

The Distributed Content Opportunity and Imperative

Maggie McLean Suniewick

President

NBCUniversal Digital Enterprises

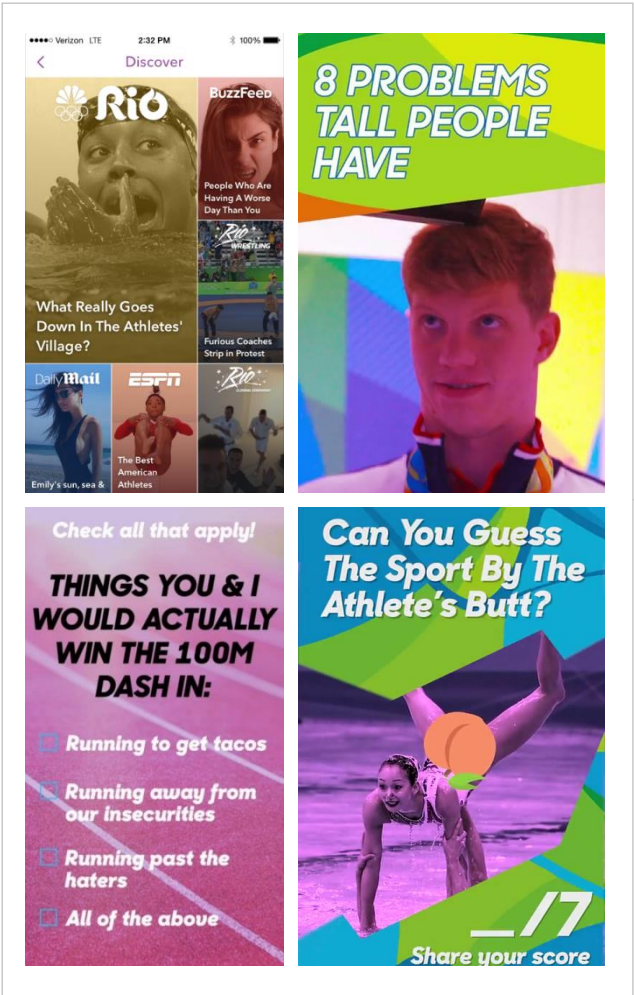
In conversation with:

Tracy Corrigan

Chief Strategy Officer

Dow Jones

35M users on Snap engaged with the Olympics



Discover channel
for 17 days
(Programmed by BuzzFeed)



Snapchatters spent
3.9M hours watching
2.2B snaps

53 | 47

Male/Female

90%

Younger than 35



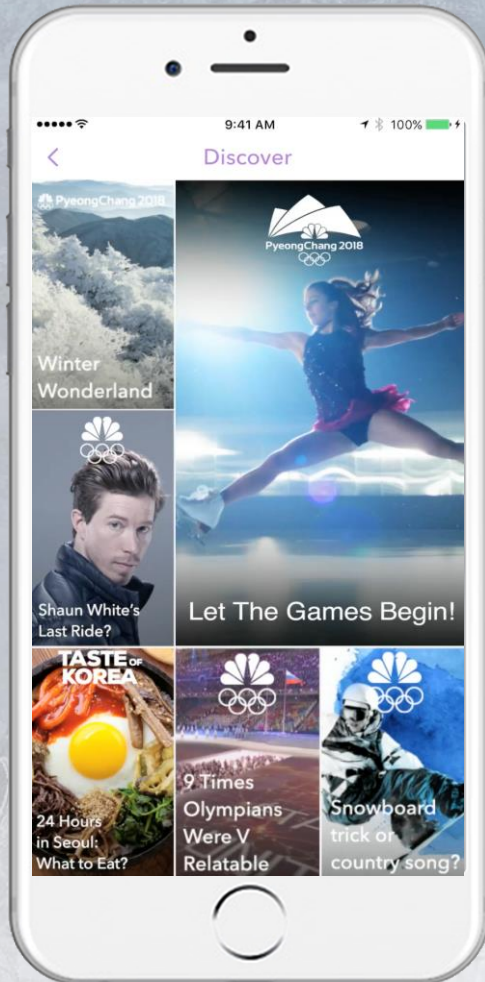
THE WINTER OLYMPICS

FEB 8

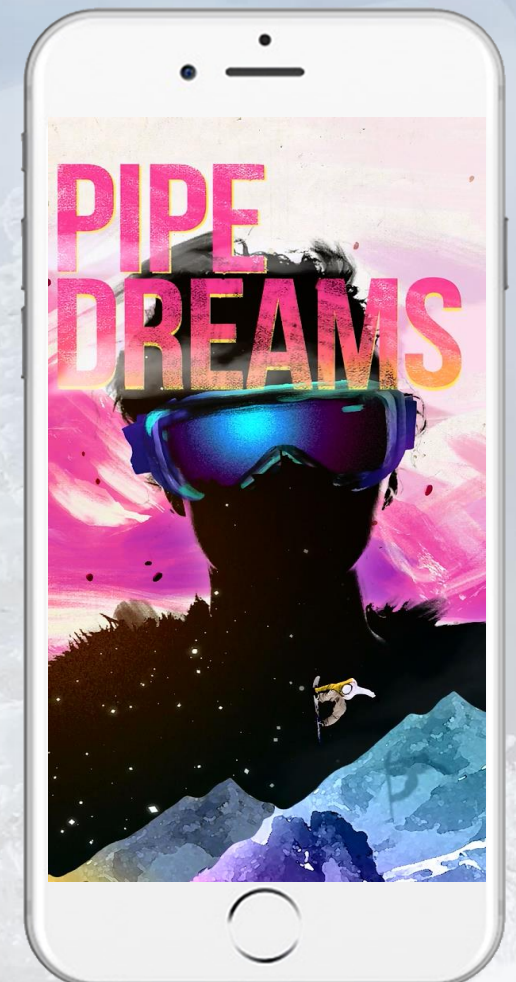
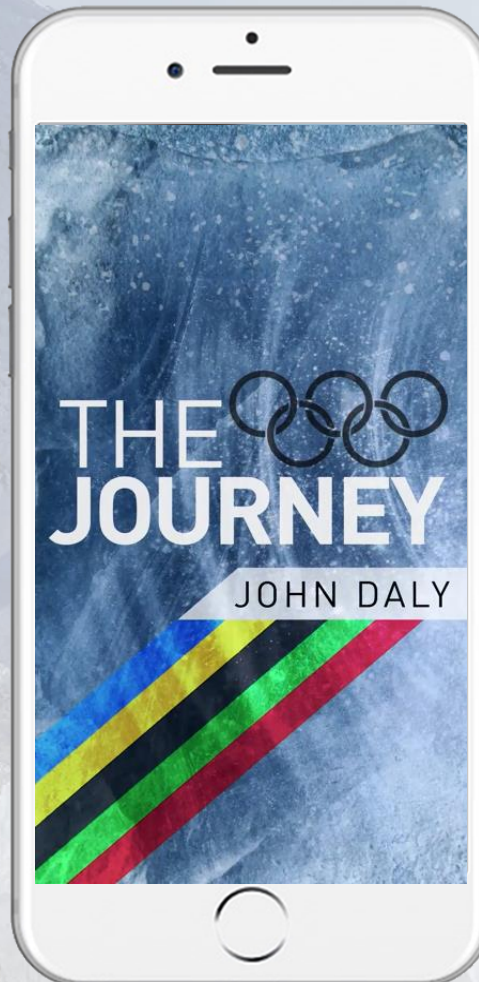
SNAPCHAT



OUR STORIES



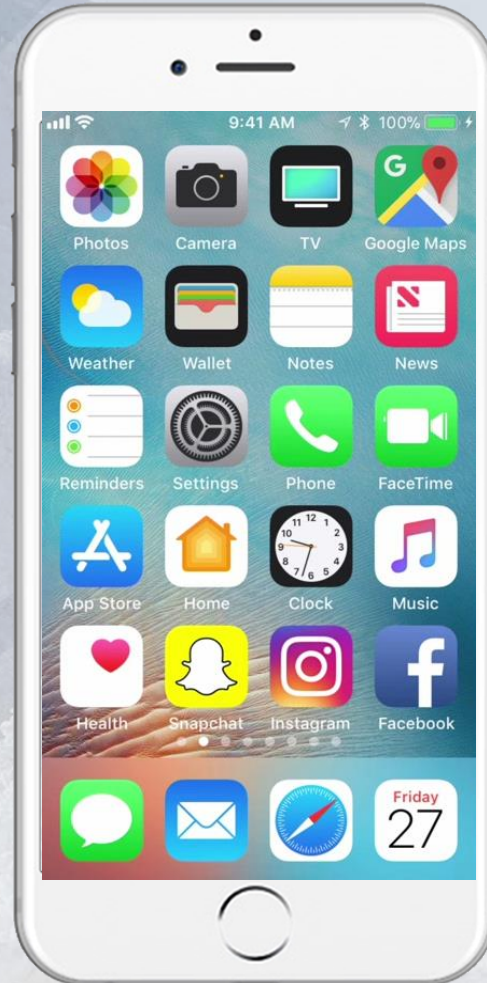
SHOWS



SNAPCHAT



PUBLISHER STORIES



LENSES



SNAPCHAT



LIVE LOOK IN

