

POWER OF VIDEO



iHeart  
MEDIA



# IHEARTMEDIA: THE BEST PARTNER FOR EVERYTHING SOUND

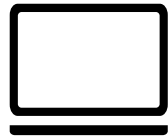
BROADCAST



**269MM**

LISTENERS

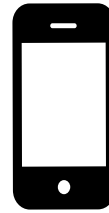
DIGITAL



**100MM**

REGISTERED USERS

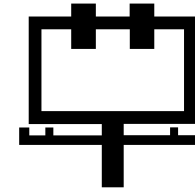
SOCIAL



**85MM**

FOLLOWERS

OUTDOOR



**141MM**

VIEWERS

EVENTS



**20K+**

EVENTS

Sources: Radio: Spring 2016 Nielsen Audio Nationwide – Mon-Su 12m-12m – Monthly Reach – P6+; Digital: Internal Reporting, PC+Mobile March 2016 Outdoor: Traffic Audit Bureau, Telmar Group, Inc., April, 2013; Airport Council Information; Social: iHeartRadio: Internal Reporting August 2016



- iHeartRadio Fan Experience
- iHeartRadio Music Awards
- Honda Stage

# iHeartRadio Fan Experience

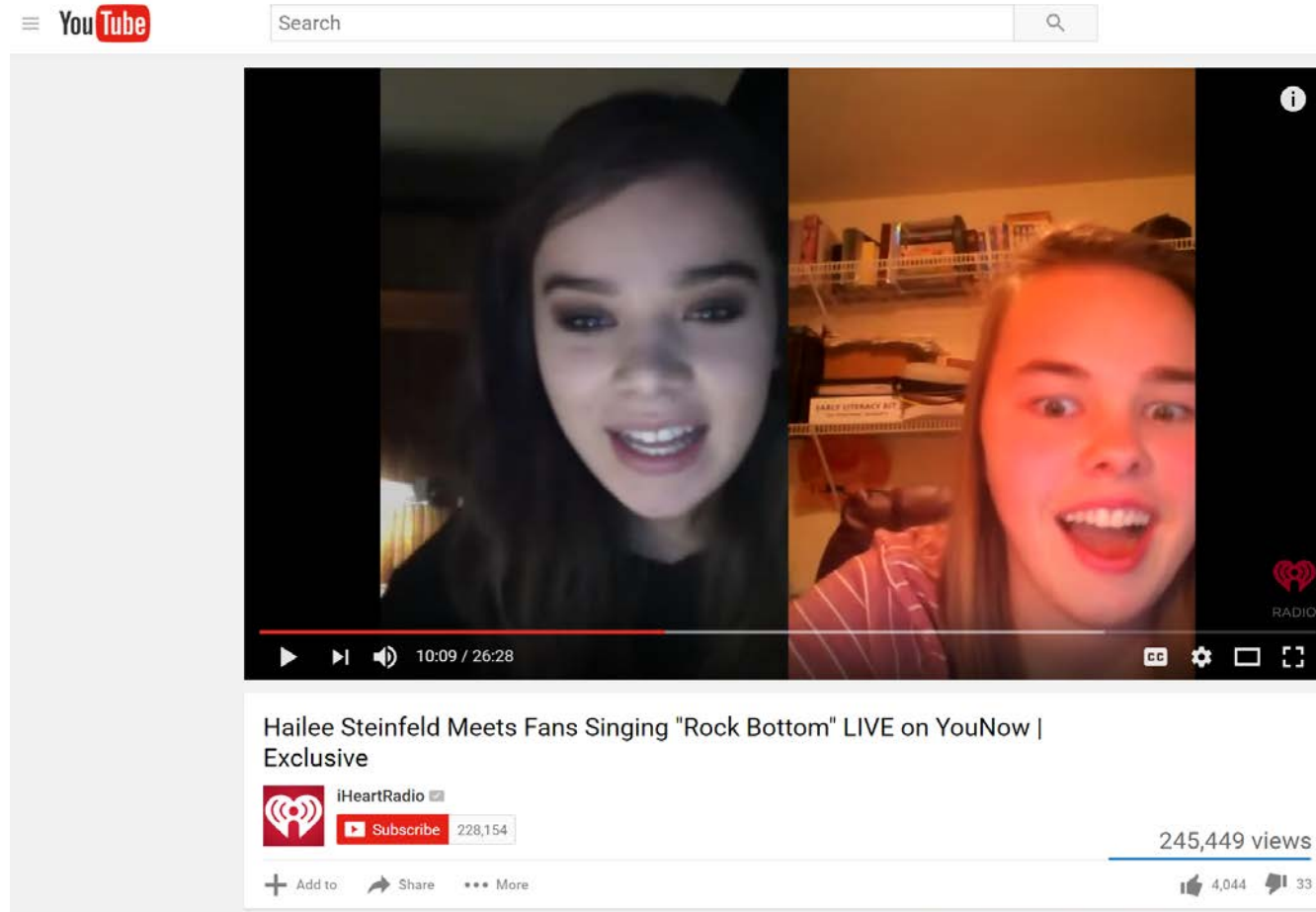


iHeartRadio  
Hailee Steinfeld  
YouNow  
Contest



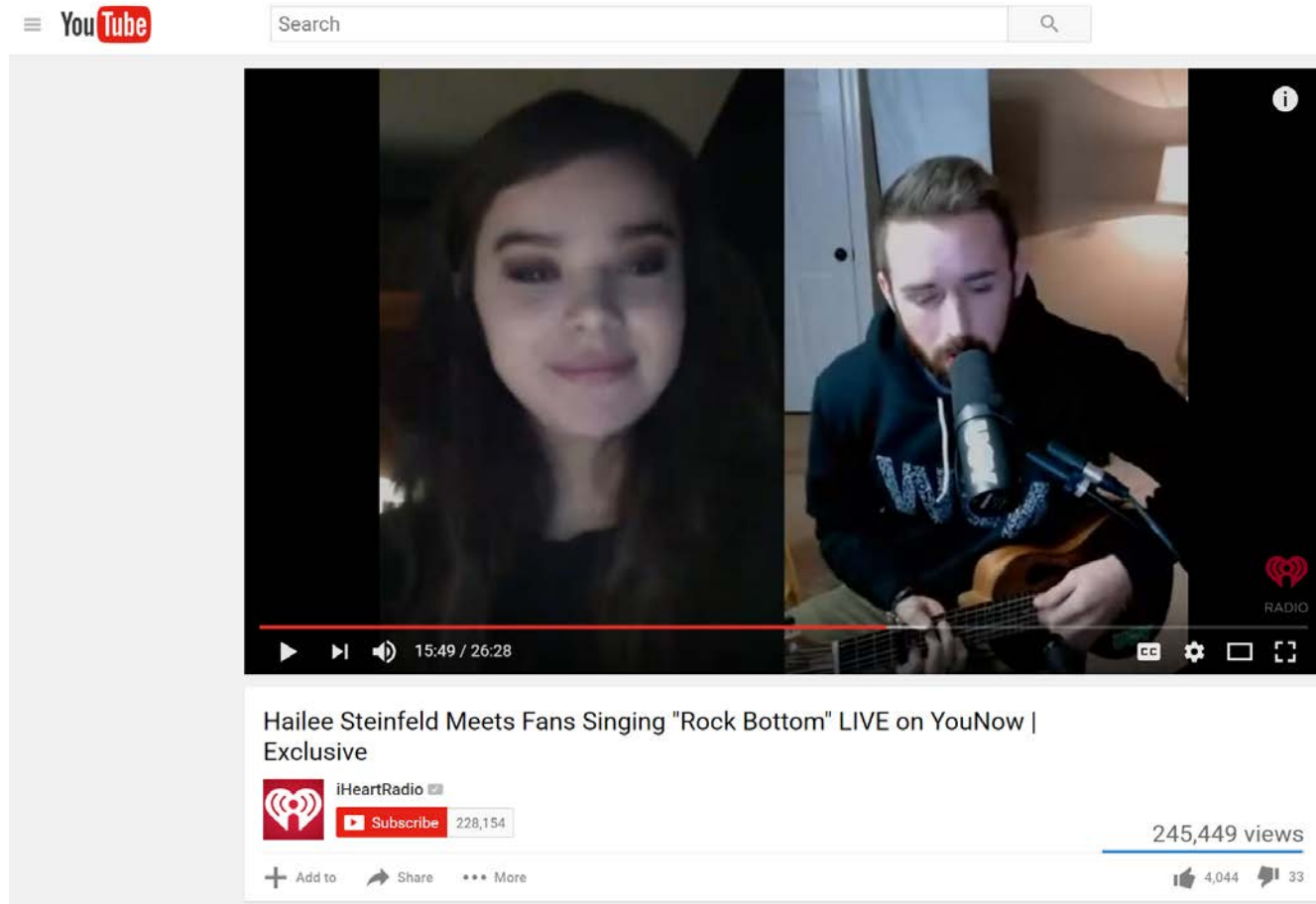


After sifting through all the submissions, iHeartRadio chose the **Top 6 finalists to perform on a YouNow Broadcast** alongside Hailee using the platform's Guest Broadcasting feature.



**Hailee chatted with the finalists and listened to 6 fantastic performances of "Rock Bottom." Viewers of the broadcast were given the proper hashtags to vote for their favorites and took to both **YouNow** and **Twitter** to cast their votes.**

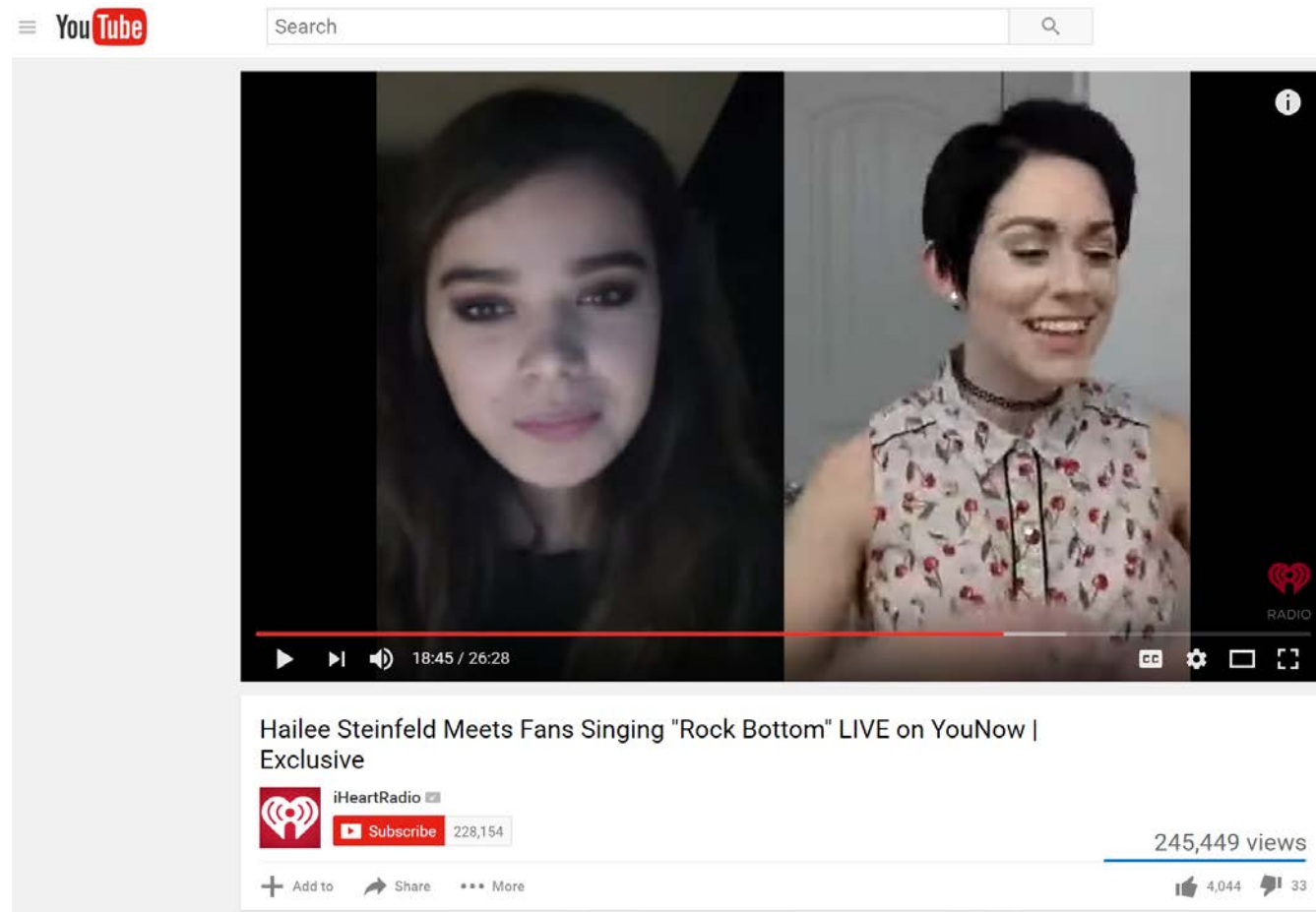




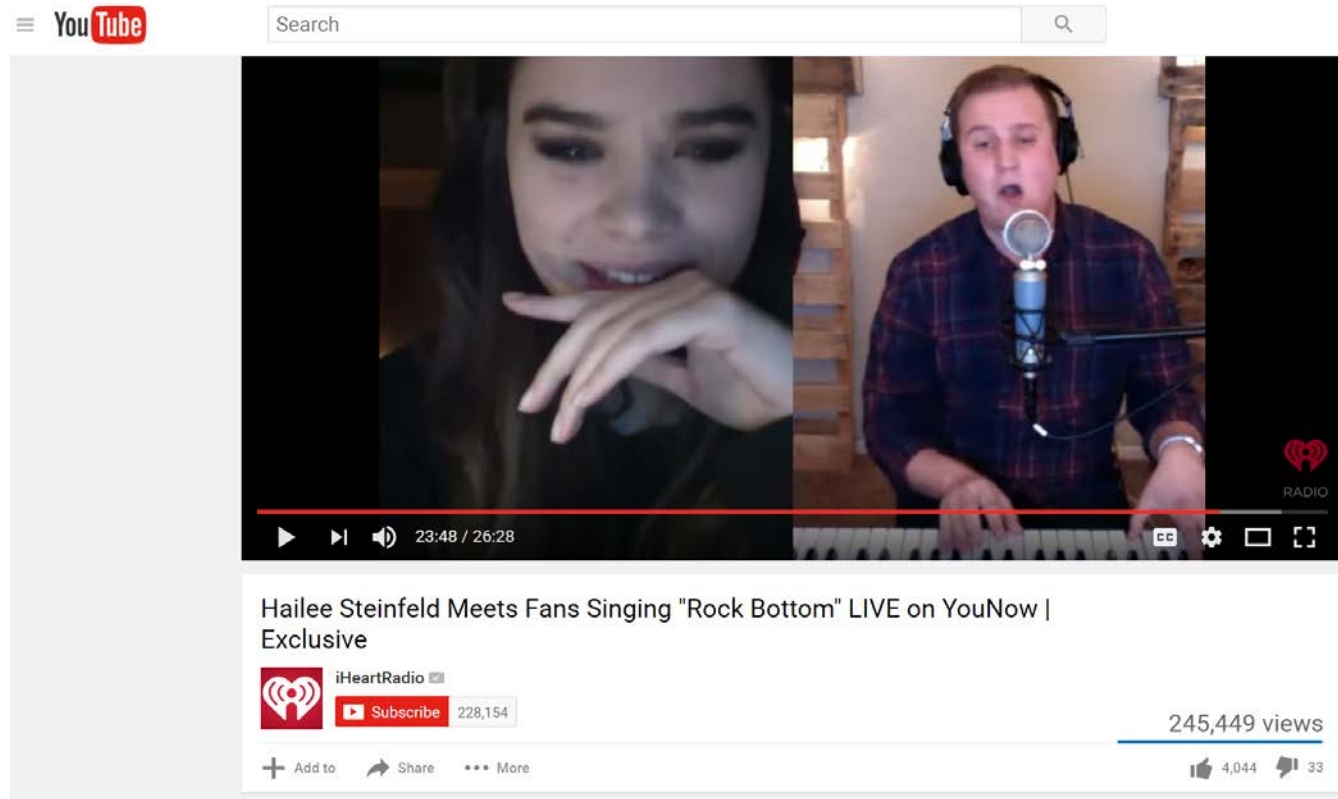
The winner, selected by Hailee, iHeartRadio and a fan vote, would be **flown to NYC to partake in an Escape Room game with Hailee** and the iHeartRadio team.



The recap of both the YouNow broadcast and Escape The Room day in NYC was documented in a video shared across iHeartRadio's Facebook page that was **viewed more than 928K times**.



The YouNow broadcast and contest picked up additional national coverage by MTV, Digiday, and others.



This broadcast established iHeartRadio as one of the top brands on YouNow, and iHeartRadio became the most followed brand on the platform a few months later.





**EXCEPTIONAL  
RESULTS**



- The YouNow broadcast with Hailee Steinfeld was viewed by nearly 89K viewers
- Generated over 25K likes.
- Over 7K votes were cast across YouNow and Twitter for over 36MM estimated impressions with 97% of the interactions having positive sentiment.

# iHeartRadio Music Awards



**MARCH 5TH, 2017**  
— 8PM ET | 5PM PT —





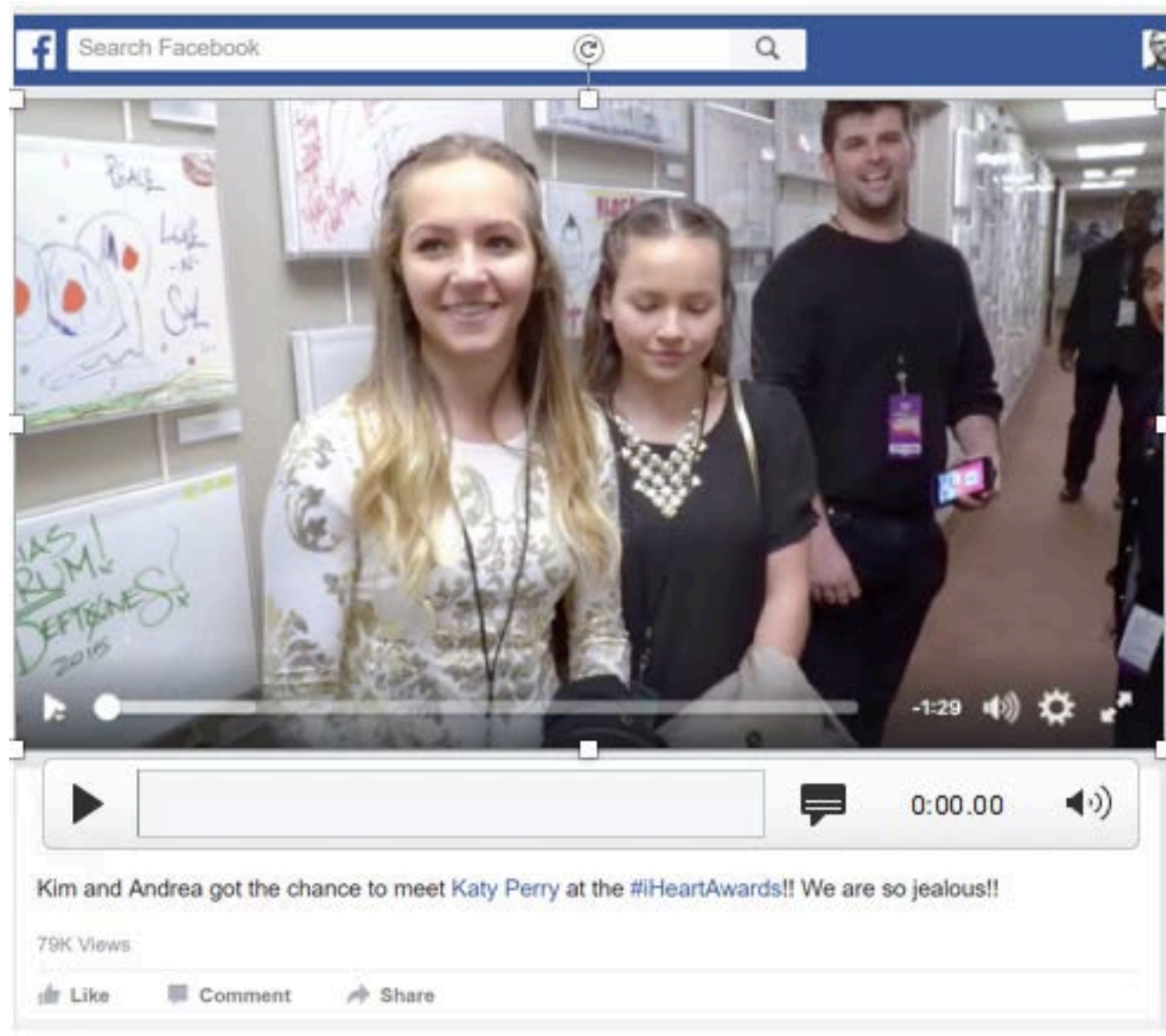
Had a designated area on the red carpet for video and gif capture that would populate on the platforms.



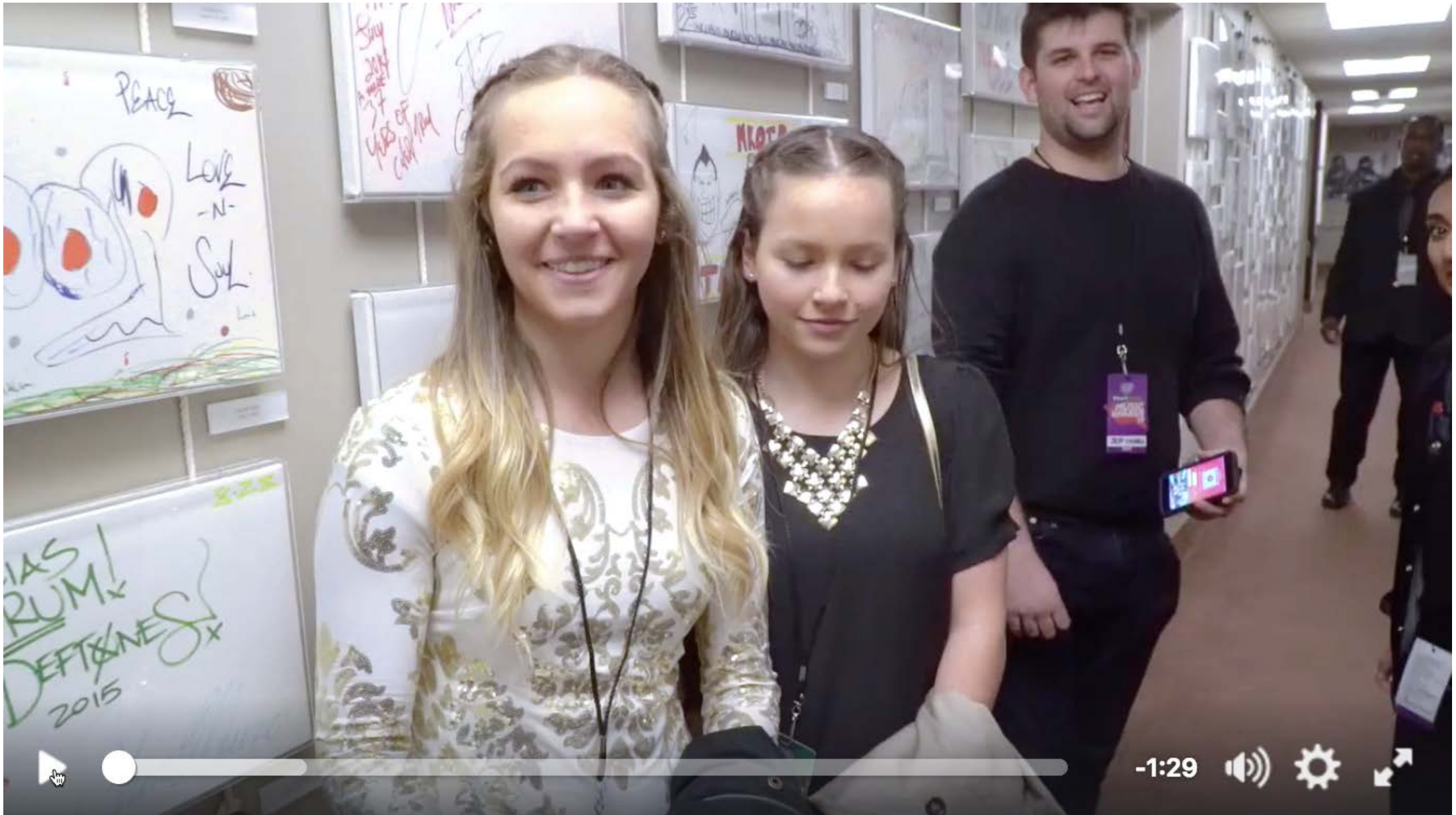


### iHeartRadio Music Awards:

- Created video content for 8 different social platforms
- Produced 4 camera Facebook Live broadcast which garnered over 590K views in a day.
- Video saw over 30 million social and digital views on the day of the show.











Facebook interface showing a video post from iHeartRadio.

Search Facebook

Video player showing Bebe Rexha on the red carpet. The video has a progress bar at 0:16. The background features a red banner with lyrics: "S ELECTRIC WAVEY WHEN IT ON ALL THROUGH MY G", "FRIDAY NIGHT AND IT", "ING GOTTA DO MY HAIR", "SSY IN MY HAND C", "INE 'FORE I GO HIGHER".

#iHeartAwards tbs

iHeartRadio  March 5 at 7:14pm · 

The beautiful Bebe Rexha graces us on the #iHeartAwards Red Carpet! 💋

37K Views

Like Comment Share

Like Page





Facebook interface showing a video post from iHeartRadio.

Search Facebook

#iHeartAward

TWEET USING #IHEARTAWARDS

iHeartRadio was live.  
March 5 at 5:58pm · 🌐

The video shows three people on a red carpet. A man in a red blazer is speaking into a microphone. A man in a blue blazer is also speaking into a microphone. A woman in a black dress is holding a microphone. The background features iHeartRadio and TBS logos.



 | Instagram

Search

Get the app

Sign up | Log in



iheartradio  
The Forum

Follow

48,242 views

1w

iheartradio When you try to act cool around @shawnmendes but then you just want to wrap your arms around him! #iHeartAwards 🤔🤔

view all 141 comments

shawn4ever1 ❤️❤️❤️

Log in to like or comment.

...

**EXCEPTIONAL  
RESULTS**



Video helped iHeartMedia generate over 165 billion impressions

# Honda Stage



# Honda Stage Program



## Honda Stage



Watch Ed Sheeran perform "Shape of You"





# Honda Stage Program:

Goal to drive  
on-demand digital  
video views



## Honda Stage Videos



Ed Sheeran - Shape of You

Posted March 10, 2017



Ed Sheeran - Castle on the Hill

Posted March 10, 2017



Ed Sheeran - Bloodstream

Posted March 10, 2017



Ed Sheeran - Thinking Out Loud

Posted March 10, 2017



Ed Sheeran - Galway Girl

Posted March 10, 2017



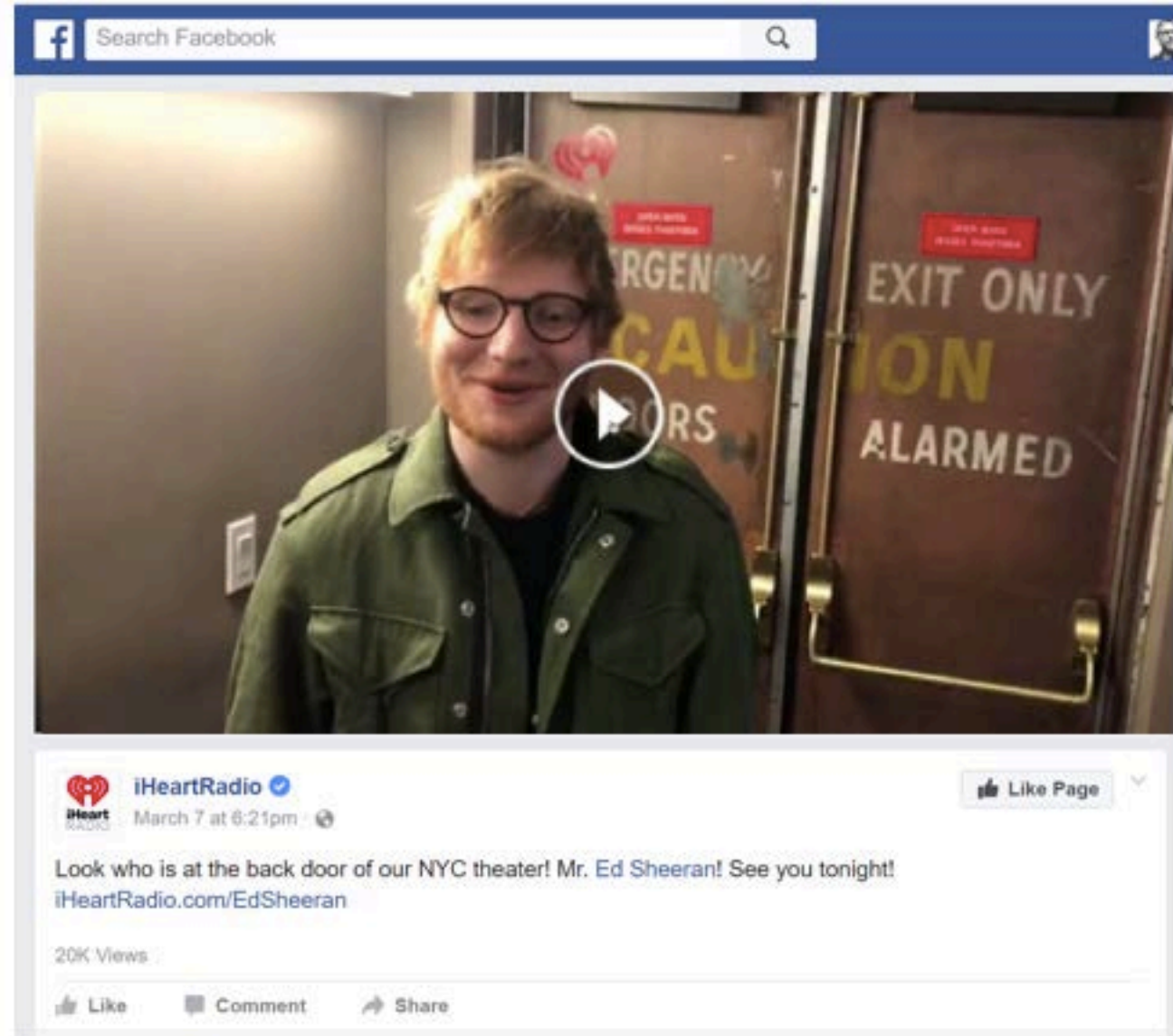
Ed Sheeran - The A Team

Posted March 10, 2017



# Honda Stage Program:

Capture content with artists before show to help promote



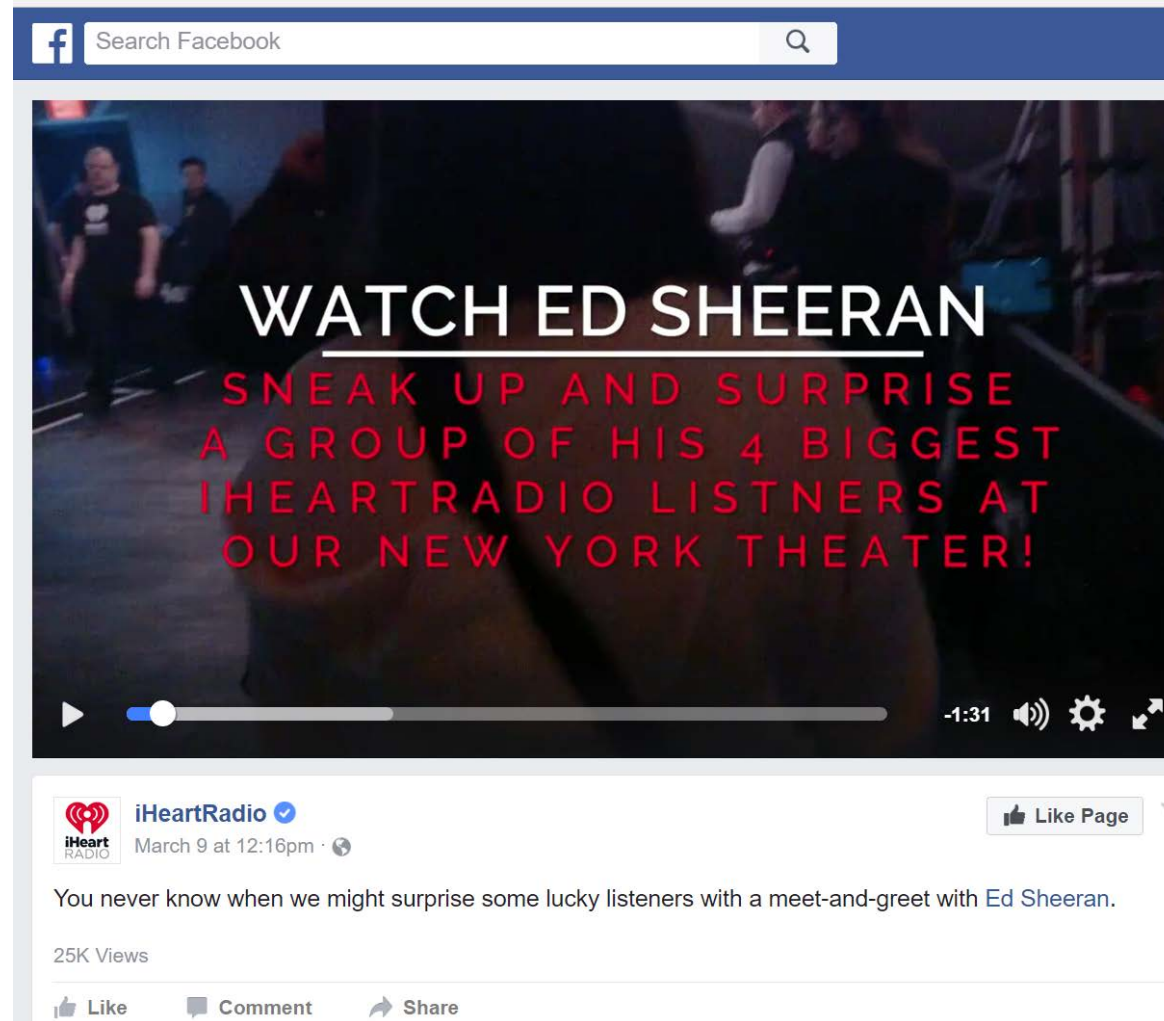




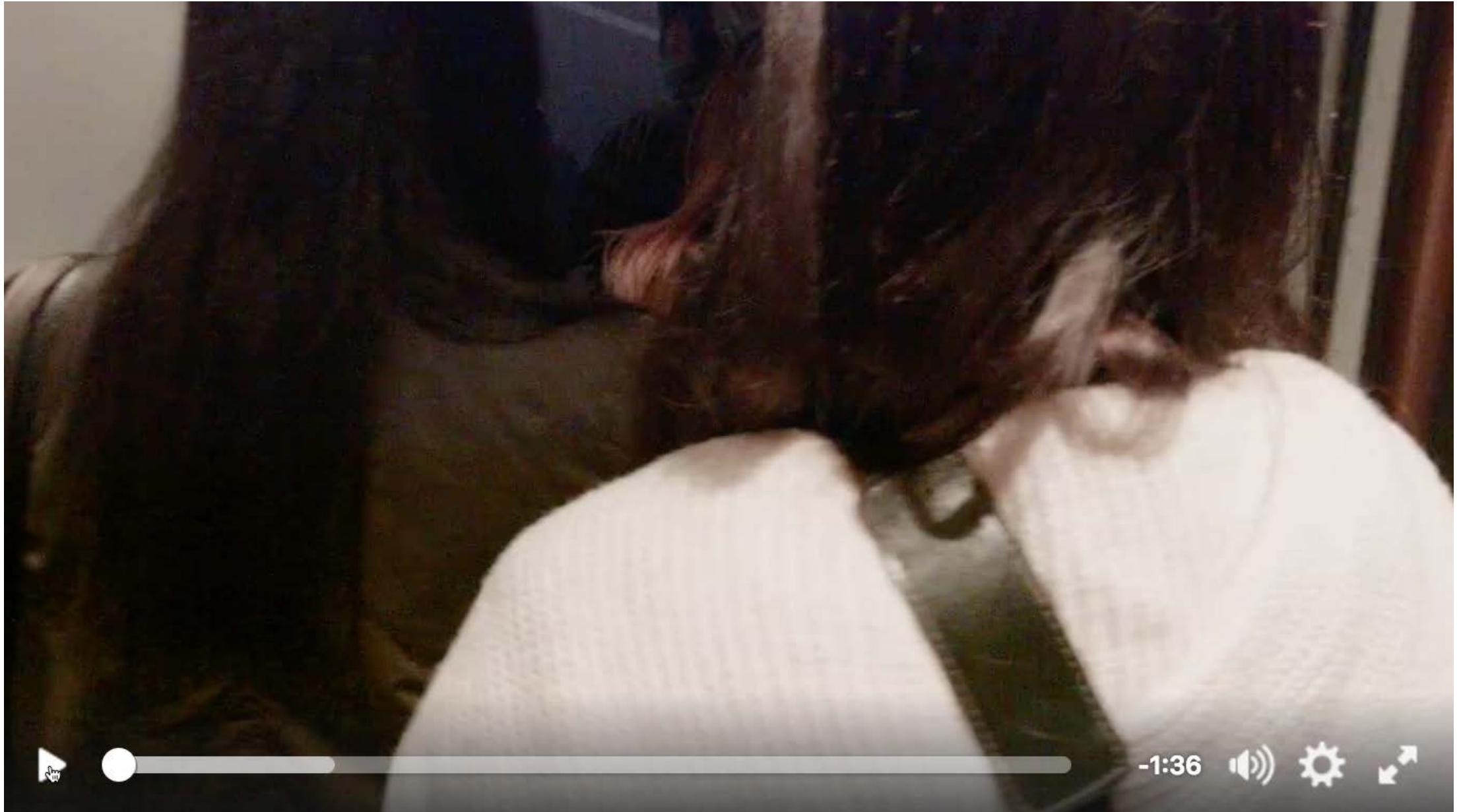


## Honda Stage Program:

Create  
unforgettable  
experiences for fans



<https://www.facebook.com/iheartradio/videos/10155199182574172/>





Video program helped iHeartMedia  
generate over 70 million views



Creating **engaging** videos on social and digital platforms can help **build brand awareness** for **individual personalities** and stations so they want to get involved in video content.



**Team effort** between social, editorial, short-form content and promotions team. Try to **utilize everyone's creative talent** to come up with innovative concepts.

**Tailor your video** content to the appropriate social platforms. What works on YouTube may not be the right fit for Facebook, Instagram or Twitter. Make sure to **revamp your videos to different lengths and tones** for the appropriate platforms.

Make sure to open your video with something **eye-grabbing**. Average retention for Facebook video is **3 seconds**. Start with something that will make the audience want to continue watching.

# Appendix



- **YouNow** is a live broadcasting service where users stream their own live video content or interact with the video streams of other users in real time.
- As of August 2015, the service handles 150,000 broadcasts each day.
- The majority of the users of YouNow are under 24 years old.
- Many users perform music or dance, others talk or crack jokes.
- A tag-based topic system enables viewers to browse content of their choice, while trending streams enable users to locate more popular webcasters.
- It runs a partner program through which popular broadcasters can earn money. Virtual goods bought by viewers are used to acclaim videos; the resulting revenue is split between YouNow and the video creator, with about 60% going to the latter.
- A round of funding in 2015 raised \$15 million from venture capitalists, bringing the total invested to \$30 million.
- MTV partnered with YouNow for the 2014 MTV Awards; the Huffington Post has started streaming a live show on YouNow weekly since August 2015.
- In 2016, America's Got Talent partnered with YouNow to hold auditions for Season 11 with the final auditions on YouNow held live in YouNow HQ on Times Square, on March 1, 2016.

The logo for Digiday, featuring the word "DIGIDAY" in white, bold, uppercase letters centered within a solid black square.

**Digiday** is a media company and community for digital media, marketing and advertising professionals. We cover the industry with an expertise, depth and tone you won't find anywhere else. The **Digiday** team strives to produce the highest quality publications, conferences and resources for our industry.