

DOING VIDEO RIGHT

the power of digital video and how
to grow it



NEWSY IS THE LEADING VOD AND STREAMING VIDEO NEWS PROVIDER FOR PUBLISHERS WHO WANT TO ENGAGE AND MONETIZE THEIR DIGITAL AUDIENCE

- Founded in 2008
- Acquired by E. W. Scripps Company, 2014
- 60+ person newsroom producing 1,000+ videos monthly
- Multiple award-winning news stories & apps
- Bureaus in New York, Chicago, D.C. and Cincinnati
- Experts at telling compelling stories in under 2 minutes
- 150+ million monthly video views across 700 + desktop sites



THE DAILY BEAST



HeartlandMedia



gray



GateHouse Media*



SCHURZ
COMMUNICATIONS INC.



LEE ENTERPRISES

VIDEO IS EVERYWHERE, EVERYWHEN, AND EVERYHOW



movers



workers



potatoes

(FYI: Video on every page should be your mantra)

VIDEO IS KING



VIDEO IS A TOP REVENUE GROWTH AREA. BUT TODAY, **70% OF PUBLISHERS** ARE YET TO TAP THE VEIN...

- 2013 = \$2.8bn
- 2016 = \$7bn*



BUT VIDEO SUCCESS DOESN'T JUST 'HAPPEN'. IT HAS TO BE DONE RIGHT



- ✓ SOURCE
- ✓ QUALITY
- ✓ FORMAT
- ✓ RELEVANCE
- ✓ CROSS-SCREEN
- ✓ LIVESTREAM vs VOD
- ✓ MANUAL VS DYNAMIC
- ✓ TECH CHOICES
- ✓ PLAYER POSITIONS
- ✓ PLAYER SETTINGS
- ✓ AD STACK CHOICES
- ✓ PRICE

Tuesday
Sep. 13, 2016 at 2:13 am

Stay Connected

By The Associated Press

BALTIMORE (AP) — Donald Trump stood up for his supporters Monday against Hillary Clinton's remark that half of his supporters belonged in "a basket of deplorables," denouncing the comment as "an explicit attack on the American voter" and suggesting that it makes her unfit for the presidency.

But even as Trump defended his backers, one lashed out at protesters in the hall by appearing to punch and slap them. Trump talked through the scuffle.

"While my opponent calls you deplorable and irredeemable," he said in Asheville, North Carolina, "I call you hard-working American patriots who love their country and want a better future for all our people."

Story continues after video

Watch: How Much Do We Need To Know About The Presidential Candidates' Health?

But his rally was interrupted several times by demonstrators and, at one moment, brief violence. As several protesters were being escorted out by security, a man in the crowd grabbed a male protester around the neck and then punched him. He then slapped at a woman being led out. The Trump supporter was not ejected by security.

The celebrity businessman talked through the scuffle but cracked after the disturbance. "Is there any chance you can get the Trump rally?"

Mid-article, Instream

- Automatically embedded into every article
- Content is auto-updating and contextually relevant to page category
- Play when scrolled in-view
- Pause when out of view
- Sound on/off
- Full article width

GOOD FOR : Volume, Engagement, viewability



BUSINESS FUNDING

BAD CREDIT? - OK / NO STARTUPS
QUICK PROCESS - 24 HR APPROVALS
DIRECT LENDER - NO MIDDLEMAN



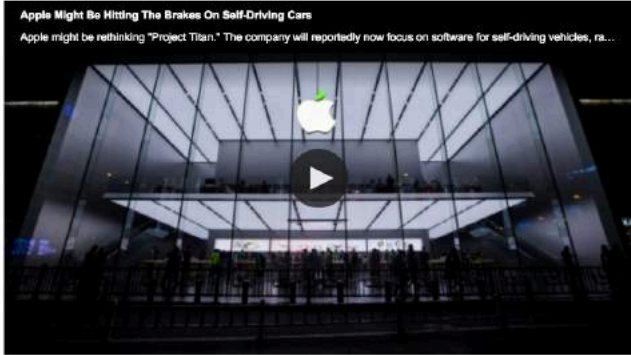
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Trending: Pinterest IMDays Videos What Is

September 13, 2016

Don't Jump in Line to Buy an Apple Car Just Yet (Watch)

Sep 12, 2016 by Annie Pilon In Technology Trends 1



Apple Might Be Hitting The Brakes On Self-Driving Cars
Apple might be rethinking "Project Titan." The company will reportedly now focus on software for self-driving vehicles, ra...

If you had your heart set on owning an Apple Car in the future, you may be disappointed. The company is reportedly shutting down "Project Titan," its initiative to put together self-driving vehicles.

Instead, it seems the company might focus its efforts on creating backend software for self driving vehicles. So instead of totally pivoting into a new industry, the company can sell its products and research to companies that already make vehicles.

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- Sound on

GOOD FOR : Premium Rates, viewability



Messi was found guilty of defrauding the Spanish government of \$4.5 million in image rights commissions between 2007 and 2009 by way of shell companies in various tax haven countries, including Belize and Uruguay.

Messi, who makes \$81.4 million annually in total earnings, made a voluntary payment of \$5 million to Spanish tax authorities in August 2013 to cover unpaid taxes.

Jorge Messi manages financials for his son, and he was the person to review the image rights contracts with Adidas, Pepsi-Cola, Procter and Gamble, and others.

Messi told the court in June 2016: "As my dad explained earlier I just dedicated myself to playing football, I put trust in my father, in the lawyers who had decided to manage this thing ... the truth is no, I didn't know."



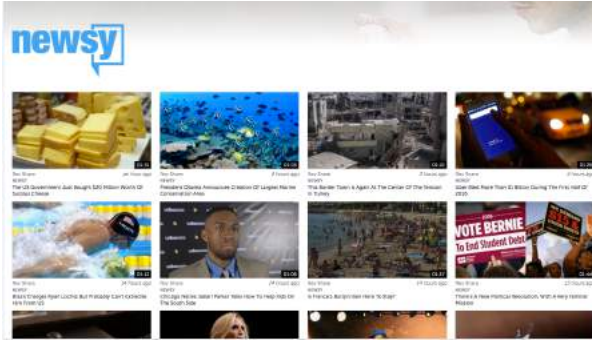
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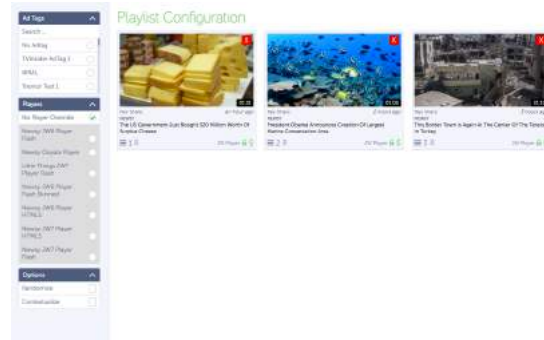
GOOD FOR : User Experience



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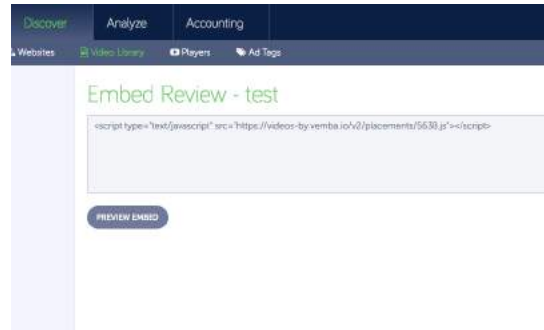
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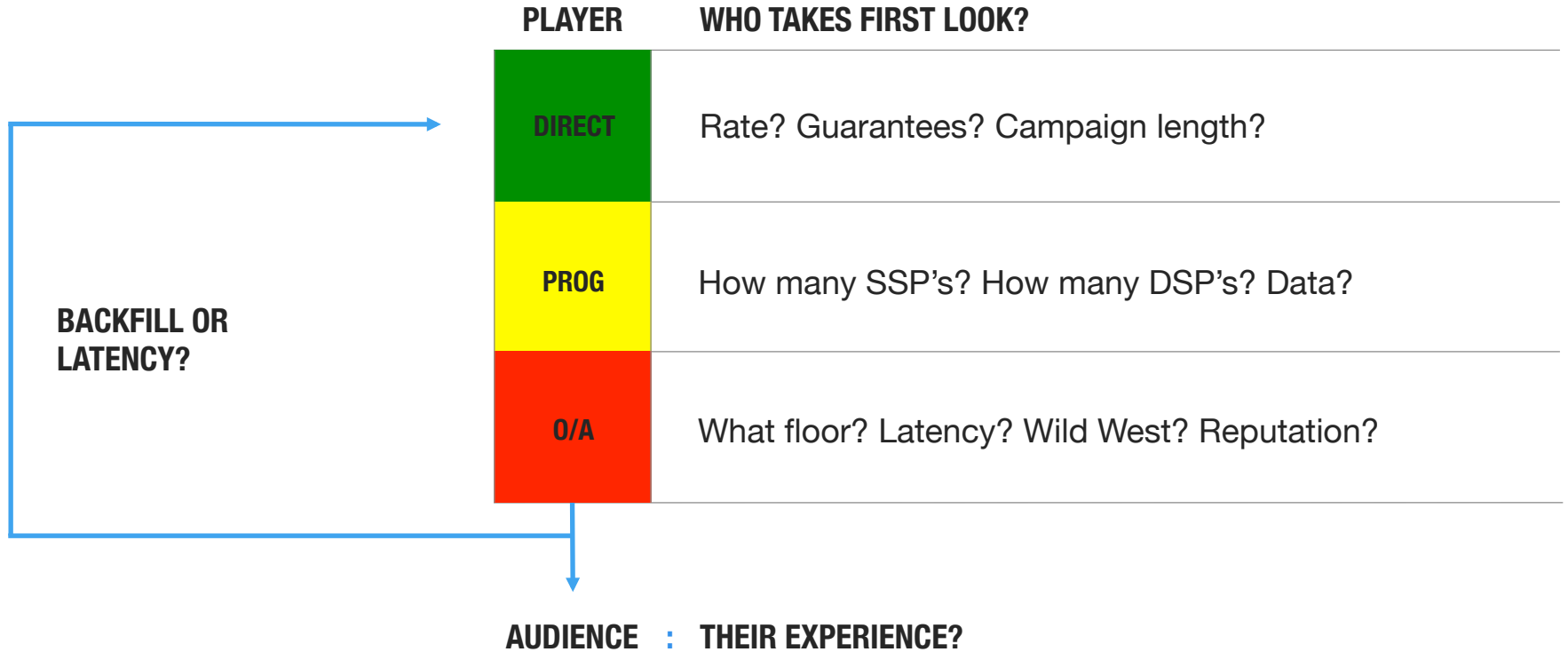
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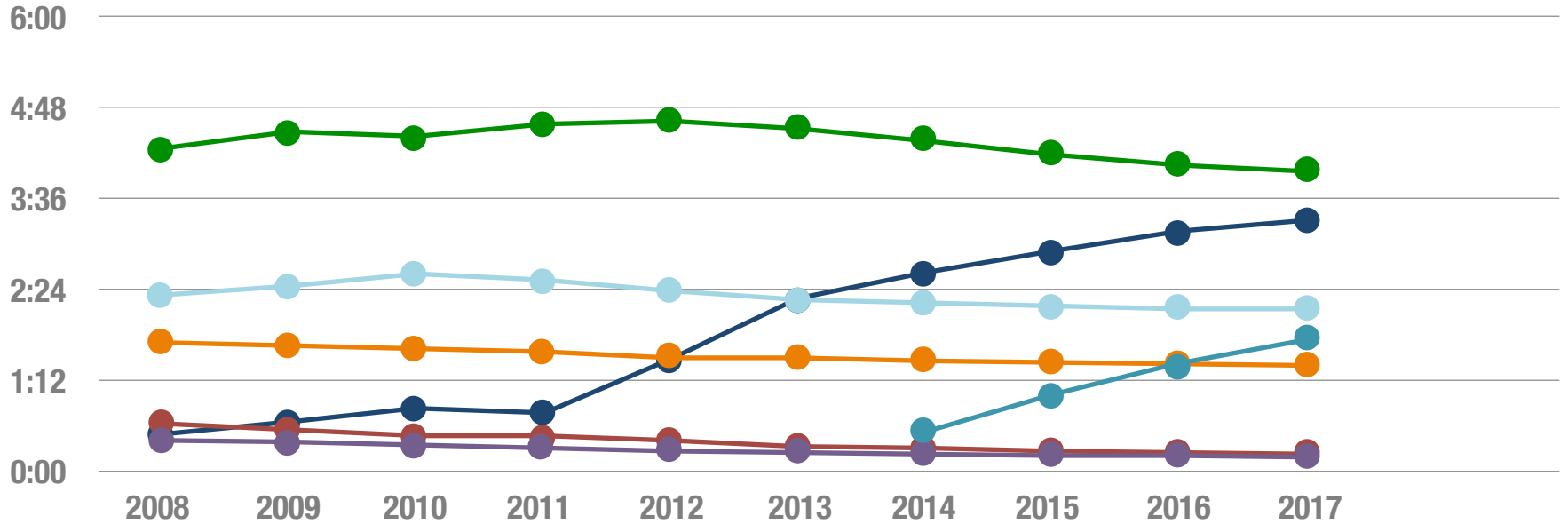
HOW IS IT SOLD?



**NO MORE 3 MARTINI LUNCHES.
SORRY**



AVERAGE MEDIA CONSUMPTION PER DAY (HH:MM)



● Mobile
 ● Desktop/laptop
 ● TV
 ● Radio
 ● Newspapers
 ● Magazines
 ● OTT

Courtesy of Calkins Digital

Give them the experience they want and they will stay...for hours



You have plenty of places to connect with this audience:



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THANK YOU



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