# VIZCOMINTERNATIONAL MEDIA NETWORKS

ADVERTISING AND BRAND SOLUTIONS

















**DIGITAL DAY 2017** 

## WHY ARE WE HERE?



Shifting viewership with more and more inclusion of multiplatform content has made digital marketing more important than ever. It is no longer a trend, but a reality. The proper message within the right content via the right platform to the right people has become a new and integral part of all campaigns...

TODAY, WE WILL SEE HOW WE CAN DO THAT ON VIACOM'S PROPERTIES.

nickjr.



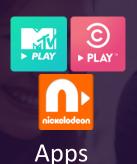






# AND CAN BE AMPLIFIED USING MULTIPLE PLATFORMS









**Programmatic** 

## 100 MILLION MONTHLY POTENTIAL USERS

nickjr.







### THE VIACOM DIGITAL SHOP IN NUMBERS



23 desktop and mobile responsive premium websites

distributed in Kids, Music, Entertainment and Comedy verticals



3 Premium authenticated apps

(available in App Store and Google Play) – MTV Play, Nick Play, CC Play



174 million video views

generated by our apps last year



22 advertising Formats

(Video, Standard, Rich Media, Mobile ad packages)



**Endless Native / Branded Content / Short Form Integrations** 

across Viacom's Multiplatform Ecosystem



Social Media offerings and amplification Solutions across VIMN Brands' official channels in major social media networks (Facebook, YouTube, Twitter,

Snapchat, Instagram) and partnerships with top niche influencers



Multiple types of media selling to adapt to buyers' needs and budgets:

from Premium Branded Content integrations

to Programmatic Buying expertise



**Premium** 









High Frequency

VIACOM MIAW/6 MUNPLUGGED DIGITAL **PRODUCT MATRIX:** A ONE STOP SHOP

High **Engagement** 

programmatic+









**Standard** 

nickjr.







# ENGAGE OR DIE: 13 WHY DOES AFFINITY MATTER?

In today's hyper-connected world, affinity has never been more quantifiable. But to harness the marketing power of your end consumer, you need to engage by being relevant and you need to entertain. Word of Mouth is the most influential factor in purchasing<sup>1</sup>

86% talk about what they have seen, heard or done <sup>2</sup>

1 in 2 talk about Viacom brands<sup>3</sup>



- Co Branded campaigns on MTV have delivered 128% uplift in advocacy for brands
- MTV audience index at 179 for regularly informing friends and family on new products 4

- Kids who watch Nickelodeon are twenty five percent more likely to feel their opinions are taken seriously across all product categories vs. non Nickelodeon viewers
- Nickelodeon audience index at 113 for friends and family coming to them for advice on toys



- Comedy Central audience index at 127 for being online influencers.
- Comedy is #1 Interest among 18-34 year olds



- Paramount linear viewership has grown by 20%, but by 186% among unique visitors
- Over 500K users on social media











**BRANDS** 





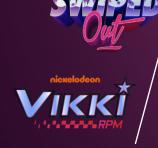


**EVENTS** 

## **COBRANDING**

**SHOWS** 

**PROSOCIAL** 







### THE DIGITAL SOLUTION MATRIX

#### **CONTENT CREATION:**

yours or mine, Creative excellence and on target





#### **CONTENT AMPLIFICATION:**

Multiplatform reach of receptive audience



40 Million Social "followers/friends/like

63 Million unique visitors MODEIA

#### **CONTENT ENGAGEMENT:**

Right message to right people

Digital: Completion rates over 80%. Over 8 Million streams a month

Social: Nick #1 among kids channels. MTV has 16 million followers













**VIA THE** RIGHT VEHICLE



**RESONATES WITH** THE AUDIENCE



# f FACEBOOK

- **VIDEO**
- **COMMUNITY**
- **NEWS FEED**
- **®** FACEBOOK LIVE











# DEEPER MEANINGFUL ENGAGENTENT WITH YOUR BRANDS

