

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



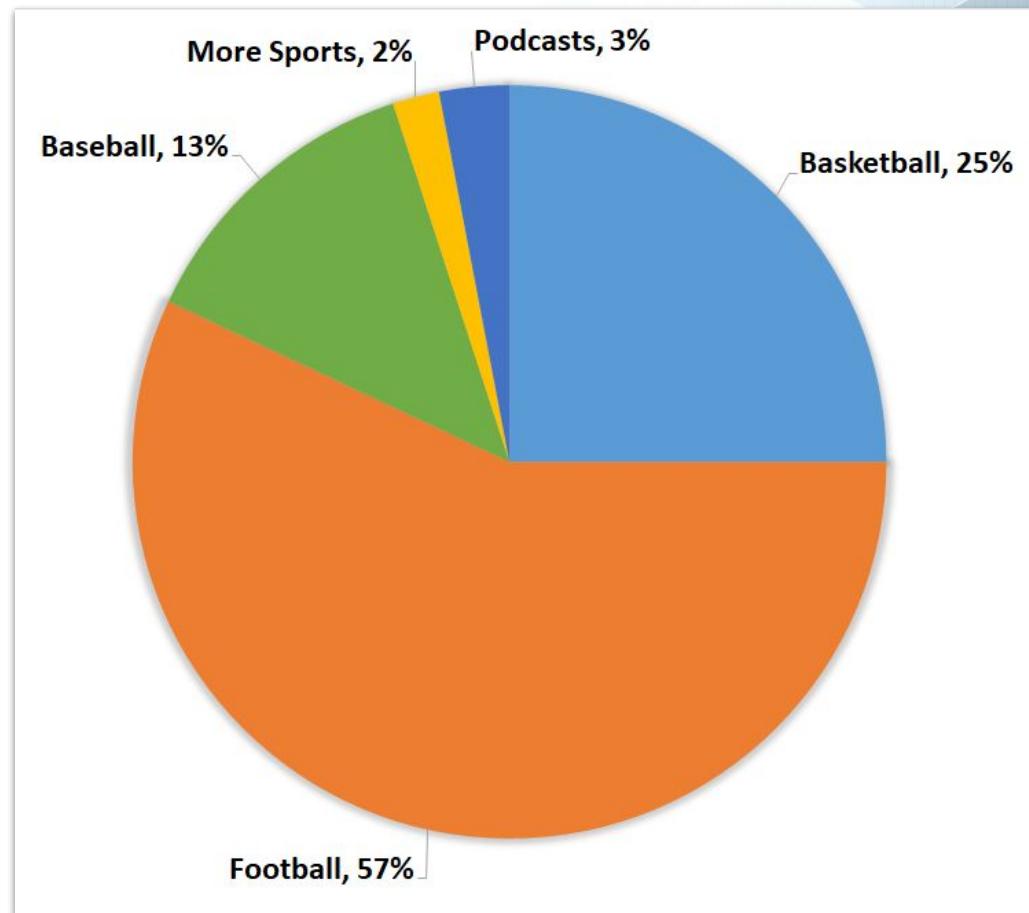
The state of video

- 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

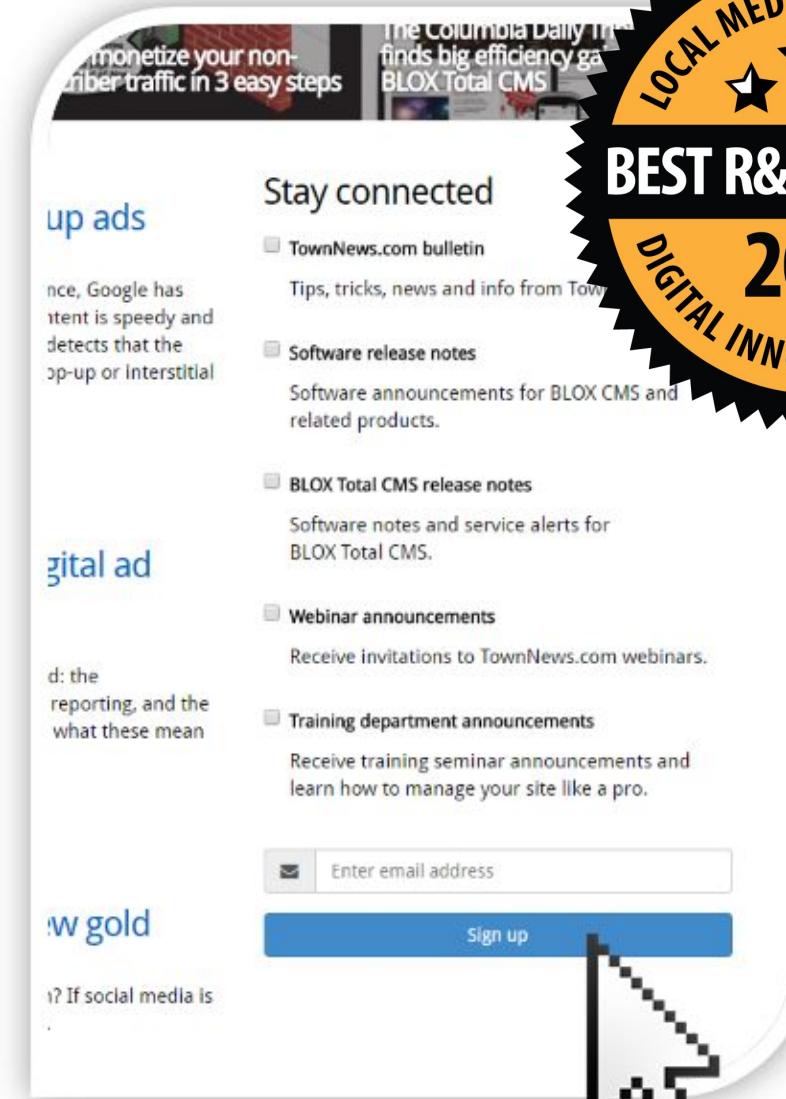
- Be strategic and plan smart
- It takes time to plan, structure and budget resources
- Customize the plan to fit your goals and objectives
- Grow into your video strategy in phases
- Remember you don't have to do it all!



Questions

Stay connected

- Documentation: help.bloxcms.com
- Support:
 - Call 800-293-9576
 - support.townnews.com
- Partner Community:
community.townnews.com
- Service Status: townnews.status.io
- Follow us on Twitter, LinkedIn, Facebook, YouTube



The screenshot shows the 'Stay connected' section of the TownNews.com website. At the top, there are two banners: one for monetizing non-subscriber traffic in 3 easy steps and another for The Columbia Daily Tribune finding big efficiency gains with BLOX Total CMS. Below these are two main sections: 'up ads' and 'digital ad'. The 'up ads' section is described as a 'TownNews.com bulletin' that provides tips, tricks, news, and info from TownNews.com. It includes links for 'Software release notes' (announcements for BLOX CMS and related products) and 'BLOX Total CMS release notes' (software notes and service alerts for BLOX Total CMS). The 'digital ad' section is described as a 'Webinar announcements' bulletin that receives invitations to TownNews.com webinars. It also includes a link for 'Training department announcements' (receive training seminar announcements and learn how to manage your site like a pro). At the bottom, there is a form with an envelope icon for 'Enter email address' and a blue 'Sign up' button. A large mouse cursor icon is positioned over the 'Sign up' button.



Thank you!