

Summary of the Potential Impact of PogoMe on the News Media Industry

1. Newspaper print and digital circulation declined 7% in 2015. While digital circulation grew a measly 2%, it accounts for only 22% of circulation. The digital subscription gains or traffic increases have not translated into game-changing revenue solutions.

POGOME MAKES THE PRINT WORLD DIGITAL WHICH ALLOWS PUBLISHERS TO CAPTURE MORE DIGITAL SUBSCRIBERS IN ADDITION TO INCREASING DIGITAL ADVERTISING REVENUE. THE PUBLISHER'S ADVERTISERS ALSO BENEFIT FROM THE INCREASED DIGITAL EXPOSURE RESULTING IN MORE AD IMPRESSIONS.

2. Digital ad spending grew another 20% in 2015 but journalism organizations have not been primary beneficiaries.

POGOME ALLOWS A PUBLISHER TO CAPTURE ADDITIONAL ADVERTISING REVENUE THAT IS CURRENTLY BEING MISSED.

3. 51% all newspaper readers consume the published content exclusively in print.

POGOME ALLOWS THE PRINT READER TO CAPTURE AND SAVE PRINTED CONTENT IN A DIGITAL FORMAT TO READ LATER ON THEIR DESKTOP PC, TABLET OR MOBILE DEVICE. THIS RESULTS IN INCREASED DIGITAL AD REVENUE FOR A PUBLISHER AND POTENTIALLY MORE DIGITAL SUBSCRIBERS TO THEIR PUBLICATION.

4. The share of Americans getting news on legacy platforms is falling behind most other platforms, including radio - but the publishing industry seems to have not found a way to consistently capture that audience online.

POGOME GIVES THE PRINT PUBLISHER ANOTHER PLATFORM TO CAPTURE SHARE OF MARKET.

5. Newspapers gain in mobile traffic, but fall in mobile minutes per visit. However, time spent on a desktop was 10% or greater than time spent on mobile. The challenge for newspapers is to convert grazers (mobile) into loyal readers (desktop or print).

POGOME ALLOWS THE MOBILE USER THE ABILITY TO SAVE INTERESTING CONTENT FOR LATER READING ON A MUCH EASIER TO READ DESKTOP. BY PLACING A POGO ID RIGHT AFTER THE HEADLINE OF AN ARTICLE OR ADVERTISEMENT THE MOBILE USER CAN NOW SAVE THAT CONTENT TO READ MORE CONVENIENTLY, RESULTING IN MORE DIGITAL AD REVENUE AND POSSIBLY ADDITIONAL SUBSCRIBERS.

6. A majority of US adults are now getting some news on social media.

POGOME ALLOWS THE USER TO IMMEDIATELY SHARE THEIR CONTENT VIA FACEBOOK AND TWITTER. USING POGOME, THE PUBLISHER NOW HAS THE ABILITY TO MAKE THEIR CONTENT GO INSTANTLY VIRAL INCREASING DIGITAL ADVERTISING REVENUE.

This summary was prepared from media statistics obtained from an independent research report: Pew Research Center, June 2016, "State of News Media 2016"
<http://www.journalism.org/2016/06/15/newspapers-fact-sheet/>