

#DCNLive

@DCNorg



DIGITAL CONTENT NEXT

Video Day 2015

Thanks to our sponsors!



Digital Content Next

- ① Update on DCN
- ② DCN Member Video Stats
- ③ Accelerating Growth

Intelligence of a Think Tank with the Voice of a Trade Association

DIVERSITY OF MEMBERSHIP

20%
GROWTH



BUSINESS
INSIDER



THE EW SCRIPPS
COMPANY



NewsBeat
SOCIAL



REFINERY29



telegraphmediagroup

VOX MEDIA

THE DAILY CALLER

IJReview

Newsday



RODALE

vocativ



FUSION

Thirteen new members in one year.

Advancing the Future of Trusted Content



A. H. Belo Corporation

Aol News.



Bloomberg

BUSINESS INSIDER



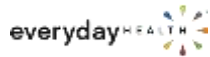
CONDÉ NAST

ConsumerReports.org



THE DAILY CALLER

digitalfirst MEDIA



Forbes



GANNETT



HEARST corporation

IJReview



NBCUniversal

New York | nymag.com

The New York Times
nytimes.com



Newsday



Purch



Slate



The Telegraph

Time Inc.



VIACOM MEDIA NETWORKS

vocativ

VOX MEDIA



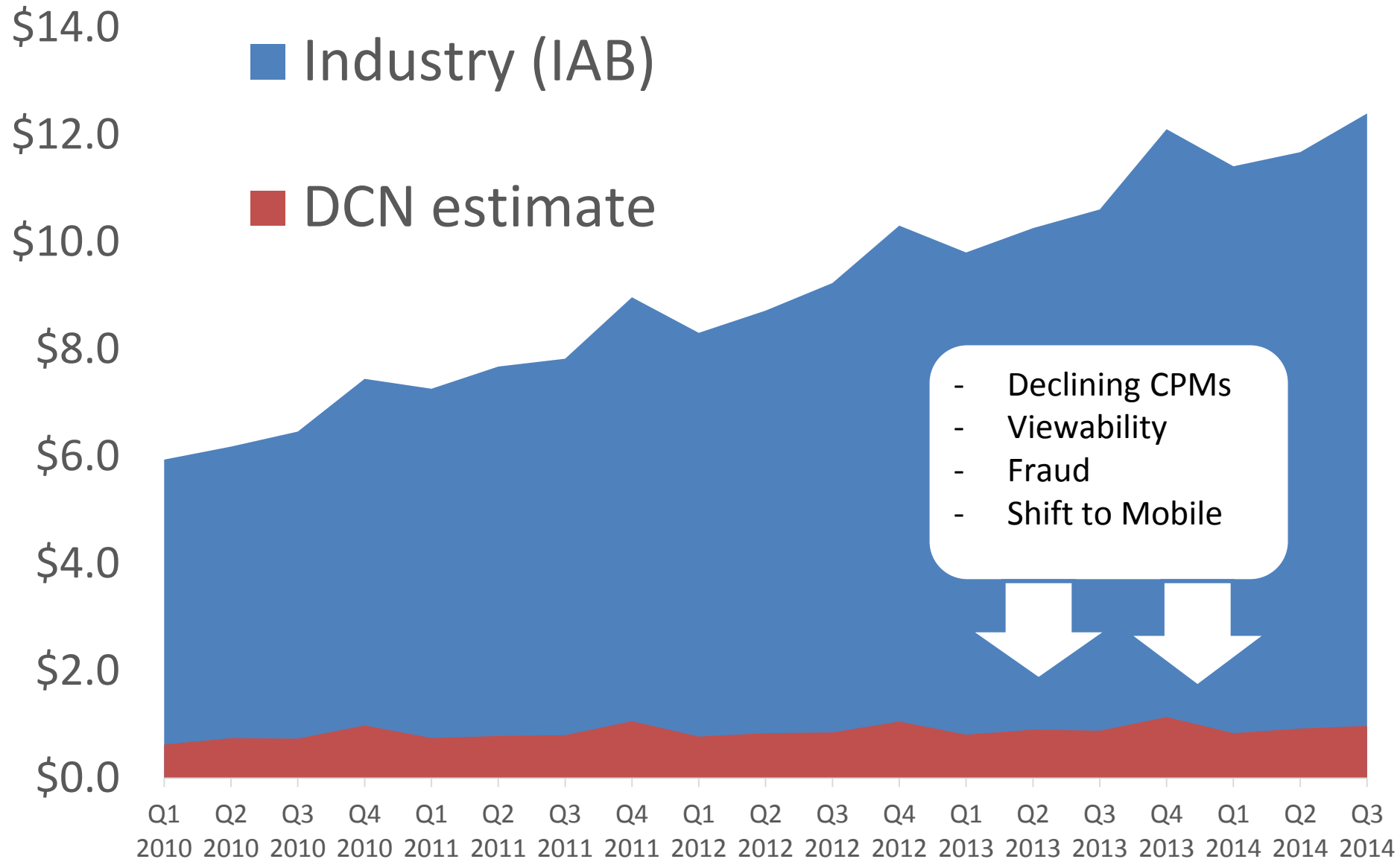
The Washington Post



WebMD

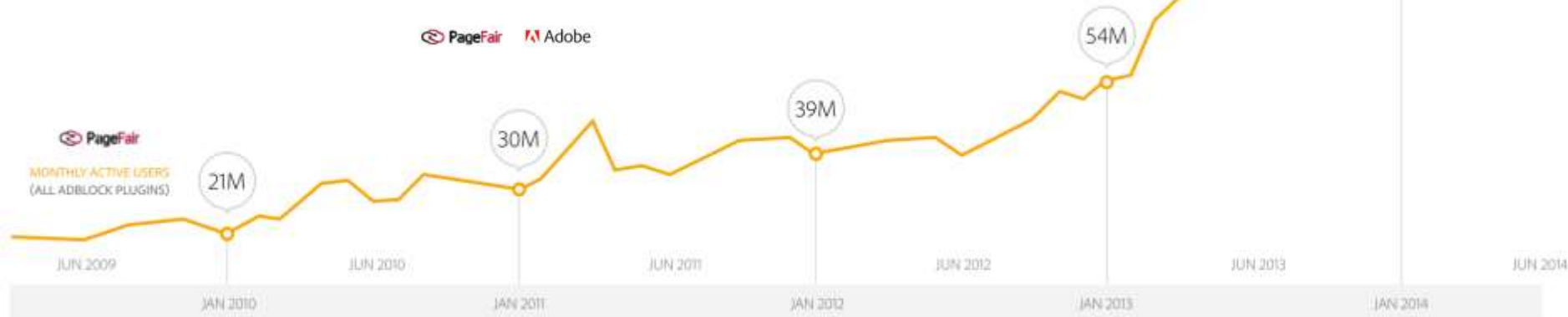
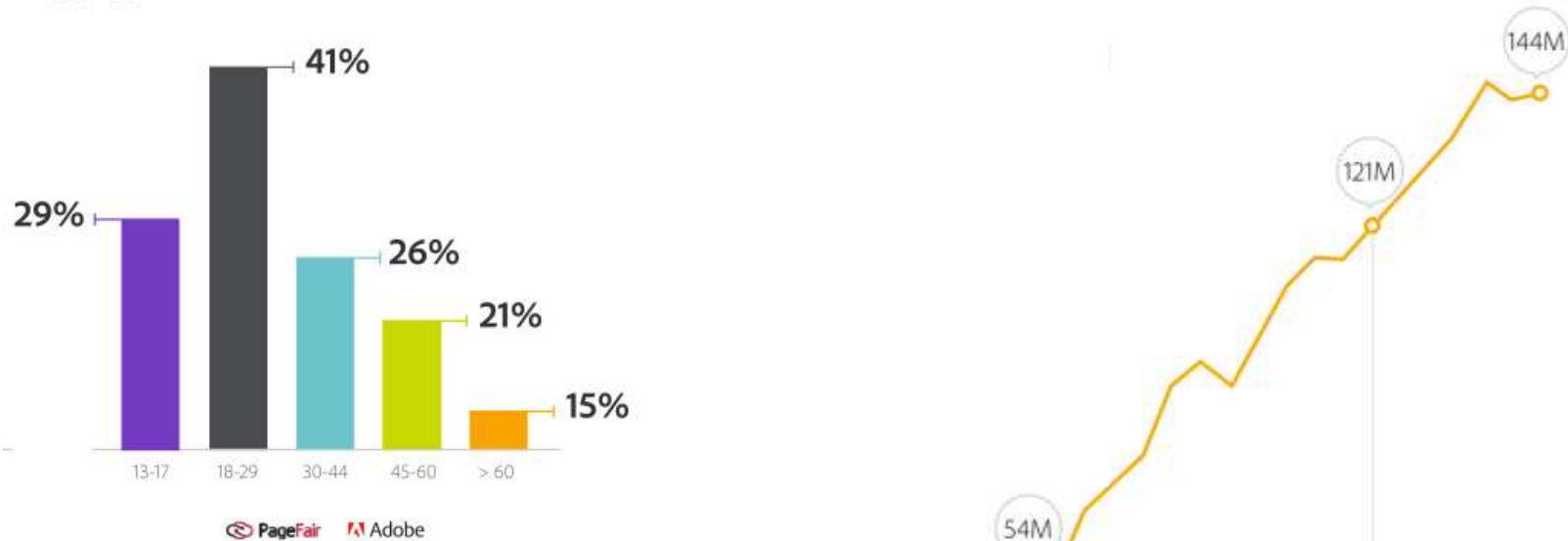


Display Ad Market Pressures Continue



An Accelerating Problem Opportunity

Adblocking growth



CPM Growth Areas – 2014

Mobile
Display

- 2%

Desktop
Display

+ 9%

Video

+ 3%

Sell Thru Rates – 2014

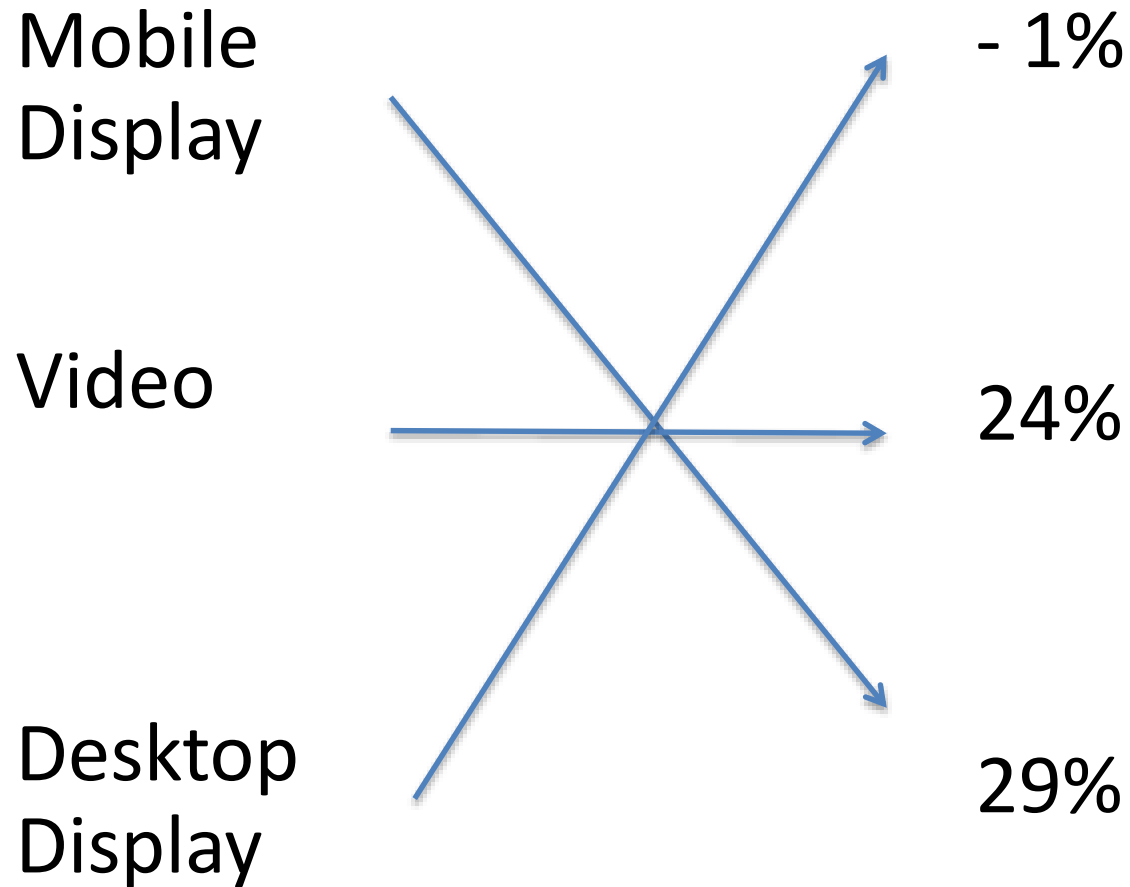
Mobile Video → 68%

Desktop Video → 71%

Desktop Display → 81%

Mobile Display → 76%

Revenue Growth Areas – 2014



#ТВТ

#TBT – Accelerating Video Growth

- Open always wins
- Your brand travels
- Eliminate friction
- Fulfill consumer needs
- Measurement matters
- Business terms always negotiable

Summary

①

DCN is Growing

②

Video Key to Success

③

We Learn Together