PERISCOPE •



By Erika Kauffman

Partner, Managing Director, Executive **Vice President of 5W Public Relations**

WHAT IS IT???

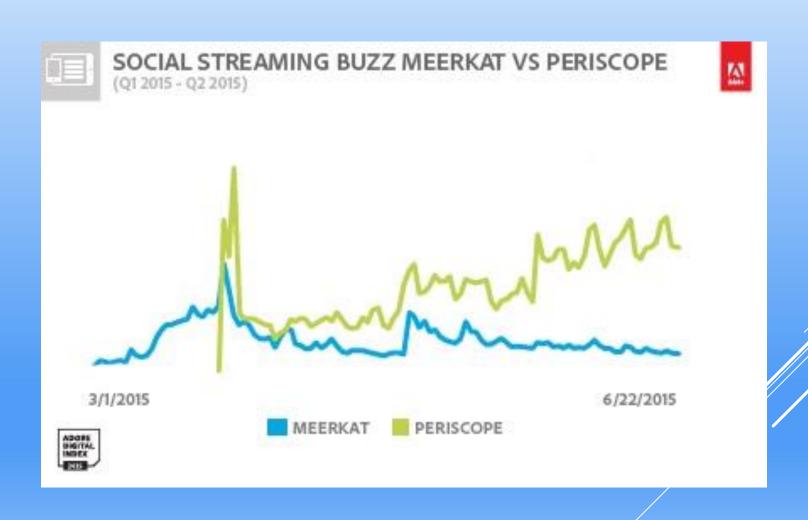


- Owned by Twitter, which owns the live events space
- ► Launched on March 26, 2015
- Surpassed 10 Million accounts
- 40 years of video watched / day
- About 2 Million Daily Active Users (DAU)
- ▶ iOS and Android only.
- ▶ Launched web profiles on Sept. 17, 2015

PERISCOPE IS GROWING RAPIDLY



WINNING THE BATTLE VS. MEERKAT



MEERKAT PARTNERING WITH GOPRO

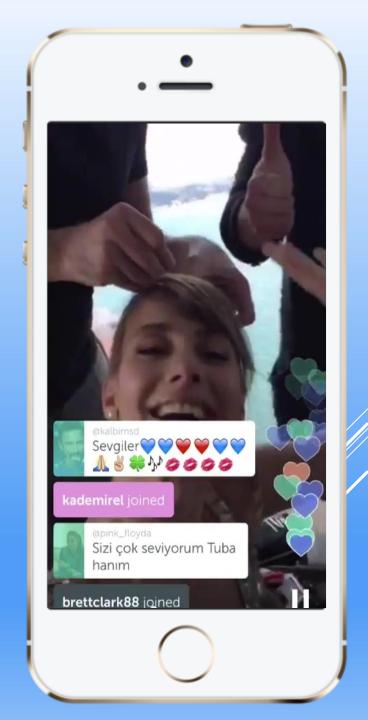


HOW DO I KNOW IF PERISCOPE IS RIGHT FOR MY BRAND?

— said every Brand Manager and CMO

VIDEOS WORK

- Consumer: 206 videos/month
- 64% marketers: Video dominates
- Brain: 60,000x faster than text
- Harvard Business Review:
 Greater emotional intensity =
 more shares



PROS OF LIVE STREAMING

- Exclusive, unique coverage
- Instant feedback

CONS OF LIVE STREAMING

- No filter
- Not highly produced

IDEAL BRANDS

- Celebrities, Influencers
- News Organizations
- > Athletes
- Action/Thrill Brands

USE CAUTION

- > Financial Services
- Housing/Real Estate
- Highly Confidential Brands



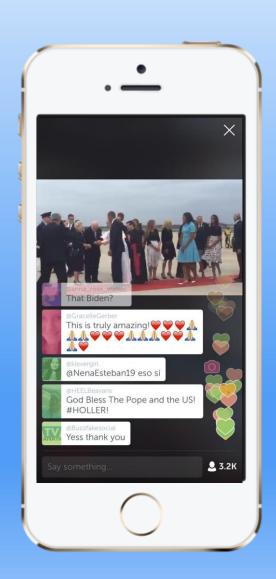
3 QUESTIONS TO ASK

Who can execute AND maintain it?

- What will it replace?
- ▶ How about delayed ROI?

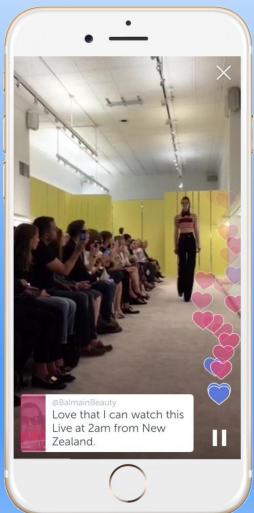


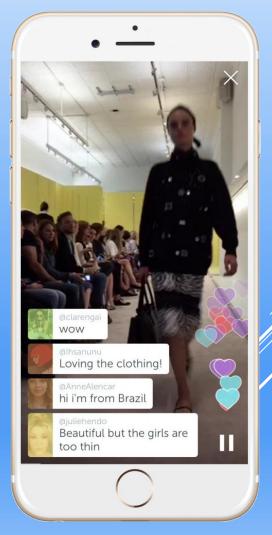
WHITE HOUSE STREAMS #POPEINDC



97 DESIGNERS STREAMED #NYFW







#DORITOSCOLLISONCANNONS

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