What Matters to Marketers

- **Laura Henderson**, Global Head of Content & Media Monetization, **Mondelez International**
- **Christopher Loughlin**, Director, **SapientNitro**
- **Katrina Craigwell**, Director, Global Content & Programming, **GE**
- **Moderator: Dave Peck**, Global Head of Influencer & Social Media Marketing, **PayPal**

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THE NEW CONTENT ECONOMY

An Invitation for Partnership

DCN Next: Summit
Miami

Mondelēz International

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CAPTURING AUDIENCE ATTENTION HAS NEVER BEEN SO DIFFICULT.

FRAGMENTATION

31.5 hrs activity in 24 hr day

EMPOWERMENT

Ad Blocking +50%

RISING COSTS

TV Ratings -50% while ad revenue flat

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INTERRUPTIVE ADVERTISING JUST WON'T CUT IT ANYMORE.

We need to earn attention.

WE NEED A NEW MODEL: CONTENT MONETIZATION

Make stuff people want to watch

Make investment more sustainable

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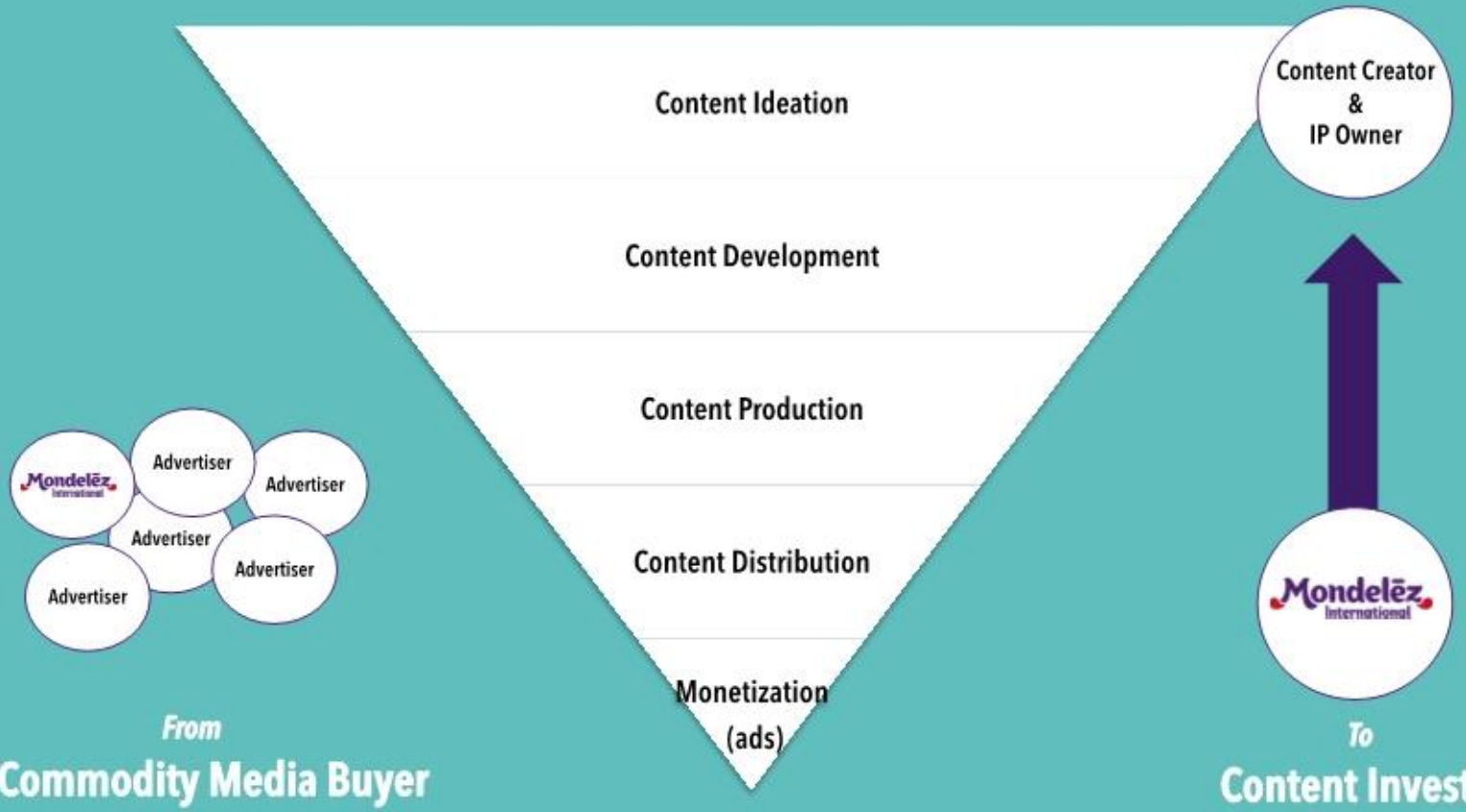
RETHINKING THE ADVERTISING VALUE CHAIN



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SWEATING CONTENT IP

Drive Incremental Revenue

Create Business/Brand Value

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OREO
TWIST
LICK
DUNK

GUVERA

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Mondelēz International + CONTENT CREATORS

LOW RISK/RETURN ← → HIGH RISK/RETURN

Exploit Brand IP	Create New IP	Buy IP

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