



Torstar Local

Pam Laycock

September 29, 2020

Torstar Local – Objective



**Launch a
profitable
digital-only
local media
experience**

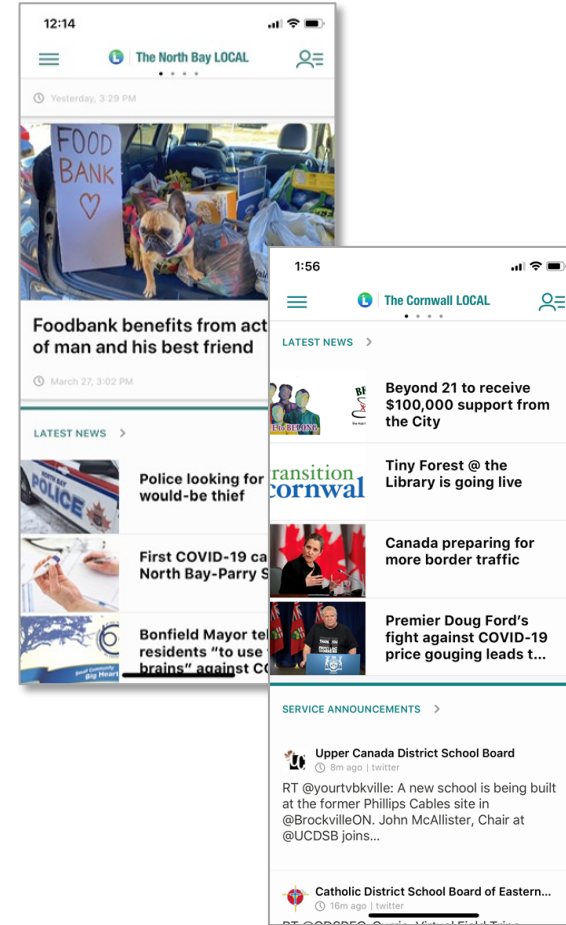
...and

- ✓ Make it a Community Hub – news + community voices
- ✓ Mobile-led
- ✓ Do it by being fast and nimble
- ✓ Start outside our existing markets

Community Hub – News+



- Hyper-local news
- Community participation
 - Hub for community organizations
- Events
- Municipal voices
- Simple solutions for local businesses



North Bay



Kingston



Belleville



Cornwall



Windsor



Essex



LaSalle



Tecumseh

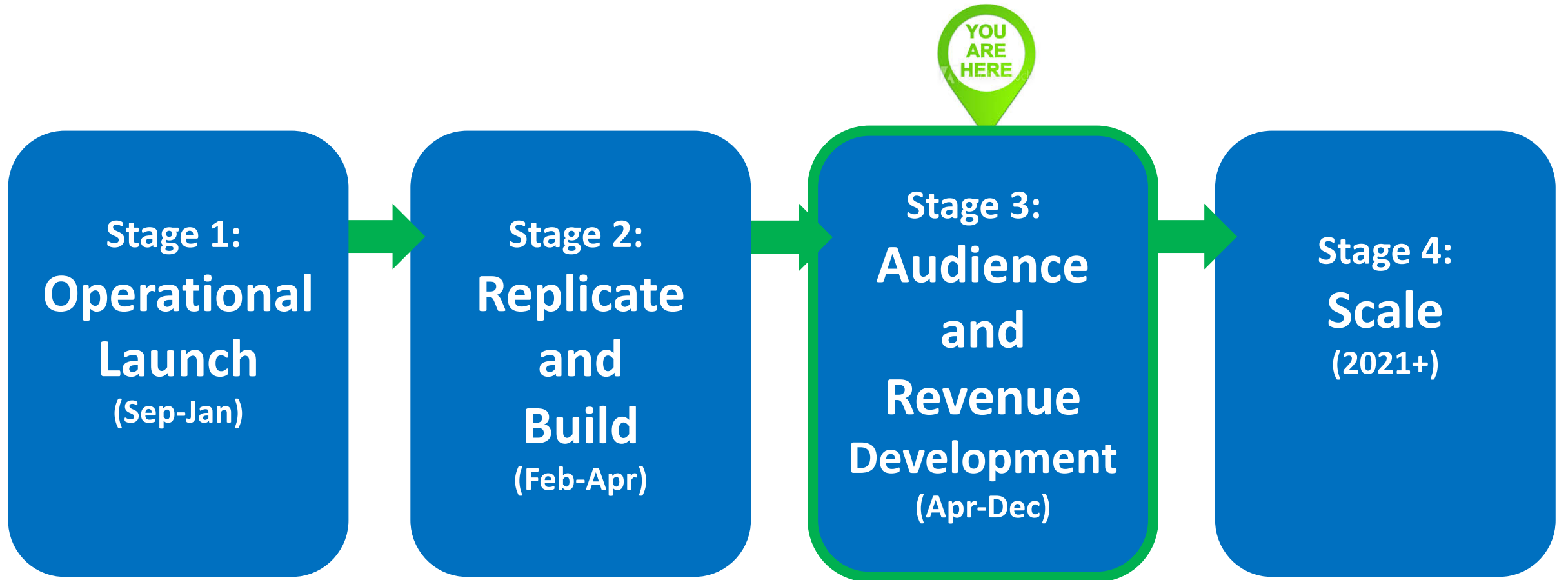


Stratford



Woodstock

Fast and Nimble – Test and Learn



Nimble Start-Up Mentality – Partner for Speed



We needed...

**App/ Publishing
Platform**

We partnered with...

innocode
create relevance

**Marketing Planning
& Execution**

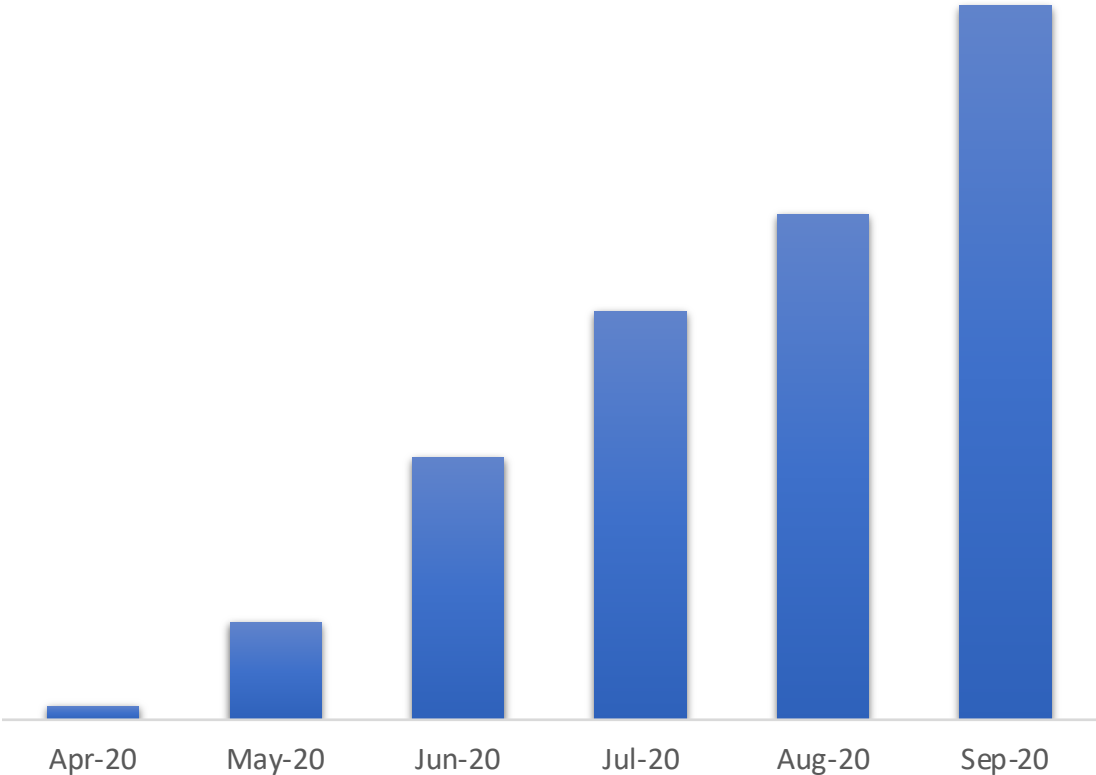
marketing 360™



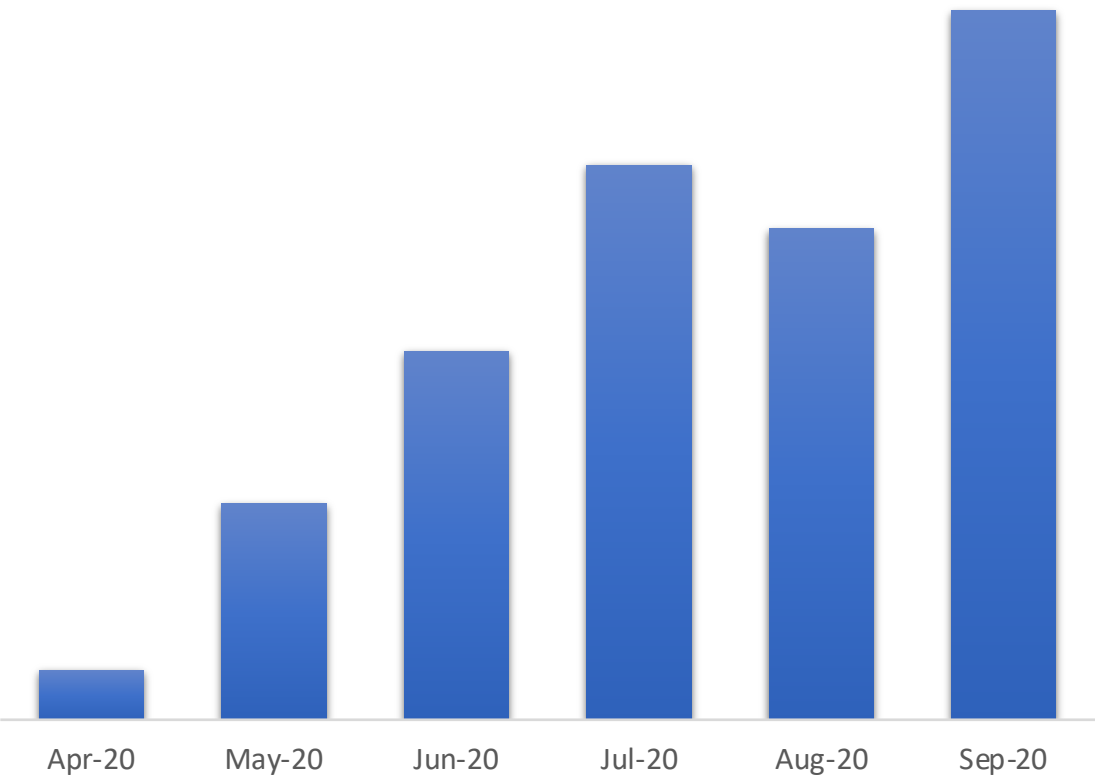
Early results – learning but pleased



App Downloads



Traffic



Early learnings



- We can move fast
- COVID-19 cramped our style, and our early progress
- We are growing with our partners
- We rely a little on our instincts and a lot on our numbers