

Media Relations Conference

Inspiring Audience Participation with Digital Content

December 11, 2014

Agenda

- **Who we are**
- **First-look at Fall audience data**
- **How to inspire audiences to engage with digital content**

We are...



NCIS

Tuesdays 8/7c
a.m.c.



Watch Episodes
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Watch Episodes
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Full Episodes



CSI: Crime Scene Investigation
In Vivo Veritas
S13 Ep13

Aired 2/26/13



NCIS Detour
S10 Ep16

Aired 2/26/13



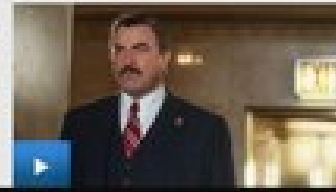
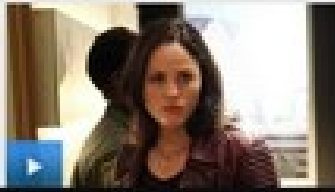
How I Met Your Mother
Weekend At Barney's
S8 Ep18

Aired 2/26/13



Criminal Minds
Carbon Copy
S8 Ep16

Aired 2/27/13





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TOP US WEB COMPANIES

1. Google Sites
2. Yahoo! Sites
3. Facebook
4. AOL, Inc.
5. Microsoft Sites
6. Amazon Sites
7.  **CBS** Interactive
8. Apple Inc.
9. Comcast NBCUniversal
10. Mode Media

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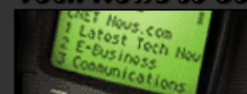
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Latest in Wireless



Preview: Scout Modo

Modo, the new "portable accessory" from Scout Electromedia, is a souped-up, futuristic-looking one-way pager that receives local content designed to keep users abreast of what's happening in their city.

5 Tips for Picking a Minute Plan

When choosing a cell phone service plan, underestimating your minute usage can cost you dearly. These five tips will help you get the right plan from the start and keep your \$30-per-month "bargain" plan from turning into a \$100 headache.

Motorola V8162

Like its competitors, Motorola is shrinking--the size of its cell phones, that is. The V8162, an ultracompact, Web-enabled flip phone, has something the competition doesn't: a cool holographic screen.

Service Plan Cheat Sheet

We answer five frequently asked questions to put you on the path to picking the right cell-phone service plan.

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Nokia 8260

A trendy mobile with a down-to-earth price tag.



Motorola T900

A compact wireless email device with teen appeal.



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Most Popular Products

Week ending August 4



1. [Samsung SCH-3500](#)

An abundance of advanced voice and data features.

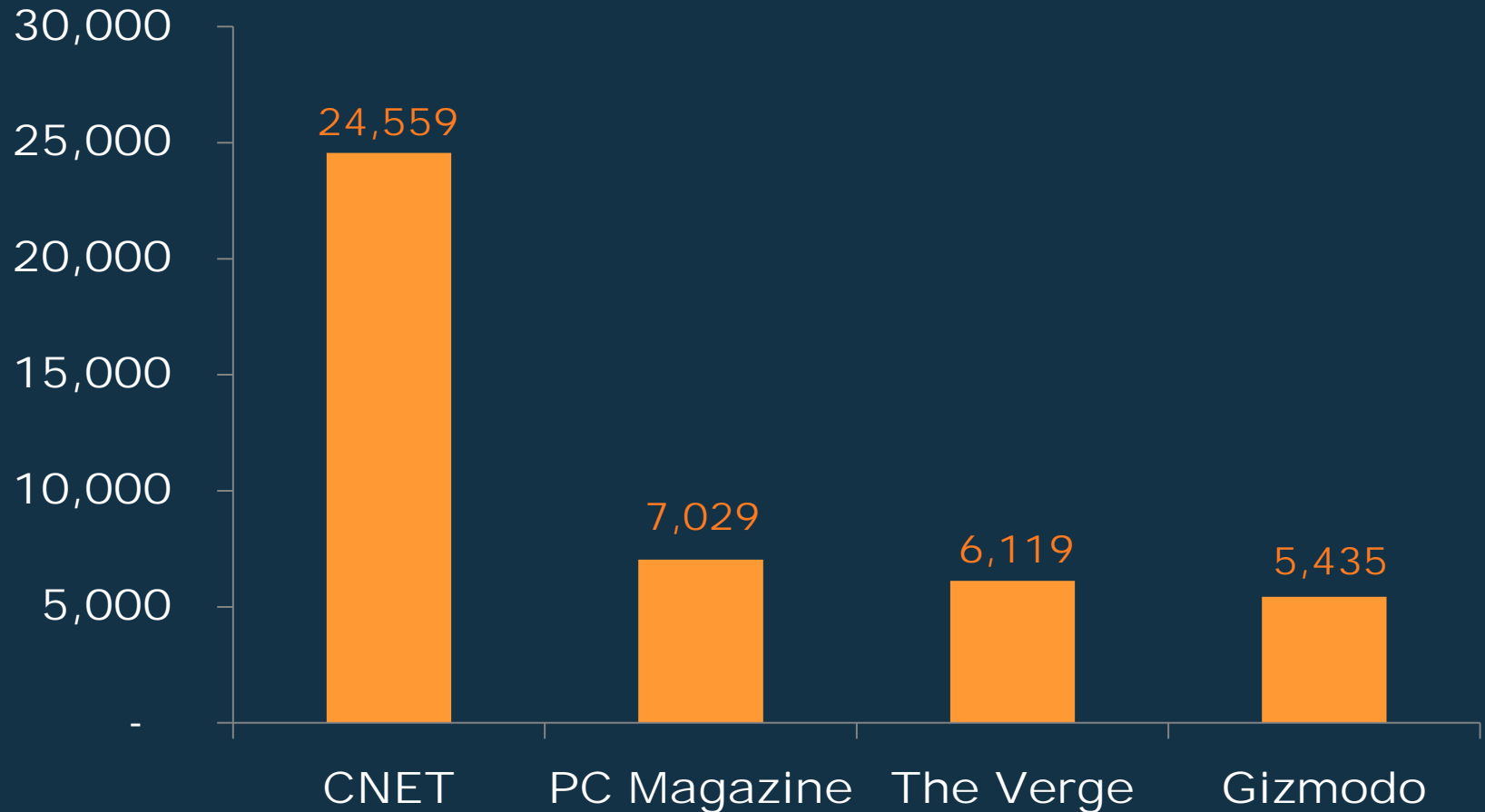
[Review](#)

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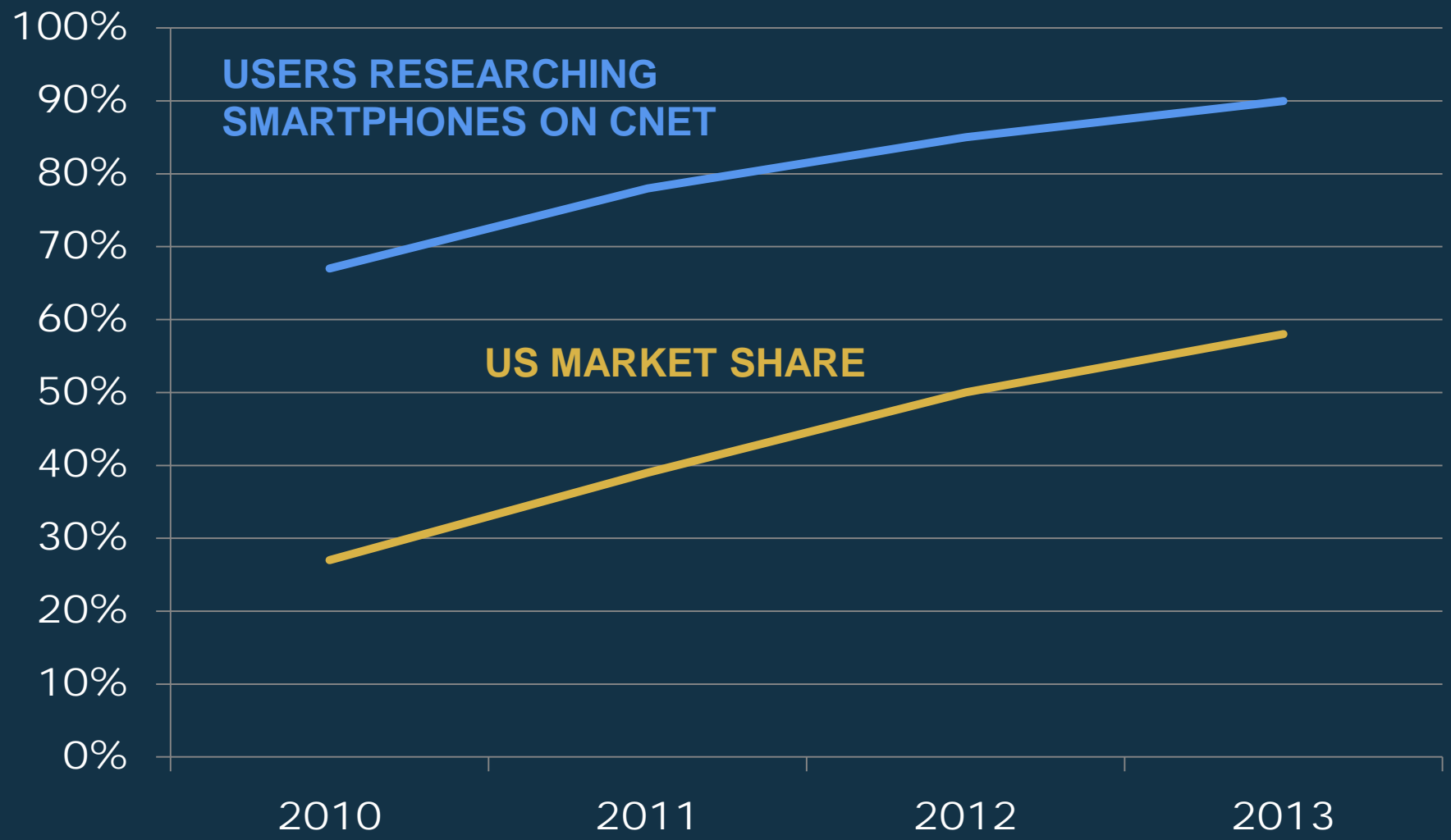


CNET is 3.5x bigger than its nearest competitor

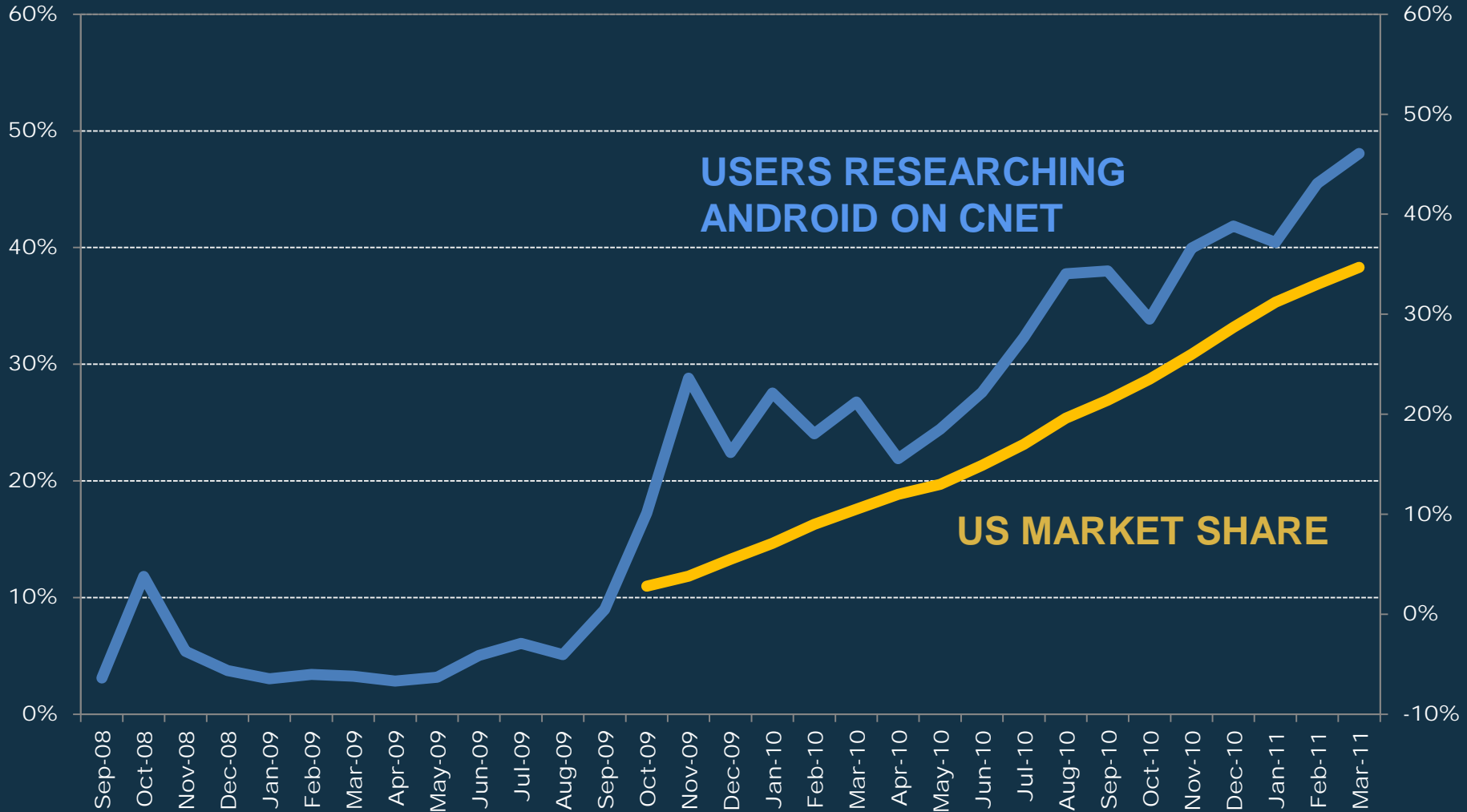
Monthly US Uniques (1000s)



CNET correctly predicted the rise of Smartphones

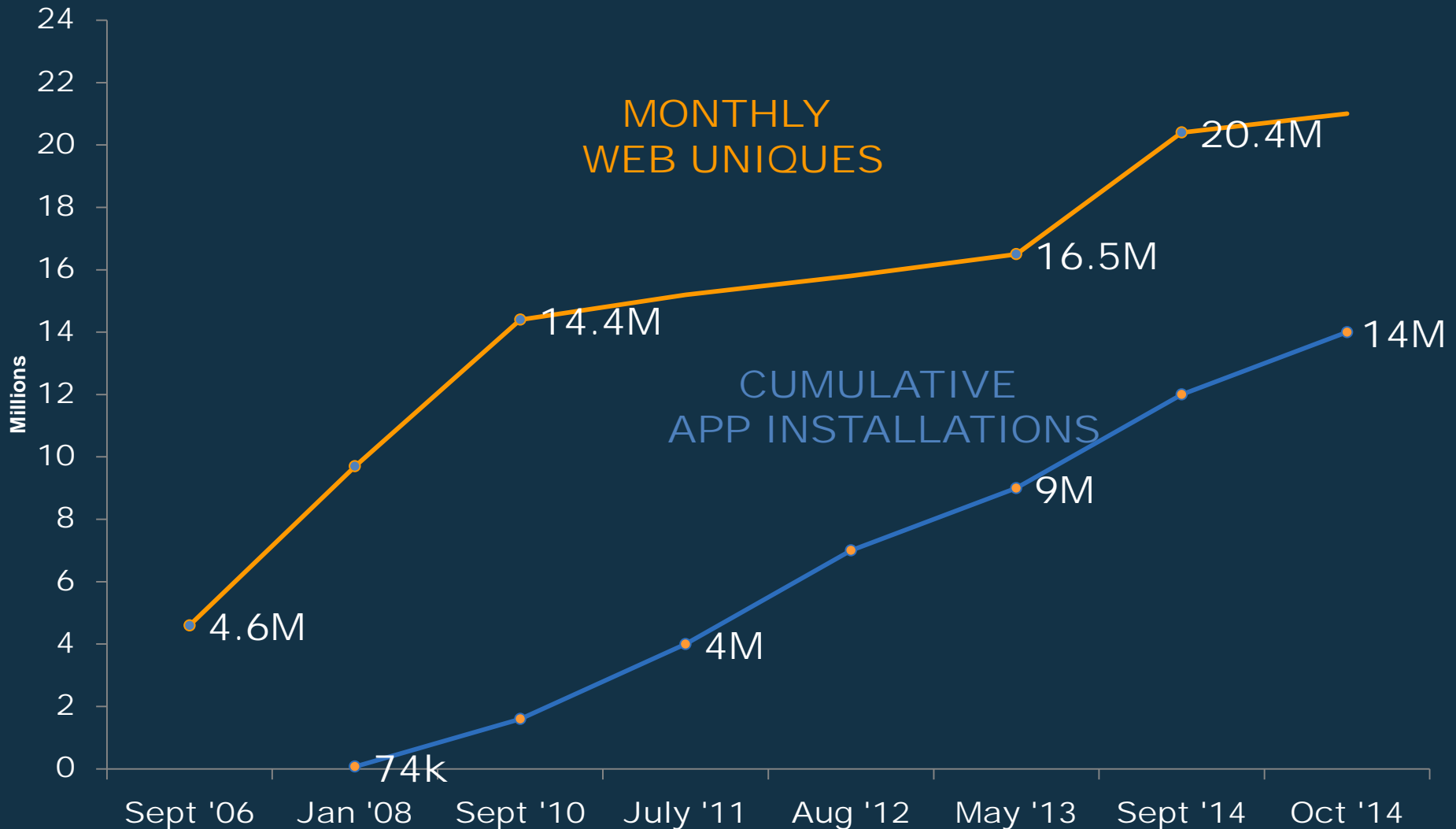


...and the rise of Android

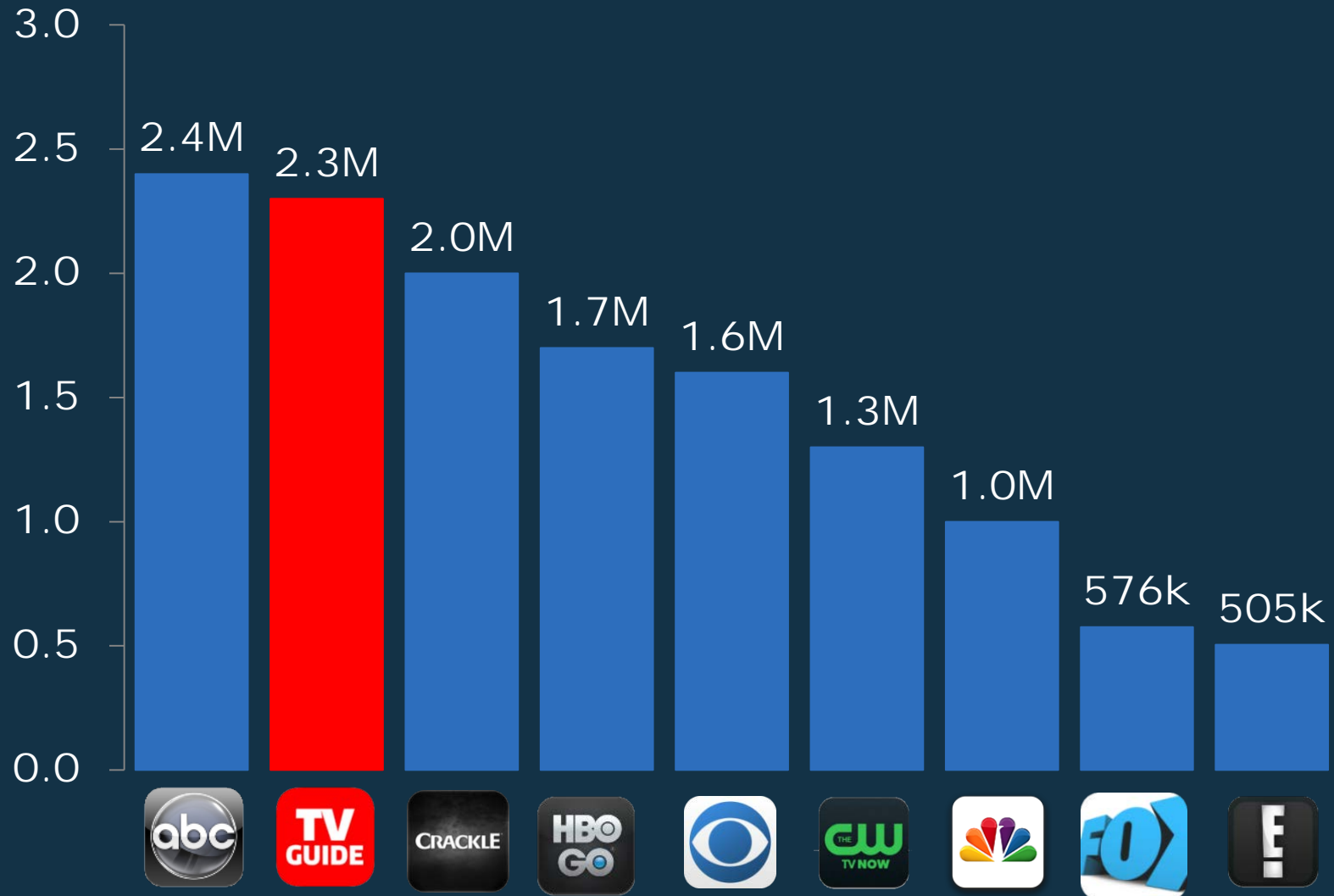


Source: CNET Data & ComScore U.S. Market Share Data

TV Guide is the dominant second screen in prime time entertainment



TV Guide's mobile apps have introduced the brand to a new audience



First look at Fall audience data

What's next for: Mobile, Video & Premium content?

Yahoo's NewFronts pitch: Premium video

AOL and Microsoft Team Up to Offer Premium Content

YouTube: We've Got Premium Content

Land Rover Redefines Branded Entertainment

American Express Flaunts Video Content



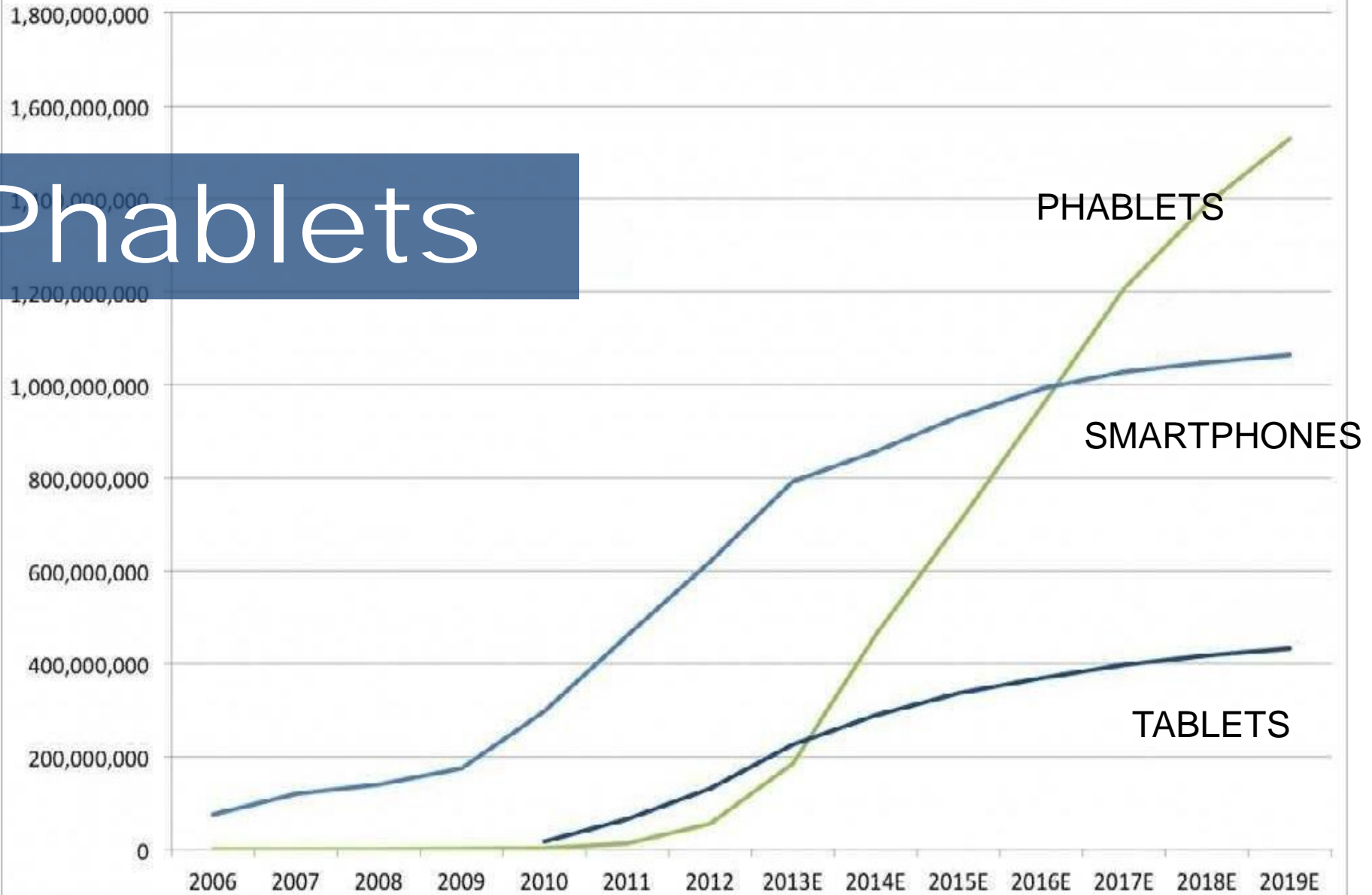
New Content for New Screens

Multi-screen



Global Annual Shipments By Device

Phablets



Source: BI Intelligence Estimates





c|net



What Apple's iPad event didn't give us

Apple announced a pair of new iPads, new iMacs and Mac Minis. But here's a quick look at what we didn't hear from Apple today.

by **David Carnoy** /

@DavidCarnoy

October 16, 2014 11:29 AM PDT / Updated: October 16, 2014 3:44 PM PDT



As expected, Apple announced an even thinner iPad Air 2 and an iPad Mini 3.

Apple

Yes, Apple today announced new iPads, iMacs and Mac Minis, along with an iOS software update (8.1) and a release date and price (free) for Mac OS X Yosemite (today). For some, that's plenty. But for others, it's not enough. With that in mind, here's a look at what Apple didn't give us.





Virtual Reality

Binge watching and co-viewing are booming

75%

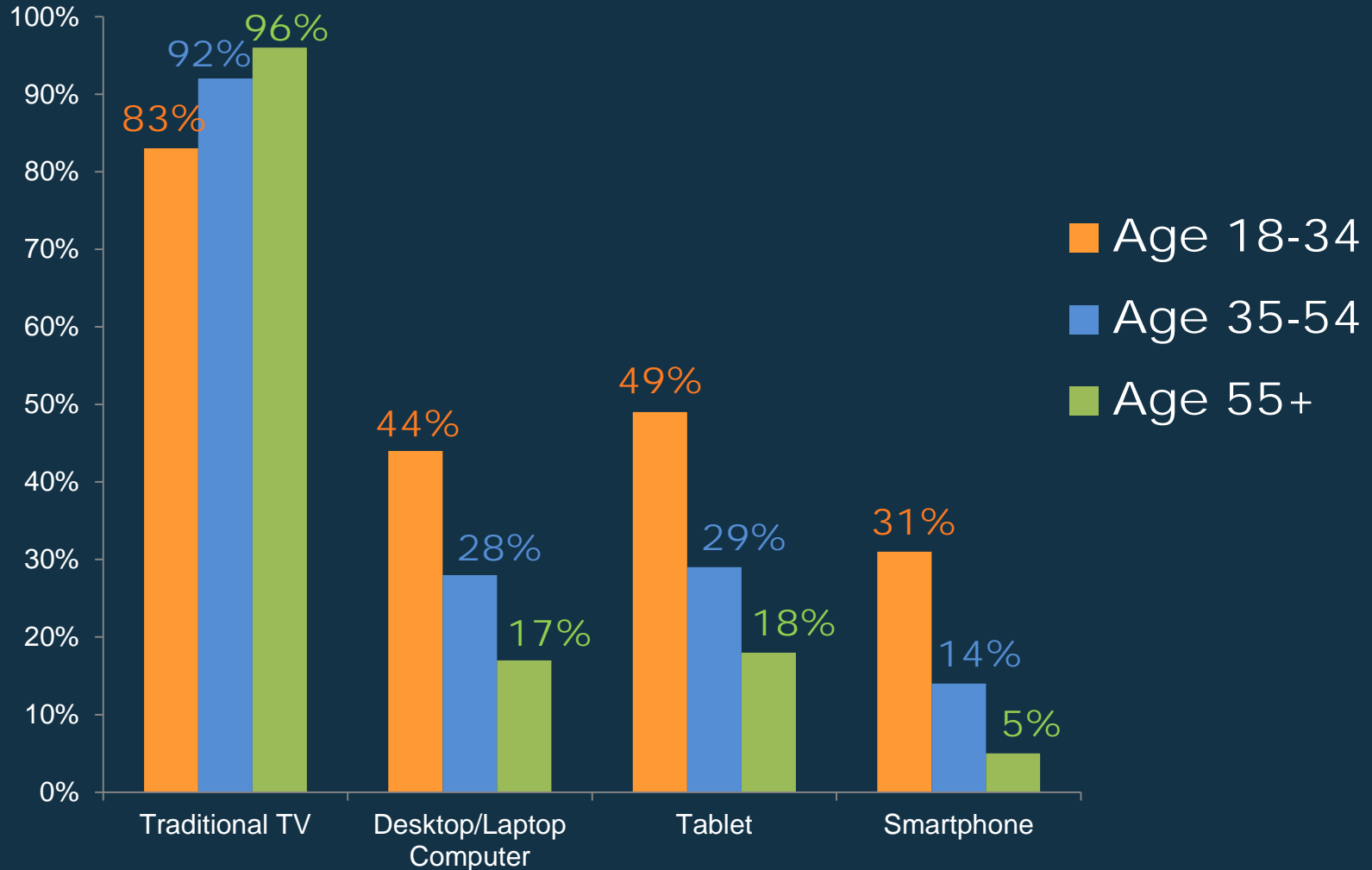
binge
watch

39%

co-view

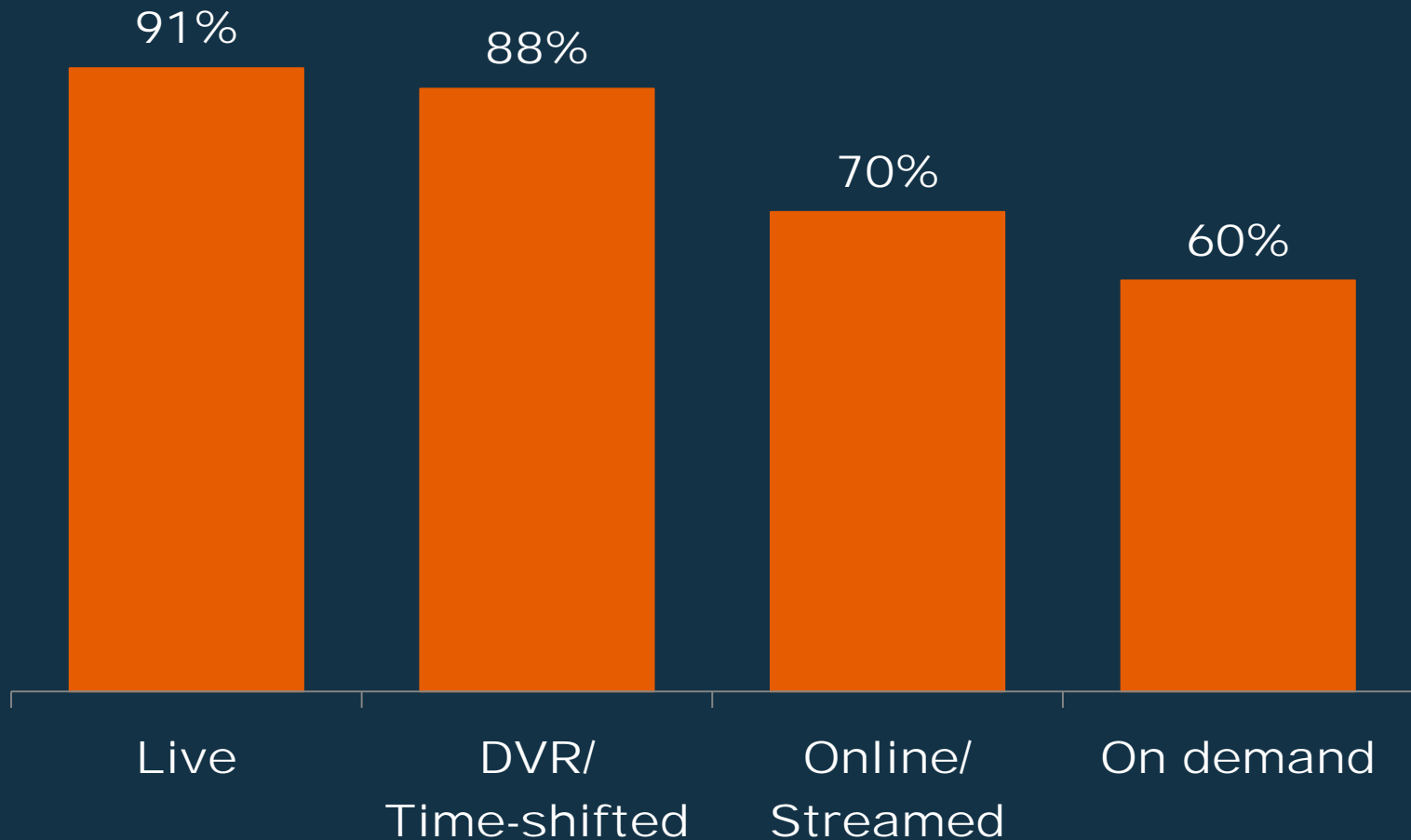
TV – on all screens – dominates mass culture

Within the past month, on which screens have you watched original TV series?



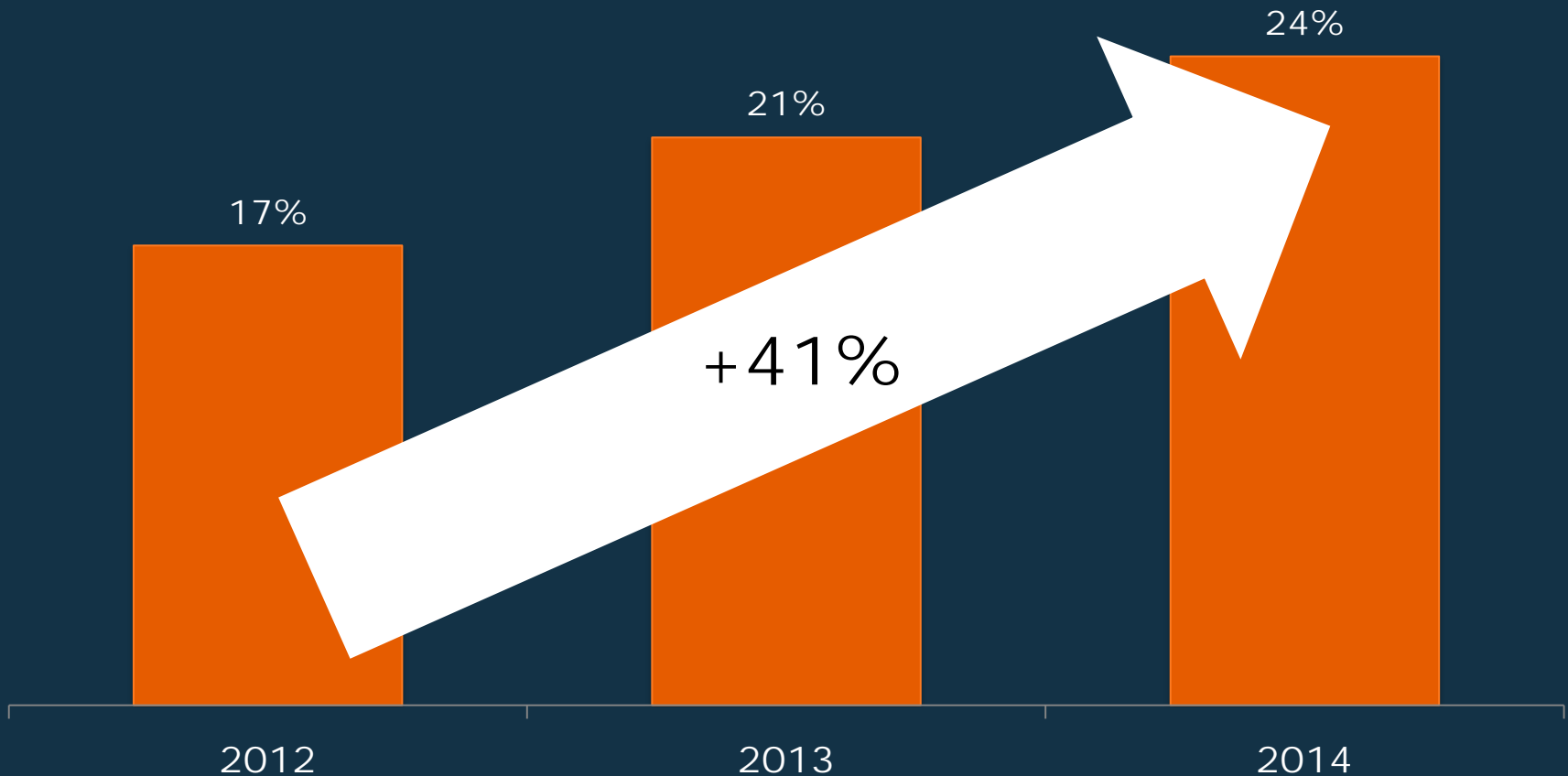
More ways to time-shift means ...

How TV Guide users
consume entertainment



... users are watching more than ever

Watch 40+ Hours of TV per Week
[2012-2014]



Sources: TV Guide TV Team 2013 Fall TV Survey, 2,249 respondents; TV Guide TV Team Fall TV Survey 2012, 2,890 respondents; 2014 Fall TV Survey, 2,259 respondents, Aug 2014

... and they need TV Guide
more than ever



Watchlist makes TV simple – again

The screenshot displays a watchlist interface with four items. Each item has a profile picture, a 'REMOVE' button, and a 'Next on TV' section. Below this, there are boxes for different viewing methods: On TV, On Demand, Streaming, and On DVD. Each box shows a count and a 'VIEW ALL' button. Some boxes also include a 'NEW' badge and a 'REMOVE' button.

Item	Next on TV	On TV	On Demand	Streaming	On DVD
Kerry Washington	Save the Last Dance (SHO2w 578) Fri Oct 17 4:45 PM	1 NEW 40 Airings (next 14 days)	41 Videos	1589 Videos (1202 Free)	38 Netflix 2 redbox
Gotham	Arkham (KTXL 8 KTXLH 708 EB) Fri Oct 17 9:00 PM	2 NEW 3 Airings (next 14 days)	6 Full Episodes	4 Full Episodes (3 Free)	
Dallas Cowboys (NFL)	Monday Night Football: Redskins at Cowboys LIVE (ESPN 32 ESPNHD 724 EB) Mon Oct 27 5:15 PM	1 NEW 1 Airings (next 14 days)	1 Videos	421 Videos (320 Free)	17 Netflix
Captain America: The Winter Soldier	No Airings in the next 14 days.		2 Videos	12 Videos (10 Free)	

All the ways to watch: Streaming, live & on demand for shows, movies, actors & teams

Four Ways We Inspire Audiences to Engage

1. Know Your Current Audience

Watchlist: Finds hits before they debut



#1



#1



#1



#1

More than 2 million users have created Watchlists

Fall 2014: The first two shows to be picked up were #1 and #2 on Watchlist



The first show to be cancelled was at the bottom



Watchlist also gives us a wealth of demographic information

May Watchlist:
Showed that Flash
would skew more
male than Gotham

October Niensens:
Flash skews
more male
than Gotham

1



2



1



2



2. Know Your Future Audience

Watchlist predicted Fall's top shows for 18-34 year olds

Fall 2014 Watchlist: Top Added New Shows



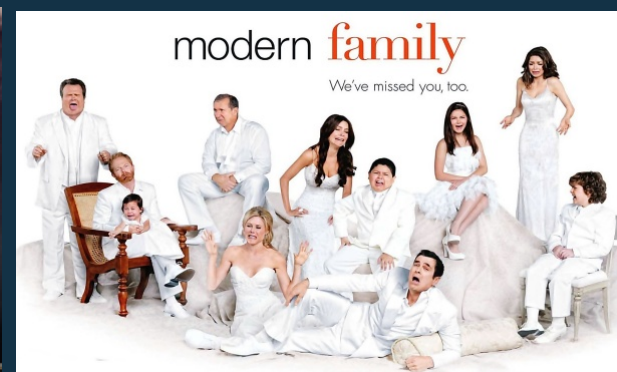
Nielsen: Top Shows A18-34



3. Constantly Deliver More Value

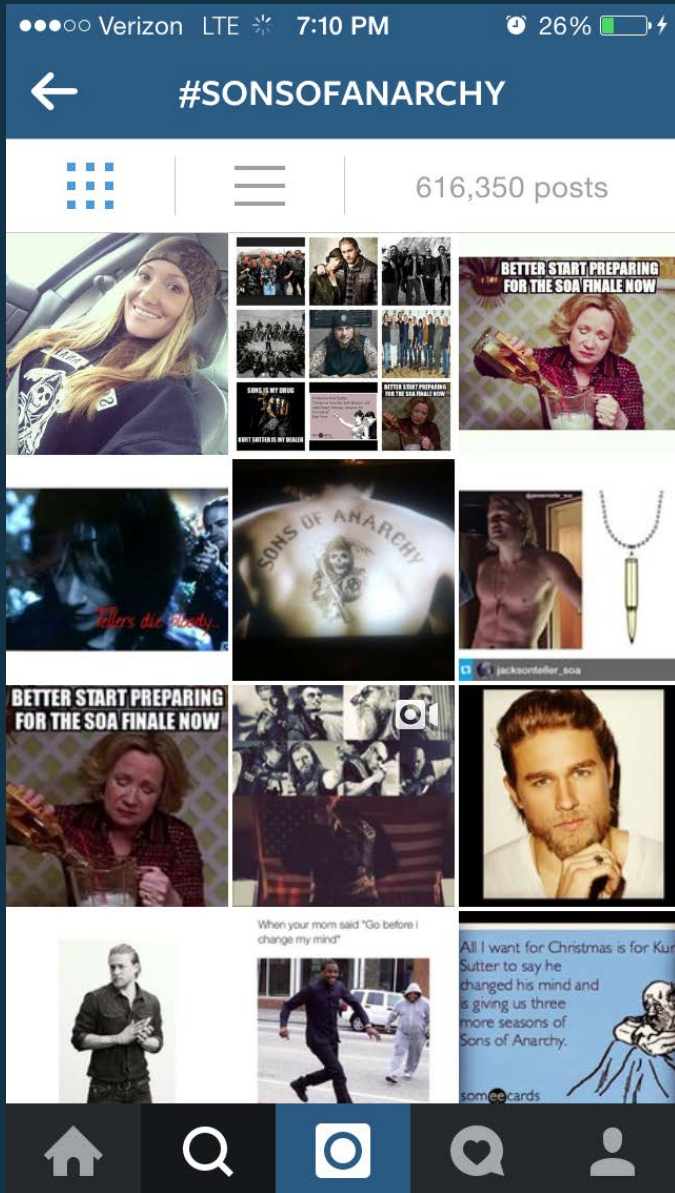
Homeland fans also like...

Users with *Homeland* on their Watchlist also like *The Blacklist*, *Game of Thrones*, *Modern Family*, *The Walking Dead* and *Revenge*



4. Be Where the Audience Is





Thank you!

