

Digital Content Next

Legal and Legislative Day
June 14, 2016

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ATLANTIC MEDIA



Bloomberg

BUSINESS INSIDER



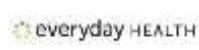
CONDÉ NAST

ConsumerReports.org



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HEARST

INDEPENDENT JOURNAL REVIEW



NBCUniversal



NEW REPUBLIC



The New York Times

News Corp



Newsday



NYLON



Purch



Robb Report



Slate



The Marshall Project



The Telegraph



Time Inc.



vocativ



The Washington Post



WebMD



2015 Financial & Operational Benchmarking Study Overview

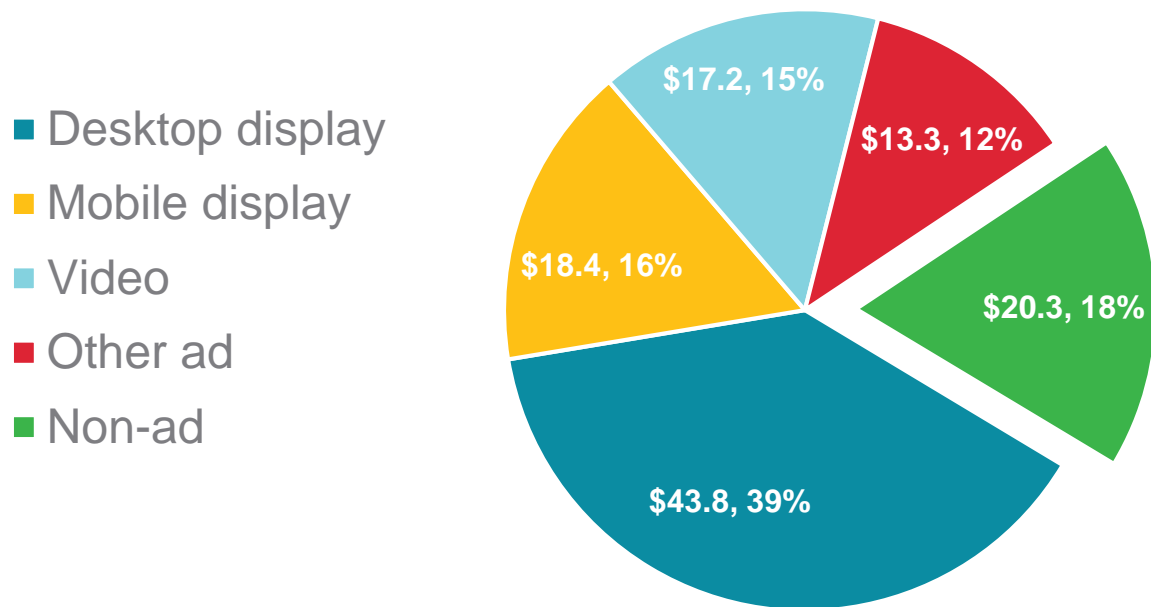
May 2016

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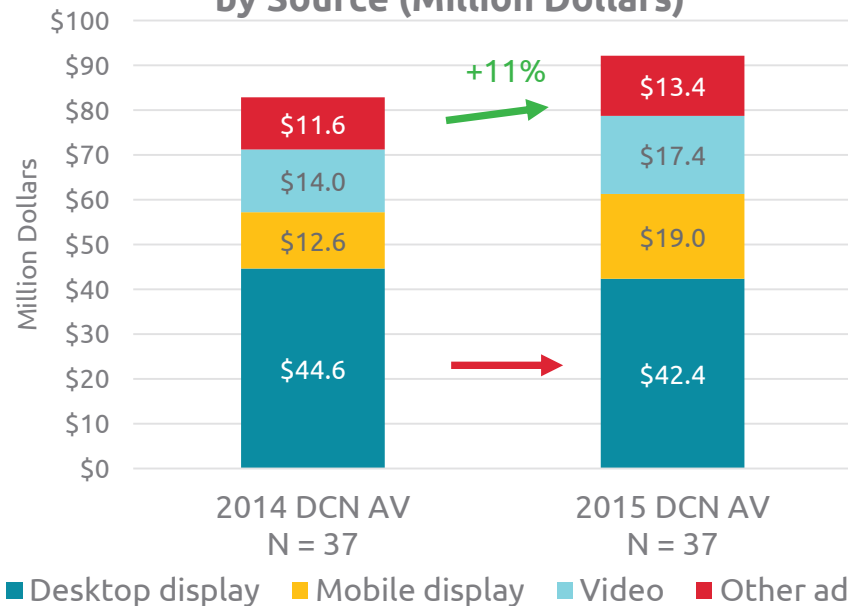
Revenues: Overview

2015 Average Total Revenue by Source
(Million Dollars)

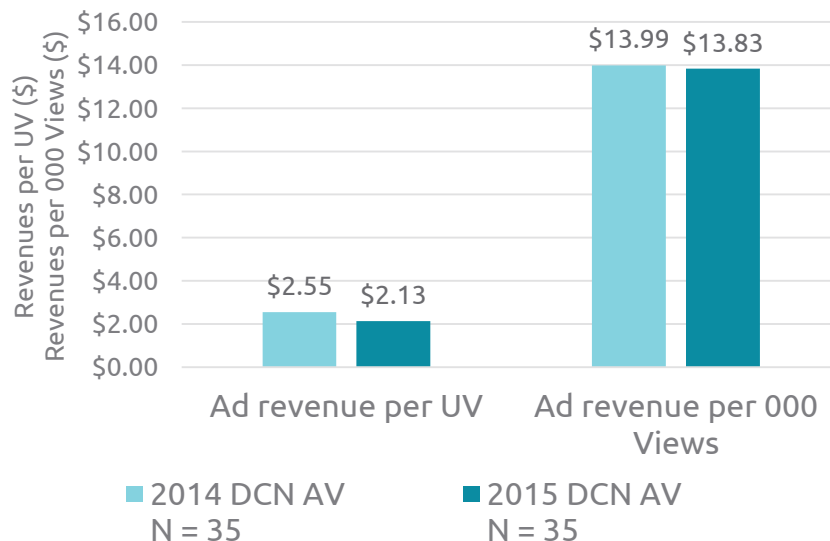


Revenues: YoY Trend

2014 vs. 2015 Average Advertising Revenues Per Company by Source (Million Dollars)

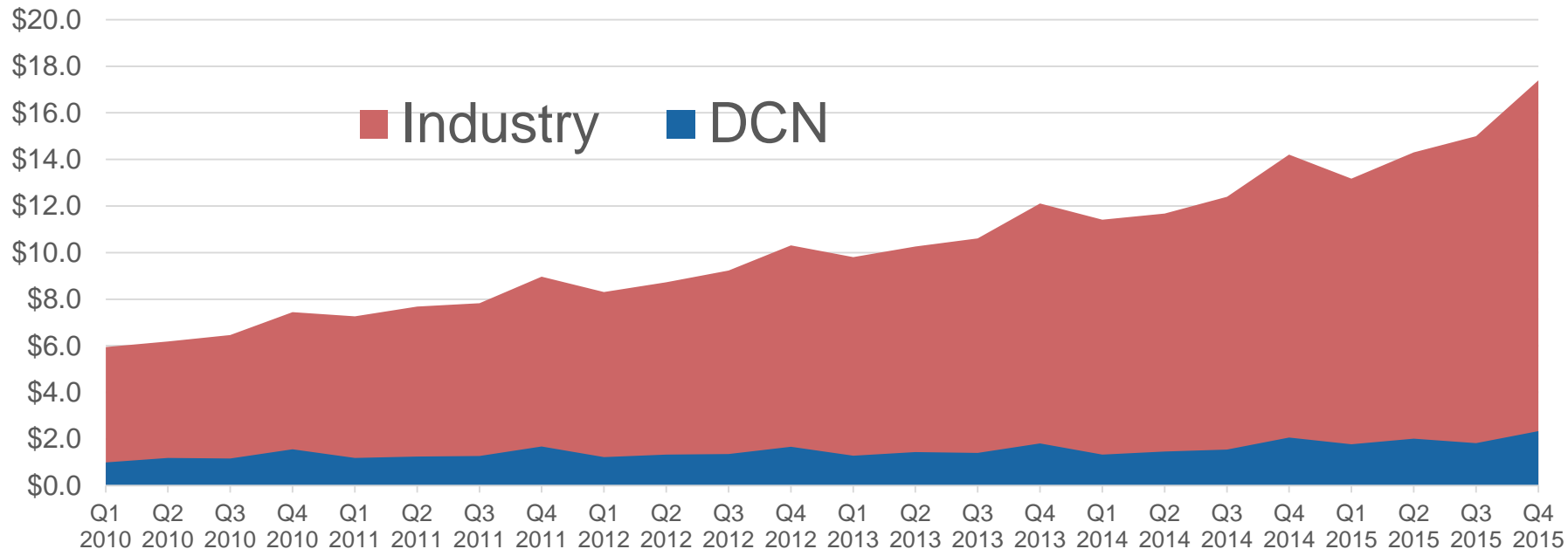


2014 vs. 2015 Avg Ad Revenues per Unique, View (Source: comScore Multi-Platform Media Metrix)



Intermediaries and Distributors Take Share

U.S. Quarterly Advertisement Revenue Trend (\$bn)
Industry vs DCN



Source: Industry (PWC/IAB Annual Reports), DCN (estimated from annual and quarterly benchmark studies)

Digital Content Next

Digital Content Next is the only trade association that exclusively serves the unique and diverse needs of high-quality digital content companies that manage trusted, direct relationships with consumers and marketers.

Digital Content Next

DCN is committed to being a thought leader and relentless advocate for our membership among marketers, policy makers and the press.

“The intelligence of a Think Tank with the voice of a Trade Association.”

So what are we doing?

Key 2016 Research YTD

- **2015 Financial and Operational Benchmark:** *Analyzes revenue, expense and organizational data.*
- **2015 Quarterly Revenue Report:** *In progress.*
- **Social Distribution Impact Study:** *Released May 2016.*
- **Ad Blocking: Membership Survey:** *Released Feb 2016.*
- **Ad Blocking: Consumer Study:** *Released Dec 2015*
- **Economic analysis of data ownership:** *in progress.*
- **Brand impact study from attention/engagement:** *scoping.*

Media & Events To Date

59 press mentions/quotes

14 speaking engagements



Understanding 'Do Not Track': Truth and Consequences

VOICES

By Jason Kint, CEO, Digital Content Next

Make no mistake, this challenge started with publishers. The tech world are finally **apologizing** for their hand in the joining our “**Advertising 2.0: A Call to Think**,” rather than clear up some misinformation about Do Not Track.

SundayReview | NEWS ANALYSIS

The Ad Blocking Wars

By KATE MURPHY FEB. 20, 2016

But focusing on ad-blocking software misses the real point, said Jason Kint, the chief executive of [Digital Content Next](#), a trade organization that represents digital content companies like [ESPN](#), [Bloomberg](#), [Condé Nast](#), [BBC](#) and The New York Times.

The Washington Post

Business

Yahoo's got millions of users, but it's still in decline. What went wrong?

“It was a tough hand,” said Jason Kint, chief executive of Digital Content Next, a trade group representing publishers including Condé Nast, ESPN and NBCUniversal. “They weren’t born with great hands. They were trying to compete with Facebook and



AD BLOCKERS ARE MAKING MONEY OFF ADS (AND TRACKING, TOO)

Jason Kint, the head of Digital Context Next, a digital publishing industry trade group that represents publishers (including WIRED parent company Condé Nast), says that focusing on ad blockers’ business models is a “red herring.” He says, should be focused instead on serving

Legal and Legislative Activity

- Jason Kint testified before House E&C Committee on media ownership rules; sat on FTC Cross Device Workshop panel
- DCN hosted a public event on ad blocking
- Participated in NTIA UAS Multi-Stakeholder Process
- Comments to the FCC
- Analysis of FCC rules on privacy and set top boxes
- Meetings with the FTC, Capitol Hill

2016 DCN Key Dates

February 1-3:	14 th Annual Next: Summit (Miami) & Member Meeting
April 7:	Digital DC (6-8pm)
April 20:	Mobile - Google AMP for Publishers (8-11am)
April 25:	Ad Blocking Stakeholders Summit (12-5pm)
May 3-4:	Board Dinner (6-9pm) & Board Meeting (9-1pm)
May 10:	Content Distribution - Content Everywhere (12-6pm)
May 16:	Meet the Blockers (3:30-6:30pm)
June 23:	Tech - The Tech Behind the Business (12-6pm)
June 14:	Policy - Legal & Legislative Day (Washington, DC)
July 14:	Digital DC (6-8pm)
July 14:	Editorial – Powerful Storytelling (12-5pm)
September 21-22:	Board Dinner (6-9pm) & Board Meeting (9-1pm)
October TBD:	Digital DC (6-8pm)
November 15:	Video - More Video More Money? (12-5pm)
November 30:	Revenue - Power of Brands (12-5pm)

Note: All events in NYC unless noted. Current as of April 25, 2016

2016 Legal and Legislative Day Agenda

- Opening Remarks
- The State of Play on VPPA
- Website Accessibility Under the ADA
- EU Privacy Landscape
- Break
- Programmatic Ad Buying: Pros and Cons
- Ad Blocking
- The Future for Trusted Advertising