

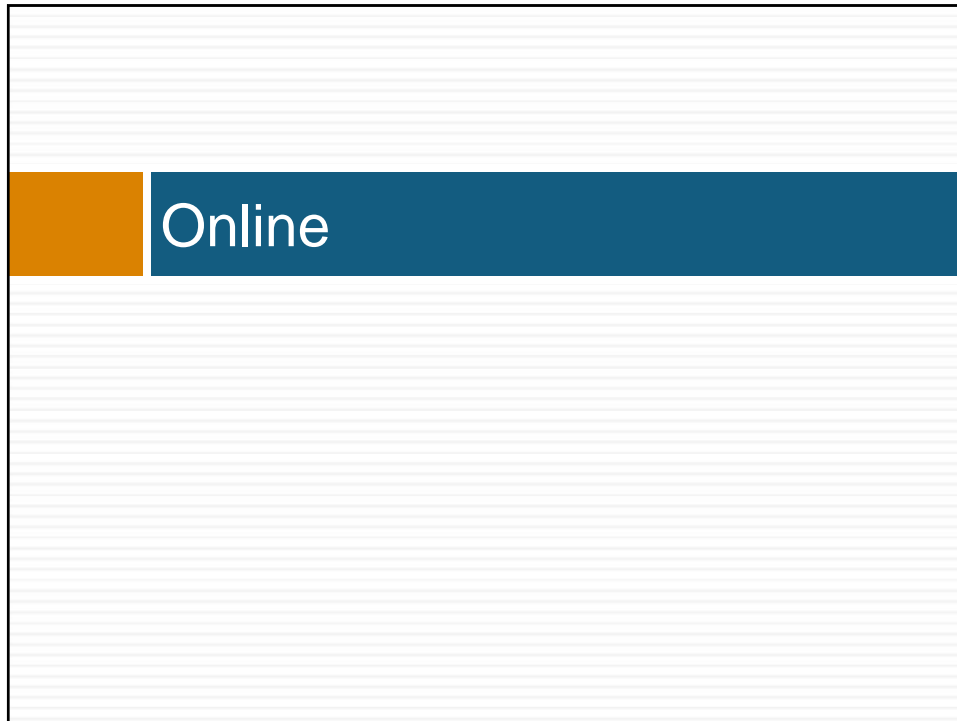


# MOBILE & E-READER OPPORTUNITIES

August 19, 2010

## Agenda


- Content and Revenue Strategies:
  - Online
  - Mobile Phone
  - Tablet
  - eReader

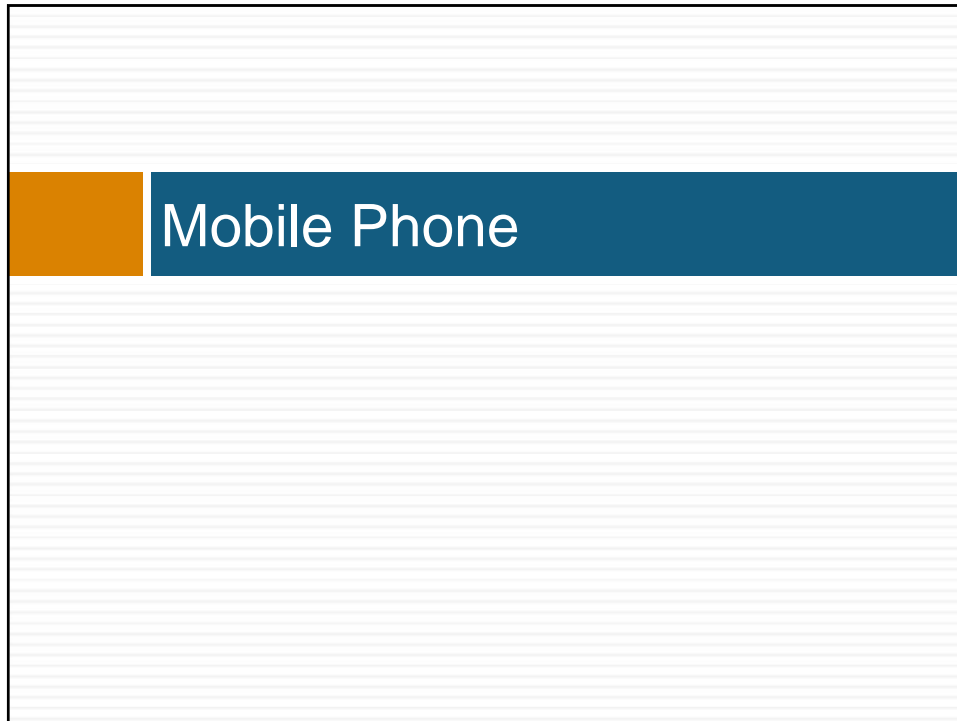



 **Online**

- Free
- Registration
- Freemium

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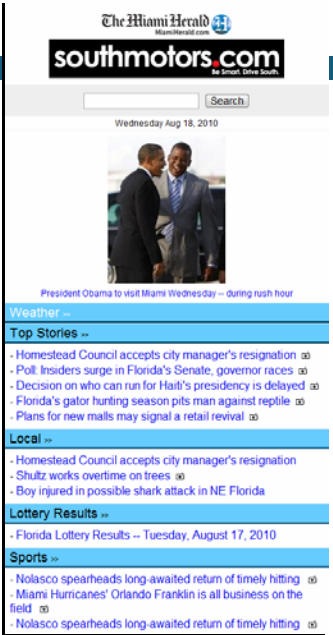




 **Mobile Web**

- Mobile Web
  - ▣ Limited Content
  - ▣ Free

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## Mobile Apps

- Limited Content
- Enhanced Content
  - Location
  - Camera
- Revenue Models
  - Free
  - Subscription
    - \$7.99 12 mos
    - \$4.99 6 mos
    - \$2.99 3 mos
    - \$0.99 2 mos

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## Tablet

## Tablet

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**iPad**  
**Samsung Galaxy Tab**  
**Android Tablet PC**  
**ARCHOS 9**  
**Google / Verizon Chrome OS**  
**iMito iM7**

## Elites vs. Geeks

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**mytype**

**Prevalence of iPad Owners and Critics by Psychographic Segment**

Psychographic Segment	iPad Owners*	iPad Critics
Avg Population	3%	11%
Selfish Elites	18%	4%
Independent Geeks	4%	33%

**Avg Population**    **Selfish Elites**    **Independent Geeks**

Roughly 18% of selfish elites are iPad Owners, making them up to 6 times more likely to own an iPad than the average person. Note that we include people who plan to buy an iPad soon in the "iPad Owner" category. Independent geeks are up to 3 times more likely than the average person to be a critic of the iPad.

## Tablet Web

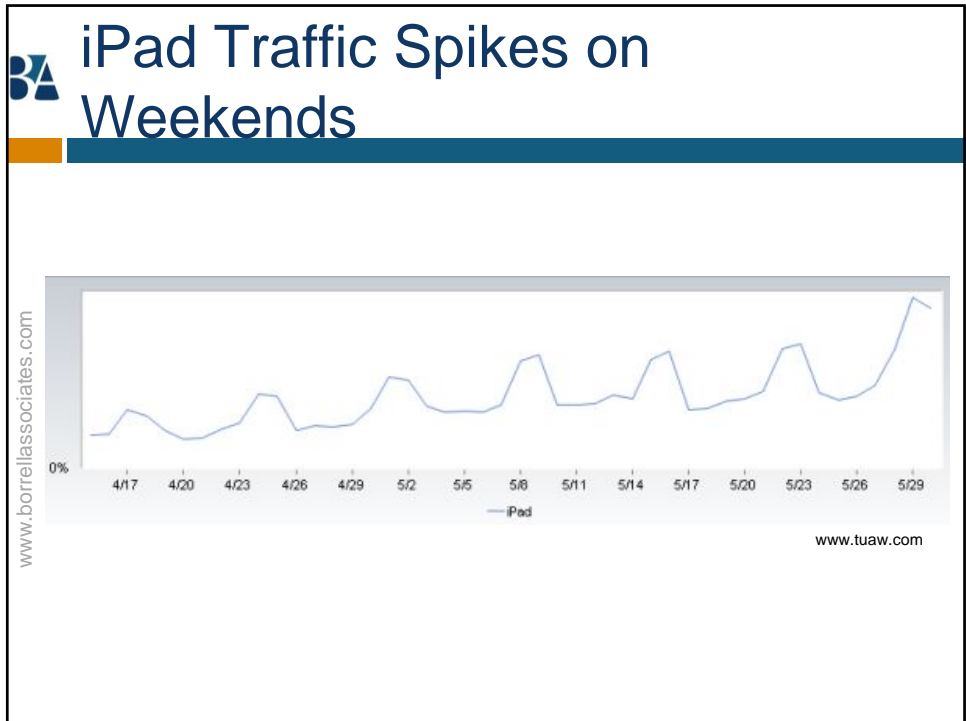
- Unrestricted Internet Access
- “Familiar” Screen Size
- IAB Standard Banner Sizes
- HTML5
  - Location
  - Storage
  - Animation
  - Hardware Access

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## Tablet Apps

- Apps for each OS
  - Android
  - Apple
  - Chrome
  - Blackberry
  - Windows
- Revenue Models
  - iPad: 70/30
  - Other: TBD

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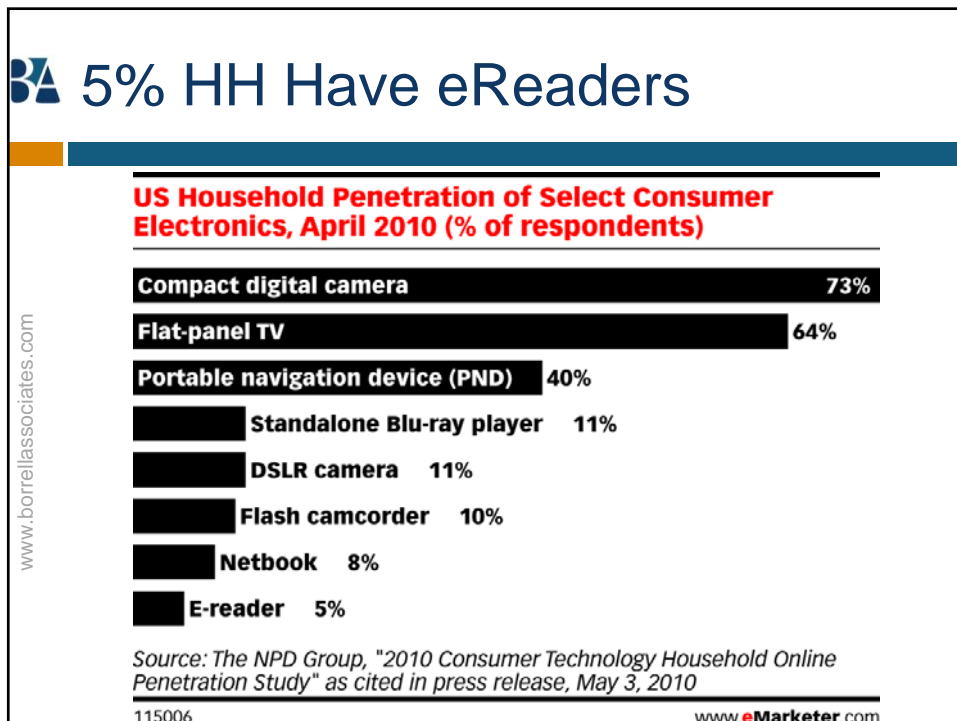
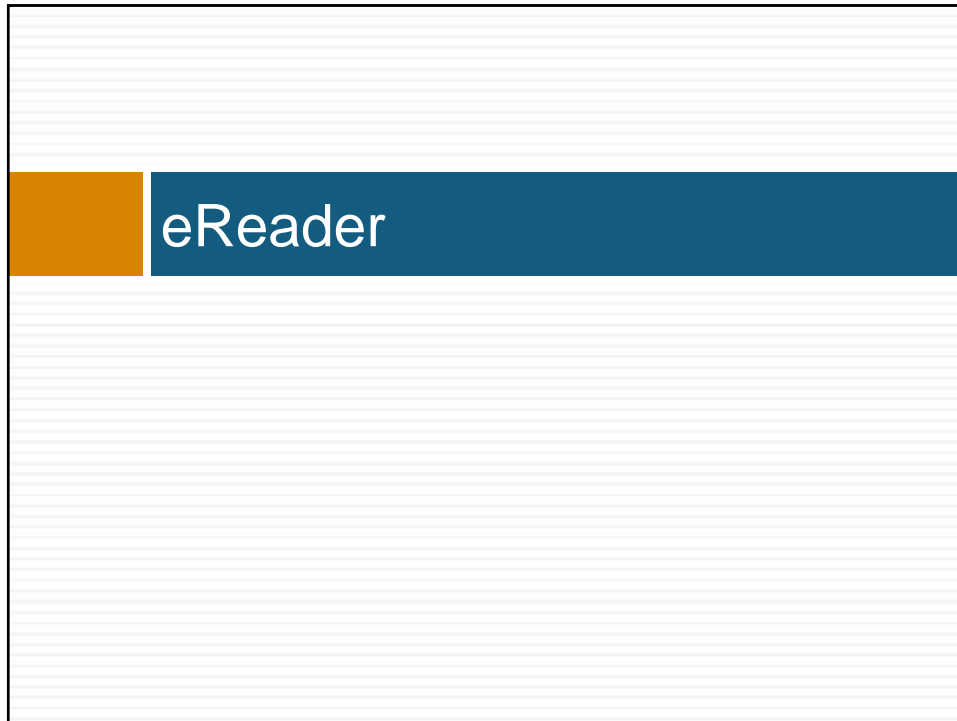


## Mobile Ad Ready Devices

Computing Device Category	2010 Mobile Ad Capable	Share of Total	Market Adult Penetration	2015 Mobile Ad Capable	Share of Total	'10-'15 Percent Change
Laptop Computers	0	0%	0%	32,765,790	39.1%	N/A
Tablet and Notebook Computers	2,310,030	12.5%	1.0%	16,945,020	67.9%	633.5
Other Market Mobile Devices*	34,343,540	100%	14.8%	73,946,000	100%	115.3
<b>Total Market Computing Devices</b>	<b>36,653,570</b>	<b>18.0%</b>	<b>15.8%</b>	<b>123,656,810</b>	<b>49.2%</b>	<b>237.4</b>

\* Includes cellphones, smartphones, PDAs, mobile game players, e-readers, and GPS devices.

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## eReader User Profile

### Demographic Profile of US E-Reader Owners, Spring 2010

**% more likely than the average adult to:**

Have a post-graduate degree	159%
Have an annual household income of \$100,000 or more	111%
Be between the ages of 35-44	28%

Source: GfK MRI, "Survey of the American Consumer" as cited in press release, June 15, 2010

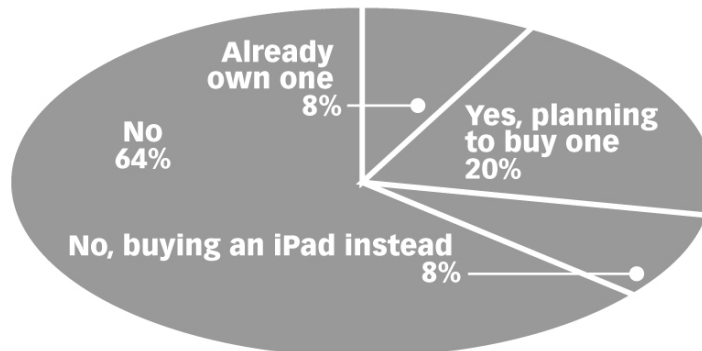
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## 64% of Internet Users Not Buying

### Ereader Purchase Plans, May 2010

% of US internet users



Note: plans for this year  
Source: Retrevo, "Pulse Report," Jun 17, 2010

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## eReaders

- Networks for Newspapers
  - Amazon Kindle
  - Barnes & Noble NOOK
  - Sony eReader
  - Borders Kobo

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## LibreDigital

- Readies Content for eDistribution
- XML to Device Format
- Subscription Model
- Revenue Share

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LibreDigital

## Content Considerations

- Commonly Distributed
  - Local News
  - Local Sports
  - Local Features & Events
- What's missing?
  - Classifieds
  - Deals
- XML Feed!!!!

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## eReaders & Newspapers

- What % of Newspaper Readers have eReaders?  
**3%** Scarborough 2010
- What % of eReader users read Newspapers?  
**53%** Scarborough 2010
- What % of eReader users use the device for reading a Newspaper?  
**34%** Tech Crunchies 2010

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Q&A

 **Thank You!**



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