



USA
TODAY
SPORTS
IMAGES



Question:

**Where can you find the
BEST photos from your
favorite sporting events?**

**What about photos of
plays that JUST
happened?**

**And how can you share
them with friends?**

INTRODUCING

CROPT

POWERED BY
USA TODAY SPORTS

**Explore and share the world's
best sports photos.**

What is Cropt?

Cropt is a social, photo sharing app that enables users to

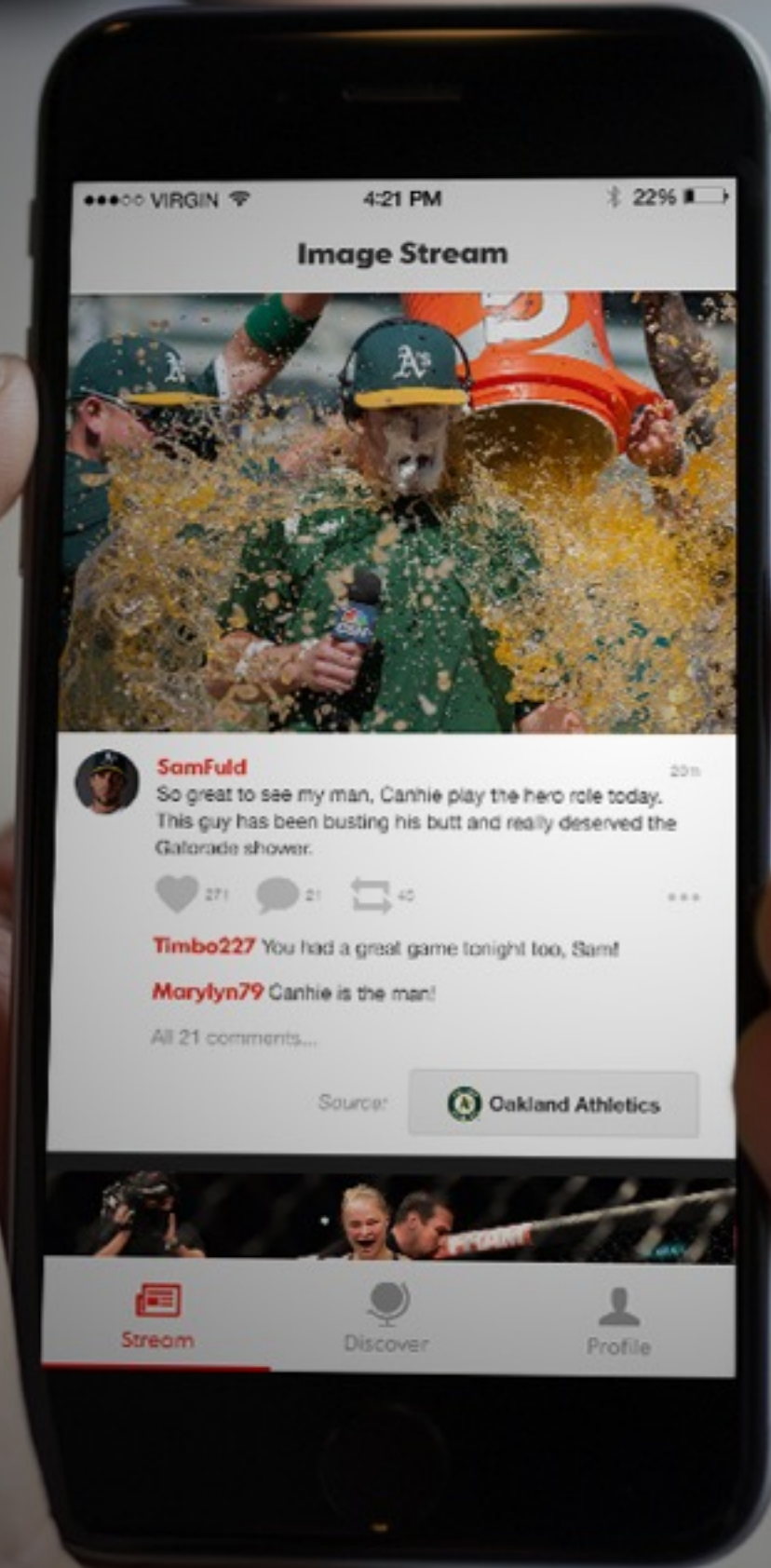
- discover and explore professional, live sports photography
- curate and share their favorite photos with friends and followers
- caption photos and create conversations



What is Cropt?

Cropt is a “freemium” service that

- provides a great experience for free
- offers paid upgrade incentives for features like real-time access and increased personalization





Who's the target market?

- **Sports fans**
both casual (free users) and
passionate (premium users)
- **Millennial appeal**
app-only, curation, closed peer-to-peer
ecosystem
- **Professionals**
Athletes and media personalities

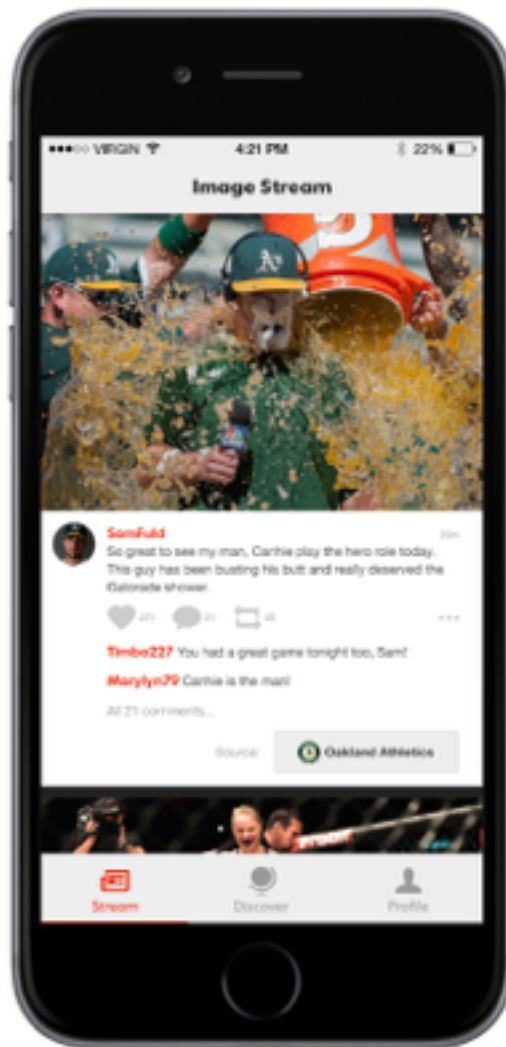
Why the name Cropt?

- **Strong, single word**
- **Stylized spelling of a common photography task**
- **Parallel meanings with curation:**
Reduce unwanted information, bringing focus and attention to primary subject matter
- **Not sports-specific, so we can expand in the future**

* No existing trademarks, no apps with same name.

How does Cropt work?

Stream



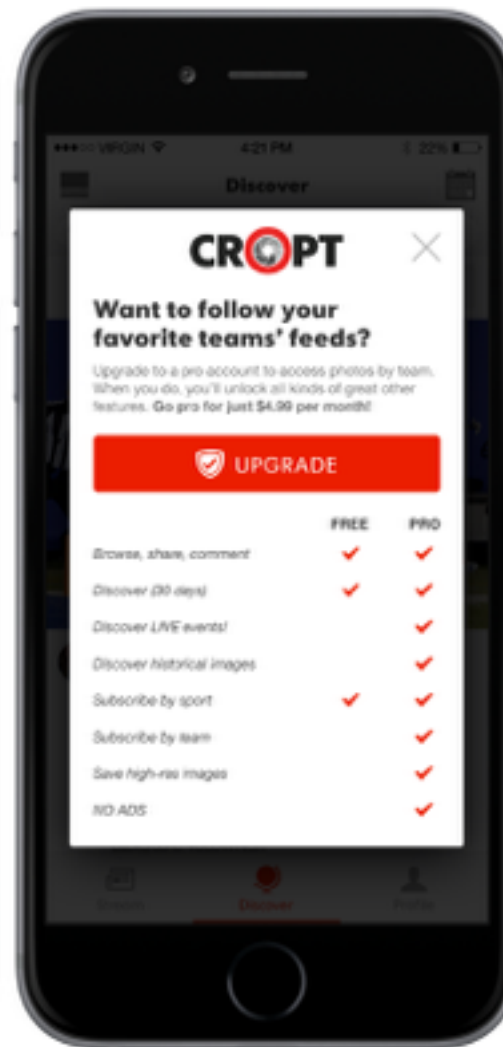
default screen

Discover



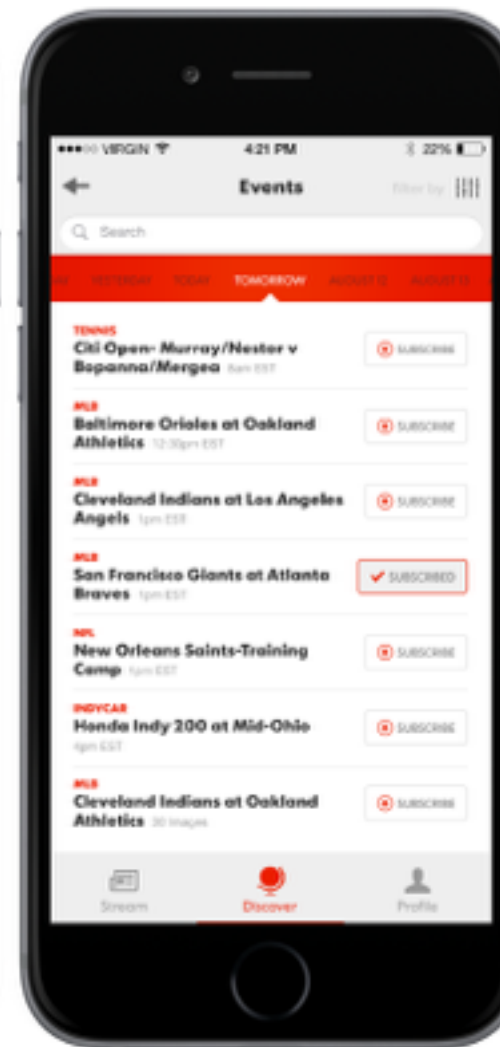
grid view

Paywall



for advanced access

Events



premium feature

Profile



pro account

Premium discovery

Power users can subscribe for a flat monthly fee to gain access to live events as they happen, deeper personalization and endless access to everything USA TODAY Sports Images has to offer.



Loading splash screen
 Displays app logo and name. Loads background image.

Onboarding
 Displays app features and benefits. Includes a 'Get Started' button.

Registration prompt
 Prompts user to enter phone number and verify it. Includes a 'Sign Up' button.

Authentication screen
 Prompts user to log in with Facebook or Twitter. Includes a 'Get Google' button.

The figure consists of four sequential screenshots of an iPhone displaying the iStock app interface. The first screenshot shows the 'Profile' page with user information and statistics. The second screenshot shows the 'Settings' page with various options; a blue circle highlights the 'Favorites' option. A blue arrow points from this circle to the third screenshot, which displays the 'Favorites' list. The fourth screenshot continues the 'Favorites' list. This sequence illustrates how the app's settings are integrated into the user's profile and favorites management.

Recent Photos selected
Tap the Share icon (bottom right) to share the photo.

Share sheet
Tap the Facebook icon to share the photo to Facebook.

Image Detail
Tap the Share icon (bottom right) to share the photo to Facebook.

Post to Facebook
Tap the Post icon to share the photo to Facebook.

GUESS WHAT?

**Cropt represents a
new revenue stream
that does not rely on
display advertising.**





Why should Gannett build this?

Consistent with Gannett's 3-year strategy:

- **Next-gen media company**
 - » Part of our mission statement
- **Leverages existing assets**
 - » Sports Images, huge database of photos
 - » Our status as a national publisher
- **New source of revenue**
 - » Direct to consumer, rather than display ads

Why should we build it now?

Convergence of key market factors

- Photo/social phenomenon
- Emergence of content streaming
- App market trending toward freemium services





What are the risks?

1. Getty or AP replicate

With larger photo databases and wider reach, the two major players in the space could compete head-to-head with their own product.

Getty is not a publisher and AP's mix of member content will complicate execution.

2. Social media giant replicates

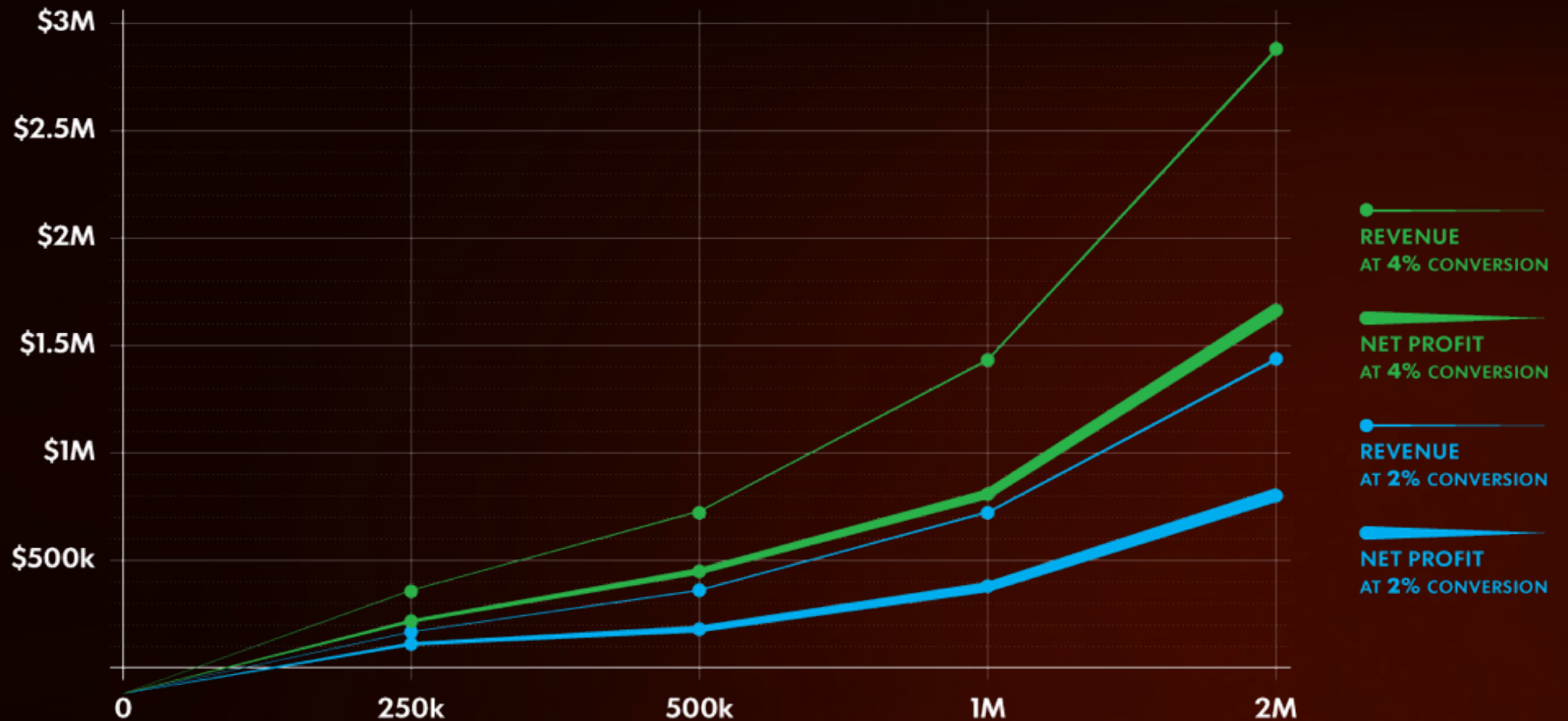
Instagram, Twitter or other social media giants could partner with Getty or AP to deliver content and hit scale immediately.

CROPT is a unique professionally-sourced experience which, if done swiftly, may lead to lucrative partnerships in the future.

Timeline and build costs

- **Phase 1, One Month**
Create internal-release MVP.
Estimated cost: \$10,000.
- **Phase 2, Five Months**
Create beta app, released on App Store. Estimated cost: \$150,000.

Revenue estimations



CASUAL (FREE) SUBSCRIBERS

Based on \$2.99 monthly premium subscription rate

FanPass case study:

180,000 users adopted app over 14 months and 5,000 converted to paid model (2.7%)

Audience Growth Plan

- 1. Use CROPT embeds editorially at the national and local level to increase exposure**
- 2. Give national and local sports staff premium access and encourage them to share photos across their social media networks**
- 3. Offer premium access to key influencers in the space (athletes, personalities)**
- 4. Bonus: Leverage relationships with leagues and partners (PGA, NASCAR, NHL) offering cross-promotion for major events**
- 5. National and local marketing campaigns**

Let's discuss...

Thank you.

