
Hot Button Discussion: Distributed Content on Social

Table Setter:

Sarah Frank, Executive Producer, NowThis

Moderator:

Mark Glaser, Founder and Publisher, MediaShift



We Live On Social.

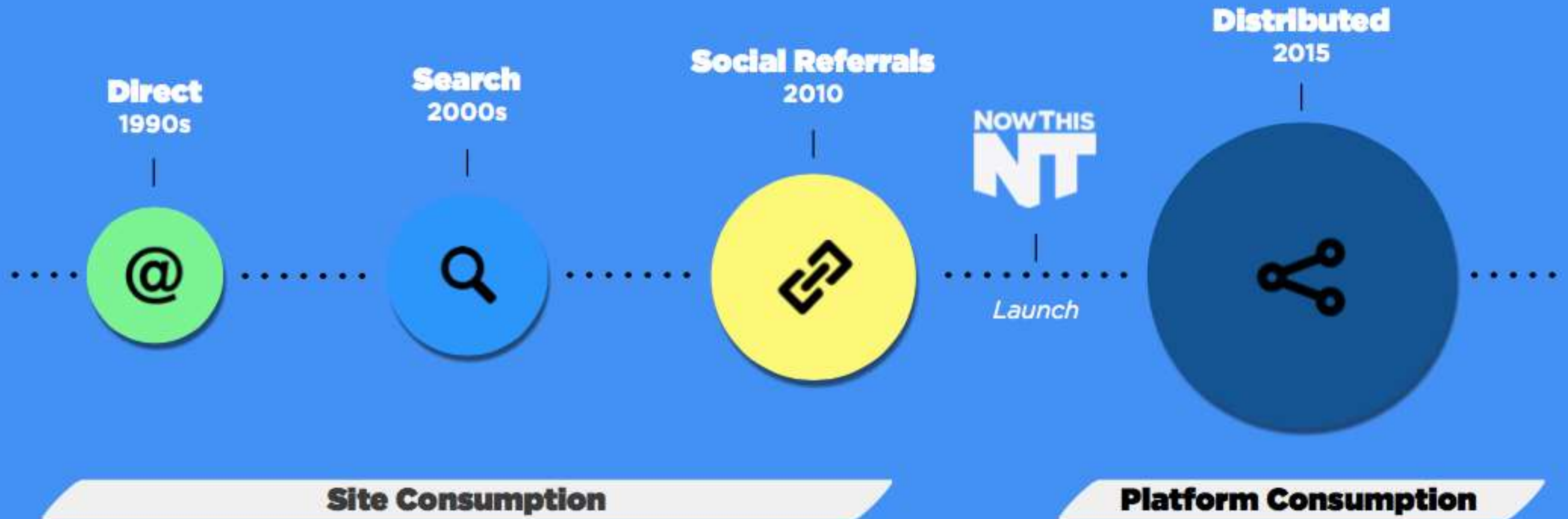
How Killing Our Web Site
& Ignoring SEO Made NowThis
More Relevant Than Ever

Sarah Frank, @sarah_frank
Executive Producer

NowThis
@nowthisnews

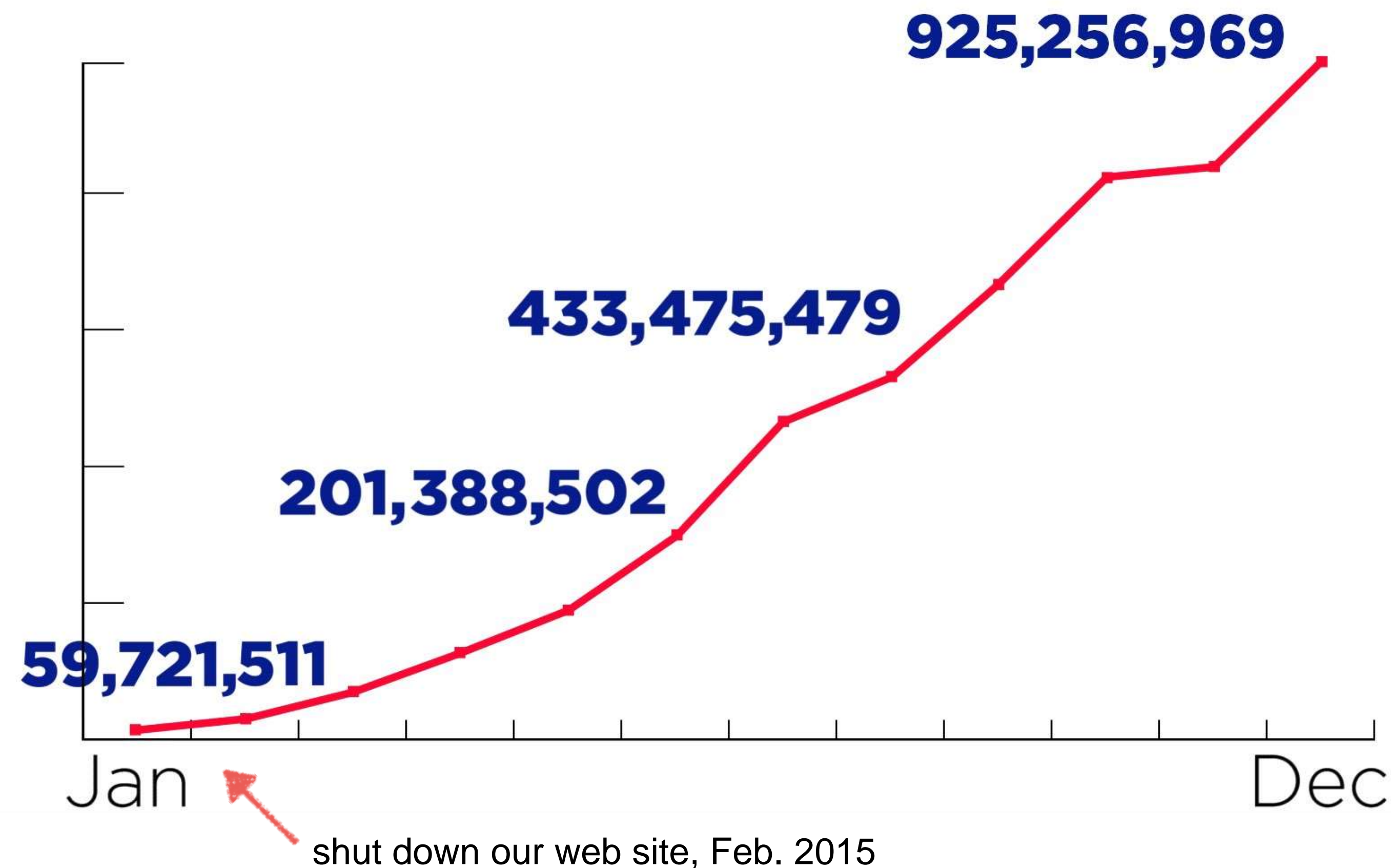
Forefront of Distributed Media

Digital media has evolved - the pendulum first swung from distribution to content, and the pendulum has swung again from sites to platforms. NowThis recognized the opportunity early and has led the charge in the distributed media model.



We Were Ready

Having been at the right place at the right time, NowThis owes its fast growth to leaning into the distributed model early and aggressively.



16+

Distribution Points

60+






Assets Daily











20

Producers

We Are Social. Mobile. Video.

NowThis is the 2nd most-watched publisher on Facebook and the 5th most-watched publisher across all social platforms — **and #1 amongst all news organizations.**

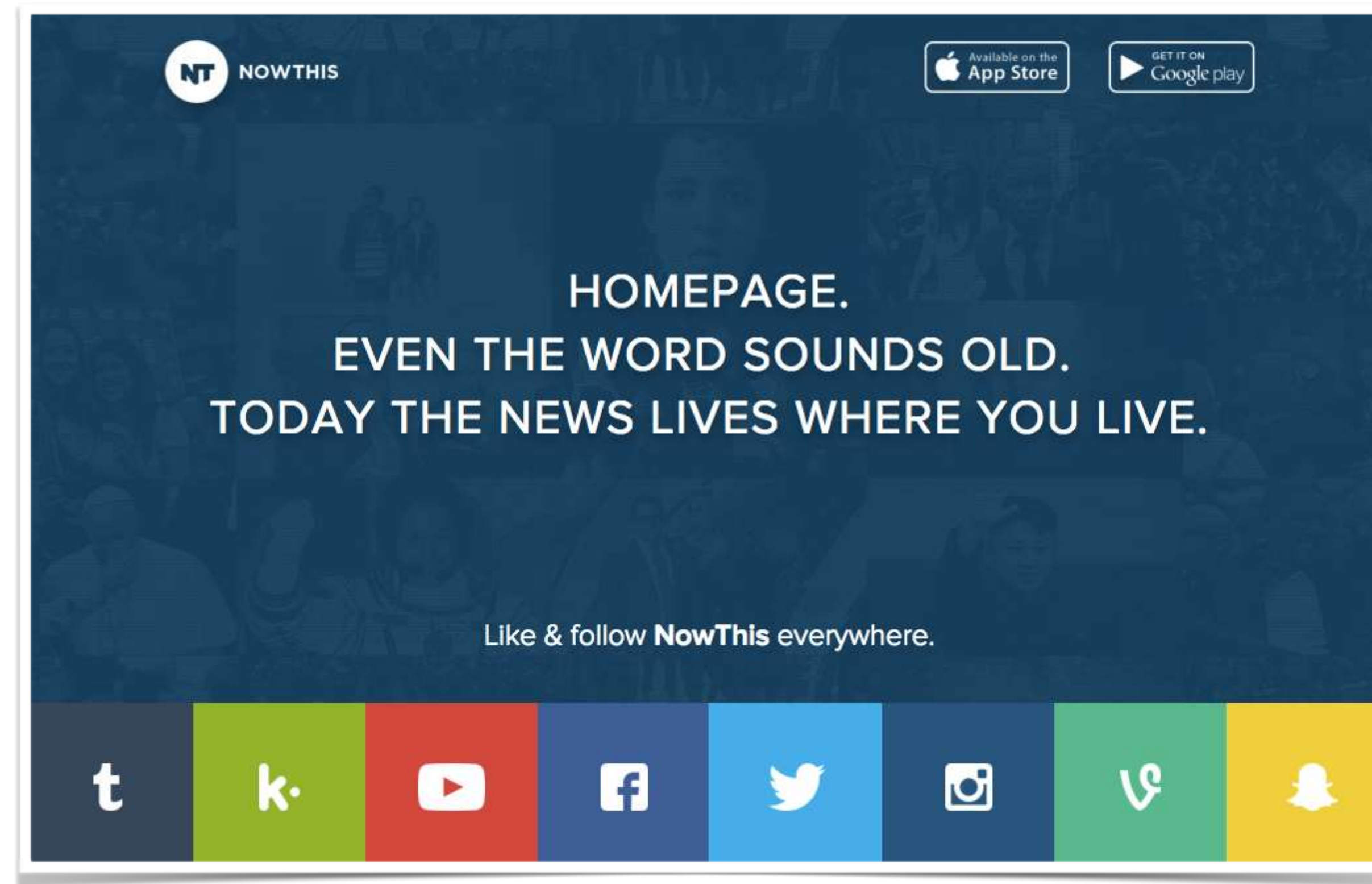
| Most Watched Facebook Creators: December 2015 | | | | | |
|---|-----------|----------------|-----------|-------|--|
|  | | | | | |
| See More Rankings <small>Based on Tubular's global, cross-platform, all-device, video data.</small> | | | | | |
| Name | Dec Views | Dec Engagement | New Likes | Genre | |
| 1  Tasty (Buzzfeed) | 1.0B | 2.7% | 4.1M | Food | |
| 2  NowThis News | 601M | 2.2% | 871K | News | |
| 3  AJ+ | 592M | 2.2% | 636K | News | |
| 4  BuzzFeed Food | 495M | 2.9% | 1.9M | Food | |

| Most Watched Overall Creators: December 2015 | | | | | |
|---|-----------|----------------|---------------|---------------|--|
|  | | | | | |
| See More Rankings <small>Based on Tubular's global, cross-platform, all-device, video data.</small> | | | | | |
| Name | Dec Views | Dec Engagement | New Followers | Genre | |
| 1  Tasty (Buzzfeed) | 1.0B | 2.7% | 4.1M | Food | |
| 2  Justin Bieber | 941M | 5.6% | 7.5M | Music | |
| 3  BuzzFeed Video | 671M | 2.2% | 824K | Entertainment | |
| 4  The Ellen Show | 617M | 2.3% | 2.7M | Entertainment | |
| 5  Now This News | 608M | 2.1% | 844K | News | |
| 6  AJ+ | 596M | 2.2% | 613K | News | |
| 7  WWE | 543M | 2.0% | 1.7M | Entertainment | |
| 8  BuzzFeed Food | 497M | 2.8% | 1.9M | Food | |
| 9  Adele | 473M | - | 3.1M | Music | |

We started building for social, not the traditional web.



Seriously, this is our web site.



We went from 1 million video views per month (July 2014) to nearly 1 billion video views per month (Jan 2015) with virtually zero web traffic.

We Treat Constraints Like Creative Challenges

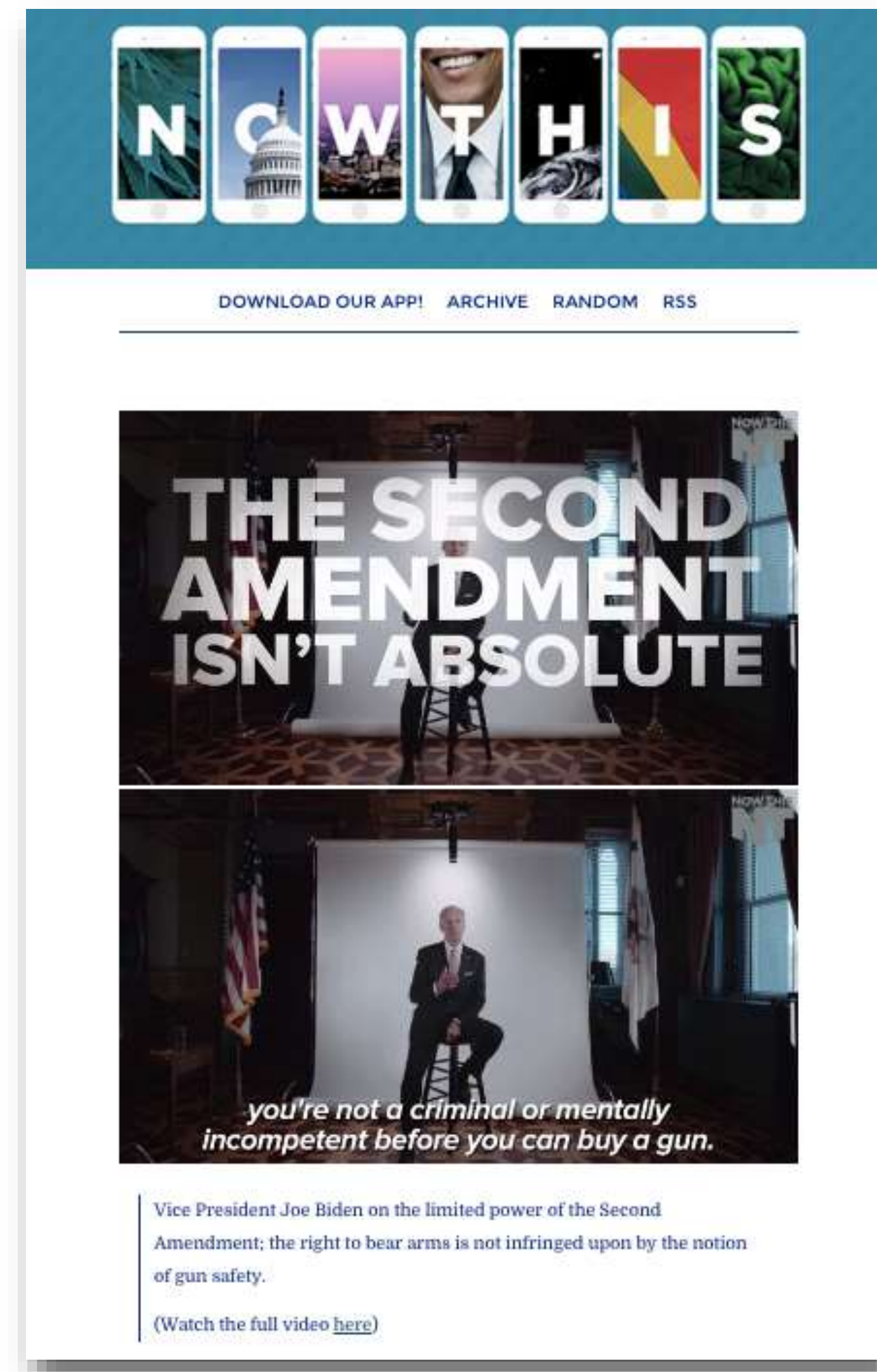
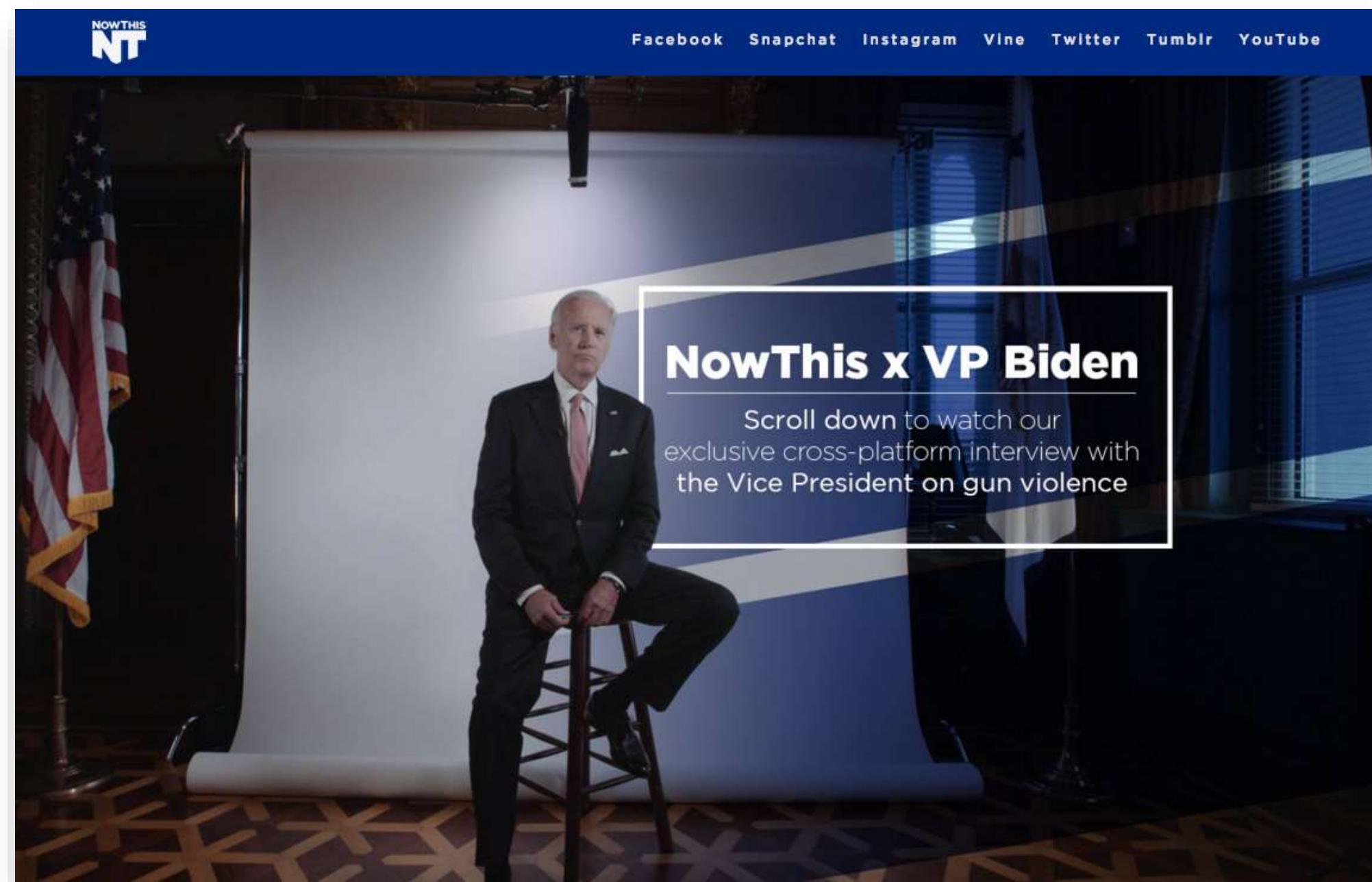
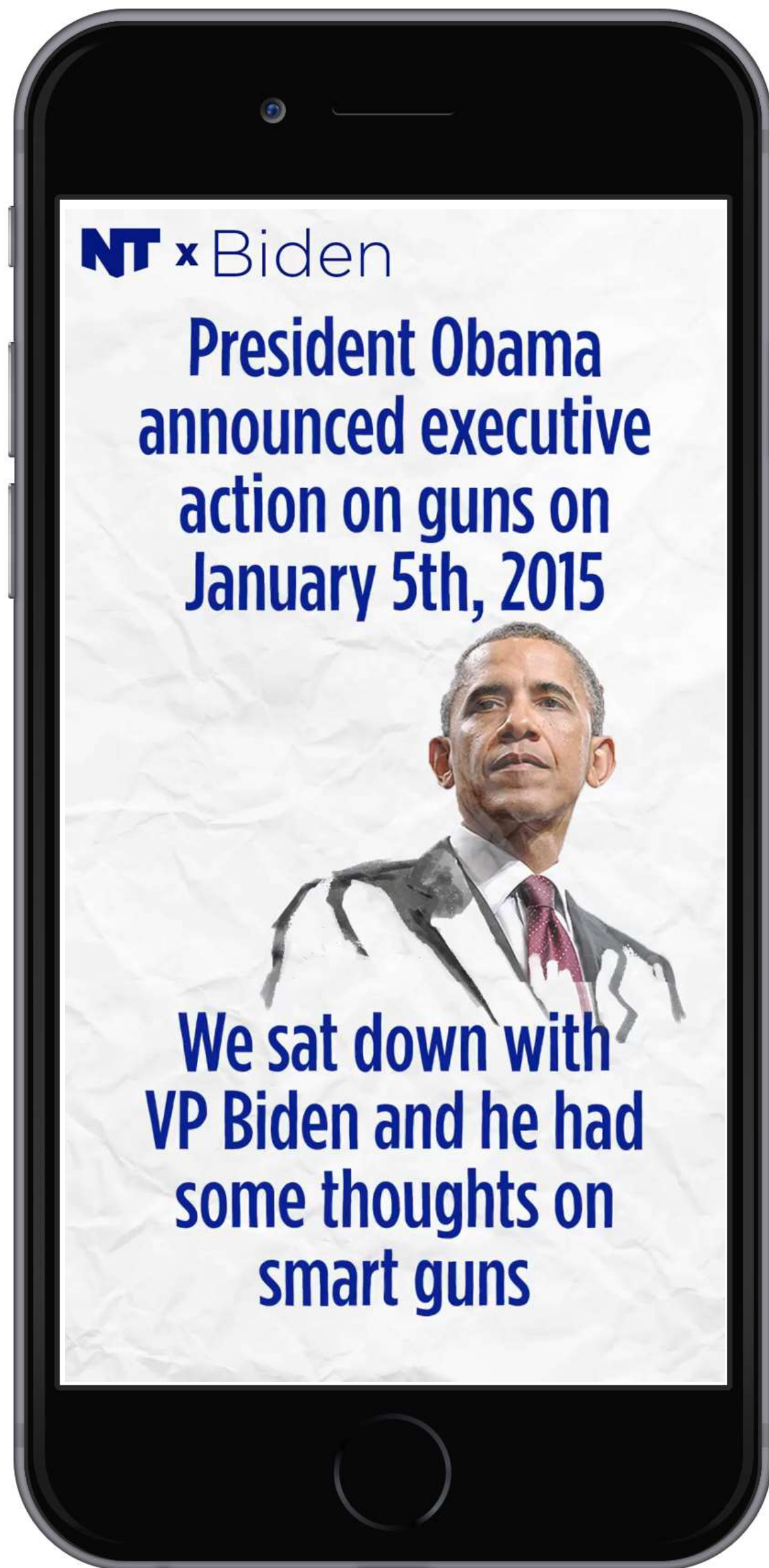
Platform limitations, like audio-off, motivates us to create better content that works **with** the platform, not **against** it



16.5M views on Facebook

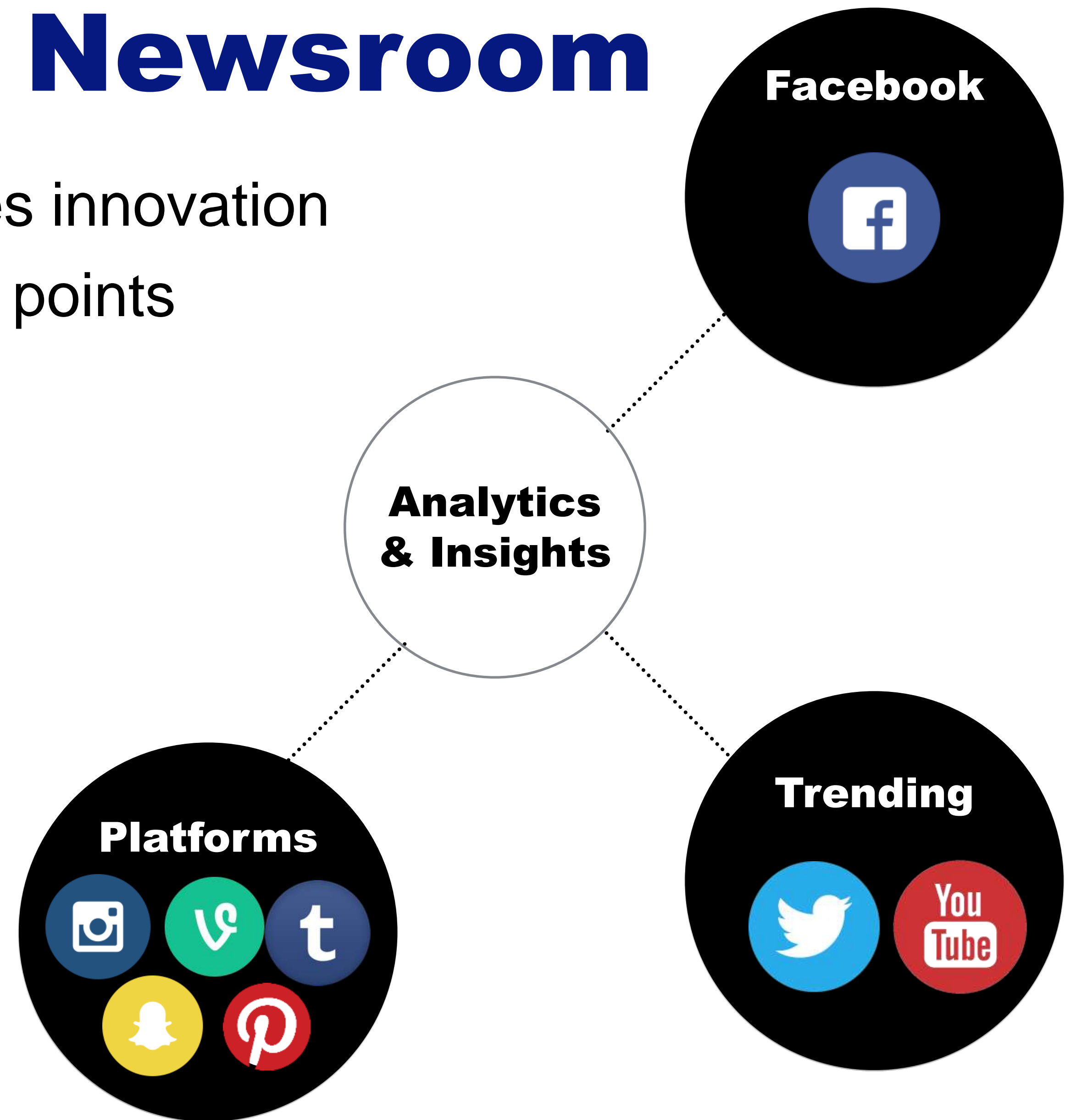


11M views on Facebook



We Shook Up The Newsroom

- Non-traditional newsroom setup forces innovation
- Teams organized by main distribution points
- **Editorial + Insights** feedback loop
- Training for platform expertise



We Look At Failures More Than Wins



Use data to find out what isn't working. Learn from mistakes.
Experiment, test, iterate.

Viral is unreliable, tricky to plan for

Remind Your Team:

- Platforms are not just traffic generators. They are complex personalities and deserve focused attention.
- Platforms have a purpose. They were built for something before publishers entered the equation.
- Platforms are about people. The users are the most vital part of the narrative.
- Listen to your audience. They often tell you what they feel without explicitly telling you.
- Find your voice. If people are going to follow you, what's in it for them?
- Look at your worst practices. That's where there is the most room to improve.

Thank you!

