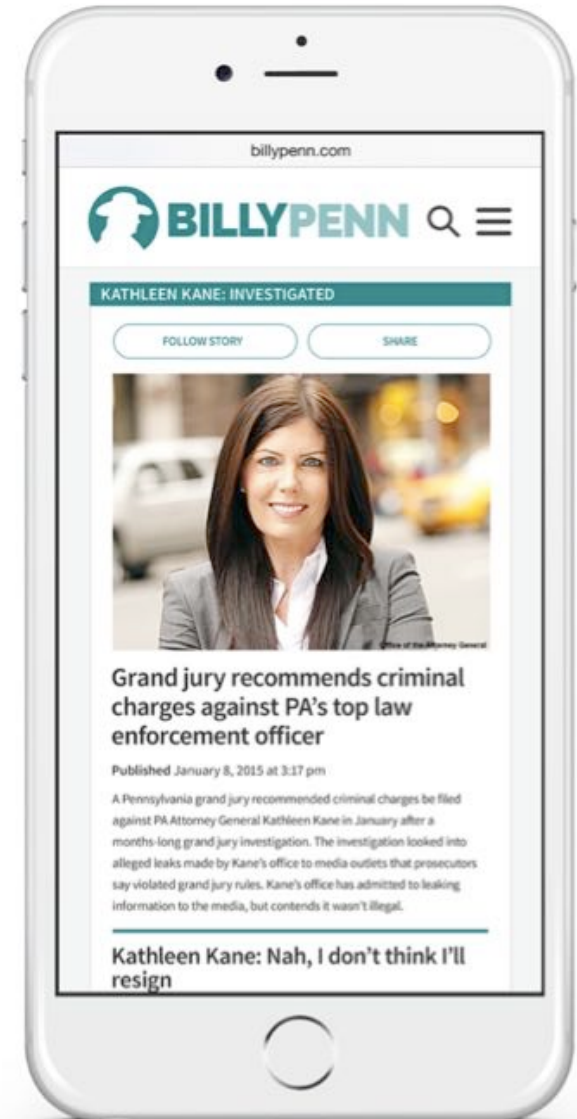
Who Am I?

- CEO & Founder, Billy Penn
- 20-year digital news vet
- Priors:
 - Executive Editor, washingtonpost.com
 - Editor in Chief, Digital First Media
 - Head of News & Sports, AOL
 - President, Online News Association
- Vices:
 - New York Jets
 - Diet Pepsi



Billy Penn Basics

- 📱 A mobile-first news operation
- 📱 Aimed at millennials
- 📱 Atomized, stream-based
- 📱 A one-stop curation shop for Philly news consumers
- 📱 Focused on driving civic engagement & making Philadelphia a better city
- 📱 Committed to events and membership as a majority revenue stream



Local Media Is In Trouble

NEWSPAPERS

- Ad revenue has dropped from \$46.2b to \$20.7b (55%) in past decade, according to NAA
- Newspapers' share of digital revenue has dropped 52% in past decade, according to IAB
- Digital revenue makes up only 15% of total pie
- Debt, pensions, unions and culture hindering change

TV

- Viewership is down, but local TV revenue has remained relatively flat
- Digital focus is on monetizing their video content, not in producing new models of journalism

RADIO

- Digital makes up just 4% of overall radio revenue, according to BIA/Kelsey
- Little pressure to culturally adapt

But the Real Issue Is ...

Legacy news organizations
are not properly structured
or oriented to effectively
serve the local news
consumer of the future.

The Missing Links

- A unique approach for a unique generation of news consumers
- A focus on mobile as THE primary platform
- Recognition of social as core distribution and relationship-building platform
- Understanding that curation needs to be a crucial part of any local strategy
- An understanding that user experience matters
- The ability to make in-real-life connections
- A voice that's authentic & reflects real life

Why Philadelphia?

- 🎧 4th Largest DMA; 5th Largest city in the U.S.
- 🎧 Millennials now account for 26% of city population, up from 20% just five years ago
- 🎧 Philly ranks 3rd in U.S. in percentage of young city dwellers, according to City Observatory
- 🎧 No other digital sites in Philadelphia are focused solely on the young demographic
- 🎧 Opportunity is there to become the voice of millennials in Philadelphia

Why Millennials?

- Millennials are now the largest U.S. demo, according to U.S. Census Bureau
 - 80m millennials vs. 76m Boomers
- Millennials consume media so differently than previous generations, but legacy media have not evolved with them
- According to Zipcar, millennials value experiences over possessions, which creates a major opportunity for event-related revenue

How Young Adults Get News

News sources for 18-24 year olds

SOURCE	PERCENT
Online-only news sites	34.5
Web site of traditional news media	21.8
Facebook links	14.0
Twitter links	9.9
Broadcast TV	4.5
Print newspaper	3.1
Other social	3.1
Cable all-news	2.3
Search	1.0
Other	5.7

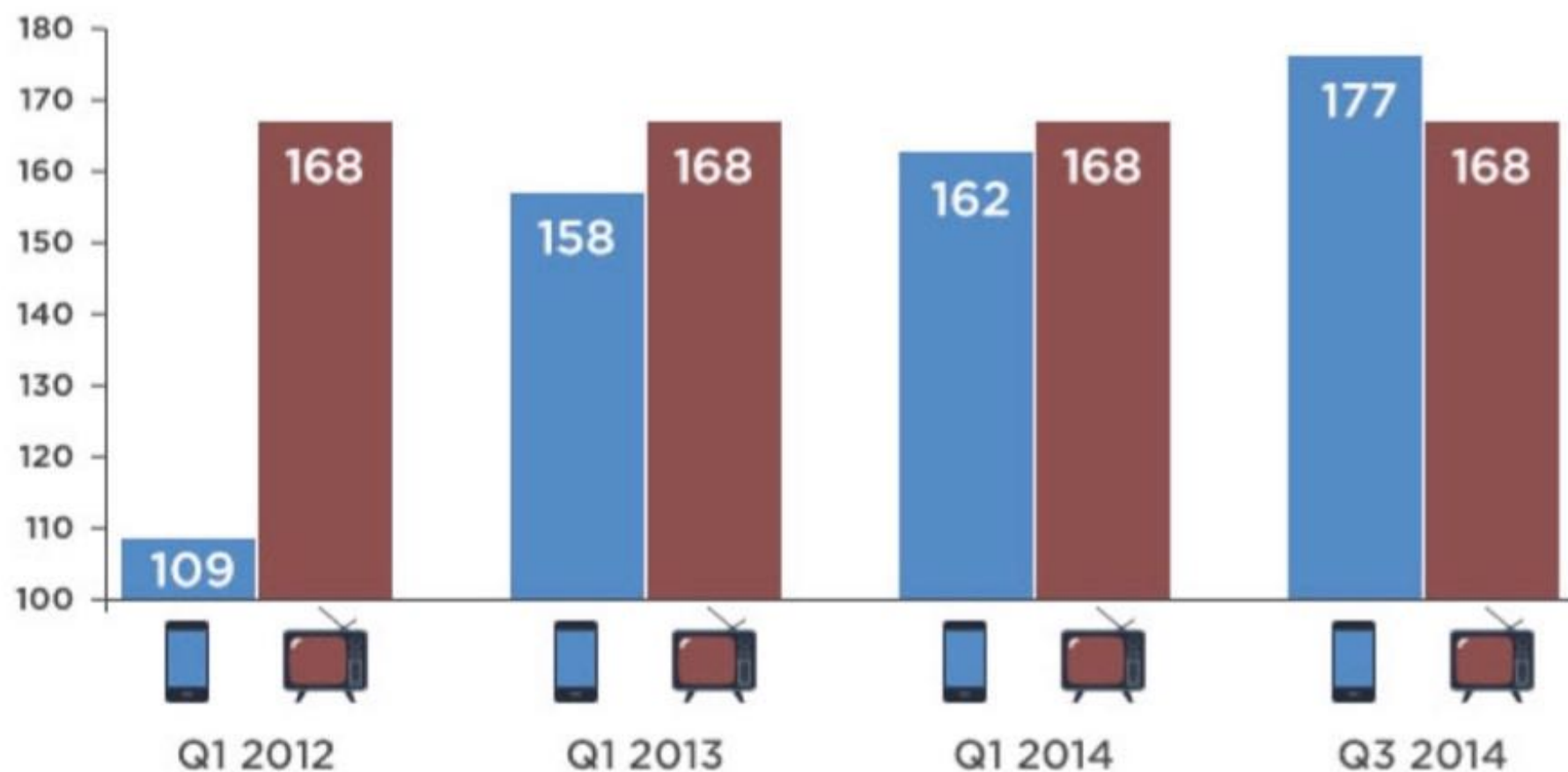
SOURCE: University of Florida College of Journalism & Communication

Why Mobile?

- 2014 was the tipping point for Internet access
 - 55% came from mobile vs. 45% from desktop
- 55% of the U.S. population has smartphones while 86% of millennials have smartphones
- 93% of millennials think that their smartphones are on the list of the most important items to own
 - Toothbrushes got 91%, and deodorant 87%
- In Q3 of 2014, time spent on mobile surpassed time spent watching TV

Time Spent on Mobile Devices and TV

US Daily Average (Min)





Tactic #1

- 👤 Don't chase stories everyone else is chasing.
- 👤 You cannot be - and should not try to be - a comprehensive source using only your own resources.

Tactic #2

- 👤 Use curation to provide that comprehensiveness.
- 👤 Curation is the best way to make readers feel like your site is a lot bigger than it is.

Tactic #3

- Don't get too tied to routine daily stories, i.e. fires, crimes, traffic accidents.
- Before assigning any story, think about the long tail.

Who's Next

- Each month, Billy Penn publishes a list of up-and-coming Philly millennials in specific subject areas
- Billy Penn Presents*
So far, we've tackled Politics, Community Leadership, Startups, Food, Education & Arts
- WHO'S NEXT: STARTUP LEADERS*
Upcoming: Law, Business, Healthcare, Non-Profits, Athletics
- This feature powers monthly events and will also be the focus of our annual "Who's Next" gala event that will drive significant revenue

The Neighborhoods Project

- Each week, Billy Penn profiles a Philadelphia neighborhood, and explores its:
 - Geography
 - History
 - Demographics
 - Pop culture connections
- Goal is to eventually have a full city map where all neighborhoods can be explored and also attached to location-based advertising.

P.A.

Tactic #4

- ➊ But when the huge story happens in your backyard, own it.

Amtrak Derailment

- Our curation model made us the go-to place for news about the crash, as evidenced by our traffic and social media sentiment



Alex Hillman
@alexhillman



Follow

I'm estimating, but I think I've read more articles on or linked to by @billy_penn in the last month than any other single source.

📍 Olde City, Philadelphia



RETWEET

1

FAVORITES

2



12:46 PM - 20 May 2015



Brian Stelter
@brianstelter



Following

Local sources in Philly to follow: @billy_penn, @6ABC, @BorenMC, @InqCVargas, @Elaijuh, @PhillyInquirer, @fox29philly



RETWEETS

26

FAVORITES

14



12:04 AM - 13 May 2015



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Amtrak Derailment

- 🔄 We produced 12 original pieces in the three days after the crash, and curated 61 more.
- 🔄 Billy Penn was Philadelphia's most active tweeter about the crash.

Time Checked:	11:30	1:00	2:00	3:00	4:00	Midnight
Billy Penn	75	84	88	98	103	126
CBS 3	73	77	80	90	102	126
6 ABC	74	86	88	97	101	118
Fox 29	N/A	N/A	64	65	74	97
Inquirer	57	59	60	66	68	82
NBC 10	36	37	41	45	47	67
Philly.com	38	43	47	49	50	66
Philly Mag	13	17	17	21	22	30
Philly Voice	9	11	11	12	12	19
Daily News	7	8	8	9	9	9

Tactic #5

- Partner with anyone and everyone to get exposure.

Tactic #6

- 📍 Stop listening to people who tell you what local can't do.
- 📍 Focus on specific advantages of being local, like getting your audience physically in one place.

Tactic #7

- Don't be afraid to do things that sound crazy at first.
- You are the little fish looking for buzz. Not a big dog worried about a public shaming.

Mayoral Emojis



Philadelphia
Mayor Michael
Nutter, with his
signed Billy Penn
emoji





Jim Kenney, Philly's presumptive next mayor, with his Billy Penn emoji



Billy Penn Business Strategy

Core Business Tenets

- ⦿ Monetize experiences, not just page views. Page-view driven strategies will not work locally
- ⦿ Make ad focus native, and on being an experimental partner for local advertisers
- ⦿ Capitalize on advantages of local: location targeting, loyalty, proximity of readers
- ⦿ Directly monetize consumers, expertise and the local digital ecosystem

Revenue Streams

- 🎧 Events: Hold frequent small- and mid-sized events w/ sponsors; punctuate with annual gala to drive large chunk of annual revenue, i.e. Texas Tribune's TribFest
- 🎧 Sponsorships: Attach advertisers to causes/ issues they care about
- 🎧 Native advertising: Integrate seamlessly into main stream of content
- 🎧 Membership: Charge for access to experts, discussion, events around issues that matter
- 🎧 Display advertising: Do it, but wisely, and avoid the addiction to low-CPM networks

Events Strategy

- About 10 percent of all marketing money in the U.S. is spent on events, amounting to \$40 billion, according to Outsell
- Asked which is "more important for you personally," 61 percent of 18- to 34-year-olds picked "experiences" over "possessions," according to Zipcar
- 56 percent of consumers use their phone at least occasionally to learn about community events or activities, with 18 percent doing this frequently, according to Pew

Billy Penn Progress



So Far ... So Good

- 🔊 201,000 page views per month
- 🔊 53% of readers are millennials (62% in Philly DMA)
- 🔊 57% of readers from Philly metro region
- 🔊 55% of sessions from mobile devices
- 🔊 More than 2,000 subscribers to daily newsletter w/ open rate of 35 percent
- 🔊 More than 5,800 Twitter followers
- 🔊 Almost 1,975 Facebook Likes
- 🔊 More than 975 Instagram followers
- 🔊 Have sold sponsorships for all our major events
- 🔊 Have sold three combo ads/events packages

Questions?

