

UNITED TALENT AGENCY

Social Media: What Publishers Can Learn From Hollywood

Digital Content Next
Kendall Ostrow







Social Media Job Trends





In just 20 years, we have become...

ONE OF THE WORLD'S PREMIER LITERARY AND **TALENT AGENCIES**

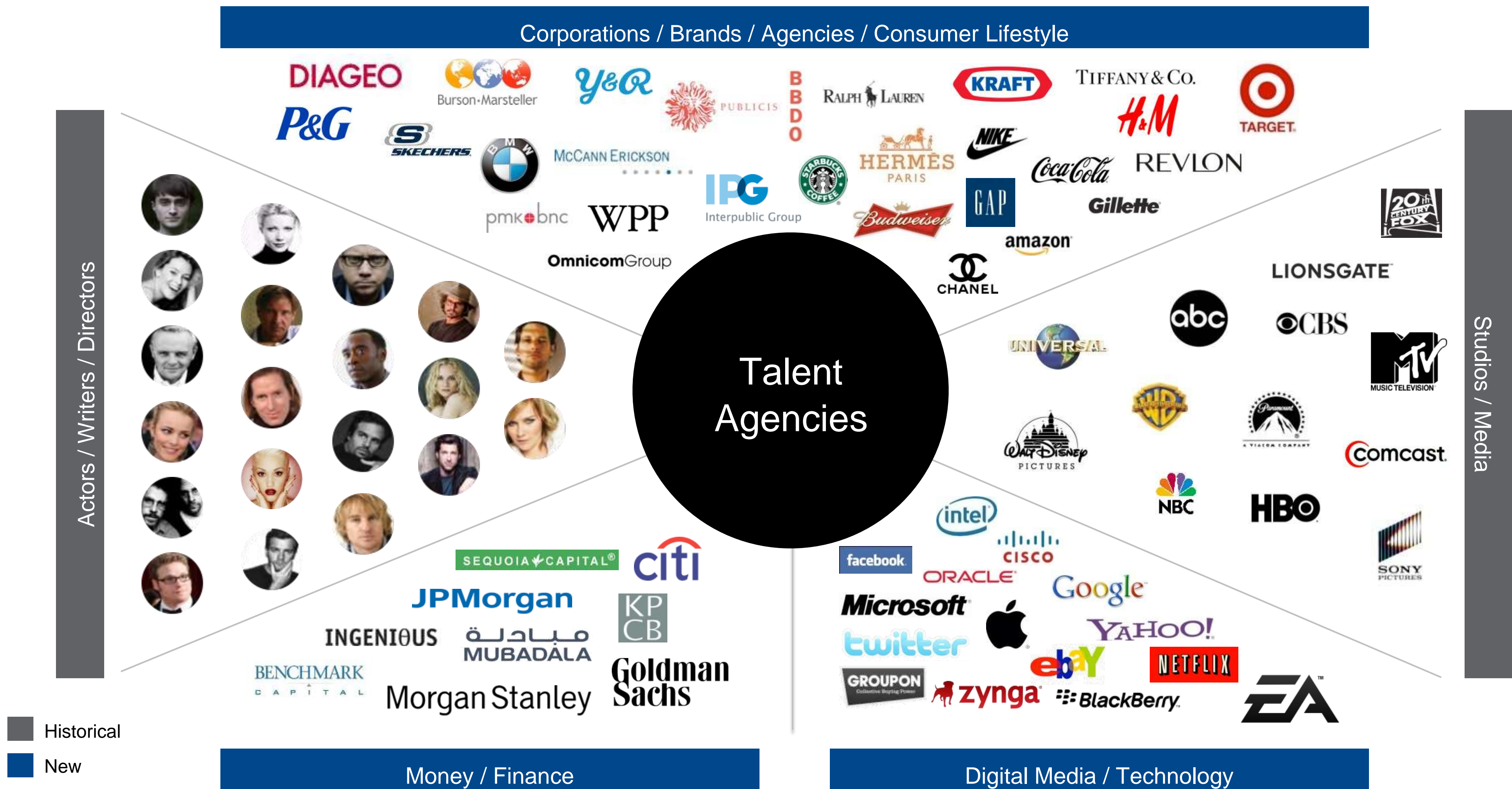
MAJOR PRACTICE AREAS

Motion Pictures • Television • Digital Media • Video Games • Music • Theatre Books •
Touring • Live Entertainment • Branding • Production • Licensing • Commercials •
Endorsements • Voiceovers • Speaking Engagements

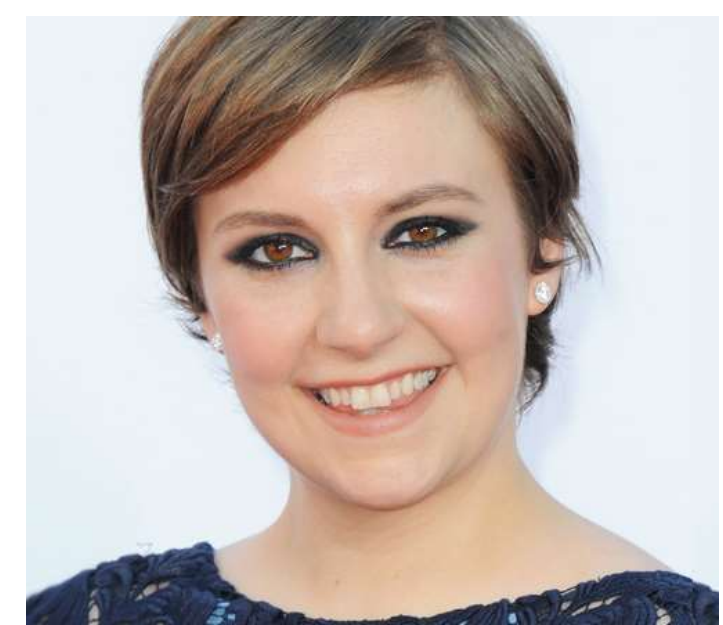
And a unique intersection of transactions



And a unique intersection of transactions



UTA's Social Strategy Practice



In social media

One size
does not fit all

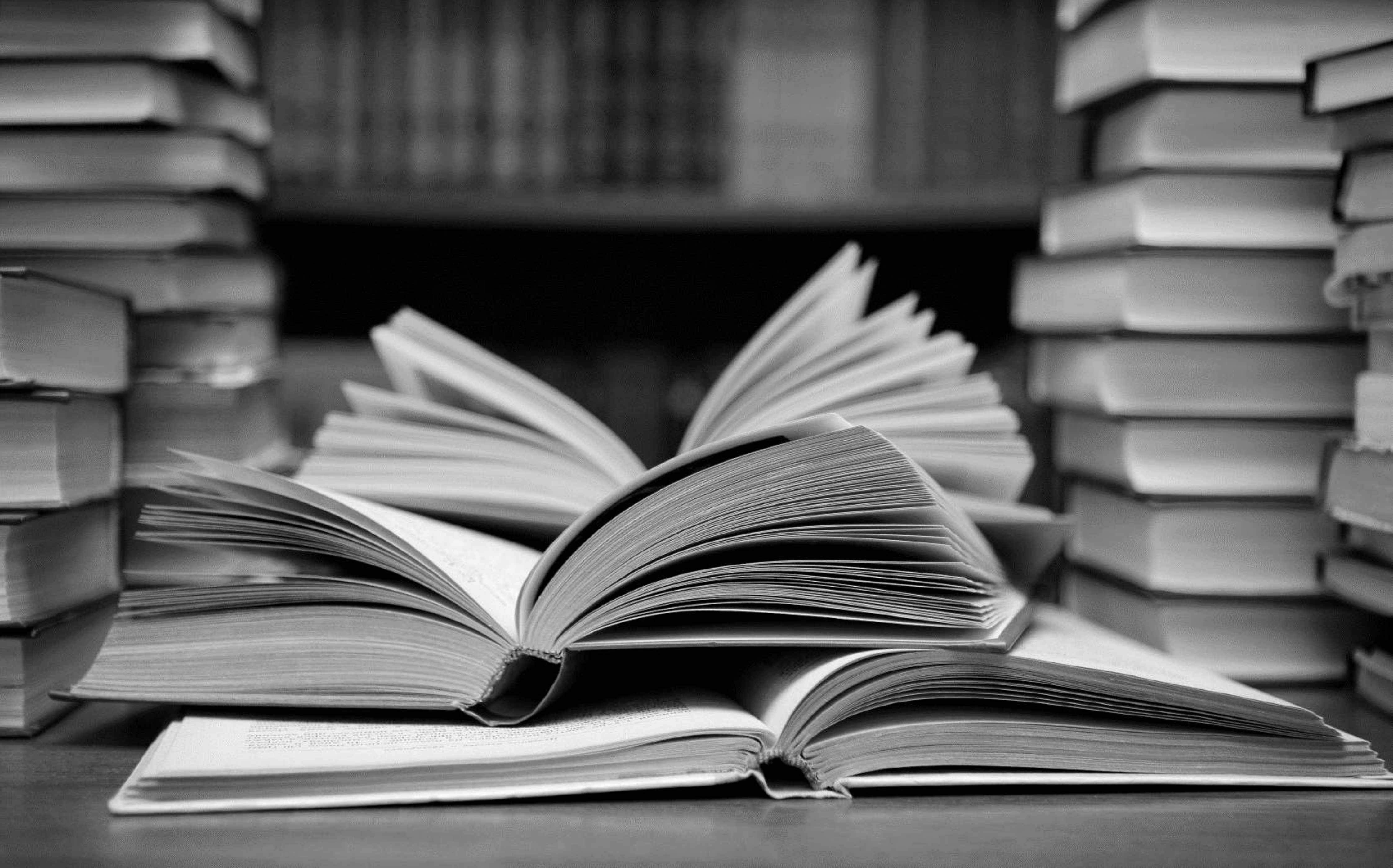


*78% of teens
between the ages of
12-17 now own a cell
phone.*

PewResearch,
2013

SOCIAL MEDIA TODAY







Defining Your Voice

Twitter

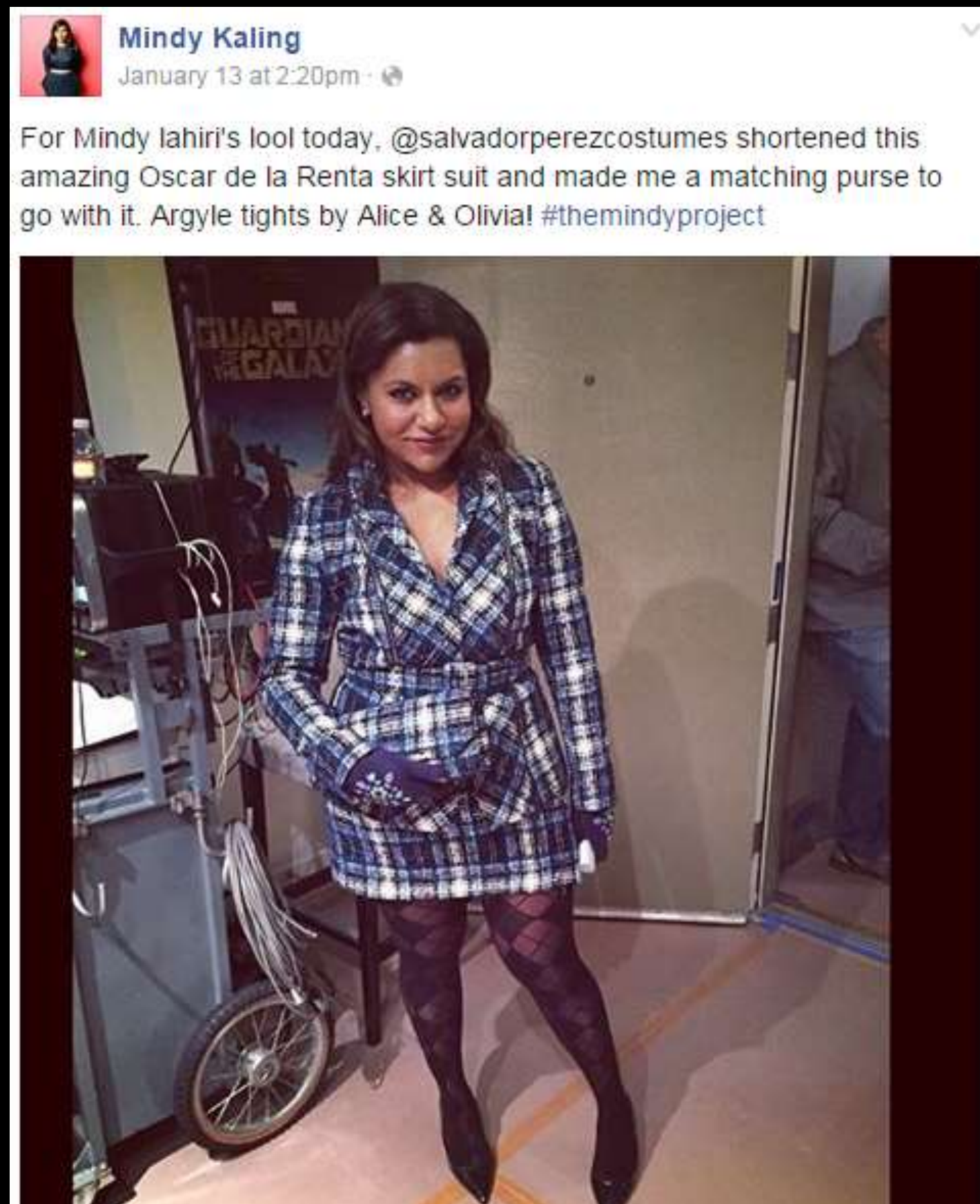


Instagram



Defining Your Voice

Facebook



Instagram





Total Users Per Platform



1.28
billion



1
billion



600
million



332
million



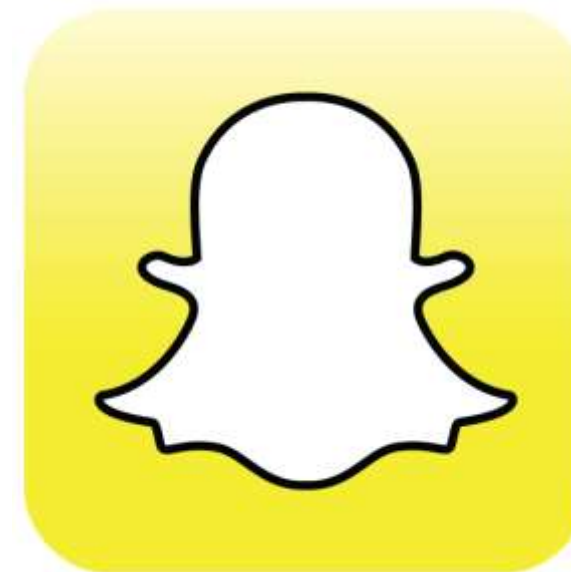
300
million



284
million



110
million



100
million



70
million



40
million



JUST SNAPCHAT IT.



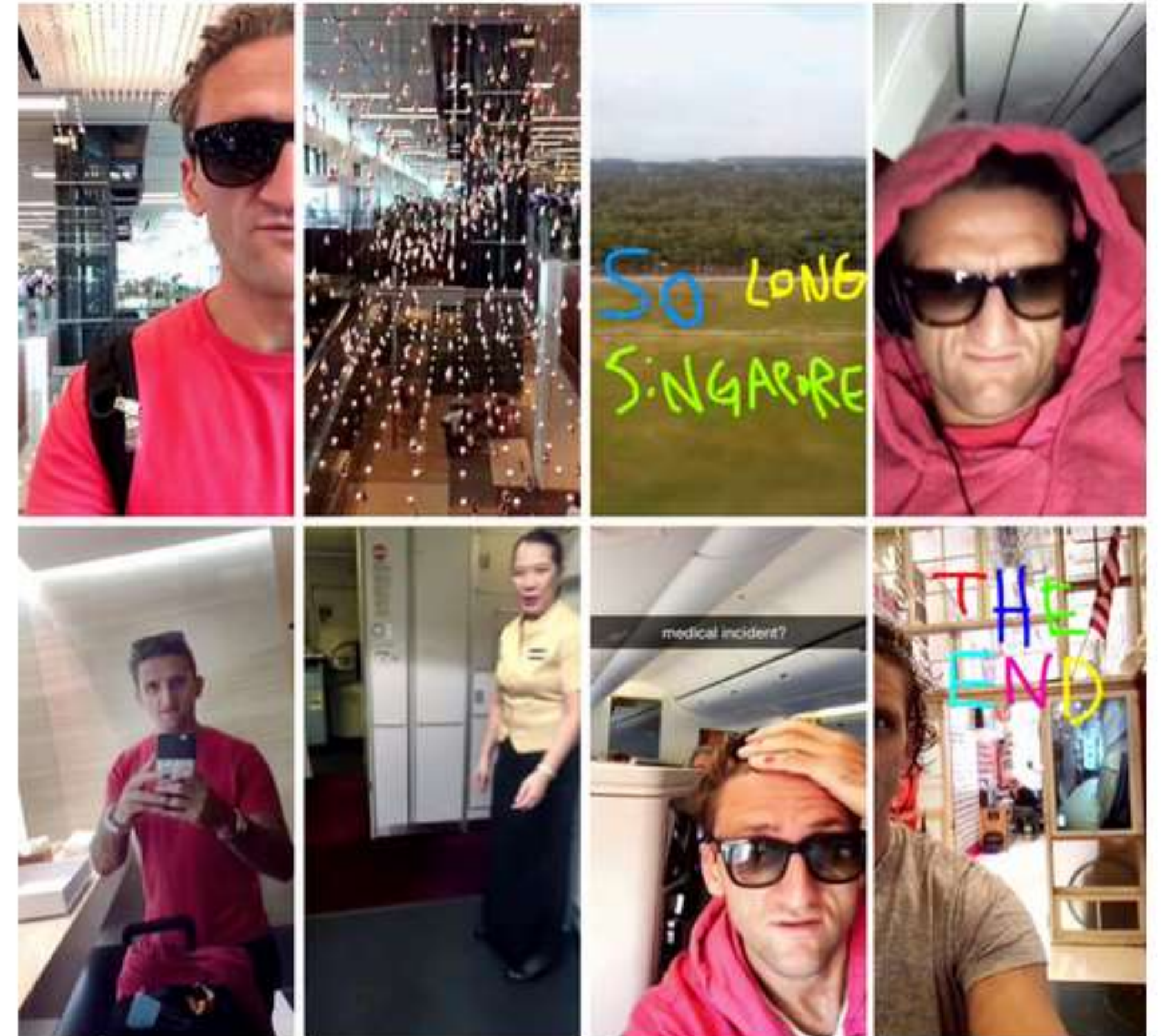
Quote

The best way to understand Snapchat Stories is to imagine a short and very personal TV show: directed, edited and starring you.

Nick Bilton

Be the Star of Your Own Snapchat Story

By NICK BILTON JAN. 14, 2015



Casey Neistat believes that Snapchat Stories are the future of social media.

Email

An original promise of social media was that it mimicked real life. Sites like Facebook, Twitter and Instagram offered places to capture and share your memories, but after using them for several years, I feel like someone who

Insight

WhatsApp drives 18% of
USA Today FTW's sharing
activity vs Twitter's 13%.

Digiday



\$SOCIAL MEDIA

Sponsored Ads



Twitter

Sponsored Ads



Instagram

Sponsored Ads



Vine

Sponsored Ads

 **NFL**
January 10 at 10:33pm · *

Kam Chancellor HURDLES an entire O-Line. Twice.
But somehow misses the FG block. Twice.

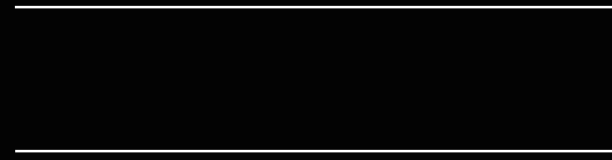


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Like · Comment · Share ·  147,539  6,256  28,440

NFL on Facebook

Digital Talent and Formats





OstrowK@UnitedTalent.com



Quote

A survey *Variety* commissioned in July found that the five most influential figures among Americans ages 13-18 are all YouTube faves, eclipsing mainstream celebs.

Susanne Ault,
Variety 2014

DCN Spec x Be the Sta x 11115 AT x Tony Rev x Man Aw x celebrity x

irvey-youtube-stars-more-popular-than-mainstream-celebs-among-u-s-teens-1201275245/

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Survey: YouTube Stars More Popular Than Mainstream Celebs Among U.S. Teens

EMAIL 76 408 3,711 27k
PRINT TALK 8+1 Tweet f Share



AUGUST 5, 2014 | 09:00AM PT

Susanne Ault

U.S. teenagers are more enamored with [YouTube](#) stars than they are the biggest celebrities in film, TV and music.

SEE MORE: [From the August 05, 2014 issue of Variety](#)

That's the surprising result of a survey *Variety* commissioned in July that found the five most influential

SURVEY: YOUTUBE STARS SHINE BRIGHTEST

Hollywood celebrities aren't as appealing to U.S. teens — and it's not even close



Smosh
Survey Score: 93



The Fine Bros.
Survey Score: 92



PewDiePie
Survey Score: 92



Steve Carell
Survey Score: 69



Seth Rogen
Survey Score: 68



Betty White
Survey Score: 66



KSI
Survey Score: 84



Ryan Higa
Survey Score: 81



Paul Walker
Survey Score: 75



Vin Diesel
Survey Score: 65



Johnny Depp
Survey Score: 63



Daniel Radcliffe
Survey Score: 61



Jennifer Lawrence
Survey Score: 74



Shane Dawson
Survey Score: 72



Katy Perry
Survey Score: 70



Jenna Marbles
Survey Score: 59



Michelle Phan
Survey Score: 39



Ray William Johnson
Survey Score: 27





Don't get lost in the weeds.

**Look at the bigger
picture.**



The image shows a large, modern theater interior. The seating consists of multiple tiers of wide, light-colored leather seats. Each seat has a small, dark, rectangular object attached to its backrest. The stage is at the far end, illuminated by a bright blue star-shaped light. The walls and ceiling are made of a material with a vertical, ribbed texture, and the ceiling is recessed with several small, circular lights. The overall atmosphere is warm and sophisticated.

THE END



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