

The TV Listings Business: It's Time to Think Outside the Box Book

As the landscape of television has changed over the past decade, so has the way in which consumers make viewing choices. Thanks to interactive cable guides, the Internet and mobile messaging, viewers today can get instant, extensive coverage of everything from the hottest celebrity news to the evening's prime-time lineup—with up-to-the-minute accuracy that can't be beat.

While these advances are certainly great news for entertainment enthusiasts, they present a harsh new reality for newspapers, particularly those still offering a weekly TV supplement. Not only are the expanding digital TV lineups and increasingly fragmented viewing audiences more challenging to satisfy in print, rising production expenses and declining ad revenue are forcing many to question whether a Sunday supplement is indeed a worthwhile investment.

A LOSING GAME

It's a fact: most U.S. newspapers spend between \$0.08 and \$0.12 per unit on their weekly TV supplement. For the average paper with a circulation of 100,000, this equates to an annual investment of between \$400,000 and \$600,000—a significant economic drain in today's ad marketplace.

Ceasing production of a Sunday TV book may have some economic appeal, yet research and consumer feedback suggests a situation far more complicated. Viewers are creatures of habit. They can appreciate that the weekly book may be less timely, yet an emotional attachment to the print medium remains. In a world teeming with options, these consumers feel entitled to a variety of choices—including newspaper listings—that they can look to based on their mood, location and ever-changing needs.

For newspapers it's a frustrating, lose-lose situation. Make a smart cost-saving move and disappoint loyal readers, or attempt to keep consumers happy while hurting the bottom line?

THE TV GUIDE SOLUTION

TV Guide, the leader in television guidance, offers newspapers a cost-effective and surprisingly low-maintenance way to eliminate their Sunday supplement and get out of the business of producing TV listings altogether.

The plan is simple: *TV Guide* provides newspapers with timelier in-paper grids, online listings and exclusive content (all with a consistent look and feel) to use daily in place of a Sunday supplement. Readers who still yearn for the security of a weekly TV book can take advantage of a reduced subscription rate to *TV Guide* magazine. Automated content delivery, an easy-to-implement web application, and *TV Guide*-supplied marketing materials make the process completely turn-key.

For publishers questioning their Sunday supplement investment, this exciting partnership opportunity can be a refreshing win-win solution. Newspapers can finally do away with the unnecessary expense and overhead associated with their own weekly TV book while minimizing consumer backlash. Readers have access to the best television content and listings available, along with the multitude of options they crave.



QUIT DOING IT BY THE BOOK!

To learn how you can partner with the most trusted name in television guidance and save your paper hundreds of thousands of dollars each year, contact John Geiger at 610.293.8847 or email TVSolutions@tvguide.com.