



**Disrupting the News Business  
with Collaborative,  
Networkcentric Technology**

# Executive Summary



- News Business is Broken
- Battleground is Linear & Mobile News Distribution with & without Targeted Programmatic Advertising
- Competitors are New vs. Old Media
  - Current Implementations have known weaknesses
- \$182 Billion/Year at Stake
- Harness 2 Billion Video Cell Phones with Collaborative Journalist Collective
  - Virtualized model minimizes brick & mortar, capital expenditures and middle man fees
  - Typical margins from 40 to 80%
  - UBER for News

# Five Year ROI Estimate



<u>Year</u>	<u>Non-Digital</u>	<u>Digital</u>	<u>Total</u>	<u>% Change</u>
2011	\$ 126,270,000,000.	\$ 31,990,000,000.00	\$ 158,260,000,000.00	
2012	\$ 128,230,000,000.00	\$ 36,800,000,000.00	\$ 165,030,000,000.00	4.3%
2013	\$ 127,840,000,000.00	\$ 43,110,000,000.00	\$ 170,950,000,000.00	3.6%
2014	\$ 125,970,000,000.00	\$ 49,690,000,000.00	\$ 175,660,000,000.00	2.8%
2015	\$ 123,170,000,000.00	\$ 59,610,000,000.00	\$ 182,780,000,000.00	4.1%
	0.20%	5 Yr Est. Market Penetration	\$ 365,560,000.00	Projected Revenue
	margin	35.00%	\$ 127,946,000.00	Ebitda
	\$ <u>10,000,000.00</u>	<b>10%</b>	\$ 895,622,000.00	7
	<b>Investment Capital</b>	<b>Equity</b>	NewsLink Valuation End of Five (5) Years	Multiple
	<b>896%</b>	<b>10%</b>	\$ <u>89,562,200.00</u>	
	<b>Five Year Gain</b>	<b>Equity</b>	<b>Investor Equity Valuation</b>	

# New Competitive Factors



- Metadata Critical Mass
  - More is Better
- IP Distribution Variants Disrupt Traditional Distribution Relationships
- Scale of Programmatic Capabilities is a Critical Competitive Factor
- Considerable Hurdles to Entry
  - Cost of Infrastructure, operations & expertise
  - Cost of sources of data

# New vs. Old Media

## Strengths & Weaknesses



### New Media

#### Strengths:

- Scale of Automation, Metadata,
- Network & Market Penetration
- Ability to Profile & Target Consumers
- Technical & Financial Capabilities

#### Weaknesses:

- Limited Access to Premium Content
- Limited Curation & Production Capabilities & Expertise
- Actual Effectiveness of Banner Ads, Pre Rolls & Social Campaigns are Less Than Hoped
- Ad Fraud

### Old Media

#### Strengths:

- Complex of Multi-Year Rights Deals Protects Access to High Impact Programming
- Curation & Production Expertise
- Highly Reliable & Consistent Network Delivery
- Ad Payout Audit Trail

#### Weaknesses:

- Scale of Automation, Metadata & Network is Lagging
- Ability to Profile & Target Consumers
- Technical Capabilities

# Old Media Opportunities & Threats



## Opportunities

- Development of Best of Class Big Data and Analytics Capabilities
- Automated integration of analytics capabilities with Best Quality Content, Precise Targeting, Reliable & Certifiable Delivery of Advertisement
- Downstream dynamic tracking of product purchase verification/estimation

## Threats

- Loss of Dominant Control of Access to Premium Content & Events over time
- Inability to Address Lack of Scale & Expertise in Big Data and Analytics
- Inability to manage the transition to a highly automated and massively scalable operation and infrastructure



# Current & Potential Tactics

## Lone Wolf

- Mostly Data Silos  
Even Within Singular Organizations
- Every organization for itself approach to developing, enabling, & expanding IT/IP capabilities
- Competitive Big Data Analytics Requires Massive Investment in Infrastructure & Expertise

## Distributed Collaboration

- Basic Use Case Requires a Standards Based Approach to Enable Broad Collaboration
- Numerous Successful Cases of Collaborative Scaling of Infrastructure, Expertise & Throughput  
ICIP “Panama Papers,” Intelsat, Skunk Works, Manhattan Project
- Collaborative Financing, Expertise & Utilization

# Team



- Chuck Daugherty; Chairman
  - <http://www.ncnworld.com/executive-team.html>
- Lynn T. Rowe; Chief Technology Officer
  - <http://www.ncnworld.com/executive-team.html>
  - <http://www.oneworldtech.com>
- Lee Shoblom; Director of Station Relations
  - <http://www.ncnworld.com/executive-team.html>
- Steve Daugherty; VP of International Relations
  - <http://www.ncnworld.com/executive-team.html>

## Special Note:

- We also have others that have expressed an interest in joining our Team when we have the ability to secure funding. These “others” are the current top leaders in the network news industry. Those individuals can be revealed upon signing confidential disclosures.

