

NOWNESS

Culture in Motion

NOWNESS is a global platform for the culturally curious, creating and curating the best in video content

Providing an inimitable lens on Architecture, Design, Fashion, Art, Travel, Food and Lifestyle, NOWNESS has set the standard for what excellence in digital storytelling looks like for nearly a decade.



Our hit series



[In Residence](#)



[My Place](#)



[Define Beauty](#)



[Photographers in Focus](#)



[Great Gardens](#)



[Private View](#)

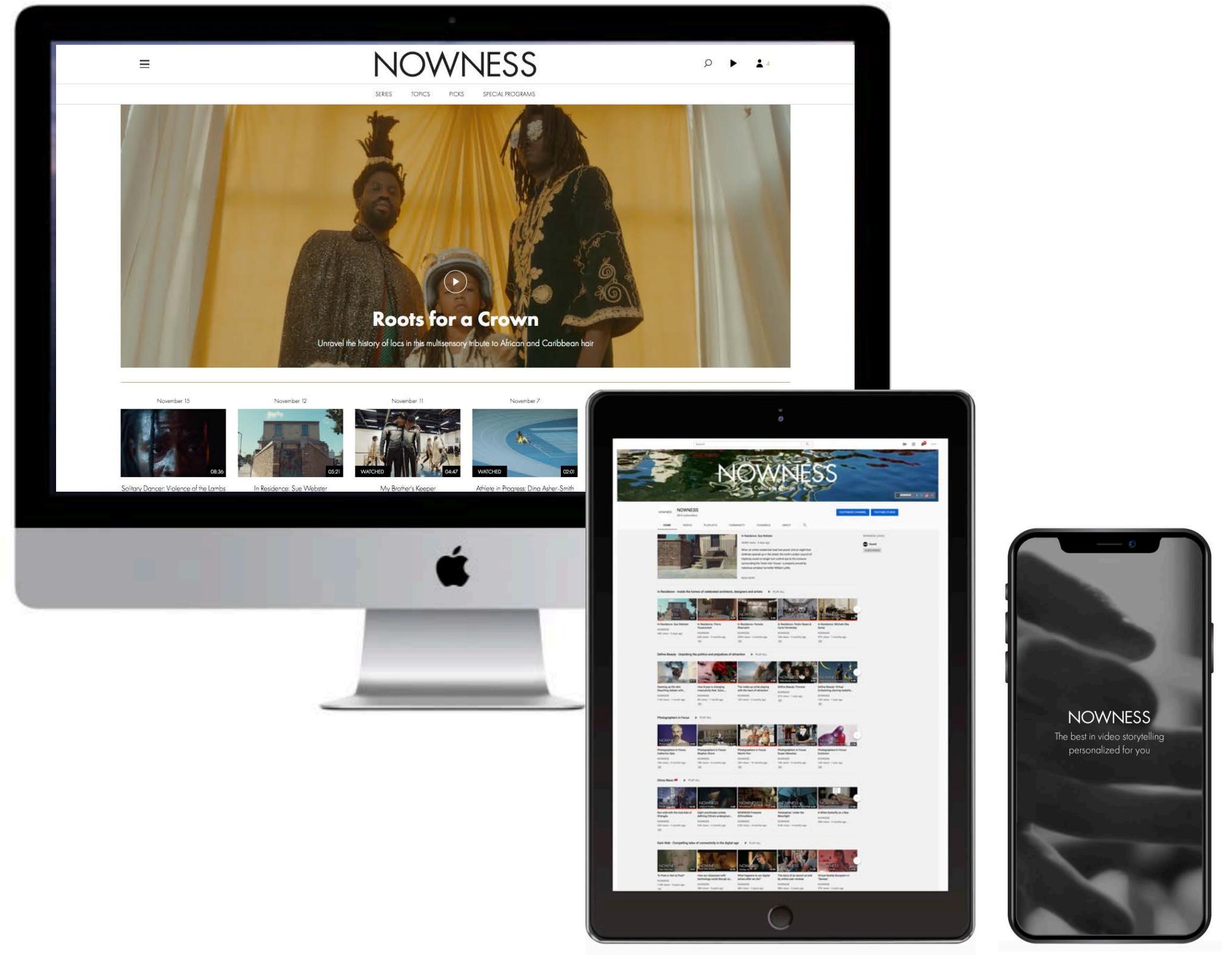
Global reach

Our industry defining formats and genre-defying visual narratives reach a global monthly audience of **4 million every month** with over **13 million video views** being recorded during key episode releases through our website and social media platforms.

Monthly Video Views: 13.1 Million

Social Media Followers: 3 Million

Monthly Pages Visits: 700,000



Social Media

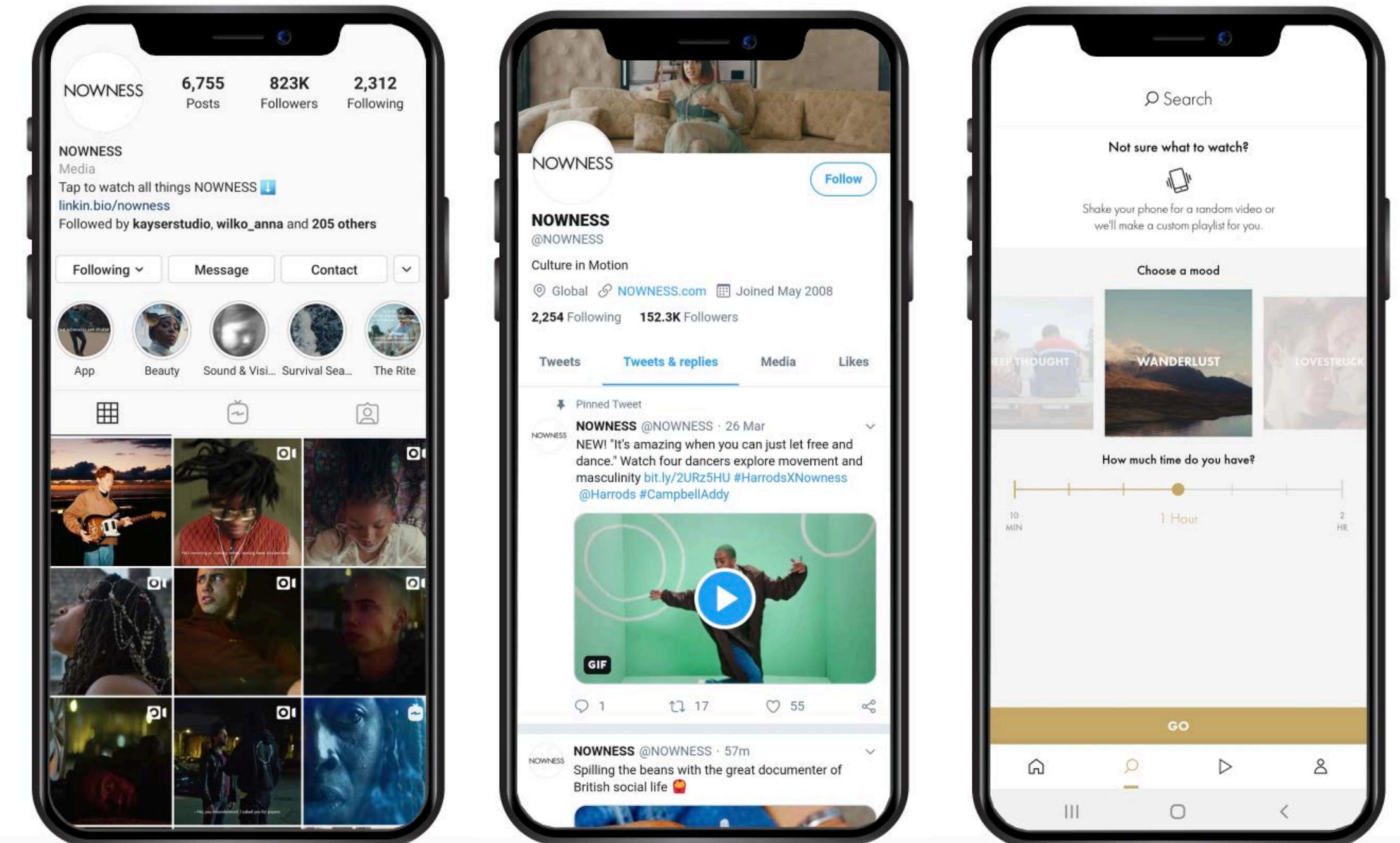
A key part of NOWNESS' success comes from its vast and highly engaged social media audience with a reach of **4 Million+** every month.

Instagram, Facebook and Youtube are key to distributing content to our audience, offering the incredibly high levels of engagement and interaction.

Through our native partnerships we maximise the use of social media, offering the latest innovative formats across these channels to deliver the maximum value to brand partners.



1.08M **937k** **541k** **152k** **132k** **334k**



Nowness China

Our Chinese site, Nowness.cn, reaches over **12 Million** users through it's site, App and social media channels.

Monthly Unique Users: 3.6 Million

NOWNESS App downloads: 2.9 Million

Social Media Followers: 5.8 Million

Monthly Video Views: 20 Million

Our audience is located across China

Shanghai | Beijing | Hangzhou | Guangzhou
| Shenzhen | Chendu |



Audience

At NOWNESS, we inspire the influential and influence the aspirational.

52% Female / **48%** Male

Average Age: **25-35**

Average Income: **£180k**

Loyal and engaged

46% average completion rate per video

93% of our followers are very likely to recommend us to friends and colleagues

74% of our followers visit NOWNESS at least once a week



An audience and network of opinion leaders and creative influencers

NOWNESS is the creative industry's go-to resource for progressive cinematic storytelling.

Our creative network of on-screen and behind-the-lens creative talent lead by Jefferson Hack, makes us industry leaders in culture.



Bjork, Musician



Virgil Abloh, Designer



Lucia Liu, Stylist



Luca Guadagnino, Director



Tyler Mitchell, Photographer



Marc Newson, Designer



Ai Weiwei, Artist



Mykki Blanco, Music Artist



Daniel Arsham, Artist



Es Devlin, Designer



Solange, Singer



Amanda Levete, Architect



Charli XCX, Singer

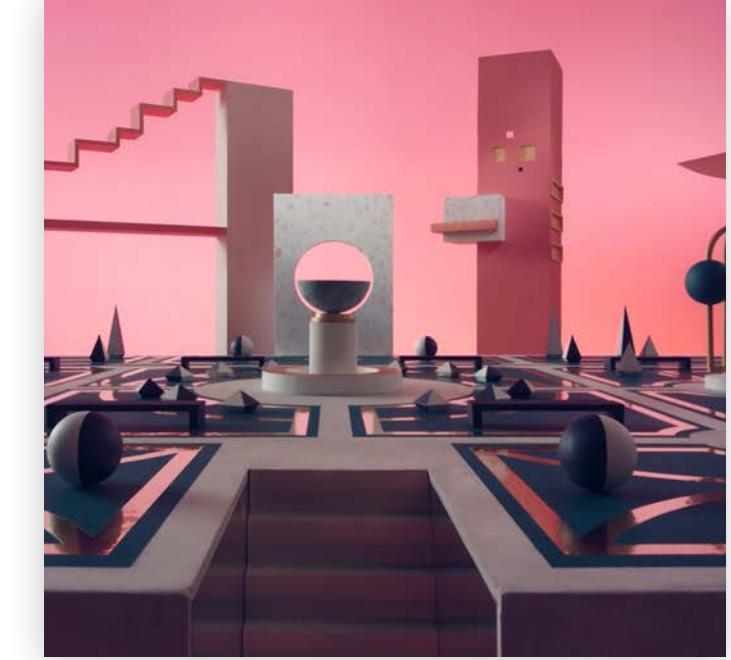


Adwoa Aboah, Model



Gwyneth Paltrow, Actor

The NOWNESS audience don't simply reflect culture, they make it, with a host of character traits and personal attributes



CULTURALLY CREATIVE

THE NOWNESS AUDIENCE IS 2.5X MORE INTERESTED IN VISITING ART GALLERIES AND MUSEUMS AND KEEPING UP TO DATE WITH NEWS ON CULTURE

GAME CHANGERS IN THEIR CREATIVE FIELDS AND ARE 2.9X MORE LIKELY TO SET TRENDS AMONG THEIR GENERATION

3X MORE LIKELY TO CONSUME CREATIVE CONTENT THAN AN AVERAGE INTERNET USER

STYLISH

THE NOWNESS AUDIENCE IS 3.2X MORE ON TREND BUT THEIR STYLE IS UNIQUE AND INDIVIDUALISTIC

OUTGOING & GLOBETROTTERS

THE NOWNESS AUDIENCE IS 3.5X MORE LIKELY TO ALWAYS BE UP FOR AN ADVENTURE AND KEEN TO SEEK NEW EXPERIENCES

3X TIMES MORE LIKELY TO SPEND OVER £5K ON TRAVEL & ACCOMMODATION EVERY YEAR

3X TIMES MORE LIKELY TO TAKE OVER 3 HOLIDAYS A YEAR AS OPPOSED TO THE UK DIGITAL AUDIENCE

COMMERCIAL BEHAVIOUR

THE NOWNESS AUDIENCE IS 3X MORE LIKELY TO INVEST IN LUXURY BUYS

3X MORE LIKELY TO SPEND MONEY ONLINE

3X MORE LIKELY TO SPEND £10K PER QUARTER ON PERSONAL ITEMS FOR PLEASURE

TECH SAVVY

THE NOWNESS AUDIENCE IS 3.2X MORE TECH SAVVY AND EXPLORING THE LATEST IN TECHNOLOGY CONSTANTLY.

Partnerships

Native Promotion

Whether promoting content NOWNESS have specially commissioned for brands or distributing supplied video content we promote the films heavily on the homepage and social media channels to deliver millions of views. Depending on the partnership package selected the film would launch either in the **Hero Picks** or **Large Picks** section.

HERO PICKS

CALENDAR BAR

LARGE PICKS

The image shows the homepage of the NOWNESS website. At the top, there's a large video player for a campaign titled "#YSL20" featuring a woman walking on a beach. Below the video, there's a caption: "Sun-soaked Sicily sets the scene for a celebration of youth and style in this partnership with Saint Laurent". To the right of the video player, there are five smaller video thumbnails with titles: "Private View: Everything is Connected", "Photographers in Focus: Martin Parr", "Context Object Authority", "In Residence: Sophie Hicks", and "Earth Mother, Sky Father: 2030". Below these, there's a section titled "THE BEAUTIFUL GAME" with a subtitle "Football on film". It features three video thumbnails: "A Foot of Turf", "Right To Play", and "Black Patriots".

NOWNESS

SERIES TOPICS PICKS SEASONS AND PROGRAMS

#YSL20

Sun-soaked Sicily sets the scene for a celebration of youth and style in this partnership with Saint Laurent

Private View: Everything is Connected

Photographers in Focus: Martin Parr

Context Object Authority

In Residence: Sophie Hicks

Earth Mother, Sky Father: 2030

The Falling Sky: What Your Call Music II (A Queda Aquilo que os Jovens Ch Música II)

THE BEAUTIFUL GAME

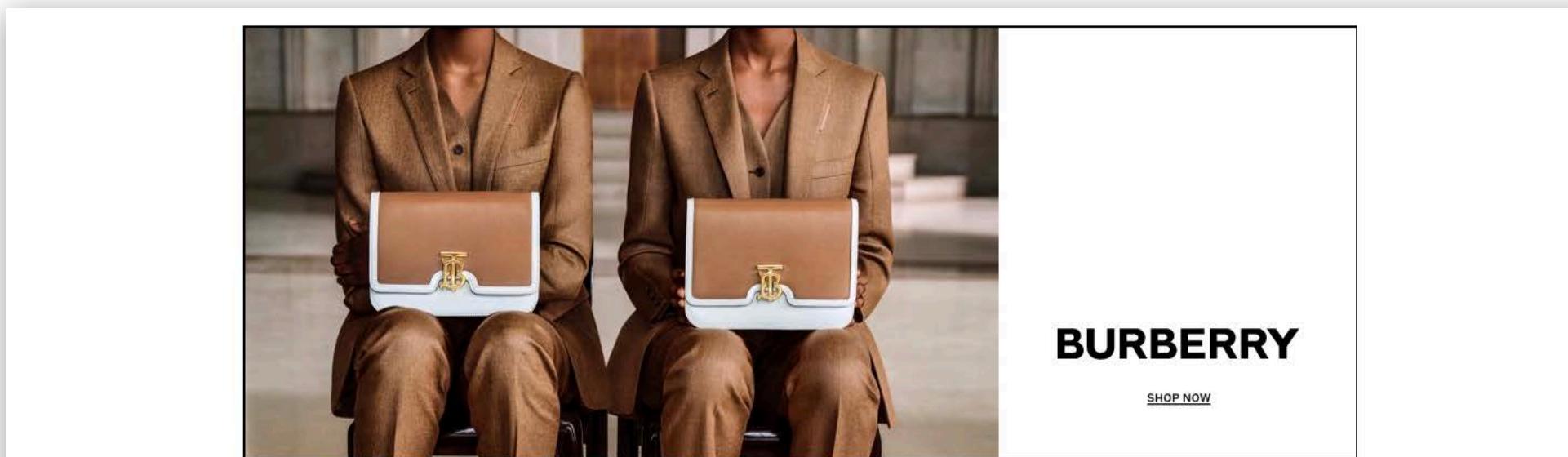
Football on film

A Foot of Turf

Right To Play

Black Patriots

Advertising



The screenshot shows the NOWNESS homepage. At the top, there is a large, rectangular advertisement for Burberry. It features two models wearing brown blazers and trousers, each holding a tan leather clutch bag with a gold monogram. Below the ad, the word "BURBERRY" is printed in bold capital letters, followed by a "SHOP NOW" button. The main content area of the page is titled "NOWNESS" in large, bold letters. Below the title, there are navigation links for "SERIES", "TOPICS", "PICKS", and "SEASONS AND PROGRAMS". The main video player on the page is titled "Nirvana" and has a subtitle "Finding community and empowerment at Asia's largest gathering of transgender women". The video player includes a play button icon and a progress bar. Below the video player, there is a horizontal row of six smaller video thumbnails, each with a title and a timestamp. The thumbnails are: "Portrait of a Place: Symphony" (12:28), "Portrait of a Place: Southside Forever—A Motion Picture of Black Chicago" (12:28), "Baloji: Zombies" (14:51), "WATCHED" (07:51), "Men of Maize", and "Katanga: The Female Slum of Kampala".

NOWNESS introduced its **first ever luxury display advertising format** in early 2019 offering brands a huge amount of real estate on our most impactful area of the site.

The luxury advertising format sits at the top of each page and allows for logo/branding placement as well as a showcase of video content. On the Homepage this format is also supported with 2 x additional parallax units built in to compliment the ad.

The format is **fully reactive** with different versions being served depending on the device used to access NOWNESS.

Full Site Takeover 1 x Day

15,000 Impressions | 0.5% Estimated CTR

Full Site Takeover 1 x Week

105,000 Impressions | 0.5% Estimated CTR

Desktop: 1024 x 400 | **Tablet:** 728 x 400 | **Mobile:** 300 x 300

Pre-roll format

The screenshot shows the NOWNESS website interface. At the top, there is a black and white photograph of a woman with long hair, wearing a dark sweatshirt with 'ICON' printed on it. Below the photo, the text 'DSQUARED2' and 'D 2 5' is displayed. A small caption 'CHER BY MERT & MARCUS' is visible. The main title 'NOWNESS' is centered above a navigation bar with links for 'SERIES', 'TOPICS', 'PICKS', 'SPECIAL PROGRAMS', and 'NOWNES AWARDS'. Below the title, a large video player displays a black and white image of a woman with her arms raised, with the 'DSQUARED2' logo overlaid. The video player includes controls for play, volume, and a 'Skip Ad' button. Below the video player, there are social sharing icons and a timestamp '0:12 / 0:15'. Further down, there is a section titled 'Portrait of a Place' featuring a thumbnail for 'Portrait of a Place: Family Over Everything'. The bottom of the page shows a footer with 'CULTURE & LIFESTYLES' and 'Portrait of a Place: Family Over Everything' sections.

NOWNESS has launched **a new pre-roll format** offering brands advertising in front of our on-site film content.

The Pre-Roll format will be available on a tenancy basis in conjunction with the advertising format.

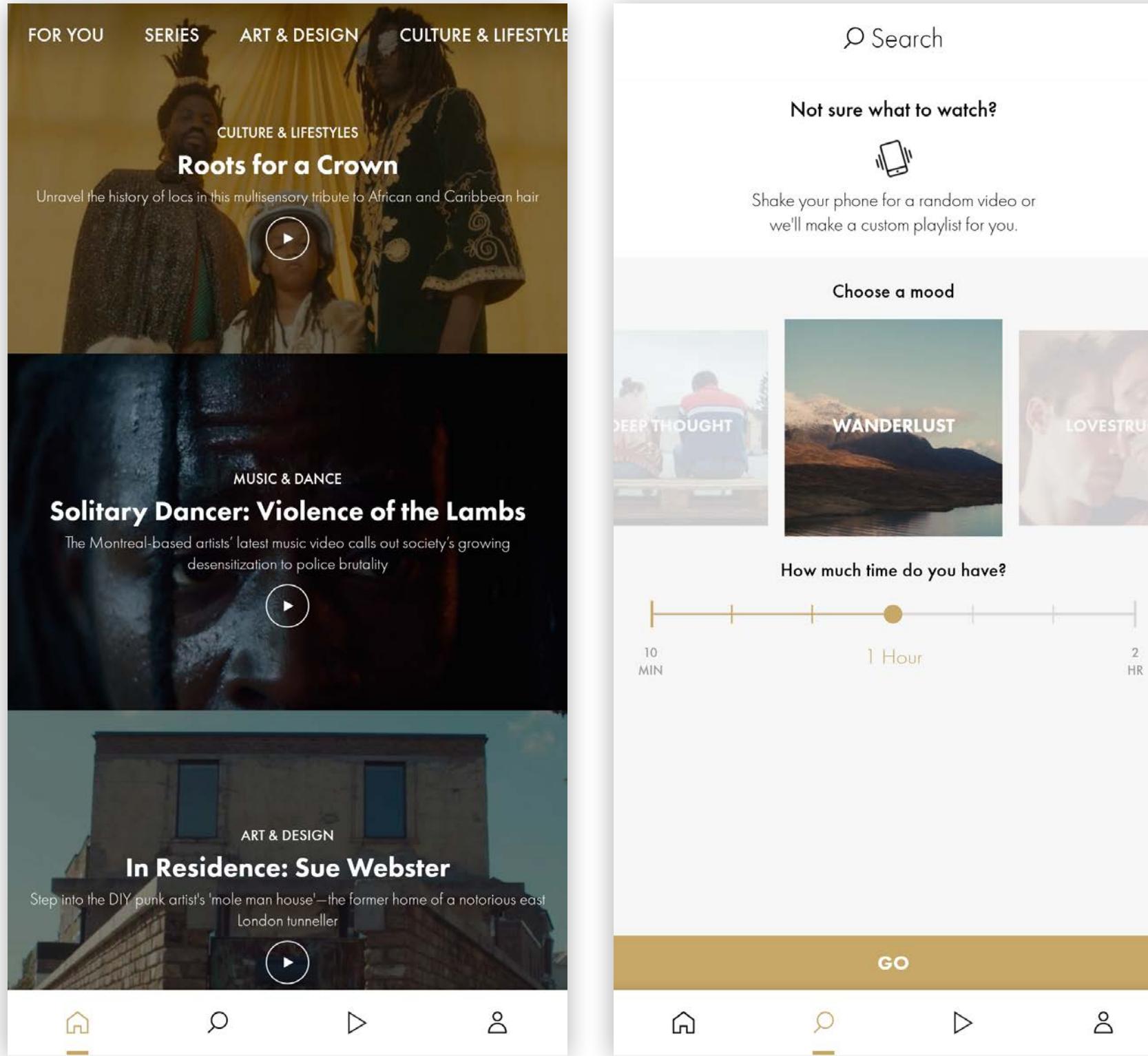
1 x Day

3,000 Impressions | 0.25% Estimated CTR

1 x Week

21,000 Impressions | 0.25% Estimated CTR

App



NOONNESS recently launched in App format (October 2019) with a big on-site and social push to begin shortly to drive downloads.

The App has been built with partners in mind - brands can takeover our 5 second intro screen as well as having top billing for any content when the app opens.

The App itself is highly interactive with users able to curate their own content playlists based on mood or time available

Brand Partners

BURBERRY
LONDON ENGLAND

GUCCI



SAINT LAURENT

Dior

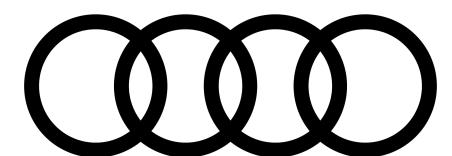
Cartier

Fairmont
HOTELS & RESORTS

Harrods

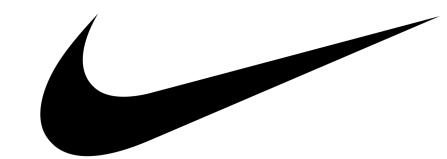
CALVIN KLEIN

FARFETCH



Sàfilo®


Hennessy




CONVERSE®

FLV

RIMOWA

Case Studies

BURBERRY



The Dreamers

The Dreamers

Creative women across the globe who have imagined their own worlds and made them a reality

Burberry and NOWNESS have partnered to make a trilogy of films about trailblazing creative women who've defined their own rules around the world.

In total the series had over **26 million video** views globally with a huge brand uplift for Burberry.

Featuring: The Labeque Sisters in Episode One, Two more episodes to come

HARRODS

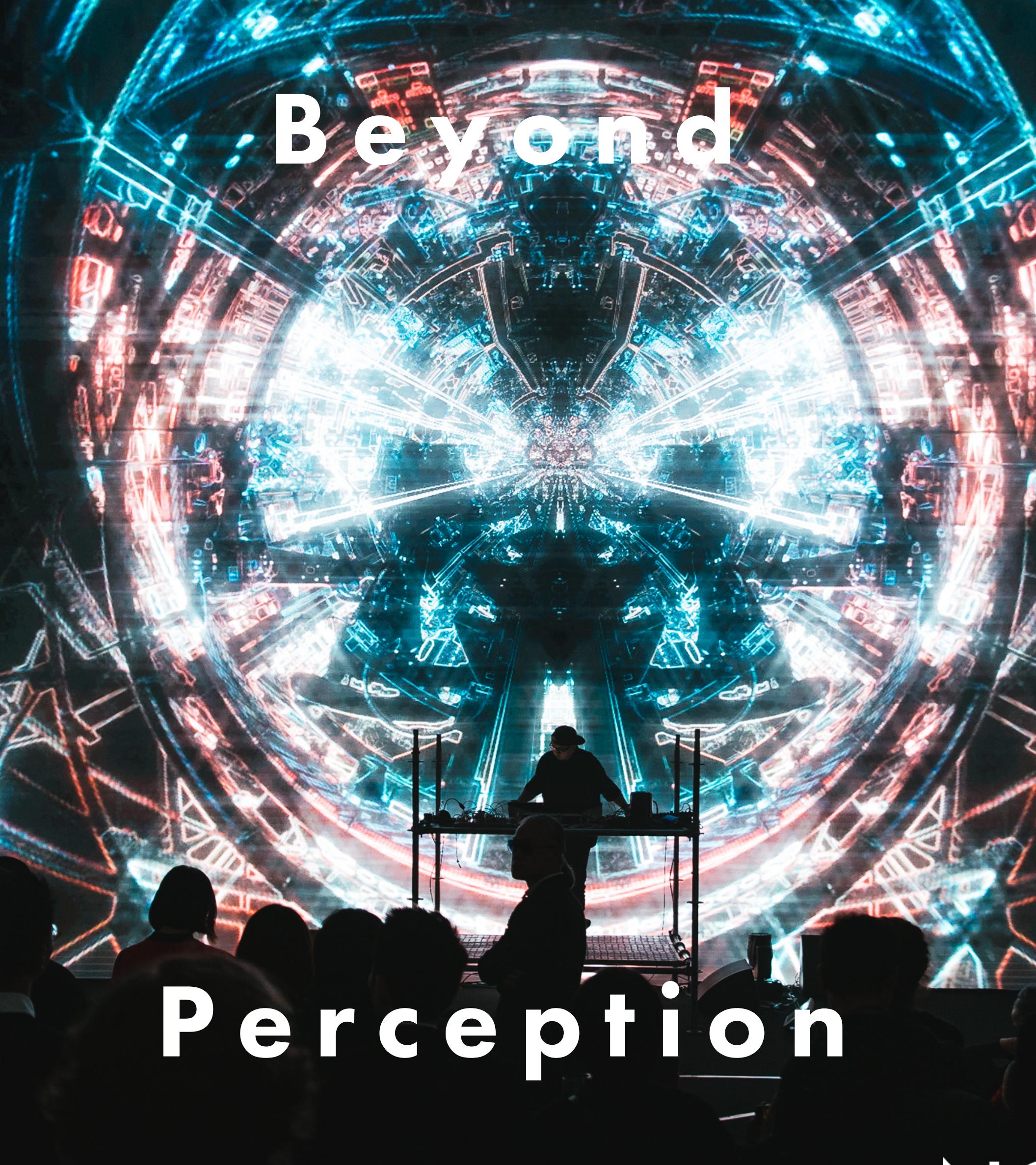
Come Together Honoring modern masculinity through dance in this new partnership with Harrods

Nowness worked with Harrods to launch their Mens Superbrands space, commissioning Acclaimed British portrait photographer Campbell Addy to direct this coming-of-age allegory featuring four dancers who explore movement in pursuance of authentic existence.

TOTAL VIEWS: 1.16 Million
ENGAGEMENT RATES: 15%



C o m e T o g e t h e r



Beyond Perception

Beyond Perception, Shanghai

A groundbreaking visual arts exhibition in Shanghai's newest gallery space

NOWNESS exhibited 'BEYOND PERCEPTION' during Shanghai Contemporary Art Week, inviting artists and filmmakers to interpret the words 'boundary' and 'interface'. Those involved included Japanese electronic and visual artist Ryoji Ikeda, French multi-media artist Laure Prouvost (Tank 2), and sound and performance artist Lu Sisi with additional contributions from Wu Chi-Tsung, Zeitguised Studio and Frederik Heyman.

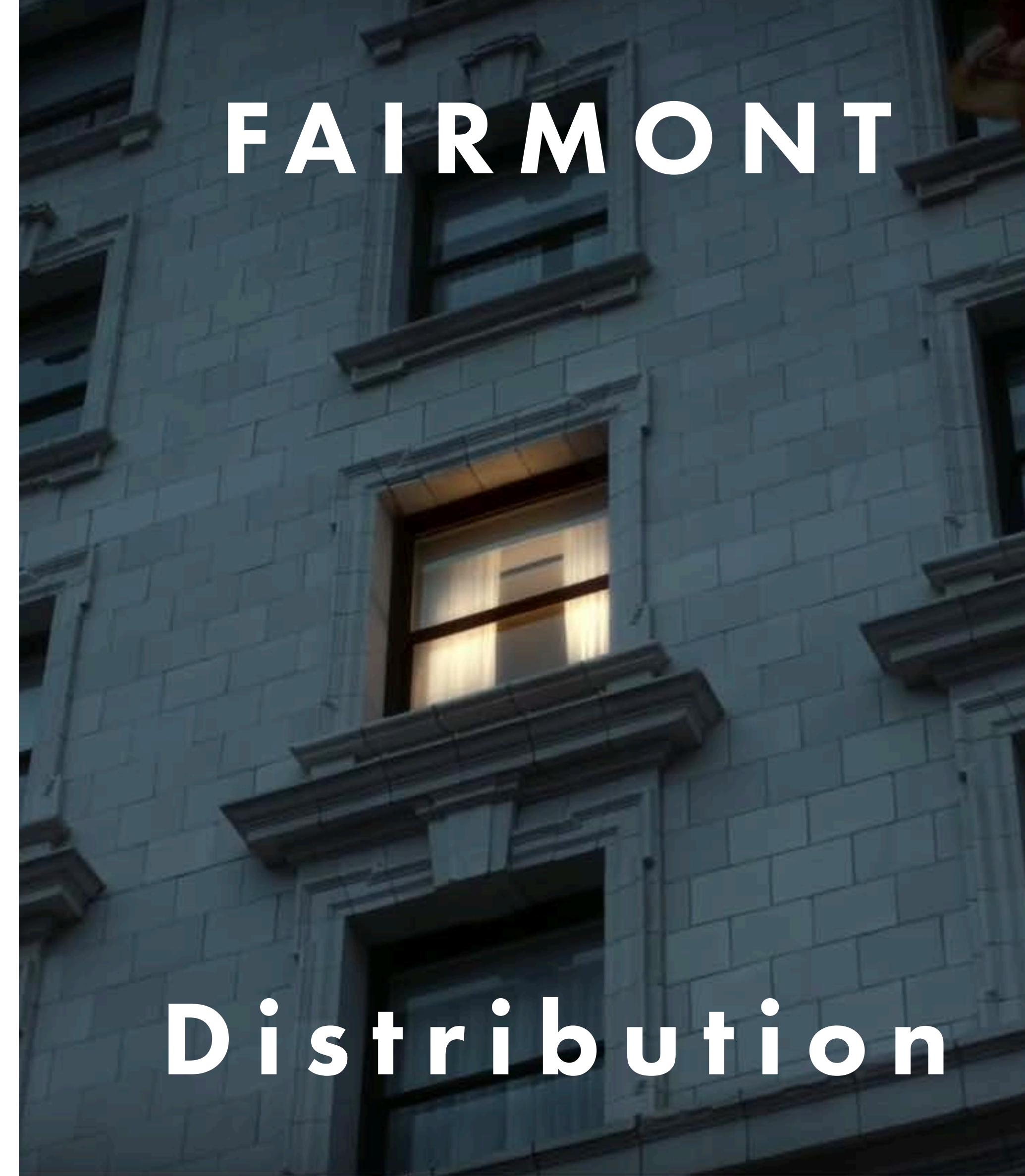
FAIRMONT

Fairmont Loves Film

NOWNESS partnered with the luxury hotelier to promote their new film programme.

The distribution campaign included the showcase of a new film by Cuba Tornado Scott celebrating the rich history of cinema throughout Fairmont's history.

In total the campaign performed **10 x better than campaigns on other cultural sites** and gave Fairmont a **55% social media lift** during the period of the campaign delivering over 5 million video views globally.



A close-up portrait of a woman with dark skin and short hair. She is wearing a large, ornate gold chain necklace with a prominent circular pendant and a smaller cross hanging from a separate chain. She is looking slightly to her right with a neutral expression. The background is blurred, showing what appears to be an outdoor setting with trees and possibly a building.

NOWNESS 2020



Future

Fashion Film

Celebrating our 10th birthday in style

Over the past ten years NOWNESS has set a high watermark for premium video—including fashion film. We're doing it again.

To celebrate our ongoing commitment to excellence in fashion storytelling, we will be teaming up with some of the innovators whose imaginations have pushed fashion film forward, for a special program looking at what fashion film was, is, and what it might be.

Q2

Dance and movement as only NOWNESS can do it

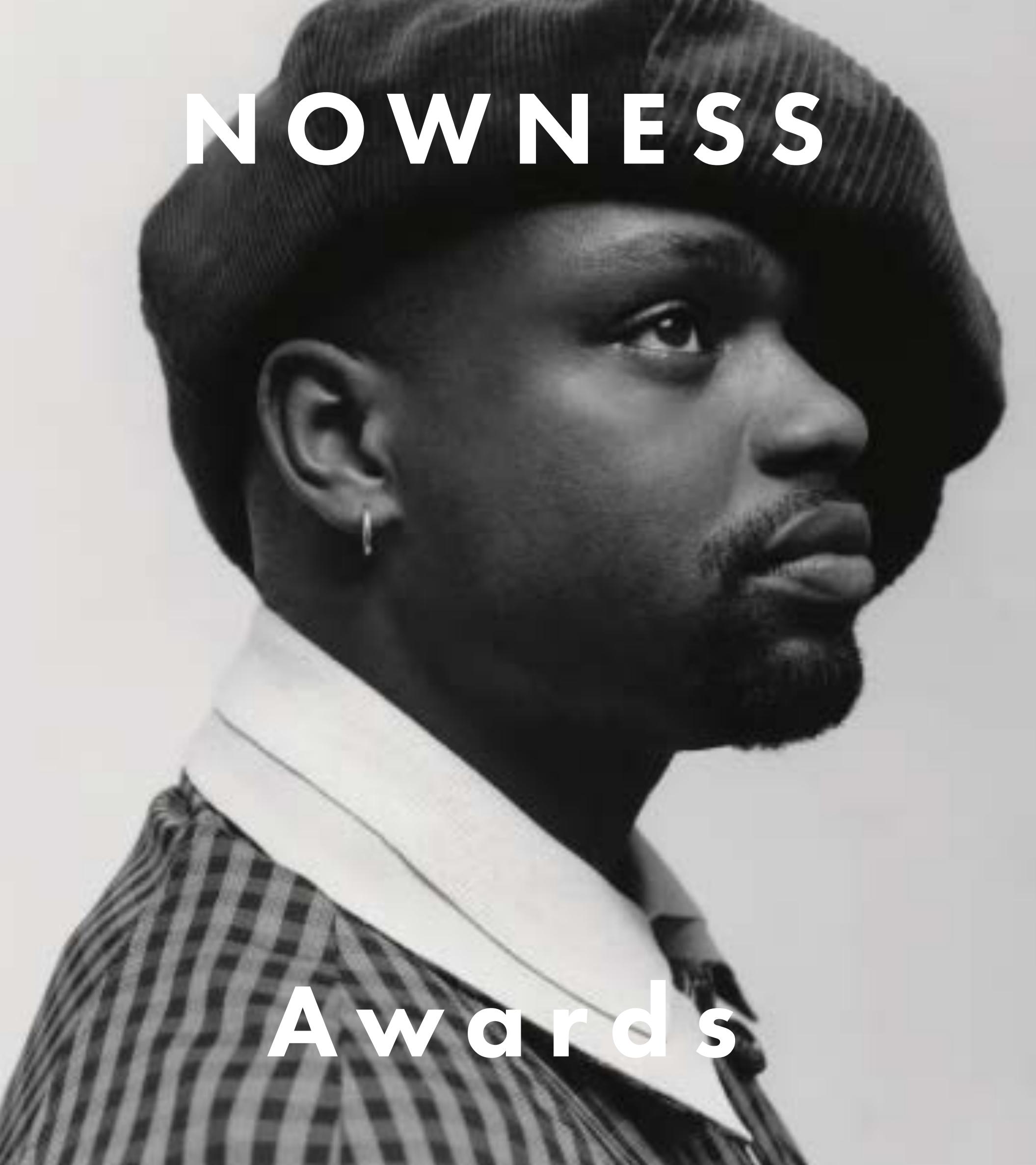
Tapping into our huge international dance-loving audience, for our birthday year NOWNESS will be curating a month-long exploration of movement across the globe.

Working with premiere dancers and choreographers, and bringing new voices onto the stage, we will tailor a month-long special program of films, social activity and IRL events.

Q3

**F r e e d o m
of Movement**





NOWNESS

Awards

**Owning the global
conversation about cultural
innovation and digital video**

The inaugural NOWNESS Awards took place in November 2019, celebrating the breakthrough cultural voices whose work in the last year has pushed the boundaries of creative expression.

The ten honourees were Rhea Dillon, Campbell Addy, Korakrit Arunanondchai, Ivan Blackstock, Holly Blakey, A.V. Rockwell, Jacolby Satterwhite, Sandra Winther, Baloji and Xinyuan Xheng Lu

2020 will see us celebrate our 2nd Annual Awards

Experiments

LIVE

IRL immersive innovation

Following on from our successful pilots, NOWNESS Experiments will be bringing big art-world names to global audiences.

Last year NOWNESS exhibited 'BEYOND PERCEPTION' during Shanghai Contemporary Art Week. This year we are returning, to K11 in Shanghai for another exhibition of immersive installations.

Next year we will build on these events to create unique immersive experiences that bring NOWNESS Experiments to life.

Q4

Thank You!