



**DESERET
DIGITAL
MEDIA**

NATE HATCH

- President – DDM
- Technology Veteran
- 7 Grown Children
- 10 Grandchildren
- Likes family, skiing, golf, do-it-yourself and travel



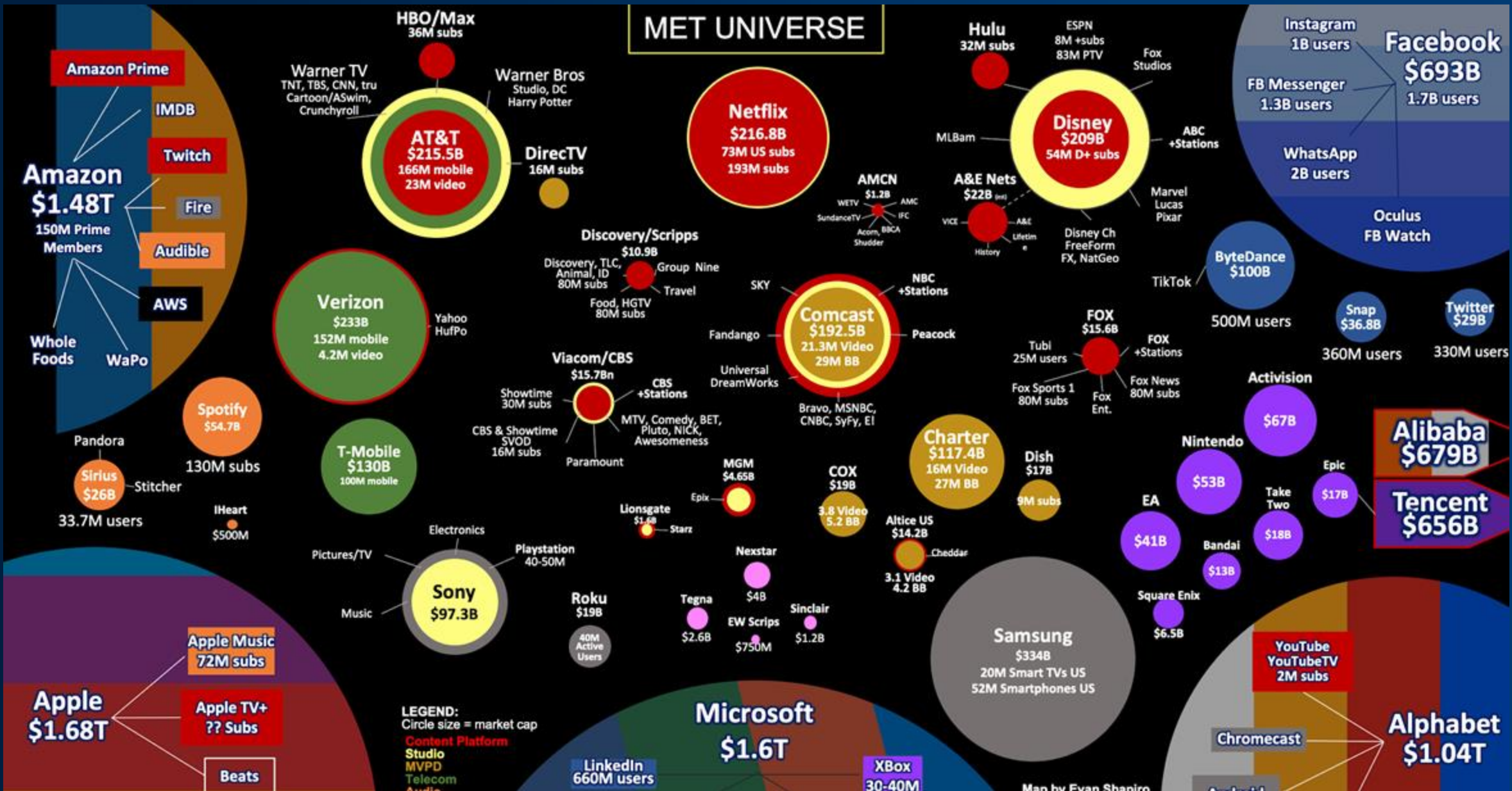


**KSL.com
Utah.com
Pinpoint
145 Employees
Utah/Intermountain
West USA
Sister Companies -
Deseret News/KSL
TV/Radio**

HOW HAS THE WORLD AROUND US CHANGED?

Disruptive Innovation 15 Years On

MET UNIVERSE



Map by Evan Shapiro

**WHAT IS THE
FUTURE FOR A
DIGITAL MEDIA
COMPANY?**

UNDERSTAND CHALLENGES

- 1) Disjointed management across channels
- 2) Misalignment in focus and investment
- 3) Quality of talent and experience

The background of the slide features a series of concentric circles in various shades of blue, creating a tunnel-like or ripple effect that draws the eye towards the center text.

WHAT JOBS ARE CUSTOMERS HIRING DDM TO PERFORM?

JOBS TO BE DONE

CUSTOMER NEEDS

KSL.COM



Educate Me



Update Me



Inspire Me



Give Me
Perspective



Divert & Engage
Me



Transact
With Me



Help Me



Connect Me

HOW HAVE WE EVOLVED?

- MUST BE USEFULL (better option)
- INCREASE RELEVANCE
- OPPORTUNITY FOR INFLUENCE

CORRECT PRINCIPLES

Principle: *People crave strong relationships.* With the exception of a few truly crazy folks, what everybody wants more than anything else is a deep and lasting connection with other human beings. (INC)

Therefore: Every wildly successful product or service ultimately has brought people closer together in some way. (INC)



jobs



classifieds



cars



homes

CORRECT PRINCIPLES

Principle: *Most people try to avoid ownership.* At times owning the situation or problem or challenge brings risk to the individual. Most really want to have control but act as if their involvement won't make any difference. (INC)

Therefore: Face the situation, assume control, take responsibility and that effort will lead to outcomes that may seem unattainable. (INC)

FOCUS REQUIRED

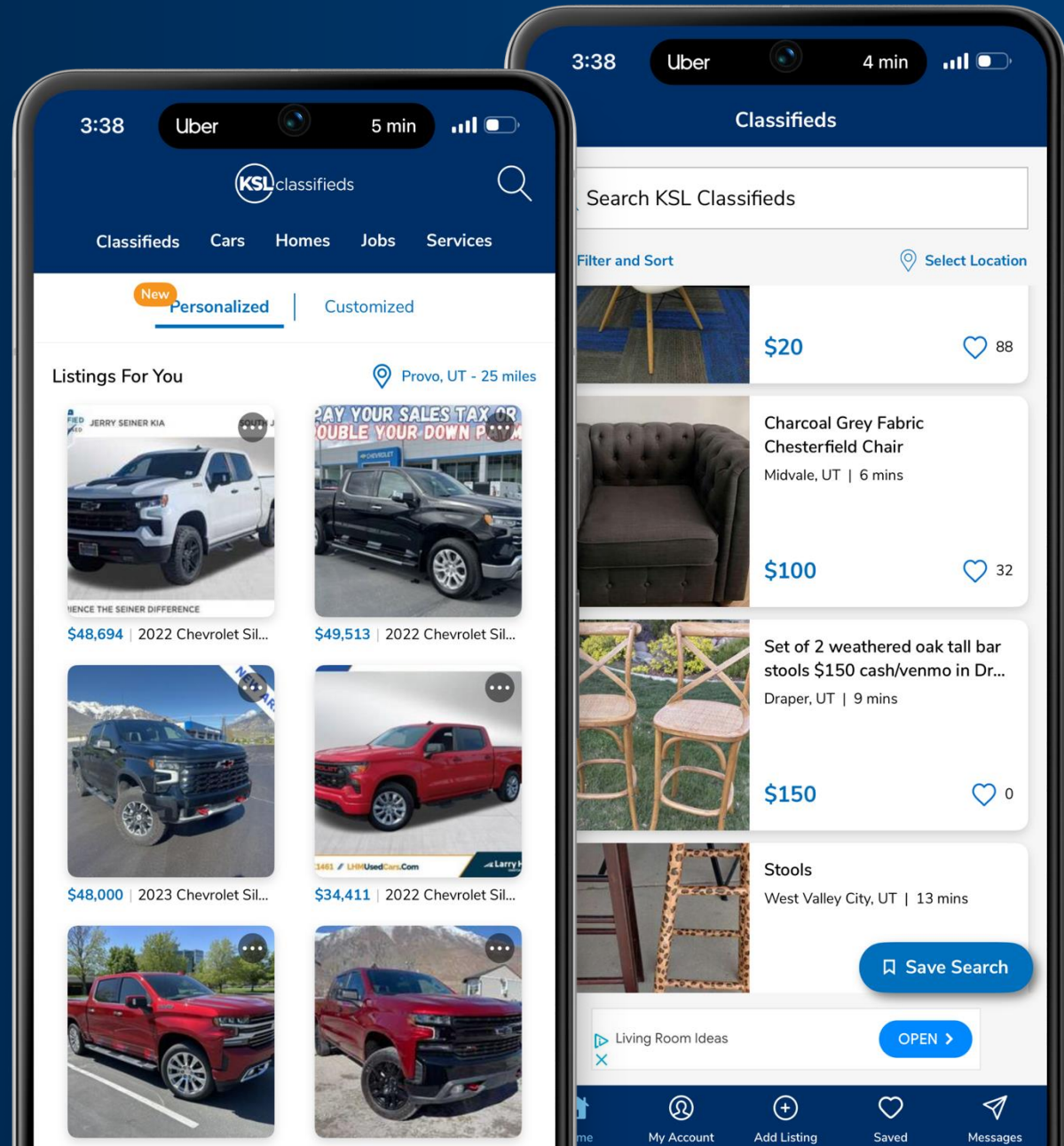
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RESPONSIBILITY EQUALS ACCOUNTABILITY,
EQUALS OWNERSHIP. AND A SENSE OF
OWNERSHIP IS THE MOST POWERFUL
WEAPON A TEAM OR ORGANIZATION
CAN HAVE.

PAT SUMMIT

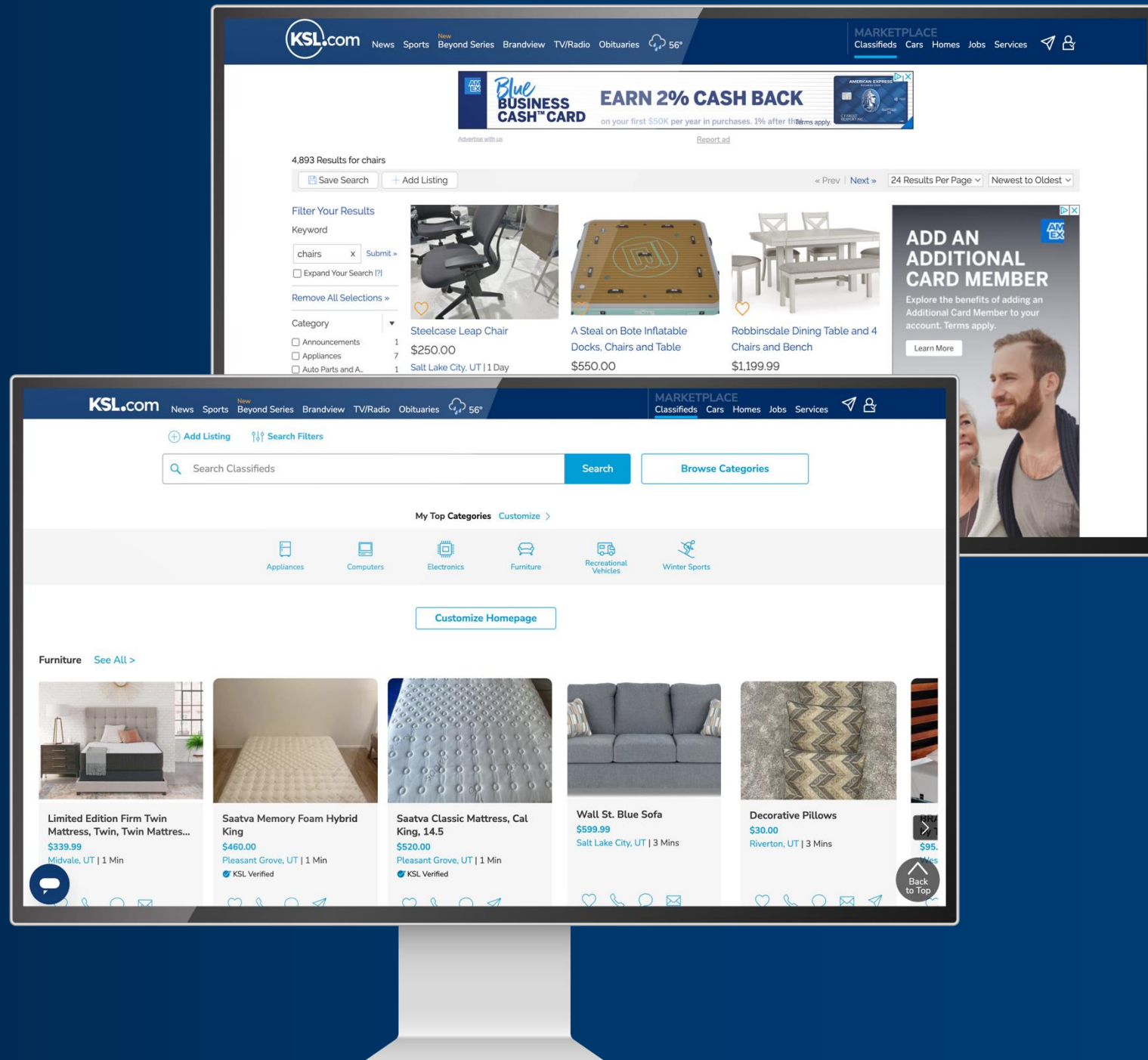
Mobile App

- Last 30 days:
- 5 million active users
- Average of 10 engaged sessions per month (6:25)



Desktop

- Last 30 days:
- 583,000+ active classifieds listings
- 475,000+ leads generated
- Cars 112,000+ active listings
- 137,000+ leads generated



PROVIDE WHAT CUSTOMERS WANT WHERE THEY WANT IT

BEYOND SERIES: Sports, Business, etc.

BRANDVIEW: Highlight, Focus

TV/RADIO/NEWSPAPER: Legacy, Combination

SALES ORGANIZATION STRUCTURE

SR VP Revenue



30 Sales Professionals

WE SET PRIORITIES



**Safety /
Security**



**Audience
Growth**



**Modernize/
Innovate**



**Accelerate
Speed to Market**



**Data Driven
Efficiency**



**Increase Profit
Margin**



EVERYONE MATTERS

“

The error of youth is to believe that intelligence is a substitute for experience, while the error of age is to believe experience is a substitute for intelligence...

-Ernest Hemingway



the single
biggest
problem in
communication

is the
illusion that
it has taken
place

QUESTIONS

**THANK
YOU**