The Changing Media Landscape

PRESENTED TO ///

PRESENTED BY ///

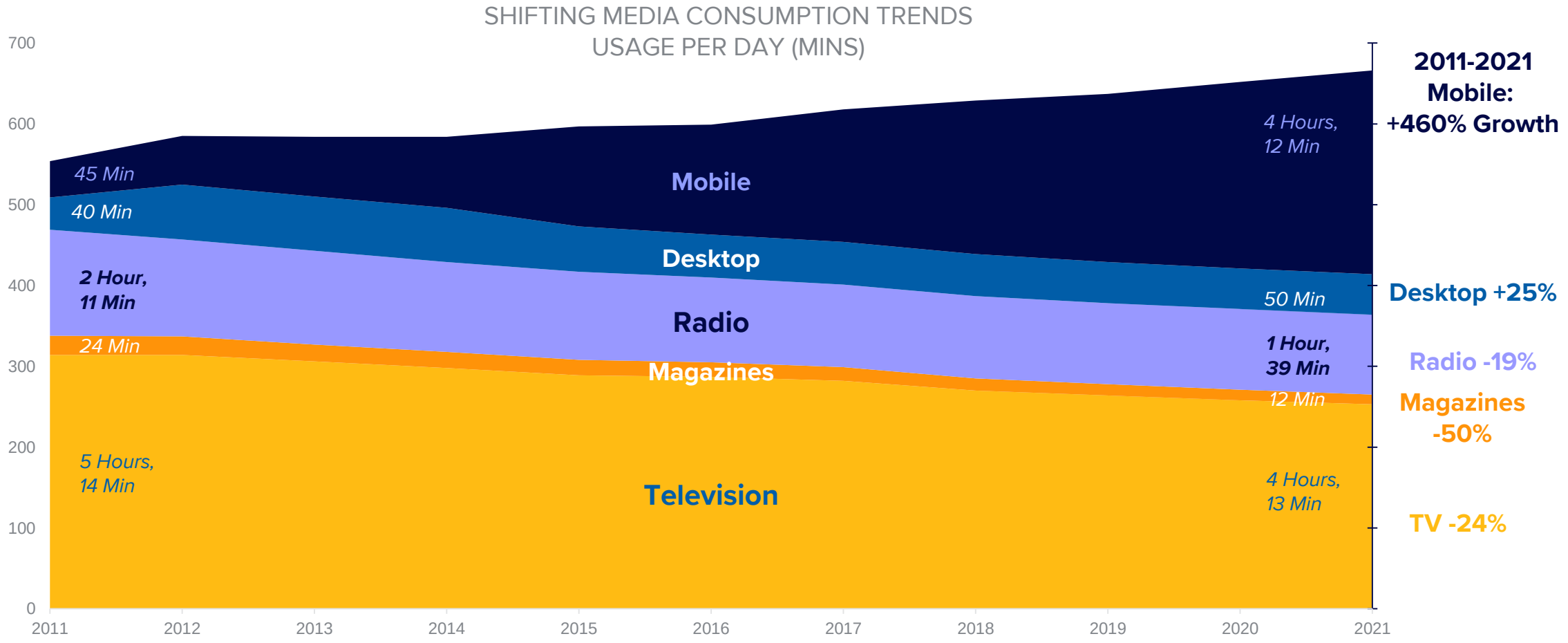
DATE ///

KARE 11 TEGNA

Be in good company.

Confidential. Property of TEGNA. All rights reserved.

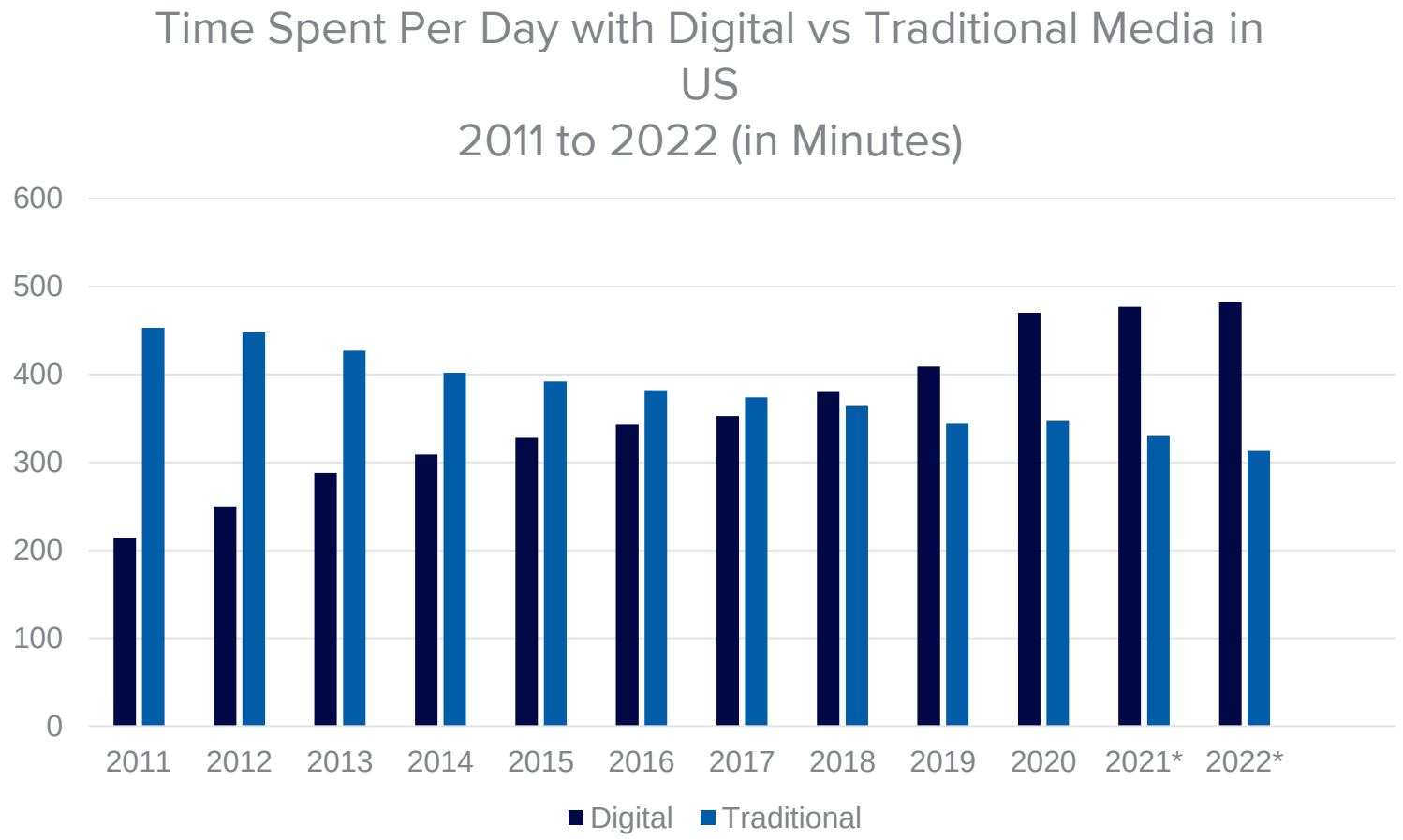
Since 2011 Media Consumption overall is up 20%



SOURCE: VISUAL CAPITALIST DATASTREAM – How Media Consumption has changed in last Decade (2011-2021) by Aran Ali, April 28, 2021. Recode 2021 figures are projections of Zenith Media

KARE 11 TEGNA Be in good company.

Time Spent with Digital Media Surpasses Traditional Media 2011-2022



- Media consumption 2020 was overall higher due to the onset of COVID19 pandemic and ensuring changes in lifestyle
- Higher online media consumption in 2020 was partially attributed to the coronavirus outbreak.
- More daily time with traditional media such as television, radio, newspapers and magazines was also recorded for 2020.

SOURCE: Statistica https://www.statista.com/statistics/565628/time-spent-digital-traditional-media-usa/

Digital Conversion

June 12, 2009 marks TV stations conversion from analog to digital paved the way for a new era of television.

Provided higher-definition resolution, better sound and more data being transmitted.

A major first step in the shift to digital, this allowed the capability of receiving more channels than ever before and the ability to watch television in a “non-linear” manner.

Broadband Expansion

In **2000 just half** of Americans had **broadband access** at home.

Today that number is **more than 90%** resulting in new forms of media consumption:

1. Streaming platforms such as Netflix, Hulu and other OTT Content providers replace rentals, and **over 60% of** households have subscription to **at least 1 streaming service**
2. **62%** of Americans **consume news via social media**, and **18%** get news from social media **on a regular basis**
3. Live video streaming has allowed viewers to consume video **content through mobile and other devices**, and platforms such as Facebook and Instragram allow for news content to expand beyond the TV Screen.

SOURCE: Startupgrind – How shifting trends in Media Consumption will affect digital marketing

Time Spent on Digital Media rises

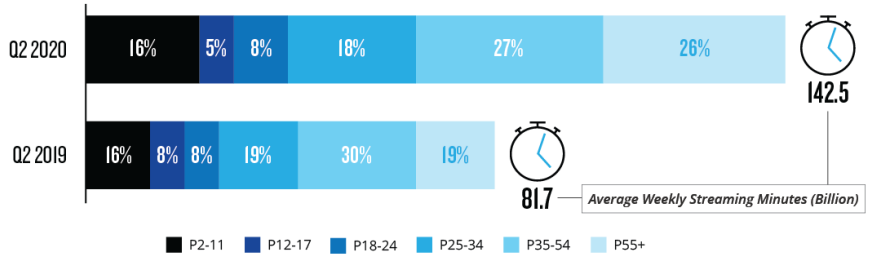
- 2020 US Adults **spent 1 hour more per day on digital activities** across all devices vs 2019, fueled by pandemic
- **Total Digital time spent is on track to surpass 8 hours** by end of 2022
- **Digital time accounted for 57.5%** of adults daily media time in 2020, and expected to **reach 60.2% in 2022**
- **Most Significant Increases:**
  - **Digital Video time: 2:13**, **up 25%** from 1:46 in 2019
  - **Social Media time: 1:05**, **up 16%** from 2019

SOURCE: eMarketer https://www.emarketer.com/content/us-adults-added-1-hour-of-digital-time-2020?ecid=NL1001

Content shifts from ‘push’ to ‘pull” – puts consumer in drivers' seat

The digital expansion has opened new pathways for consumption of television.

One of the biggest factors driving video consumption is the rise of video streaming and on-demand video content.



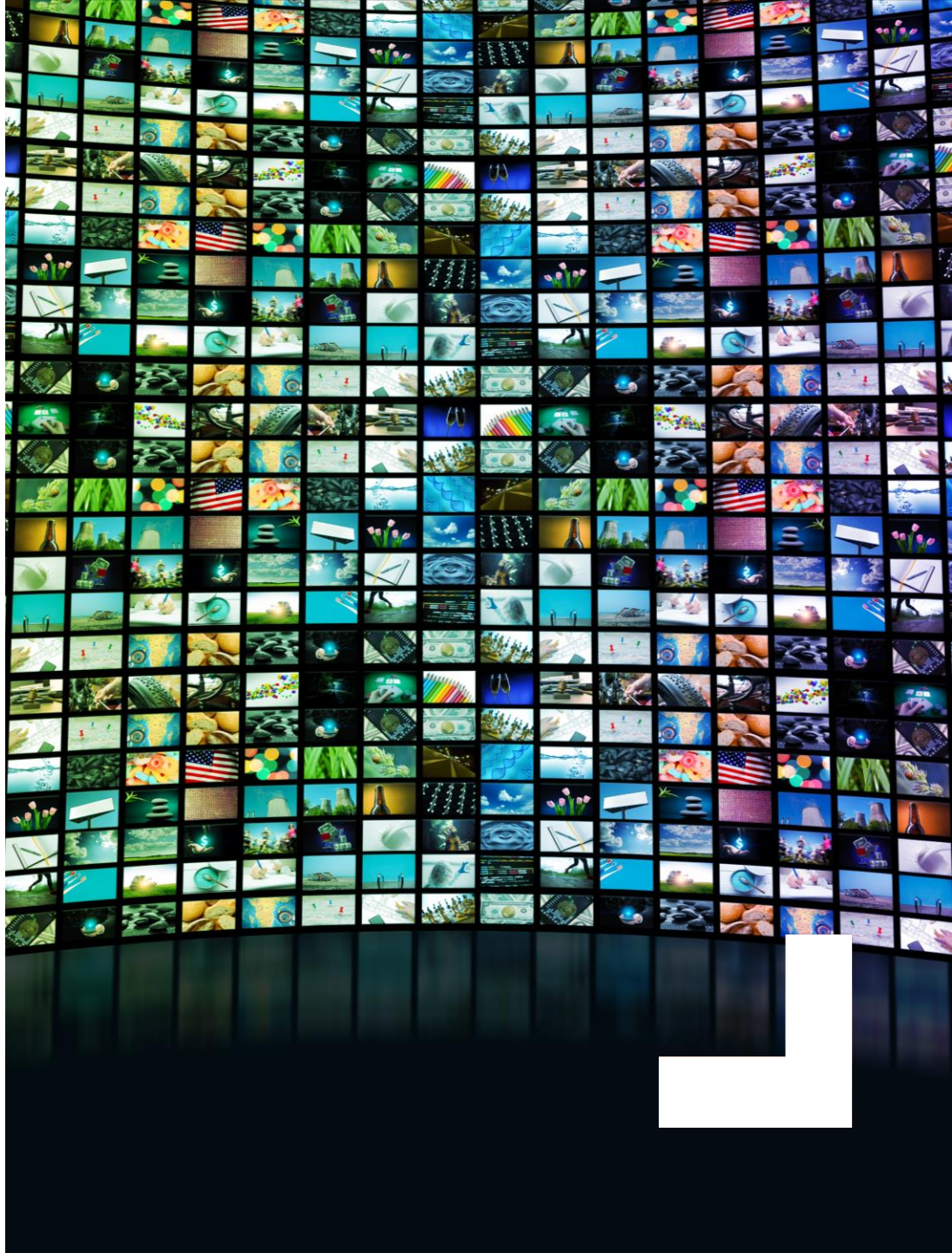
Source: Nielsen Total Audience Report Special Work from Home Edition, Nielsen Custom Streaming Meter Usage Report

SOURCE: https://www.strategy-business.com/article/Transforming-TV-by-going-back-to-the-future
https://www.statista.com/chart/12378/video-streaming-adoption-by-age-group/
https://www.nielsen.com/us/en/insights/article/2020/streaming-video-aug-2020-milestone/

KARE 11 TEGNA Be in good company.

Video becomes the staple of a Marketing Strategy

- By 2022 Video accounts for more than **82% of all consumer internet traffic**
- The rise in digital platforms and mobile have expanded the opportunity for video content
- **86% of businesses used Video Ads** for marketing in 2021
- 7 out of 10 companies say their **video advertising budget will increase**



SOURCE: Finances Online: 8 Advertising Trends for 2021/22: Latest Forecasts you should know
https://financesonline.com/advertising-trends/#:~:text=Video%20Advertising%20Trends%3A%201%20Shorter%20Ads.%20Since%20consumers,4%20Live%20Video.%20...%205%20Transcribed%20Text.%20

Understanding Ecommerce April 1, 2020
https://understandingecommerce.com/what-changed-in-the-last-10-years-for-digital-marketing/

Digitization gives rise to personalization

- Connectivity provides ability to personalize the experience
- Highly targeted messaging can now be used to match to customer preferences
- Increased data drives audience-based targeting, eliminates waste
- Data Driven marketing strategies combine touchpoints across channels along the customer journey

OUR AWARD-WINNING OTT SOLUTION

Over-The-Top

QUICK OVERVIEW

Premion is the leading premium CTV/OTT advertising solution that enables local and regional advertisers to reach and target their desired audiences at scale.

KEY POINTS

One Seamless Transaction

125+ Premium CTV/OTT Networks

Audience Targeting Technology

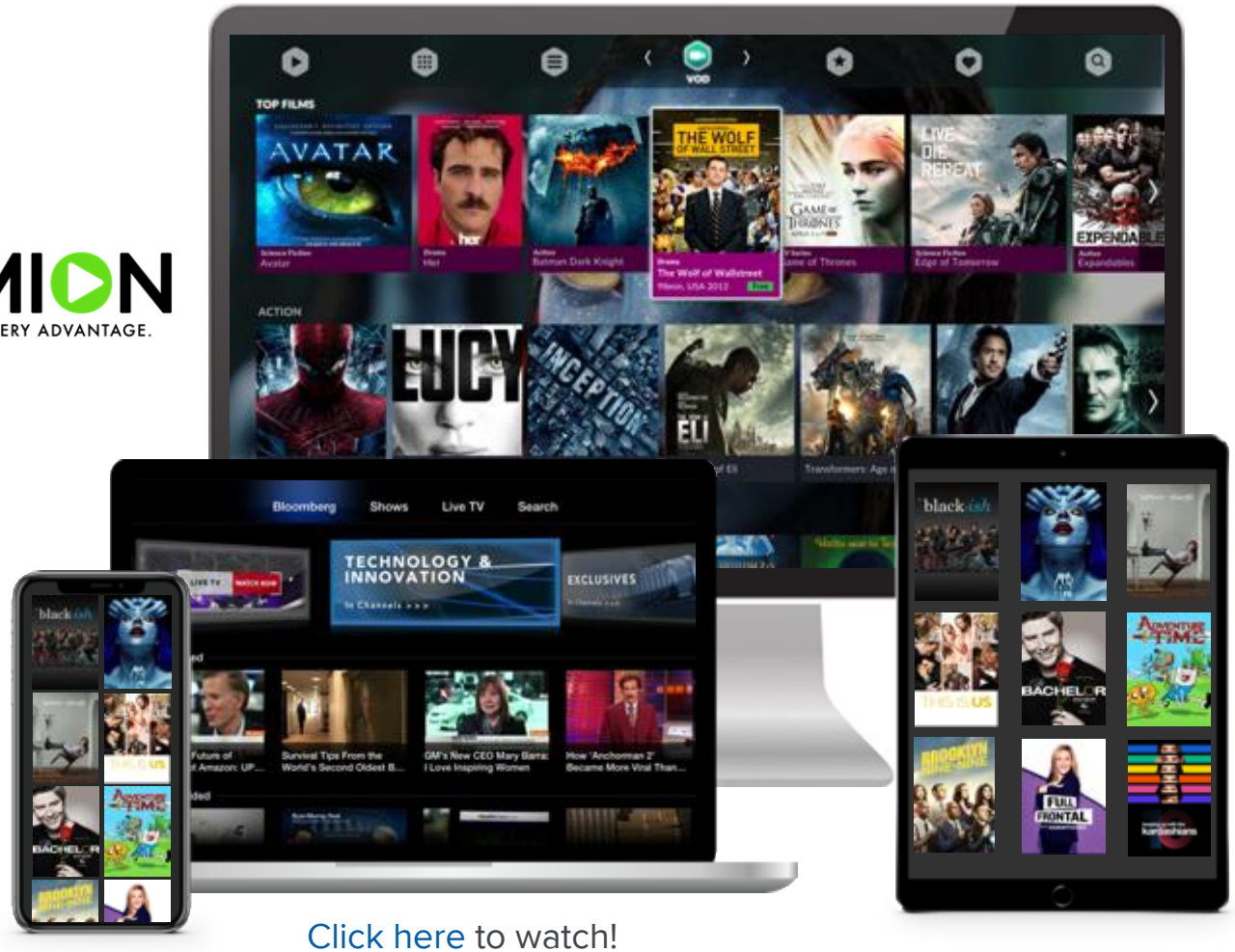
Transparent Reporting and Insights

BENEFIT TO YOU

Increase visibility utilizing premium, brand-safe fraud-free inventory to connect with viewers anytime, anywhere and on any device.

PREMION

ONE SOLUTION. EVERY ADVANTAGE.



Click here to watch!

KARE 11 TEGNA Be in good company.

SOURCE: eMarketer

EXTEND YOUR MESSAGE ONLINE

KARE11.com & the KARE 11 App

QUICK OVERVIEW

Display and video ads placed on KARE11.com and the KARE 11 App deliver an intuitive, content-rich experience across all devices.

KEY POINTS

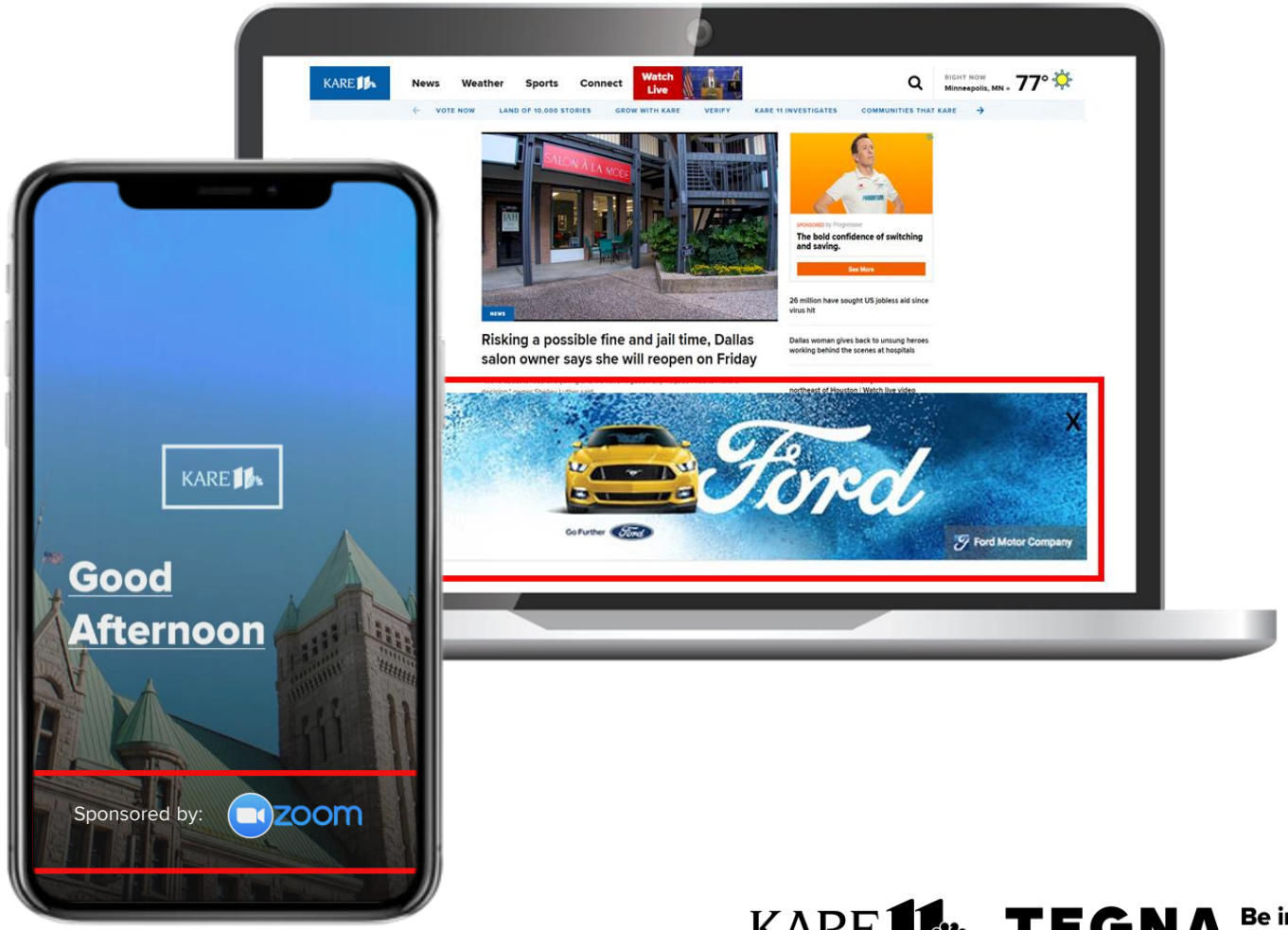
Align with a premier local brand

Affiliate with premium timely and relevant local content

Reach local users actively seeking information

BENEFIT TO YOU

Reach an engaged audience within a trusted, local community environment to increase brand awareness and drive conversions.



KARE TEGNA Be in good company.

A GAME CHANGER IN INSIGHTS

TEGNA Attribution *Powered by Alphonso*

QUICK OVERVIEW

Connecting viewership of Linear Broadcast and OTT streaming advertisements with real world actions like website engagements (Website Attribution) and visits to brick-and-mortar locations (Location Attribution).

KEY POINTS

Quantify the incremental reach generated by OTT

Map the customer journey

Provides Linear and OTT metrics like reach, frequency and recency

Pages visited from exposed vs. unexposed audiences

Visits due to exposure by hour, day, network, daypart, program

BENEFIT TO YOU

TEGNA Attribution is a HUGE leap forward in TV advertising. It allows you to make data-driven decisions to maximize campaign results.

TEGNA ATTRIBUTION powered by alphonso

Click here to watch!

KARE 11 TEGNA Be in good company.

The KARE 11 Promise

- ✓ Full account team to develop, execute and recap our partnership
- ✓ Free production and creative services for your campaign
- ✓ Periodic touchpoints to follow up on results and deliverables
- ✓ Exposure to a new audience to grow your customer base
- ✓ An integrated campaign aligned with your business objectives
- ✓ Keeping you *in good company*
  - ✓ Access to good people doing good work, offering good solutions with good data that drive good outcomes

EMPLOYEE EXPERIENCE

PEOPLE

TEGNA & KARE 11 are proud of our diverse & inclusive culture, where all employees are encouraged to be their authentic selves & where diversity of people & perspectives are highly valued.

We strive to make connections that align with TEGNA & KARE 11 values, to hire market-leading candidates, to best serve our community & create measurable results.

INTERNAL

KARE 11 continuously looks for ways to engage our team & find new, meaningful ways to connect. We will ignite growth & emphasize employee engagement through onboarding initiatives to promote a culture of workplace inclusiveness.

EXTERNAL

From UGC & early adoption of platforms that lift community voices - to the promotional campaigns, cause marketing & experiential events that reflect voices of our community - KARE 11 creates experiences & partnerships that welcome people.

KARE 11 TEGNA Be in good company.

EMPLOYEE BENEFITS

Total Health

- Health Plan
- Dental Plan
- EyeMed Vision Plan
- Life and AD&D Insurance
- Critical Illness & Accident Insurance

Total Wealth

- 401K
- Health Savings Account
- Legal

Total Self

- PTO
- Employee Assistance Plan
- Fitness Program
- Leave of Absence
- Disability Insurance

EMPLOYEE EXPERIENCE

TEGNA.com/jobs

TEGNA unites people from all backgrounds, interests and abilities under a common purpose to serve the greater good of our communities.

JOIN US!

Our priority is to offer employees exciting challenges in an environment that fosters innovation and creativity.

People who matter.
Careers that deliver.

TEGNA

TEGNA

#TeamTEGNA

THANK YOU
MULTIMEDIA
Mp3
31
KARE 11
TEGNA
Be in good company.