



Capturing Value in Digital-First Deals

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Current Market Activity



\$1B
acquisition



Up to \$1B
acquisition



\$5.9B
acquisition



\$240M
acquisition



\$400M
investment



\$107M
acquisition

NBC  UNIVERSAL

BuzzFeed



\$200M
investment
each

VR Start-Ups

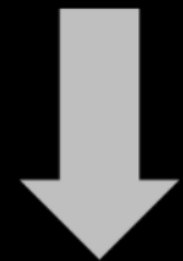
Funding

\$3.8B

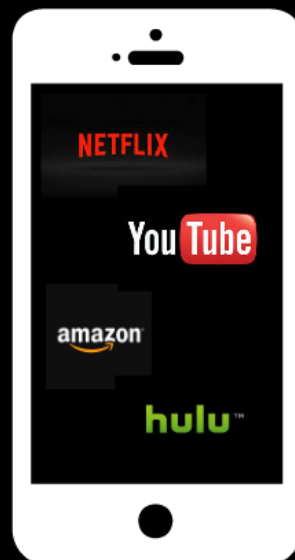


\$87M
acquisition

Remember These Stories?



Who is Next?



Trends and Realities

24%

Of Americans are Cord-Cutters or Cord-Nevers



2017

Year Digital Ad Spend Will Surpass TV Ad Spend



220

Minutes Spent Per Person Per Day in Apps or Mobile Browsers (TV → 168)



**So
why
invest in
digital?**

So why invest in digital?

Faster Go-to-Market



Synergistic Capabilities



Unique Growth Offering



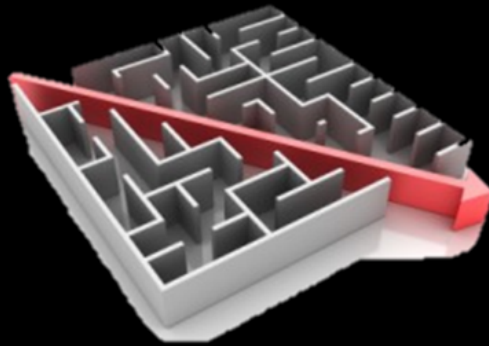
Diversify Portfolios



Power Positioning



Faster Go-To-Market Opportunities



Amazon's acquisition of Twitch for ~\$1 billion allows it to immediately and directly compete with YouTube in the live-streaming gaming industry

Synergistic Capabilities



\$19 Billion



\$2 Billion



1.59 Billion
on **Facebook** each month



900 Million
on **WhatsApp** each month



800 Million
on **Messenger** each month



400 Million
on **Instagram** each month



950+ Million
people notified by
Safety Check in 2015



1 Billion
people use **Groups**
each month



500 Million
people use **Events**
each month



50 Million
small businesses
use **Pages**



19 Million
people connected via
Internet.org



Shipped
Samsung Gear VR
with Oculus software



Unique Growth Offering



Disney's \$400 million investment in Vice Media will allow Vice to start their own linear cable channel under A&E Networks

Diversify Portfolios

Tencent 腾讯



Gaming



Messaging



Social



VR

Signify Positioning to the Market



NBCU's \$400 million investment
in BuzzFeed and Vox showed its
commitment to digital-first content
and provides future production
and advertisement synergies

Faster Go-to-Market



Synergistic Capabilities



Unique Growth Offering



Diversify Portfolios



Power Positioning



**Maximize
the
Investment**

Don't Shortchange Strategy



Validate The Fit

CONTENT

CULTURE

GROWTH

Capture The Value

INTENTIONS = INTEGRATION

**Strategically define rewards
based on mutual success**

Understand TALENT

**Culture, Communication and
Change are not native to
Hollywood**



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