

driving

utility

in an era of content everywhere

Julia Beizer
Chief product officer, Bloomberg Media
@juliabeizer

what motivates us?

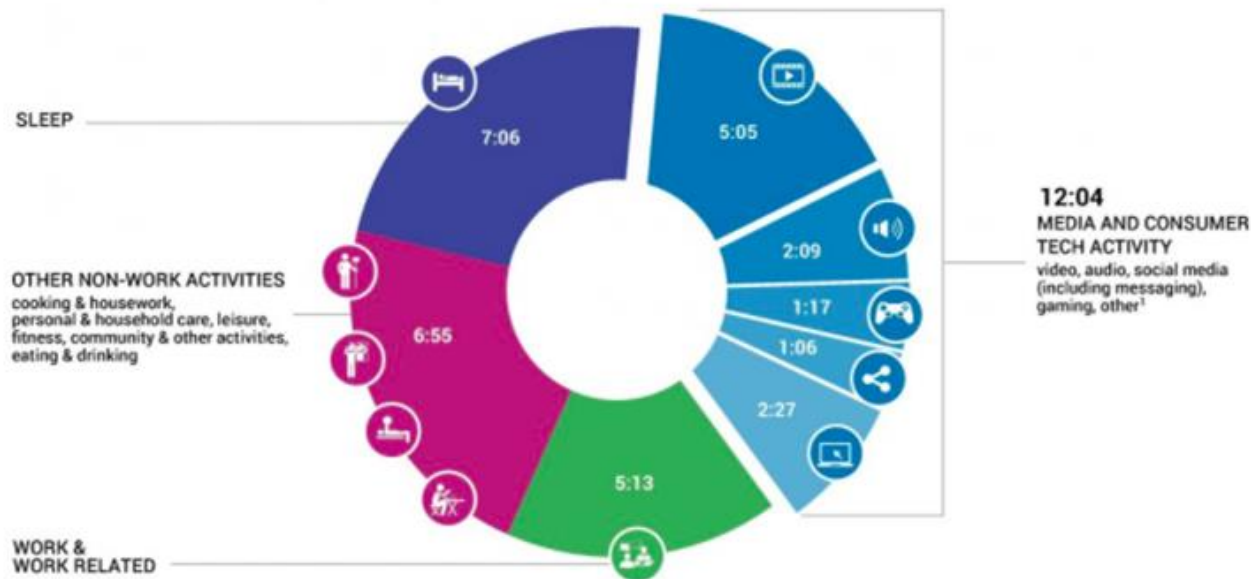


consumer behaviors have shifted



Our analysis shows that multi-tasking means that there are 31 hours a day for the average American; 12 hours are spent consuming tech and media

AVERAGE DAY BY ACTIVITY PER ADULT (AGE 18+), U.S., 2016, HOURS:MINUTES



Note: Behaviors averaged over 7 days.

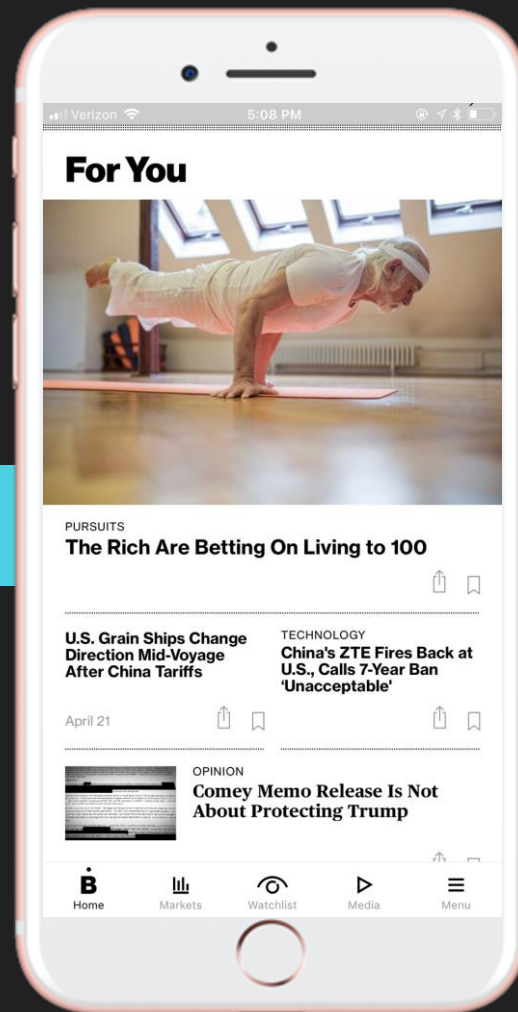
1. Other includes browsing websites, offline reading, cinema, out-of-home, etc.

Sources: Activate analysis, Activate 2016 Consumer Tech & Media Research Study (n=1,003), comScore, eMarketer, Gallup, GWI, IAB, National Sleep Foundation, Nielsen, Pew Research, U.S. Bureau of Labor Statistics

31 hours in
a day

seize
the
day

news for you



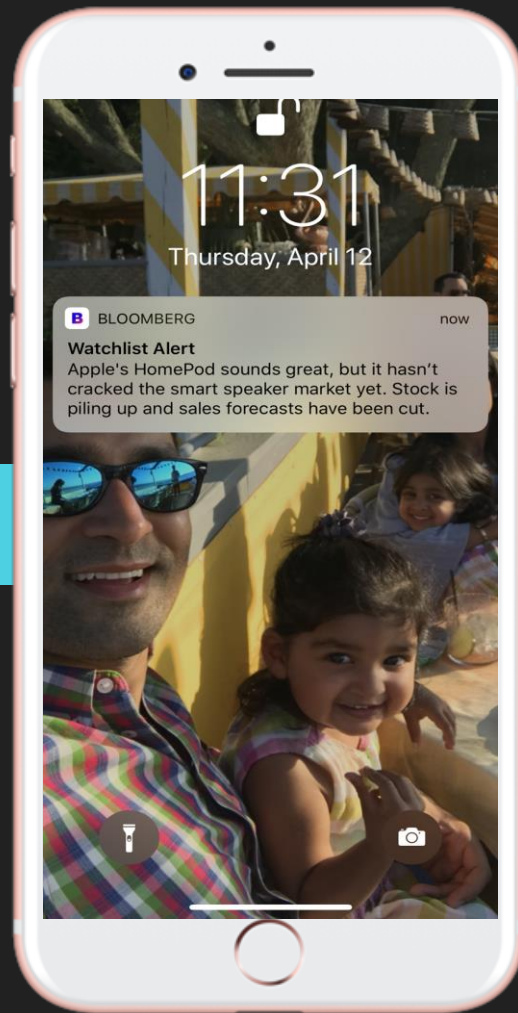
learn by learning



30%

Improvement in algorithms
over the last 13 months as
they learn from user
behavior

tailored push



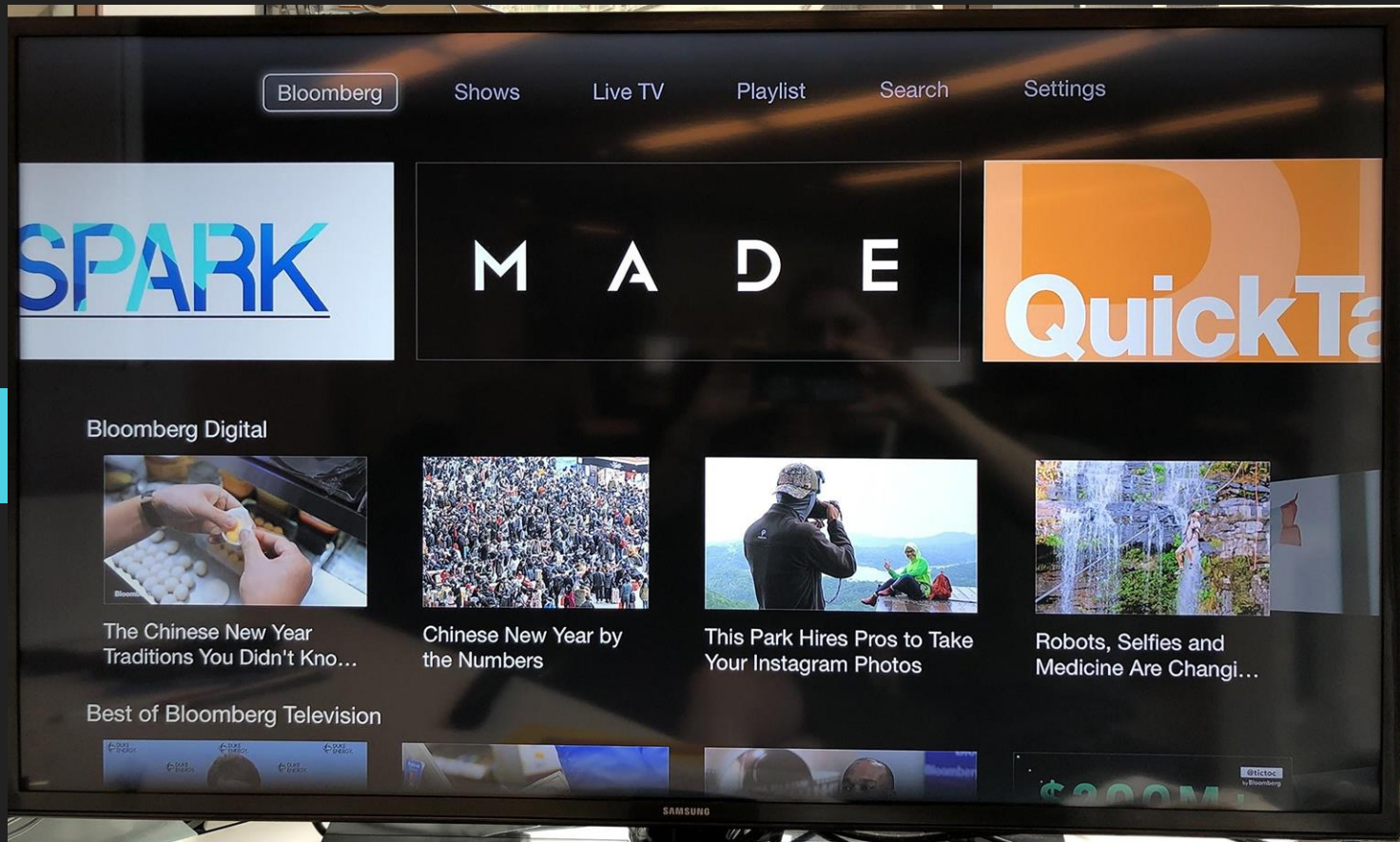
improve relevance for readers



72%

Improvement in CTR over
broadcast model

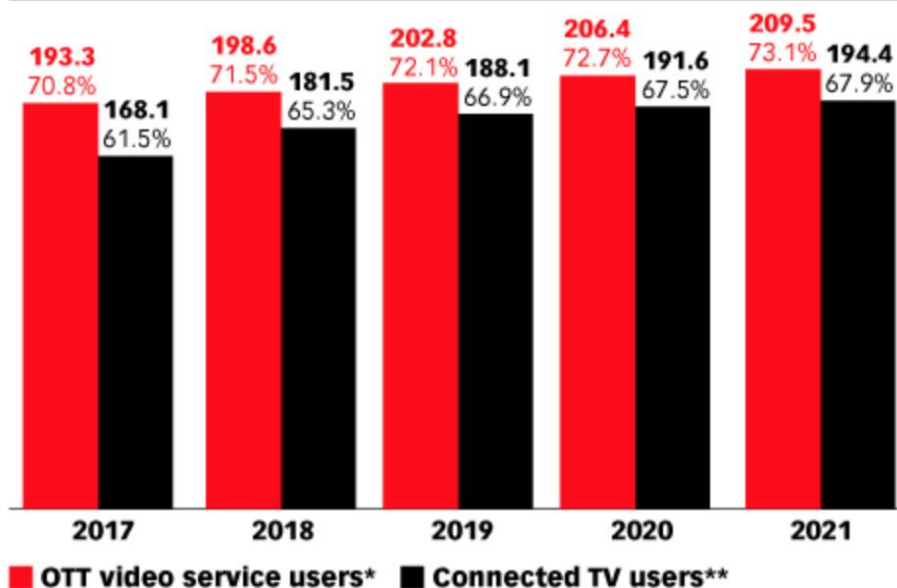
OTT



68% of
internet users
by 2021

US Over-the-Top (OTT) Video Service Users* and Connected TV Users**, 2017-2021

millions and % of internet users



Note: *individuals of any age who watch video via any app or website at least once per month that provides streaming video content over the internet and bypasses traditional distribution; examples include HBO Now, Hulu, Netflix and YouTube; **individuals of any age who use the internet through a connected TV at least once per month

Source: eMarketer, July 2017

'ambient content'



30%

Of our OTT users watch for
more than 30 minutes

digital audio



podcast expansion

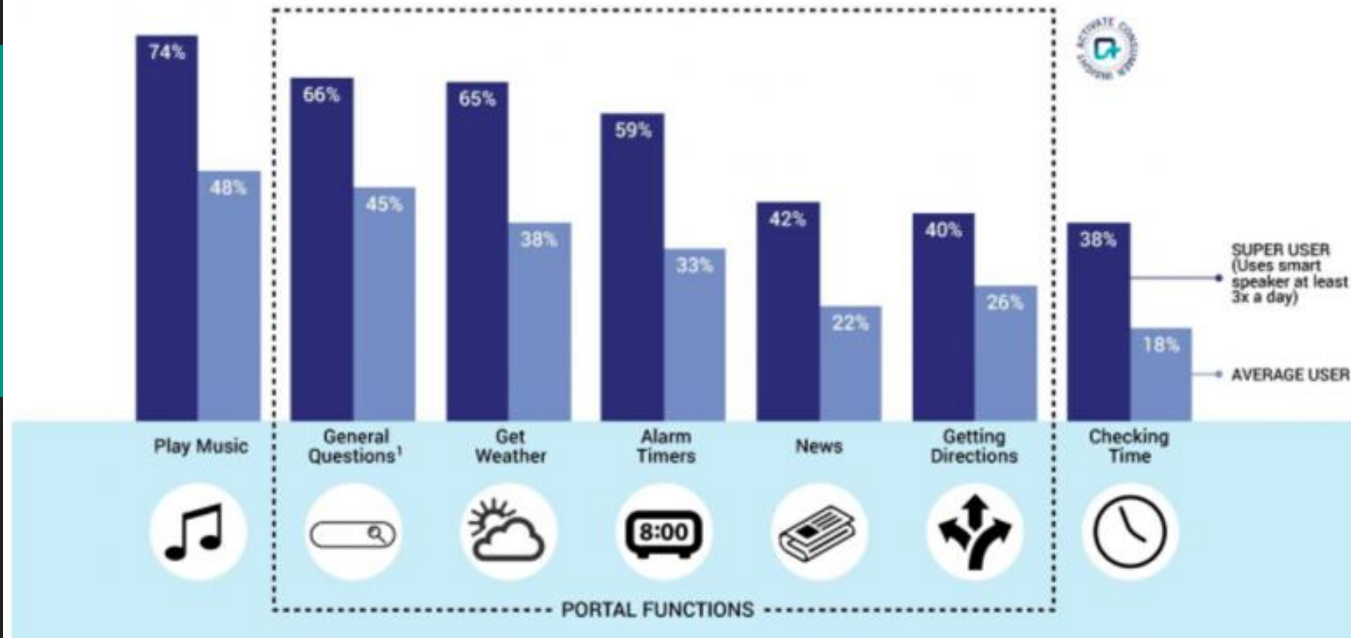


35%

YOY podcast
audience growth

The majority of owners (even Super Users) primarily use smart speakers for music and a small set of 'portal functions'

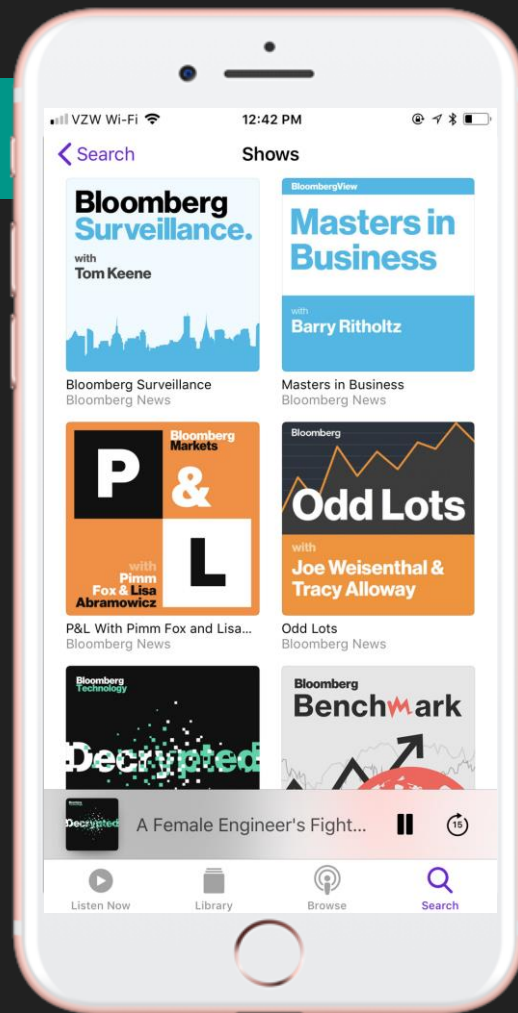
TOP WEEKLY USE CASES, U.S., 2017, % OWNERS



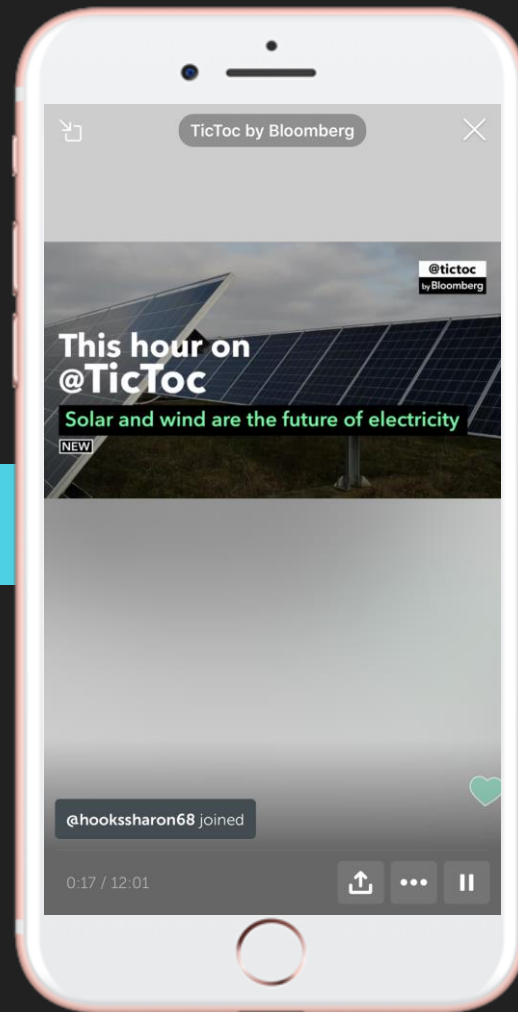
the new
portal

opportunities we see

- Tailored, conversational audio on market matters
- Podcast growth on platform, in home + across new surfaces

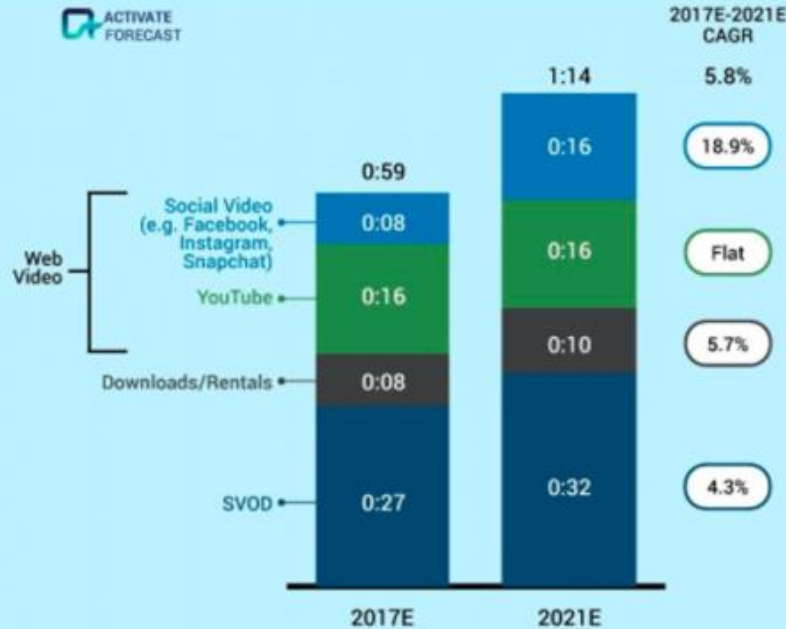


TicToc by Bloomberg

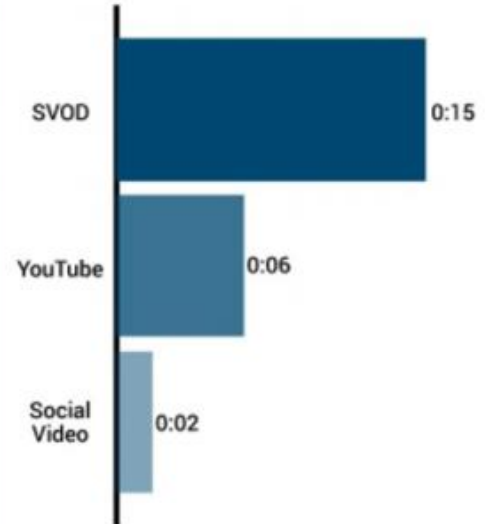


Overall, consumers will dramatically increase their time spent watching digital video

DAILY DIGITAL VIDEO TIME SPEND, U.S., 2017E-2021E, HOURS:MINUTES¹



AVERAGE TIME SPENT PER VISIT BY PLATFORM, U.S., 2017E, HOURS:MINUTES



growth
in video

user-first journalism, built for mobile



THANK YOU
