



Where your news **is made.**

How to Turn Your PR & Marketing Content Into
Positive Trending News Across Visual Media

Presented by:

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Business Wire & BizWireTV
@Fedoner

#social16



Business Wire[®]
A Berkshire Hathaway Company

Where your
news is made.

BWTV TEASER VIDEO

Rethinking Communications in an Evolving World



When a journalist publishes an article with multimedia they receive *94% more views.*

#social16 / @Fedoner

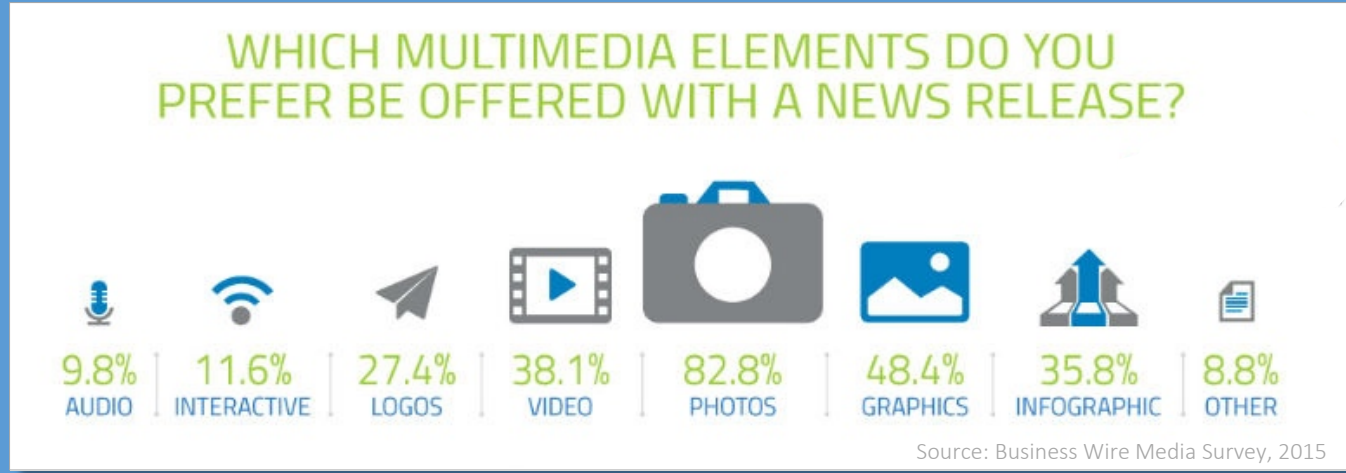


A Facebook
post receives
*150% increase
in engagement
when it
contains
multimedia.*



76% of content shared on Twitter had multimedia.

Multimedia Is A Communications “Must”



- 4800+ AP media partners **prefer multimedia** assets
 - Multimedia **adds emotions and relevance**
 - Multimedia **drives views** and **time on site**
- Interactive assets receive 6 minutes of **engagement**

Short-form or Long-form? *Both...*

WHICH MEDIA OUTLET DO YOU BELIEVE BEST REPRESENTS THE PERCEIVED FUTURE OF MEDIA?

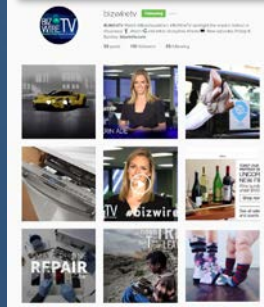
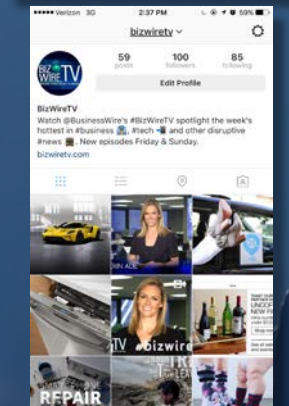


TODAY'S MEDIA MEMBERS SEE THE FUTURE OF NEWS COVERAGE AS A MIX OF LONG FORM AND SHORT FORM NEWS CONTENT – VISUAL, PERSONALIZED, SNACKABLE AND SHAREABLE.

Source: Business Wire Media Survey, 2015

Communicators must blend long-form and short-form content to increase consumption, adoption and shares

One voice, one message, all channels



Amplify Across All Channels with Social Sharing

Experiment With New Communication Platforms



Hyper-spot images
Interactive graphics
Facebook Live
OTT Platforms
Virtual Reality

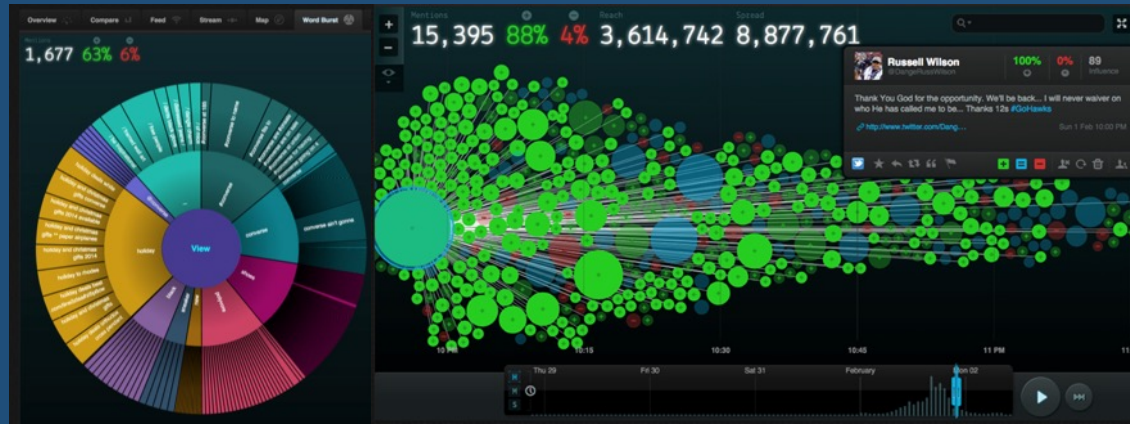
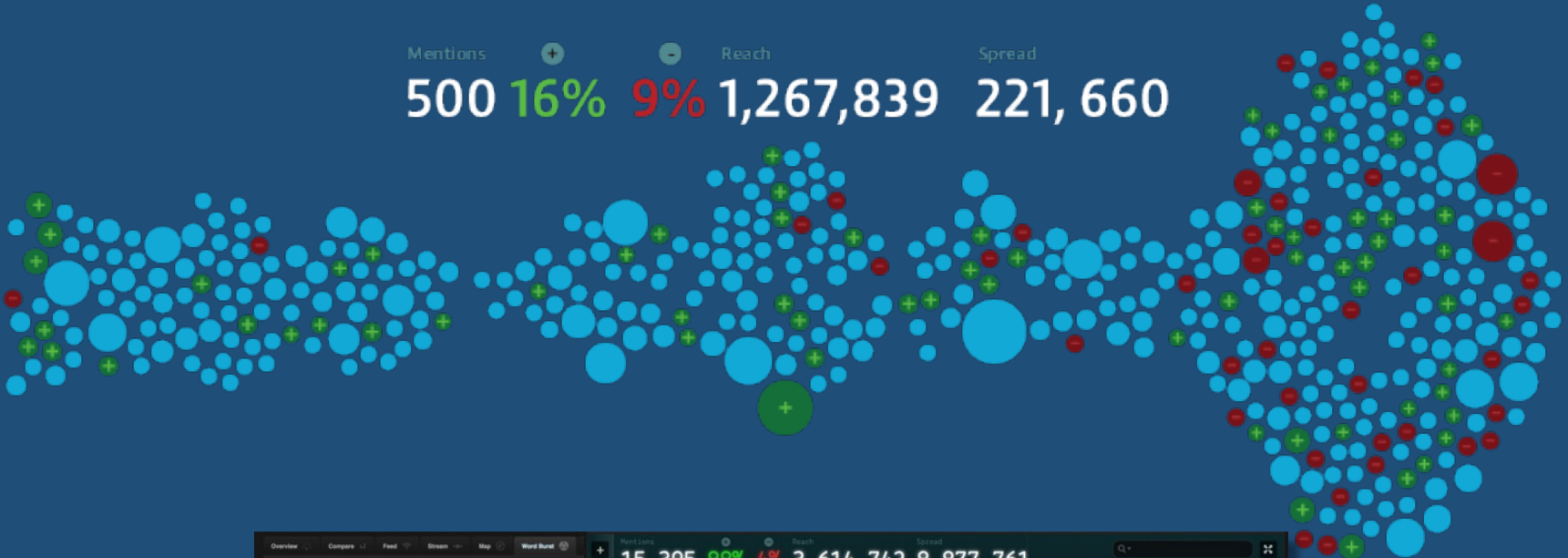
A new frontier for journalists...
is also a new frontier for us!

How to Trend

- Write highly targeted and engaging releases
- Include photos/videos
- Include links to relevant and owned channels
- Fully engage your social channels and influencers
- Help journalists meet metrics...share coverage everywhere

Analytics & Insights

Mentions + - Reach Spread
500 16% 9% 1,267,839 221,660



55% more views of a multimedia release over plain text

85% more likely to purchase a product after watching a video

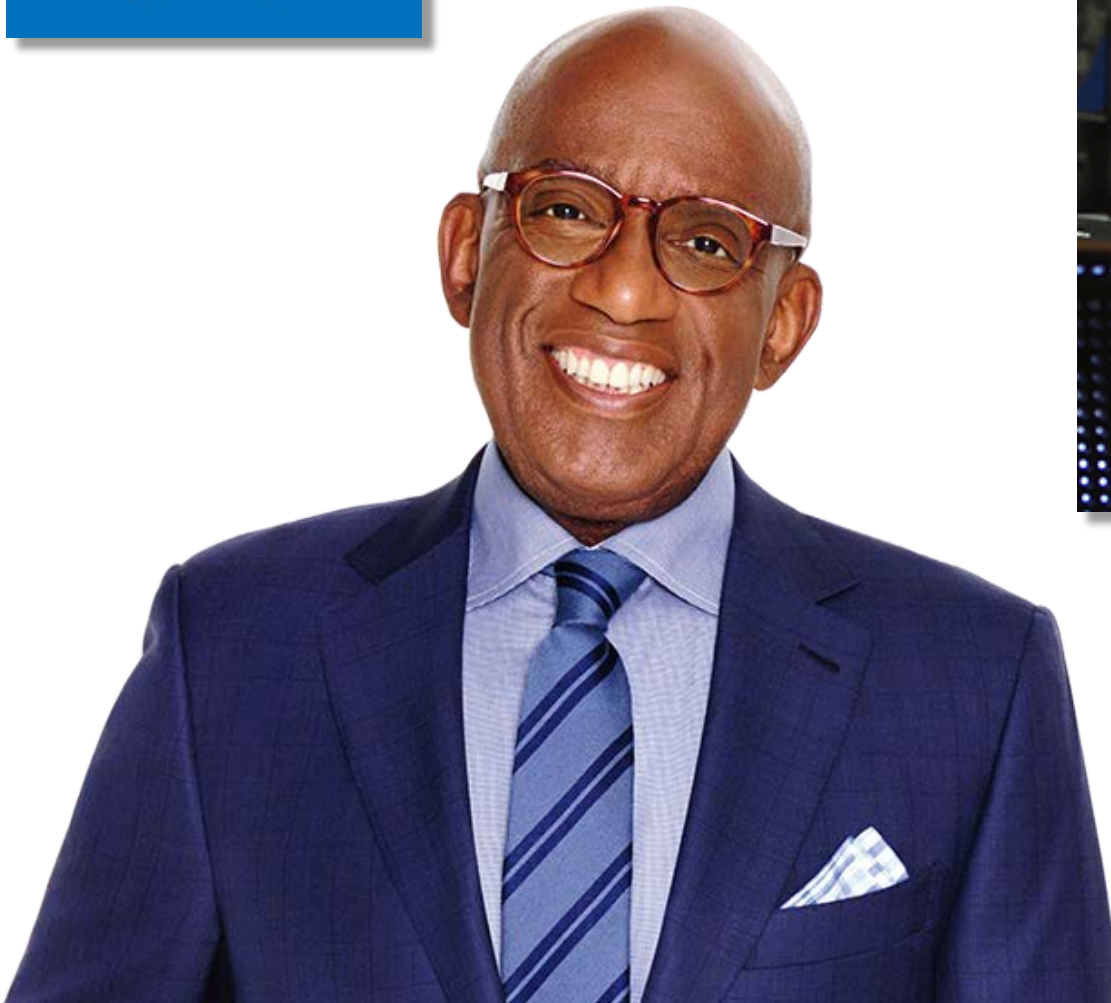
BizWireTV

BizWireTV is a news network approach for the cord-cutter generation.

- Trending video news content
- Based on social media engagement
- Web, social media and news release
- Downstream media distribution
- Mobile and SmartTV apps



Creative, Talent & Production



Plus, an editorial and production team from CNBC, Fox Business News, HGTV and MSNBC.



The idea is simple — turn highly viewed and shared news releases into compelling video content focused on startups, industry disruptors, product launches and hidden gems that cross Business Wire.



BizWireTV

5 minute recap of the top trending stories from Business Wire, publishes every Friday at 6:00am ET

The Accelerator Report:

2 minute look at funding announcements, startups and disruptors, publishes every Monday at 6:00am ET

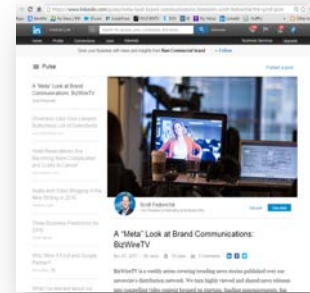


Distribution & Viewership Model

Site
Release
Mobile



Twitter
LinkedIn
Facebook
Instagram



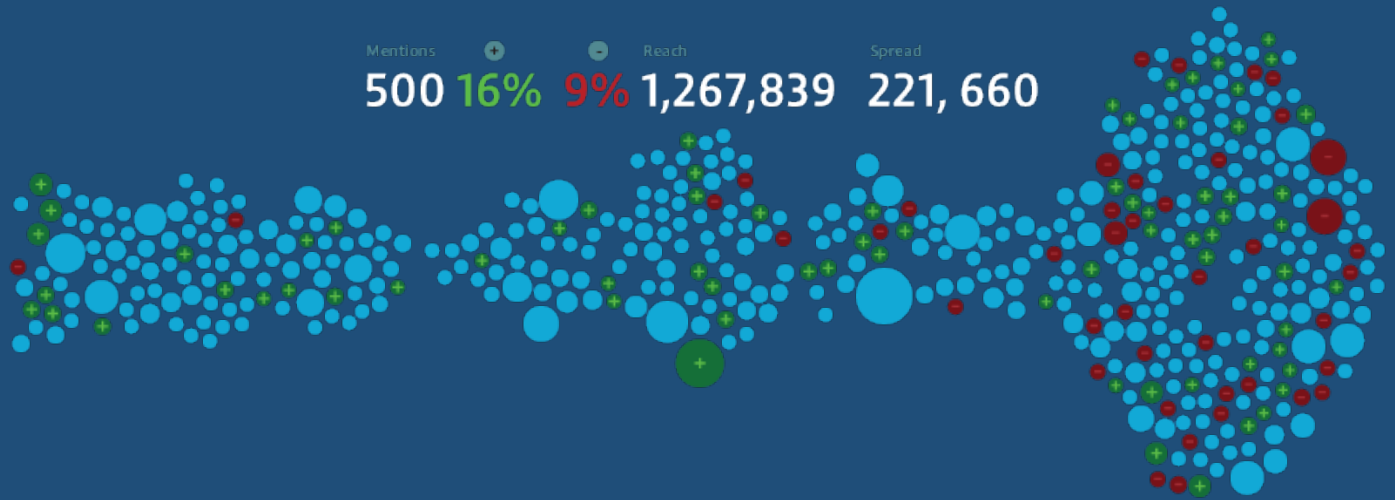
AP Video Hub
Reuters Insider
PRWeek.com
WorldNow/Frankly
CommPro



The BizWireTV content platform takes the source video material and instantly populates it across all media channels, driving over 2.4 million views since launch.



Mentions 500 16% 9% Reach 1,267,839 Spread 221,660



- 2,500,000 Video Views on Businesswire.com
- 550,000 Views on Facebook /Twitter/LinkedIn
- 250,000 Release Views
- 14,000 Social Mentions to 5,600,000+ followers



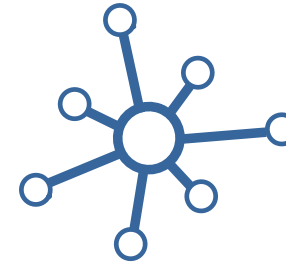
What's next for BizWireTV?



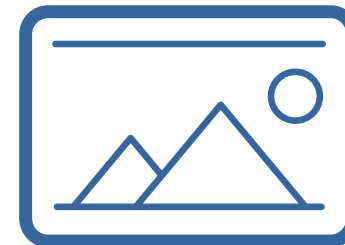
*Mobile Apps
(iOS/Android)
June*



*Site Postings
(PRWeek, IR Magazine,
CommPro & more in
development)
Ongoing rollout*



*TV Apps
(Apple TV, Roku &
Amazon Fire)
Summer rollout*



Final Tips for BizWireTV editorial opportunities

- Include compelling multimedia with your news release. High-quality images are great, but packaged video/b-roll drives views, engagement and shares.
- Socialize your news release directly from the Business Wire web page...it drives views and NUVI social measurement through your keyword tags.
- If you have something major breaking in the startup, disruptors or innovators space, alert me so I can have our editorial team monitor it for performance, and possible inclusion in the show!



Visit:
www.BizWireTV.com
to view the show