

The Dallas Morning News Digital-Only Subscriptions History

Period Ending Paid Digital Subscriber Volumes	3rd Party			Total Volume	Sequential Growth		YOY Growth	
	Direct Sold	Distributed	Bulk/B2B		Volume	%	Volume	%
2016 - Q1	7,747	-	-	7,747				
2016 - Q2	11,086	-	-	11,086	3,339	43.1%		
2016 - Q3	13,147	-	-	13,147	2,061	18.6%		
2016 - Q4	16,949	-	-	16,949	3,802	28.9%		
2017 - Q1	18,170	-	-	18,170	1,221	7.2%	10,423	134.5%
2017 - Q2	19,845	426	-	20,271	2,101	11.6%	9,185	82.9%
2017 - Q3	22,065	740	-	22,805	2,534	12.5%	9,658	73.5%
2017 - Q4	23,565	841	-	24,406	1,601	7.0%	7,457	44.0%
2018 - Q1	25,824	1,283	-	27,107	2,701	11.1%	8,937	49.2%
2018 - Q2	26,157	1,501	-	27,658	551	2.0%	7,387	36.4%
2018 - Q3	25,837	1,704	-	27,541	(117)	(0.4%)	4,736	20.8%
2018 - Q4	25,821	1,904	-	27,725	184	0.7%	3,319	13.6%
2019 - Q1	27,485	2,179	-	29,664	1,939	7.0%	2,557	9.4%
2019 - Q2	28,679	2,892	-	31,571	1,907	6.4%	3,913	14.1%
2019 - Q3	30,483	3,124	50	33,657	2,086	6.6%	6,116	22.2%
2019 - Q4	32,280	3,377	102	35,759	2,102	6.2%	8,034	29.0%
2020 - Q1	35,538	3,699	122	39,359	3,600	10.1%	9,695	32.7%
2020 - Q2	39,731	3,737	122	43,590	4,231	10.7%	12,019	38.1%
2020 - Q3	42,952	3,649	122	46,723	3,133	7.2%	13,066	38.8%
2020 - Q4	45,190	3,591	122	48,903	2,180	4.7%	13,144	36.8%
2021 - Q1	47,120	3,580	172	50,852	1,949	4.0%	11,493	29.2%
2021 - Q2	49,230	3,528	172	52,930	2,078	4.1%	9,340	21.4%

Paid Digital Subscriber Volumes include digital-only subscriptions to *The Dallas Morning News* content priced @ 50% of "rack" / introductory rates or greater, including:

- Direct Sold - individual subscriptions sold by *The Dallas Morning News* directly to the subscriber
- 3rd Party Distributed - individual subscriptions sold by a 3rd party vendor, such as iTunes or Amazon, to the subscriber
- Bulk/B2B - subscriptions sold in bulk to a group or business