

# Technology Improving Lives

## Saving The Local Paper One App At A Time

(NAPS)—Newspapers have certainly been going through a rough patch. As the latest Pew Research Center's "State of the News Media" report shows, it's basically been a narrative of budget cuts and drops in subscriptions. On the flip side, digital ad revenue has skyrocketed to \$60 billion across all platforms—the only problem is that 65 percent is taken up by the top five tech companies and none of them are journalistic publications. However, that also means that independent newspapers have the growth opportunity to be the "local Google" and grab their piece of the remaining \$21 billion in potential digital ad revenue.



**Getting news and information about nearby stores can be easier than ever.**

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This could also be good news for many local newspaper readers. Today, nearly 80 percent of news is read digitally using a smartphone or mobile device—and now, new technology enables publishers of all sizes to provide advanced digital services for their readers and advertisers. Newspapers don't have to invest millions to develop, design and implement a digital platform. Taking the print paper into the digital age can be done easily and almost overnight—or at whatever rate the publisher is most comfortable with—using a new program. Called HubCiti's "RevUp Program," it's designed to help publishers implement HubCiti's app and digital platform quickly and easily, and immediately begin generating new digital revenue to help keep the paper publishing and providing needed insights and information for many years to come.

Is your paper using HubCiti?

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