

# The Washington Post

Digital Subscriptions Strategy

# Industry Indicators



Industry Indicators

# News Consumption Habits Are Changing

**50%+**

Of Consumers Use Social Media  
to Consume News

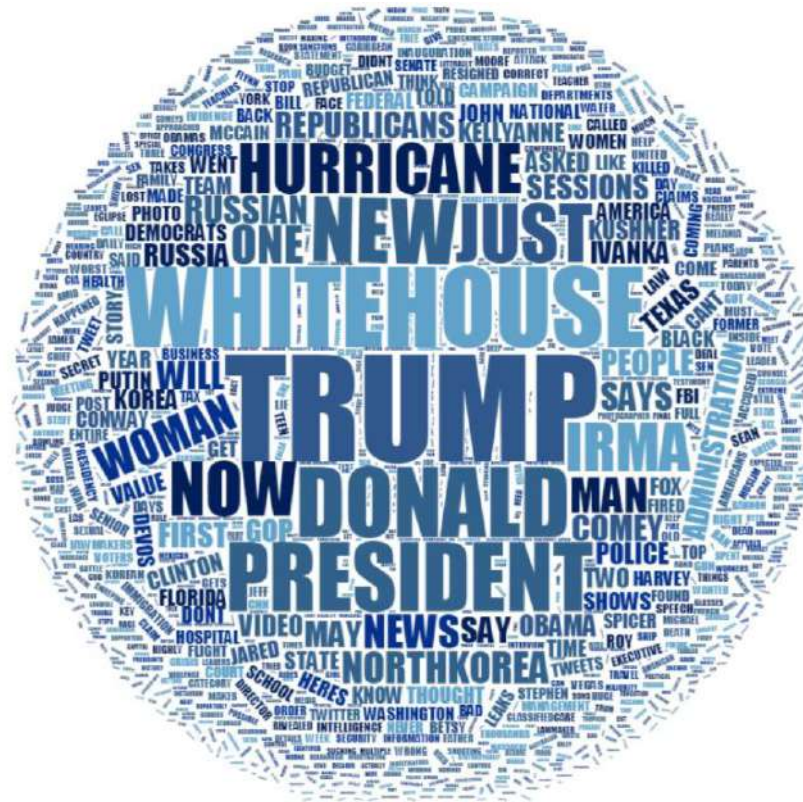


Source: 2017 Reuters Institute Digital News Report



# Readers Are **Sifting Through The Noise**

AND DEFAULTING TO SOURCES THEY TRUST

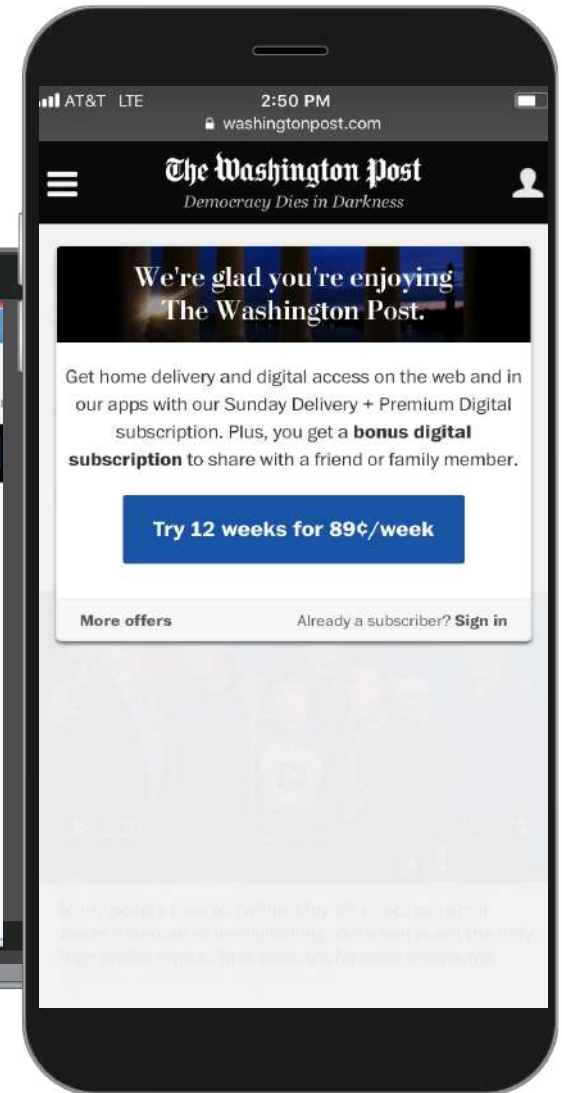
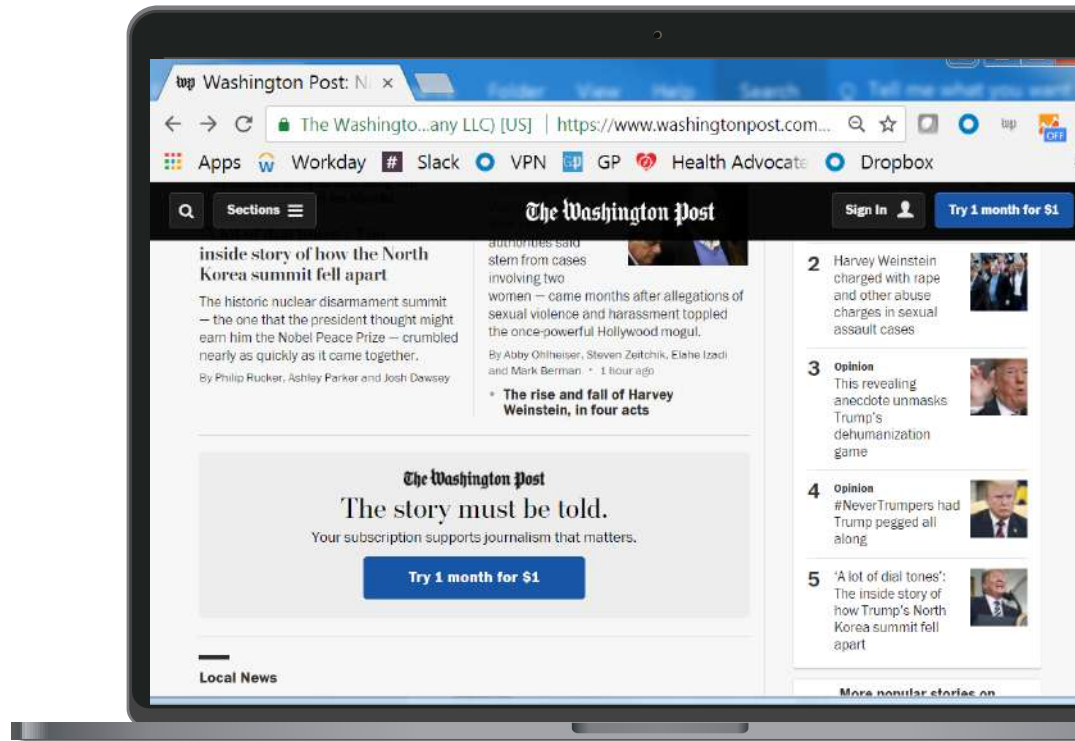


Source: wordcloud.com



Industry Indicators

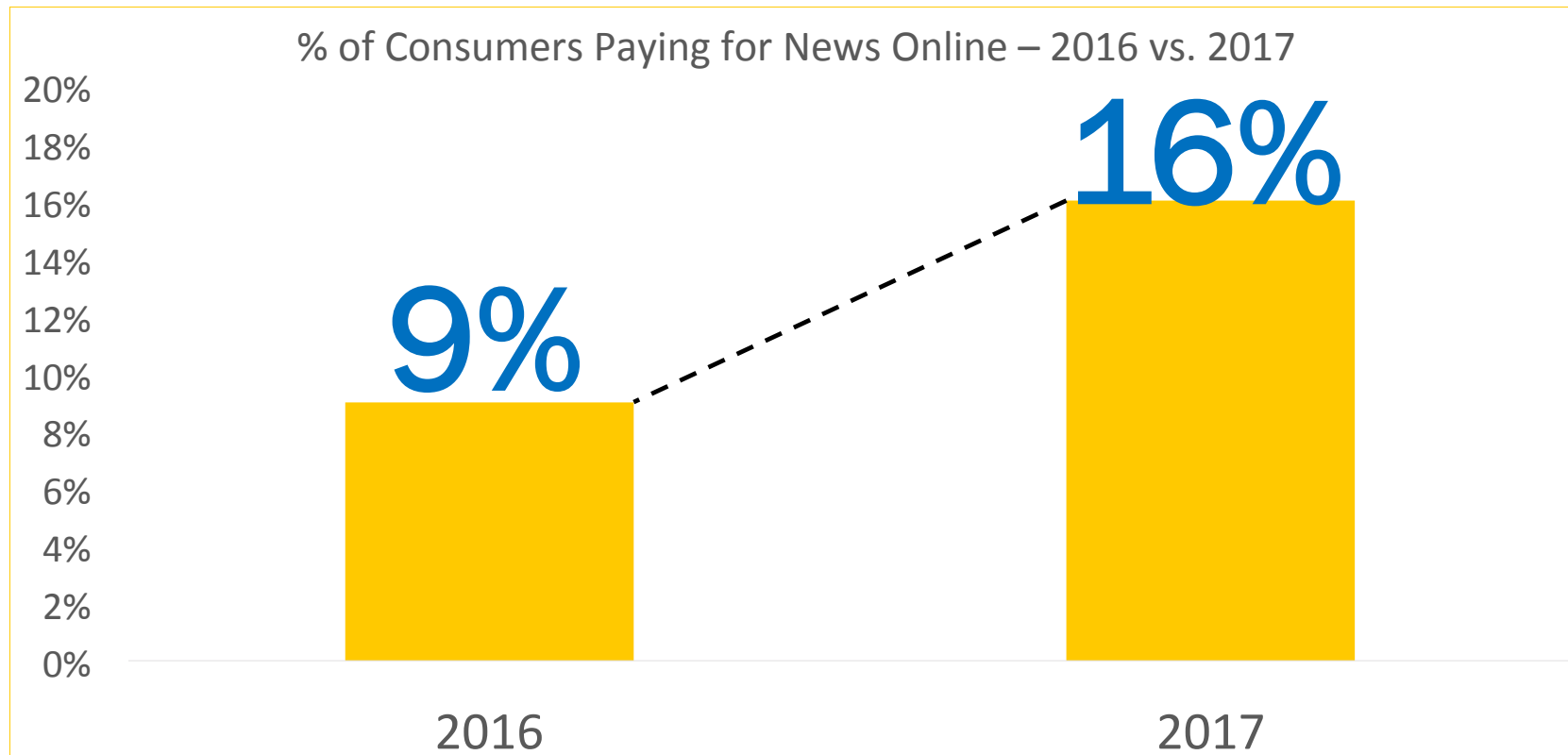
# The Future of News





# Consumers Are Paying For **Quality** Content

THE PERCENT OF U.S. CONSUMERS WILLING TO PAY FOR NEWS IS UP 7%

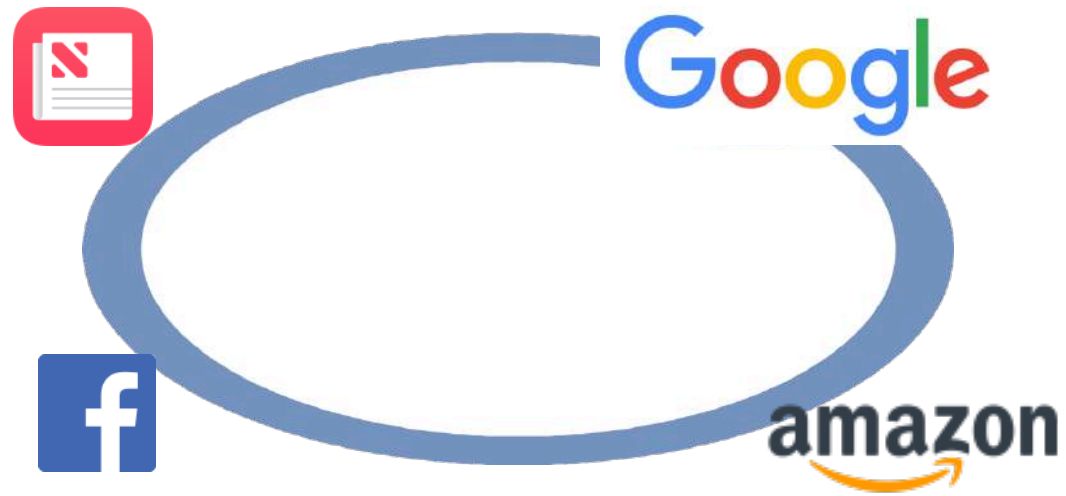


Source: 2017 Reuters Institute Digital News Report



Industry Indicators

# Third Party Partners






Traffic

# Washington Post Traffic



**88M**  
2018 AVG. UNIQUE VISITORS  
PER MONTH

  
**84%**  
SINCE JAN 2015



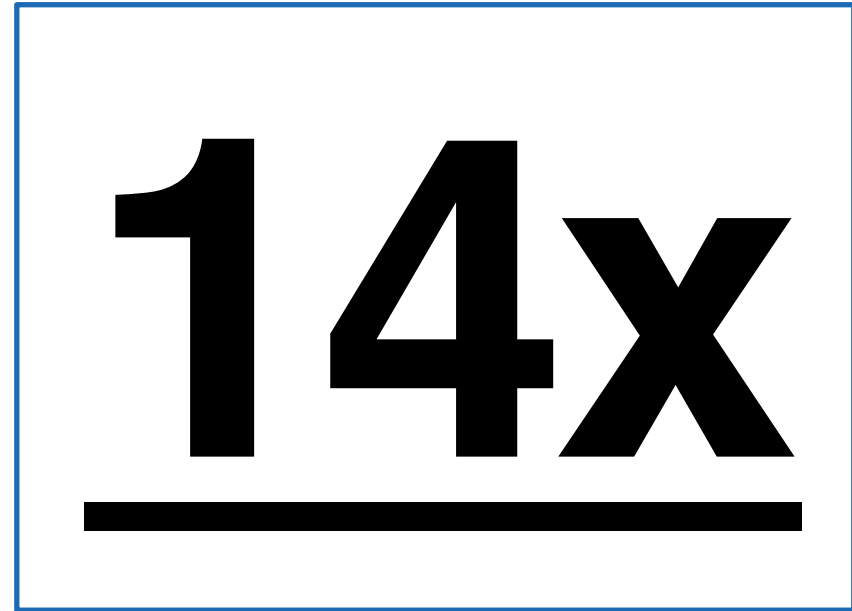
Traffic

# Monthly Pageviews per Visitor

[CELLRANGE]



Subscribers



[CELLRANGE]



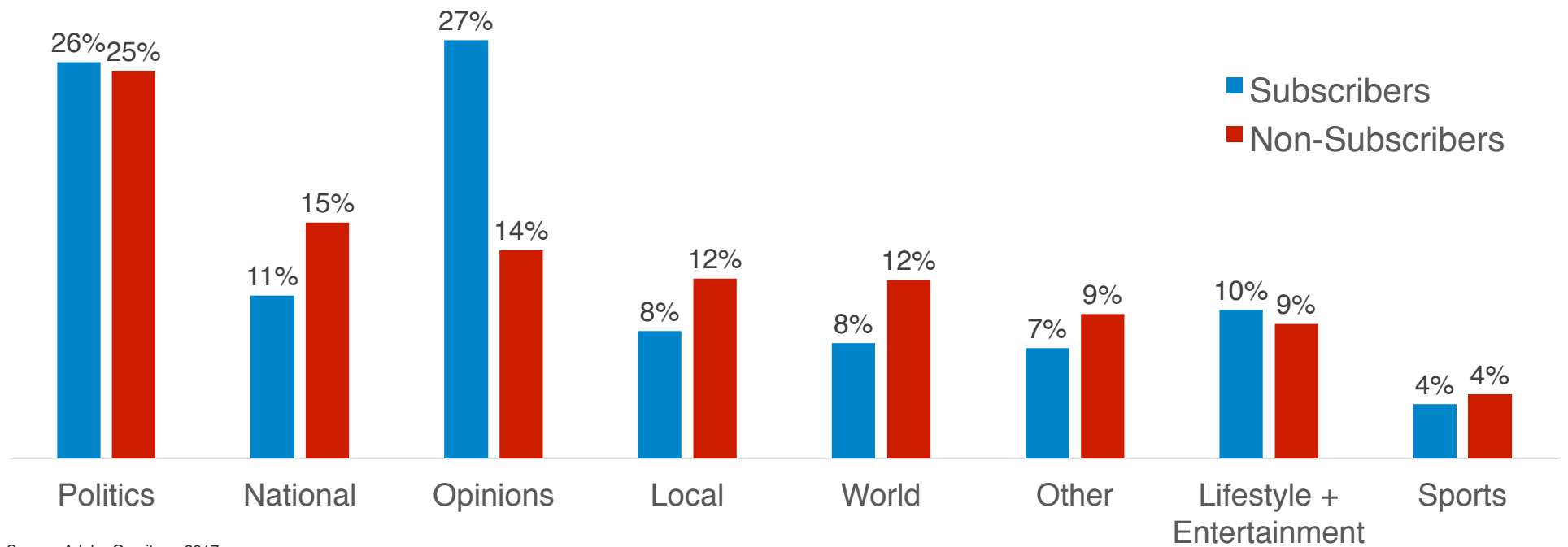
Non-Subscribers



# Content Read By Subscribers

SUBSCRIBERS OVER-INDEX ON OPINIONS CONTENT

Percentage of 2017 Pageviews by Section



Source: Adobe Omniture, 2017

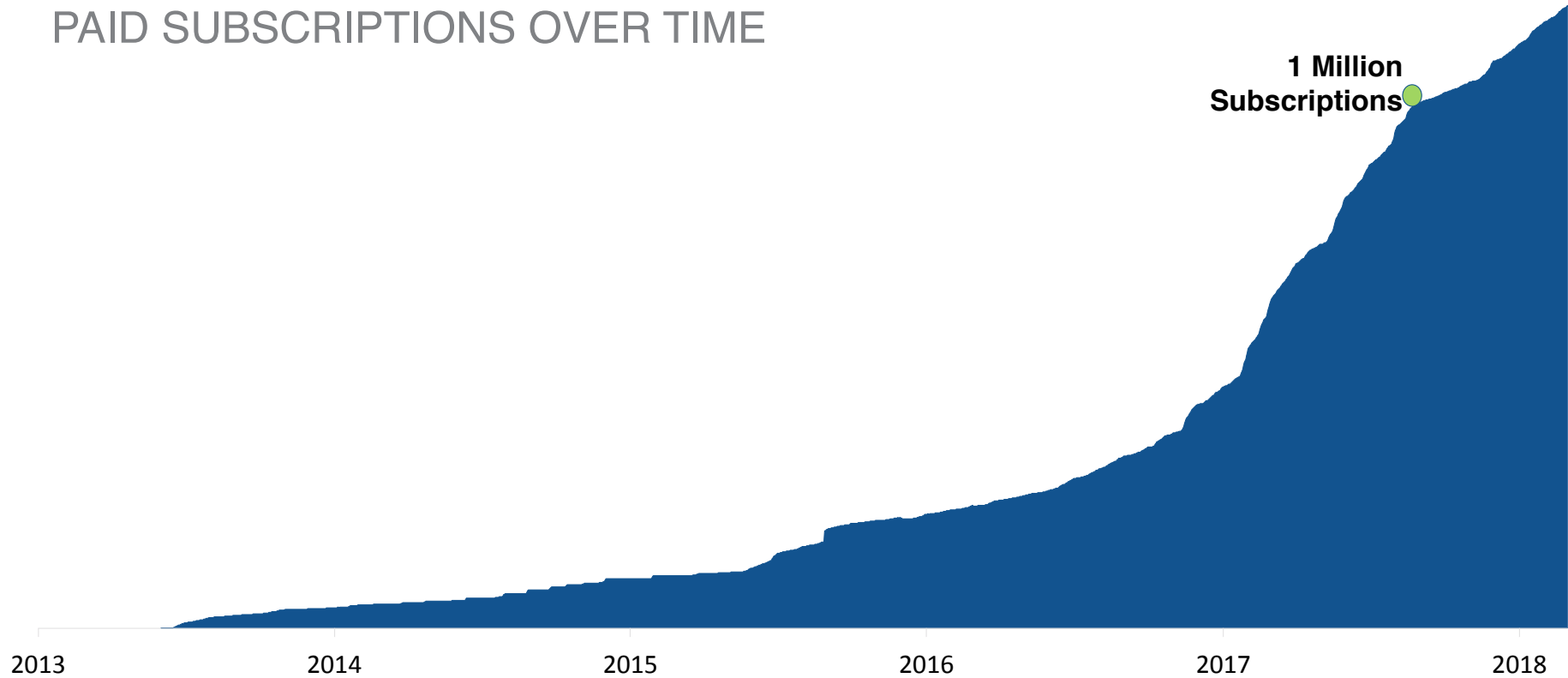


# The Washington Post Digital Subscriptions Growth



# Digital Subscriptions Growth

PAID SUBSCRIPTIONS OVER TIME

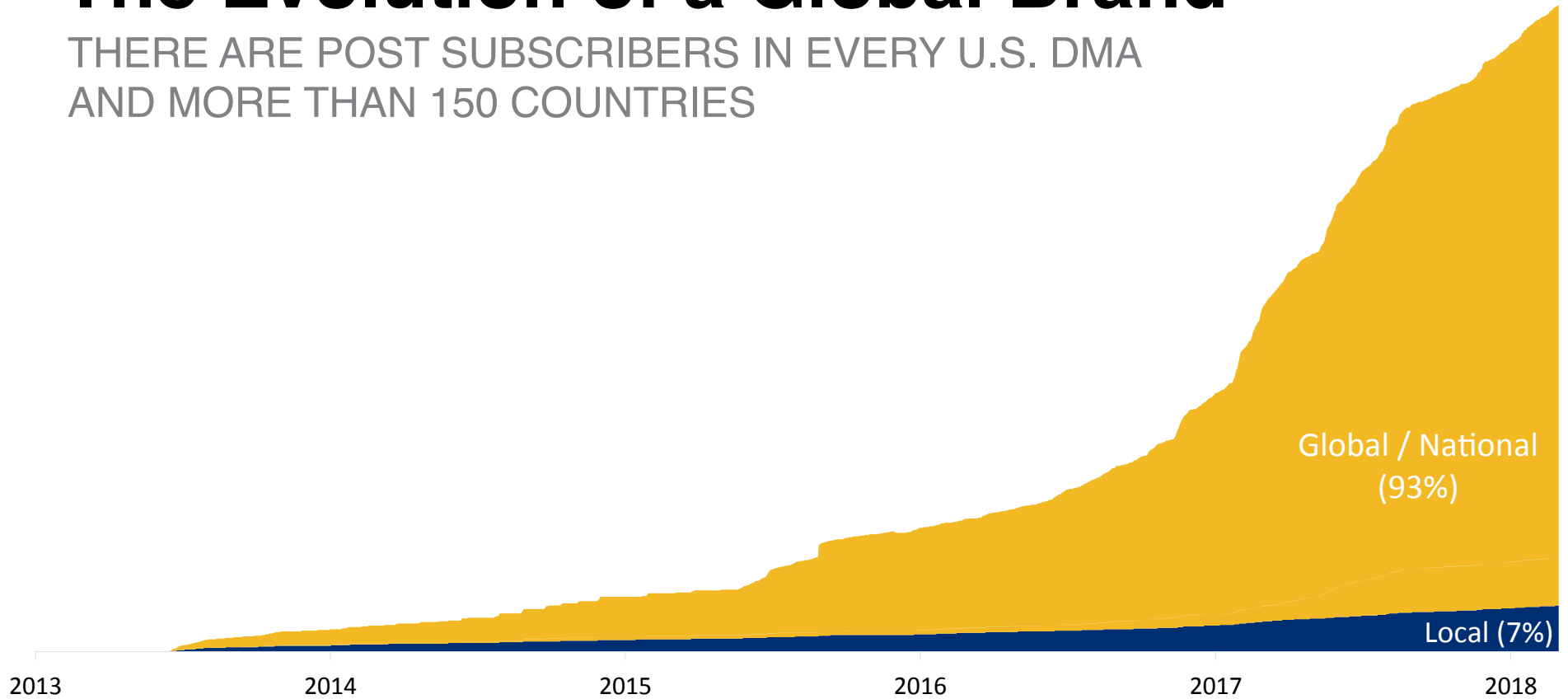


Source: The Washington Post Digital Subscriber Database



# The Evolution of a Global Brand

THERE ARE POST SUBSCRIBERS IN EVERY U.S. DMA  
AND MORE THAN 150 COUNTRIES



Source: The Washington Post Digital Subscriber Database

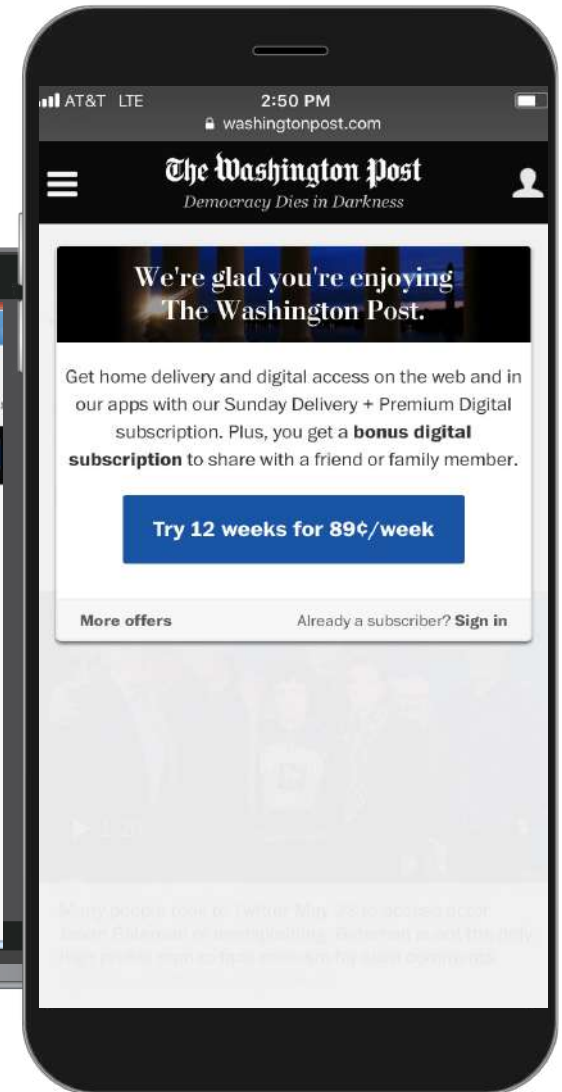
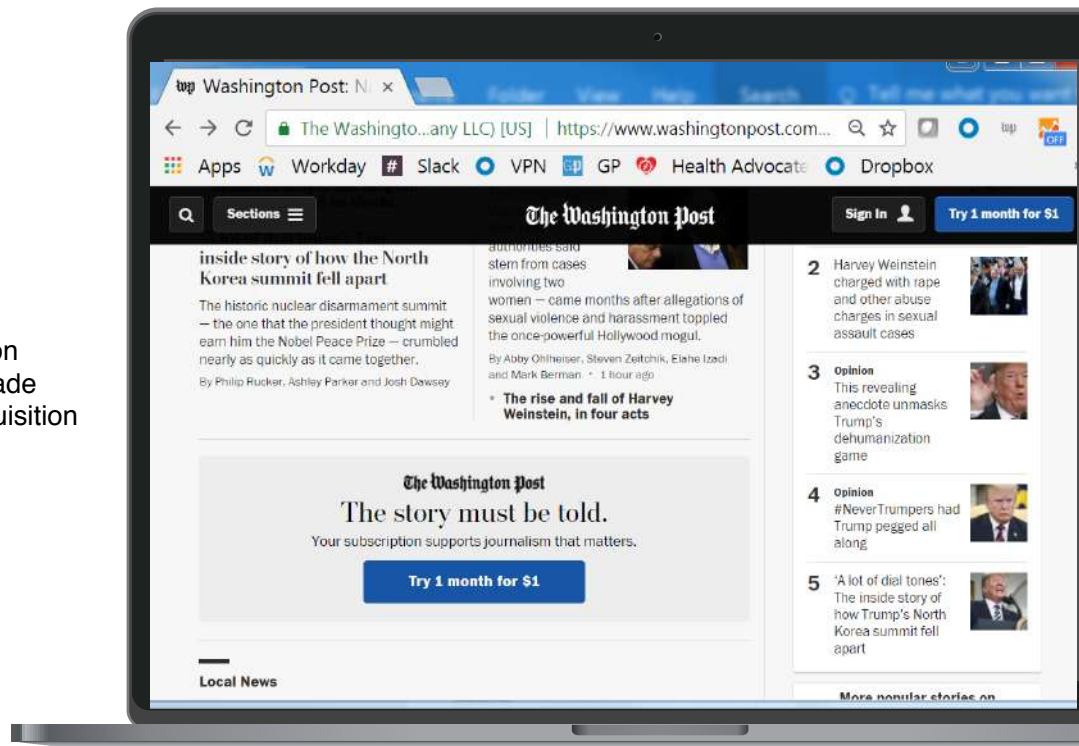


# Top Driver: Onsite Acquisition

## 58%

Of 2018 subscription purchases were made through onsite acquisition channels like:

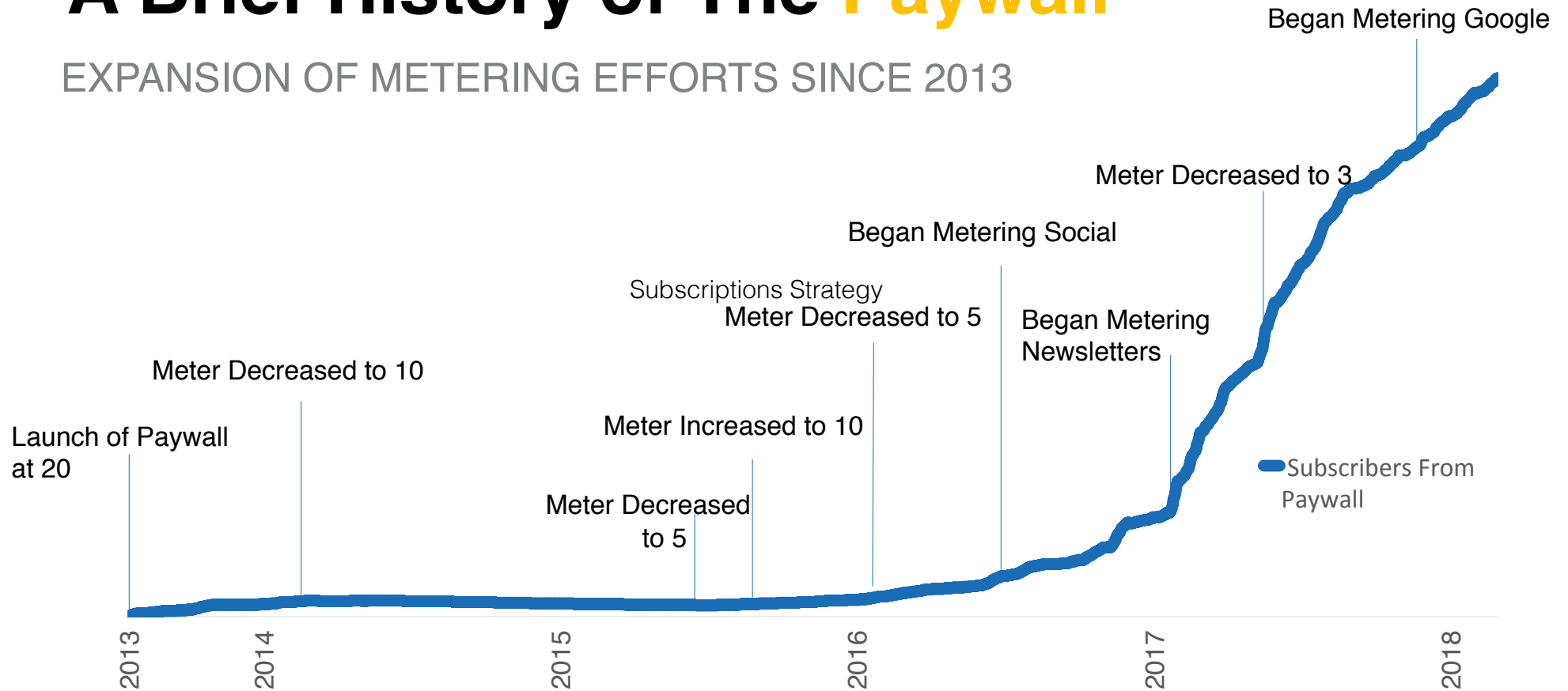
- Ads
- Paywalls
- Site buttons





# A Brief History of The Paywall

EXPANSION OF METERING EFFORTS SINCE 2013



Source: The Washington Post Digital Subscriber Database

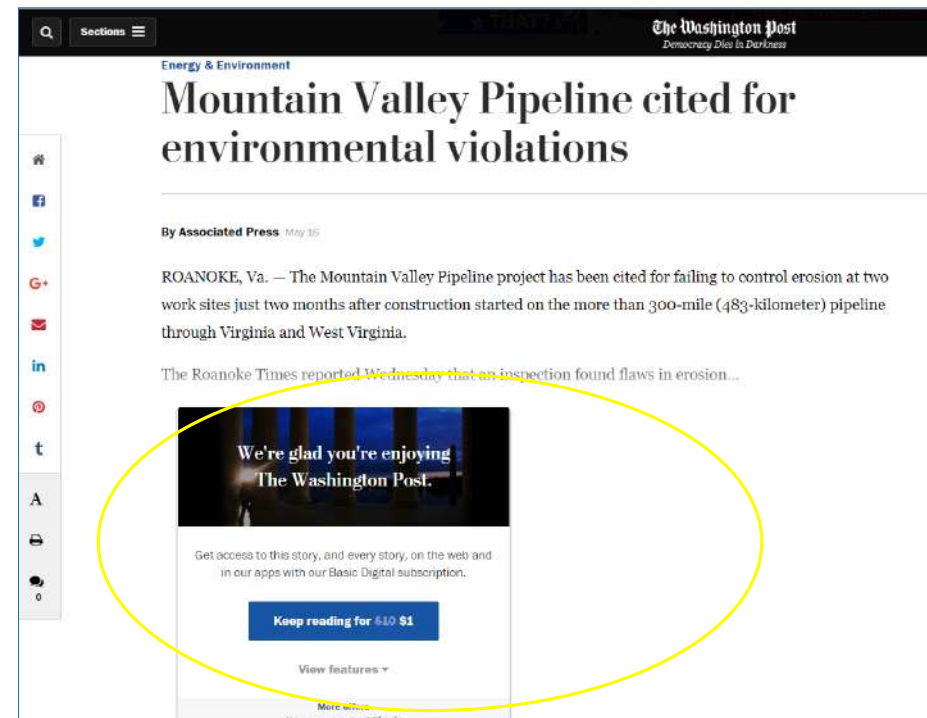




# Paywall Testing In 2017

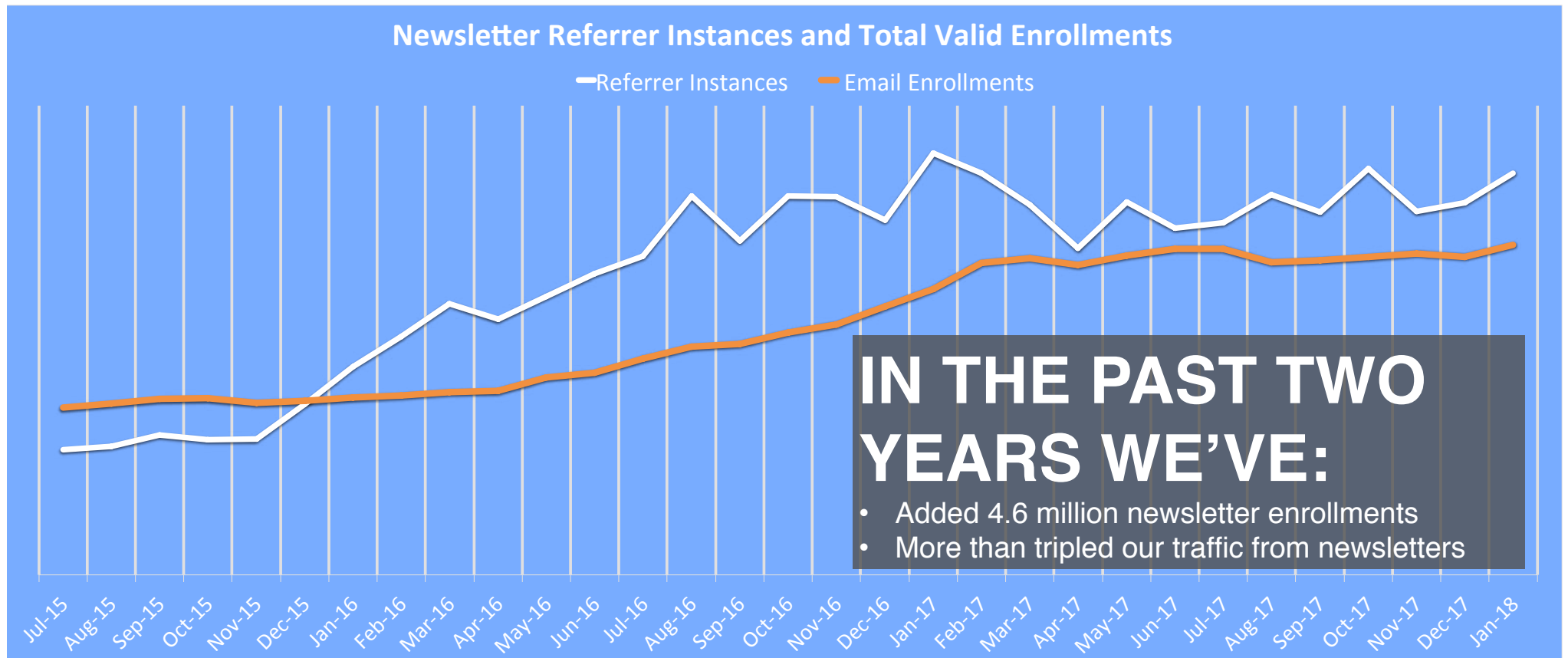
FIRM ANALYSTS RAMPED UP SUBSCRIPTION TESTING EFFORTS

- Meter Tightening Tests
- Testing Subscription Models on 3<sup>rd</sup> Party Platforms
- Teaser Paywall Test





# Off-site: Newsletters Driving Lead Generation



# Special Offers for Key Segments



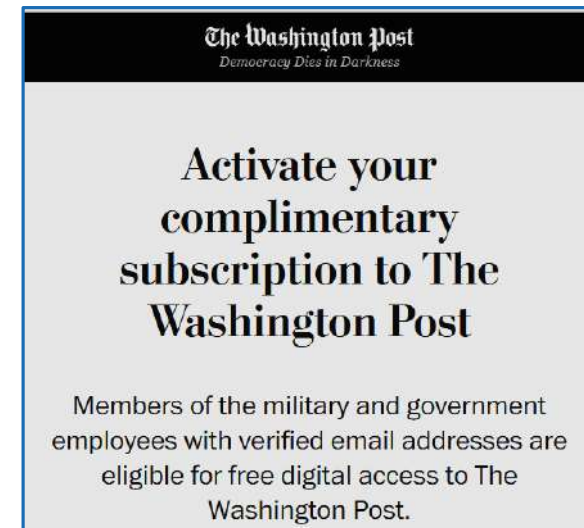
Key Segments

# Special Offers for Key Segments

THROUGH IP WHITELISTING AND FREE SUBSCRIPTION OFFERS

## Discounted Subscription Offers For:

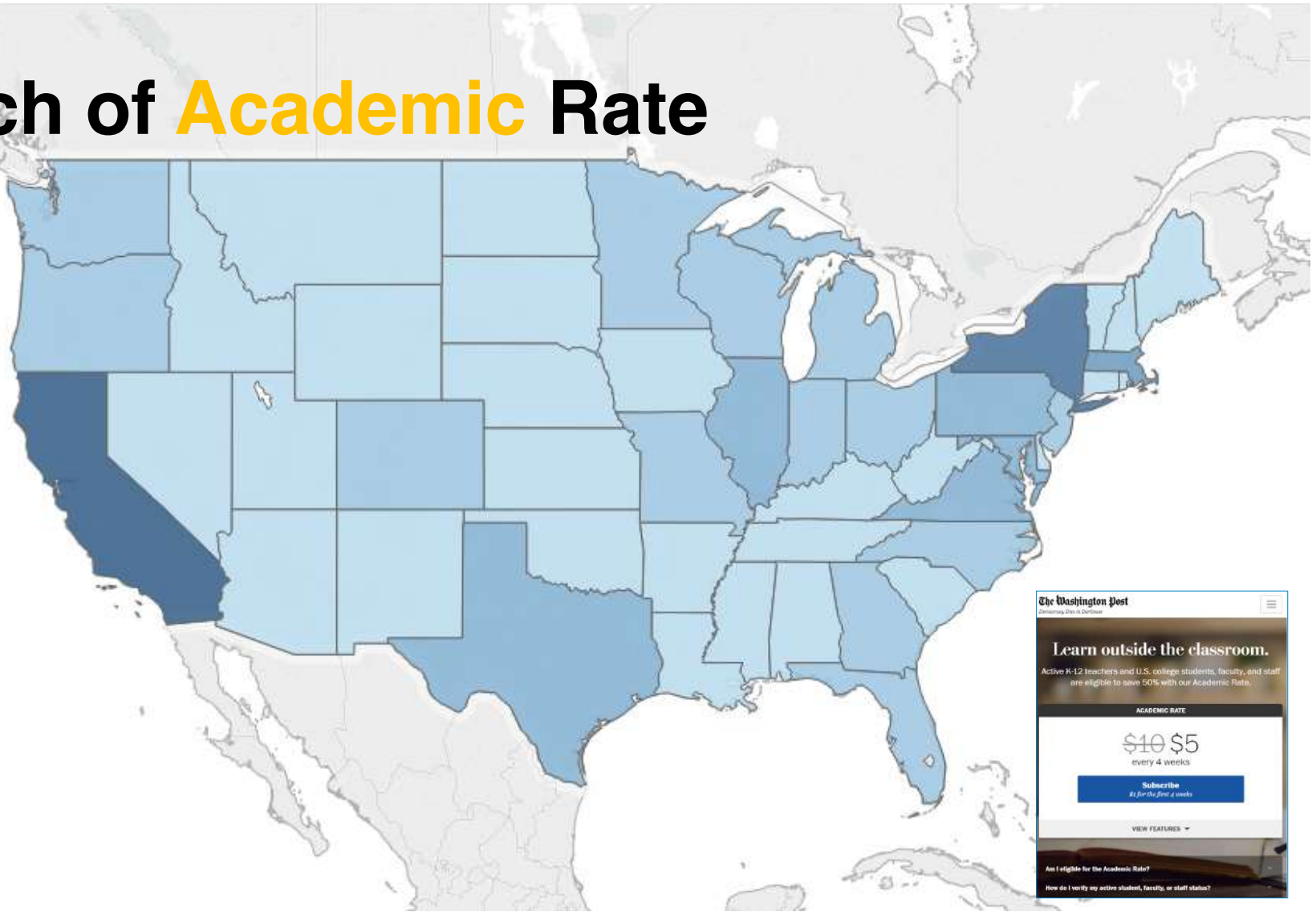
- Higher Education
- K-12 Education
- Print Publication Partners





Key Segments

# Launch of Academic Rate



**The Washington Post**  
Dorothy Dorn & Danica

**Learn outside the classroom.**  
Active K-12 teachers and U.S. college students, faculty, and staff are eligible to save 50% with our Academic Rate.

**ACADEMIC RATE**

**\$10 \$5**  
every 4 weeks

Subscribe  
\$1 for \$10 first 4 weeks

VIEW FEATURES

Am I eligible for the Academic Rate?  
How do I verify my active student, faculty, or staff status?

# Pricing and Transaction Strategy



**3 Years Ago**



**Today**



Pricing Strategy and  
Transactions

# Price Testing

TESTING HELPED DEFINE 2018 PRICE STRATEGY

Annual Price Testing

Introductory Rate Testing

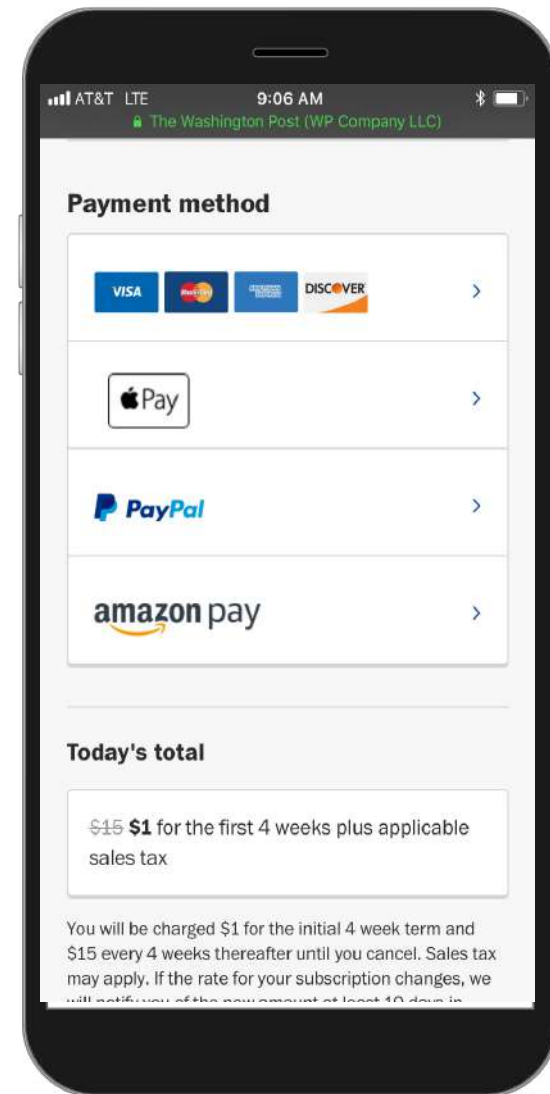
Local Currency Test





# Payment Options

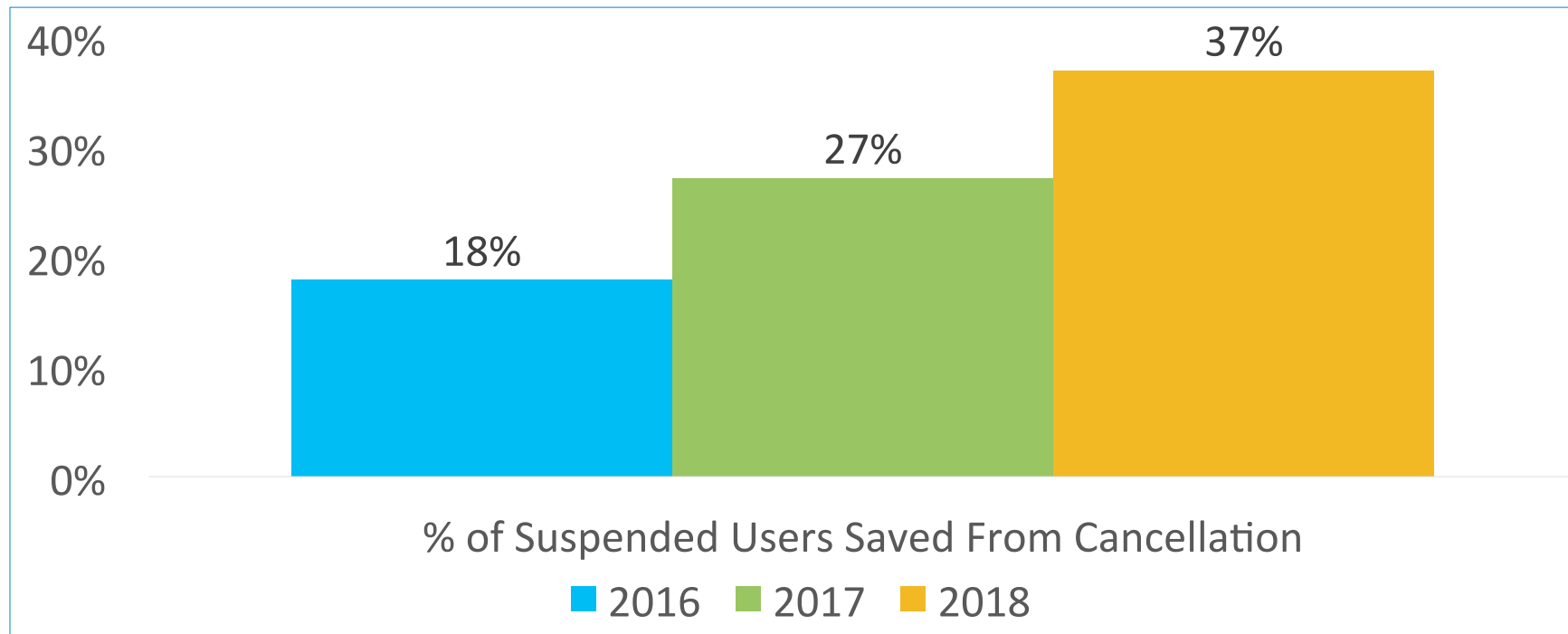
RECENT ADDITIONS OF AMAZON PAY AND APPLE PAY





# Decreasing Involuntary Cancellations

SAVE RATES ARE IMPROVING – UP 19% FROM 2016

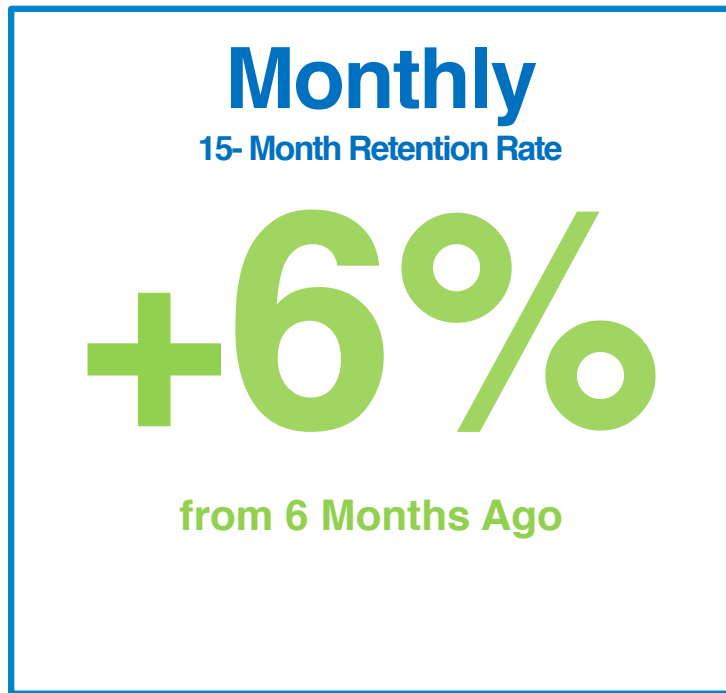


Source: The Washington Post – Digital Subscribers Database

# Retention



# Increasing Subscriber Retention



# Fostering Engagement

CONSTANTLY EXPERIMENT WITH NEW SITE FEATURES, LIKE SOCIAL SHARE BARS ON U.S. PAGES

- In 2017, sharing on social media increased by (8%) in the U.S. but slightly declined elsewhere



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# Questions