# Print Frequency Change Decision Factors Elements of the Plan Business Results

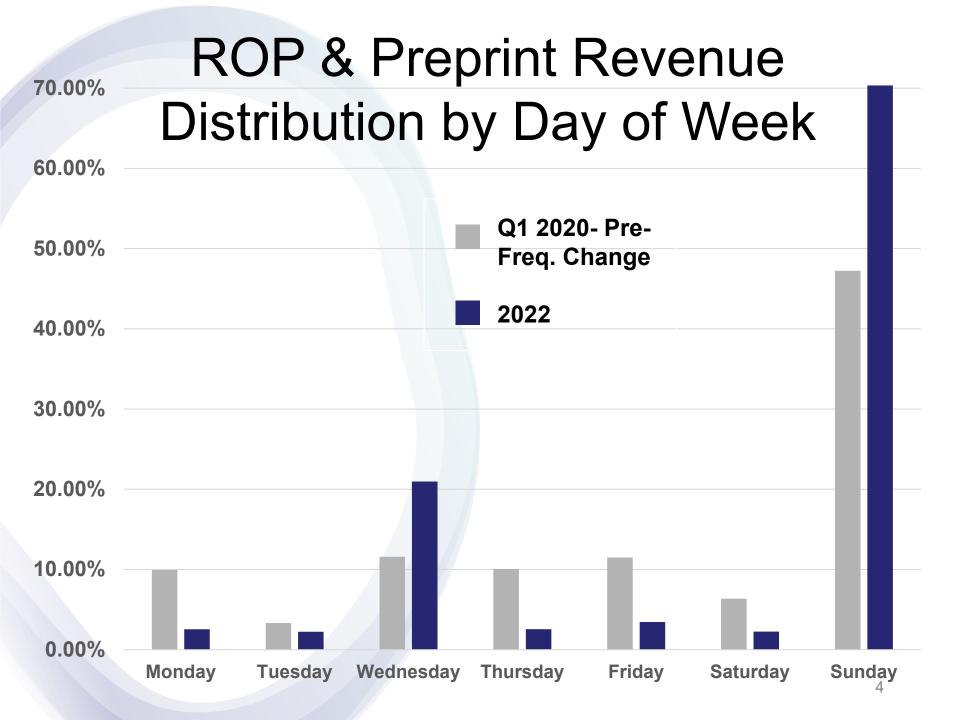
## Frequency Change Decision Factors

- Times 5-year Strategic Plan created in 2019 included a frequency change strategy in 2024.
- COVID 19 Impact: Advertising revenue declined by 50% within 2 weeks, falling to the trigger point identified in Year 5 of the Strategic Plan.
- "Stay at Home" orders in 2 of 4 counties in distribution area.
- Malls closed, retail businesses reduced hours.
- Hospitality industry shut down or operating at minimal capacity in peak season.
   Tampa Bay Times

# Strategic Elements of the Plan

- Reduction of print frequency from 7-days to Wednesday and Sunday.
- Add content and features to our Sunday print edition and our daily e-Newspaper edition.
- Aggressive focus on digital engagement of former printonly subscriber base.
- Utilize the e-Newspaper as the gateway to engagement.
- Simplify subscription offers:
- 1. 7 days of content digital only
- 2. 7-days of content All Access digital with Wednesday and Sunday in print.

  Tampa Bay Times

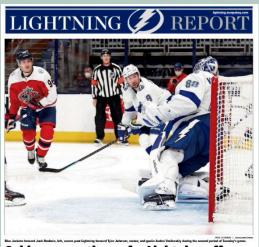


		April 2020 -	April 2021 -
		March 2021	March 2022
	REVENUE		
	LOCAL RETAIL	(2,500,000)	(3,000,000)
	CLASSIFIED	0	0
	NATIONAL / STATE	(500,000)	(500,000)
	WEB REVENUE	375,000	375,000
	TOTAL ADVERTISING	(2,625,000)	(3,125,000)
	HOME DELIVERY (ALL-ACCESS SUBS)	(4,600,000)	(2,400,000)
Financial	SINGLE COPY	(1,400,000)	(1,400,000)
Impact of	ALTERNATE DELIVERY	(1,800,000)	(2,600,000)
Frequency	TOTAL REVENUE CHANGE	(10,425,000)	(9,525,000)
-			
Change –	EXPENSES		
	PAYROLL & OVERTIME	(3,170,000)	(3,460,000)
	PAYROLL TAXES	(237,750)	(259,500)
April 2020 -	CIRC DISTRIBUTION SUPPLIES	(310,000)	(310,000)
<del>-</del>	NEWSPRINT	(4,800,000)	(5,520,000)
<b>March 2022</b>	INK	(185,000)	(185,000)
	UTILITIES	(175,000)	(215,000)
	CIRCULATION DELIVERY	(5,775,000)	(5,775,000)
	ALTERNATE DELIVERY	(1,450,000)	(1,450,000)
	FUEL	(260,000)	(330,000)
	TOTAL EXPENSE CHANGE	(16,362,750)	(17,504,500)
	IMPACT TO OPERATING PROFIT	5,937,750	7,979,500

# Strategic Importance of the e-Newspaper

#### Our e-Newspaper is e-Volving

- We added 16 exclusive comics to the e-Newspaper in 2019, leading to our first big bump in readership.
- We've added other bonus content, including a daily entertainment page and more opinion content.
- We've added some themed pages on Fridays and Saturdays. We've adapted to earlier print deadlines on Wednesdays and Sundays by treating our e-Newspaper as a Sports final.
   We're adding up to 4 sports pages a night.
- We have the flexibility to add more pages when important news happens. We've added full pages as early as 6 a.m.
- We've changed shifts on the copy desk and design desk to account for later e-Newspaper deadlines.
- We've added 44 interactive games and puzzles through a partnership with Tribune.



#### **Cold snap continues for Lightning offense**

DY JOHN ROMANS Times Sports Columnial	The loss at Nationwide Arena in Columbus was the	have had plenty of scoring opportunities but have just	bers here things were going before the pause last year,*	place in the Central Divi- sion, and yet they are the	right place and they want to do the right thing, and
Okay, so maybe the Light-	fourth time in the past week	surgeried to limith of plays.	Sucricos said. "They weren't	only seam with a winning	then you start pressing and
ning really do miss Nikita	that the Lightning were	"You make a guy out of our	going great for us, and no	record against the Light-	maybe it takes you out of
Encherov.	held to two goals or less.	lineurp like Knob, and the fact	one remembers that. And	ning in 303L	your suructure a little bit."
They had us fooled for	And all four of those games	that we've still been scoring	no one is going to remem-	In their last 15 meetings,	Conduct John Evenena et
a while. They started the	were against the bottom two		ber this if we can get out of	including the postsesson,	
season without the one-	seams in the Central Divi-	I applied the goes to the	it and go and play our game.	the Sine Juckets have gone	ўгопано ((баперадаўлят.
time NHL scoring cham-	nien.	mont," Cooper said before	"It's the course of a sen-	8-7 against the Lightning	Astron g Armana, TRY was
pion and still played gang- tomers without him. They	"It's a tough thing to put into words unless you're	Tuesday's game. "So you me med to it, and when it.	son, things are going to go well and things aren't point	and outscored them 60-35.	Bise Jackets 11 1 2 4
sat aton the Central Divi-			west and things ared t going, so so well. It's the seams shad	Just like nearly every	Unitaling 0 0 7 2
	gone through it," said for-	doesn't happen it seems like			
sion, and they were among the learne's top scoring	ward Tyler Johnson. Tris really frustrating, Guys	alarm bells are going off" Alarm bells? Sorven Stam-	can figure it out and stick toneuter and sury positive.	weeks, the Lightning had to depend on their fourth line	Had Select - I. Colombin, Single Colombinston, Service, 1977, Proseding - Colombinston, 1987, 1977, Proseding - Colombinston, 1987,
trams for the wayne's first	grin the sticks too much.	kus has wone seven stanes	and this group certainly has	for their searing. Themas	
fearis for the seasons first few months.	grip the sticks too much, you overthink things, try to	without a goal, Ding! Ondrei	that makenn?	Bay was down 4.0 halfway	Second Parties -1, Colordon, Statute, 7550
But the offense has more	force things, you get outside	Palat has one goal in his last.	R didn't help that Turnos.	through the third period	State Original and the Countries of the Countries of Coun
into a funk, and the Light-	YOUR SAME, YOU GET GUNET	14 garnes, Ding! Alex Killorn	May had to face Columbus	when Ross Colton finally	
ning have fallen into third	and mad and angry when	has zero prints in his last	in the midst of this scoring	put the puck in the net for	Married SEC Set & Colombia, School (Charles), St. William, S. Sermantino, Colom-
place.	things are that way and	five games, Ding! Tumpa	drawin.	his fifth goal in 18 games	Column Advance Marie Company
There's certainly no rea-	results don't really fall. You	Bay has averaged 1.8 rouls	There's not apother team	this season.	Man-deplete, W. Harring, 20th Surgestion, The Condition, 20th Japanese, Children St. St.
son to punic, especially since	have so any your best so per	in its last the names. Ding.	in the learne that has given	"When scoring dries up	
Encheroy is slowly working	it out of your head and have	ding ding	the Limining auch a dif-	a little bit, you're looking	Cross Chestings, 2005.  United the Company for 12 22 24 75 Co.
his way back into thane him	some for wish the name."	This is Therese Barts weeks	ficult time this season.	for anemers" Cooper said.	news to the st.
Threday night's 4-2 loss to	Lightning coach Jon	stretch of games since los-	Columbus has an unsightly	The big thing is, when	Charles Seller Budgette (B. 51/2)
the little Jackets makes you	Cooper is not irnoring the	ing seven of 10 has before	2-7 record since March 20.	that is happening, you can't	digment cares (salarder, targette hitter
recall just how electric that	current wars but said it's	the pandemic short the roses.	and set both sictories are	change your game. And	A-COUNTY T-ATE
lineup can be when every-	important to keep them in	lar senson down last Murch.	against Tampa Say, The	that's the hard part for any	Between-Dar I Floorie, Lucie St. Rom.

#### Hurricanes topple Panthers with four-goal third period

mum reames toppic	ranulcis with lou	ı-yvai uili	a herron
Times area services RALEIGH, N.C. — Jordan Saal scored twice, and the Horrisones rallied with four poals in the third ported to beat the Tanthers 5-2 on Timedky right,		Name	
Vincent Trocheck sourced a power-ping yeal against that a power-ping yeal against that after a thromb his former team and assisted on Dougis Hamilton's year pole early in the third, also on the power ping. Jeep For Carolina, lay, Jeep Fast had a lase Tocheck has the guids in th		STATE COLUMN TO THE PARTY OF TH	
goal for Carolina, and Sebas- tian Abe had three assists.  Aleksander Barkov scored was acquised by the Parthers, cause in Peiruary 2020, whose six-game winning RANGERS 8, PENGURS 4, etroak – the loneums and a real	EVIL S DIFFLACE   Accordant Press Carolina's Jendan Steat, left, is congratulated by	book Process; Stroke Liber Stro	#2 (50) Francis of Ottoon 5 Married of Berson, 1700
run in the hagger — was snapped. The Parithers had been 18-01 when leading after two periods. Florida led 2-1 heading into the third in this one, but Hamilton told 14 5 fee. Kakko and Payl Buchter-	left and Semyon Yaria- mov made 29 saves as the New York improved to Islanders pulled even with the Capitals for first place in the East Division, Ver. the league with one remin-	off spot in the East Division. Boston has a five-point lead over Philadelphia for fourth. BLACKHAWKS 4, STARS 2: Kirby Dach, Dominik	the Devils in anticipatio that the lengue's 2018 MV will be traded in the con- ing days. The trade dead line is Monday and Buffal is in sell-off mode. Defina- ment Resemble Devils score- ment Resemble Devils.
ends into the period.  Shad you the Harricanes that you have be first time in shead with 11-00 remaining when the puck trick-led pass Fairfait goale Serie Bottovsky, then added an empty-enter with 11-00 an empty-enter with 11-00 just under seven mistates	mached each other save fir save for more than 30 min- ness before Nation amond his team-leading 34th goal assissed by Ryan Pubock. Marchand's shorthanded Vartamov bhariked his few goal helped the visiting	cat socsed and Patrick Kane had a goal and an assist for the host Huckhawks. SABRES HOLD OUT HALL: The Sabres took the pre- cautionary stop of scratch-	and set up the winning go by Casey Minelstadt as th fabres snapped a 10-gam road winless streak. Lins Ullmark made 27 save to beat the Devils for th fourth time this season.



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#### App Store Preview

#### Tampa Bay Times e-Newspaper

#### **Ratings and Reviews**

4.6 out of 5

1.4K Ratings





Postal hunter, 09/05/2020

#### I'm liking the app better than the real paper

I have been a life long reader of the St.

Petersburg times. I love the print version and thought I would never be like reading the paper on an iPad. Due to the economic more



Remplir 9, 07/05/2020

#### Changing with The Times

I've been a daily print subscriber of TBT for over twenty years. Reading the newspaper has always helped ground me for the day ahead. So I felt almost bereft when I lear more



Wifeypou, 07/08/2020

#### Virtual Newspaper

Really enjoy the ease of reading the Times online.

Change is difficult for most people. I've been accessing the Times on. Line for some til more



Reporter Turned Pastor, 07/07/2020

#### So Thankful for Tampa Bay Times

As a former reporter/section editor for The St. Petersburg Times, I was thankful to be part of a news production team that was thorough, insightful and had such integrity. (Now Tamore



Jdogi, 04/30/2020

#### Tops

I have been using the app for about 4 months now and I think it's great. I like to read the paper on my front patio and not having to deal with turning pages in the breeze is much more



The old marmot, 08/24/2020

#### Handheld news

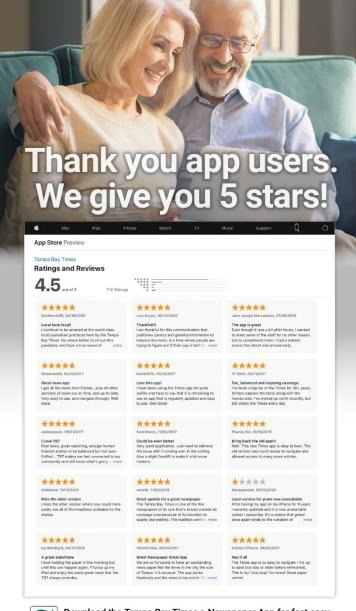
I have always enjoyed the feel of holding a newspaper in my hands while reading it. But, I have to admit that it now seems perfectly natural to use my handheld phone to readmore

# Digital Activation & Engagement

### **Digital Activation Statistics**

	Print + Digital	Digital Only	Total
Subscribers	85,036	29,265	114,301
Activated	61,297	28,824	90,121
% Subs activated	72%	99%	79%
% Subs not-activated	28%	1%	21%
Engaged last 30 days	30,059	19,881	49,940
Engaged % of activated	49%	69%	55%

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Download the *Tampa Bay Times* e-Newspaper App for fast easy access to daily local news. We're confident you'll love it too.

Free access for print and digital subscribers.





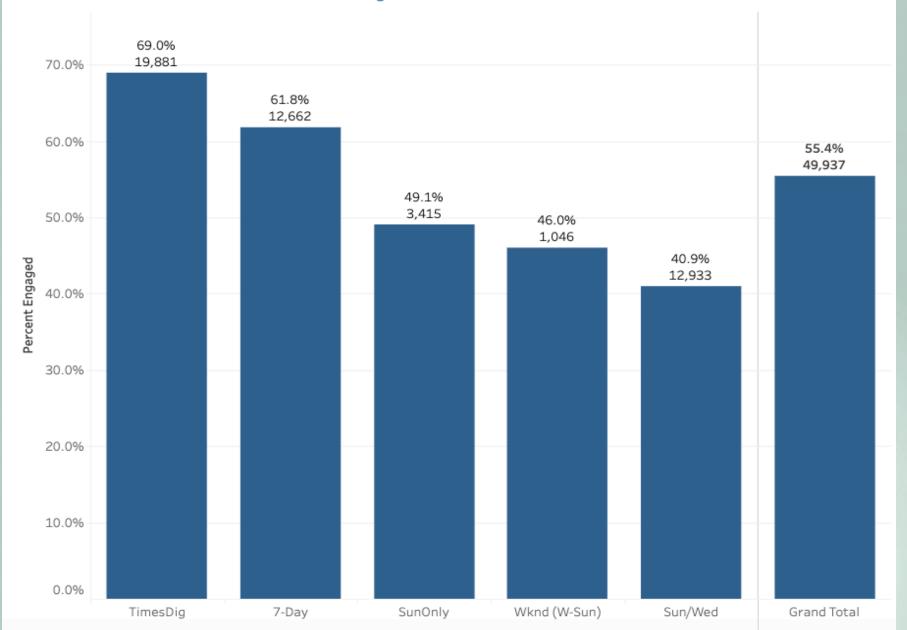
### **Subscriber Engagement Tactics**

- E-mail newsletters: Day Starter, Sports teams, Politics, etc.
- E-mail campaigns from editors, Times executives, etc.
- Direct mail postcard to non-activated subs without e-mail addresses.
- E-mail solicitation (outside company e-mail match, e-mail solicitation.
- Geo-fencing campaign: Match physical addresses to IP addresses
- Cross departmental Onboarding & Engagement Team



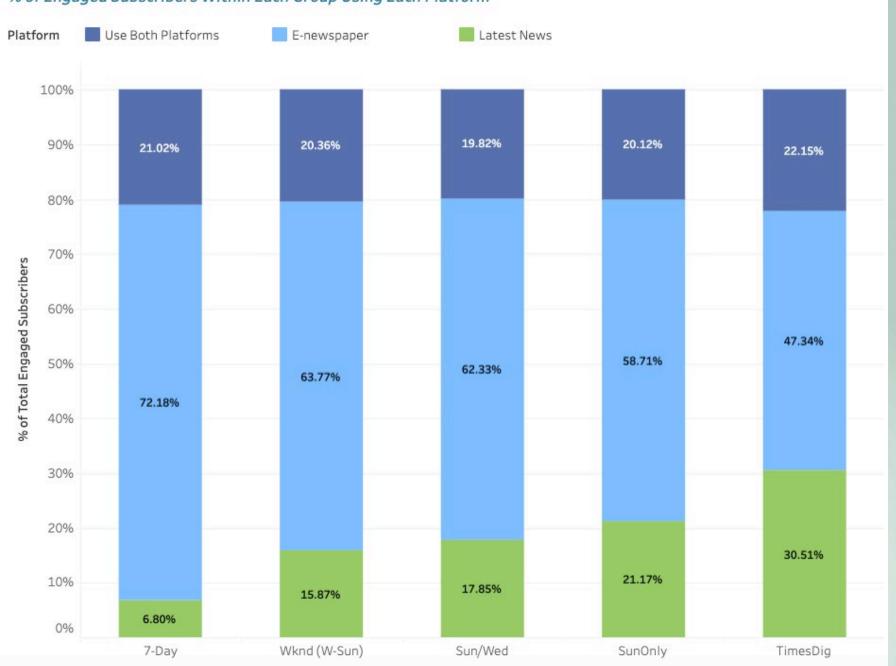
#### **Engagement by FOD**

% of Subscribers Within Each Group Using Any Platform Total Subscribers Reflected Below the Percentage

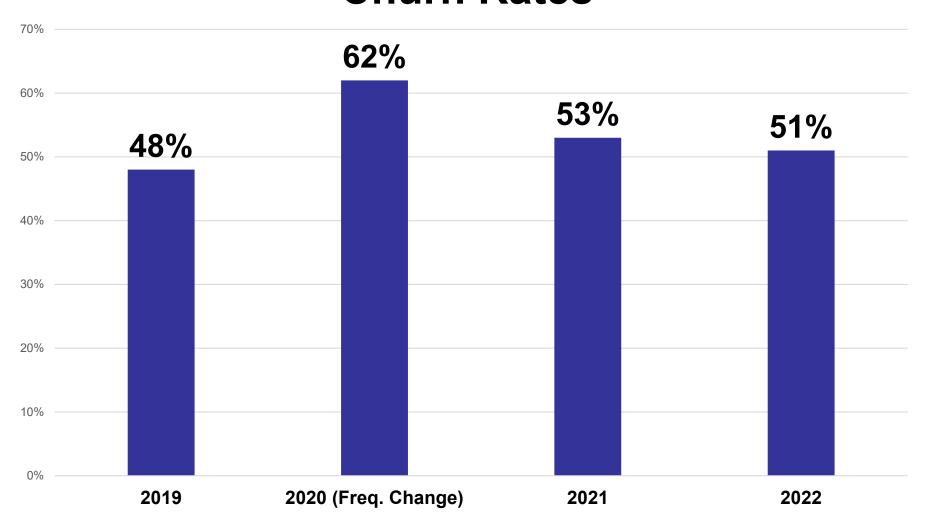


#### Platform Usage by FOD

% of Engaged Subscribers Within Each Group Using Each Platform



# Home Delivery (All-Access) Subscriber Churn Rates



## Questions

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