

Worldnow Case Study

Digital Ad Revenue Growth

Meredith Local Media Group

Background

- Meredith Local Media Group's television stations were on the IB platform for the first half of 2011
- Worldnow transformed Meredith's sites and re-launched on the Worldnow platform in June 2011

Strategy

- Worldnow implemented a strategic ad plan that included:
 - Sales training
 - National sales programs
 - Local sales programs
 - Category sales programs
 - Ad trafficking
 - Ad production

Results

- Digital advertising revenues increased 70 percent, driven by enhanced sales initiatives and product offerings
- Strong year-over-year ratings growth in adults ages 25-54 demographic coinciding with strong online growth. Of note:
 - WFSB (CBS Hartford) enhanced its No. 1 ranking in all news periods and day parts
 - 31.4% increase - UV (comScore April 2011 - April 2012)
 - 47.4% increase - average minutes per visit (comScore April 2011 - April 2012)
 - KCTV (CBS Kansas City) delivered growth in afternoon, evening and late news
 - 57.6% increase - UV (comScore April 2011 - April 2012)
 - 24.7% increase - PV (comScore April 2011 - April 2012)
 - KVVU (Fox Las Vegas) delivered double-digit ratings growth in morning and late news
 - 172.7% increase - UV (comScore April 2011 - April 2012)
 - 96.1% increase - PV (comScore April 2011 - April 2012)
 - WHNS (Fox Greenville, SC) delivered double-digit ratings growth in morning and late news
 - 70.7% increase - UV (comScore April 2011 - April 2012)
 - 59.2% increase - PV (comScore April 2011 - April 2012)