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Item No.: _8b_supp_
Date of Meeting: 10/24/2023
Airport Network Programming Service
Agreement Amendment

Jason Berg, Property Manager
Aviation Commercial Management
Geoffrey Foster, Interim Senior Manager
Aviation Commercial Management

Agenda
• Background & Current Programming
• Current Agreement
• Proposed Amendment

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Terminal Content Background
• Jan 2019 – CNN Airport Network/Port new 5-year agreement for content services at SEA
• Mar 2021 – ReachTV assumes agreement as CNN Airport Network leaves market
• ReachTV is a Minority-owned Business Enterprise (MBE)
– Subcontracts with local telecommunications Disadvantaged Business Enterprises (DBE) and Airport Concessionaire Disadvantaged Business Enterprise (ACDBE) to manage on-site daily operations

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Current Programming
ReachTV Current Programming
• 33 TV display screens in designated gate areas, providing 24/7 programming
• National & Business news, Sports (local, regional & national), Entertainment, etc.
Port “Local Spots”
• Six, one-minute segments per available hour

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Current Agreement
• Initial Term with renewal options
– 3 years initial term, effective from January 1, 2019
– 2-year automatic renewal upon expiration of initial term
• Expiration
– December 31, 2023 with no holdover provision
• Revenue provided via Minimum Annual Guarantee & advertising revenues
– Revenue in 2022: \$194,111
– Revenue estimated in 2023: \$152,192

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Proposed Amendment

- Proposed Amendment
 - Adds three, 6-month extension periods with Port's consent, which:
- Enables continued television programming in airport terminal beyond current lease expiration
- Maintains current revenue stream for Port
- Minimum Annual Guarantee would remain at current level
- Staff will continue to develop future state of terminal content services program

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Thank You for Your Time!

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