



DIGITAL CONTENT NEXT
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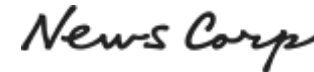
DIGITAL CONTENT NEXT

Welcome to Content Everywhere



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Advancing the Future of Trusted Content



DCN Platform Distribution Principles

Establishing principles across four components of the distributed media supply channel:

1. Content creation
2. Curation and discovery
3. Ad monetization
4. Consumer paid and subscription monetization

Opportunity assessment for internal use:

- What is goal of the product, and will participation with the platform **meaningfully drive** your business?
 - **Reach/influence:** value of the brand awareness, top-of-funnel audience
 - **Sampling/referrals:** audience development/engagement/email capture
 - **Direct revenue:** expected revenue generation via ad, consumer, and/or licensing dollars
- What is the necessary **investment** (editorial, product integration, new ad product) for set-up and operations?
- Is the investment worth the **expected return** in brand value/registrations/revenue?
- What are the platform principles around **data** – insights, data sharing, data safety?

5 Thoughts for the Day

1. Duopoly: 2019 global policy challenges worse than 2018.
2. You have their ear. One voice is important.
3. Audio and OTT: opportunity abound, proceed with caution.
4. Your brands are more valuable to platforms than they tell you.
5. Trust is the currency industry is chasing. You own this.

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