

Shaping The Future*

The background of the slide features three acrobats in red suits performing a handstand against a dark, starry night sky. Each acrobat is holding a colorful ball (blue, yellow, and red) with their hands. There are several other similar balls floating in the air around them, creating a sense of motion and balance.

*** Be successful in digital business by combining strengths of your brand and power of your core business**

GLOBAL AVERAGE PERCENTAGE WHO STRONGLY OR SOMEWHAT AGREE



67%

Switch to another channel
when a commercial
advertisement comes on



65%

Prefer watching video
programming live



64%

Often catch up with their
favorite programming by
watching several episodes
on the same day



64%

Say watching time-
shifted programming
better accommodates
their schedule



63%

Think the biggest screen is
the best screen for watching
video programming



59%

Say watching video
programming on
their mobile device is
convenient



53%

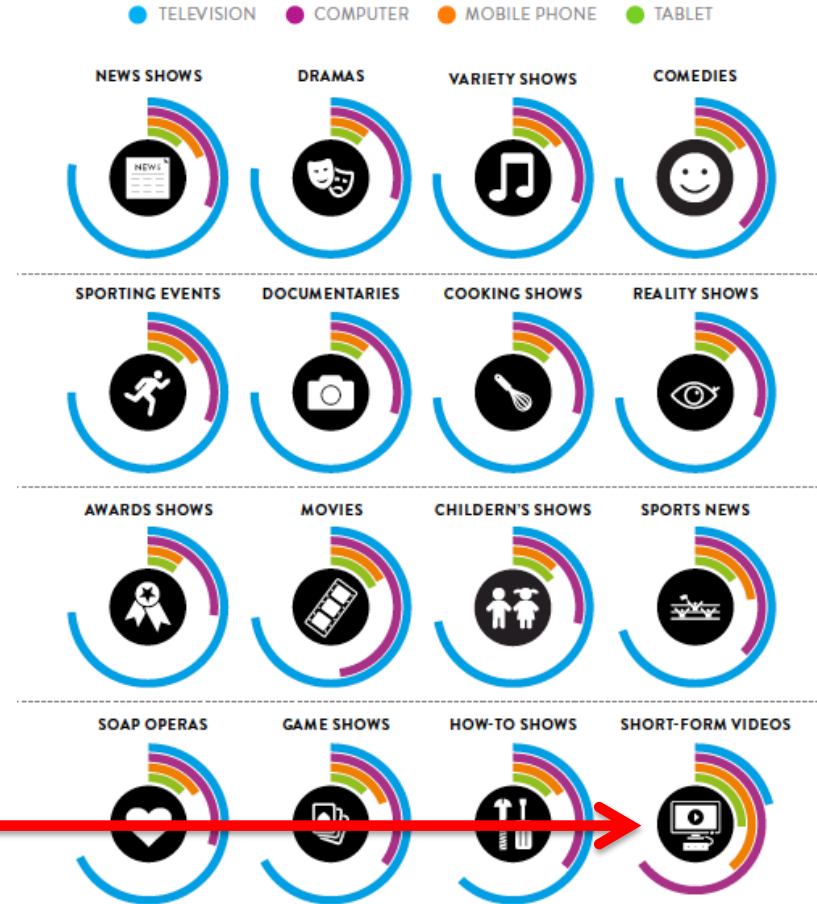
Think a tablet is just as good
as a PC or laptop computer

Video content consumption – the ugly truth

- ✓ People are living in a world of 24/7 connectivity
- ✓ People access content on their own terms, and we like it that way

Global usage of different devices for video

Regular or smart TV screen is still predominant for all types of video programming content **except for short-form videos.**





The key to success?

Smart
Bold
Fun
Engaging



SMART

A woman in a blue and black leotard is performing an aerial act, suspended by a purple and blue fabric. She is in a dynamic pose with her arms outstretched. The background is dark with blue stage lights and a spotlight on the floor.

SMART

A WINNING MINDSET

- ✓ **Use strengths of existing product**
video content is strong
beyond device boundaries
- ✓ **Follow the client new habits**
expanding content to new
platforms
- ✓ **Use strategy's of brands' diversity**
channels, shows, stars – use the
power of them all to increase
market share, minimize financial risks,
reach wider audience



BOLD

BOLD



DO THINGS DIFFERENTLY

- ✓ **Use integrated content strategy**
on digital and linear channels
- ✓ **Challenge**
existing business and content
models by piloting new edgy
products
- ✓ **Convert**
market volume and behavior
change in business effect – extensions
in mobile environment.



FUN

FUN



FIGHT THE BOREDOM

- ✓ **Creating exciting entertainment experience** that enhances the lives of clients
- ✓ **Choosing the right content for the right platform** – video content theme, structure and length matters
- ✓ **Simplicity** – easy going, open heart, sincere – people interests and passions oriented content strategy
- ✓ **Setting a positive background** – besides financial goals there is an emotional aim.



ENGAGING

ENGAGING



INSPIRED BY PEOPLE

- ✓ **Giving a platform for minute of fame**
anyone can express him/herself
and influence things with great potential
to become the national star
- ✓ **Communicating openly**
use all and every communication
form with user – digital, linear,
offline, online, etc.
- ✓ **Making new innovative tools –**
to engage, get new information, attract,
entertain, involve. TV + WEB + MOBILE



have a great day!