

TDAY · NYSE · WEEK ENDED 24 JUL 2026

Weekly Investor Report

USA TODAY Co., Inc. · Communication Services · Publishing

LATEST CLOSE

8.40 USD

-1.2% latest week

Weekly setup

Constructive, but selective

The weekly trend is active. Price is 19.1% above the Trend Line and sits at 91.0% of its 52-week range. The latest completed week returned -1.2%, after a 0.6% four-week move. The latest factor snapshot indicates quality is middle-of-the-pack; growth ranks weakly; valuation is neither clearly cheap nor expensive. Options positioning is volatility with 57/100 conviction, while the latest news-sentiment score is 51/100. Near-term considerations: price is close to its 52-week high; earnings are due in 0d.

Technical setup score 73/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

8.40 USD

24 Jul 2026

1W RETURN

-1.2%

latest completed week

4W RETURN

0.6%

short-term follow-through

12W RETURN

13.8%

quarterly tape

TREND BREADTH

92.3%

48 of 52 weeks active

VOLUME RATIO

1.0x

vs 13-week average

What is working

- The trend backdrop is active with a 48-week active streak.
- Price is above the Trend Line, keeping the weekly tape constructive.
- Price is above Fair Value, showing premium demand versus the model.
- Activity pressure is positive on the latest completed week.

What could go wrong

- 5 reversal markers appear in the recent smart-money tape.

What to watch next

- Trend Line remains the key weekly regime level.
- Activity pressure is the gauge to monitor for confirmation or fade.
- A volume ratio above 1.5x would show stronger participation in the next move.

This week's evidence at a glance

PRICE FOLLOW-THROUGH

-1.2%

Latest completed week; four-week move 0.6%.

INDICATOR STACK

96/61

Trend and activity pressure are weighted against the latest 12-week confirmation window.

TREND BACKDROP

Active

The trend backdrop defines the current weekly regime.

PATIENT CAPITAL

Quiet

Activity-pressure buy-signal status for institutional accumulation timing.

NEXT-WEEK EXPECTANCY

Positive 57.05%

Historical one-week expectancy contributes to the evidence score when direction is confirmed.

OPTIONS PRESSURE

Volatility

57/100 conviction; expected move 15.8%.

NEWS SENTIMENT

51/100

54 relevant articles in the latest sentiment read.

EVENT RISK

0d

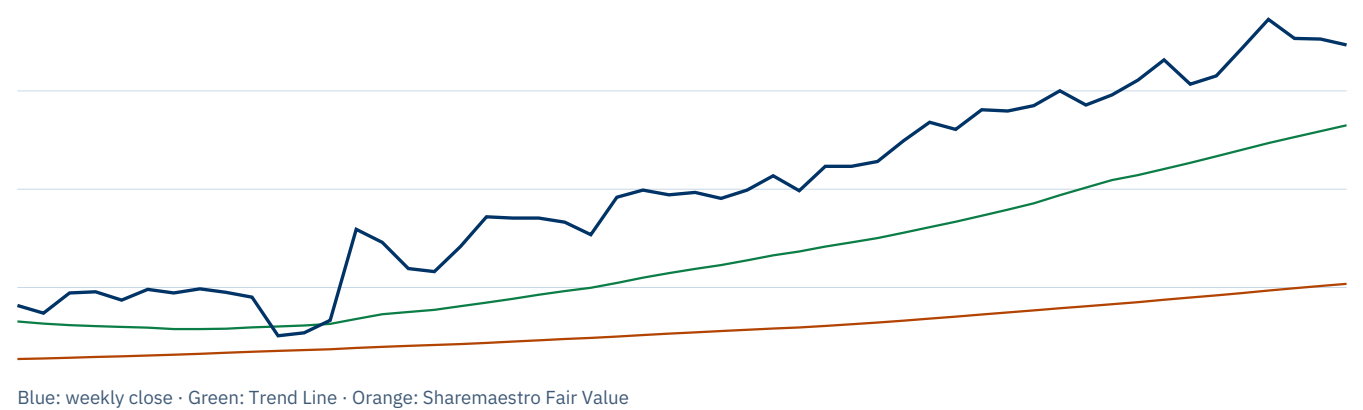
Next report is scheduled for 30 Jul 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is active. Price is 19.1% above the Trend Line and sits at 91.0% of its 52-week range. The latest completed week returned -1.2%, after a 0.6% four-week move.

52-week price path



Position in the 52-week range

Fair

Trend

Close

3.42 USD

8.89 USD

Latest close sits at 91.0% of the 52-week range.

RANGE LOCATION

91.0%

Shows where the latest close sits between the 52-week low and high.

TREND DISTANCE

19.1%

Price premium or discount versus the weekly Trend Line.

FAIR-VALUE GAP

91.6%

Premium demand or model discount versus Sharemaestro Fair Value.

HIGH-WATER GAP

-5.6%

Distance from the latest 52-week high.

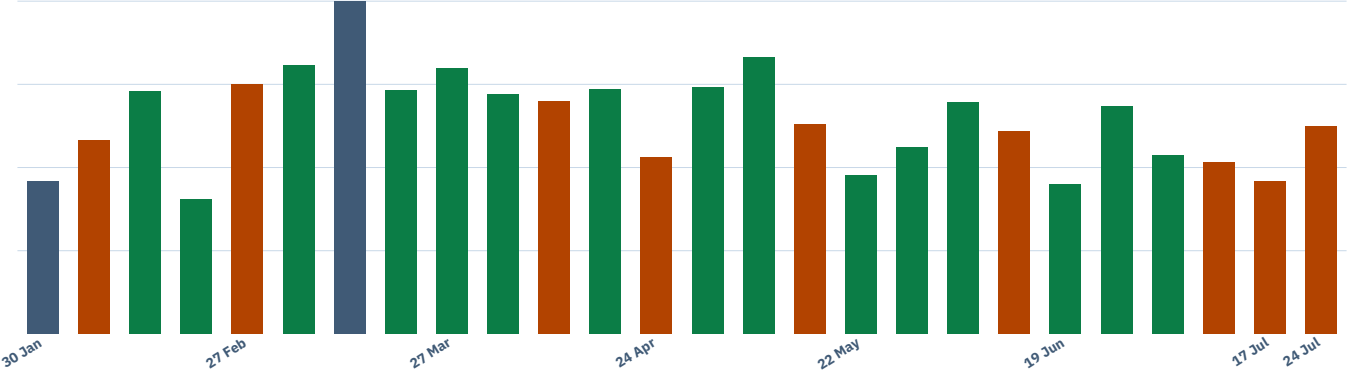
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 1.0x the 13-week average. Participation is around or above normal and provides reasonable confirmation.

26-week volume confirmation

Bar height shows weekly volume. Green marks an up week; orange marks a down week.



PARTICIPATION 1.0x Latest volume versus the 13-week average.	BASELINE 7.7M 13-week average volume.	ONE-YEAR BASE 8.2M 52-week average volume.	LATEST WEEKLY VOLUME 8.0M Most recent completed week.
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Demand beneath price

Activity pressure and institutional-style signals

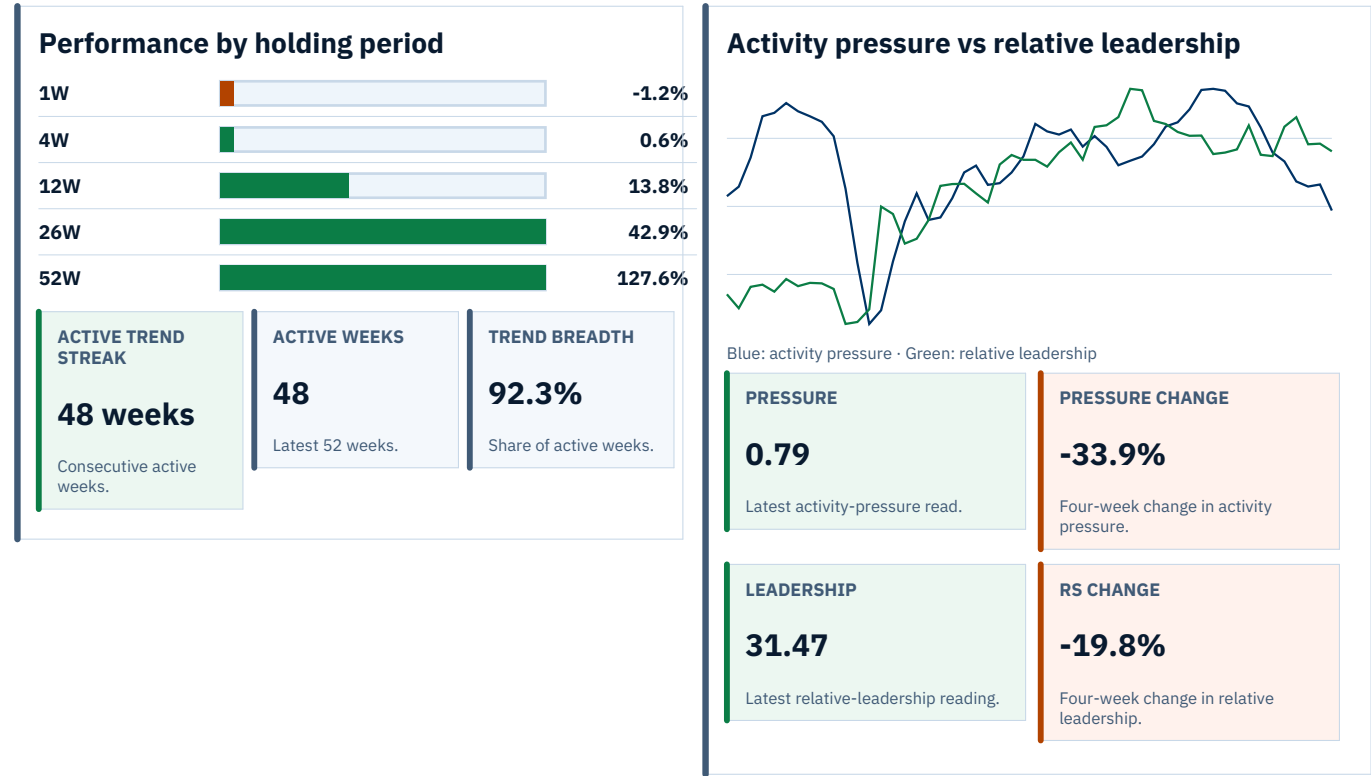
These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.



03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is 0.6% over four weeks, 13.8% over 12 weeks, and 127.6% over one year. The current trend has remained active for 48 consecutive weeks.



Technical setup scorecard

Trend		96
Momentum		64
Activity Pressure		61
Relative Leadership		100
Next-Week Expectancy		79
Volume		44
Smart Money		65
Risk Control		74

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

The latest factor snapshot indicates quality is middle-of-the-pack; growth ranks weakly; valuation is neither clearly cheap nor expensive.

FACTOR WEEK 26 Jul 2026 Latest published factor snapshot.	STATEMENTS THROUGH 31 Dec 2025 Financial reporting period used.	FIELD COVERAGE 94% Available factor fields.	MODEL CONFIDENCE 90% Snapshot confidence.
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Relative factor standing		
Higher display scores are better. Each score is converted from the underlying universe rank, where rank 1 is best.		
Overall factor strength		72/100
Value		36/100
Quality		73/100
Momentum		96/100
Growth		5/100

Valuation How much investors are paying for earnings, sales, and cash flow.	Business quality Margins and the return generated on invested capital.
P/E 42.7x Price divided by trailing earnings.	GROSS MARGIN 34.5% Gross profit retained from each unit of revenue.
PRICE / SALES 0.5x Market value relative to trailing revenue.	OPERATING MARGIN 6.0% Operating profit retained from revenue.
EV / EBITDA 7.8x Enterprise value relative to operating cash earnings.	FREE-CASH-FLOW MARGIN 7.1% Free cash flow generated from revenue.
FREE-CASH-FLOW YIELD 7.1% Free cash flow as a share of enterprise value.	RETURN ON INVESTED CAPITAL 7.7% Operating return generated on invested capital.

04 · FUNDAMENTALS AND VALUATION · CONTINUED

Growth, shareholder returns, and balance-sheet strength

The second half of the fundamental read separates recent business growth from cash returned to shareholders and financial leverage.

Growth and financial strength	Shareholder return and balance sheet
Recent business growth and accounting strength.	Cash returned to owners and financial leverage.
REVENUE GROWTH-6.8% Latest one-year revenue growth.	DIVIDEND YIELD- Cash dividends relative to market value.
EPS GROWTH-43.3% Latest one-year earnings-per-share growth.	BUYBACK YIELD0.2% Net share repurchases relative to market value.
FREE-CASH-FLOW GROWTH6.6% Latest one-year free-cash-flow growth.	SHAREHOLDER YIELD0.2% Dividend yield plus net buyback yield.
PIOTROSKI F-SCORE6/9 Nine-point accounting-strength checklist.	NET DEBT / EBITDA3.6x Balance-sheet debt relative to operating cash earnings.

How to read this

Quality and valuation are separate questions. A strong company can still carry a demanding valuation, so profitability, growth, balance-sheet strength, and the price paid for those characteristics should be assessed independently.

The latest factor snapshot indicates quality is middle-of-the-pack; growth ranks weakly; valuation is neither clearly cheap nor expensive.

05 · OWNERSHIP, OPTIONS, AND SENTIMENT

What other market participants are doing

Options, insider transactions, market sentiment, and activity-pressure signals can confirm or challenge the price story. None should be used alone.

Options positioning

Volatility

TDAY shows volatility options pressure with a 57/100 conviction score, put-call volume ratio of 0.01, expected move of 15.8%, and Sharemaestro trend signal active.

CONVICTION

57/100

Options signal conviction.

EXPECTED MOVE

15.8%

Nearest-chain pricing.

PUT/CALL VOLUME

0.01

Contract volume balance.

Pressure

100

Speculation

26

Volatility

80

Trend agreement

5

Insider activity

-

No recent insider transactions are stored.

Acquisitions / disposals over the latest 180 days. Insider activity is context, not a stand-alone signal.

News sentiment

51/100

Weighted news tone is neutral across 54 relevant articles.

9 positive · 38 neutral · 7 negative

Patient Capital

Quiet

Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.

No recent buy signal

06 · CATALYSTS AND RISK

What can move the shares—and how volatile the path has been

Event timing, options-implied movement, drawdown, and weekly gains and losses frame the risk around the current setup.

NEXT EARNINGS
0d
Next report is scheduled for 30 Jul 2026; event risk rises as the date approaches.

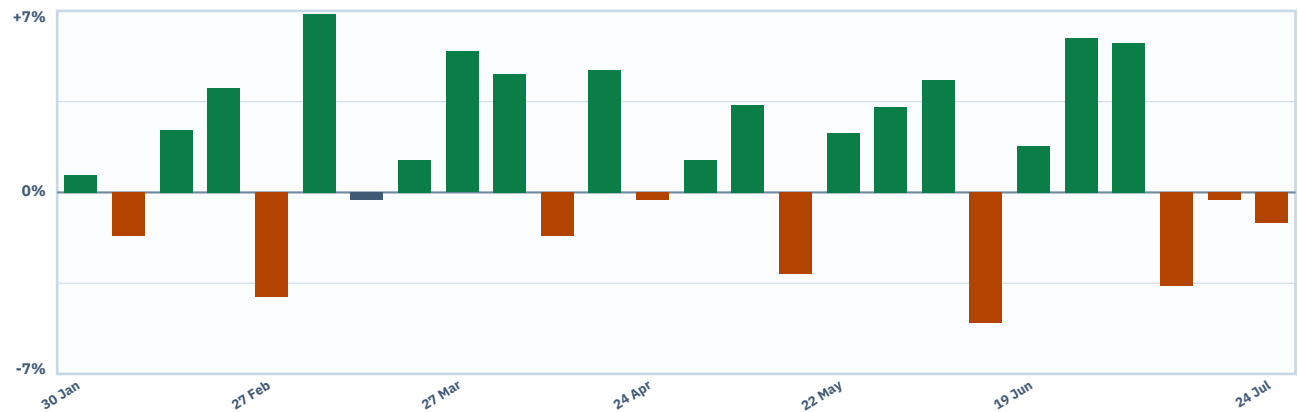
OPTIONS EXPECTED MOVE
15.8%
Nearest-chain priced movement where available.

52-WEEK DRAWDOWN
-5.6%
Distance below the 52-week high.

13-WEEK VOLATILITY
3.4%
Standard deviation of weekly returns.

Weekly gains and losses

Each bar is one completed week. Gains rise above zero; losses fall below it. Taller bars mean a larger move.



WEEKS HIGHER
16 of 26
9 weeks finished lower.

BEST WEEK
+6.9%
Week of 6 Mar.

WORST WEEK
-5.0%
Week of 12 Jun.

LATEST WEEK
-1.2%
Week of 24 Jul.

Shape of recent returns

Strong gains		8
Modest gains		8
Flat weeks		1
Modest losses		7
Sharp losses		2

RECENT VOL
3.4%
13-week weekly-return volatility.

BASE VOL
7.3%
52-week weekly-return volatility.

UP/DOWN SPLIT
28/22
Count of positive and negative weeks in the 52-week window.

AVERAGE SKEW
5.8% / -3.1%
Average positive week versus average negative week.

07 · SECTOR AND PEER CONTEXT

Is this stock leading—or simply moving with its group?

Sector and industry breadth distinguish company-specific strength from a broad group move.

Sector · US Communication Services

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
- / 100	-0.8%	41.0%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
ATHM	NYSE	-2.0%	17.9%	Inactive
WPP	NYSE	-1.6%	16.2%	Inactive
BZ	NASDAQ	3.4%	16.0%	Inactive
DJT	NASDAQ	-11.4%	15.4%	Inactive
JOYY	NASDAQ	5.5%	13.5%	Active

Industry · US Publishing

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
5 / 8	-1.4%	75.0%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
WLYB	NYSE	1.3%	7.5%	Active
PSO	NYSE	-3.7%	4.8%	Active
WLY	NYSE	-2.8%	3.5%	Active
NYT	NYSE	-5.6%	1.4%	Inactive
TDAY	NYSE	-1.2%	0.6%	Active

08 · EVIDENCE AND WEEKLY DATA

The underlying research record

Every top-level statement should be traceable to a stored market, fundamental, event, or positioning observation.

Cross-signal evidence matrix

Evidence pillar	Score / read	Summary	Detail
Weekly tape	76/100	Trend, activity pressure, participation, and risk combine to a 76/100 tape read.	
Indicator analysis	83/100	Latest 12-week confirmation: trend 12/12, activity pressure 12/12, relative leadership 12/12.	Activity pressure 0.99; 5 reversal markers
Next-Week Expectancy	Positive 57.05%	Next-week expectancy is positive with a 57.05% historical one-week setup read.	Adds short-term historical context without overriding trend, activity, or relative leadership.
Factors	68/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 38; Small Cap Core rank 70
SVQF	71/100	Value and quality alignment from the Sharemaestro SVQF framework.	Composite rank 298.0 of 1013
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Options	38/100	TDAY shows volatility options pressure with a 57/100 conviction score, put-call volume ratio of 0.01, expected move of 15.8%, and Sharemaestro trend signal active.	Volatility · Volatility expansion watch · Expected move 15.8%
Sentiment	51/100	Weighted news tone is neutral across 54 relevant articles.	Stock Market Today: Nasdaq Sinks As Sellers Hit Memory Chips; Oil, Yields Slide
Insiders	50/100	No recent insider transaction evidence is stored.	Not currently available.
Earnings	0d	Next report is scheduled for 30 Jul 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH -1.2% Latest completed week; four-week move 0.6%.	INDICATOR STACK 96/61 Trend and activity pressure are weighted against the latest 12-week confirmation window.	TREND BACKDROP Active The trend backdrop defines the current weekly regime.	PATIENT CAPITAL Quiet Activity-pressure buy-signal status for institutional accumulation timing.
NEXT-WEEK EXPECTANCY Positive 57.05% Historical one-week expectancy contributes to the evidence score when direction is confirmed.	OPTIONS PRESSURE Volatility 57/100 conviction; expected move 15.8%.	NEWS SENTIMENT 51/100 54 relevant articles in the latest sentiment read.	EVENT RISK 0d Next report is scheduled for 30 Jul 2026; event risk rises as the date approaches.

08 · EVIDENCE AND WEEKLY DATA · CONTINUED

Recent completed weeks

The completed weekly bars behind the report provide a compact audit trail for price, trend, Fair Value, activity pressure, leadership, and volume.

Week	Close	Return	Trend Line	Fair Value	Pressure	Leadership	Volume	Trend
24 Jul 2026	8.40 USD	-1.2%	7.05 USD	4.38 USD	0.79	31.47	8.0M	On
17 Jul 2026	8.50 USD	-0.1%	6.95 USD	4.35 USD	1.00	33.89	5.9M	On
10 Jul 2026	8.51 USD	-3.6%	6.85 USD	4.31 USD	0.99	33.71	6.6M	On
03 Jul 2026	8.83 USD	5.7%	6.75 USD	4.27 USD	1.03	42.24	6.8M	On
26 Jun 2026	8.35 USD	6.0%	6.64 USD	4.23 USD	1.19	39.25	8.7M	On
19 Jun 2026	7.88 USD	1.8%	6.53 USD	4.19 USD	1.27	29.98	5.7M	On
12 Jun 2026	7.74 USD	-5.0%	6.42 USD	4.15 USD	1.47	30.38	7.8M	On
05 Jun 2026	8.15 USD	4.4%	6.31 USD	4.12 USD	1.65	39.64	8.9M	On
29 May 2026	7.81 USD	3.3%	6.21 USD	4.08 USD	1.67	32.08	7.2M	On
22 May 2026	7.56 USD	2.3%	6.13 USD	4.04 USD	1.78	31.08	6.1M	On
15 May 2026	7.39 USD	-3.1%	6.00 USD	4.01 USD	1.79	30.61	8.0M	On
08 May 2026	7.63 USD	3.4%	5.87 USD	3.97 USD	1.78	36.46	10.6M	On
01 May 2026	7.38 USD	1.2%	5.74 USD	3.94 USD	1.62	36.37	9.5M	On
24 Apr 2026	7.29 USD	-0.3%	5.63 USD	3.90 USD	1.52	37.59	6.8M	On

How to use this report

This is a completed-week research summary. It explains the available evidence and its conflicts; it does not predict a guaranteed outcome or replace your own risk assessment. Fundamental figures may refer to an earlier financial reporting period, which is shown in the fundamentals section.

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