

Trusted Source for Local Information

KCRA 3 A-List, powered by CityVoter Inc

KCRA 3 A-List Case Study



KCRA 3 A-List At a Glance	
Business Profiles	3,000
User Comments	45,000
E-newsletter subscribers	25,000
Registered Users	60,000

"The KCRA 3 A-List has grown organically through the active participation of local businesses and local customers."

Elliott Troshinsky
President & GM
KCRA 3



COMPANY OVERVIEW

KCRA 3 is owned by Hearst-Argyle Television, Inc. The company owns a total of 26 television stations and manages an additional three television and two radio stations owned by Hearst Corporation, in geographically diverse U.S. markets. The Company's television stations reach approximately 20 million households, or about 18% of U.S. TV households, making it one of America's largest television station groups. Hearst-Argyle owns 12 ABC-affiliated stations, and manages one ABC station owned by Hearst Corporation, and is the largest ABC affiliate group. The Company also owns 10 NBC affiliates, making it the second-largest NBC affiliate owner. Hearst-Argyle also owns two CBS stations, two CW affiliates and one MyNetworkTV station.

KCRA 3 continues to be the Sacramento market's news leader, a distinction held for over 50 years. The station's ratings out-distance all other local television stations often times with twice as many viewers as its nearest competitor. In addition, KCRA.com generates the largest digital audience of all television stations in the market

THE OPPORTUNITY - Become the Trusted Source for Local Information

KCRA 3 has the reputation and emotional connection with the Sacramento area community to drive viewers online. The station was looking for a program that would improve the user experience and increase the value of KCRA.com for users and advertisers. The goal was to create an innovative and interactive web initiative that reinforced their position as the market leader and their brand as the trusted source for local news and information.

With more people going online for news, entertainment, and information, local television stations like KCRA 3 are presented with the unique opportunity to combine their strengths - audience loyalty, local expertise, and unique programming - with the reach, momentum, and measurability of a multi-faceted online strategy. The online audience explosion translates into a significant revenue opportunity. According to Convergence Consulting, broadcast and cable network website ad revenue will increase 64% to \$2.3 billion in 2008 and rise to \$5 billion in 2010. (Source: TVWeek.com April 2008).

THE CITYVOTER SOLUTION - Social Platform for the Insider's Scoop

In 2007, Hearst-Argyle Television Inc. chose CityVoter Inc. to build, launch, and manage online guides for their local television stations, starting with KCRA 3 in Sacramento. CityVoter's guides offer local businesses a free online presence and easy-to-use tools to manage their listings, saving them time and money and maximizing their exposure to an increasingly savvy consumer base. In addition, each guide offers a list of the best local businesses, which is determined by the local community through an annual contest in which visitors nominate and vote for their favorite businesses. The guides offer reviews and photos posted by customers, enhancing the value of a local business listing—both for the business and for those searching for detailed local information.

The KCRA 3 A-List launched in February 2007 with the first annual Best of the KCRA 3 A-List.

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Best of the KCRA 3 A-List		
	Votes	Businesses Competing
2008	120,000	3,000
2007	90,000	2,000

"The success of the KCRA 3 A-List is due to the great partnership between our station and City Voter. Their staff worked with us almost on a daily basis to ensure all aspects of the site was a success. They truly are a great partner."

Jessica Rappaport
Director of Marketing
KCRA 3



RESULTS

Engage Audience

Users visiting the KCRA 3 A-List are welcomed with a unique opportunity to get the storefront view of the best businesses in Sacramento. Users interact with and recognize their favorite local businesses, as well as post comments and photos and search for new businesses. Users can sign up for giveaways, e-newsletters, and special offers from local business.

The interactive features are engaging the Sacramento community, generating a more than 25% increase in annual traffic on KCRA.com. Since launching in February of 2007, the KCRA 3 A-List has attracted more than 60,000 registered users, who have logged more than 200,000 votes. The 2008 Best of the A-List received more than 120,000 votes – a 33% increase over 2007.

Create Unique Local Content

In addition to increasing traffic and online activity, KCRA 3 A-List users generate a significant amount of unique content about the best places to eat, drink, and shop in the Sacramento area. Users have posted more than 45,000 business reviews and added more than 2,000 new businesses to the guide - which now features over 3,000 local business profiles.

Local businesses login to the KCRA 3 A-List Business Center to update and post content. Interactive features allow them to manage their online profile in real-time. They can add, change, and edit photos, descriptions, locations, contact information, and online coupons, as well as purchase self-service guide advertising. By putting the business owners in control of their profiles, the KCRA 3 A-List features the most accurate, up-to-date information on local Sacramento businesses.

Increase Website Value

In the increasingly competitive online advertising market, the KCRA 3 A-List has provided KCRA.com with a unique and valuable program. In addition to an engaged audience and in-demand hyper-local content, KCRA 3 A-List user accounts provide demographic data such as age, gender, and location, empowering advertisers to develop more relevant offers and attract a particular audience. Advertisers can feel confident that they are reaching a community with strong buying power – unlike many social media sites that attract a high school and college students, 34% of KCRA 3 A-List users are 18-34 years old; 44% are 35-54 years old.

Sponsors are also attracted to advertising that allows them to connect with customers around particular content or an area of interest. Targeted content sponsors include McDonalds (Burger Category), Cache Creek (Arts & Entertainment Section) and Tires Direct (Automotive Section).