



DIGITAL CONTENT NEXT

Video Day 2016

WiFi

Network: Gallery Events

PW: Dream2016#

@dcnorg

#dcnlive



A. H. Belo Corporation



ATLANTIC MEDIA



Bloomberg

BUSINESS INSIDER



CONDÉ NAST



Forbes



GANNETT



HEARST

INDEPENDENT JOURNAL REVIEW



NBCUniversal



NEW REPUBLIC



The New York Times

News Corp



Newsday



NYLON



Purch



Robb Report



Slate



101 The Marshall Project



The Telegraph



Time Inc.



vocativ



The Washington Post



WebMD



Intelligence of a Think Tank with the Voice of a Trade Association

Advancing the Future of Trusted Content

- Research
- Advocacy
- Committees & Events
- Industry Leadership
- Promotion

Research: Year To Date

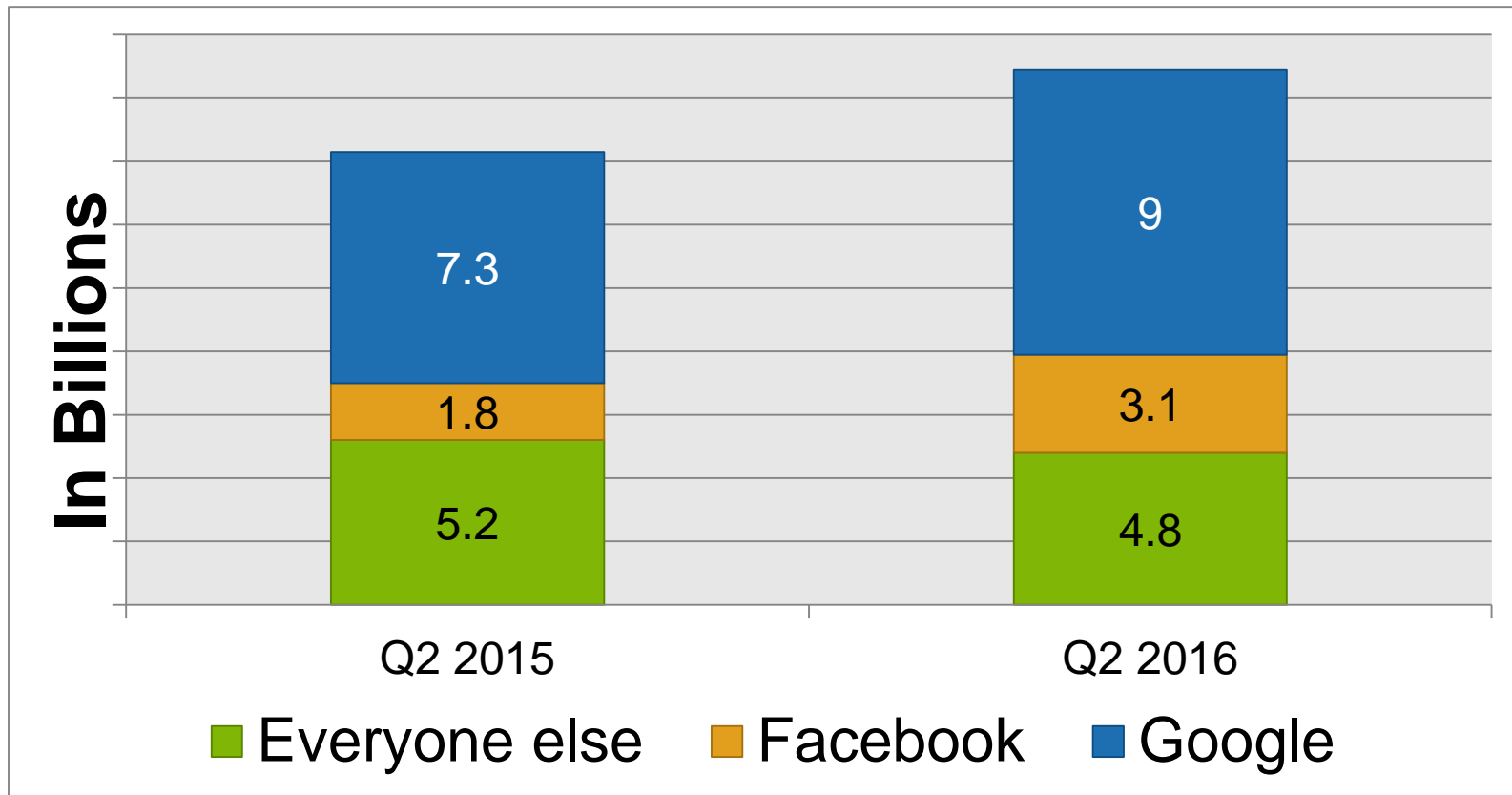
- **Publishers Ad Blocking Practices**
- **2015 Financial and Operational Benchmark**
- **Q1 & Q2 Quarterly Revenue Reports, Q3: *to be distributed***
- **Social Distribution Brand Impact Study**
- **comScore “Halo Effect”**
- **NEW Distributed Content Revenue Benchmark & Whitepaper: *in progress***
- **Knight Grant study on small-scale business models: *in progress***

DCN Events

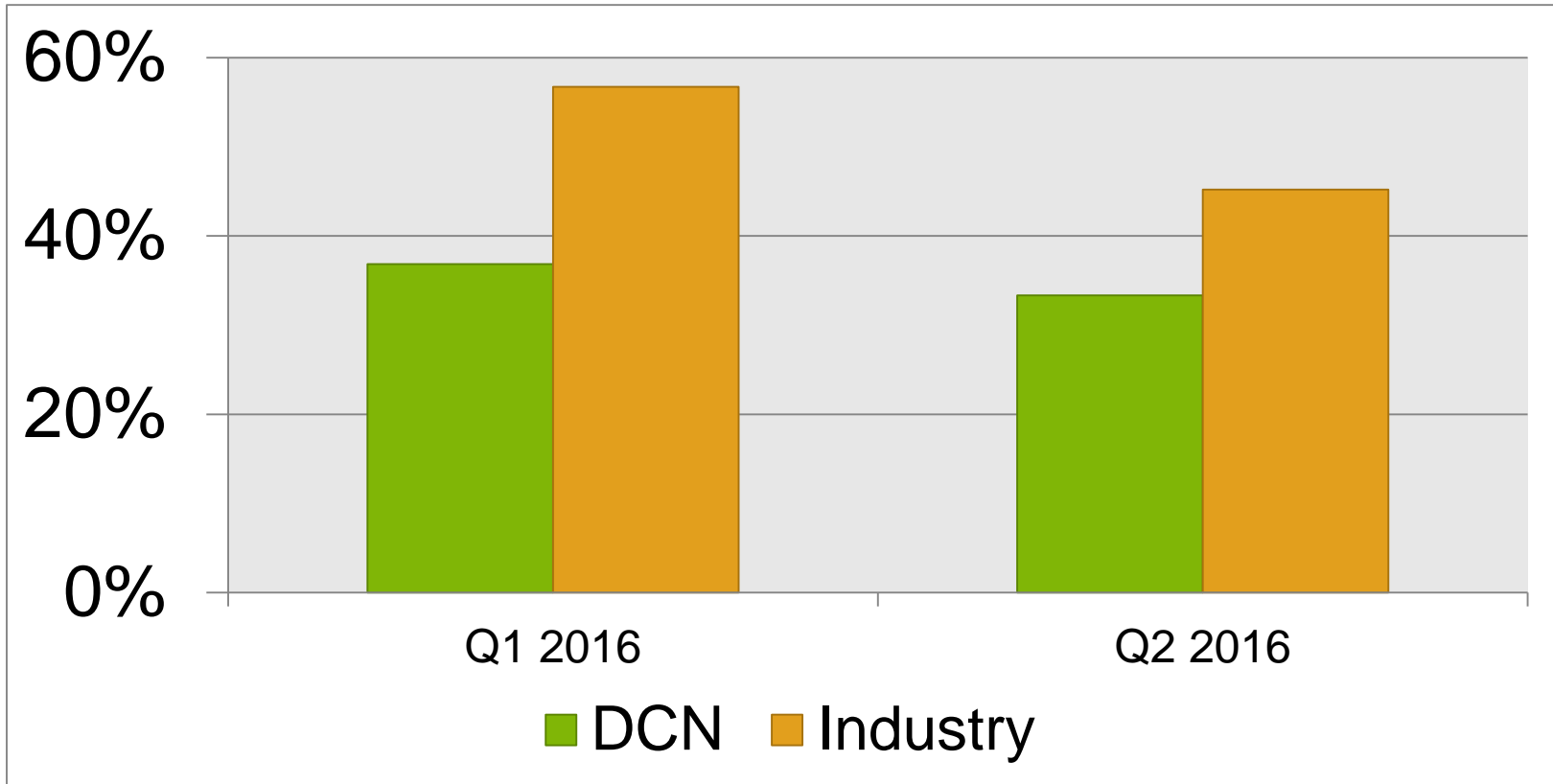
February 1-3:	14 th Annual Next: Summit (Miami) & Member Meeting
April 7:	Digital DC (6-8pm)
April 20:	Mobile - Google AMP for Publishers (8-11am)
April 25:	Ad Blocking Stakeholders Summit (12-5pm)
May 3-4:	Board Dinner (6-9pm) & Board Meeting (9-1pm)
May 10:	Content Distribution - Content Everywhere (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 at IJ Review in DC (6-8pm)
July 21:	Sales Briefing – comScore “Halo Effect” Research
September 13:	Editorial – Powerful Storytelling (12-5pm)
September 21-22:	Board Dinner (6-9pm) & Board Meeting (9-1pm)
October 25:	Digital DC at The Washington Post in DC (6-8pm)
November 15:	Video - More Video More Money? (12-5pm)
November 17:	Legal & Legislative Day in New York (8-10:30am)
November 30:	Revenue - Power of Brands (12-5pm)

*Note: All events in NYC
unless noted. Current
as of November, 2016*

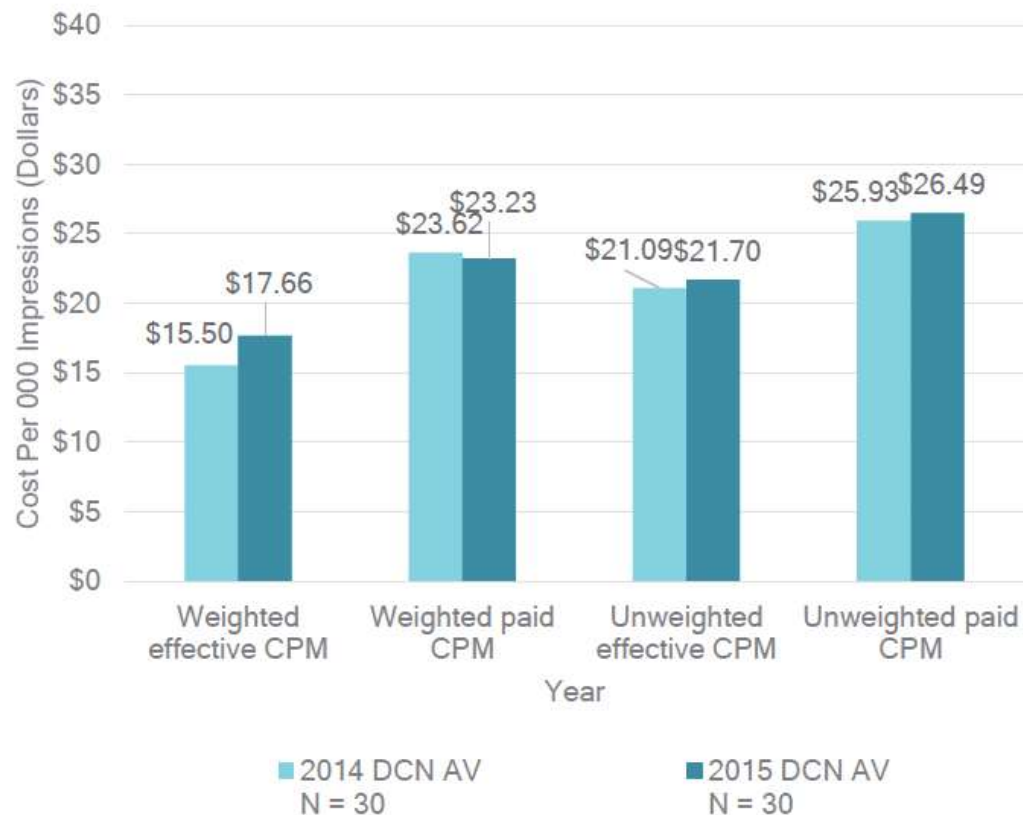
Two Companies Capture Over 100% of US Ad \$ Growth



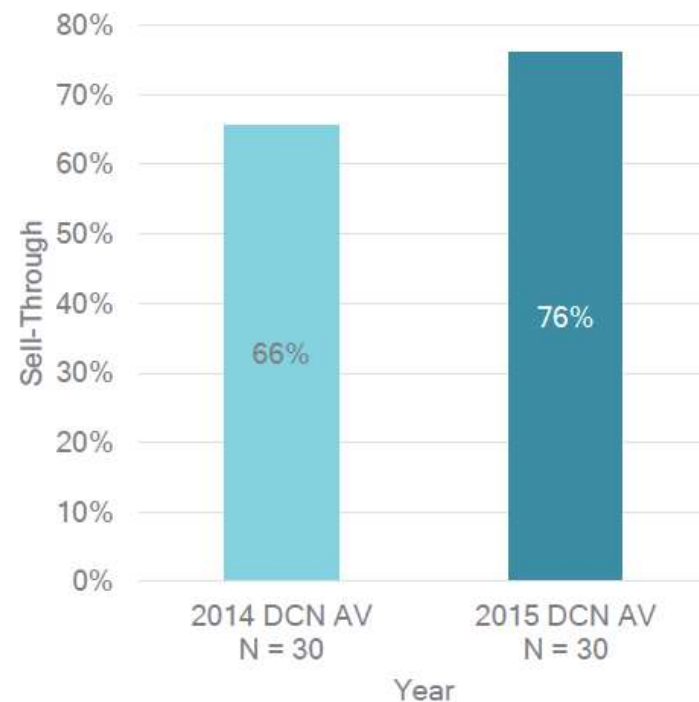
But Not In Video. DCN Annual Growth over 30%+



2014 vs. 2015 Average
Video Advertising CPM
(Dollars)



2014 vs. 2015 Average
Video Advertising
Sell-Through (%)



**PROTECT
THIS HOUSE**

WILL YOU?