

# ACCELERATE LOCAL

*Reinventing Business Models for News*

*Accelerate Local fuses the experience of local media with the ingenuity and strength of leading tech providers and entrepreneurs to reinvent business models that support a healthy local news ecosystem*

**LocalMedia**  
association

 **Accelerate Local**  
REINVENTING BUSINESS MODELS FOR NEWS

# THE TV MEMBERSHIP PROJECT

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# Our Hypothesis: Now is a good time for local media brands to develop Membership Programs

## GROWTH

**65%**  
of all growth in  
media will come  
from **the end-user**  
over the next 4 years

## BEHAVIORS

The “**experience economy**” is  
**underway** —  
consumers are  
opting to spend on  
experiences vs.  
things

## EXAMPLES

  
**QUARTZ**  
  
**THE ATHLETIC**  
**Indagare**  
**HUFFPOST**

Many brands  
have been able  
to build  
profitable, **multi-**  
**million-dollar**  
**businesses** —  
more are in  
the works

*The membership/subscription economy is booming!*

# Our Approach: Partner with 3 Local TV Companies on a first-of-its-kind Research & Pilot Program to test this

## PROJECT OBJECTIVE

Help local media companies **extend their brands** and **access new revenues** through **paid membership models**

## APPROACH

Partner to **conduct consumer research** that will inform a recommended approach to **paid membership opportunities**, then **execute in a pilot**

## COLLABORATORS



Will **conduct consumer research** to uncover key trends, customer motivators and segments



Will **manage and enhance consumer data** collected on behalf of participants

# Participating Media Companies, and Chosen Markets

Hartford



Raleigh



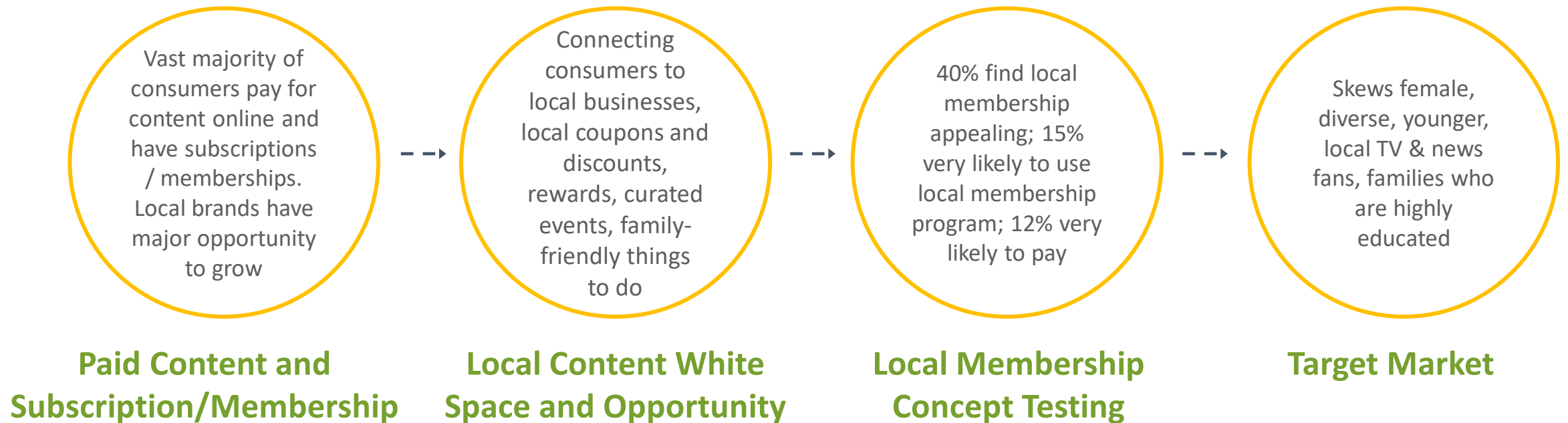
Detroit



*“There is an opportunity for local media to broaden consumers’ perception of the kind of content, services, and products local media gives them access to”*

*- Magid*

# Local Membership Products – Opportunities for Growth



**Subscriptions & memberships, while widespread, have not moved to local brands:**

- Only 1% say they have a paid subscription to a local brand (not counting newspapers)
- Local brands have a 14X opportunity for growth

**Subscriptions & memberships must solve customer problems of time, money, and experience to resonate:**

- There is some openness to pay among 55% of consumers, but they need to clearly see their key motivators as value drivers before sign-up

The demand for paid local memberships is real and almost completely untapped today. The time to launch products is now. However, key will be to activate content/product that **saves time and money, with an accessible, high-quality experience**