



NEXT:
summit
2017

Building trust in a brave, new world



VOX
MEDIA

New Orleans, January 19, 2017



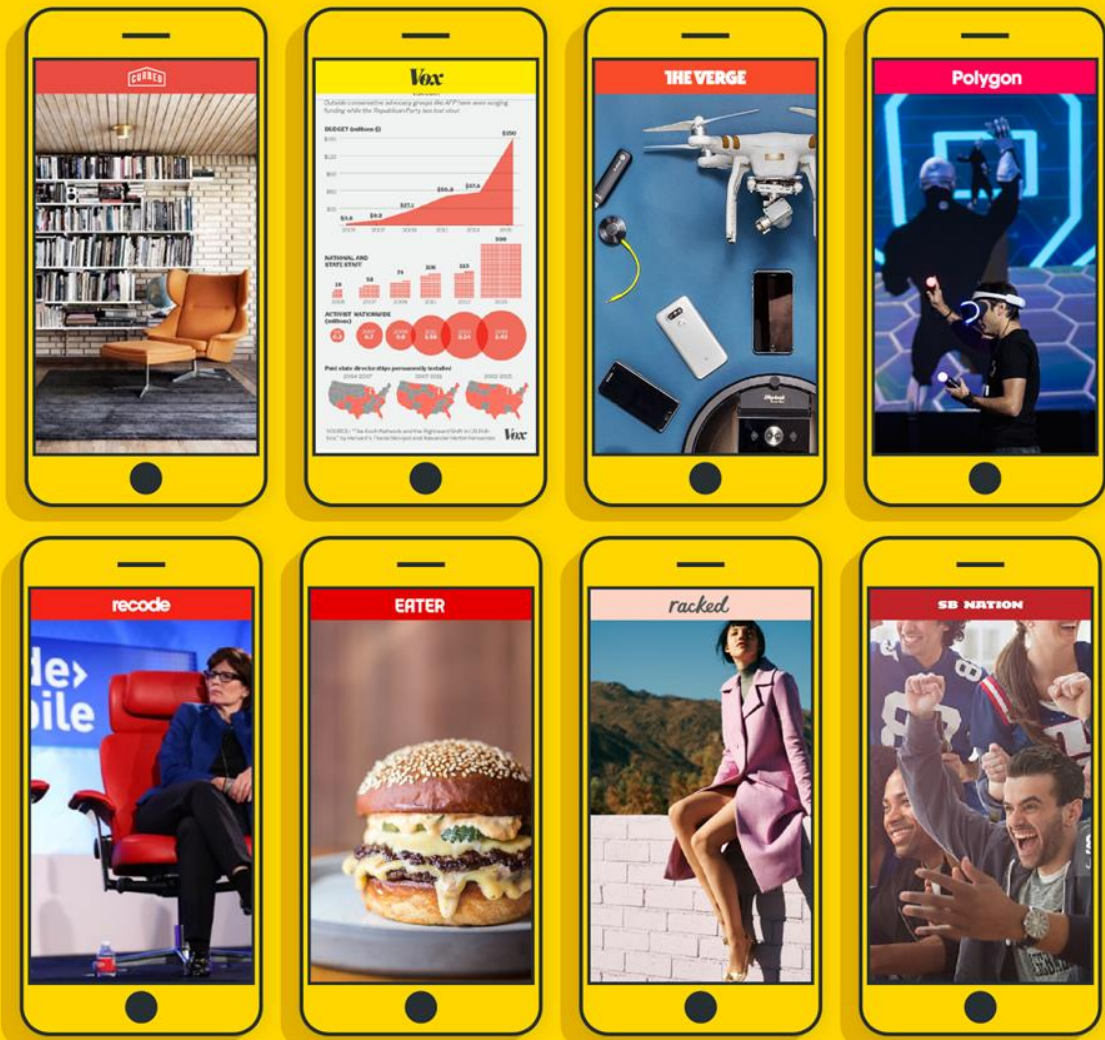
@melissabell

Publisher, Vox Media

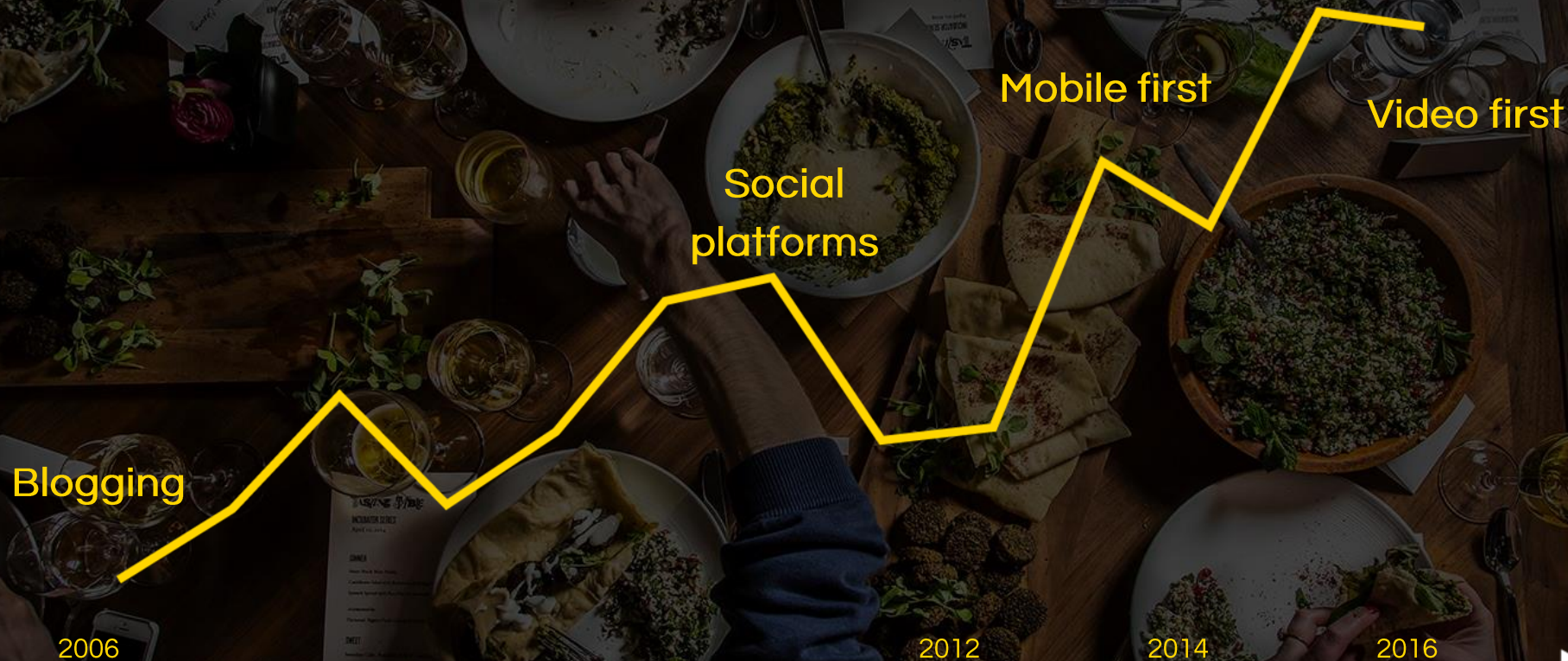


“A publishing house
for the digital age.”

– David Carr,
The New York Times



A decade of digital publishing



Vox Media, **by the numbers.**



8

media brands



40,000+

commits to Chorus



Over 80

brand partners



**Over
800
million**

total monthly
content views



**Over 1.5
billion**

minutes watched
on YouTube in
2016



We're feeling pretty good.
But it's been – let's just say
– **a reflective start** to 2017.



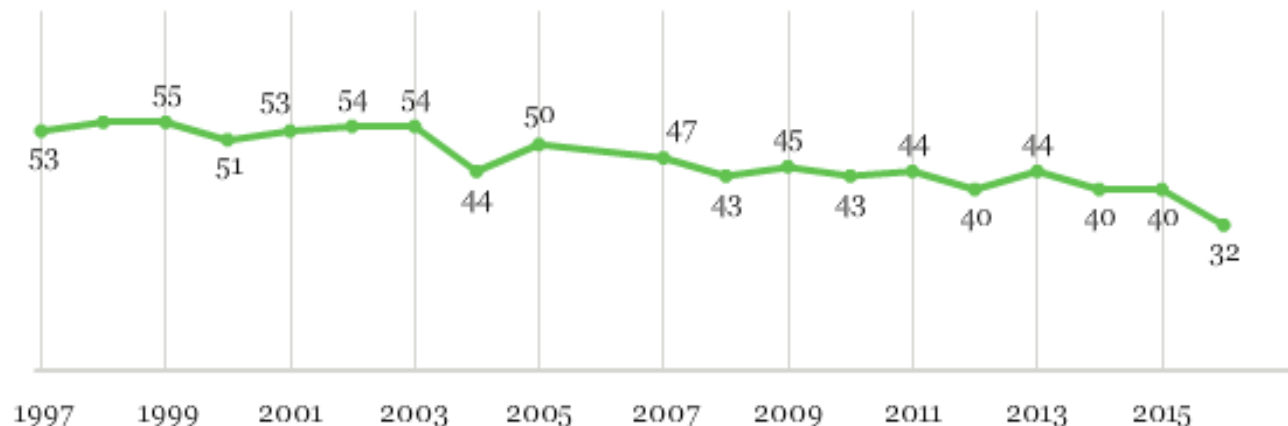
Hell, it's been a **weird** few
decades.



Americans' Trust in the Mass Media

In general, how much trust and confidence do you have in the mass media -- such as newspapers, TV and radio -- when it comes to reporting the news fully, accurately and fairly -- a great deal, a fair amount, not very much or none at all?

■ % Great deal/Fair amount



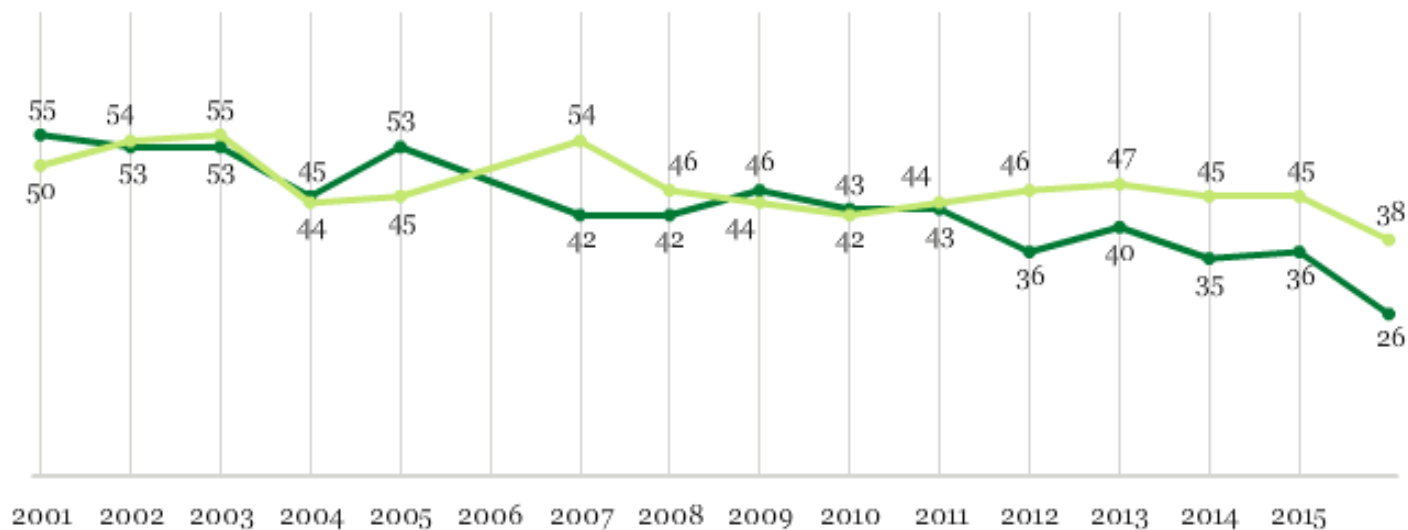
GALLUP®



Trust in Mass Media, by Age

% Great deal/Fair amount of trust

■ 18 to 49 years old ■ 50 and older



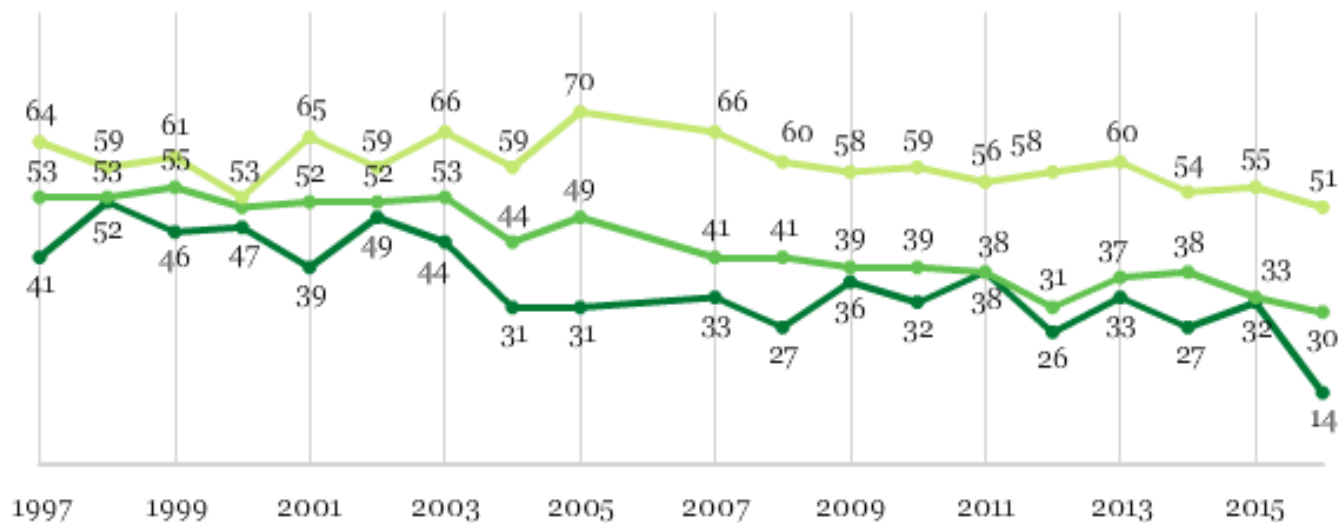
GALLUP®



Trust in Mass Media, by Party

% Great deal/Fair amount of trust

■ Republicans ■ Independents ■ Democrats



GALLUP®



Trust **broke** along the way.



But don't blame the
internet.



Limited space
forced
formats



Too much
space has
other issues



USA TODAY @USATODAY · 40m

#BREAKING Earlier report of death of author Cormac McCarthy is not true; publicist confirms he's alive [usatoday.com](https://www.usatoday.com)



65



43



USA TODAY @USATODAY · 40m

"Cormac McCarthy is alive and well. We have notified Twitter and we have notified our attorneys," publicist tells [@usatodaylife](https://twitter.com/usatodaylife)



46



22



We are no longer
a single-medium industry.



The background of the slide features a dark, slightly blurred image of an Amazon Echo smart speaker on the right side. To the left of the speaker is a stack of books. The spines of the books are visible, with titles such as "JACK WALKER", "ARMINTA STATION", "LOST YEARS", "THE FAN LETTER", and "THE FAN LETTER" (partially visible). The text "amazon" is visible at the bottom of the Echo device.

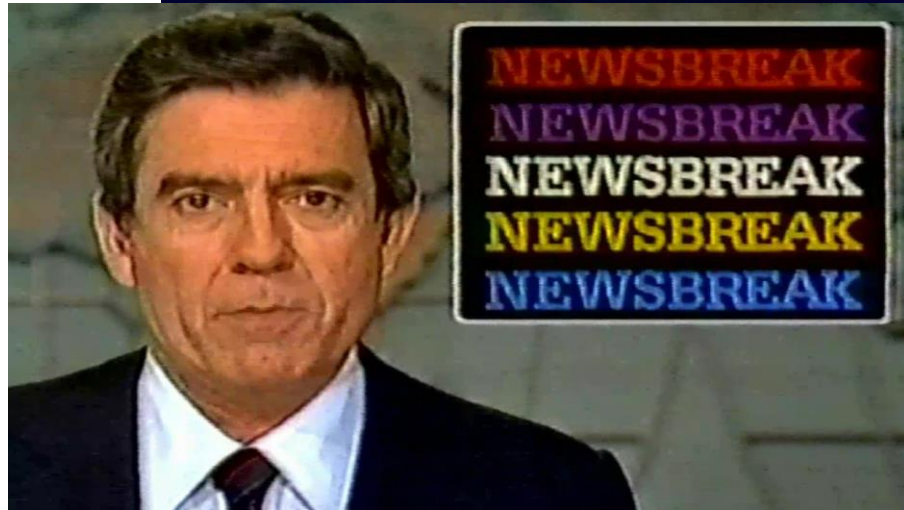
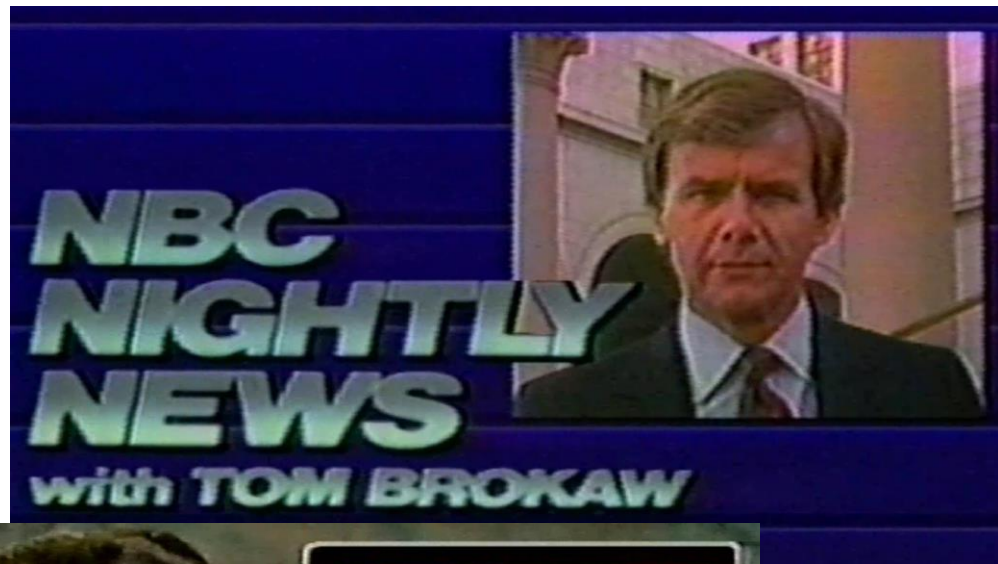
“Echo, give me Recode headlines .”

“Okay.

“Today Mark Zuckerberg sold \$95 million in Facebook stock to start making good on his philanthropy promise.”



We are no
longer a
single-truth
society.



And lest we
forget: the
revenue
model.

We ended up creating one of the most hated tools in the advertiser's toolkit: the pop-up ad.

The fiasco I want to talk about is the World Wide Web, specifically, the advertising-supported, "free as in beer" constellation of social networks, services, and content that represents so much of the present-day web industry.

I've been
since
web d
and a
up wi



DIGITAL
TRENDS

THE BEST GALAXY S7
EDGE CASES

LEARN MORE



[Home](#) > [Web](#) > Banner ads suck, say guys who invented banner ads

BANNER ADS SUCK, SAY GUYS WHO INVENTED BANNER ADS

By Natt Garun — April 9, 2013 12:30 PM



How to Download Movie

Ad - (D-15)



The internet is not
a finished product.



Let's rebuild it as
we want it, **and need it**, to
be.



TIP 1

Invest in **authority**



There is still
confidence in
individual
brands



TIP 2

Build **brands**, not ~~newspapers~~,
~~television shows~~, ~~websites~~...





Get the
news

TIP 3

Listen to your **audience**



**Ross Miller** ✓

@ohnorosco



Following

Let's say hypothetically I was looking at a bunch of @verge merch ideas / designs right now. What would you want? cc @Kiey

RETWEETS

3

LIKES

36



12:15 PM - 18 Oct 2016



3



36



Reply to @ohnorosco @verge @Kiey

**Ross Miller** @ohnorosco · Oct 18

welp, god help my twitter feed today



17



View other replies

**D. Michael Moore** @Kiey · Oct 18

@ohnorosco you've cursed us both!

TIP 4

Re-examine **everything**
(but don't throw it all away!)



Lean into
quality



The screenshot shows the Facebook profile of Dan Rather, a verified user with the handle @theDanRather. The profile picture is a black and white portrait of him in a suit. The cover photo is a collage of images, including a live broadcast from Panama City, Florida, and a large photo of him in a green trench coat. The left sidebar shows navigation links for Home, About, Posts, Photos, Videos, and Instagram. The main content area displays a post from August 17, 2016, which is a text-based announcement.

Dan Rather ✓
@theDanRather

Home
About
Posts
Photos
Videos
Instagram

Like Follow Share More

Dan Rather
August 17, 2016 · 🌐

Search for posts on this Page

With this in mind, I want to bring your attention to a searchingly provocative and thorough article by Ezra Klein on this topic in [Vox](#). To me he is emerging as one of the most thoughtful journalists working today - one driven by a search for deeper understandings and not afraid of wading into complexity and context. He raises many tough questions for us journalists to answer. It is well worth your read and I hope we can have a spirited conversation in the comment section on my page. If you have specific questions you want me to answer on this topic, please post them there and if you see a question you like, please like the comment so that it rises to my attention.



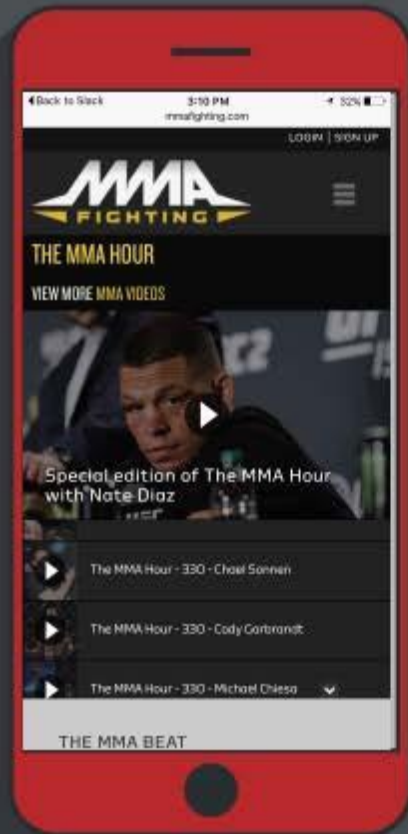
TIP 4

Build for **scale**





SB NATION



This tournament will be even more fun than you think.

Watch on YouTube | Subscribe to SB Nation on YouTube

TWITTER

SHARE (10)



The power of
data to
inform
decisions.

ARTICLE



Puerto Rico's debt crisis, explained in 11 basic facts

The island is \$72 billion in debt. Its governor says it's facing a "death spiral." And now its fate is up to — gulp — Congress.

RECOMMENDATIONS

 Content published about 5 hours ago



An [Optimize experiment](#) on this story shows a clear headline favorite with site visitors coming from Twitter.

Consider tweeting this headline via the [@voxdotcom](#) and [@ezraklein](#) accounts.



Many readers are coming to the site from Facebook. *Consider posting this story to the [Vox account](#).*



The Vox Sentences newsletter is a significant source of traffic. *Consider following-up on this story in tomorrow's email.*



This story seems to be related to [another story](#) that performed well last week, but does not link to it.

Consider linking to last week's feature.



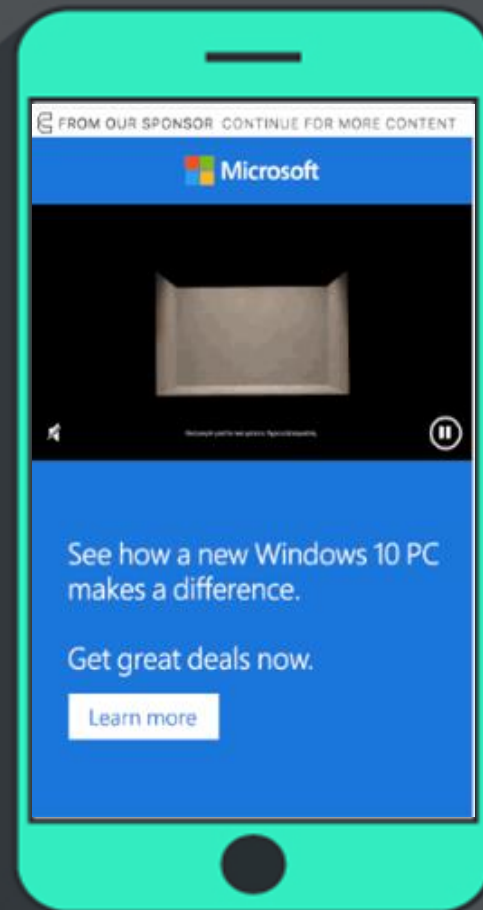
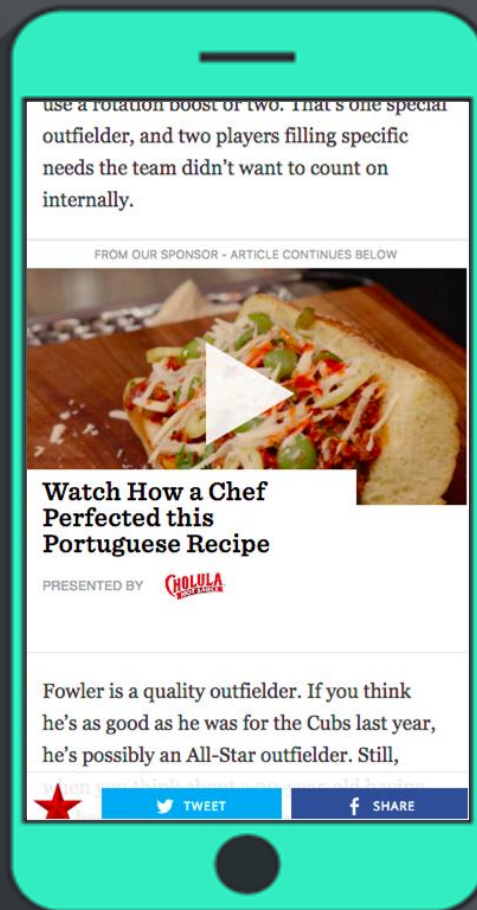
TIP 5

Same rules apply to **revenue**





CONCERT



VOX MEDIA 

NBCUniversal

THEVERGE

EATER

RACKED

SB*NATION

Vox

CURBED

<> recode

 Polygon



USA

Syfy

blastr



 GOLF



chiller
SCARY GOOD

 NBC NEWS

 ROTOWORLD

Entrepreneur

oxygen

BRIT+CO

The
BOLDE

VINEPAIR

Indiewire®

BGR

HollywoodLife

VARIETY

DEADLINE

TVLine

Premium
sites deliver
**premium
performance**

67%

Higher brand lift than
non-premium sites

3x

More effective in brand
favorability, consideration,
and intent to recommend

Performance
& engagement



CONCERT

48%

Completion Rate

5

Average minutes spent



~25-30%

Completion Rate

~1.2

Average minutes spent



VOX
MEDIA

Thank you!