Greg Morey, Co-Founder / CEO

- City News Beat is Morey’s 4th start-up
- Successful career building digital revenue programs for Broadcast TV Groups
- Last 7 years, developed programmatic revenue models for OTT
- Morey is responsible for serving all stakeholders and driving profitability.

Bryan Dunbar, Co-Founder / Developer

- Built Newsy OTT platforms
- Develops the Software Intellectual Property for City News Beat
- Dunbar is responsible for evolving our IP for deeper user engagement
How do 72.3MM US cord-cutters watch their Local News?

Cable TV is being disrupted:
- June 2018 = 91.9MM subscribers (est.)
- June 2019 = 87.8MM subscribers (est.)

Cord-cutters + Cord-nevers now = 70+MM
- Top 6 cable companies together have 46.7MM Television subscribers.
- Roku has 30.5MM active subscriptions.

Source: The Leichtman Research Group Study; WSJ; American Cable Association
A MILLENNIALIZED NEWS PRODUCT

We’re NOT this...

CABLE TELEVISION NEWS:

• SUPPLIES A CONSTANT STREAM OF OTHER PEOPLE’S OPINIONS;
• ENTERTAINING DEBATE OF “FACTS” BASED ON A POLITICAL AGENDA;
• FEAR MONGERS - DEATH, MAYHEM AND DESTRUCTION LEADS, ALWAYS.

CITY NEWS BEAT is MORE FACT, LESS COMMENTARY

• WE PRESENT THE UNPOLISHED FACTS;
• WE CURATE THE STORY USING CREDENTIALED JOURNALISTS;
• OUR USERS FORM THEIR OWN OPINIONS.
Local News, Traffic & Weather, Without The Cord or The Commentary

WE OWN A UNIQUE METHOD FOR DELIVERING LOCAL NEWS:

• Data informs our local editorial topic assignments
• Our App secures story video from local videographers
• Our Journalists produce 2 Minute stories that move quickly
• Our Hostess introduces news of the day for each market
• Our software stitches the videos together into an always on stream.
Global OTT is realizing 54% CAGR

OWN THEIR CONTENT

CBSN
- National News style only in large DMAs.
- **Their Advantage:** Large News machine, brand recognition, trust.
- **Our Advantage:** Agility. We are an informative stream of local news, at 1/3rd the cost.

Independent Television
- Traditional News Desk style.
- **Their Advantage:** Local brand recognition, trust, longevity.
- **Our Advantage:** Our style and format appeal to a younger audience segment.

AGGREGATORS

Haystack TV
- Like NewsON, distributes other content owners video by market without a host.
- Uses A.I. tech to build stream for consumer.
- **Their Advantage:** further ahead; have web social and email marketing in place.
- **Our Advantage:** We own our content which lowers costs and eliminates risk of loss.

localnow (owned by The Weather Channel)
- Cheddar style hostess reads the top stories of other content owners in each local city.
- Balance of app is stacked with other owner's content - adds liability & cost, lowers margins.
- **Their Advantage:** Weather, Byron Allen.
- **Our Advantage:** We own what we stream, which cuts the middleman out; consistency improves the user experience.
1. SOFTWARE: We source Trending Topic Video from Local Citizens, with our mobile app.

- Based on Trending News Data from multiple sources we can see when news events are trending up;
- We need a way to communicate with our apps through a web Tool;
- The app alerts users when a story assignment is available
  - Where (approx distance from them.)
  - What (entered by CNB Editor)
  - How much and when due.
- Video is then sent to our cloud storage solution (GOOGLE or AWS)
- Editor is alerted to submission in Web Tool.
2. PAID CONTENT: Free from Agendas, we are able to deliver the news from Citizen Video

- We produce our own stories from Citizen videos submitted in our App under license.
- We pay Citizens for the video we use in the app.
- We stream the finished stories across our distribution including in the app.
3. Scale: There are zero barriers to market entry.

- Because we pay for video directly from our app, we can scale any US city quickly from simple Social Media
- Because our CHARLIE does the thinking, we can build and scale content for a market in < 22 days
- We need a way for our mobile apps to help socialize curated citizen video stories to our Facebook page.
TECHNOLOGY LICENSE
We have proudly Licensed the use of CHARLIE, our streaming monetization software, to:

NC STATE UNIVERSITY
- PACK TV ROKU
- PACK TV AMAZON FIRE TV
- PACK TV APPLE TV

NEWS DISTRIBUTION
Our stories running under license on another brand.

NewsON (owned by Cox, Sinclair, NexStar, Hearst)
Licensed for ROKU, AMAZON FIRE TV, APPLE TV, SAMSUNG.
- CHICAGO NEWS BEAT
- NYC NEWS BEAT
- CAROLINA NEWS BEAT

STIRR (owned by Sinclair Broadcast Group)
(ROKU, FIRE TV, APPLE TV, SAMSUNG)
- CHICAGO NEWS BEAT
THANK YOU

CONTACTS: Greg Morey, CEO / Co-Founder  
o: (919) 998-6601  
e: gmorey@getnewsbeat.com

Merrill Mason, General Counsel / Investor  
o: (919) 395-4306  
e: mmason@smithlaw.com

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