

NewsWorthy

Understanding popularity *before* publication

Changing News Landscape

“Which news sources have you used in the last week?”
—Reuters Digital News Report

Social

Online

TV

Print

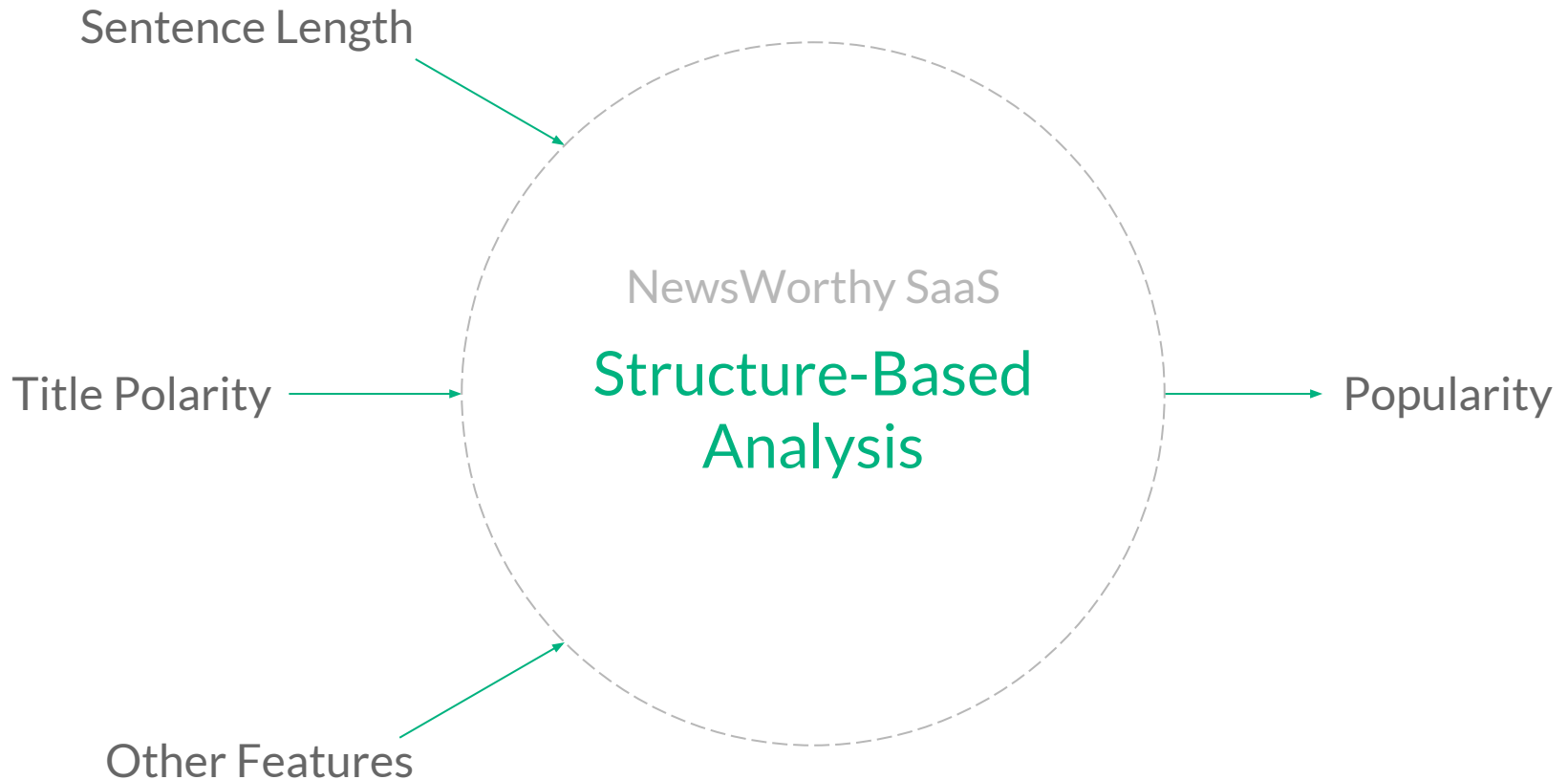
Rapidly Growing Market

\$63B

News Media Market

United States 2015 Revenue

Predicting Content Popularity



Huge Future Growth

NewsWorthy

BlogWorthy

AdWorthy

TweetWorthy

Thank you

—NewsWorthy