



*"To know your future, you must know your past"*

— George Santayana

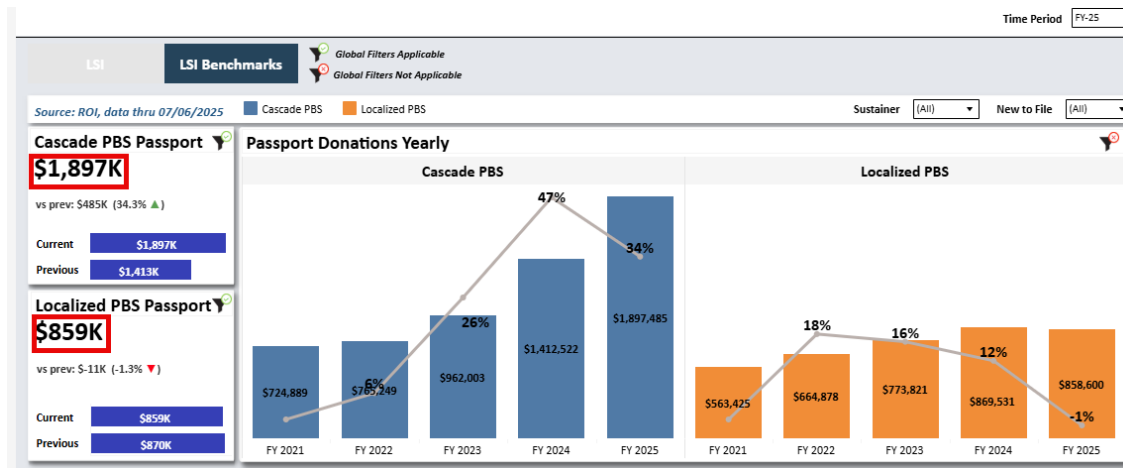
## From broadcast station to streaming service:

The journey you're beginning with Local Public has been underway at Cascade PBS since November 2020, when we launched our first Roku app. As we've expanded across OTT, web and mobile (and now smart TV) platforms, our goals have remained consistent:

- Can we attract and retain more members?
- Are we increasing Passport revenue?

Here is our experience, as told via performance metrics.

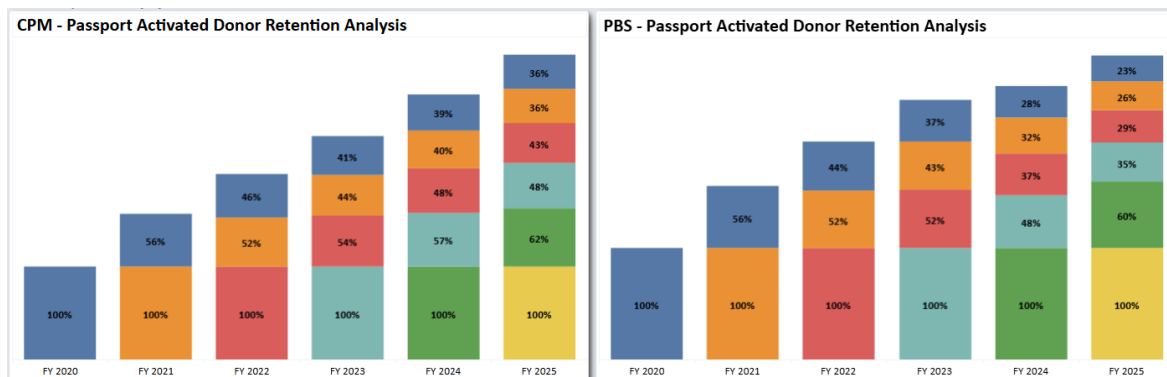
## Passport Revenue:



The Cascade PBS app has outperformed our localized PBS Apps each year and directly added **\$1.8 million dollars** in Passport revenue and **30.5K Passport members** over last 12 months.

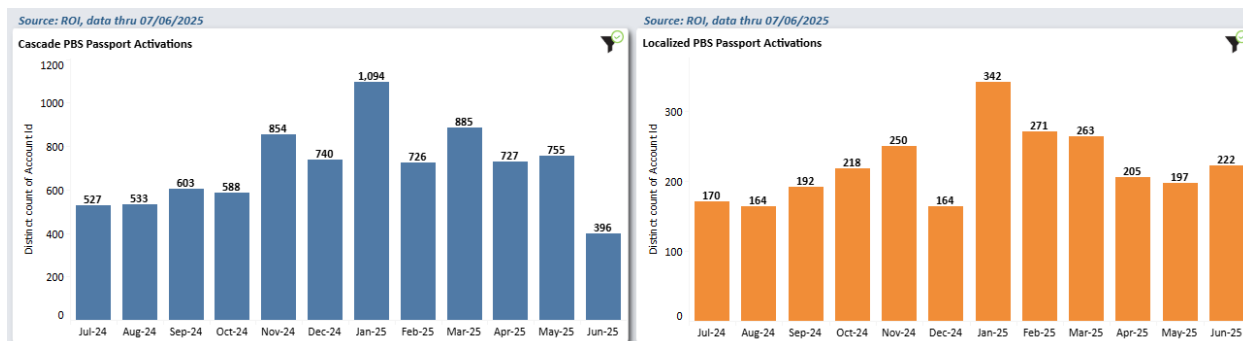
## Retention:

Passport members acquired through the Cascade PBS app stick around longer compared to localized PBS App users.



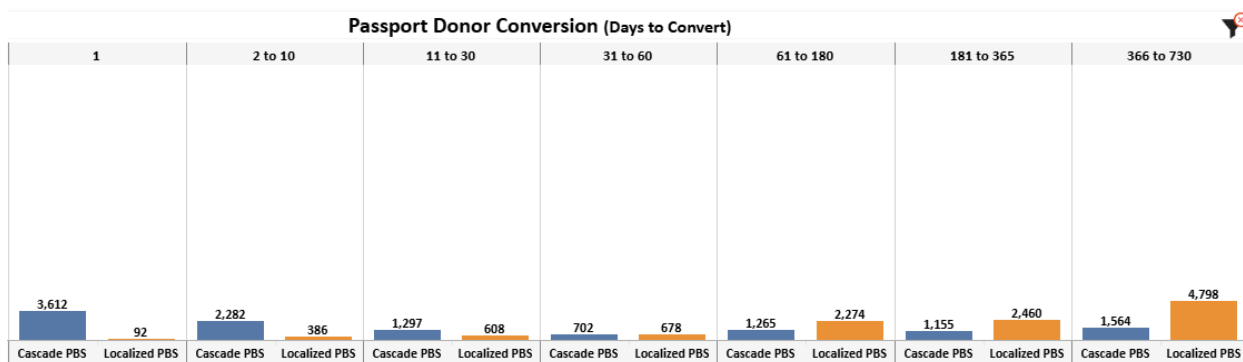
## Activations:

The Cascade PBS app consistently converts more members than the PBS App.



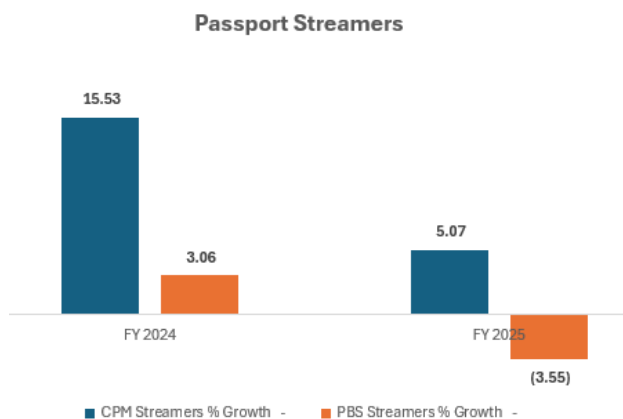
## Rate of Activations:

The Cascade PBS app converts prospects to Passport-activated members much more quickly (in terms of days to convert) than the PBS App.



## Passport usage growth:

Passport streamers have been growing on Cascade platforms, while declining on PBS Apps.



## Revenue and projections for Cascade PBS:

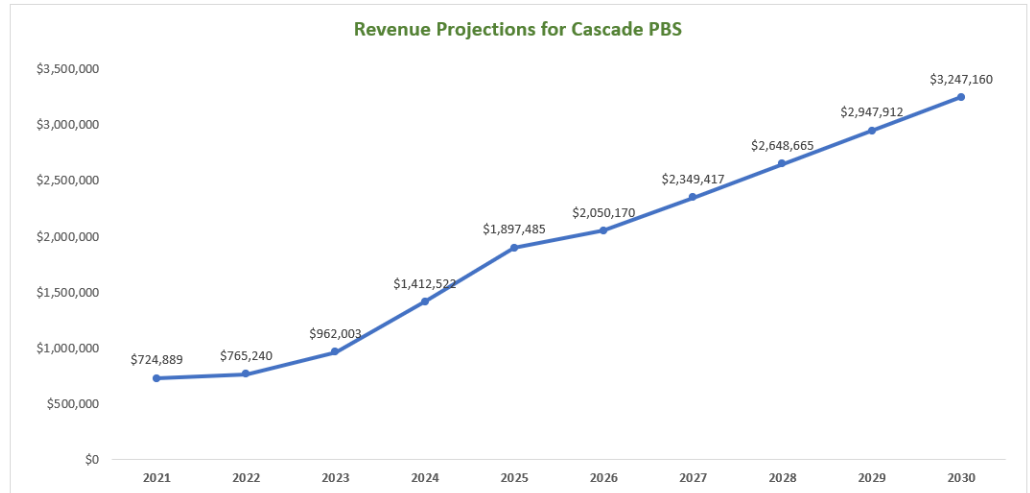
Since we have had local streaming apps for five years now, Cascade PBS can share our actual revenue, as well as data-based projections.

Please note that we launched in late 2020 with just Roku, and grew to five platforms. Local Public apps cover [nine app platforms and web](#).

	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Revenue Projections for Cascade PBS	\$724,889	\$765,240	\$962,003	\$1,412,522	\$1,897,485	\$2,050,170	\$2,349,417	\$2,648,665	\$2,947,912	\$3,247,160

Please Note: Numbers in Blue are Actuals and the ones in Green are Projections.

Plus an additional 1.3M to 1.8M from Second Video Engine Revenue for a Total of \$4.5 - \$5M in Revenue.



## Learn more:

Please reach out to data lead Vishal Singh ([vishal.singh@cascadepbs.org](mailto:vishal.singh@cascadepbs.org)) for a deeper dive into data around our streaming platform.

More information is also available at our website, [LocalPublic.tv](http://LocalPublic.tv)