
HELLO
THERE



*Pending close of Group Nine's acquisition of POPSUGAR

#1

Video publisher on mobile in the U.S.

50%

We reach over 50% of the overall U.S. population…

70%

…and we reach 70% of U.S. millennials A18-34

200M

We have a highly-engaged and loyal fanbase of over 200M followers, with 150M in the U.S. alone

50M+

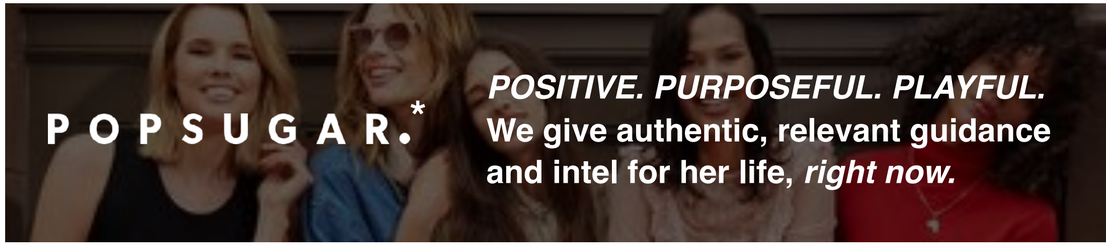
Hours of content our combined audiences spend watching our content each month

Nielsen DCR (July 2019), ComScore Platform Analytics (July 2019)

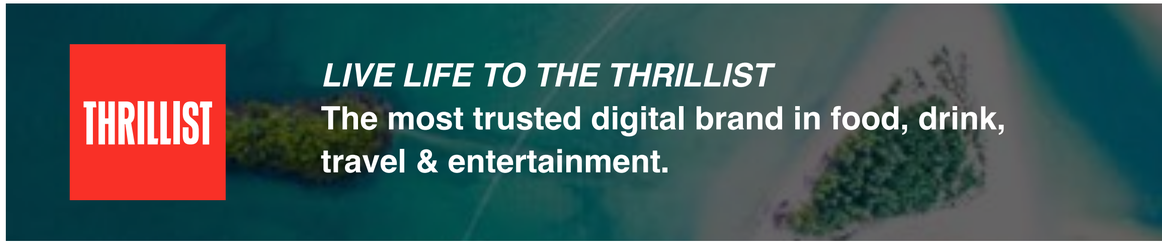
group nine

A family of brands that spark action, prioritize positivity & create community

THE #1 MOST ENGAGED WITH WOMEN'S LIFESTYLE SITE IN THE U.S.



TOP 3 PUBLISHER FOR FOOD, DRINK AND TRAVEL ON MOBILE



THE #1 MOST ENGAGED WITH MEDIA PUBLISHER GLOBALLY



THE #1 SCIENCE BRAND ON MOBILE



THE #1 MOBILE NEWS BRAND IN THE U.S.



*Pending close of Group Nine's acquisition of POPSUGAR



We were founded on these beliefs…

Scale matters

Social will mimic cable

Consolidation will happen

Video will win

Social is the new TV





Content consumption has moved rapidly to social

And the rate of adoption and penetration is unprecedented

60%

Approximate percentage of time spent on mobile using social apps (1)

Over the past

2 years

Every social platform has made major product updates to feature videos

200MM+

Number of Americans viewing video content on social platforms daily (2)

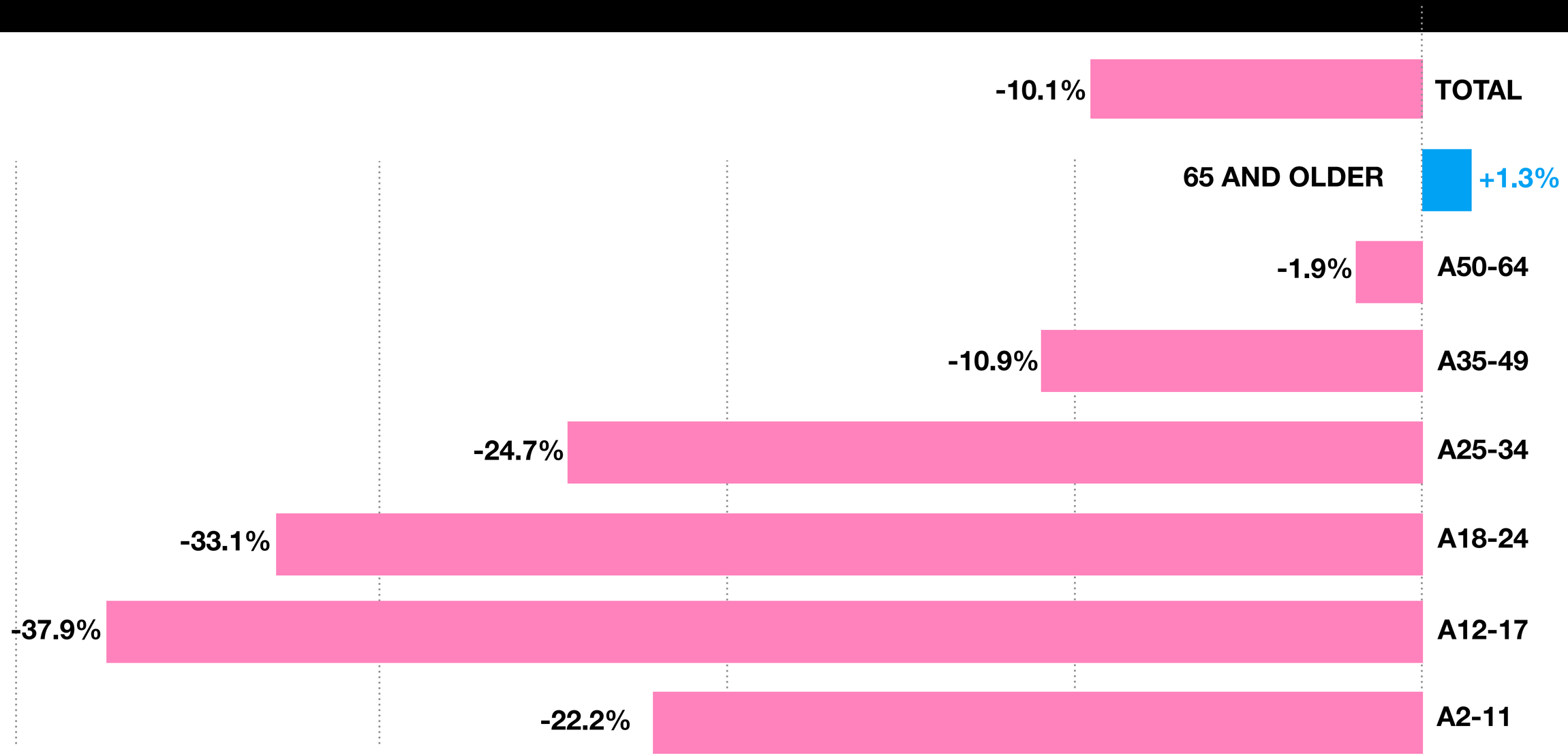
Sources: Flurry Analytics (1): eMarketer (2)

Social is the new tv

+68%

of video views in the U.S. happen on a mobile device

Reality check: everyone but the 65+ age demo is tuning out



Data: Weekly time spent with live TV + DVR / time-shifted TV: Source: Nielsen Total Audience Reports Q2 2017. Q2 2016. Q2 2015

Change in time spent watching TV
By U.S. age group, 2014-17

Social video trends

Watch Pages have been restructured to Video pages OR playlists like YouTube.

FB & IG are putting massive efforts into pushing IGTV.
It's driving ad-free time spent on the platform.

Like other platforms YT is finding success in their Stories product and we anticipate a larger push.

Video is growing rapidly on Twitter. +265% in views over last 2 years with 60% growth from 2017.

Although user growth for Snapchat is not accelerating, viewership (and ad impressions) are still scaling.

Time spent…

AUDIENCE

	18-24	25-34	35-54	55+
1	YouTube	YouTube	YouTube	facebook
2	Spotify	facebook	facebook	YouTube
3	Snapchat	Spotify	facebook Messenger	facebook Messenger
4	Instagram	pandora	pandora	Google
5	NETFLIX	facebook Messenger	Spotify	pandora
6	facebook	Instagram	NETFLIX	Gmail by Google
7	facebook Messenger	NETFLIX	Instagram	Spotify
8	pandora	Snapchat	Gmail by Google	NETFLIX
9	SOUNDCLOUD	Google	Google	amazon
10	Google	Gmail by Google	amazon	Instagram

group nine

Source: comScore, Dec 2018

But…where are we visiting the most?

AUDIENCE

	18-24	25-34	35-54	55+
1	YouTube	YouTube	facebook	facebook
2	facebook	facebook	YouTube	YouTube
3	Instagram	Google	pandora	amazon
4	Spotify	amazon	Google	Google
5	Snapchat	Gmail by Google	NETFLIX	YAHOO!
6	amazon	Instagram	amazon	Gmail by Google
7	Google	Snapchat	YAHOO!	facebook Messenger
8	Gmail by Google	facebook Messenger	ebay	ebay
9	twitter	Spotify	Pinterest	Instagram
10	NETFLIX	Pinterest	Spotify	Pinterest

group nine

Source: comScore, Dec 2018

Here they come…

AUDIENCE

twitch

Game Streaming+ core audience is <35 & male eSports athletes

15M+ DAU; 120M+ MAU

TikTok

Vine 2.0, short-form video teen users but aging up fast

500M+ MAU; 1B+ Installs

group nine

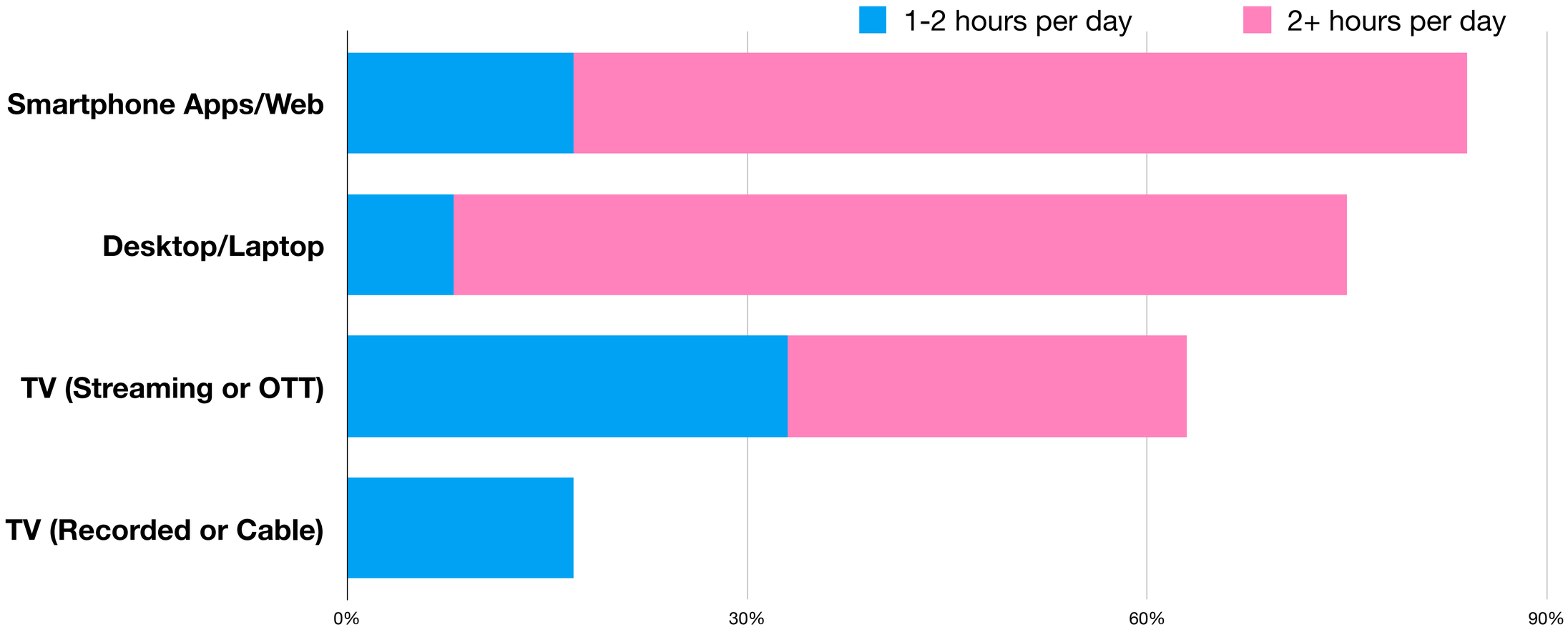


Gen Z:
Always On

Digital dominates attention

We asked: “How much time do you spend per day consuming each of the following types of media?”

GENERATION Z

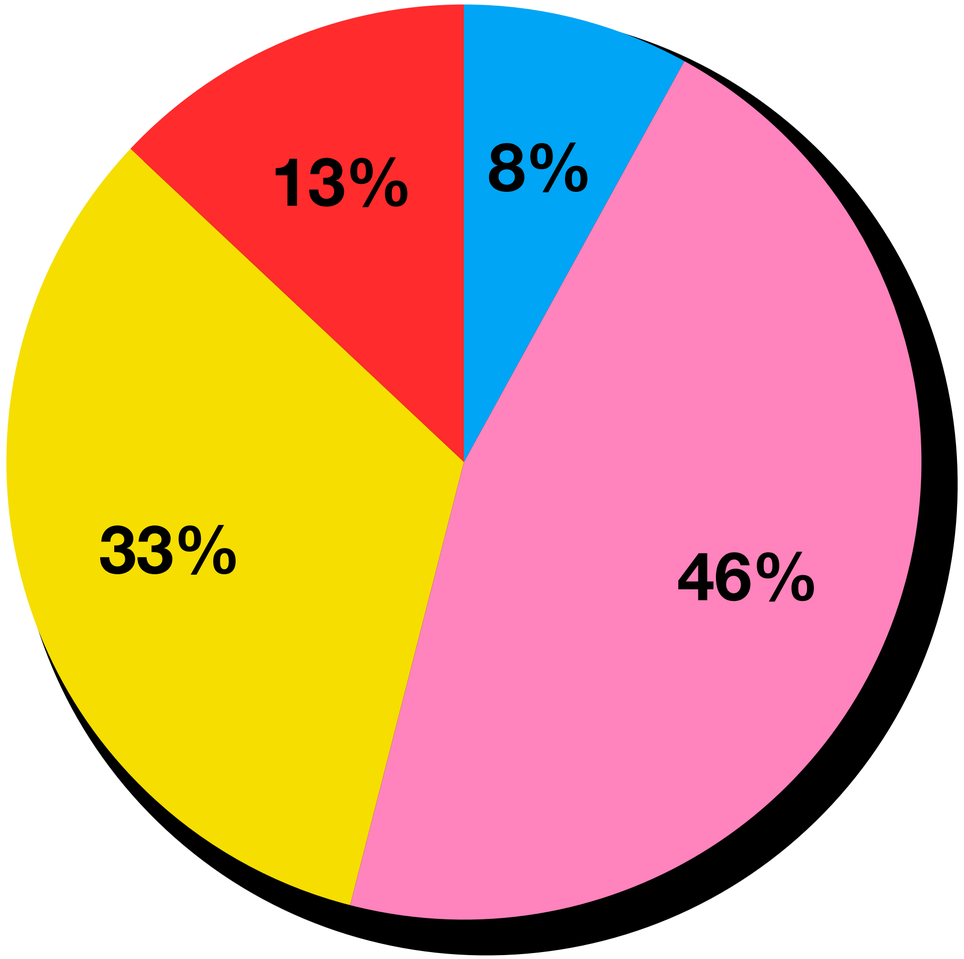


group nine

Media consumption habits

We asked: “On average, on many hours do you spend on social media in a typical day?”

GENERATION Z





group nine

Platform preferences

We asked: “How often do you use or check each of these social media platforms?”

GENERATION Z

	20+ times daily	10-20 times daily	5-9 times daily	2-4 times daily	Once daily	Every few days	Once weekly	Monthly or so	Rarely or never
	0%	17%	4%	**38%**	8%	21%	0%	4%	8%
	25%	**50%**	13%	4%	4%	0%	0%	0%	4%
	8%	8%	17%	17%	8%	0%	0%	0%	**42%**
	0%	0%	17%	13%	**25%**	**25%**	8%	8%	4%
	17%	**17%**	4%	21%	4%	17%	0%	0%	21%

Source: TikTok, 2019

group nine

From the source

We asked what platform features they use the most or are excited about

GENERATION Z

Sometimes I'll find myself checking Instagram Stories for like 20 minutes straight and I'll realize that **I am essentially just watching TV** and "changing the channel" with every new story that comes up.

[Stories are] a useful way to post something in the moment… [they] have **a huge impact on actually getting to know someone** through the internet. It's more dynamic.

I definitely think that **IGTV is becoming more of a source of viewership** rather than YouTube.

It's weird to see how influential any site can be… I remember a meme trend that originated on [TikTok], and the song used in it just broke the record for longest #1 song in the country. It showcases **the power of social media.**

group nine


the dodo
Barking up the Right Tree

the dodo

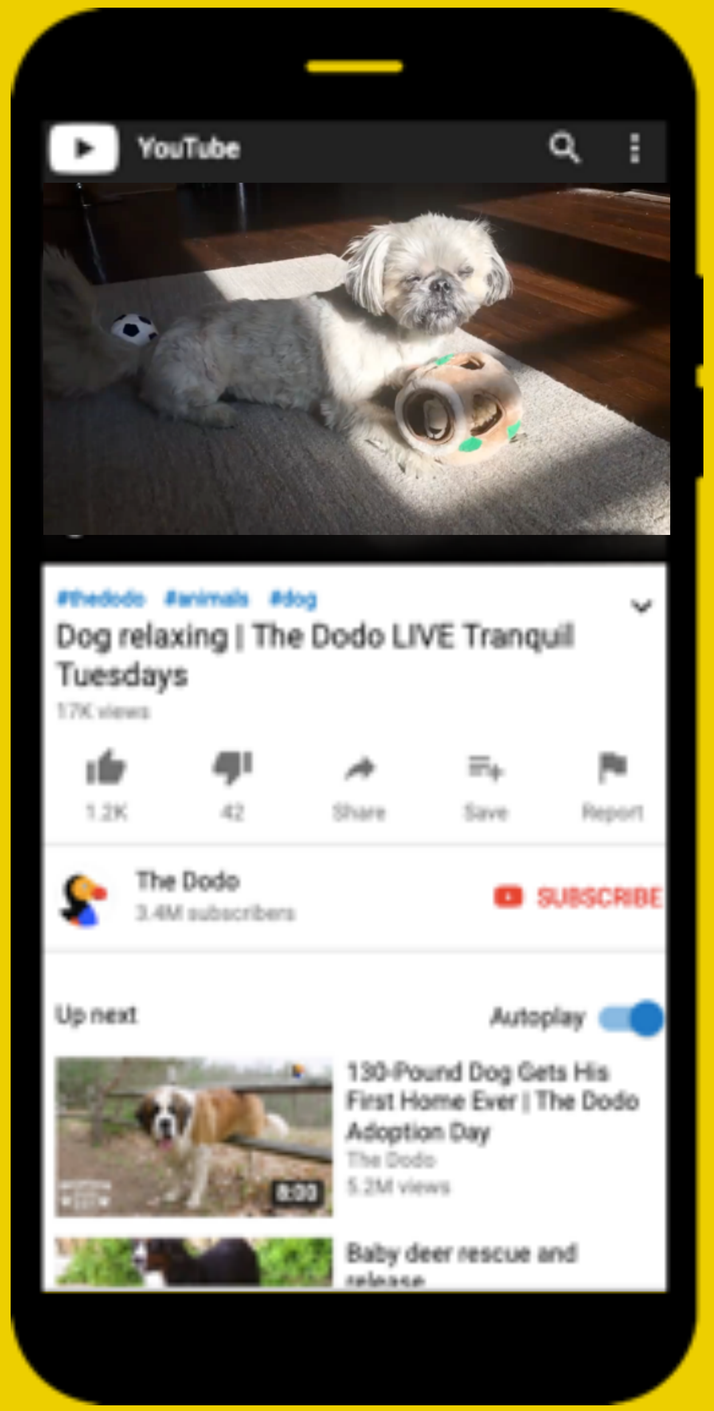
#1 animal brand on digital media

- **#1 most loved** publisher on facebook
- **#1 media brand in the world** by social engagement
- **2b+ monthly video views**
- **110mm+ people reached** monthly in the u.s.



Winning at video

Virality is not a strategy. Learn more from what your fans don’t like.



Winning at video

Virality is not a strategy. Learn more from what your fans don’t like.

Meet your fans where they spend the most time: online and IRL.

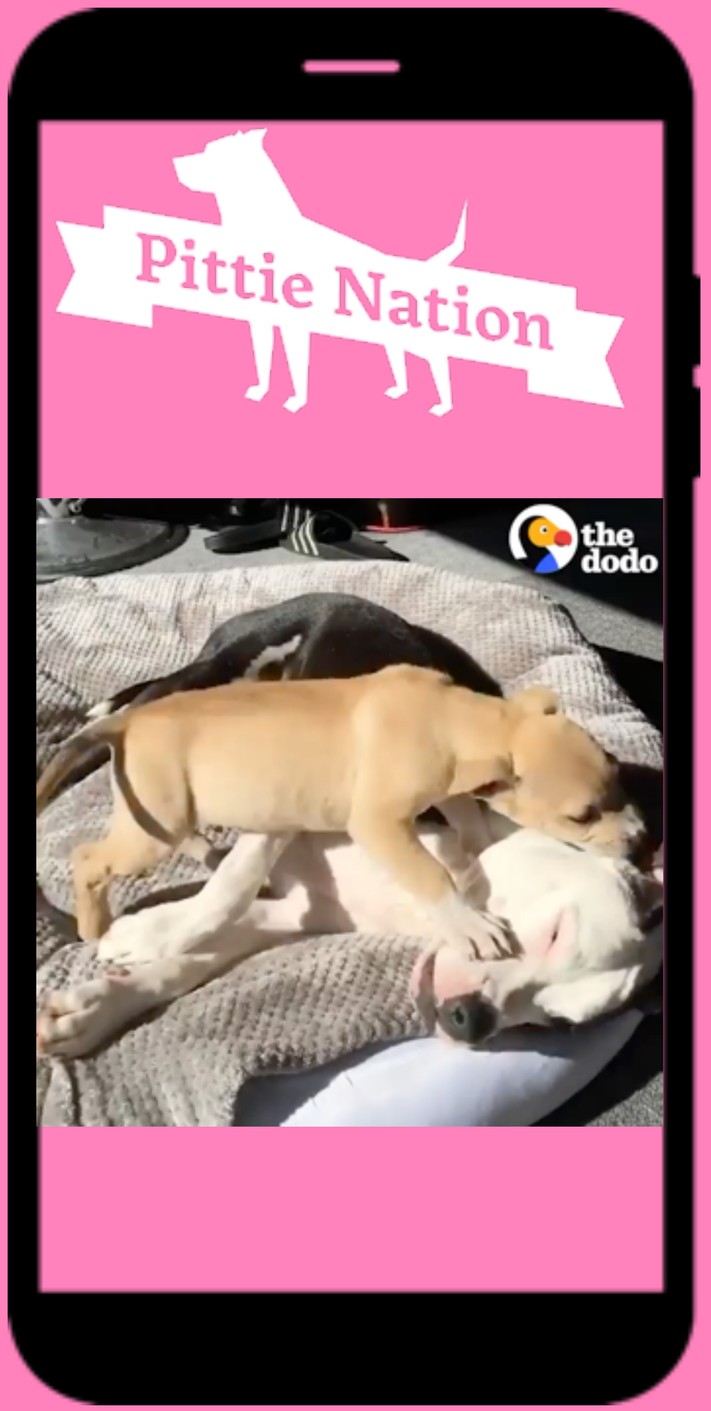


Winning at video

Virality is not a strategy. Learn more from what your fans don’t like.

Meet your fans where they spend the most time: online and IRL.

Create a sense of community.



Winning at video

Virality is not a strategy. Learn more from what your fans don’t like.

Meet your fans where they spend the most time: online and IRL.

Create a sense of community.

Build trust: have a purpose, take a stand, spark action.




Thank