

Create and execute a successful video strategy for local media

Thursday, May 3rd, 2018



TownNews.com

Important reminders:

- Switch to HTTPS secure mode before July 2018
- The Better Ads Standards and Chrome filtering are in effect
- Viewability is impacting CPMs



Today's agenda:

- Why you should consider video
- The state of video
- How to develop a strategy



Why video?

- Increased customer conversions
- Stronger emotional connections
- Rise in accessibility
- Higher retention rates
- Higher engagement
- Stronger consumer attention
- Improved SEO



The state of video

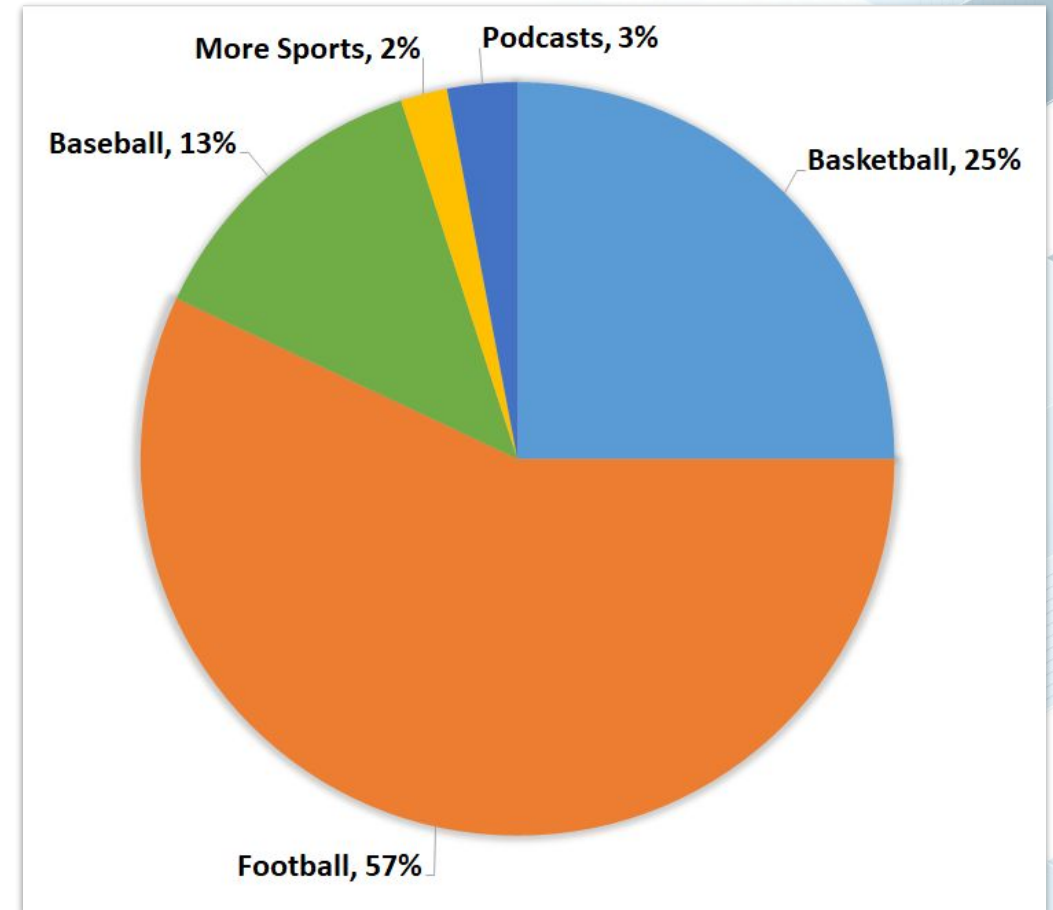
- Digital video advertising grew to 13% in 2017
- 230 million expected U.S. digital viewers in 2018
- 79% of U.S. households use OTT or streaming
- Mobile devices surpass TVs
- Netflix, YouTube, Hulu and Amazon moving into news



Developing a video strategy

Evaluate your current video inventory

- Are you producing video?
- How are you using video?
- Where are you distributing?
- Is video a priority?
- What are your strengths and weaknesses?
- What is the workflow for distribution?



Actual partner evaluation 2017

Establish goals and objectives

- Content goals
 - Genre vs. Type
 - Content partnerships
- Revenue goals
 - Bundled vs. Standalone
 - Programmatic vs. Direct
 - Sponsorships vs. CPM
- Video budget



Organize your team

- Find hidden video talent
- Include your current staff
- Provide internal education
- Train your sales staff
- Shift the culture



Infrastructure

- Basic infrastructure and equipment
- Advanced infrastructure
- Video Management System (VMS)
 - Video on Demand
 - Live Streaming
 - Distribution



Goal: Create once, distribute everywhere

Craft a distribution plan

- Platforms and devices
 - Web
 - Apps for mobile/tablet
 - OTT
 - Social platforms
- Owned brands vs. distributed content
 - Audience extension
 - Audience expansion



Measure video success

- Pay attention to analytics
- Track video performance
- Establish a point person
- Measure, adjust and improve



Walk before you run

- Be strategic and plan smart
- It takes time to plan, structure and budget resources
- Customize the plan to fit your goals and objectives
- Grow into your video strategy in phases
- Remember you don't have to do it all!

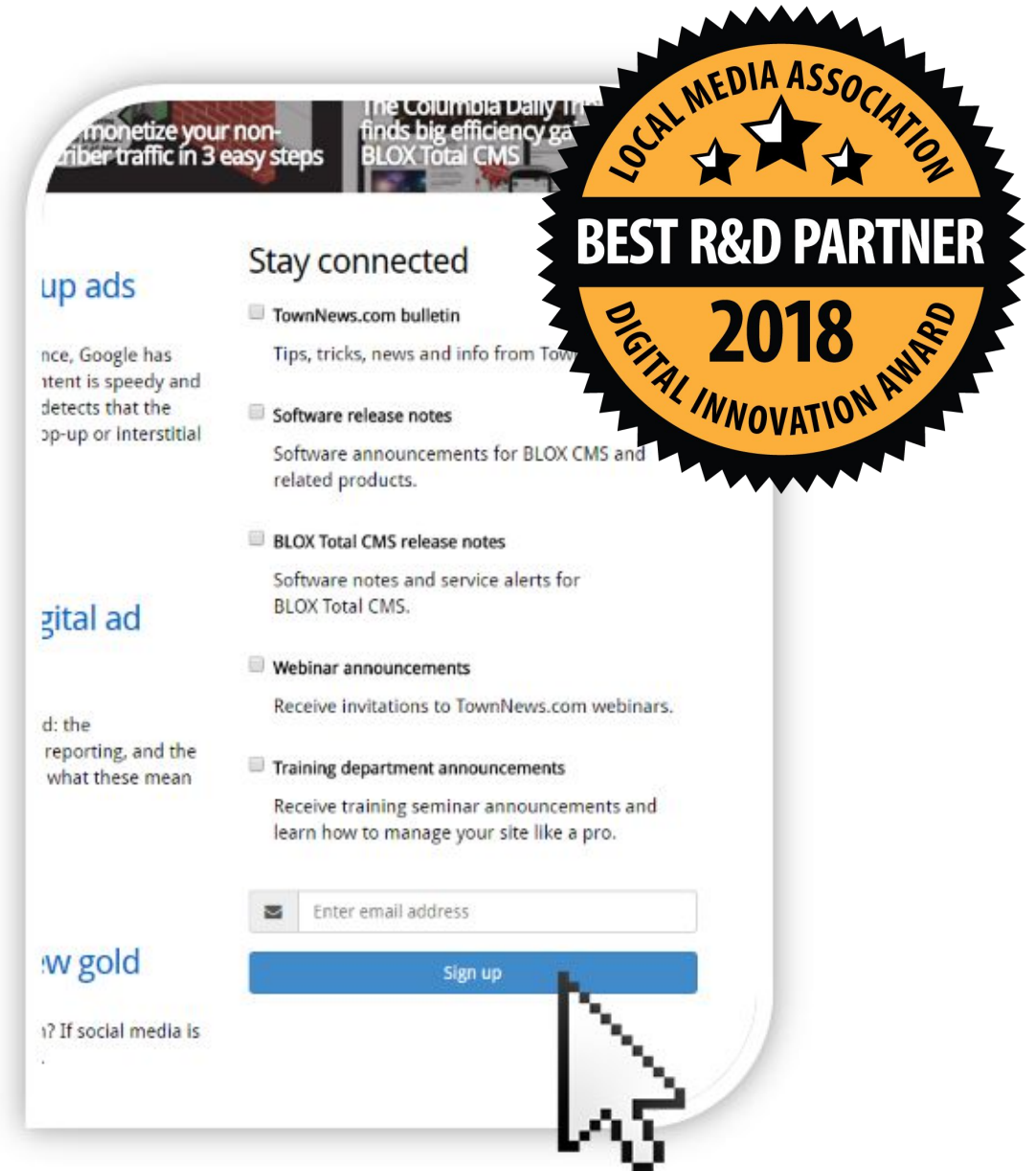




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Thank you!