**How We Spend Our Day**

- **On any digital device**: 5hr:16m
- **Watching TV**: 4hr:31m
- **Using mobile devices**: 2hr:21m
- **On desktop computers**: 2hr:19m
- **Listening to the radio**: 1hr:26m
- **Eating or drinking**: 1hr:25m
- **Doing housework**: 1hr:04m
- **Social networking**: 40m
- **Reading print media**: 32m
- **Exercising**: 23m

Sources: Average time spent per day on select activities by US Adults, Bureau of Labor Statistics, December 2012; eMarketer; July 2013
Bright Spot for News

Content Accessed Through Mobile Devices

Where People Get News

Online/mobile news has risen sharply at the expense of TV, radio and newspapers.

What Motivates Us
Each device fulfills a different need.

PC/Laptop

- Office or home use
- Productive, task-oriented
- Requires lots of time & focus
- Serious, research intensive, attitude

Smartphone

- On-the-go as well as at home
- Communicate and connect
- Short bursts of time
- Need info quickly and immediately

Tablet

- Primarily used at home
- Entertainment and browsing
- Unbound sense of time
- Relaxed and leisurely approach

Motivation

PC/Laptop

- Finding information: 40%
- Keep up to date: 29%

Smartphone

- Communication: 54%
- Entertainment: 33%

Tablet

- Entertainment: 63%
- Communication: 32%

Sources: Sterling Brands, Ipsos, August 2012
News Snacking
Readers on mobile like to check the news more often and more quickly.

More than ONCE A DAY with a mobile device

Smartphone owners 75%
Tablet owners 70%
+10% increase in tablet usage in one year

More than ONCE A WEEK on other devices

TV 74%
Radio 55%
Newspapers 38%
Paper Magazines 18%

Source: Mobiles Republic, June 2013
Local News on Mobile
Weather, news, traffic and sports show the highest interest.

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<thead>
<tr>
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<th>Large City</th>
<th>Suburb</th>
<th>Small Town/ City</th>
<th>Rural Area</th>
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<td>Alerts</td>
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Source: Pew Research Center's Internet & American Life Project, 2011 (most recent data available)
At CNN Digital

Spikes vary by time of day.

**Morning**
Mobile Phones. Users wake up and check in.

**Lunch**
Mobile phones. Users take a break from work and check social media.

**Evenings**
Tablets. Users are in entertainment mode with tablet as primary or secondary device.

**Late Night**
Mobile Phones. Users check one last time before bed.
Recommendation

Tailor Your Content to Daypart Behavior.

Morning
Give quick facts, short updates, harder news.

Lunch
Focus on bite-sized news, lifestyle, entertainment and tech.

Evenings
Increase the amount of video and long-form content you offer.

Late Night
Summarize events of the day. Preview what’s ahead tomorrow.
A Few Takeaways

• News consumption is changing:
  • The “mobile-mostly” crowd is growing, and will likely be key to growth in future news viewership
  • Many “mobile” users actually use their devices at home
  • “News snacking” means users check for news more often and more quickly
  • More tablets = more news

• Each of these trends will have editorial implications for mobile.

• These editorial considerations will be discussed in more depth in Part 3 of this series.
Market is Quickly Growing

In 2012, mobile ad revenues in the US totaled $3.4 billion, up 111% from $1.6 billion in 2011. It is predicted to hit $10.8 billion by 2016.

Source: IAB, April 2013; eMarketer, 2013
Why We’re Bullish on Mobile

% of Time Spent in Media vs % of Advertising Spending, USA 2012

TV
Print
Web
Radio
Mobile

43% 42%
23%
22%
26%
10%
14%
12%

headroom!

Source: KPCB, December 2012
Recommendations

1. Take advantage of your local audience

Mobile ads that succeed will relate to the location of the viewer and/or provide an immediate solution to an existing problem. Local publishers are uniquely positioned to take advantage of this.

Example: Lunch hour is typically high traffic for news. Partner with Subway to run mobile coupons from 11am-2pm. Use the phone’s geo location to pinpoint the nearest Subway.
Recommendations

2. Focus on coupons

Mobile coupons present a clear opportunity for driving sales. About one in six adults have redeemed a mobile coupon, including more than 20% of users with a HHI of $100K+. One in four would like to receive offers for local activities on their phone.

And with the future potential of consumers using a mobile phone as a digital wallet, mobile coupons could quickly become the gateway to a mobile payment system.

Source: Mintel, May 2013
Recommendations

3. Go after leisure brands

The discounted price for placement of mobile ads (compared to PC ads) makes them attractive to leisure activity brands (local restaurants, theaters, live entertainment, exhibits, etc.) seeking a young, affluent target audience.

Providing a discount and running the ad alongside content attractive and relevant to such an audience should combine to result in effective conversions.

Source: Mintel, May 2013
Recommendations

4. Program video with intent

Video commands the highest CPMs and the audience, particularly on tablets, is increasingly watching more and more of it.

Be aware of how you program video. For example, increase the amount of video you offer on the weekends and go after advertisers focused on weekend activities like golf.
Recommendations

5. Bundle and sell cross platform

Identify content, sections, events and verticals that you can offer on print, desktop and mobile. Develop advertising packages that offer them bundled platform sponsorship.

And with responsive design, advertisers do not have to choose between platforms. Their ads will automatically carry to mobile. CNN has seen tremendous success with this approach.
6. Grab the Land Now

Mobile is more about growing your reach right now than making money. Advertising will catch up and you want to have the audience when it does.

News is highly competitive. If you aren’t there, someone else will step in and grab your audience.