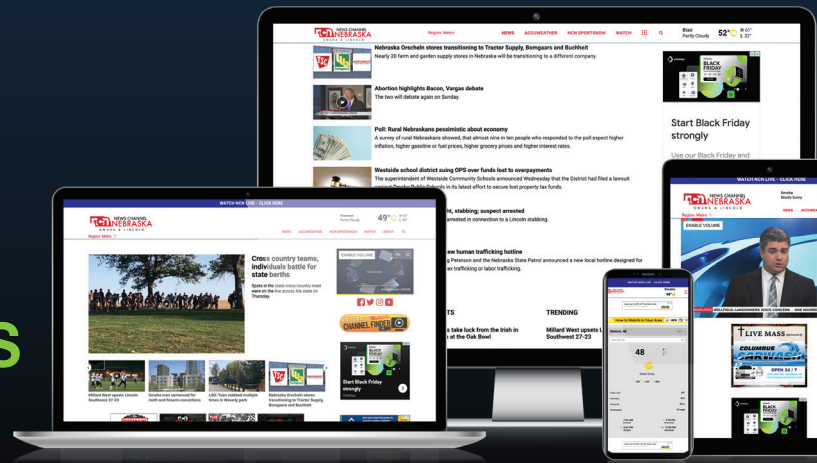




# MONETIZING VIA UNDERSERVED MARKETS



TARGETED AUDIENCE + RELEVANT CONTENT = REVENUE

## THE CHALLENGE

With larger broadcasting companies prioritizing content toward the metro areas of Nebraska, mainly Omaha and Lincoln, many of the local, rural markets in the state received little to no coverage of news and weather that mattered to them.

Founded in 2015 to address this issue, News Channel Nebraska set out to deliver local content to the underserved rural audiences of Nebraska. However, it soon found no clear path to creating a sustainable model or finding a way to monetize that process.

## THE SOLUTION

As a team experienced in designing digital platforms tailored to different audiences across various devices, Frankly created a network of websites for NCN that geographically targeted each visitor by region, directing traffic to a website with local news, weather, and other content specific to their market.

## THE RESULTS

From 2020 to 2021:

70%

Increase in Revenue

17%

Increase in Ad Impressions

39%

Increase in CPMs

12%

Increase CMS Month Over Month for Video and Display

## SUCCESS NOTES

- Flood Communications (NCN's parent company) made the Inc. 5000 as one of the fastest growing and most profitable companies in the US. The company has experienced a 68% three-year growth in profits.
- Developed the website network providing tailored local content to over 500,000 viewers in rural regions of Nebraska.
- Set new benchmarks for inventory for NCN and Telemundo Nebraska, maximizing revenue.

“ One of the big successes for us is that Frankly has been able to monetize inventory that we haven't been able to monetize locally, and it's turned into a nice business. We're a publisher, but our heartbeat is news and content. There are things we aren't great at that Frankly is better at, and it's turned into a nice evolution for us on the revenue side to monetize areas where we weren't monetized before. ”

- Andy Ruback, CEO NEWS CHANNEL NEBRASKA

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