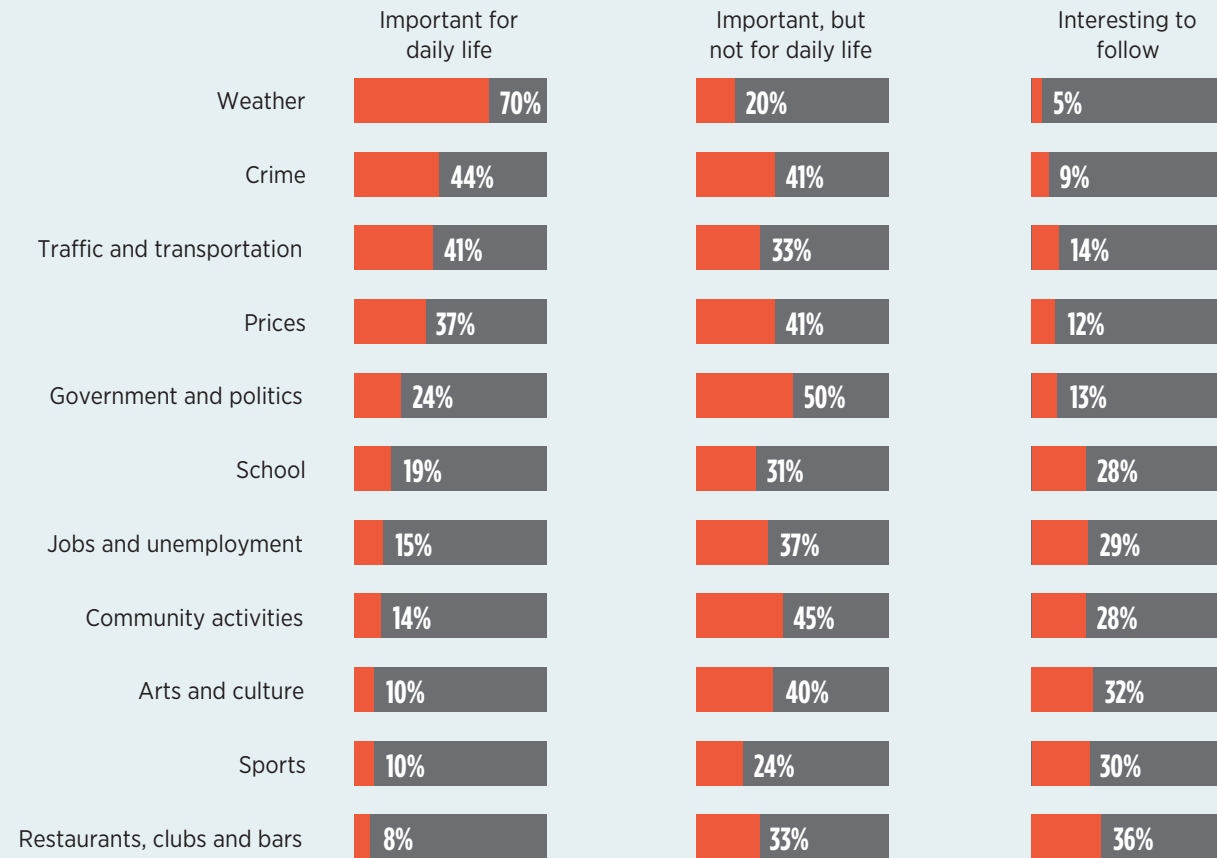




Important Local News Topics for Daily Life

Based on 34,897 U.S. adults

% OF U.S. ADULTS WHO SAY EACH LOCAL NEWS TOPIC IS...



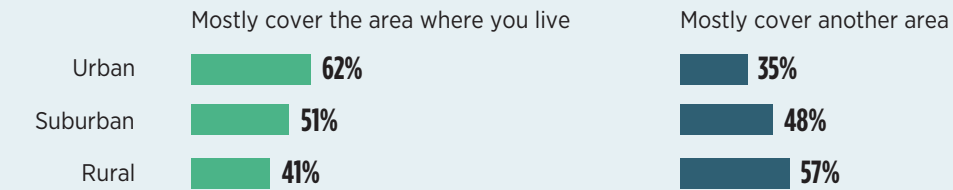
Source: Pew Research Center, survey conducted Oct. 15-Nov. 8, 2018
*Those who think each local news topic is neither important nor interesting not shown



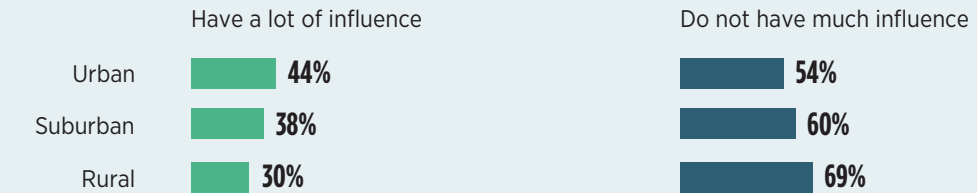
Local News Media in Urban, Suburban and Rural Communities

Based on 34,897 U.S. adults

% OF U.S. ADULTS WHO SAY LOCAL NEWS MEDIA...



% OF U.S. ADULTS WHO SAY LOCAL NEWS MEDIA...



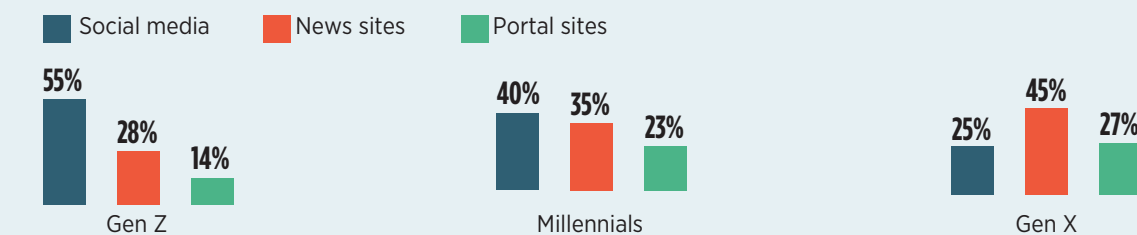
Source: Pew Research Center, survey conducted Oct. 15-Nov. 8, 2018
*Respondents who did not give an answer are not shown.



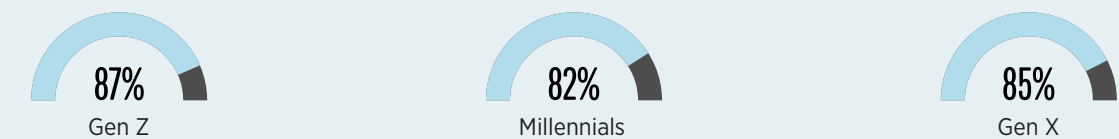
How Gen Z, Millennials and Gen X Read the News

Based on a survey of behavioral data across 194 million desktop screens, 240 million mobile phones and tablets, and 1 million digital panelists

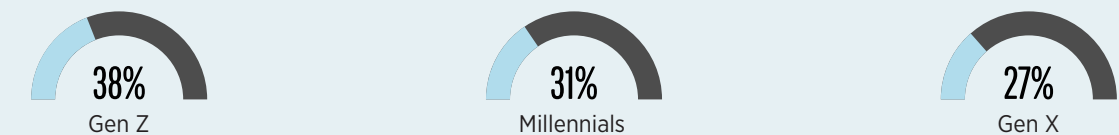
WHERE THEY GET THEIR NEWS



WHO DOES NOT PAY FOR NEWS?



WHO READS BUILT-IN NEWS (APPLES NEWS, NOTIFICATIONS, FLIPBOARD, ETC.) THE MOST?



Source: "From Viral to Tribal: The Next Frontier of Publishing" report, comScore, February 2019



Cybersecurity Terms to Know

ANONYMIZING PROXY: Special tools that allow users to bypass security filters in order to access blocked websites.

COMPILER: A program that translates source code into executable machine language.

ROOT: The central nervous system of a computer or network. It can install new applications, create files and delete user accounts. Anyone with root access has ubiquitous and unfettered access.

SHODAN: A search engine for connected devices, allowing hackers access to baby monitors, medical devices, thermostats and other connected devices.

TOR: The Onion Router, otherwise known as "Tor," was originally developed by the U.S. Naval Research Laboratory to route traffic in random patterns so as to confuse anyone trying to trace individual users.



Source: "2019 Tech Trends Report," Future Today Institute