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DIGITAL CONTENT NEXT





Growing Time and Revenue

- ① Obstacles In Our Way
- ② What Will It Take
- ③ How **Digital Content Next** Can Help

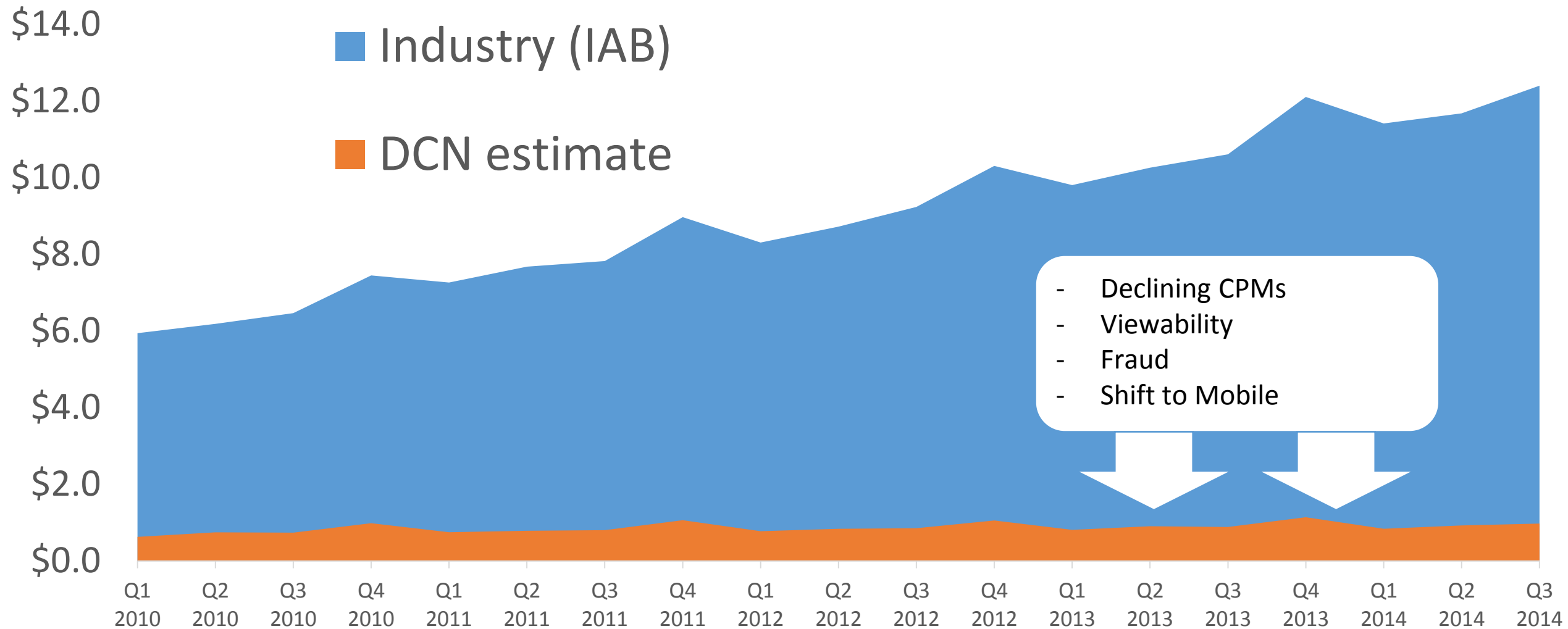
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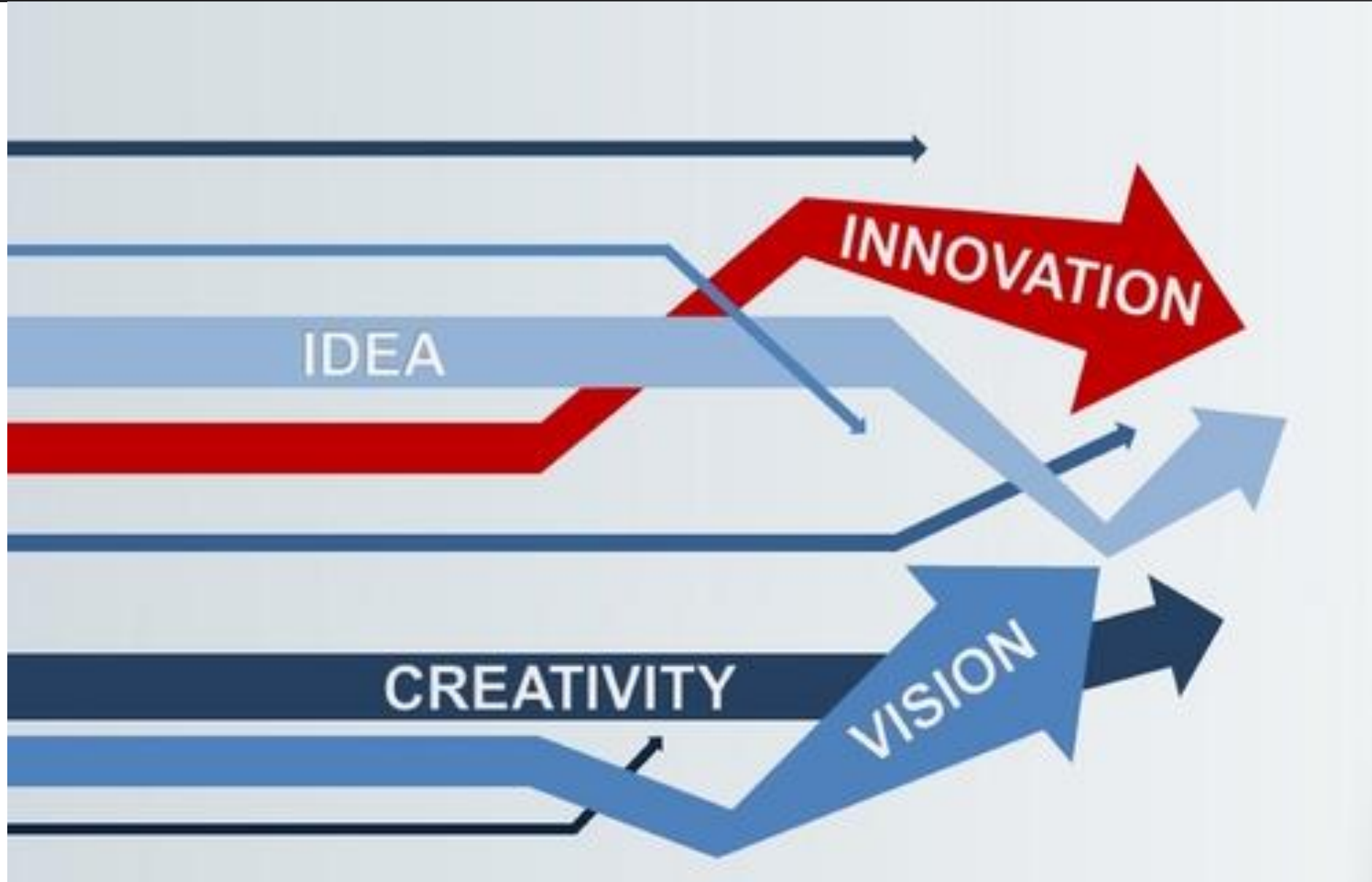
@jason_kint



Display Ad Market Pressures Continue





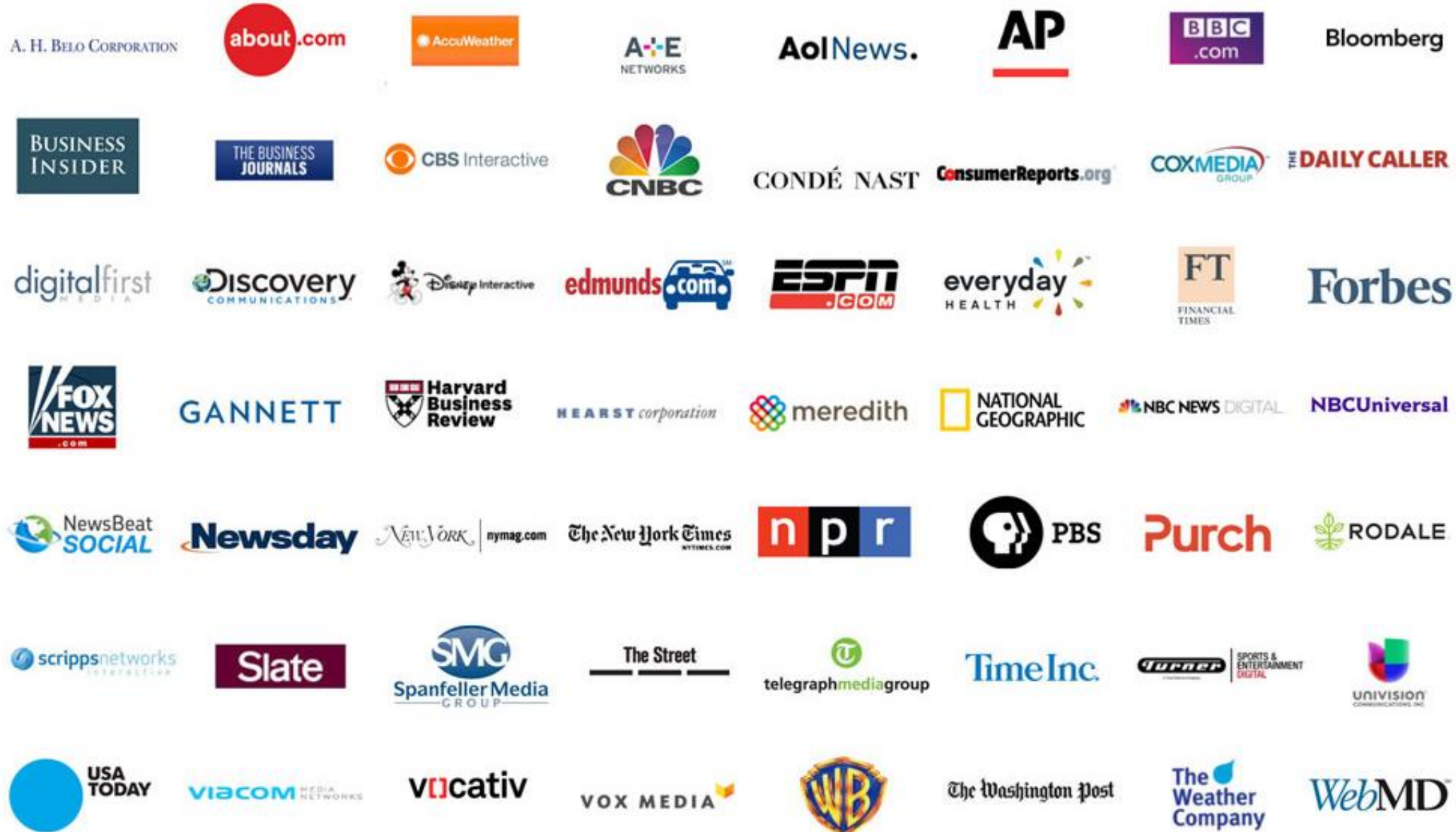




TRUST



Advancing the Future of Trusted Content





DIGITAL CONTENT NEXT



Exclusively Serving Content Companies






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Last Year: 20+ Op-Eds



We Need a New "Church and State" in Digital Publishing

Much of the digital content industry is lost today in discussions about the blurred line

HUFF POST MEDIA

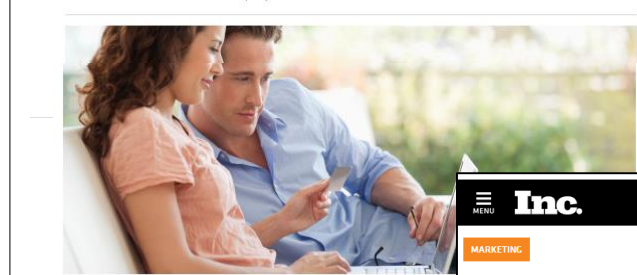
THE BLOG Featuring fresh takes and real-time analysis from HuffPost's signature lineup of contributors

HOT ON THE BLOG Nouriel R. Cenk Uy

Jason Kint Chief executive of Digital Content Next

Why Your Attention Is Worth More Than Your Click

Posted: 10/03/2014 11:53 am EDT | Updated: 10/03/2014 11:59 am EDT



Without a doubt, the quantity of content available online is hundreds of hours of video are uploaded to YouTube every minute, 140 tweets are sent per day. But human attention is a finite resource. Only so many waking hours in the day. So as we seek to create that vibrant and viable, we must recognize that attention is a true measure of success.

THE WALL STREET JOURNAL Tuesday, November 11, 2014 at 10:51 AM EST

Home World U.S. Business Tech Markets Market Data Your Money Opinion

CMO TODAY

Latest News Social Video Agencies

June 20, 2014, 2:57 AM ET

Outside Voices: Online Advertising Has a Trust Problem

Article Comments (3)

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By JASON KINT

Last week Facebook dropped a bomb on the industry with the announcement it will target ads based on the browsing histories of its users. The news highlights the need for greater consumer controls around how their data is collected and used online.

Every page you visit with the "Like" button sends data back to Facebook regardless of whether you "like" it or not. This new announcement came with a claim that users will have more control over how their information is collected and used, but what was presented as a

First Mover Jason Kint

New Digital Content Next CEO weighs in on the complex issues of privacy and viewability.

Why the name change for the association? We just thought it was time. We've had feedback over the last few years. They had been looking at the organization and a combination of aligning even more closely around the content industry, which is what makes this organization so unique. It's the only trade association that exclusively serves the needs of digital content companies. So we wanted to be clear in that mission.

What is your mission for DCN? Job One for this organization is to pave the way for the digital content companies of the future—those who are innovating and leading the way.



Trust Me: Content Marketing is a Risky Business

BY MICHELLE MANAFY

When you get into the content business, you raise your risk. You also run the risk of alienating your customers if you don't do content right.

323 SHARES

Online Publishing INSIDER

Do-Not-Track Will Benefit Our

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False Advertising: When Lazy Headlines Undermine Great Research

December 11, 2014, 7:51 AM PST

By Jason Kint, CEO, Digital Content Next

Ad fraud is a big problem. I'm not just talking about the billions of dollars in lost revenue that may not be delivered. There are also fundamental shifts in the focus away from problems in the digital advertising industry. The Association of National Advertisers released the results of their research. Research like this is both

MediaPost MarketingDaily News Events Awards Members More

Commentary

3 Things That Are Better When Marketers And Media Work Together

by Jason Kint, September 10, 2014, 8:09 AM

Today the line between media and marketer is blurring. We are content creators who want to create engaging customer experiences, and we're all trying to earn the fleeting attention of consumers across timelines, newsfeeds, chats and texts, among other things. Digital content companies like The New York Times, Bloomberg, ESPN and others rely on the complex relationship between their consumers and the marketing partners that want to reach them. Media and marketing are inexorably intertwined and it's this relationship that often pays for the content we deliver.

With that in mind, there are three specific areas where closer collaboration between marketers and media will improve results.

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Say What? Technology-Infused Publishing

By Jason Kint, CEO, Digital Content Next



Attack of the Zombie Cookies: Verizon and a Turn for the Worse

January 15, 2015, 2:43 PM PST

By Jason Kint, CEO, Digital Content Next

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In a number of columns last year, I called on the digital media industry to increase the level of transparency and choice for consumers in the digital marketplace, because I'm concerned about how some in which companies are collecting data is a post-cooking

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@jason_k



Changing False Narratives

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ANA Bot Report Reveals Unsettling Truth About Premium Publisher Inventory

Respected Sites Deliver 25% of Bots

By [Alex Kantrowitz](#). Published on December 09, 2014.

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A 60-day study conducted by the Association of National Advertisers and ad fraud detection company White Ops came to a conclusion likely to unsettle many digital ad buyers: purchasing ads from premium publishers does not protect marketers from fraud.

"Advertisers who assume that traffic to premium publishers is free of bots risk losing large amounts to intentional or unintentional bot fraud," the report stated.





We're Responding Quickly

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False Advertising: When Lazy Headlines Undermine Great Research

December 11, 2014, 7:51 AM PST



By Jason Kint, CEO, Digital Content Next

SHARE:



Ad fraud is a big problem. I'm not just talking about the cost to marketers who invest budgets to create and deliver ads that may not be viewable or are measured on questionable metrics. There are also fundamental problems in the way we are discussing the ad fraud itself, which shifts the focus away from the important issues, and from finding solutions for the trust problems in the digital advertising marketplace.

On Tuesday, the Association of National Advertisers (ANA) and ad-fraud-detection company White Ops, Inc. released the **results** of their **two-month analysis** of billions of ad impressions on 36 sites. Research like this is both ambitious and important, and I applaud the effort.



Summary

- # ① DCN is Shaping the Future

- ## ② Trust Drives Opportunity

- ## ③ Together We Can



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@jason_kint



① **Engage**

② **Exchange**

③ **Extend**





Michael Zimbalist

Senior Vice President, Advertising
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The New York Times