
The Future of Web Video Programming and Monetization



VIDEO AT SCALE

- › Designed for maximum audience consumption on O&O websites and other platforms (e.g., Facebook, YouTube, Snapchat), with a focus on audience development
- › Repeatable formats, talent, and news-driven programming optimized for social sharing. Ongoing iterative creative and audience development via data and performance measurement
- › Autonomous vertical video teams supported by centralized studio infrastructure
- › Monetization: Pre-roll advertising and native social platform ad products





PROGRAMMED VIDEO

- › Editorially driven narrative, episodic, high-production video that advertisers want to buy against (sponsor) or that linear cable or OTT networks want to pick up. Longer-form, more like TV.
- › Developed and produced by Vox Entertainment (in-house production company) in collaboration with Vox content verticals and advertising team. Great programming that people want to watch and sponsors want to surround.
- › Monetization: Sponsorship and/or licensing fees



Indiana high school

Brownsburg to

for Brownsburg

BRANDED CONTENT

› Video made for brands to own and syndicate

› Developed and produced by Vox Creative (brand studio) in collaboration with brands. Performance measured and tracked by ad teams.

› Monetization: Ad revenue and production fees



THANK YOU