



NEXT:
summit
2017

Branded Content as Growth Engine

Maya Draisin

Head of Marketing

WIRED Media Group

Matt Stevenson

Director, Brand Lab

WIRED Media Group



WIRED MEDIA GROUP

BRAND LAB



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WIRED

MAKETECHHUMAN

Expanding the Human Possibilities of Technology

• **TED**

• CTIA



• Suomiareena

• Mobile World Congress

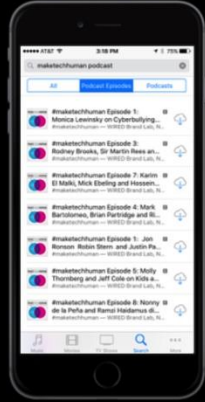
• Economic Times



Podcast

Matt Mira, The Nerdist

Monica Lewinsky



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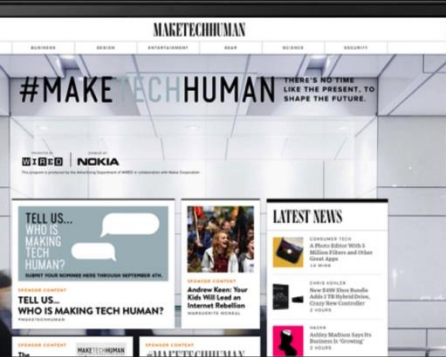
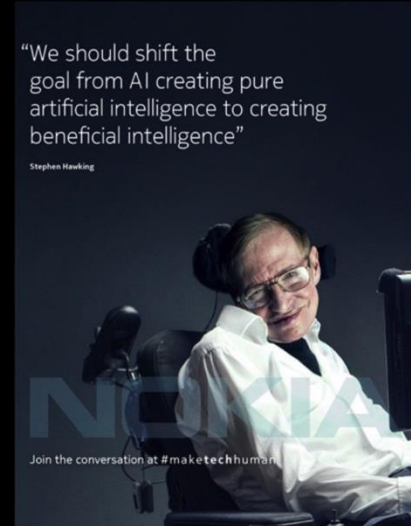
MAKETECHHUMAN

UNLOCKING THE HUMAN POTENTIAL OF A TECH-DRIVEN FUTURE

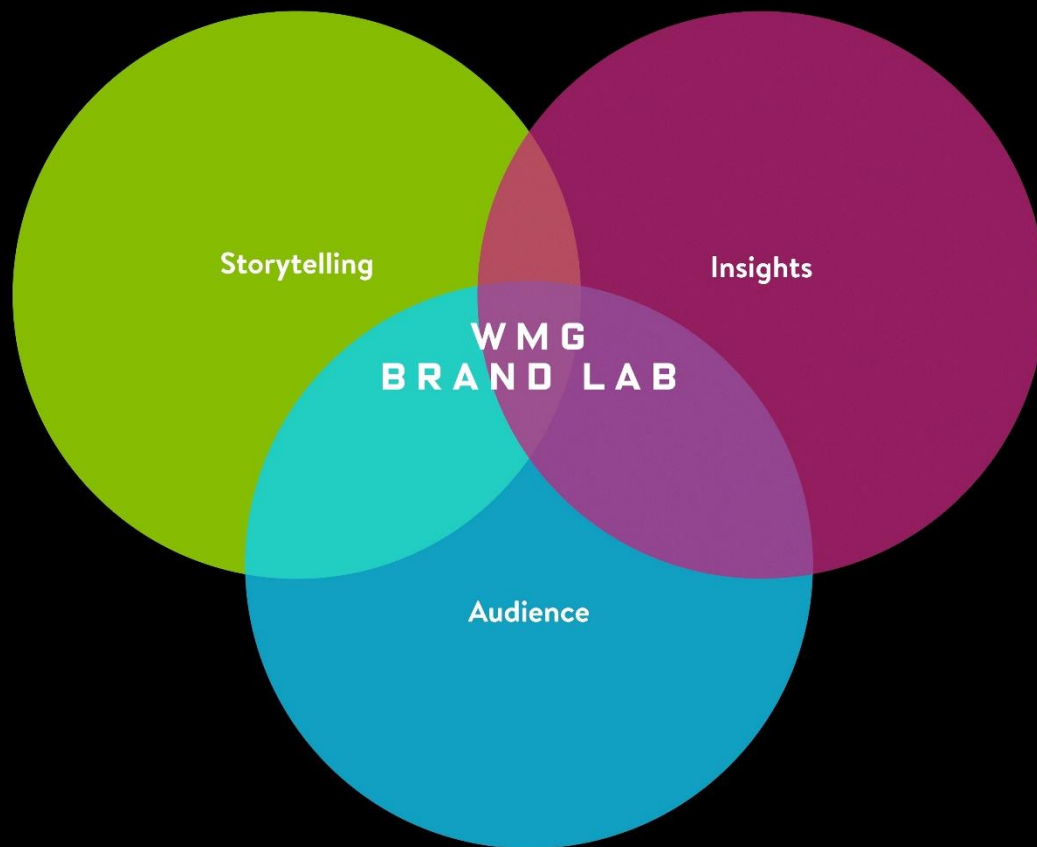
THE FUTURE:
LOTS OF ROBOTS,
FEW JOBS

WANT MACHINES
TO THINK,
TEACH THEM TO SEE

PUBLIC SHAMING:
A FORCE
FOR GOOD?

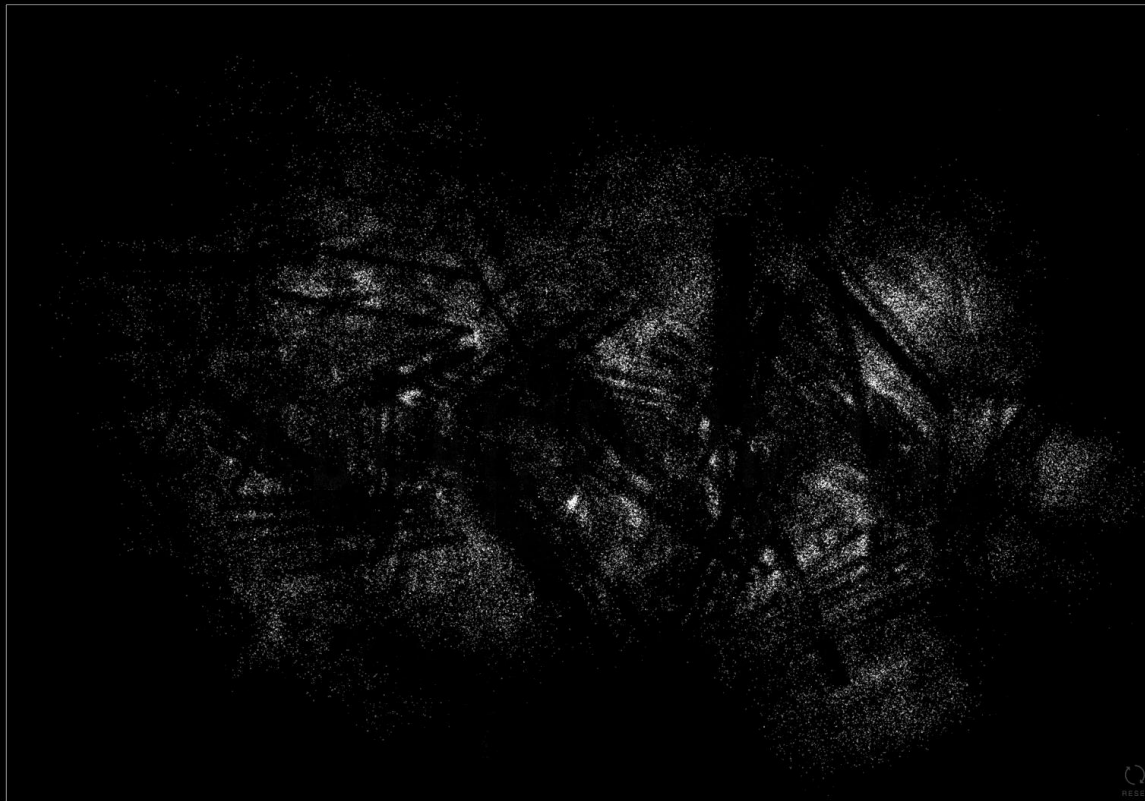


1.1 Billion Global Press Impressions
1.76 Million Engagements
16 Social Mentions of Nokia per second



WIRED MEDIA GROUP

NETFLIX NARCOS + WSJ



NETFLIX NARCOS + WMG

SPONSOR CONTENT

NETFLIX

NARCOS

ALL EPISODES NOW STREAMING

GO TO WIRED.COM



The Tech That Took Down A Titan



BRAND LAB REVENUE

2015

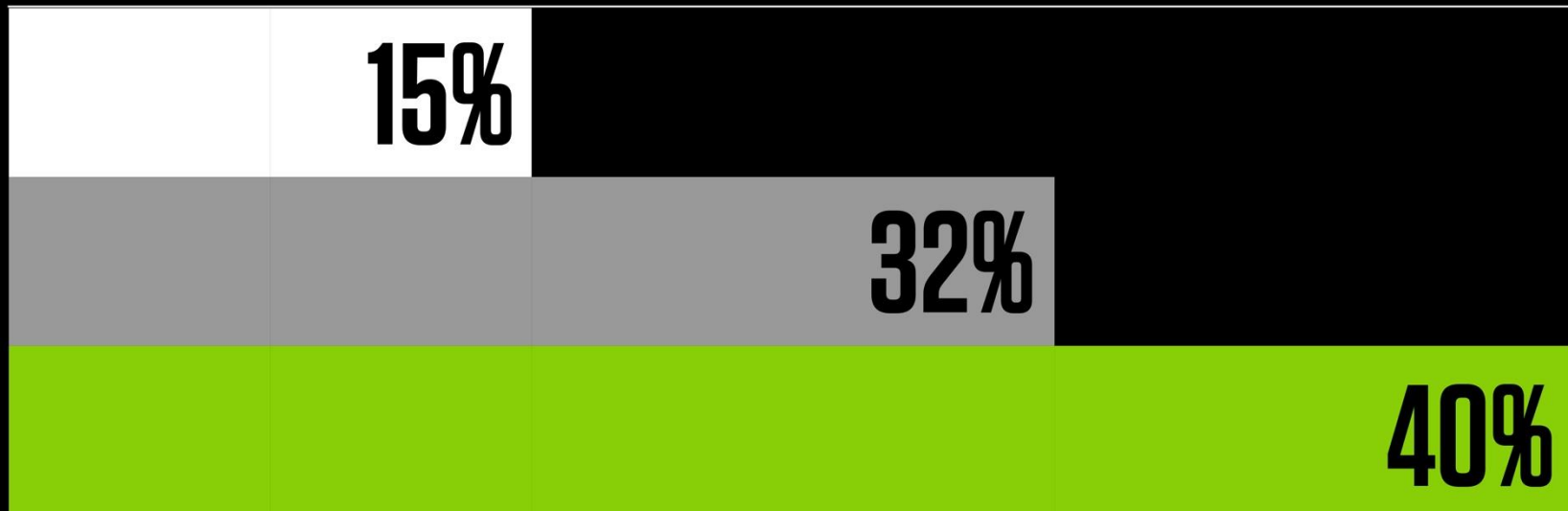
2016

2017

15%

32%

40%

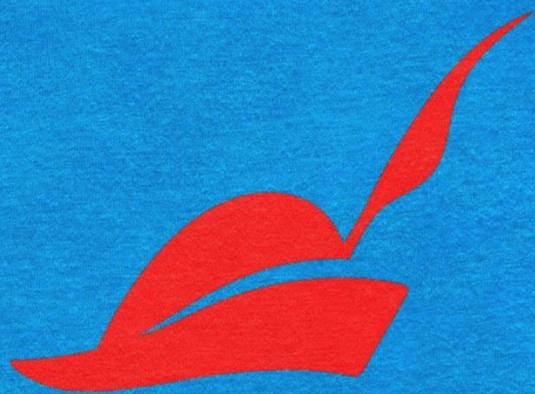


SECRETS OF SUCCESS

DIVERSIFY REVENUE

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pied piper





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EMERGING TECH COUNCIL

Making the Future Real Today

BUILT BY



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MISSION

THE EMERGING TECH COUNCIL is a membership organization for executives looking to future proof their business. Our mission is to

SECRETS OF SUCCESS

DIVERSIFY REVENUE

UNBUNDLE VS BUNDLE

SECRETS OF SUCCESS

DIVERSIFY REVENUE

UNBUNDLE VS BUNDLE

FOCUS ON MARGIN

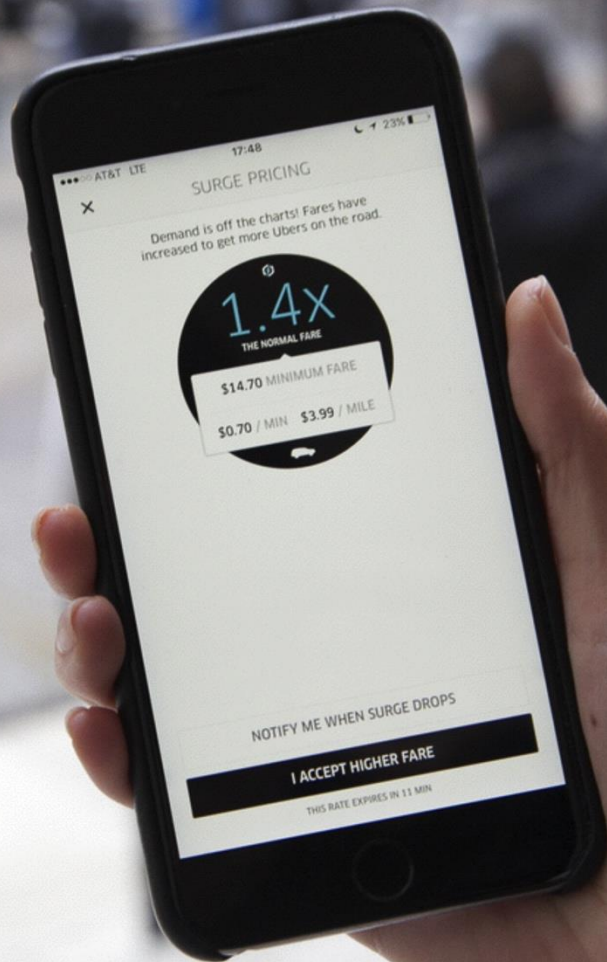
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FOCUS ON MARGIN

SURGE PRICING



17:48
AT&T LTE

SURGE PRICING

Demand is off the charts! Fares have increased to get more Ubers on the road.

1.4X

THE NORMAL FARE

\$14.70 MINIMUM FARE

\$0.70 / MIN \$3.99 / MILE

NOTIFY ME WHEN SURGE DROPS

I ACCEPT HIGHER FARE

THIS RATE EXPIRES IN 11 MIN

SECRETS OF SUCCESS

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UNBUNDLE VS BUNDLE

FOCUS ON MARGIN

SURGE PRICING

CHANGE IS
GOOD





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Q & A