




MORRIS

August 2012											
			% Change from Last Month		% Change from Last Year				% Change from Last Month		% Change from Last Year
Financial	Newsroom Costs Covered by Digital Revenue	109.6%	-2.2%	▼			Mobile	Mobile Site Page Views	8,613,650	4.4%	▲
	Cost Per 1000 Page Views	\$ 21.52	-5.1%	▼				Mobile Site Monthly Uniques	1,367,599	9.4%	▲
Engagement/Retention	Time On Site (minutes)	8.0	-0.9%	▼	-0.1%	▼		App Downloads*	2,896	-5.9%	▼
	Visits Per Unique	1.6	0.5%	▲	-4.8%	▼		App Consumption (sessions)	195,545	-1.0%	▼
	Page Views Per Visit	5.8	6.4%	▲	19.8%	▲		Tablet Downloads	3,680	11.7%	▲
	Daily Return Frequency	56.94%	-0.1%	▼	0.9%	▲		Tablet Consumption (pages)	4,283,903	18.3%	▲
	Monthly Uniques	7,851,956	0.0%	▼	17.5%	▲	Spotted	Spotted Page Views	5,641,170	-6.8%	▼
	Page Views	73,246,984	9.6%	▲	28.1%	▲		We Spotted Galleries	528	28.8%	▲
Audience Profile	In-Market Page Views	60.7%	3.1%	▲	7.0%	▲	Social	Facebook Footprint	5.9%	-0.7%	▼
	In-Market Unique Users	30.6%	-5.8%	▼	-12.2%	▼		Referrals Per Fan	9.2	-15.9%	▼
	In-Market Visits	64.8%	0.7%	▲	31.8%	▲		Total Facebook Referrals	844,206	10.0%	▲
Notes	* The weather text lists only reflect one main list for each location; they do not include a rollop of specialized lists at each area. * The app numbers do not reflect all apps in every market; some numbers are not reported centrally.						Email	Headline News Lists	51,234	-3.2%	▼
								Breaking News Lists	67,253	-2.0%	▼
								Daily Deal Lists	166,542	0.2%	▲
							Video	Video Views*	247,229	13.7%	▲
								Videos Created	708	30.6%	▲
							Text Messaging	Breaking News Text Lists	3,395	1.8%	▲
								Weather Text Lists*	1,838	2.2%	▲
								All Text Contacts	4,541	2.4%	▲
							SEO	Search Engine Referrals	6,013,812	0.9%	▲



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Financial	Newsroom Costs Covered by Digital Revenue	The percentage of newsroom cost covered by digital revenue. (Digital Revenue/Newsroom Cost)			Mobile	Mobile Site Page Views	The number of pages viewed on mobile-optimized websites, from Omniture.			
	Cost Per 1000 Page Views	Newsroom cost per each 1000 page views. (Newsroom Cost/(Page Views/1000))				Mobile Site Monthly Uniques	The number of monthly unique users to our mobile-optimized websites, from Omniture.			
Engagement/Retention	Time On Site (minutes)*	The average amount of time a visitor spends on our site, from our Omniture numbers.				App Downloads	The number of mobile phone applications (Android and iPhone) downloaded each month.			
	Visits Per Unique*	The average number of visits per monthly unique visitor; derived from Omniture numbers. (Visits/Monthly Uniques)				App Consumption	The amount of content (pages) consumed on phone applications. Currently not consistently tracked; in progress.			
	Page Views Per Visit*	The average number of pages viewed per visit; derived from Omniture numbers. (Page Views/Visits)				Tablet Downloads	The number of tablet applications (Android and iPad) downloaded each month.			
	Daily Return Frequency	Of return visits, the perentage that are less than 24 hours apart, from Omniture.				Tablet Consumption	The number of pages consumed on tablet Replica applications.			
	Monthly Uniques	From Omniture.			Spotted	Spotted Page Views	The number of pages viewed in our Spotted galleries, from Omniture.			
	Page Views	From Omniture.				We Spotted Galleries	The number of We Spotted galleries produced this month.			
Audience Profile	In-Market Page Views	The percentage of page views that came from users in our DMAs, from Omniture.			Social	Facebook Footprint*	The % of local Facebook users we capture, derived from Facebook fans on the main brand page and targetable Facebook users in a market.			
	In-Market Unique Users	The percentage of monthly unique users that came from inside our DMAs, from Omniture.				Referrals Per Fan	The average number of referrals each month per Facebook fan on our main brand pages. (Facebook referrals/Facebook fans)			
	In-Market Visits*	The percentage of visits that came from inside our DMAs, from Hitwise.				Total Facebook Referrals	Total number of referrals to the website from Facebook in the month.			
Notes					Email	Headline News Lists	The cumulative number of users signed up for our daily headline news emails in all markets.			
						Breaking News Lists	The cumulative number of users signed up for our breaking news headline news emails in all markets.			
						Daily Deal Lists	The cumulative number of users signed up for our main daily deal emails in newspaper markets.			
					Video	Video Views	The number of locally produced videos viewed, either on our sites or on YouTube.			
						Videos Created	The number of locally produced videos created, either on our sites or on YouTube.			
					Text Messaging	Breaking News Text Lists	The cumulative number of users signed up for our breaking news text messages.			
						Weather Text Lists	The cumulative number of users signed up for our weather text messages.			
						All Text Contacts	The cumulative number of users signed up in our text message data base, for all lists.			
					SEO	Search Engine Referrals	The number of referrals to our site from search engines, from Omniture.			

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August 2012			% Change from Last Month		% Change from Last Year		Goal			% Change from Last Month		% Change from Last Year		Goal		
Financial	Newsroom Costs Covered by Digital Revenue	93.6%	-12.3%	▼				Mobile	Mobile Site Page Views	693,182	-9.5%	▼	65.4%	▲	1,493,354	
	Cost Per 1000 Page Views	\$ 26.64	-29.4%	▼					Mobile Site Monthly Uniques	165,351	15.0%	▲	159.5%	▲	286,000	
Market position (among media)	Local Market Position (National sites excluded)	1	0.0%	◀	0.0%	◀			App Downloads	1,386	-2.2%	▼				
	Our Market Share (All media visits in our DMA; local and national)	8.0%	2.9%	▲	-2.2%	▼			App Consumption (sessions)	129,741	3.3%	▲			580,000	
	Competitor: WRDW	5.1%	2.6%	▲	-0.2%	▼			Tablet Downloads	343	-3.7%	▼			666	
	Competitor: Aiken Standard	2.5%	0.2%	▲	2.9%	▲			Tablet Consumption (pages)	896,588	12.2%	▲	172.6%	▲	990,000	
Engagement/Retention	Time On Site (minutes)	8.4	0.8%	▲	2.8%	▲	9.2	Spotted	Spotted Page Views	1,205,351	-7.7%	▼	2742.3%	▲	2,200,000	
	Visits Per Unique	1.41	-0.7%	▼	-12.4%	▼	1.67		We Spotted Galleries	120	42.9%	▲	73.9%	▲	135	
	Page Views Per Visit	7.2	32.6%	▲	31.2%	▲		Social	Facebook Market Share	6.2%	-0.6%	▼		0.1%		
	Return Frequency	52.5%	-2.2%	▼	-7.7%	▼			Referrals Per Fan	7.6	61.1%	▲		5.6		
	Monthly Uniques	919,449	10.0%	▲	22.0%	▲	1,100,000		Total Facebook Referrals	137,581	67.5%	▲	230.2%	▲	148,000	
		Page Views	9,361,489	44.6%	▲	40.0%	▲	8,200,000	Email	Headline News List	11,710	0.2%	▲		17,600	
Audience Profile	In-Market Page Views	64.6%	7.2%	▲	5.7%	▲	0.7%	Breaking News List		14,775	0.3%	▲			20,190	
	In-Market Unique Users	27.5%	-1.4%	▼	-15.7%	▼	0.3%	Daily Deal List	34,809	0.4%	▲			31,267		
		In-Market Visits	67.9%	-0.9%	▼	-3.3%	▼	0.7%	Video	Video Views	20,045	-9.5%	▼	67.6%	▲	90,000
Notes								Videos Created		148	23.3%	▲	80.5%	▲	175	
								Text Messaging	Breaking News Text List	353	6.0%	▲			340	
									Weather Text List	294	5.8%	▲			487	
									All Text Contacts	719	6.8%	▲			790	
										SEO	Search Engine Referrals	743,261	-0.8%	▼	28.8%	▲