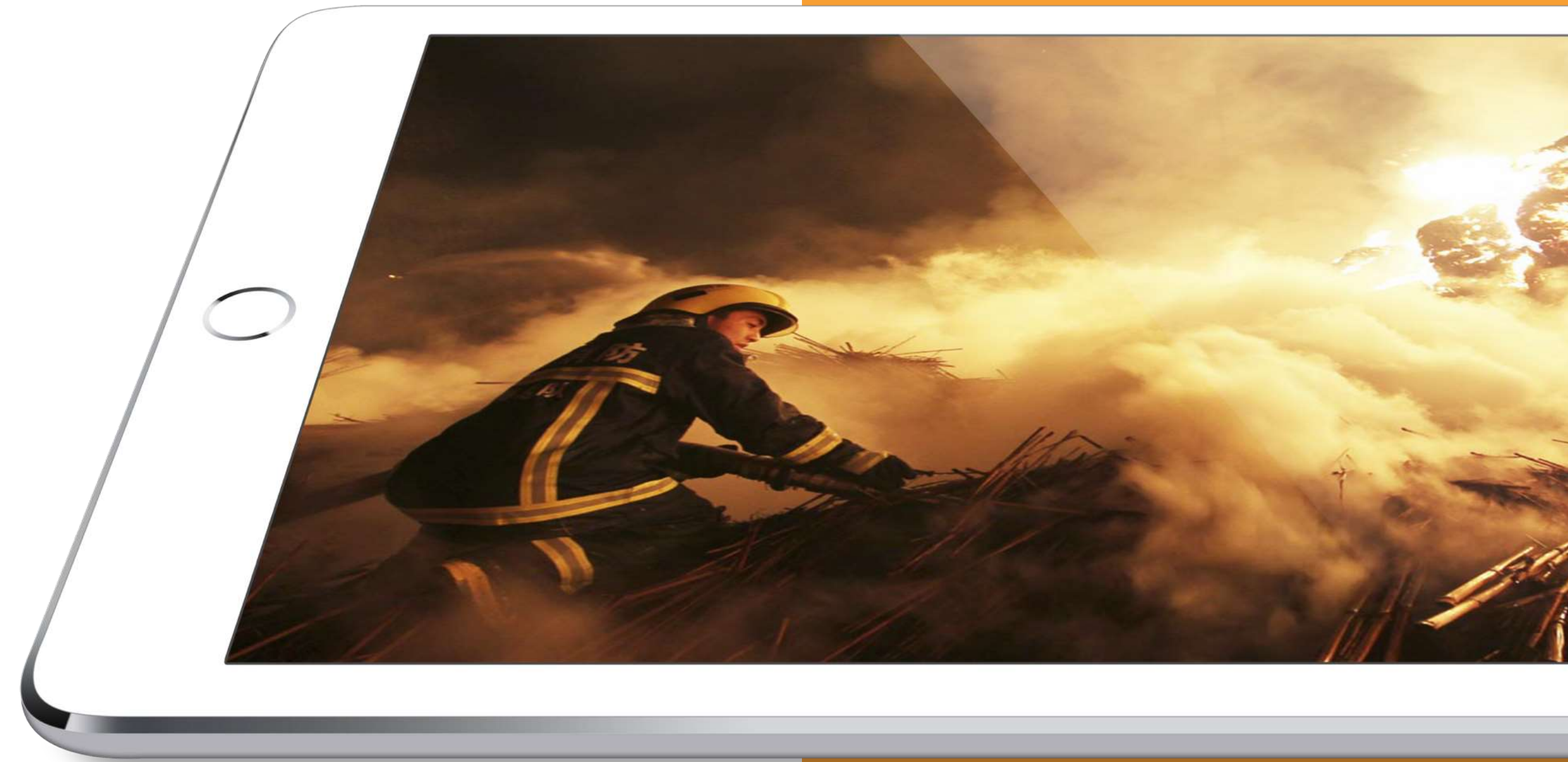


DRIVING VIDEO CONSUMPTION: MID-FORM ENGAGEMENT & REUTERS TV



REUTERS TV: AN IMMERSIVE NEWS EXPERIENCE, TUNED TO YOU

A new generation of news for the mobile-first generation.



ON DEMAND

Your news anytime and anywhere



RELEVANT

Tailored to your interests and location



UP TO DATE

Always current coverage of global events



ANY DURATION

Choose any length between 5 to 30 minutes



| THE BIFURCATION OF VIDEO



| SHORT-FORM

- Feed-based
- Watched for seconds
- On-the-go
- New production formats (portrait, no audio, subtitles)
- Personality-led distribution
- Alternative to TV

Facebook and Snapchat “win”

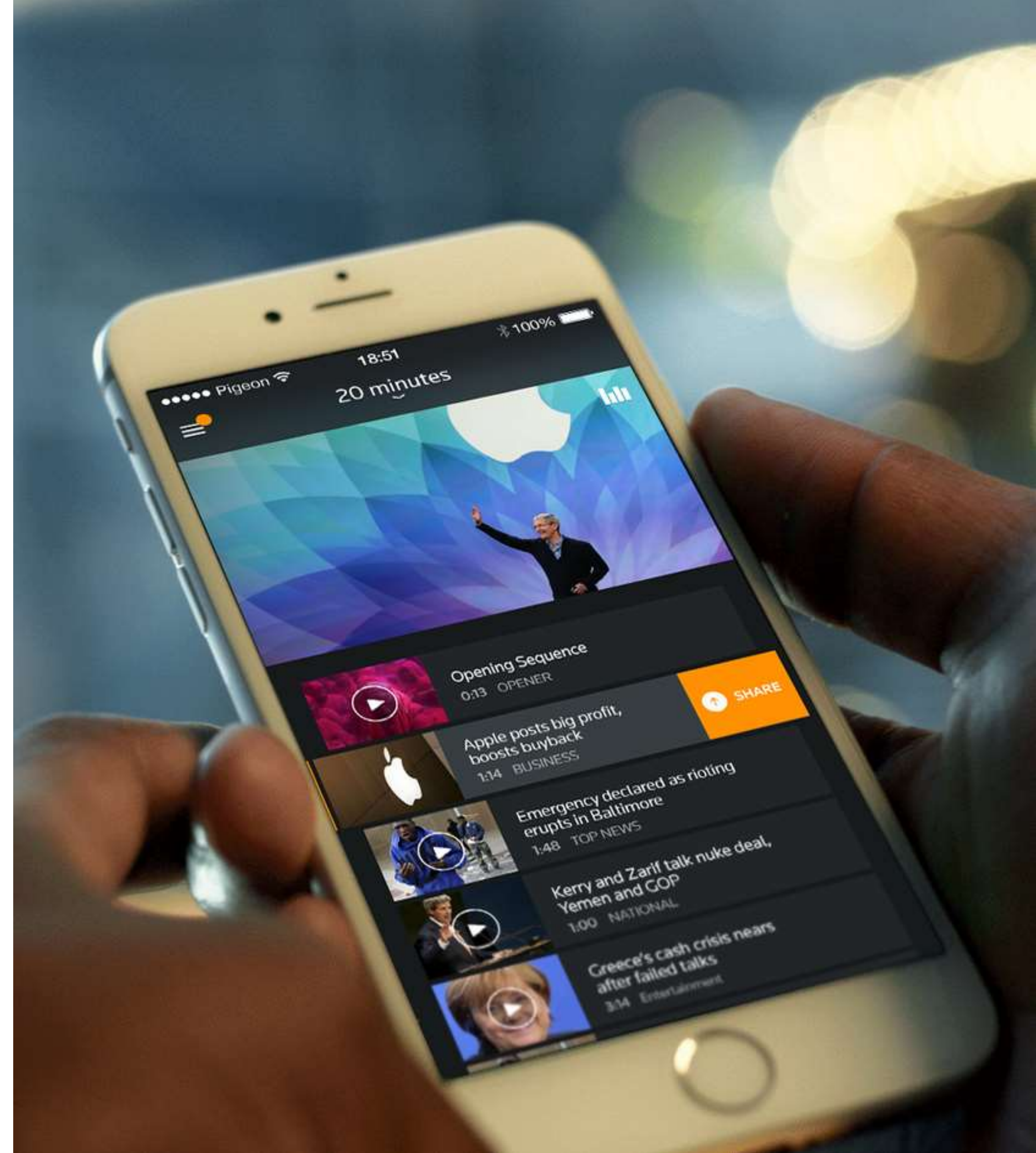
| LONG-FORM

- Category-based
- Binged for hours
- At home
- Traditional storytelling
- Content-led distribution
- Replaces network TV

Netflix “wins”

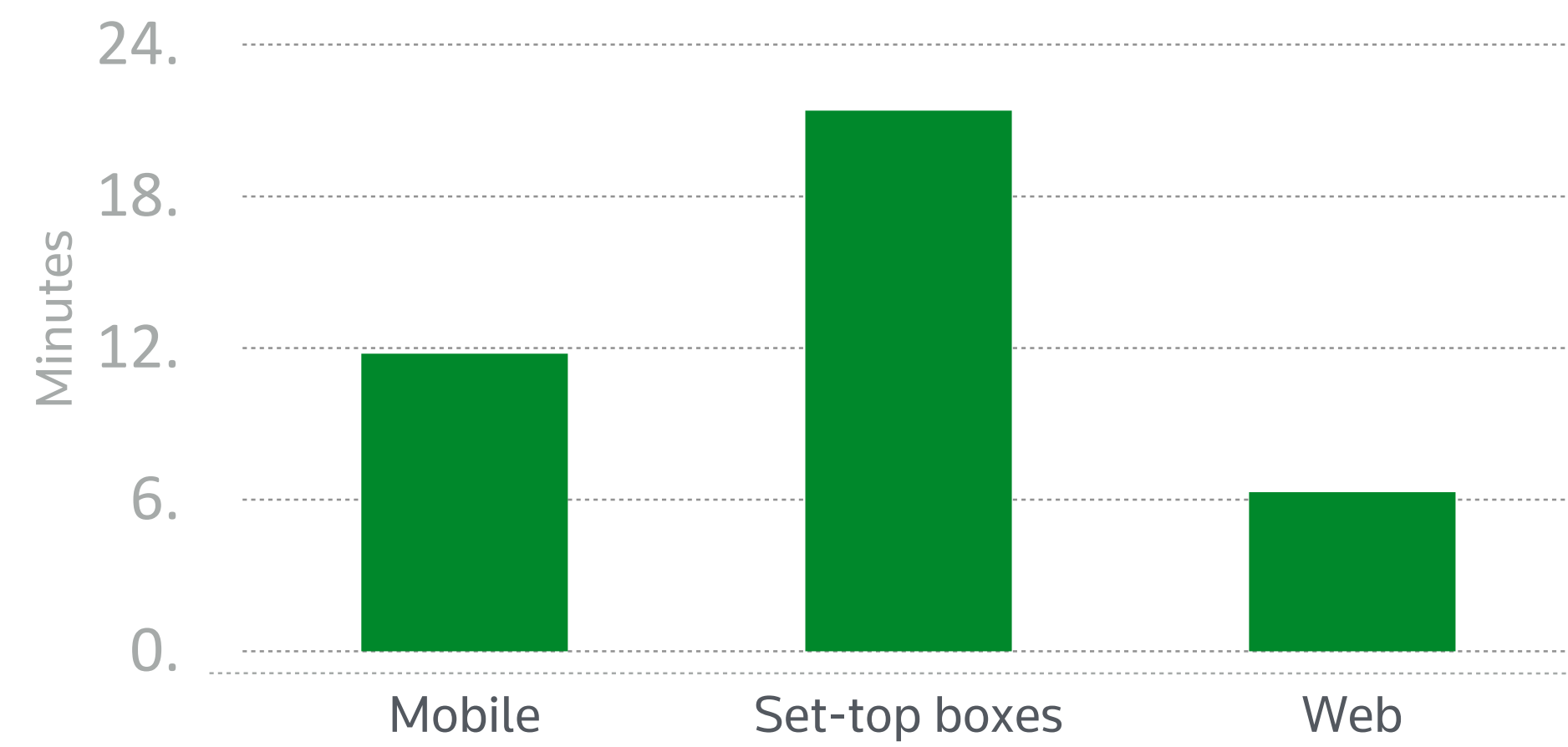
| MID-FORM

- Mini program
- Watched for minutes
- A new category of consumption
- Mix of production formats, video sources
- Focus on coherence, seamlessness
- Enables personalization, content reuse

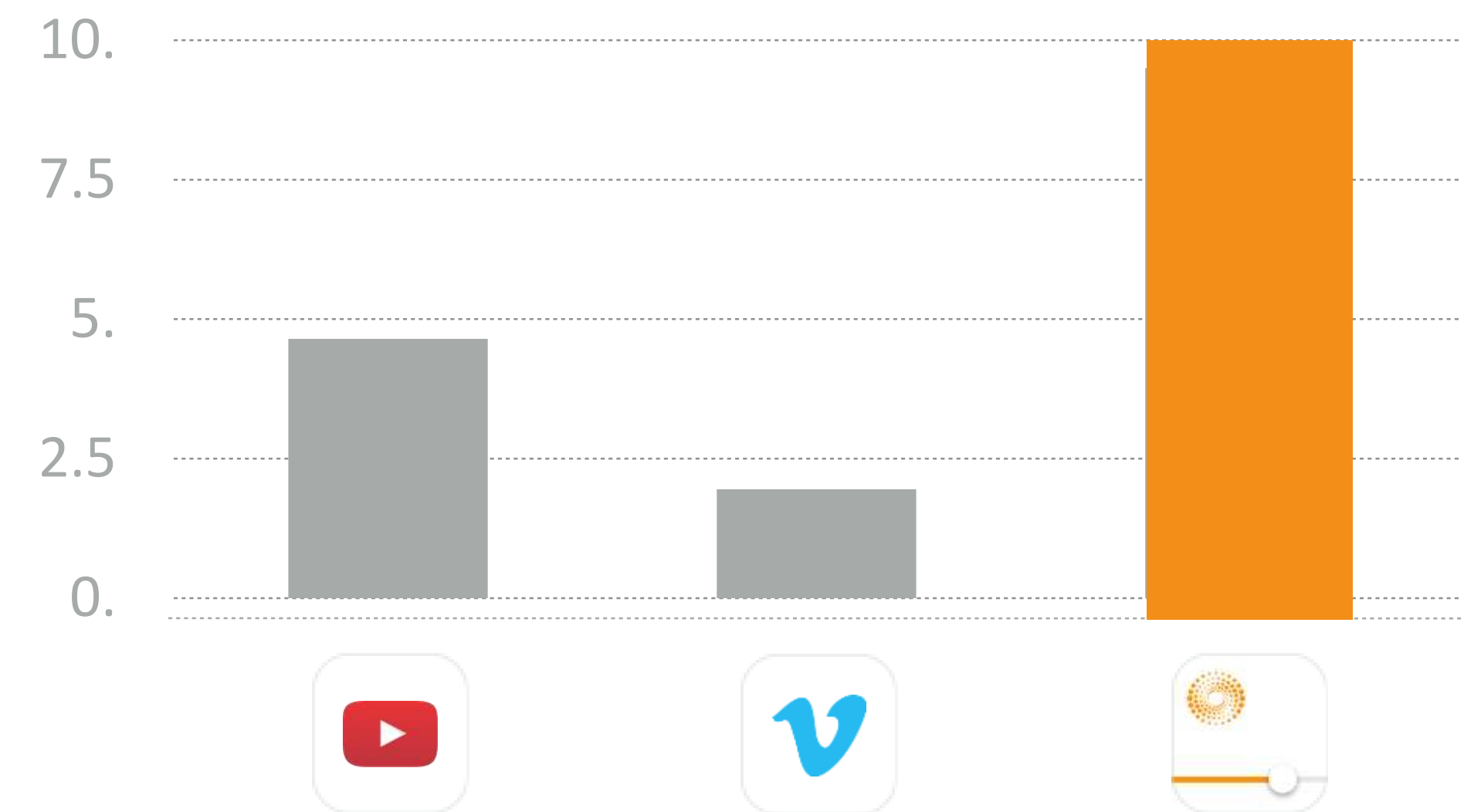


MID-FORM = ENGAGEMENT

Session length by platform



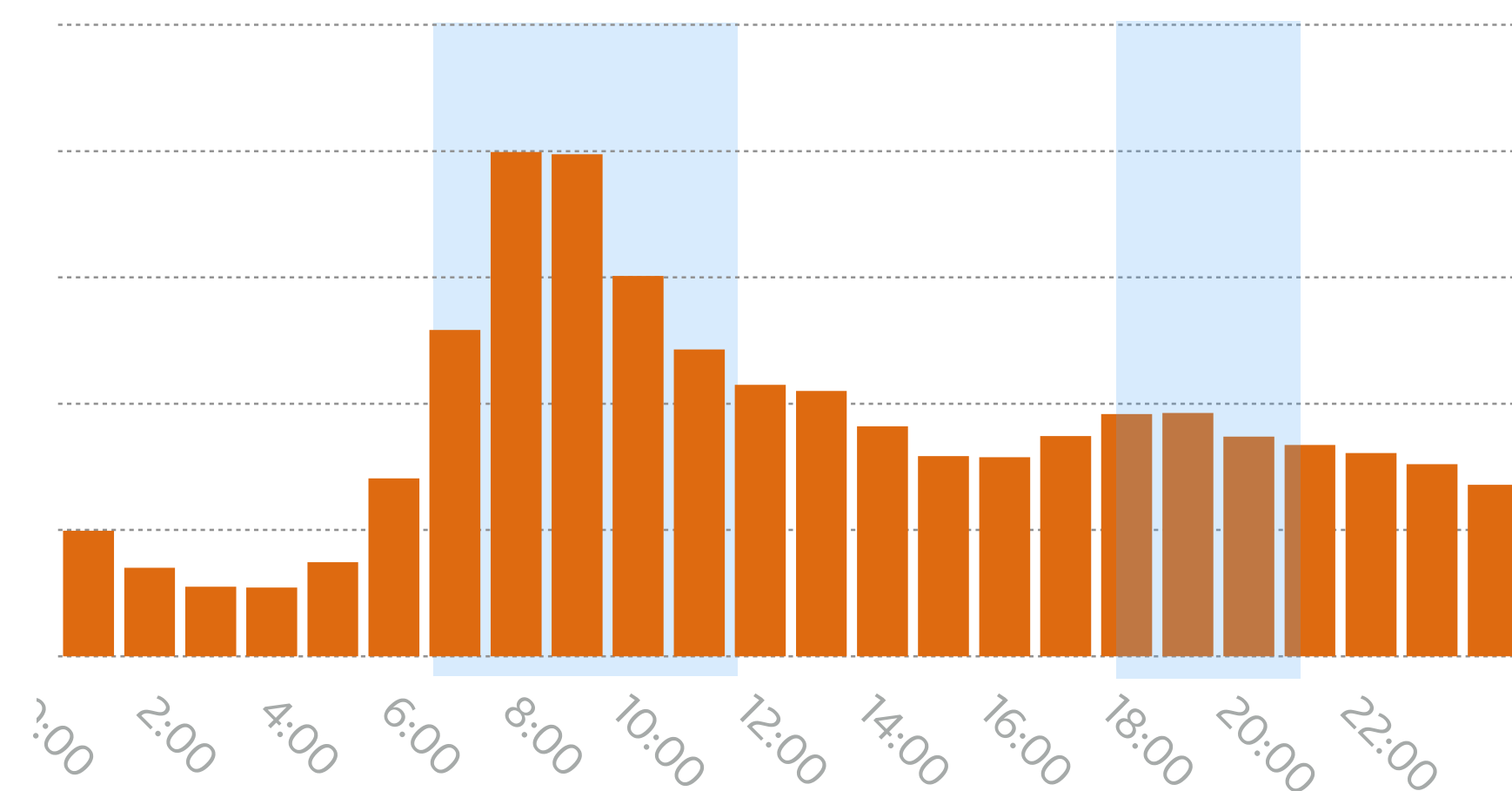
Average session length compared to leading streaming services



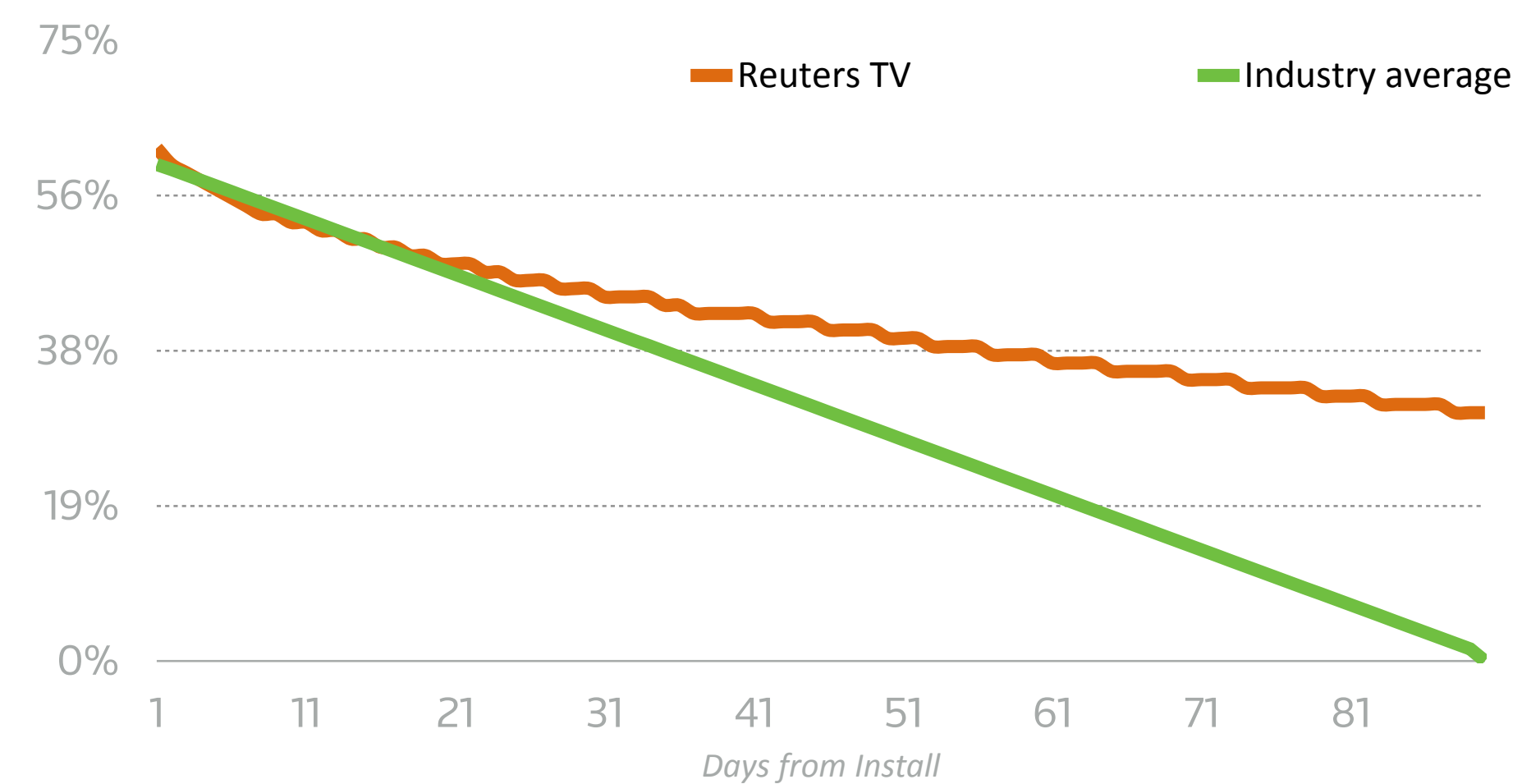
MID-FORM = LOYALTY

Average user sessions each week: **3**

When users watch (in local timezones)



User retention





| MID-FORM = MONETIZATION

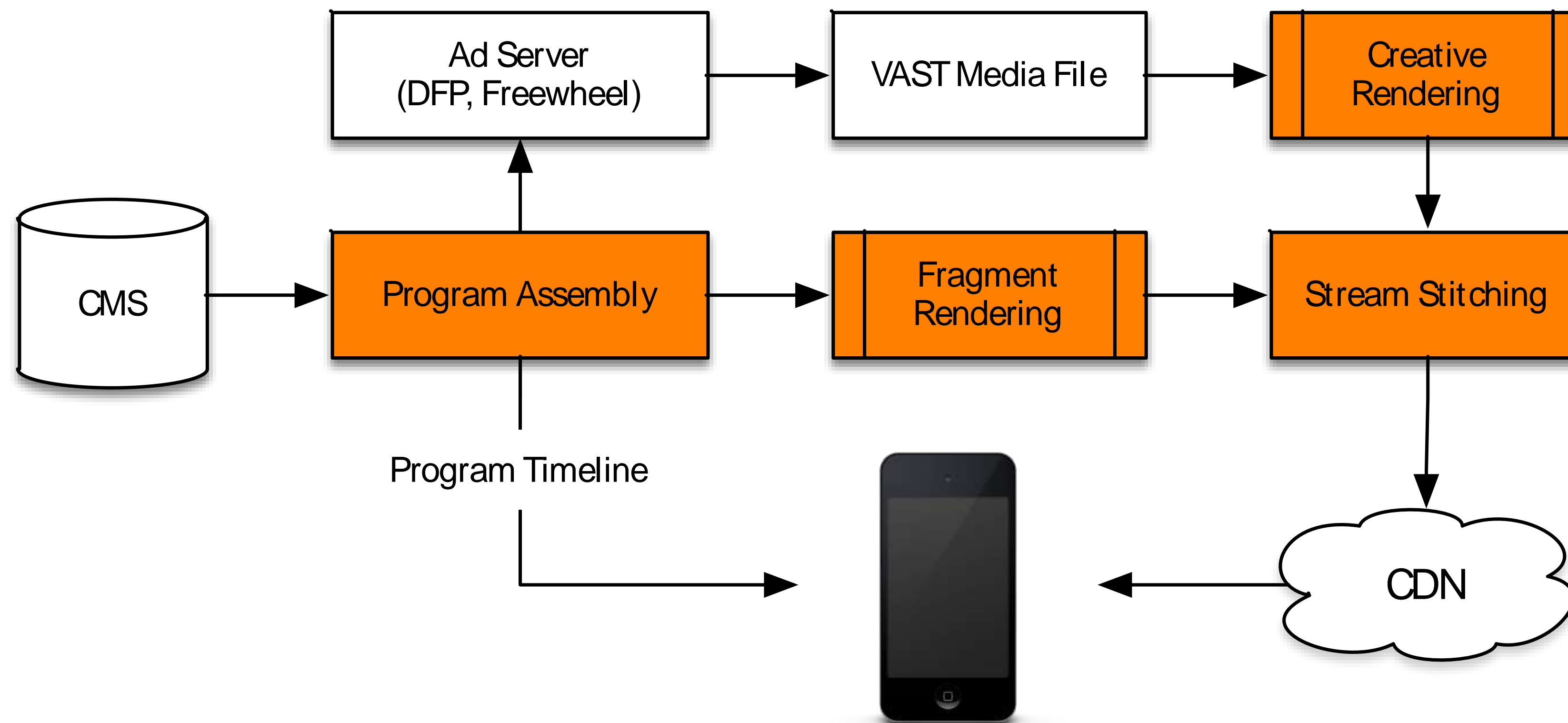
- No more pre-rolls!
- Ads are part of the program: integral, seamless
- Inserted per stream server-side; analytics client-side
- Immune to blockers
- Dynamic ad breaks, ad load
- Focus on creative quality and user experience

| DELIVERY: PREREQUISITES

- Compatible with CMS
- Compatible with ad server (DFP)
- Complies with ad standards (VAST)
- Standard streaming protocols (HLS, MPEG-DASH)
- Modern browsers, clients
- Optimizes CDN use



| DELIVERY: COMPONENTS





MID-FORM CREATES VALUE

- **Mid-form serves users:**
 - Seamless playback
 - Sane ad experience
 - Frictionless discovery & serendipitous viewing
- **Mid-form serves Reuters TV**
 - Users watch more
 - Cohesive programming
 - More flexible monetization opportunities
 - Optimizes content use
- **Mid-form serves advertisers**
 - Quality placements
 - Guaranteed viewability
 - Reliable creative delivery
 - Engaged viewers

