

# GRAHAM MEDIA GROUP

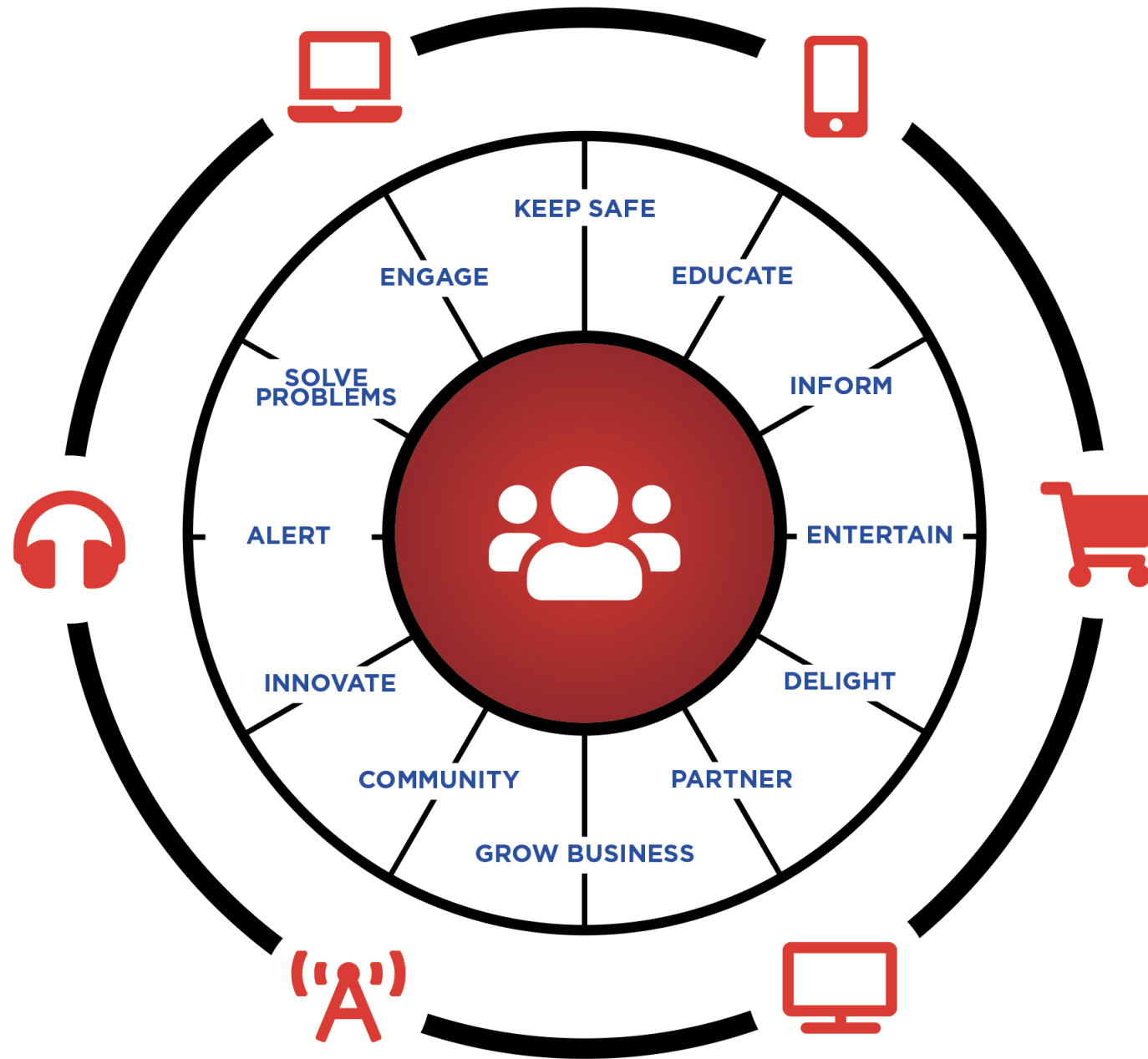
A decorative graphic at the bottom of the slide features multiple overlapping wavy lines. These lines are composed of numerous small dots. The color of the dots transitions from light blue on the left to dark blue in the middle, and finally to red on the right. The overall effect is a sense of motion and digital connectivity.

**Catherine Badalamente**  
VP & Chief Innovation Officer



# DECLINING

TRADITIONAL REVENUE  
& RATINGS





# GMG User-Funnel

