



CNBC DIGITAL

VIDEO DISTRIBUTION BEYOND FACEBOOK

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EVERYONE KNOWS THAT FACEBOOK IS HUGE AND FAST GROWING

➤ **FACEBOOK IS INVESTING HEAVILY IN VIDEO**

➤ **BRANDS ARE BUILDING SPECIFICALLY FOR SOCIAL**

➤ **And while we're investing in Facebook too...**

SOCIAL-FIRST SHORT FORM



FACEBOOK LIVE



...WE'RE NOT ALL IN ON FACEBOOK. WHY?

1

Reaching different audiences where they are... *Particularly pools of endemic users*

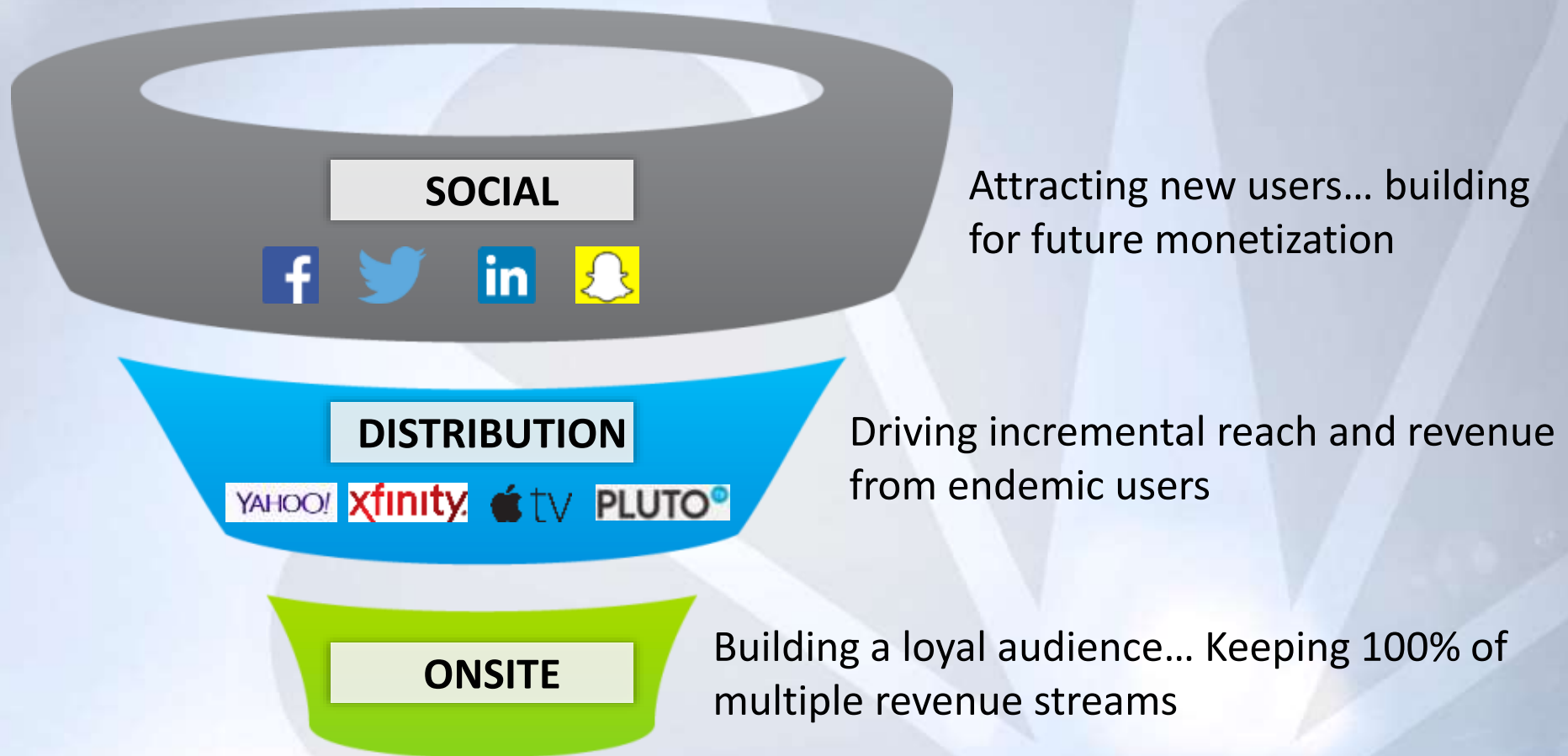
2

Mitigating risk... *Of algorithm shifts and overreliance on one traffic source*

3

Monetization... *Currently nascent revenue opportunities on Facebook*

FACEBOOK IS JUST PART OF THE EQUATION, NOT THE SUM



LET'S START WITH CNBC'S RESULTS...

#1 IN BUSINESS VIDEO

(comScore)

TRIPLED MONETIZABLE STREAMS

Growing video scale on and
off domain

DOUBLED DIGITAL REACH¹

Growing brand awareness
and affinity with new
audiences

MORE USERS VISITING CNBC.COM

Growing loyal userbase

¹ In last two years; Source: comScore U.S. multi-platform report (Sep. 2016 vs. Sep. 2014)

THIS WASN'T POSSIBLE JUST A FEW YEARS AGO



Credit for distribution
(video streams and UVs)



Ease of delivering ads
across sites



Cross-platform sales sponsorships...

Larger packages that can't be disrupted by programmatic

BEST PRACTICES

- 1 FOCUS ON A FINITE NUMBER OF VERTICALS
- 2 TARGET POOLS OF ENDEMIC USERS
- 3 CREATE DIFFERENTIATED VIDEO
- 4 KNOW YOUR CLIENTS' SITES AND NEEDS
- 5 DELIVER ACCRETIVE MONETIZATION

FOCUS ON A FINITE NUMBER OF VERTICALS

- 1 Select verticals that align with:
 - Your brand mandate
 - Partner / audience needs
 - Monetization potential
- 2 Become the go-to brand for certain types of content

BUSINESS & INVESTING



ENTREPRENEURSHIP



RETIREMENT



TARGET POOLS OF ENDEMIC USERS

Find partners with
users that share
your brand's
sensibilities

Build distribution
relationships



PORTALS

PUBLISHERS

SOCIAL

OTT

CREATE DIFFERENTIATED VIDEO

Focus content on key competitive advantages:



MAKE IT.

> TALENT

Strong viewpoints,
analysis, discussion

> BOOKINGS

Prominent newsmakers,
>1000 weekly guests

> VIDEO

Production expertise

> GLOBAL

Worldwide reporting

KNOW YOUR CLIENTS' SITE AND NEEDS

Match content product with platforms / partner needs:

PARTNER

NEEDS

CNBC DELIVERS

1

Content related to financial freedom

Digital native video around different life stages, e.g.:



2

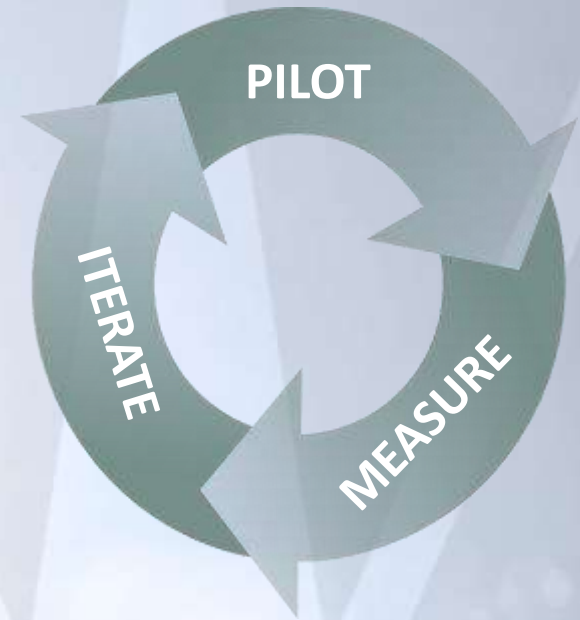
Video to pair with top investing stories / breaking news

Timely TV clips and quick-turn video, e.g.:



KNOW YOUR CLIENTS' SITE AND NEEDS

- **REGULAR COMMUNICATION**
- **DATA-DRIVEN OPTIMIZATION OF CONTENT**
- **CUSTOM CONTENT CREATION?**



DELIVER ACCRETIVE MONETIZATION

- **ACCRETIVE = NON-COMPETITIVE**
- **TO THE ADVERTISER...** Distributed audience is valuable; it's self-selecting based on the content
- **TO THE PARTNER...** No site lists, so there's no channel conflict. CNBC sells sponsorships of content at scale

QUESTIONS...



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