Corporate 2015 Key Planning Themes

- New investments, whether in people or capital, should support a digital future
- Digital means multi-platform, 24x7 news and information
- Traditionalists and Media Sophisticates 2.0 most value (i.e. are willing to pay for) the content we can provide...therefore new product/product enhancements should be focused on the needs of this core audience
2015 IT Reality

- Dispatch divestiture requires technology focus.
- Core products and divisions having an outstanding year.
- Digital “strategic”, but in name, desire and not always action.
- Agency buying models in the industry are changing dramatically. Bridging the internal “legacy” understanding to educate how the programmatic buy is the reality of the Digital buy.
2015 Digital Reality

- Customer centric model requires a multi-platform capability.

- Customer solutions need to deliver not only traditional spot capability with certain demos; but must be a comprehensive audience on all platforms.

- Digital is no longer web or mobile – Social, IP Targeting, Search, and branding. A COMPREHENSIVE PROGRAM.

- We make inventory available on networks for programmatic buys making the “new reality” we get additional revenue; but even our competitor could place digital network buys. We could buy them too!
2015 Industry Reality

- **NBCU Buys $200 Million Stake In BuzzFeed.** [Tvnewscheck.com](http://www.tvnewscheck.com)

- **Comcast Starting New Digital TV/Video Service** [MediaPost, Aug 18, 2015](https://www.mediamaxx.com)

- **Accenture Continues To Bolt On Digital Agency Expertise** [MediaPost, Aug 31, 2015](https://www.mediamaxx.com)
2015 Digital Strategy

- Audience data is the holy grail.

- Aggregate demo (18-54 female) is too obtuse. Household demo is too obtuse. How many devices do you have? How many devices does your house have? Who is who?

- Device level identification and tracking is NOW.

- Most in this room pick up your phone as soon as you wake up, you switch to your tablet as you eat, you might watch a little TV before leaving, back to mobile then on desktop from work.

- The teen will be on mobile all day, social media, text, and twitter. Desktop for homework.
2015 IT Strategy Dilemma

- Hadoop and Big Data are the buzz

- The reality is the tools are mature, the data is immense, the investments are significant. This is not an open source low cost play!!

- CEO’s hear it, don’t really get it. CFO hear it, think “data warehouse” IT toy sucking money..... Operations inundated with reports already!

- THIS IS A PERMANENT STRATEGIC SHIFT TO A DATA DRIVEN COMPANY.
2015 IT Big Data Execution

- Data gathering and rationalization. Entity resolution
- Data purchase rationalized with data gathering. Definitive source
- Business Objective conflict
  - Reduce customer churn
  - Increase revenue
  - Lower time to market
  - Increase frequency
- ROI?? The Strategic Seat at the table??
What does IT now enable?

- The data driven organization. This is more than Walmart getting inventory correct. This is your whole company having the customers desires at every level of the operation.
  - Analytics
  - Fact based Customer centric execution on shorter an shorter turns.
  - Product preference, usage pattern and life cycle measured and executed.
  - Demo and longevity – does what a teen utilizes become a Millennial, which becomes others which becomes a retired person. Does it go teen, retired person, Millennial then others?
What does IT now enable?

- Open access.
- New Social media collaboration internally and externally
  - LinkedIn, Facebook, Twitter, Etsy and Instagram are here. What about SnapChat, Wanlo (Want Need Love – Shopping), Bebo Avatar and hashtag networks, etc.
- Gaming. The highest engagement segment of all
- Analytics, Analytics, Analytics, Analytics!
- Approval?? ROI?? Age old dilemma!!
The Discussion

- Select one representative from each company

- Help that person define what they enable today:
  - Is the culture already data driven? Sell the strategy or start the discussion?
  - What about Big data?
  - What is the analytics based decision model/culture?
  - What does IT enable now, next year, two years? Social in corporate?

- Is the culture moving on this path........