

# **GAMETIME PA**

**YOUR HOME FOR HIGH SCHOOL SPORTS IN SOUTHCENTRAL PENNSYLVANIA**



**MEDIA One PA**



# High School Sports at Your Fingertips



## GameTimePA Features:

- Livestreaming
- Live scoreboard
- Highlight videos
- Weekly GameTimePA TV Show
- Regional coverage across District 3, District 1 and District 12.
- In-depth coverage of Adams, Berks, Bucks, Chester, Delaware, Franklin, Fulton, Lancaster, Lebanon, Montgomery, and York counties.
- 3 hyperlocal mobile apps for iOS and Android.



## DIGITAL PLATFORM

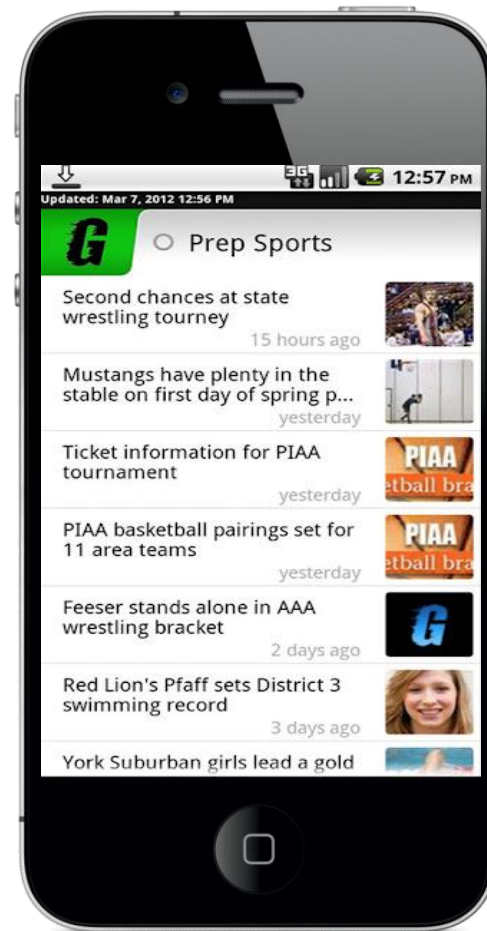
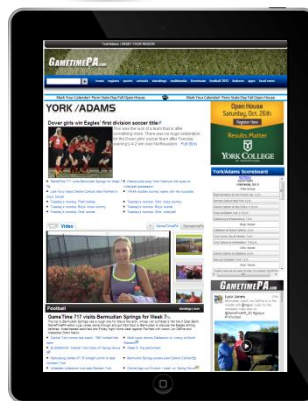
**168,900** monthly unique visitors

**1.1 million** monthly page views

## SOCIAL MEDIA PLATFORM

 **5,500** facebook fans

 **6,500** Twitter followers





# GameTimePA.com Features



## GameTimePA is more than stories:

- Schedules and standings
- Regional Athletes of the Week
- Live weekly high school sports chats
- Additional coverage on 8 regional blogs, including weekly podcasts
- Robust local history sections
- Popular printable downloads- schedules, paper cut outs, etc...



## DIGITAL PLATFORM

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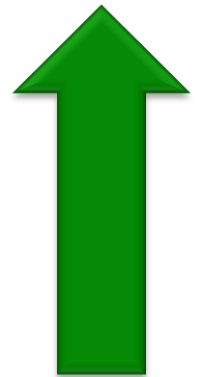
1.1 million monthly page views

# 303%

Year over Year

Growth in Page Views

(Sept. 2012 to Sept. 2013)





# Livestreaming on GameTimePA.com

Every week, GameTimePA.com broadcasts five football games from across Southcentral Pa.

**YAIAA:** Each York-Adams game features play-by-play from WOYK-1350 AM and a live chat that gives fans a voice.

**L-L League:** Two L-L games are shown each week -- one with a focus on Lebanon County teams and one with a focus on Lancaster County teams. Each Lebanon County game features play-by-play from either WLBR-1270 AM or WQIC-100.1 FM.

**Mid-Penn:** The games, with a focus on the Commonwealth and Colonial divisions, feature play-by-play from Mid-Penn Broadcasting.

**Delco:** Each Delaware County game features play-by-play by correspondent Mike Mreczko.

GameTimePA.com has featured live game coverage of football, wrestling, boys' basketball, girls' basketball and boys' and girls' volleyball.



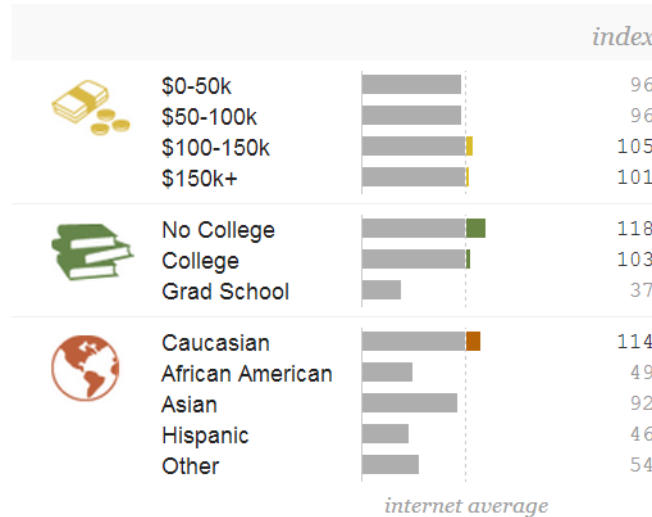
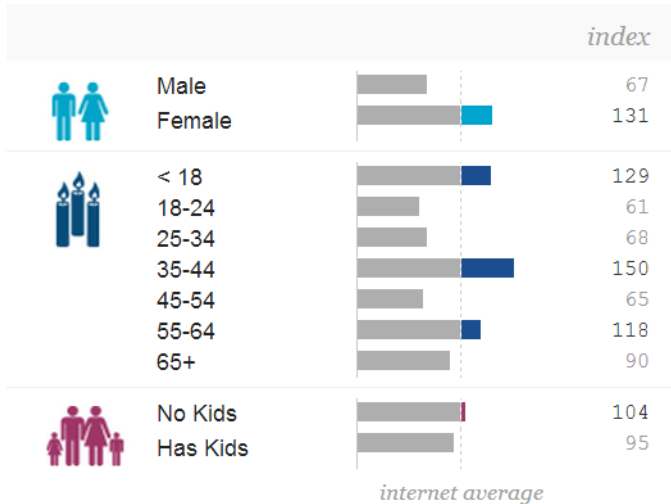


# GameTimePA.com Audience



The screenshot shows the GameTimePA.com website interface. At the top, there's a navigation bar with links for home, regions, sports, schools, standings, multitrack, livefeed, football 2012, features, apps, and local news. The main content area is titled 'LANCASTER - LEBANON' and features a tennis article about Jones and Veronis claiming L-L singles titles. Below the article is a video player with a 'Play Video' button. To the right, there's a 'Results Matter' section for York College and a 'Lancaster-Lebanon Scoreboard' for various sports like soccer, football, and volleyball. At the bottom, there's a 'GAMETIMEPA.com ATHLETES OF THE WEEK' section featuring photos of three athletes.

## GameTimePA Online Audience Demographics



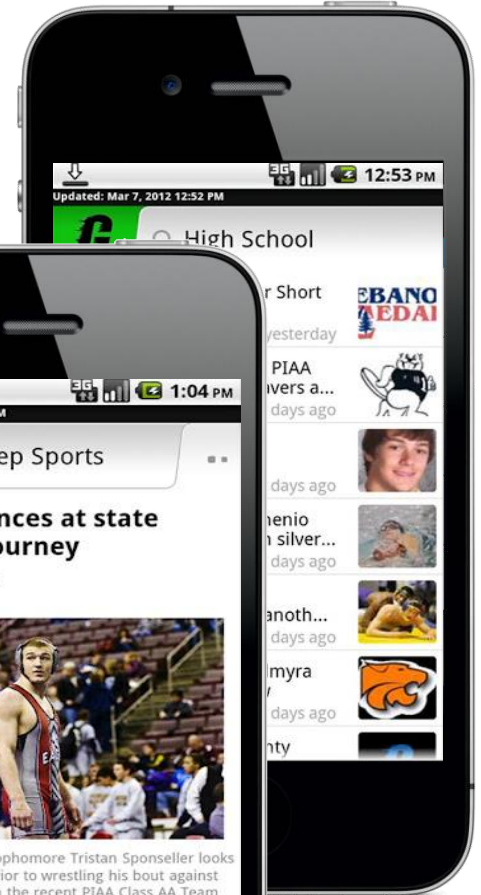
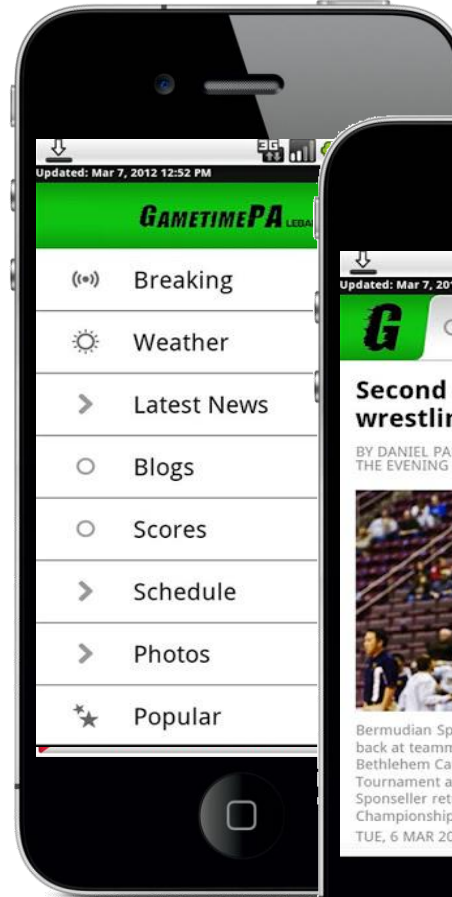
Source: Quantcast October 2012





# Mobile Product Portfolio

The York/Adams smartphone app contains ALL the GameTimePA regions.





# Social Media Highlights

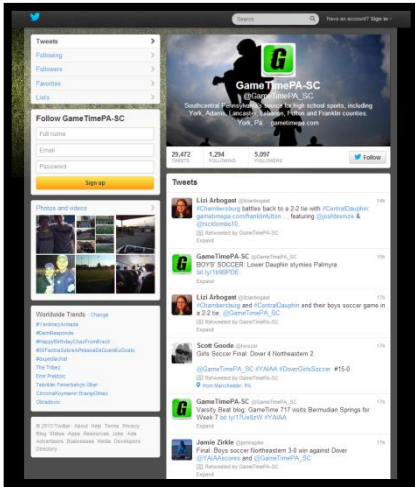
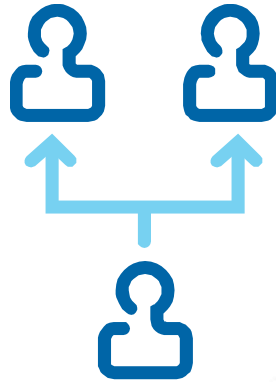


Over 5,500 Fans!

We post photos from events, contests, teasers, and tag locals!



Over 6,500 Followers!



Source: Facebook and Twitter December 2013





# Marketing- Game of The Week

- Physical presence at the game featuring GTPA editors, writers, and photographers
- Livestreaming of the game on GameTimePA.com
- Challenge fans to show the GTPA app to win GTPA merchandise.



- Posts on Twitter and Facebook showcasing fans in GTPA gear. Engage fans with contests that require the app download or facebook like.

Flyer and QR code featured at away team school, and promoted during pep rally



## NewsVroom

*Parks as a display at the Game of The Week. Used as backdrop for photos.*



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# Marketing- Game of The Week

**GameTimePA.com & Mobile Apps**  
**Scores and Best Area Coverage**

**Social Media:**  
**Facebook & Twitter**

**Print:**  
 -GameTimePA ads newspaper  
 -Ads in high school sports programs

**Merchandise:**  
**GameTimePA Merchandise**

**Signage:**  
 -Signage at the Game of the Week  
 -Signage at paper rack cards  
 -Away team high school

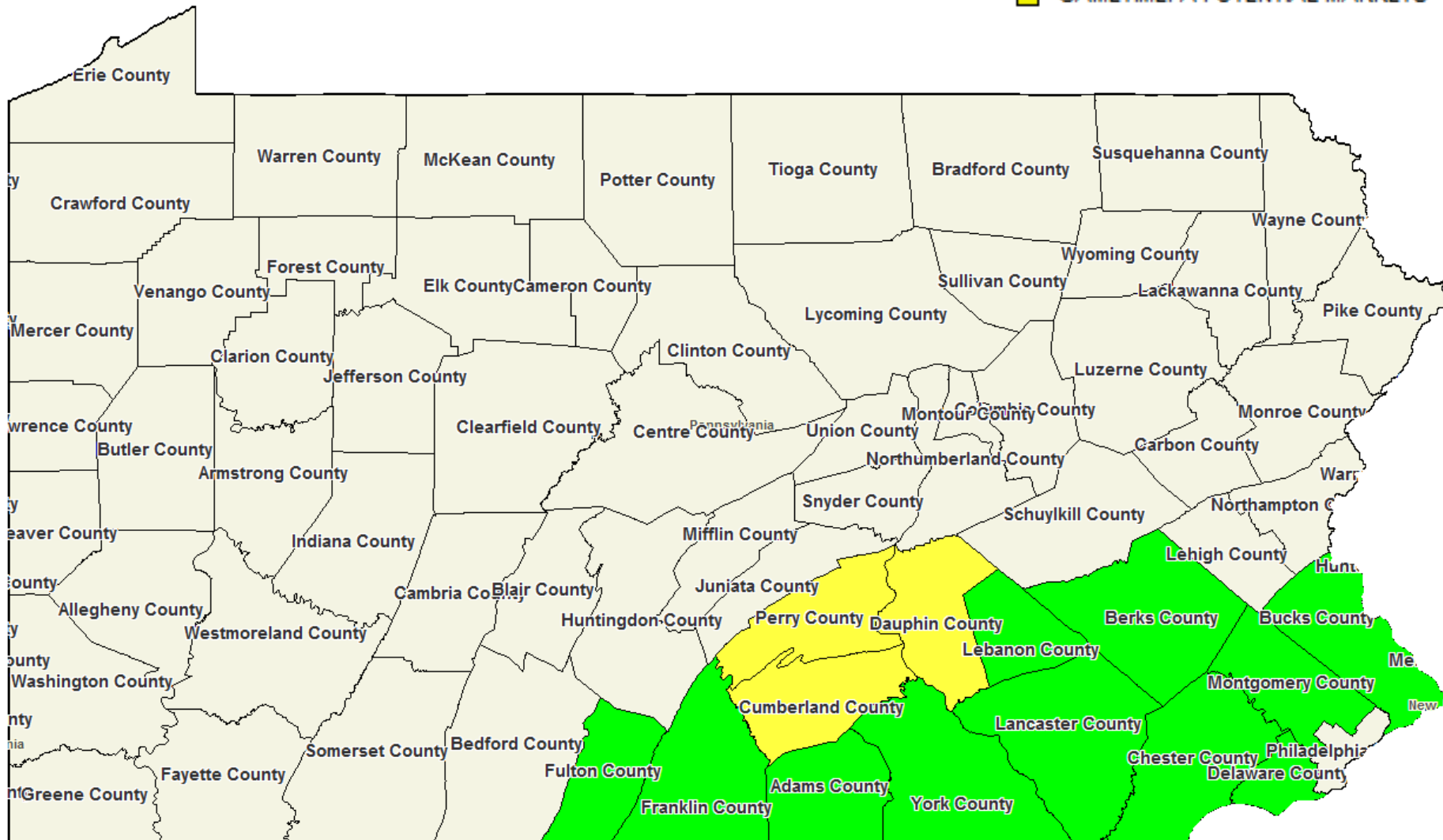


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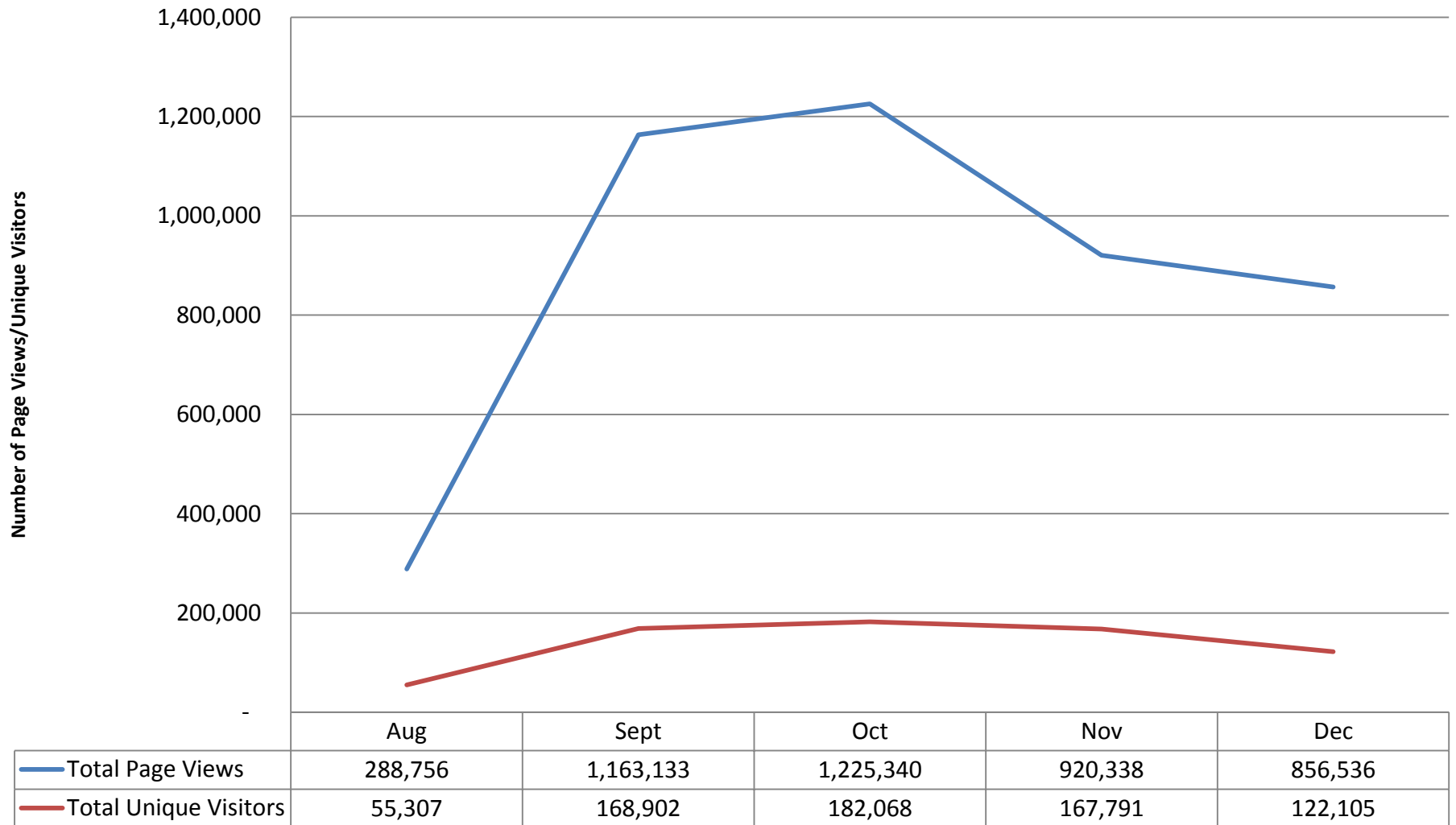
# GAMETIMEPA MARKETS

- GAMETIMEPA MARKETS
- GAMETIMEPA POTENTIAL MARKETS



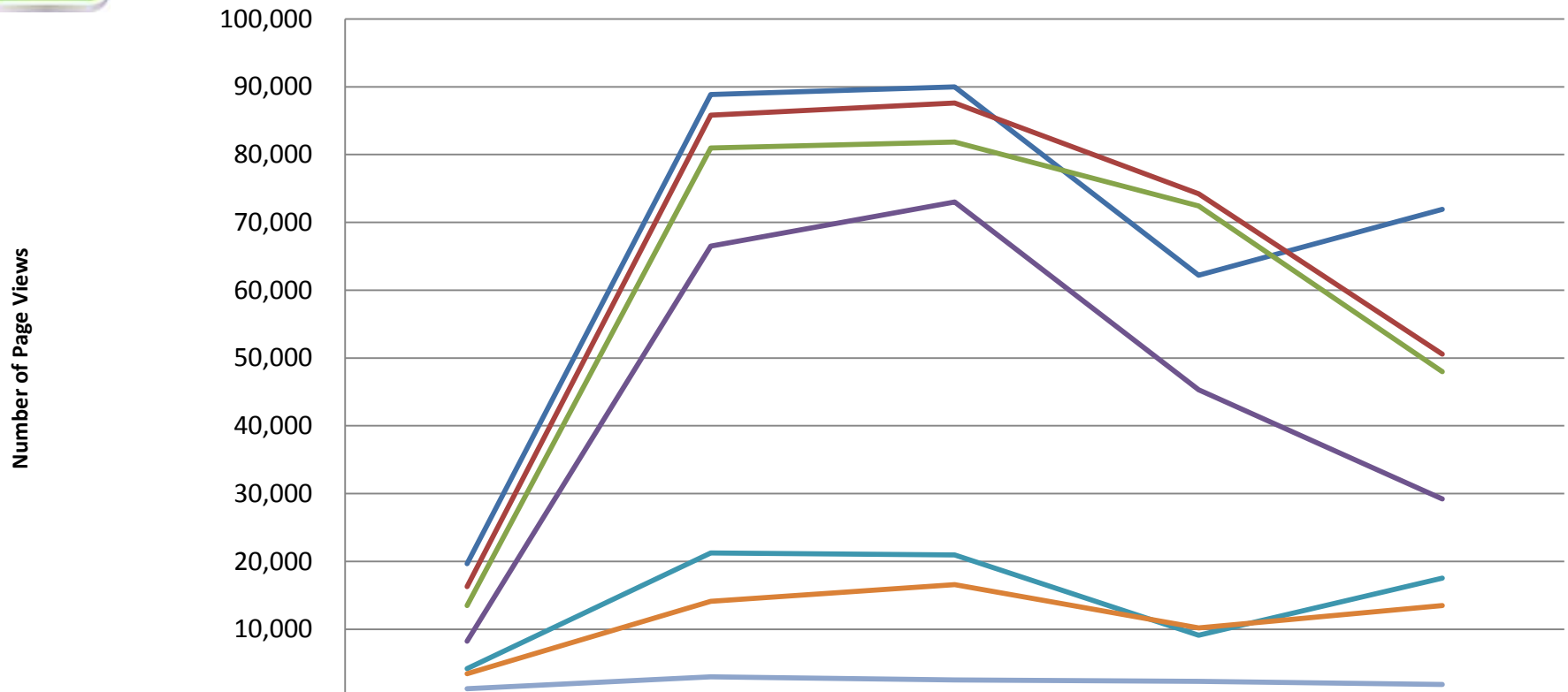


## 2013 GameTimePA.com Trending





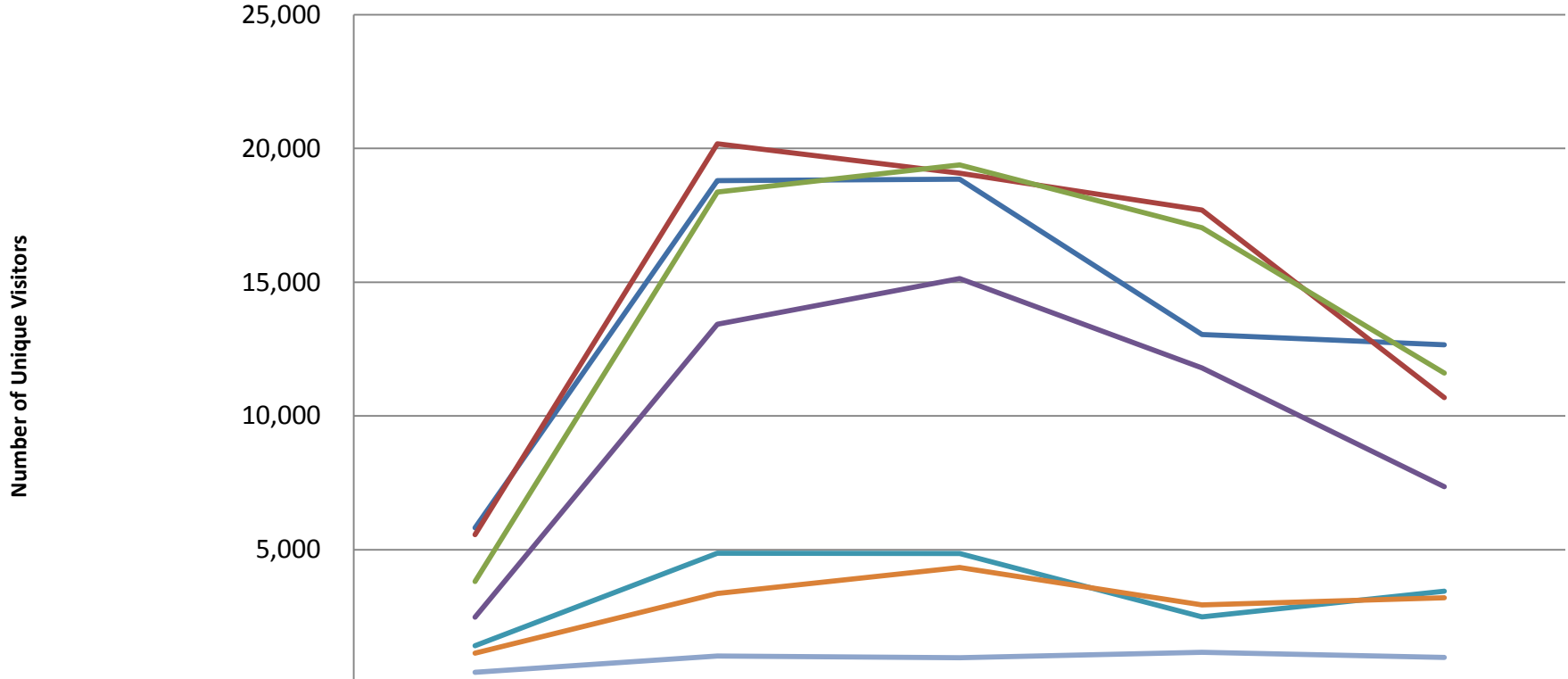
## GameTimePA 2013: Monthly Web Page Views



	Aug	Sept	Oct	Nov	Dec
York and Adams	19,653	88,874	89,964	62,210	71,923
Delaware	16,279	85,817	87,593	74,196	50,573
Montgomery-Bucks	13,492	80,965	81,841	72,429	47,965
Chester	8,214	66,492	72,995	45,324	29,212
Franklin and Fulton	4,177	21,236	20,957	9,094	17,532
Lancaster and Lebanon	3,437	14,130	16,579	10,184	13,479
Berks	1,220	2,971	2,509	2,323	1,843



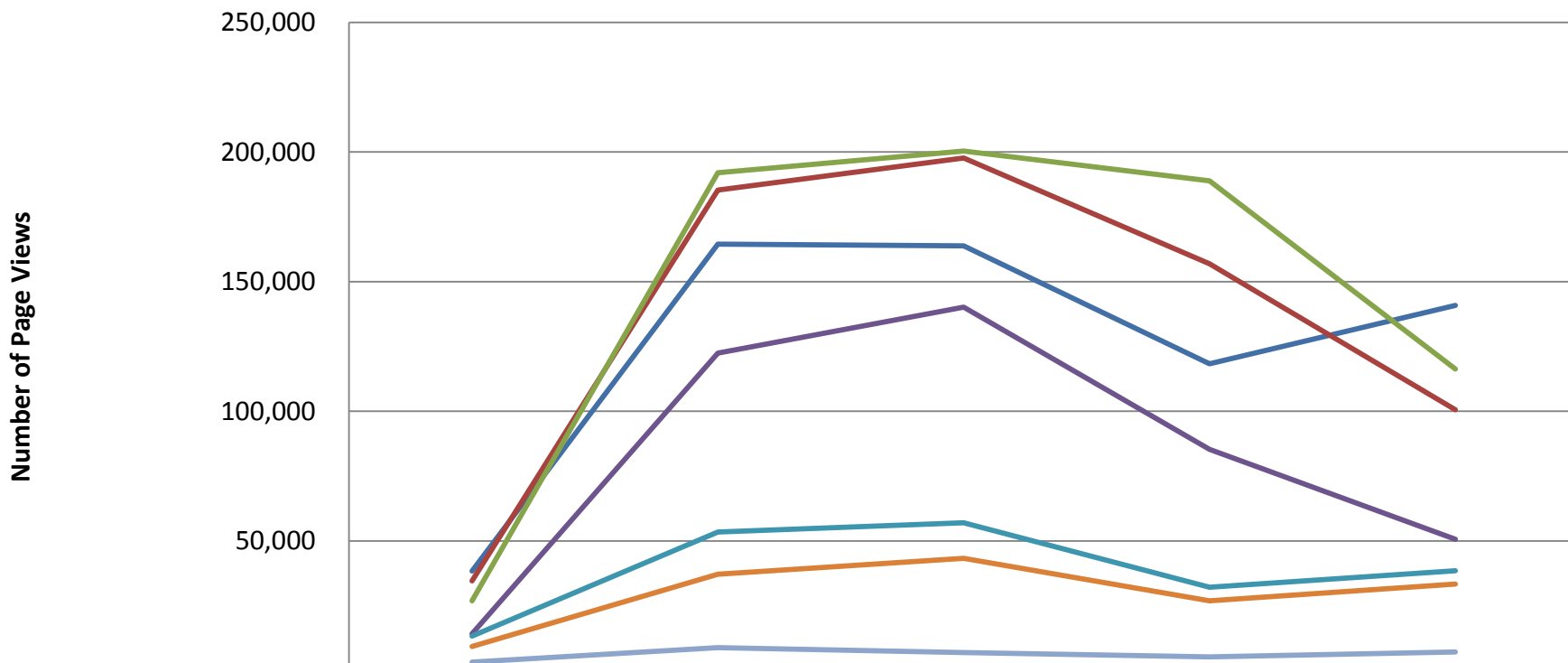
## GameTimePA 2013: Monthly Web Unique Visitors



	Aug	Sept	Oct	Nov	Dec
— York and Adams	5,821	18,800	18,845	13,047	12,663
— Delaware	5,560	20,170	19,075	17,698	10,680
— Montgomery-Bucks	3,808	18,375	19,385	17,035	11,600
— Chester	2,476	13,425	15,133	11,797	7,360
— Franklin and Fulton	1,410	4,865	4,861	2,486	3,452
— Lancaster and Lebanon	1,137	3,364	4,338	2,935	3,208
— Berks	420	1,022	962	1,161	974



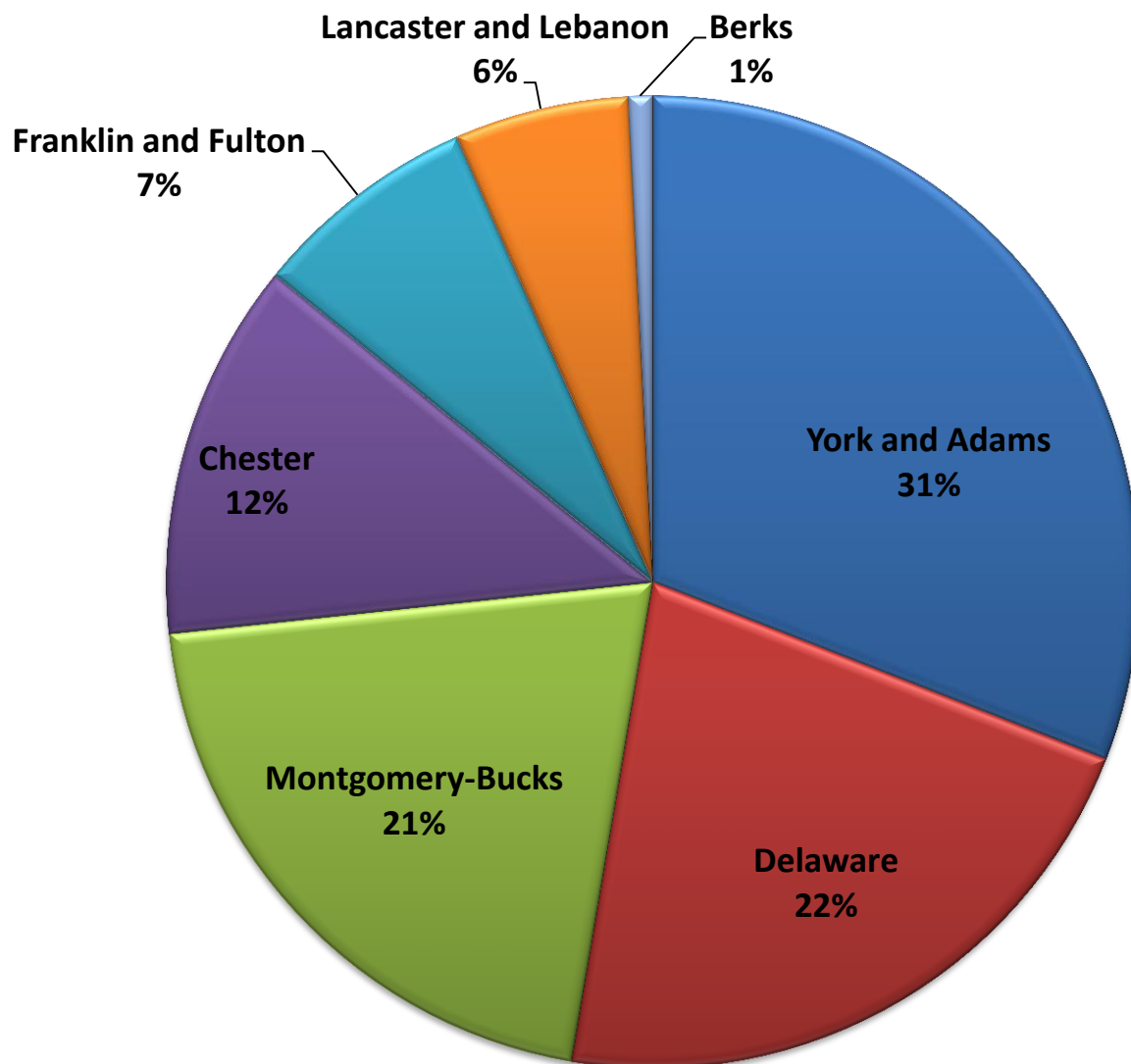
## GameTimePA.com Site Section Page Views 2013



	Aug	Sept	Oct	Nov	Dec
York and Adams	38,353	164,462	163,795	118,271	140,809
Delaware	34,573	185,333	197,718	156,928	100,527
Montgomery-Bucks	26,852	191,967	200,343	188,885	116,342
Chester	14,138	122,428	140,203	85,315	50,584
Franklin and Fulton	13,243	53,464	56,978	32,138	38,429
Lancaster and Lebanon	9,285	37,182	43,259	26,867	33,330
Berks	3,196	8,846	6,931	5,293	7,185

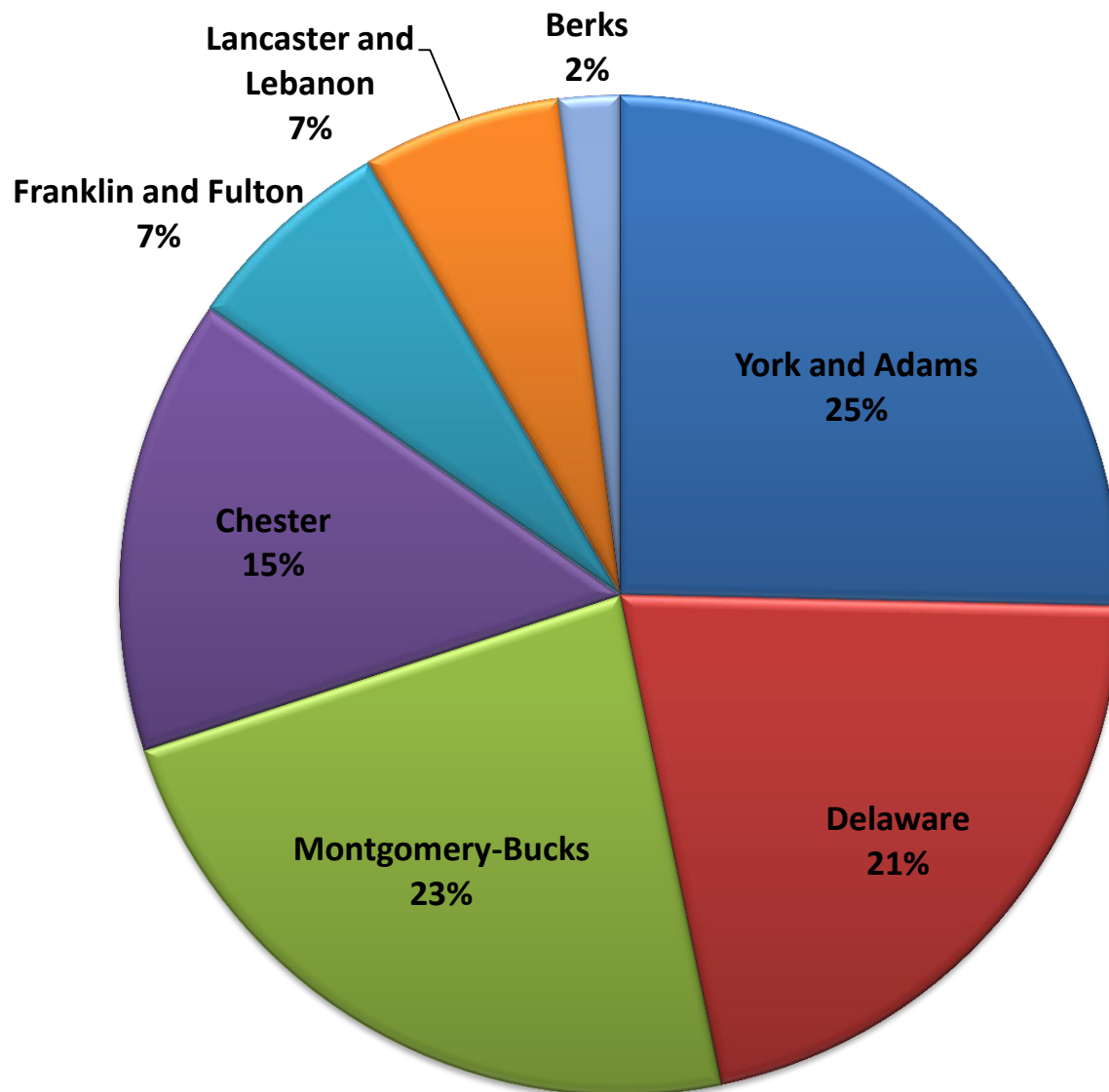


# December 2013 GameTimePA.com Page Views





# December 2013 GameTimePA.com Unique Visitors







## 2013 GameTimePA.com Visitors by DMA

