



2019 Digital Content NewFronts

INTRODUCTION

Going into this year's Digital Content NewFronts, I was eager to see how the changing lineup would effect the industry's outlook on the year (if at all). Prominent names were absent from the 2019 list, notably Group Nine, who opted for a regional roadshow; Refinery29, CNN/Turner, and ESPN (where were all the sports?!). But where these old-timers were missed, we also saw some new faces with Ellen Digital Group, Target and Walmart's Vudu. Although Facebook did not participate, they showcased their Premium Video offerings in hopes of securing upfront video buys via Facebook Marketing Events.

So with all of these options, how do we know what to prioritize?

As we make our way through 2019 and look to 2020, my opinion is, why run from all the choices? Embrace it. Our focus needs to be on growing desirable audiences and creating ways to engage them across an array of media choices, so advertisers need to think holistically - something presenters at this year's NewFronts were acutely aware of. Fourteen media companies presented their new programming, content, creators, products and measurement capabilities:

The New York Times

VIACOM

STUDIO7

verizon
media

VUDU
a Walmart Company

e
ellen digital group

TARGET

BBC NEWS

twitter

CONDÉ NAST

hulu

VICE

meredith

YouTube

The NewFronts are an opportunity to bring together brands, agencies and digital content producers to learn about the biggest and best options today for advertisers. The focus should be about innovation, imagination and the multiplicity of marketing opportunities at a time when the most coveted audiences continue to flock to digital.

We have assembled this report as a showing of this year's offerings, and some of the top trends for advertisers.

TLDR: With the NewFronts, it's more about the buzz than the buy. And that's the way it should be.

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KEY TRENDS

01

All companies continue to reinforce their brand safe content.

02

Digital video is being positioned as the new PrimeTime based on its scale, engagement and audience.

See: Conde Nast, YouTube

03

New content, creator/talent, and partnerships have been formed to develop more programming, obtain greater premium content, grow audiences and increase distribution.

See: Viacom, Hulu, Twitter

04

Media companies are going beyond video content development to Podcasts and Experiential.

See: Verizon Media, New York Times, Studio71, Viacom, Conde Nast, Meredith

05

Consumers displaying different content viewing behaviors and preferences throughout the day need customizable experiences or choices.

See: Conde Nast, Viacom Pluto TV

06

The rise of connected TV, OTT and streaming services (free or paid) is changing the way marketers connect and engage with TV viewers.

See: YouTube, Hulu, Conde Nast, Vudu, Viacom, Twitter, Verizon Media

07

Shoppable ads and sales data is increasing, making the path to sales more seamless.

See: Vudu, Roundel, Meredith, YouTube

08

New buying and measurement models will bring greater accountability.

- Sales Guarantees on Video Buys
- First Party and Sales data
- Nielsen DAR and Catalina

See: Meredith, YouTube, Roundel, Vudu

MEDIA COMPANIES AT THE NEWFRONTS

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The New York Times discussed their journalism standards showcased through audio and video platforms as well as their focus on new ad targeting offerings and events.

Innovations & Opportunity

- **Targeting:** Emotional targeting will debut later this year and expand to motivation ad targeting. Content will be scored based on the intent it will drive actions. Additionally, brands will be matched with specific actions. Topic targeting will also launch to allow advertiser to choose to appear in specific sections of a newspaper.
- **Campaign scope:** Technology that scans metadata of each site page (tags, section and “feel score”) and it will determine niche topics to help drive performance.

Programming

- The Daily: A week long podcast series hosted by Michael Barbaro that focuses on populism in the UK.
- The Weekly: A new TV Show coming in June to FX and Hulu. The show will reveal the abuse at T.M. Landry College Preparatory School.
- Food Festival: NYT will be hosting its first food festival, October 5-6, in New York’s Bryant Park to bring leading chefs, restaurateurs and writers together. The event will offer tastings, cooking demos and family-friendly activities and musical acts as well as curated dining experiences.

The BBC News key theme was Evolution. Specifically, how they continue to be one of the world's most popular news outlets while evolving and innovating. However, they also discussed the social impact of quality news on the future and want to ensure news is reported in a meaningful and insightful manner. They believe that news needs to be funded by Advertisers and Advertisers can't shy away from news due to brand safety.

Innovations & Opportunity

- **Object-Based media:** A technology that allows viewers to customize their content according to their preferences.
- **Songbird:** Offers text to audio of all BBC articles hands free. Consumers will have the ability to download audio in the background as well.

Programming

- Click: A technology, news and gadget series that will be customized based on consumers technology knowledge.
- The Future Sound of Music: A show devoted to exploring and experimenting with the ideas, tech, and creators that are redefining music.
- Discovery: A new vertical launching within BBC News that is a cross between Travel and Future. It will cover travel, tech, exploration and archaeology.
- Future of the Past: New travel series
- The 20/20 Project: focusing on the cultural heritage sites around the world that are under threat and the efforts to save them
- The Race to the Moon in 50 Numbers: A series that will launch to celebrate the 50th Anniversary of Apollo 11 moon landing
- Future You: A new feature programming vertical covering "big ideas" from the worlds of health, psychology, technology, science, and medicine, featuring interactive elements.
- BBC Sport: Sport will provide coverage of women's world cup competitions for rugby, cricket, and soccer.

Viacom's theme was Create, Connect, Repeat in a culture of content. Viacom reaches 80% of all A18-34 across Owned and Operated (O&O) and digital with 6.7B minutes watched and 4B views monthly. Their fastest growing audiences are Hispanics and African Americans. Viacom will leverage its scale through its original programming, linear TV, tentpoles, shopper marketing and experiential as well as the recent acquisitions of Awesomeness and Pluto TV (free streaming television service in the US) and will be distributing its programming across Facebook, Snap, Twitter and YouTube.

Innovations & Opportunity

- **VidCon:** Viacom will continue to organize the world's largest celebration of digital video and online creators. This year will be the 10th conference / celebration. Partnering with the IAB.

Programming

Comedy Central

- Untitled late-night show from David Spade: As the new late-night host, Spade will be talking to his friends about what's on in pop culture which will be syndicated to YouTube, Instagram and Twitter. He will also be developing a digital exclusive series.
- Gus Johnson Overall Talent Deal: Gus Johnson will be working with Viacom Digital Studios to create monthly original videos for Comedy Central.
- Second Chances with Jason Nash: Forty-something comedian, Jason Nash, takes a shot at all the life experiences he missed out on in his youth.

BET

- BET Experience: Bringing together fans, creators, musicians and thought leaders, to celebrate culture through a music and entertainment festival.
- Black Coffee: Marc Lamont Hill will bring a daily talk show that will discuss TV, Hip Hop, Sports, Politics with exclusive topics for Twitter.
- De'Arra & Ken's Prank Show: A Snap Original, where De'Arra and Ken team up with couples who want to prank their significant other and challenge each other to see who can pull off the same prank best.
- Two Grown: Starring Jourdan Guyton and Alana Johnson, two twenty-something women, who recently moved to New York and hilariously struggle with growing up and pursuing their dream.

MTV

- VMA: VMA is one of the largest Viacom tent pole events that awards the best in music video.
- MTV Spring Break: A MTV tentpole opportunity showing young people partying during spring break.
- MTV No Filter | Tana Turns 21: Following Tana Mongeau and crew for a behind the scenes look as they navigate vlog, partying and controversy.
- 3 Days Wit: A YouTube show that gives unfiltered access to up and coming and established artists.
- Next Big Dance Move: A YouTube show where three contestants will perform what they think is the next big dance move in front of an esteemed panel of judges.
- Wild 'N Out: Launching a dedicated Twitch channel for show personalities to play alongside fans.
- Drag My Dad: A Facebook Watch show hosted by Bob the Drag Queen that is a makeover show highlighting dads who choose to get closer to their children by turning themselves into fabulous divas.
- Wrong Distance Relationship: A Snap Original docu-drama series following the evolution of three couples around the country trying to keep their romance alive even in the most dire of circumstances.

Nickelodeon

- Kids Choice Awards: Tentpole event/awards show that honors the year's biggest television, movie, and music acts as voted by viewers.
- Nick Slime Fest: Tentpole slime-filled, multi-platform music and entertainment event.
- Jayden's Dance Throwdown: Dancers from all over to go head-to-head against internet sensation Jayden Bartel with curveballs thrown in to make it interesting.
- Annie vs Hayley: Sisters will put their design and style skills together to compete in challenges.
- SpongeBob Smarty Pants Game Show: Launching a digital game show pitting fans against each other to win The Golden Pineapple by answering trivia questions, completing messy stunts and competing in themed games.
- Throw Back with Nickelodeon: Digital star and host, Anthony Padilla, sits down with your favorite Nick starts from the past.

Pluto TV

- Co-Branded Pluto TV: curated versions of existing Viacom Channels. They include: BET Pluto TV, Comedy Central Pluto TV, MTV Pluto TV, Nick Pluto TV, Nick Jr Pluto TV and Spike Pluto TV. Each channel will bring back the best of its programming classics such as MTV Cribs, Dora The Explorer, Duck Dynasty, etc.,
- Signature Channels: These channels will focus on celebrated and differentiated programming such as CMT Westerns, MTV Dating, Paramount Movie Channel, Spike Outdoors.
- Pop-up Channels: Channels will showcase binge-worthy series.
- New Channels added to Pluto TV: BBC studios, CNN and Major League Soccer

Awesomeness

- Brent vs Eva: A challenge show where they each challenge one another to various stunts.
- How to Survive: A Break-Up: A scripted romantic comedy series about all the heartbreaking, and at times hilarious, steps to getting over a messy break-up.
- Brent Rivera's Dream Vacation: Brent Rivera along with his friends ditch the LA grind for a vacation of a lifetime.

Twitter's video strategy continues to focus on working with key media partners to build deeper connections with audiences their interests. Twitter highlighted new media and sports league partnerships with a key focus on: Sports, News, and Live Entertainment

Innovations & Opportunity

- **Unique Viewing:** Live streams of NBA games will be featured on Twitter with a twist, fans will have the opportunity to vote for the player they want the camera to focus in on in the second half of the game. Thus, during the second half of the game, only that player will be the focus of the stream. It will be supplemented with additional NBA commentary from talent.
- As Twitter continues to expand its premium video partnerships with well know publishers and media properties across key categories such as Entertainment, News, Sports and Hispanic, advertisers will benefit with increased opportunities to run in brand safe environments that will complement their video buys. The new program with the NBA is an example of how well they know their base and how innovative they can be with video.

Programming

Sports

- ESPN: ESPN will be extending its on-air shows like ESPN Onsite will bring sports broadcaster's live shows, The College Football Show, Hoop Streams, MLS Countdown Live to Twitter.
- NFL: NFL will bring Football video highlights, breaking news, analysis to Twitter as well as live shows around tentpoles such as the NFL Draft.
- The Players' Tribune: Don't @ Me is a new interactive live broadcast featuring two athletes debating topics in which Twitter fans will get to vote the winner of the debates.
- MLS: MLS will bring live matches as well as highlights and posts of every goal to Twitter.
- Bleacher Report: House of Highlights season 2 will continue to bring athletes and celebs to Twitter community.

Entertainment

- Blizzard Entertainment: BlizzCon gaming convention opening ceremony, behind the scenes interviews and live broadcasts, clips and highlights of game-developers and esports tournaments will be aired on Twitter.
- Live Nation: Bringing a new concert series exclusively to Twitter that will feature 10 concerts in 10 weeks along with festivals such as Governor's ball, Lollapalooza, Bonnaroo, etc.
- Viacom: VMA Stan Cam will allow fans to select which audience member they would like to watch on a live reaction cam, follow backstage and behind the scenes during the MTV VMAs. Bringing back red carpet coverage of BET, CMT and MTV tentpole events.

Hispanic

- Univision: Vision 2020 will bring coverage of the 2020 election analysis and reporting. Soccer highlights, Latin Music award coverage and reality TV shows will all be brought to Twitter.

News

- WSJ: WSJ What's Now is a show that runs business analysis and market insights daily along with event coverage.
- CNET: New Partnership that will cover major tech industry events such as CES and the Mobile World Conference
- Time: New video content for Twitter around key franchises such as Time person of the Year and Time 100.
- Bloomberg: TicToc is expanding its coverage to G20 Summit, United Nations Assembly and World

Studio 71 continues to tout its innovative content programming and social influencers while focusing on key areas of growth for them such as podcasting.

Innovations & Opportunity

- **Brand Safety:** Studio71's brand-safety scanning system *Context*, will now monitor for inappropriate comments and links in comments and remove them as necessary.
- **Analytics:** Studio71 is teaming with Amazon Web Services (AWS) to make a version of Arrow Intelligence Platform which crunches influencer-marketing data — that will enable advertisers to better understand an influencer's ability to inspire actual purchases.
- **Creative:** Studio71 Xpand launched as a new ad product that turns social posts into standard display ads.

Programming

- OHoney: A podcast starring influencers Amanda Cerny and Sommer Ray (60 million collective followers across YouTube and Instagram) who will take calls from lovesick listeners and offer their advice to millennials.
- On Group Chat: Friends Chris 'Drama' Pfaff and Dee and Anand Murthy will host a podcast discussing business, culture and current events
- Smosh: Recently acquired from the defunct Defy Media, Studio 71 has partnered with its 8 Youtube channels and will also create new formats with its existing shows.

Condé Nast is positioning itself as the new Primetime as they reach 30 million net-new Millennial and Gen Z consumers who aren't watching television. CN has 50 returning digital video series and is developing more than 175 pilots across all platforms including YouTube and OTT.

Innovations & Opportunity

- **Condé Nast Prime Placement:** Offering advertisers an innovative new way to engage viewers by integrating directly and seamlessly into Condé Nast's most popular series — all backed with guaranteed views and third party measurement.
- **Sports Channel:** Launching a GQ sports YouTube channel by GQ that will have original programming on style, culture, etc. of popular sports.
- **Twitter:** New partnership to live-stream Condé Nast's events, including Vanity Fair's New Establishment Summit, Wired25 and The New Yorker Festival.
- **Condé Nast Spire:** Launching new product improvements, including TV retargeting by leveraging the company's data offering via Spire.
- Condé Nast continues to reach an array of upscale audiences with CN's original lifestyle programming from top brands. Clients can take advantage of integrating CN into their overall video "prime" strategy with brand safe, engaging content while leveraging data and measurement and social platforms.

Programming

Glamour

- Closest Confidential: Creating a new virtual reality experience where Tan France, British influencer and fashion guru from "Queer Eye" will explore and enhance people's wardrobe.
- Queen Pins: An original series that will tell stories of the most notorious female crime bosses who upended the traditional male-driven criminal hierarchy.

Condé Nast Epicurious

- Barely Skilled: New series starring Joe Sugg, Youtube vlogger, who will be recreating epic creations of specialty chefs.

Vanity Fair

- The Great Pretender: Explores the ins and out of how actors successfully master technical skills to portray the iconic characters that viewers have come to love.

GQ

- Grails: Takes viewers to the ends of the earth to discover the best of the best in men's style.

Allure

- Seeing Triple: Gives three makeup artists the exact same prompt to transform one face. Viewers will get to see just how differently their creative minds work in the pilot that is packed with relatable beauty insights.

Condé Nast Traveler

- Say I Sent You": Reimagines the traditional travel guide through an interactive pilot specifically tailored for Instagram Stories. In this show, viewers will be able to discover hidden treasures that even locals don't know about.

WIRED

- Mind Magic: Explores the how and why of optical illusions, and the ways our brains trick us into seeing what's not there.

Architectural Digest

- Pop Culture Design Breakdown: Breaks down the evolution of different styles through the lens of popular media with help from a design expert.

Teen Vogue

- Stan-ing: Features ten super fans rehashing their favorite TV show's iconic moments.

Bon Appétit

- The World's Kitchen: Hosted by Andy Baraghani, who learns to prepare culinary staples from around the world by visiting the restaurants that have perfected their region's most iconic dish.
- Baking School: New series with pastry chef Claire Saffitz.
- Making Perfect: New ensemble led series focusing on creating the perfect dish.

Verizon Media touted new original video and podcasting content, emerging technologies like AR/VR and 5G, DSP expansion into audio, and the power of their 2017 Yahoo acquisition. Yahoo Play, a Verizon Media app, currently has over 20 original series on the platform, with over 10 in production queued to launch in 2019.

Innovations & Opportunity

- **Audio DSP:** Expansion into the audio space through a global integration with private audio marketplace AdsWizz. The inventory is sourced from Pandora, Spotify and iHeartRadio, etc. and will bring talk, radio and podcasts and to name a few, and will advertisers to seamlessly buy audio alongside their standard programmatic buys.
- **XR Partner Program:** Debuted by Yahoo News, XR Partner program allows Journalists to gain access to the RYOT 5G studio and 5G Labs in Los Angeles. The goal will be to provide interactive, AR/VR news content to viewers. The offering will help advertisers easily extend existing display and video assets into fully immersive and consumer-first VR environments.
- Outside from partnering with Verizon Media on brand integrations within their custom shows, it is easier than ever to tap into them for a holistic digital plan that includes video, display, native, AR/VR and now audio, all in one place. Their extensive 1st party data proposition and immersive ad units that are now available to test, enable clients to push the limits on innovation while remaining data driven at the core.

Programming

- Hypezilla: 5G enabled series coming to Yahoo Play App that will feature weekly products and consumer technology overviews within tech and clothing. An augmented reality integration will allow users to preview and make purchases directly in the app.
- 5B: A documentary exploring the story of the first HIV/AIDs care unit the United States, presented by Julianne.
- In addition, Room of Doom and Beat the Streets: Los Angeles are currently slated for production with more to come.
- Yahoo Sports: Extending NFL streaming rights to the Yahoo Fantasy Football app and users will be able to watch all local and primetime 2019-2020 season games free and unauthenticated in the Yahoo Fantasy Football app and the Yahoo Sports app.
- My Three Cents: Yahoo Finance series hosted by Jen Rogers, will feature interviews with celebrities, athletes, and influencers and discuss how they handle finance.
- Ballots and Dollars: Weekly podcast hosted by Yahoo Finance columnist Rick Newman will discuss how current political events affect American's finances.

- The Art of the Exit: A deep-dive podcast hosted by Alex Sugg discussing history's greatest heists; from the Paris Museum of Modern Art's "Spider-Man" robber to the Bitcoin Heist of Iceland.
- Illegal Tender: Hosted by Yahoo Finance's Ethan Wolff Mann, this podcast is a hybrid true crime/finance investigation, starting with tycoon Aubrey McClendon's untimely death; featuring author of "Saudi America" and Vanity Fair contributor, Bethany Mclean.

Hulu focused on its continued growth of viewers, user engagement and hours streamed. Hulu experienced a 50% increase in viewers YoY with 28+MM customers (26.8MM of those are paid accounts). Not only did volume of users increase but engagement increased as well with 75% increase in hours viewed and a 20% increase in time spent. As for the demographics of the platform, 21MM viewers are cord cutters/cord nevers and the average age is 31. Hulu also introduced a full new line up of shows and popular show renewals.

Innovations & Opportunity

- **Marvel and Vox:** Formed partnerships to produce a variety of shows with both Marvel and Vox studios.
- **Talent Partnerships:** Chrissy Tiegen will create original programming over a 2-year timeframe from scripted content to talk shows.
- **New Ad Models:**
 - **Binge Ad:** Ad that provides value to consumer for something like "next episode free" or a personalized offer from a brand.
 - **Pause ad:** A static ad unit when a user pauses their show to be least disruptive,
- Hulu has done their research, with a combination of new and popular programming they have the gamut covered to reach niche audiences to mass audiences. In addition, they've continued to evolve their ad products to provide a great user experience with the advertising on the platform. This combination represents a strong, premium opportunity for advertisers to find standard and custom opportunities to reach users in a positive brand safe experience.

Programming

- Ghost Rider: New Marvel series featuring Robbie Reyes who is described as a quintessential anti-hero who is consumed of hellfire and supernatural demon.
- Helstrom: New Marvel series featuring Daimon and Ana Helstrom who are the son and daughter of a powerful serial killer who tracks down the worst of humanity.
- Family Style: A Vox Studio production with David Chang and Chrissy Teigen that will focus on family cooking.
- Vox Eater: Developing a documentary series related to restaurants throughout the world.
- Nine Perfect Strangers: Series brings a group of Australians together on a health and wellness resort to change their lives.

- The Drop Out: Drama based on the rise and fall of Elizabeth Homes and her company Theranos.
- Catch-22: Staring George Clooney, this miniseries is the story of the incomparable, artful dodger, Yossarian, a US Army Air Forces bombardier in World War II who is furious because thousands of people he has never met are trying to kill him.
- Four Weddings and a Funeral: Ten-episode comedy- drama series from Mindy Kaling will follow American friends who reunite at a wedding and then face turmoil that will bring a tumultuous year.
- Wu-Tang: An American Saga: Series based on the Wu-Tang Clan, one of the most influential groups in hip-hop history, and will explore and expand the band's world.
- Little Fires Everywhere: Eight-episode miniseries starring Reese Witherspoon and Kerry Washington that focuses on a picture-perfect family and a mother and daughter who upend their lives.
- Renewed original series Handmaid's Tale, Pen15 and Ramy.
- New revival series of Veronica Mars.
- Seasonal programming: Partnering with 'Rock the Vote' to get young audiences to vote in the 2020 election and continuing Huluween.

In its first DCNF, Vudu pitched Original Content and Shoppable In-Stream Ads. With dropping DVD sales in stores, Walmart is helping consumers find the promised “everyday low prices” within even the streaming environment. They are quickly launching into the premium retail CTV space with original content to boost scale, coupled with their robust 1st party data.

Innovations & Opportunity

- **Eko:** An interactive content start-up that formed a joint venture with Vudu to produce interactive shows.
- **Shoppable In-Stream Ads:** While watching content, consumers will see a shoppable instream ad pop up that allows a seamless “Add to Cart” function. Users can then click to add advertised items to a virtual shopping cart on Walmart.com without disrupting the viewing experience.
- **Potential AR, VR and Interactive Shows**
- Vudu’s family-friendly content can be valuable to CPG, technology, entertainment, travel, retail and many other kinds of advertisers. With their first-party data and CTV offering, brands can target Walmart purchaser within the premium video space. In addition, Shoppable ads, add a layer of ease and availability for products sold at Walmart and can be a great test for clients in this space.

Programming

- Friends in Strange Places: An unscripted travel show with Queen Latifah.
- Turning Point: An unscripted show that features the exploration of the artistic journey with Randy Jackson.
- Adventure Force 5: New original show about a group of tech-savvy kids in a small town who must band together to save humanity from an evil genius and his robot hybrids.
- Blue’s Clues and You: Remake of Nickelodeon’s Blues Clues where the first three episodes will premiere prior to airing on Linear TV.
- Albedo: A science fiction detective series with Evangeline Lilly.
- First Look: An entertainment show with Variety.
- Mr. Mom reboot: Continuation story focusing on the daughter from the original as an adult navigating the trials and tribulations of modern parenthood.

Vice is rolling out a new vice.com, which will improve digital experience and streamline how the user engages with vice.com. Vice will employ both technology and people to review all content to ensure brand safety while keeping the integrity of its programming and culture. Vice will also be launching some new programming.

Innovations & Opportunity

- **Site Relaunch:** A new vice.com will ensure better engagement with the site and streamline use while creating more opportunities for integration. Broadly, Amuse, Free, Tonic, Waypoint and Vice Sports will be folded into vice.com while Motherboard, Noisery, Munchies and Vice News will have dedicated verticals. Vice is also launching News, Identity, Entertainment, Games, Health and Drug verticals.
- **Brand Safety:** Vice will no longer buy aggregated site traffic which will have an impact comScore reporting, however, it will provide greater safety and transparency. Additionally, Vice will no longer block the following keywords: bisexual, gay, LGBTQ, transgender, HIV, lesbian, gender, queer, feminist, pregnant, interracial, Middle Eastern, Arab, Asian, Latina/o, Jewish, Muslim, Islamic, Christian, hijab, global warming, climate change, refugee, immigrant and overweight/fat as these keywords describe the talent and audience of Vice culture.
- **Social Vertical Video:** Vice Stories has been redesigned leveraging vertical videos that can house content from their social media stories. This advancement will allow Advertisers to integrate into the video directly, rather than going through Snapchat, Instagram and other platforms.

Programming

- Vice Guide to Everything: New programming that will cover topics from cooking to climate change, fashion to finance, relationships and music that is a spinoff from the "Guides" franchise.
- The Contenders: A long form narrative documentary that will examine the presidential candidates.
- All 2018 Shows will make a re-appearance in 2019!

Ellen Digital network celebrated the success of its brands, introduced new programming to the network and discussed the networks core values: Comedy, Authenticity and Kindness

Innovations & Opportunity

- **Podcast:** 'Ellen on the Go' hosted by the show's executive producers: Ed, Mary, Andy and Kevin will provide audio catch ups of the week's Ellen Show.
- **Game of Games app:** App will feature Augmented Reality functions where viewers can play along live with their television screen.

Programming

- Well, Well, Well with Lea Michele: Actress, singer and author Lea Michele will launch a new digital series focused on health and wellbeing with a comedic look at the biggest trends.
- Fearless with Ashley Graham: Returns for a second season to continue the conversation around body diversity and self-confidence.
- Momsplaining with Kristen Bell: Returning for a third season, the series provides a comedic take on motherhood.
- The Build Up: Featuring design experts Anthony Carrino & John Colaneri will continue into Season 2 with their life-changing surprises.
- Life's First Evers with Jeannie: Former Ellen staffer helping fans experience some incredible things for the first time.
- A Decent Proposal with Hannah Hart: Helping deserving couples get the surprise proposal of a lifetime in unconventional ways.
- Ayesha Curry Project: Well-known celebrity chef and television personality, Ayesha Curry, will be launching her new video content on the network.
- OMKalen: Will enter Season 2 with hilarious reaction trending stories and topics.
- Meet Jay Shetty: Former monk and motivational speaker Jay Shetty will be a new addition to the network with a series providing life advice in a series of snackable content across platforms.
- Average Andy: Executive producer Andy to learn from and compete against the world's greatest athletes and experts.
- Do Good Daniels: Show about the Daniels family who gives back to their community even though they have faced financial hardships.

Presented by "PEOPLE Now" host Jeremy Parsons and "Couch Surfing" host Lola Ogunnaike, Meredith showcased their upcoming slate of original content across a variety of their 42 brands, with a focus on their new mantra "Power Her Possible." Touting itself as the nation's largest food, lifestyle and entertainment media publisher, they reach 175 million unduplicated Americans each month, and 86% of all US women. Under the #SEEHER umbrella, Meredith's programming will aim to spotlight women of all ages and backgrounds who are making long-lasting impacts on the world.

Innovations & Opportunity

- Heavy focus on their OTT and YouTube offering while utilizing their trends data to inform clients media buys and leveraging the Foundry, their creative production shop, to help create short and long form video content to run across all mediums. Strong focus on IGTV considering they discovered their 44M Instagram followers are opening the app 30+ times a day.
- While it is likely a fit for any client, considering the breadth of brands and variety on Meredith, brands and clients looking to reach women and Latinas will find relevancy across Meredith publishers. Additionally, brands looking to focus on video and engaging custom content within entertainment, food and lifestyle. There were strong opportunities for brands to sponsor content around Women pushing the boundaries in either Badass Women or #SeeHer seems very synergistic. Katie Couric's #SeeHerStory seems to be a strong platform for clients that see themselves as game-changers and history makers. Brands can also take advantage of shoppable content and videos via Parents and AllRecipes. Lastly, there is an opportunity to lock in Red Carpet tent poles with PeopleTV as well as Twitter.

Programming

People

- #SeeHerStory: A weekly digital series hosted by Katie Couric aimed at showcasing often-overlooked women who have contributed to society in big ways
- The "Three R's of Celebrity": Red Carpet, Reality and Royals: Slate of new programming to run across PeopleTV and Twitter with a focus on the red carpet, reality, and Royals; three topics Meredith knows their audience loves
 - Reality Check: New series about reality TV hosted by Lyndsey Rodrigues.
 - New Weekly show dedicated to news about the Royal family.

InStyle

- #SeeHer Style: Leading up to NY Fashion Week, InStyle Editor-in-Chief Laura Brown and fashion designer Brandon Maxwell, will highlight notable women who are changing the world. Maxwell also announced a \$30,000 scholarship program to help young women take the next step in their careers.
- Badass Women: Returning to InStyle for season 2, this series spotlights trailblazing women who have committed their lives to making a change in their professions and the world.

SHAPE and Health

- Goal Crushers: A series showcasing a race across the Serengeti to raise money for impoverished girls in the area.
- #SeeHer Wellness Warriors: This series premiering on Health will showcase a group of women who have paved the way in the wellness industry and are revolutionizing the way women care for themselves and others.

Parents

- How I Mom: Hosted by actress Tiffani Thiessen, this upcoming IGTV show will provide parenting advice, keeping in mind that there is no right or wrong way to parent.
- Moms Mean Business: Working moms who run thriving businesses will reveal what it takes to be there for their families while still navigating successful careers.
- Parents Latina: A new YouTube channel geared for Latina moms covering a wide range of subjects, including pregnancy, parenting, family, food, home and balancing it all.

Eating Well, Martha Stewart, Real Simple, Everyday with Rachael Ray

- The Future of Food: An in-depth look at the food industry presented by Eating Well: Where it comes from, the science behind it, and how developments around food are changing the world.
- Frosted: IGTV episodic, short-form content series on how to frost and decorate cakes in the vein of Martha Stewart
- Beauty on the Move: Real Simple show housed on IGTV talking all things beauty in culture.
- Like a Boss: Rachael Ray Every Day will follow women in the culinary field who are creating delicious food.

Money

- Money Makeovers: Money's financial planning experts share helpful tips, insights and advice for consumers.
- Mini Moguls: A look into successful children and young adult entrepreneurs: their stories of success and how they intend to leave their mark.

Target Media Network has announced its rebranding to Roundel.

With Roundel, they are taking the best parts of TMN and Target and using them to re-imagine the path forward.

- A way for brands to anticipate what people will need next, right now. Roundel has the ability to know how, why, and where people shop through Target's first party data and consumers.
- A blueprint to improve business by balancing analytics with empathy. Roundel can combine the IQ of TMN with the EQ from Target as a brand people love
- A media company that goes beyond specific channels to programs that speak to millions. Roundel can leverage quality content and media decisions makers on and off the Target platform across display, social, audio and TV.

Innovations & Opportunity

- Roundel offers MediaCom clients the opportunity to be in a brand safe environment while leveraging sales data and technology to reach consumers on or off the Target platform. Whether a client current sells in Target or not, all clients can leverage Roundel/Target's technology and offerings.

A place for consumers to watch videos that relate to their passions and interest and reflects who they are -“primetime is personal”. They focused on creators, entertainment and music content that help brands reach their consumers in an on-demand world. YouTube Original series and specials will now be available for free with advertising versus a paywall. Advertisers will engage and reach a broader audience and align with more talent and creators. YouTube will help them drive incremental reach of their overall video strategy as it is #1 reach and watch time for ad supported streaming media according to ComScore. YouTube reiterated their commitment to continue working on brand safety.

Innovations & Opportunity

- **Nielsen Total Ad Ratings (TAR):** Supported on YouTube and will allow brands to compare YouTube and TV reach.
- **Nielsen Catalina Solutions (NCS):** Sales Lift for package goods brands will be available for Google Preferred campaigns before the end of 2019. This will allow for deeper performance insights across audiences and creative.

Programming

- Cobra Kai: The reboot of The Karate Kid saga has been renewed for a second season.
- Dude Perfect: Group of 5 friends who create videos of various trick shots and stunts cut together with upbeat music.
- Heist with Markiplier: A YouTube original where viewers will make life or death decisions during a museum heist.
- Claire: Documentary of the late Claire Winston that includes interviews and how she explored activism and advocacy.
- Could you Survive the Movies: New unscripted series starring creator Jake Roper where he will take viewers on a journey between science and the movies.
- Retro Tech: YouTube Original featuring creator Marques Brownlee as he explores various iconic pieces of vintage tech.
- Liza on Demand: Second season of creator Liza Koshy series is being produced that continues to show Liza's various gigs, tasks and odd jobs in her quest to climb the ranks.

- BookTube: Michele Obama's monthly literary special.
- Unwind: Alicia Keys new show where she is talking to artists about the creative process in a "really casual way".
- Justin Bieber. Coming Up: Top secret.
- Tiffany Haddish: New channel and series launching that will have gardening, celebrity hoarding, among other things.

To close out the excitement of the Digital Content New Fronts, the IAB hosted a full day symposium to explore the latest research in the video and advanced TV space. They covered a myriad of topics detailed below, but all pointing back to the fact that video is advancing and growing. The IAB predicted that each major advertiser will spend \$18M on digital video alone this year. In addition, the growth of new digital ad formats, like stories and shoppable ads, are becoming more widely accepted. It is undeniable that the demand for high quality video content across screens (OTT and mobile) is diminishing the traditional silos between TV and digital video, causing ripple effects in the industry. Many of these changes are putting the consumer in control of the new Prime time. It is no longer serving the right ad to the right person but connecting with the audience in direct and meaningful ways. Publishers are taking this as their cue to collaborate with brands and create content that is specific to the brand and the audience. These are the types of changes that the IAB and the New Fronts brought forth that will drive the video conversation throughout the year.

Innovations & Opportunity

- **Video viewing motivations/mindsets change throughout the day. As consumers move between these states, their ad receptivity changes**
 - Contextual, behavioral, and demographics all have impact on ad receptivity within the context of motivation and mindset.
 - Consumers report having different preferences for ad relevance types when experiencing different motivations/mindsets.
- **Shoppable Video will only increase as brands are seeking a more seamless path to purchase.**
- With **Automated Content Recognition (ACR)** marketers have a whole new way to target their buys across linear and connected TV, OTT and digital video.
- **The rise of connected TV** is changing the way marketers connect and engage with TV viewers. CTV creates unique ad experiences that not only provide value to consumers, but also drive conversions and return on ad spend.
- **Brand/Audience Connections:** A brand should take a stand on something, have a clear message and embrace new forms of media. The goal is to have branded content that drives even more branded content to build more integrated advertising and create incremental reach and value, listen more, react to your audience's conversation, and leverage your data.