

2015 Digital Content Trends



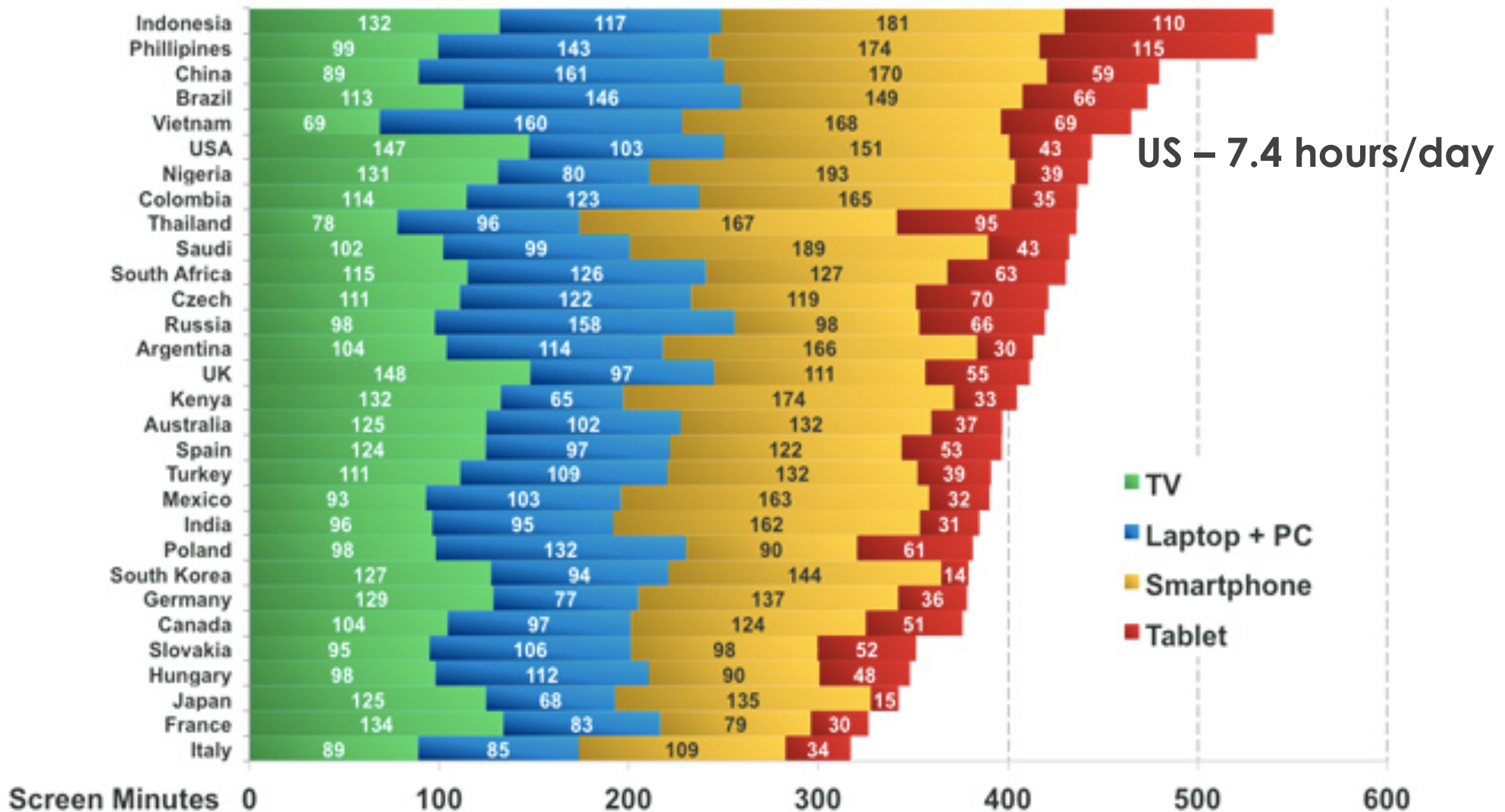
February 9, 2015

- Video Consumption Habits
- Multi-Platform Content Strategy
- Cord Shaving
- **Over-The-Top Services (OTT)**

We are creating a generation of Screenagers

Screen Time By Platform

Daily Distribution of Screen Minutes Across Countries (Mins)



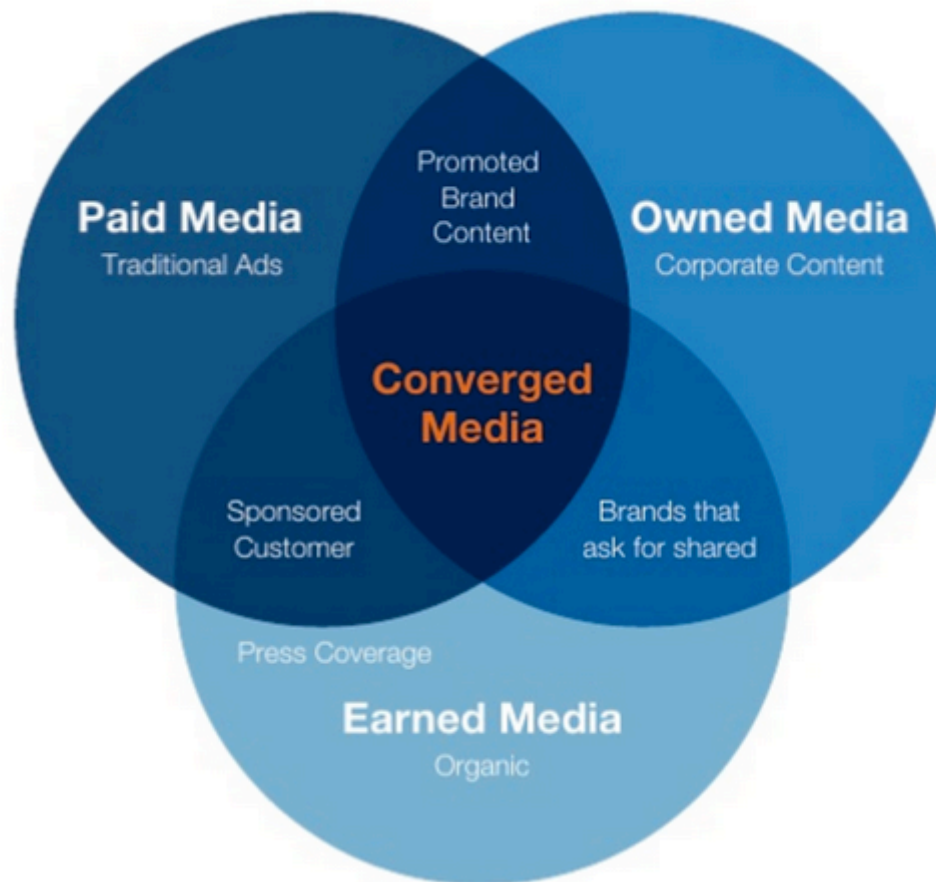
Source: Kleiner Perkins (Mary Meeker presentation, 5/14)

- Video Consumption Habits
- **Multi-Platform Content Strategy**
- Cord Shaving
- Over-The-Top Services (OTT)

Characteristics

- It's no longer about one platform
- Collaborative, not discreet
- Whole > Sum
- Find consumers where they are
- Don't make them work hard to find you...
they won't

Convergence of Owned • Earned • Paid Media



- **Owned Media** - Leverage the content you create and control.
 - *Brand portability*
- **Earned Media** – content shared by consumers, press & the public
 - *Listen & respond, both good & bad*
- **Paid Media** – leverage sponsorships and advertising as on 3rd party web sites
 - *Catalyst for immediacy & scale*

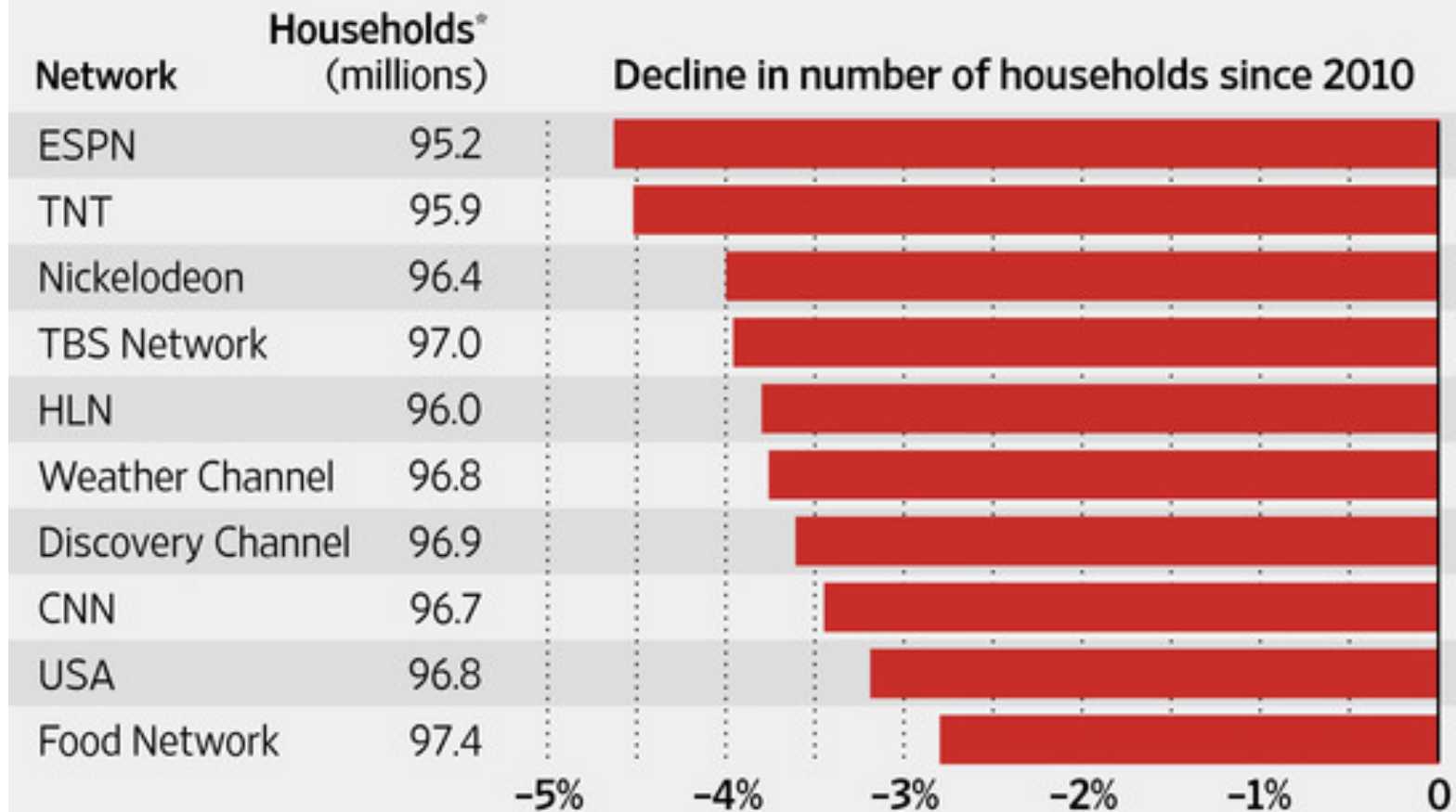
- Video Consumption Habits
- Multi-Platform Content Strategy
- **Cord Shaving**
- Over-The-Top Services (OTT)

Cord Shaving:

- Cutting back on bundle options and channels
- Cable or Satellite
- Since 2010, top 40 cable channels down avg. of 3.2M subscribers.

Shrinking Audience

These networks reached into the most American homes in 2010, but their subscriber numbers have fallen since then.



*Sept. 2014 estimate Source: Nielsen

The Wall Street Journal

- Video Consumption Habits
- Multi-Platform Content Strategy
- Cord Shaving
- **Over-The-Top Services (OTT)**

OTT Services:

- **O**ver-**T**he-**T**op video content distribution
- Mostly on-demand
- Access thru the Internet or 3rd party boxes (Xbox, PlayStation, Roku, etc.)

OTT Services:

- New paid video services: CBS, HBO, Sling TV (Dish), Nickelodeon, WWE
- ESPN MVP/Sanyo phone (2005) – **Failed!**
- Rumors: Marvel, Star Wars, ???

OTT Services:

- DigiNets
- Multicast networks using digital broadcast channels (.2 channels)
- Me-TV, Cozi TV, Antenna TV, This TV
- New: Justice Network, Game Shows, Laff, The Works, etc.



**Thank You, Gracias, Merci, Grazie,
Zikomo (Malawi), Takk (Faroese), Domo
Arigato, Xie Xie (Manchurian) , Ka Pai (Maori)**

Steve Bradbury
@stevbrad, @ZazoomMedia, @buzz60