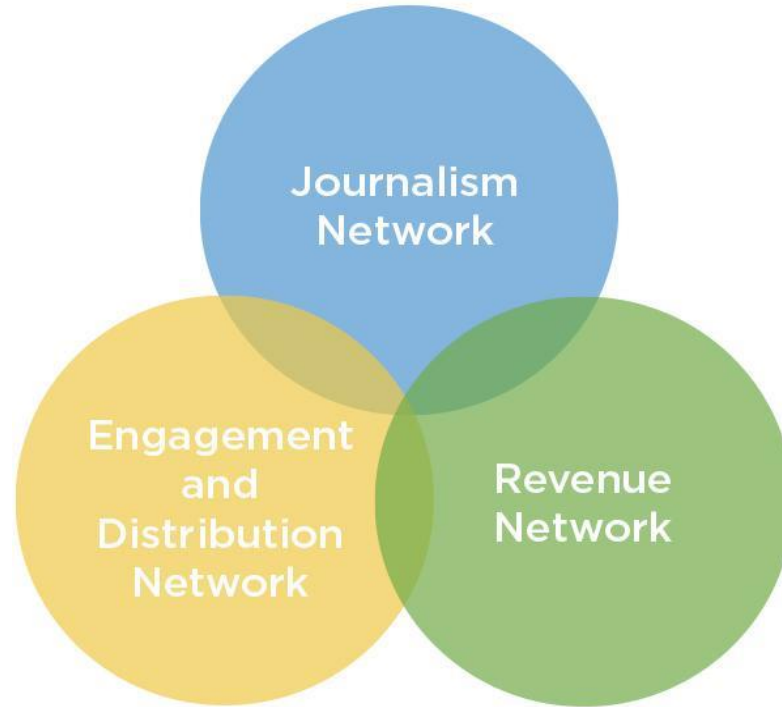


# Topics

- Networks
- Voice
- Challenges



Journalism  
Network

Engagement  
and  
Distribution  
Network

Revenue  
Network

# Since we last met... NPR keeps growing



	April – June 16	April – June 17	Increase
<b>SCALE *</b>			
NPR.org	30M	37M	+22%
NPR News app	1.5M	2.3M	+52%
NPR One (app only)	269K	474K	+76%
<b>ENGAGEMENT</b>			
NPR One average session length	29 min	34 min	+17%
NPR One monthly sessions per user	10.7	11.5	+7%
<b>LOCAL INTEGRATION</b>			
NPR One plays of station-produced podcasts	910K	4.1M	+356%

\* 30-day active users

# NPR.org audience in SRG markets, June 2017

- NPR.org: 25.2M
- Station sites: 9.9M

# Rethinking Digital Services

- Sept. 22: Boston **office closes**
- DS staff: 5 to Washington, 4 remote, **23 backfills**
- Post Core-Publisher: Publishing, Distribution & Presentation tools supporting **a network vision**

# What Core Publisher does today

## Publishing

Creates, edits & manages content

## Distribution

Selects channels & destinations

## Presentation

Determines how content is seen & heard

## Core Publisher

NPR Story API

PMP

# ...and what it doesn't do

## Designed to...

- ✓ Create & publish content
- ✓ Ease path to membership
- ✓ Scale economically
- ✓ Do it all: podcasts, streams, revenue, analytics, etc.

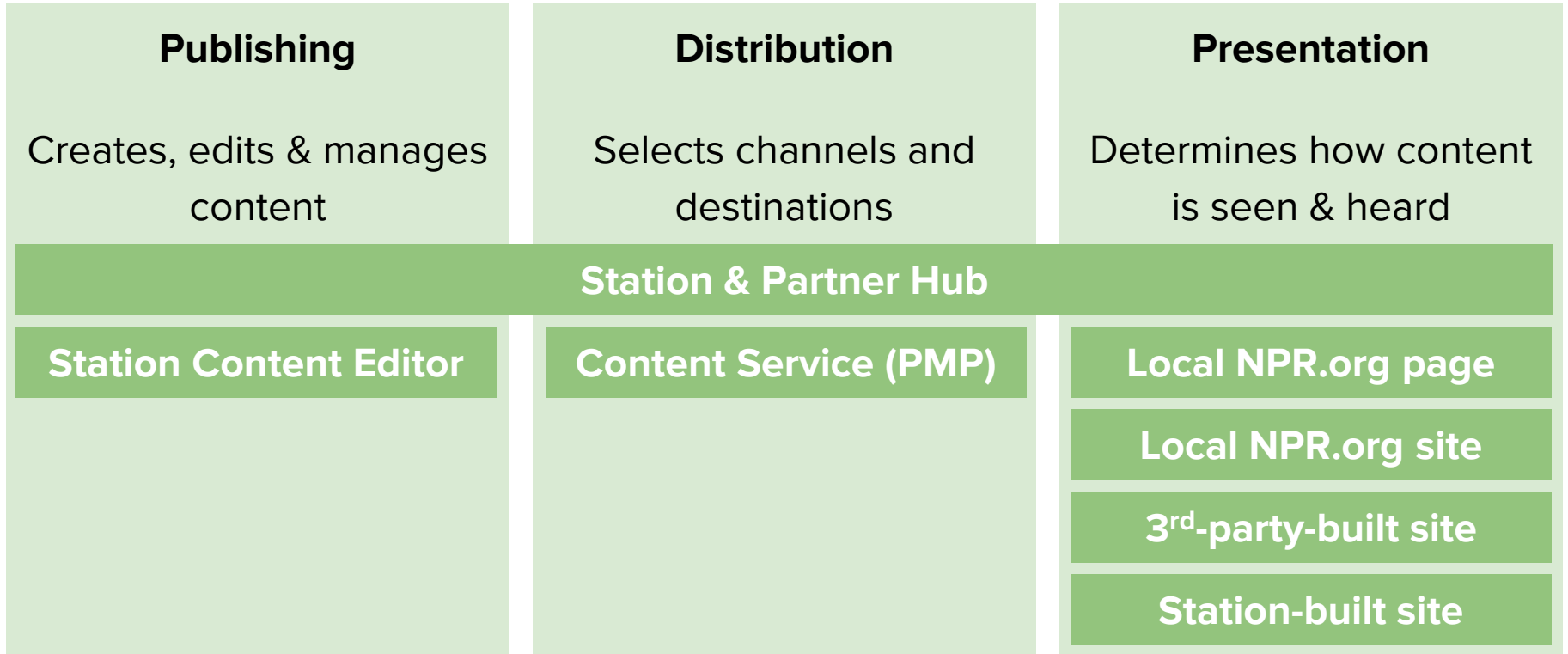
## Served well, but now...

- ❖ Difficult to innovate on
- ❖ Outdated technology
- ❖ Expensive to maintain
- ❖ One size does *not* fit all

## Not designed for...

- x Multi-channel distribution
- x LJC, RJC & Hubs
- x Integration of other tools, services, workflows
- x Customization
- x A local-national vision

# The direction forward





# Four scenarios for Presentation

## 1. Local NPR.org pages

### **Stations have a Medium-like presence on NPR.org**

- Homepage, story pages, links to membership
- Domain is wxyz.npr.org

## 2. NPR.org-powered station site

### **Stations have a “full site” experience on NPR.org**

- Blends station domains & branding with NPR.org
- Some template flexibility
- Shares NPR.org design, code, roadmap & support

### 3. 3<sup>rd</sup>-party-built site

#### **NPR finds preferred vendor for station sites**

- A semi-customized site (e.g. WordPress), including hooks into Content Service (PMP)
- Vendor works with stations directly for hosting, services, support

### 4. Station-built site

#### **Station builds custom site with access to “endpoints”**

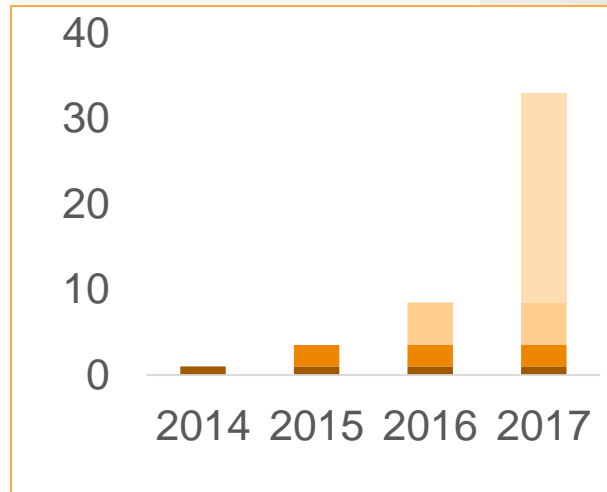
- Station builds a site that meets their needs and delivers flexibility
- All stations still have access to API endpoints for publishing and distribution

# NPR as programmer vs. NPR as platform

- How do national & Member station brands co-exist?
- How is third-party content positioned?
- Who has editorial oversight?
- How do we adapt revenue models to new opportunities?

# Public Radio & the smart speaker

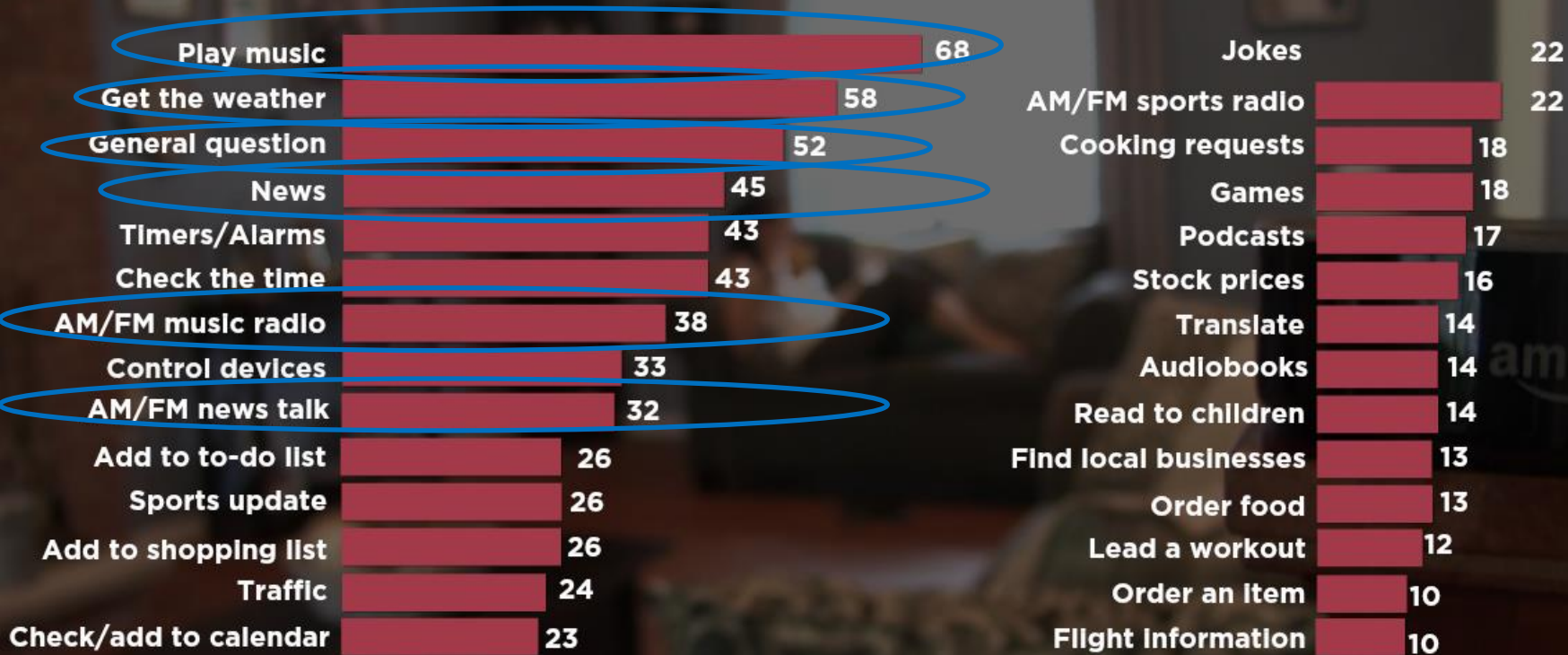
- 65% of smart-speaker adapters are listening to more music
- 28% to more news/talk
- 20% to more podcasts
- 29% use flash/news briefing



33M units sold

## Smart Speaker Owners

# % Using Smart Speaker regularly for the following:



# NPR's 2018 smart-speaker goals

- Build live-station-stream skill to replace TuneIn
- Rebuild NPR One skill for continuous listening and to connect listeners to their stations
- Create canonical terms and conversational answers about the news



# Station Stream Skill

“Alexa, play NPR”

Localize

”Do you want  
to hear WXYZ  
or WABC?”

“Play WABC.”

“Playing WABC.”  
[Remembers preference]



# Station Stream Skill – In Depth

“Alexa, play WXYZ”

”Playing WXYZ”





# Station Stream Skill – In Depth

“Alexa, play WXYZ”

[ Does WXYZ have  
its own skill? ]

Yes

No

Attempt to  
activate

Hit station  
stream directly



# Challenges

- Membership
- Localization
- Revenue

# One-touch pledge

- . Three-station “**frictionless giving**” pilot within NPR One.
- . Sends payments to each pilot station gateway using **Apple Pay and Android Pay**.
- . Verifies each gateway is receiving contact information to **establish record in the station’s membership database**.
- . **Eight-month project, three stations!**

