



NEXT:  
summit  
2017

# Fans First: The Art & Science of Engagement & Performance

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**USING DATA, ANALYTICS,  
& CREATIVE INNOVATION  
TO IMPROVE  
PERFORMANCE &  
CULTIVATE FANDOM**

**VIACOM**  
**FANS FIRST**

A high-contrast, cinematic image of Earth from space. The sun is rising directly behind the horizon, creating a brilliant white glow and a series of radiating light rays that fill the upper right portion of the frame. The Earth's surface is visible in deep blue, with white clouds swirling across it. The dark, star-filled void of space surrounds the planet. In the lower-left quadrant, a cluster of bright orange and yellow lights, likely city lights from a continent, is visible. The overall mood is awe-inspiring and majestic.

**60 BILLION HOURS**



# **OPERATING SYSTEM**





**BELIEF  
SYSTEM**

**+**

**OPERATING  
SYSTEM**





# Viacom Audience Science

Capturing Insights Through Big Data

# Younger

TV LAND







**THE BEST WAY TO RIDE OUT THE STORM**

FORECASTS MAPS VIDEO PHOTOS NEWS TV WINTER STORMS

Darien, CT Weather  
Observed at 7:45 am EST

26°F  
Feels Like 17°

DAY	TEMP	DESCRIPTION	PRECIP	WIND
TODAY	30°	Blizzard	100%	NNE, 32 mph

**THE BEST WAY TO RIDE OUT THE STORM**

mtv news

I Was Called A 'Whore' Just For Walking

follow mtv news (x)

trending

**Younger**  
Sponsored · 🌐

The best way to ride out the storm. Binge watch Younger from the beginning NOW On Demand.

**Younger**  
Wednesdays at 10p on TV Land. 40-year-old Liza (Sutton Foster) passes herself off as 26 to land a job. Now she has to make sure no one discovers her secret.

WWW.TVLAND.COM

99 Likes · 11 Comments · 2 Shares

Like Comment Share



Younger was the #5 most  
binge-watched show nationally

Ratings increase vs. prior episode

Boston +657% ❄️

New York +47% ❄️

Philly +50% ❄️

D.C. +20% ❄️

Source: Comcast/Xfinity OnDemand, Nielsen L+3

A couple is seen from behind, sitting on a dark sofa in a dimly lit living room. The man is wearing a blue shirt, and the woman is wearing a grey top. They are both looking towards a large television mounted on the wall. The TV screen shows a blurry image of a person in a red dress. To the left of the TV, there is a black lamp with a silver base. To the right, there is a black vase with white flowers. The overall atmosphere is cozy and relaxed. The text "VIACOM" is in a small, white, sans-serif font, and "vantage" is in a large, white, bold, sans-serif font, both centered over the couple.

VIACOM  
**vantage**



# FROM BROAD DEMOS TO CUSTOM AUDIENCES

A large, diverse crowd of people, mostly young adults, sitting in bleachers at an outdoor event. The crowd is dense and fills the frame, representing a broad audience.

**BEFORE**

Two men are sitting at a picnic table outdoors. The man on the left, wearing a red and grey hoodie, is looking at a laptop. The man on the right, wearing a red striped shirt, is holding a large brown paper bag and looking at the laptop. A green bottle is on the table. In the background, there is a green pickup truck and trees, suggesting a park or festival setting.

**NOW**

# VANTAGE USES RICH AND DIVERSE DATA SOURCES FOR SEGMENT IDENTIFICATION





# VANTAGE CONNECTS YOUR MESSAGE TO YOUR TARGET SEGMENT

THE VIRTUAL NETWORK ALLOWS YOU TO PLAN, DELIVER, AND TRANSACTION BASED ON YOUR STRATEGIC TARGET

## PLAN



Custom Target

### unique target

The brand's custom segment definition...

## DELIVER



Viacom data and  
broad data sets



sophisticated,  
predictive models



continuous  
optimization

### virtual network media plan: high-performing content

...is matched with broad data sets and then targeted with a Virtual Network media plan...

## TRANSACTION



transparent  
reporting



true target  
guarantee

### clear, impactful results

... that guarantees target impressions without compromising your goals

# OUR DATA PLATFORM ENABLES A CLOSED LOOP LEARNING SYSTEM FOR MARKETING

Vantage's true north is **target concentration** and **hit rate**



## TARGET AUDIENCE HIT RATE

viewership data to measure target audience concentration where your flight ran

But some clients like to **go one (or more) steps further** to **understand the impact** of their campaign



## BRAND UPLIFT

custom surveys to measure awareness, consideration, and intent



## SALES AND TRAFFIC UPLIFT

Loyalty/credit card data and location data to show sales and traffic impact

To zero-in on targeting impact, we might recommend looking at a **target audience engagement** using **second-by-second data**



## VIEWER ENGAGEMENT

set-top-box data to show tune-in second-by-second

Depending on your brands, different effectiveness measurements can be more relevant

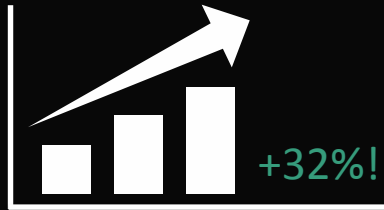
VIACOM  
**vantage**  
campaign effectiveness



# MEASURING PHYSICAL VISITS TO DEALERSHIPS USING LOCATION DATA



## ADS DROVE MORE VISITS TO DEALERSHIPS



Exposed audiences were 32% more likely to visit an auto dealership than the control group

## KIDS SHOWS BUILD ADULT BRANDS



Ads on Nickelodeon drove 38% of dealer visits given a high % of adult co-viewing (28%)

## DMA-LEVEL DETAIL

165%  
lift in SF!

74%  
lift in DC!



65%  
lift in Houston!

139%  
lift in Miami!

Certain dealer locations saw exceptional performance









Search all the GIFs



southpark.cc.com

Every GIF from every episode of South Park, now in its historic 20th season. Find and share all of your favorite characters, moments, and reactions.

Follow on:



## South Park

Auto Play

### REACTIONS >



Excited



Angry



LOL

### CHARACTERS >



Stan Marsh



Kyle Broflovski



Eric Cartman

### SEASONS >



Season 1



Season 2



Season 3

Search South Park GIFs





- **Highest rated season premiere in 16 years**
- **Ratings +21% from last season**
- **#1 show on all TV Wednesday nights among young males**
- **6MM engagements and 3.1B impressions on social media through the season**
- **2B+ gifs viewed**





VIACOM

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LABS



## How Viacom is experimenting with new tech to engage viewers

Sahil Patel @sizpatel | July 21, 2016

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On July 14, Viacom employees in the U.S., the U.K. and Australia came together for an experiment: They wanted to broadcast an hourlong music video block on MTV in Australia embedded with rotating live streams of people dancing to the music — all on TV.



Picture-in-picture: A pre-programmed music video with a live stream of a viewer dancing to it

The experiment required the participation of 30 Viacom employees across the three global offices, including a control room in the U.K. that monitored and selected which of the 50 different live streams would appear on the air next to the music video. Airing at midnight in Australia, the experiment was clearly a one-time stunt but one with greater implications for MTV parent Viacom.

“What people saw was rudimentary — an elegant hour of TV it wasn’t,” said Ross Martin, evp of marketing strategy and engagement for Viacom. “What’s exciting about it is the behind-the-scenes work that went to it and the coordination among different global offices that opens up a new lane of storytelling for us.”

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Popular

**Lingerie brand Agent Provocateur is using WhatsApp to offer discreet customer service**



#MTVSTEPUP



#MTVSTEPUP

SHOW US YOUR BEST MOVES!  
PERISCOPE YOURSELF USING #MTVSTEPUP



**@ellabaltra**

Watch out Channing Tatum...hot stuff coming  
through #mtvstepup #periscope



Leonardo

## Turtle Lair

New York, NY, United States ★★★★★ (8)



Entire home/apt



6 Guests



3 Bedrooms



5 Beds

\$10

Check in

mm/dd/yyyy

Request

### About this listing

Hey dudes! Looking for a dojo where you can practice your ninjitsu skills? Our secret lair in Manhattan is THE place to order up a pie, shoot some hoops & chill with your squad. Don't sweat the 10 bucks, we'll pay you back after you stay. Good times!

[Contact Host](#)



Save

884 travelers



Email



Message

The Space

Accommodates: 6

Bathrooms: 4

Beds: 5

Property type: Apartment



Report



A young girl with dark skin and hair, wearing a purple headband and a white t-shirt with a cartoon graphic, is sitting at a table and eating a large slice of pizza. She has a joyful expression with her mouth open. The background is a wall covered in graffiti, including the words "SKATERS", "COW-BUNG", "TIKEY", "DONUTS", and "LEONARD". There are also small signs and purple string lights. In the foreground, there are green cups with straws and orange traffic cones on the floor.

THANK YOU!