



**DIGITAL CONTENT NEXT**  
**Content Everywhere**

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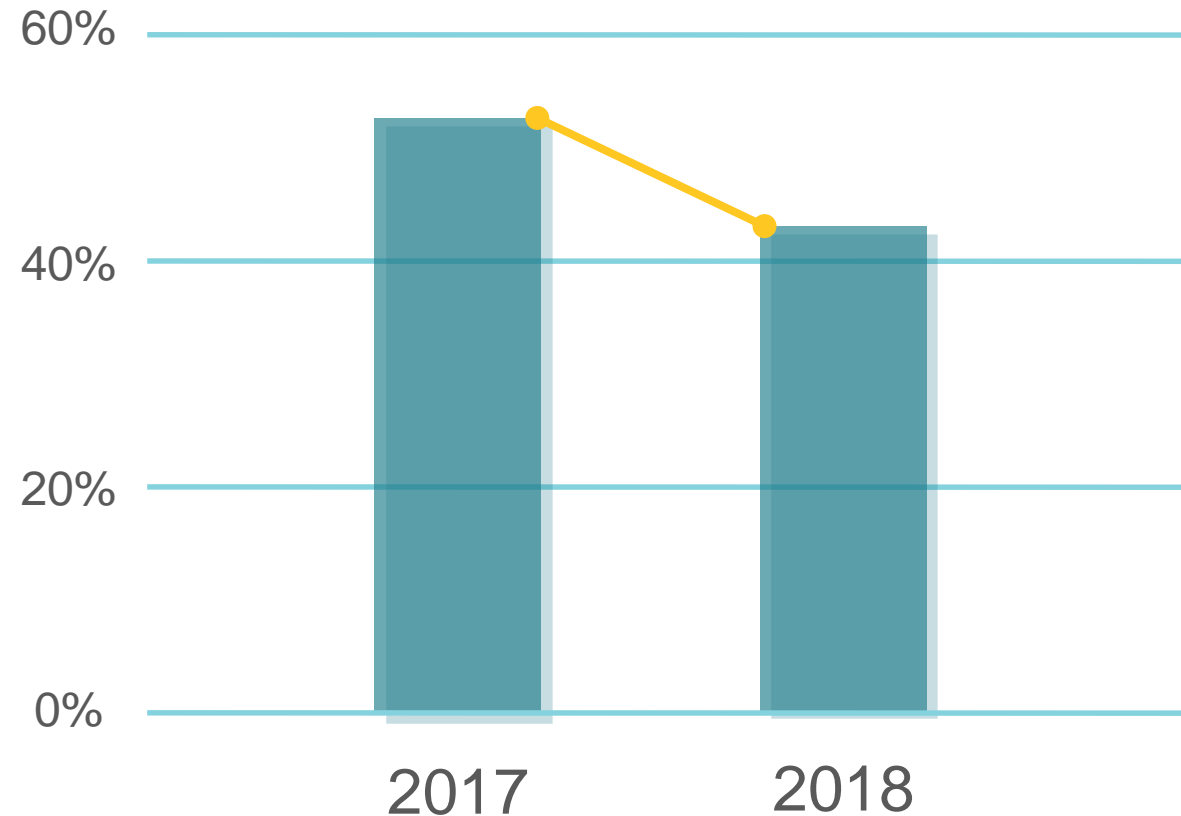
# Advancing the Future of Trusted Content



# Advancing the Future of Trusted Content



# Trust in platforms taking a cliff dive



Source: 2018 Edelman Trust Barometer, US Respondents

# Regulatory scrutiny



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# What is the opportunity



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# How we're fighting the good fight

## TRUSTX

BUILDING THE SUSTAINABLE FUTURE  
FOR TRUSTED ADVERTISING



# How we're fighting the good fight



# Subscription revenues



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# Media Strategy: Distributed Content Research Benchmark

- Concentrate negotiation at the executive level of your company management; do not leave negotiations to lower-level management and/or individual brands or businesses.
- Focus on products that leverage your core business, are replicable, get new money, and have the potential to scale.
- Include key business requirements that support scaling in agreements
  - Ad server integration
  - Third-party measurement integration
  - Management reports (e.g. roll-ups by publishers and/or marketer)
  - Data for advertising and subscription monetization
- Test and measure content consumption and both advertising and subscription monetization on third-party platforms and compare to on-site metrics.
- Centralize responsibilities or use active cross-functional teams for managing third-party partnerships.

# 6 Thoughts for the Day

1. Duopoly is under extraordinary pressure. No end.
2. Snap, Twitter, Apple News, Flipboard...
3. Distributed platforms are the future. Content everywhere
4. Economics don't work. Demand more
5. Your brands are more valuable to platforms than they tell you
6. Sometimes you need to walk away to get a better deal

# In this together



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