

The next big thing

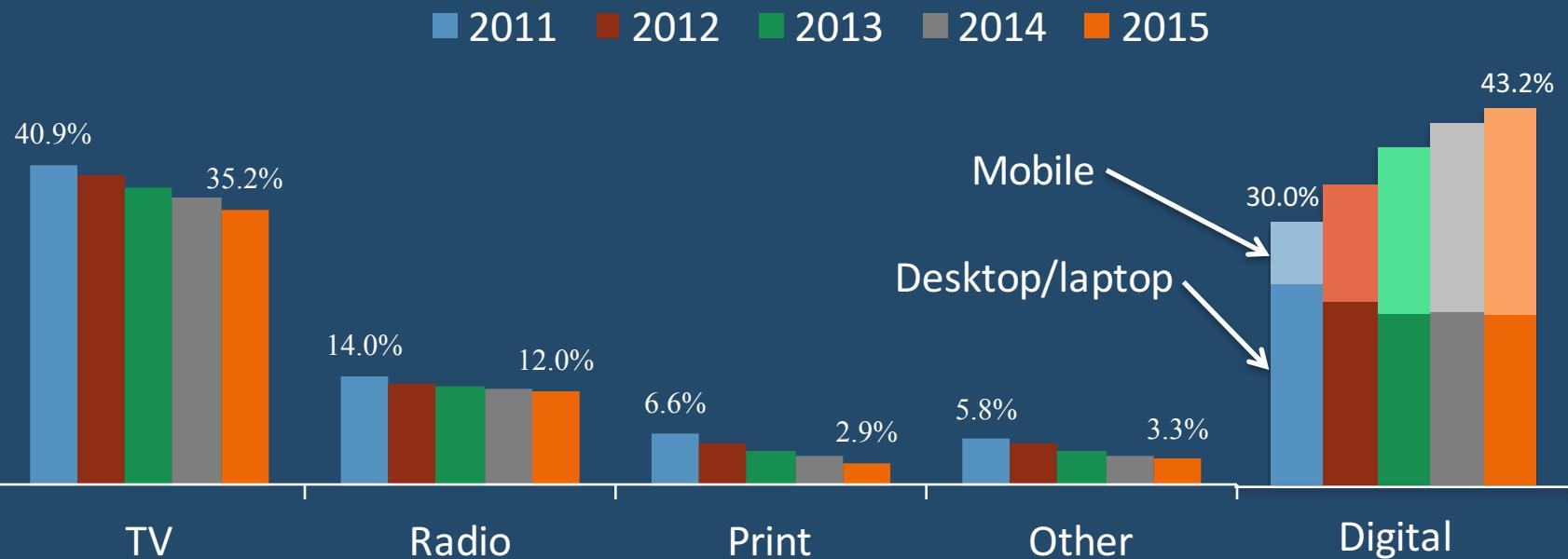
BI INTELLIGENCE

Providing in-depth insight, data, and analysis of everything digital.

DIGITAL IS INHERITING THE EARTH

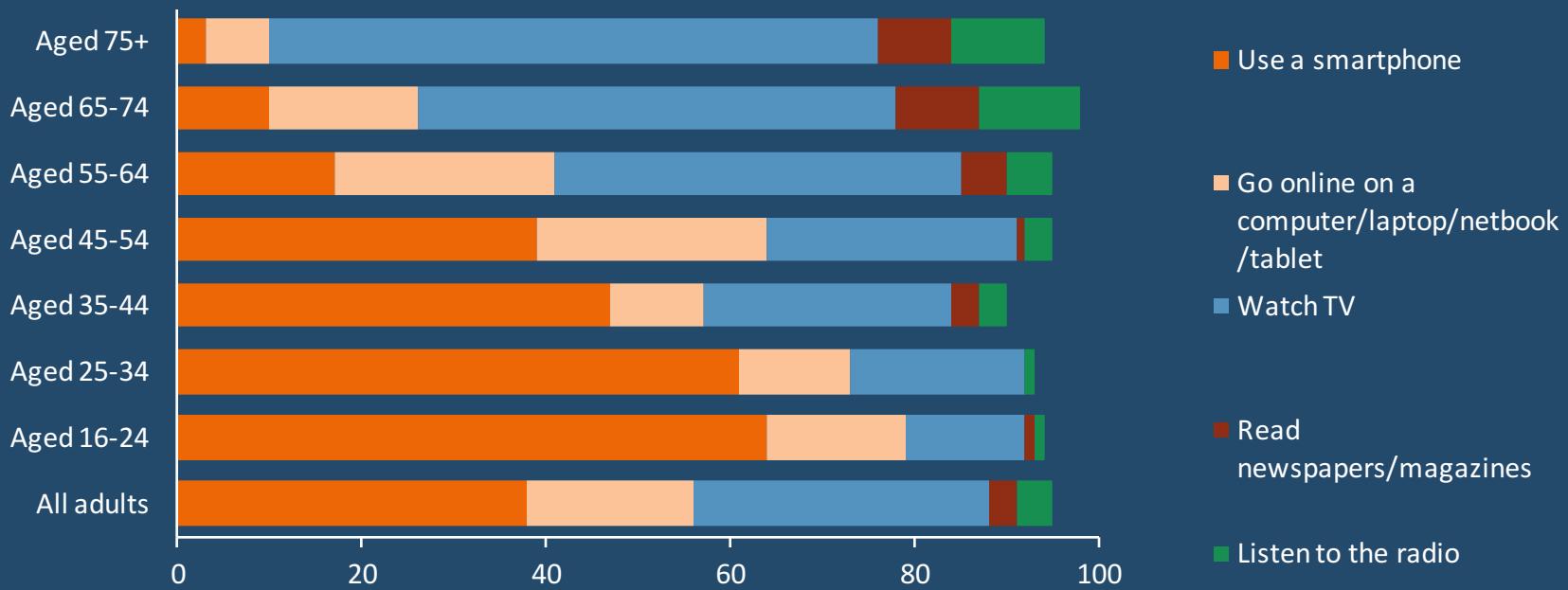
DIGITAL MEDIA CONSUMPTION IS GROWING, EVERYTHING ELSE IS SHRINKING

US Consumer Media Consumption Share



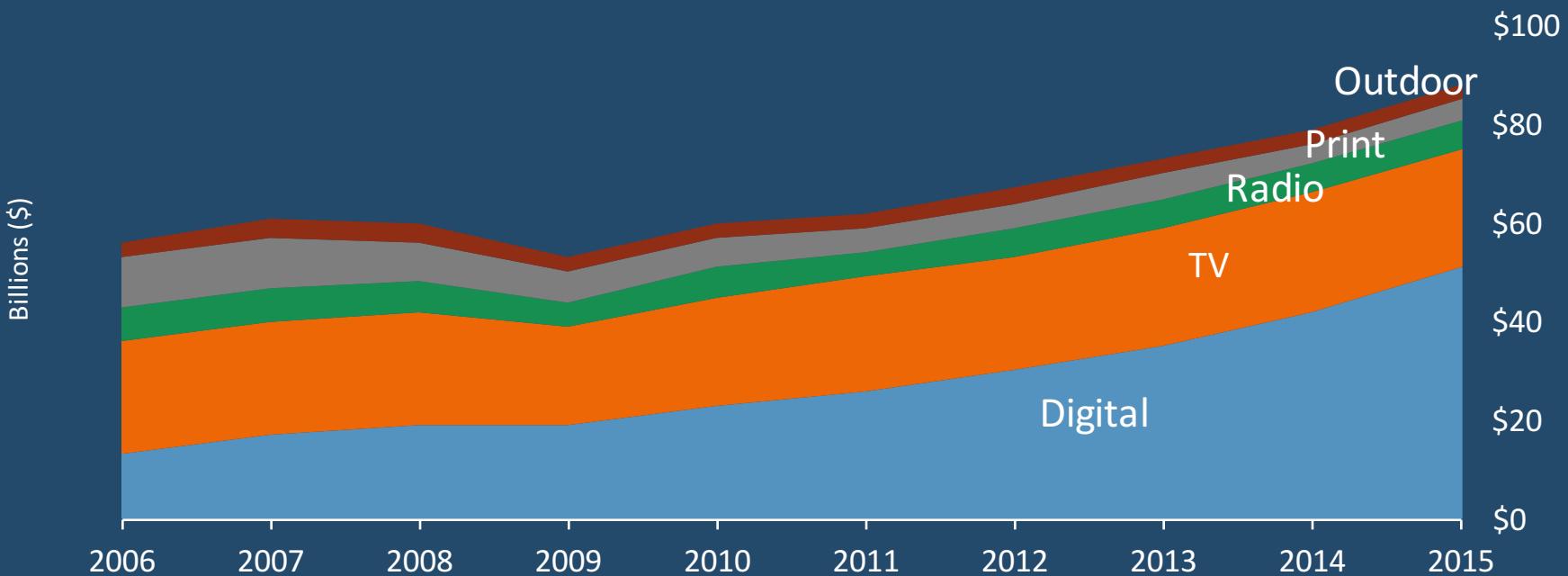
IT'S A GENERATIONAL SHIFT

Top 5 Media Mentions Among All Adults, 2016

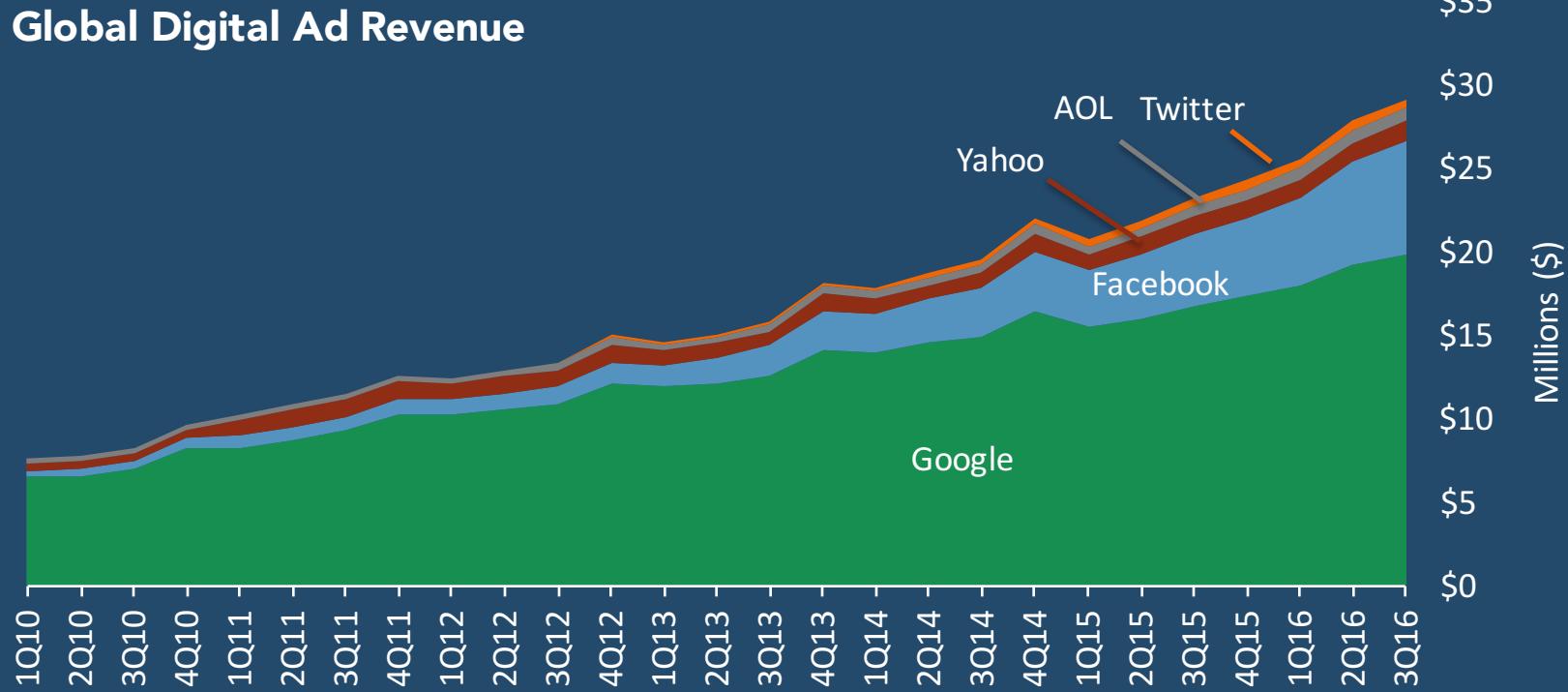


DIGITAL ADS GROWING, ALL ELSE FLAT

US Advertising Revenue

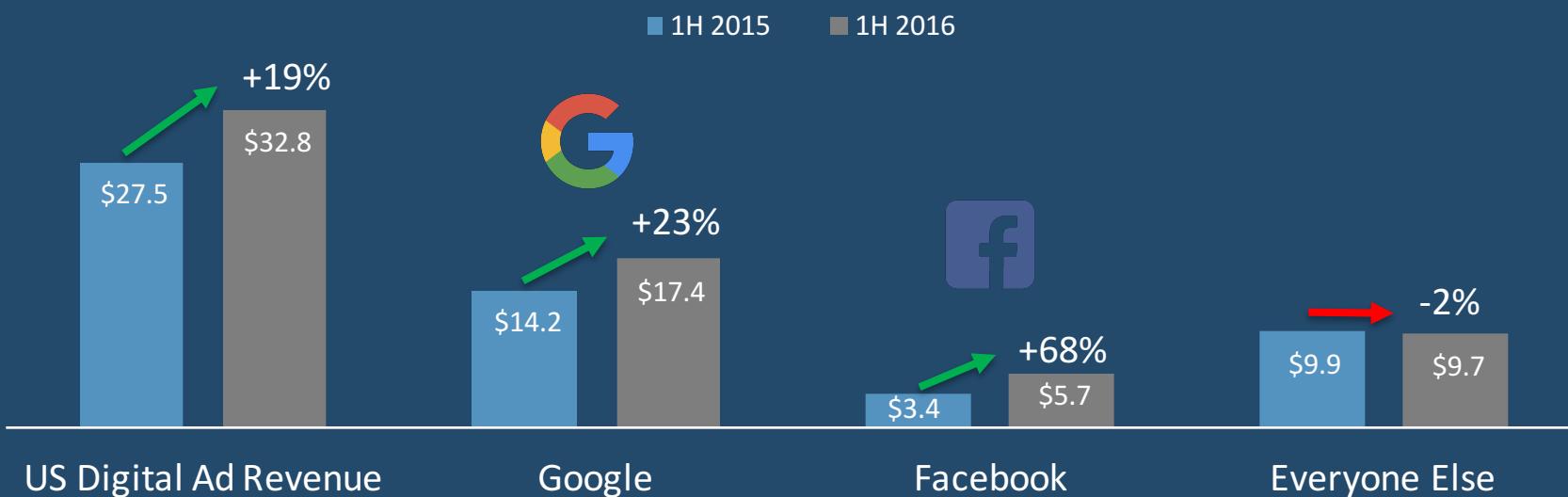


IT'S GOOGLE, FACEBOOK, AND "OTHER"



IN 1H 2016, GOOGLE AND FACEBOOK GREW, EVERYONE ELSE SHRANK

US Digital Ad Revenue, Billions (\$)

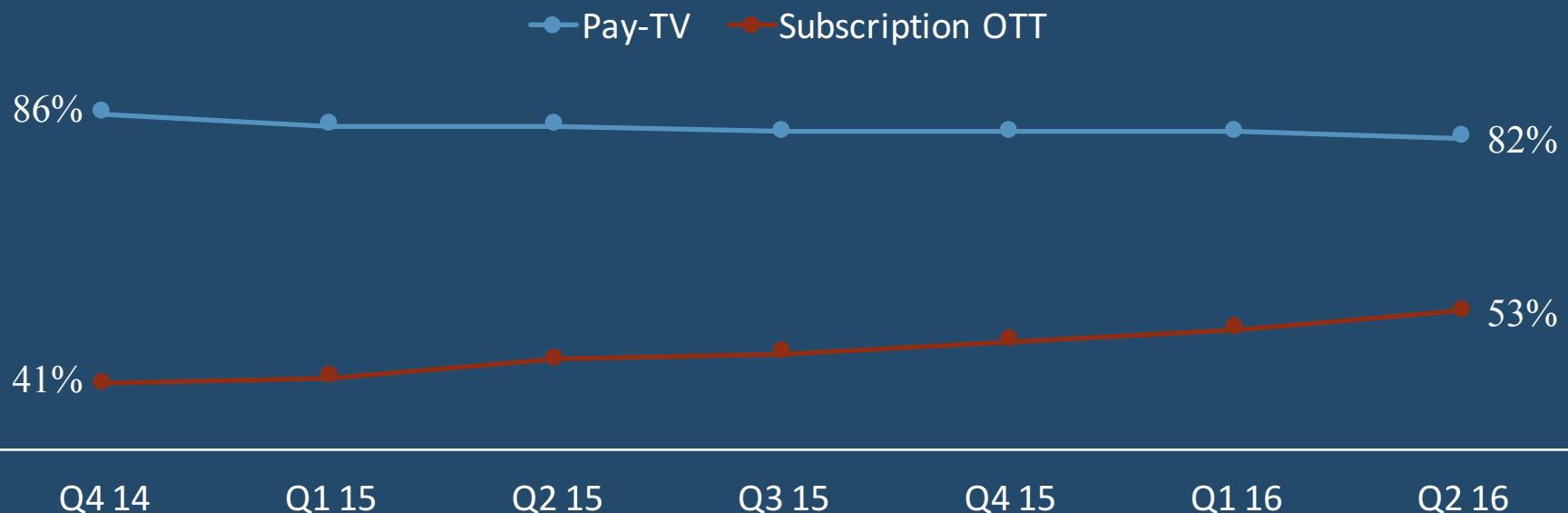


THE BELL TOLLS FOR LEGACY TV

For the last 20 years, digital has disrupted print. For the next 20, it will disrupt TV.

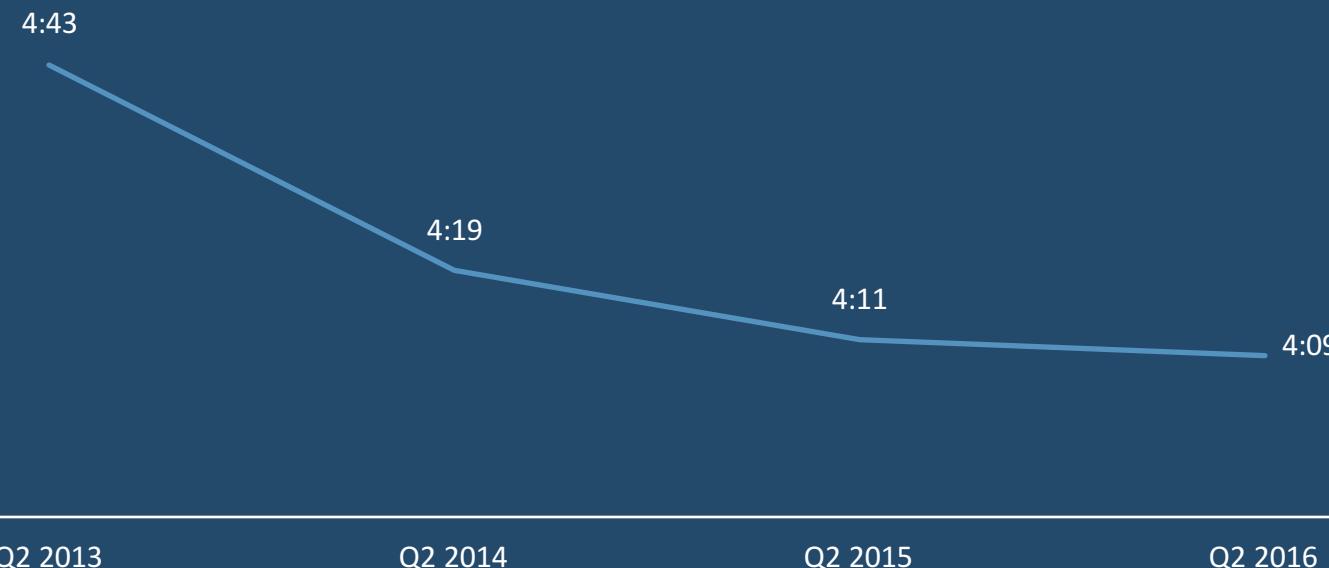
TRADITIONAL TV HAS PASSED ITS PEAK

Households With Pay TV Vs. Subscription OTT, % Of US Homes



TRADITIONAL TV VIEWERSHIP IS FALLING

Average Time Spent Per Day Watching Traditional TV, HH:MM



Q2 2013

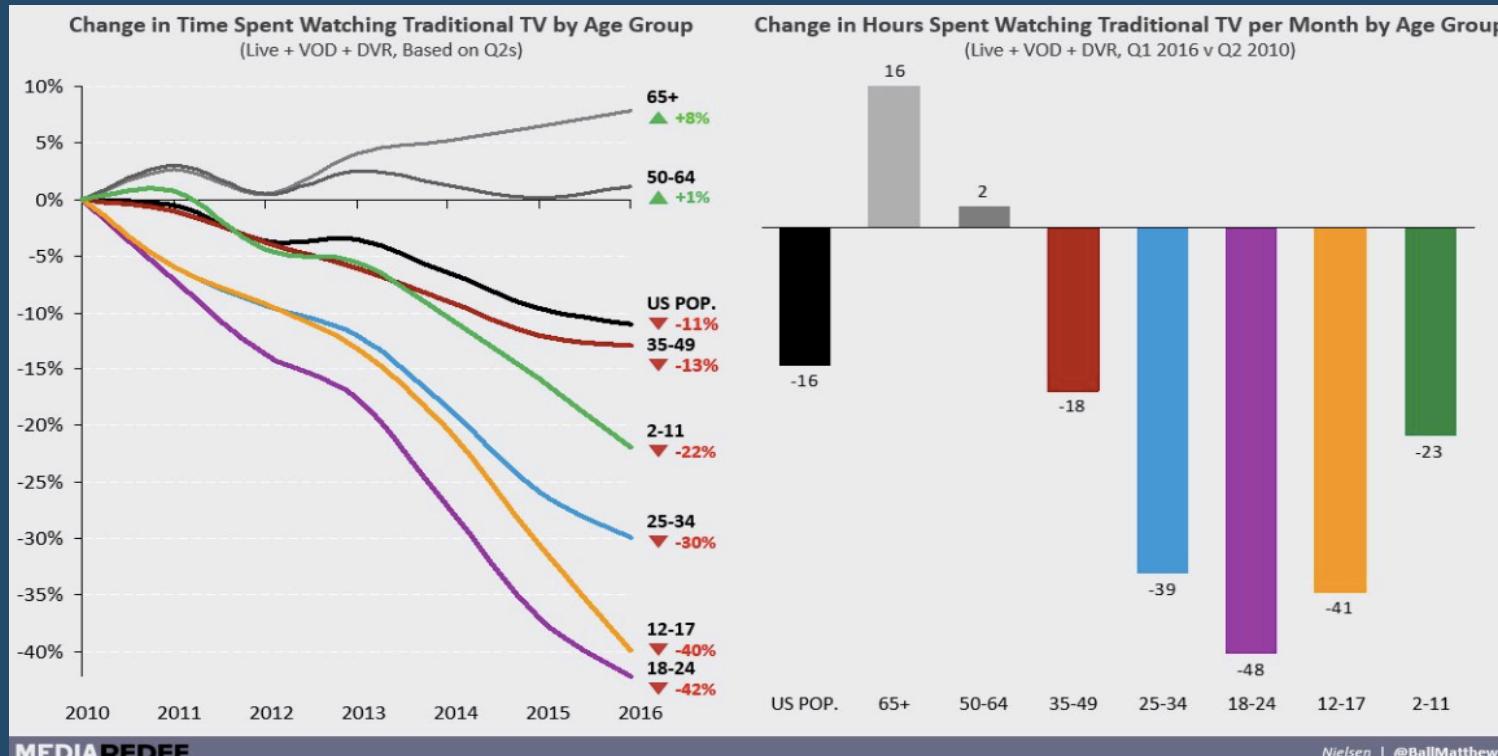
Q2 2014

Q2 2015

Q2 2016

Source: Nielsen

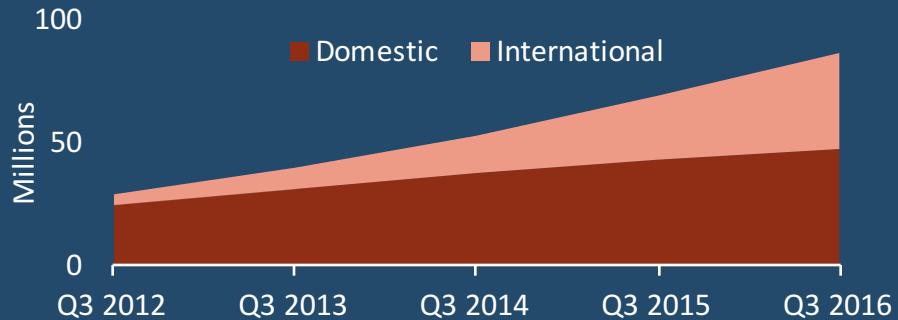
YOUNGER TV VIEWERSHIP IS COLLAPSING



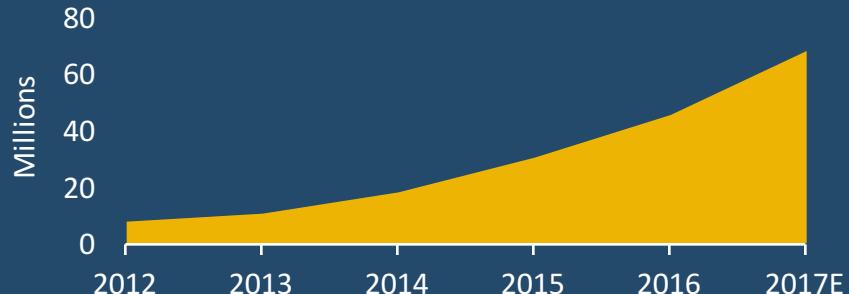
Meanwhile...

MODERN TV NETWORKS ARE EXPLODING

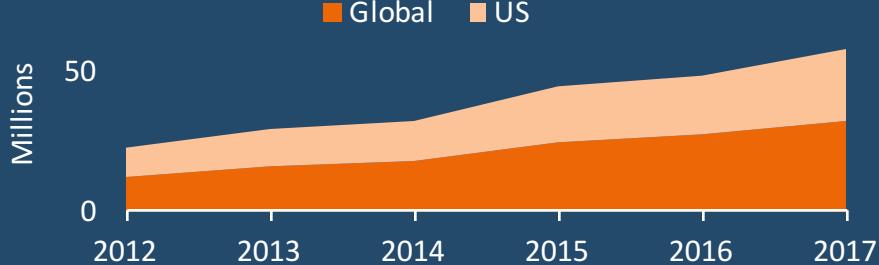
Netflix Subscribers



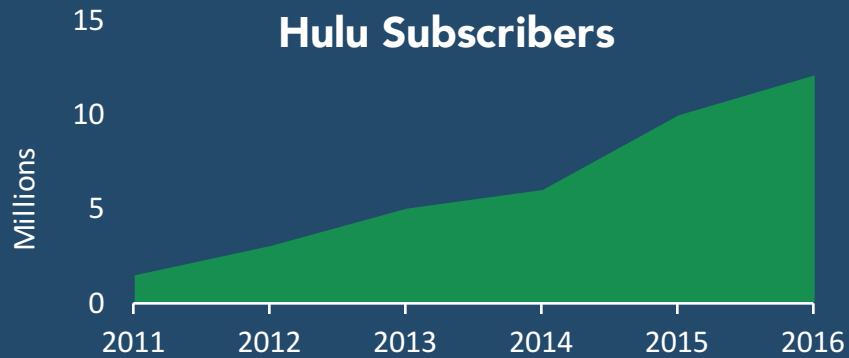
Amazon Prime Subscribers



Apple TV Installed Base

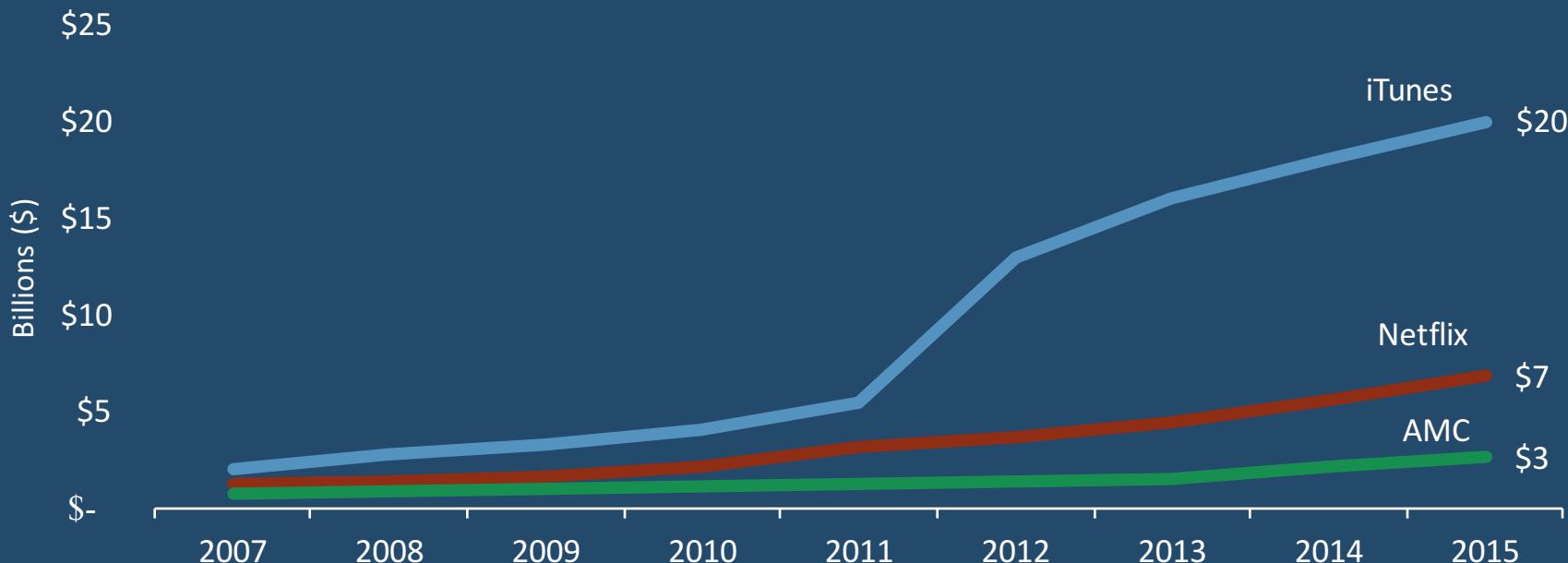


Hulu Subscribers



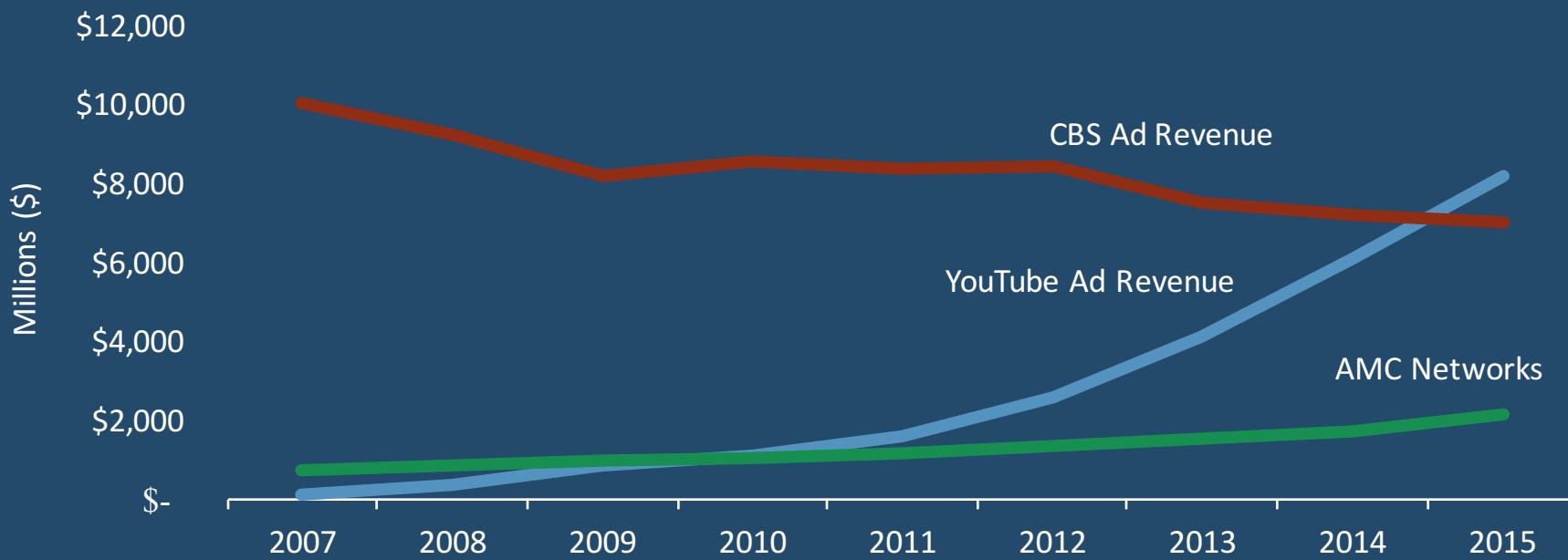
ITUNES, NETFLIX DWARF CABLE NETWORKS

Cable Network Vs. Digital Content Revenue



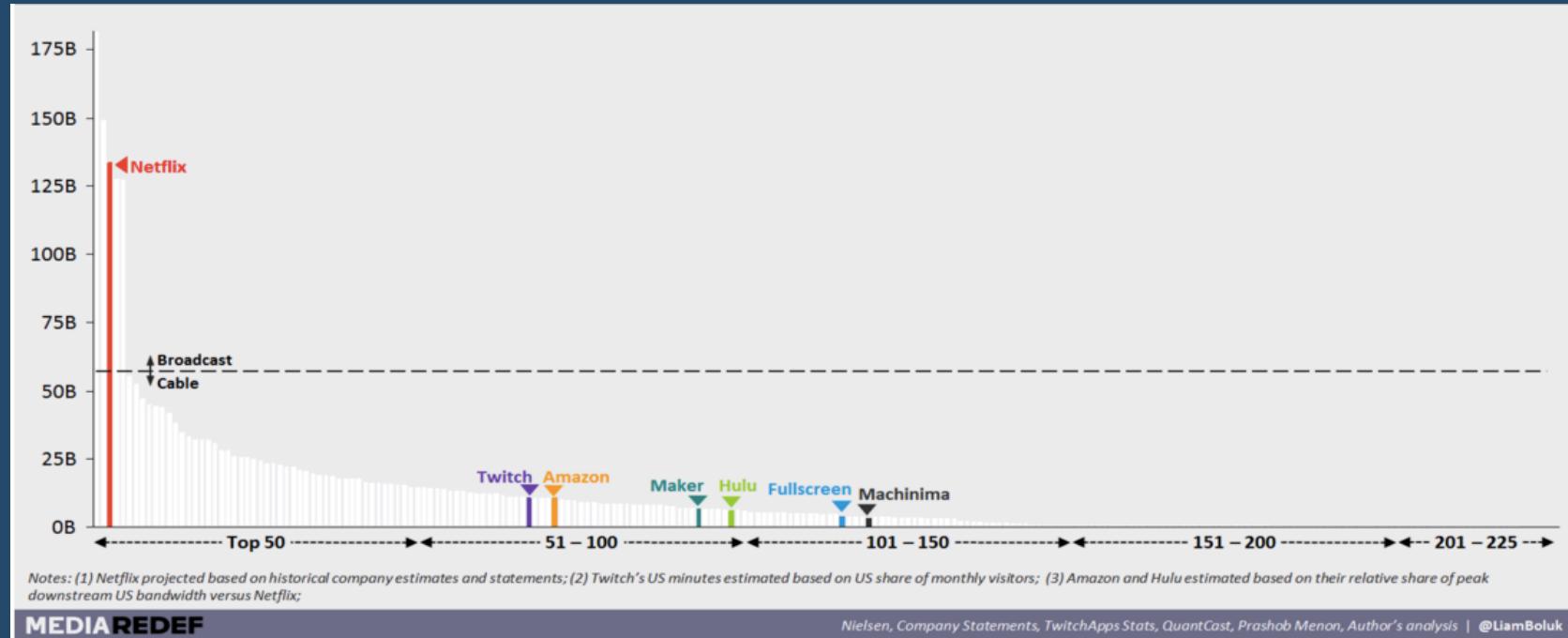
YOUTUBE NOW BIGGER THAN CBS

Modern Digital Ad Revenue Vs. Traditional TV Revenue



NETFLIX SAW MORE HOURS PER MONTH THAN ANY OTHER TV NETWORK

Total Hours Of Viewing, Per Month, Per Network



MODERN TV NETWORKS ARE JUST BETTER

We can watch what we want to,
when we want to —
anywhere, on any screen.

So what's going to happen?

First, TV won't "die."

Old media don't die. They get niche-ified.
(See radio and print.)

There are three parts of “TV” — and
two are thriving.

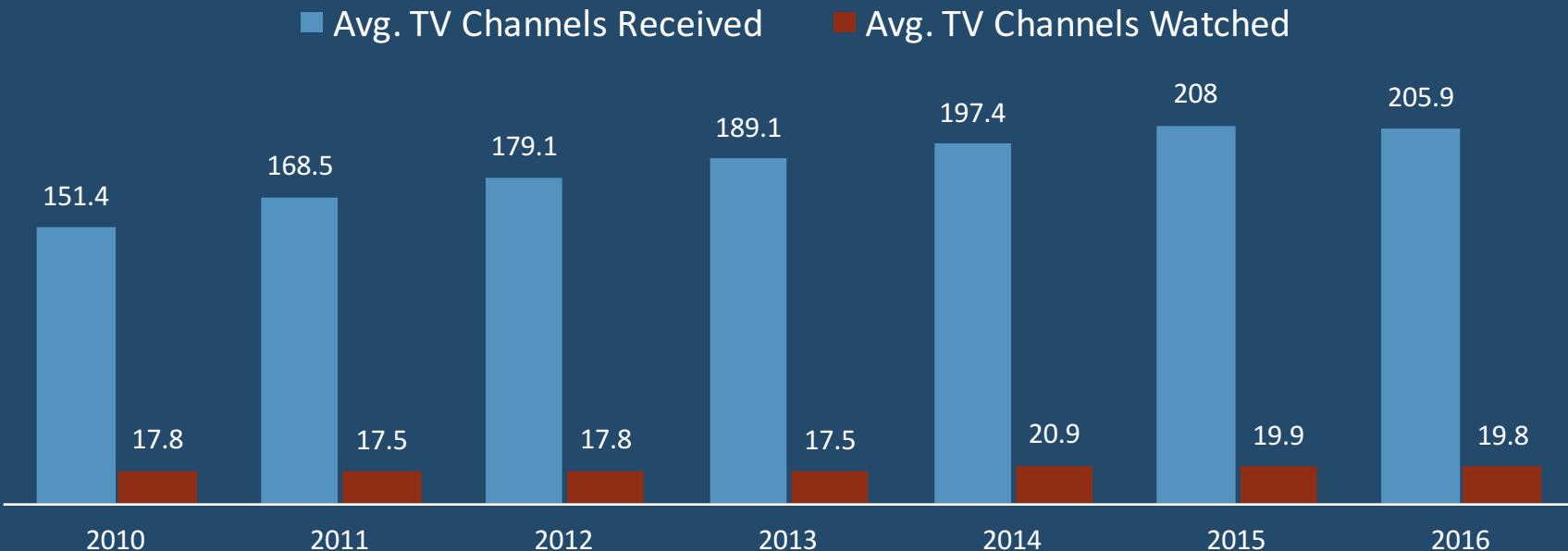
1. Modern digital TV networks
will continue to thrive.

2. Access providers will
continue to thrive.

3. Traditional TV networks will go through
~decades of consolidation and pain.

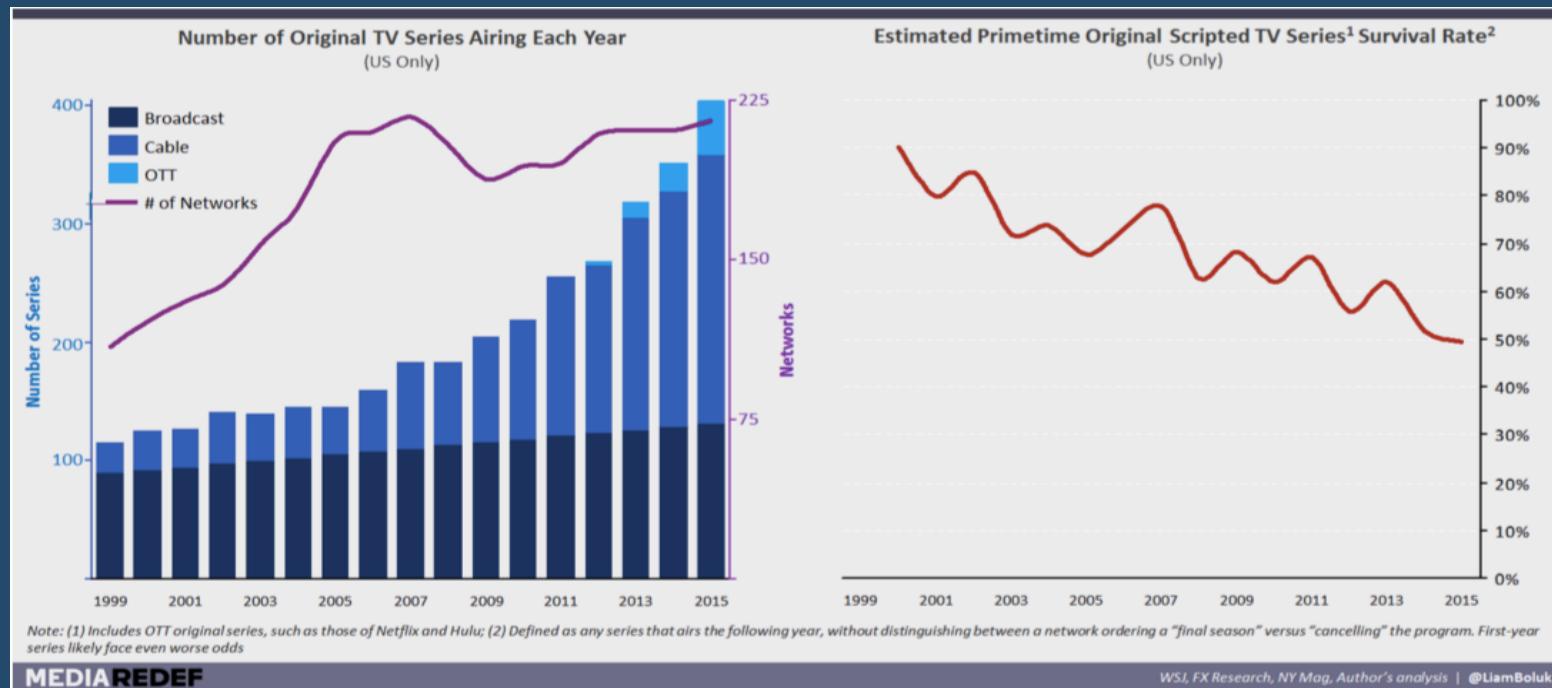
THERE ARE TOO MANY LEGACY NETWORKS

Channels Receivable And Watched, Per US TV Household



THERE AREN'T ENOUGH (GREAT) SHOWS

Average Original TV Series Each Year Vs. Survival Rate



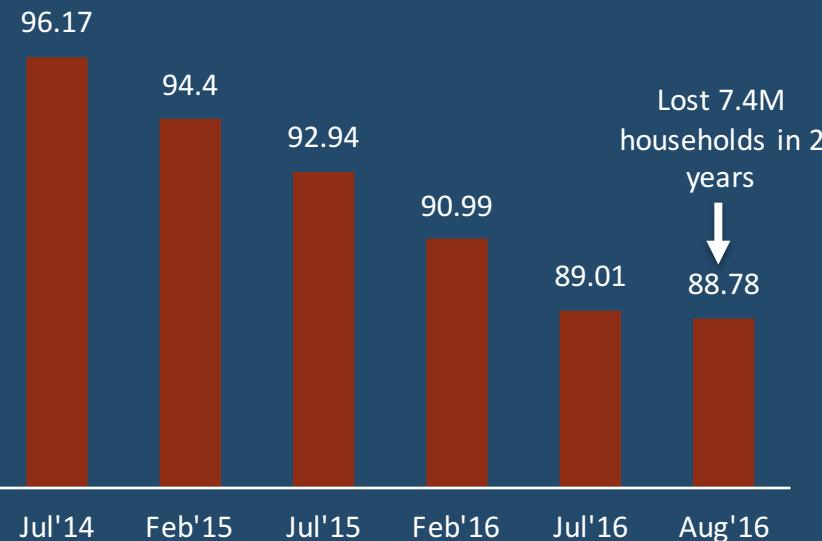
MEDIA REDEF

BI INTELLIGENCE

Source: Matthew Ball, MEDIA REDEF

EVEN TRADITIONAL STRONGHOLDS LIKE SPORTS ARE STARTING TO SEE DECLINES

Households With ESPN, Millions



NFL Football Ratings

Through first 4 weeks, 2015 vs. 2016

NBC Sunday Night Football: -13%

Fox Sunday: -3%

CBS Sunday: -3%

CBS Thursday Night: -15%

ESPN Monday Night: -17%

FORTUNATELY, TV IS AWASH IN MONEY

US Revenue, Billions (\$)

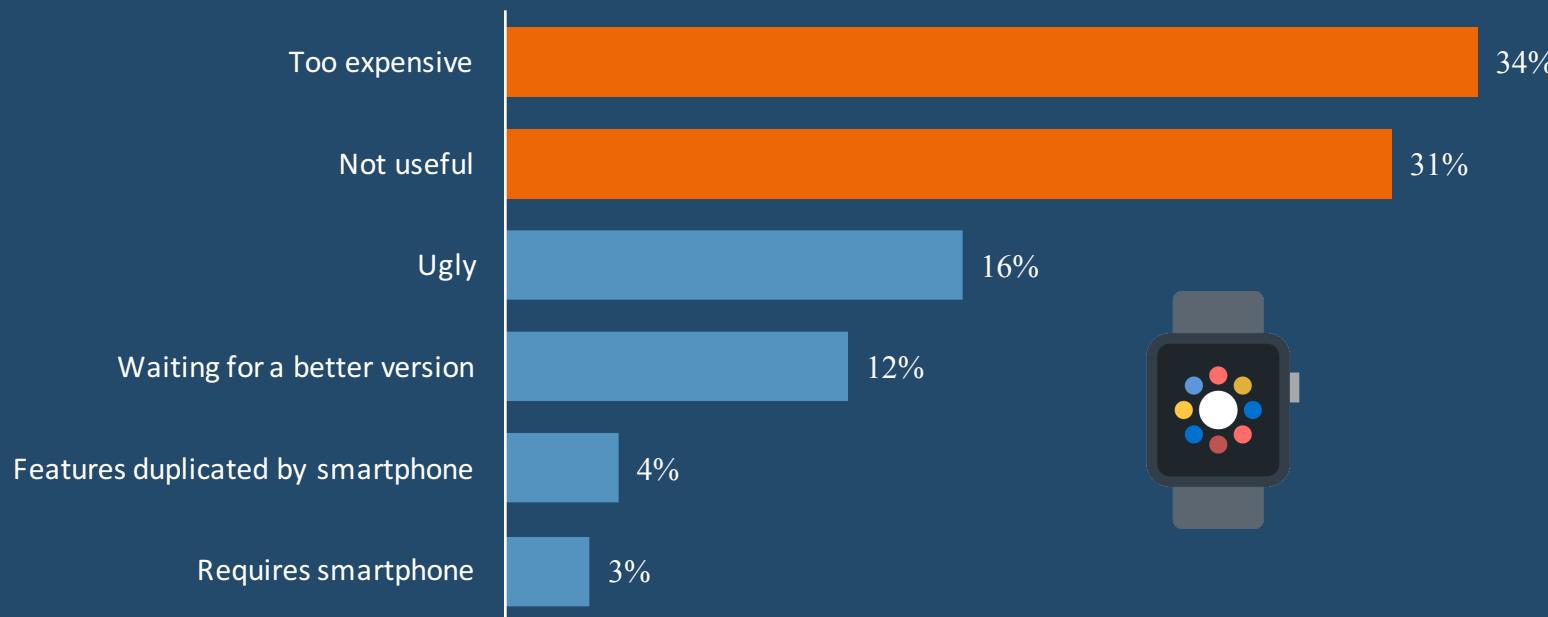


So TV networks will suffer in style.

THE NEXT BIG THING

NOT SMARTWATCHES OR GLASSES — THESE AREN'T MEDIA CONSUMPTION DEVICES

Why Apple Watch Owners Wouldn't Buy Another Apple Watch



VR/AR HAS POTENTIAL, BUT IT'S STILL TOO EARLY...

Global VR Headset Shipments Forecast, Millions



We are here



0.7

2015

2016

2017

2018

2019

2020

2021

2022

8.2

12.0

17.3

24.4

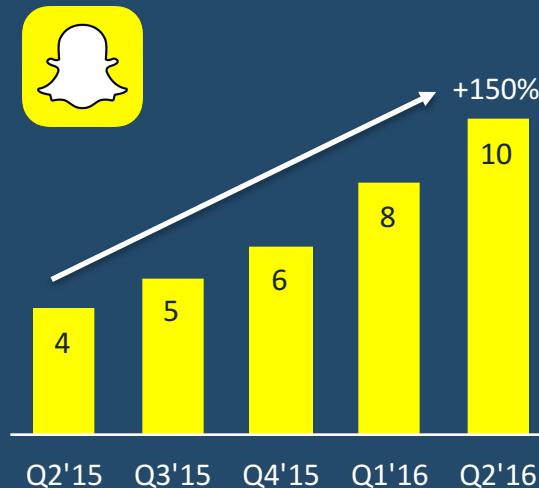
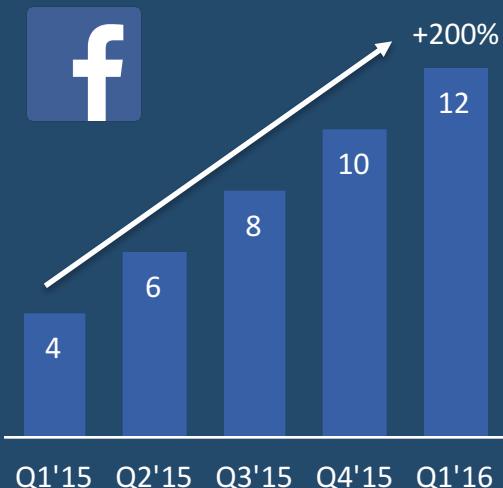
33.0

42.6

55.1

THE NEXT BIG THING: SOCIAL VIDEO

Daily Video Views, By Platform, Billions

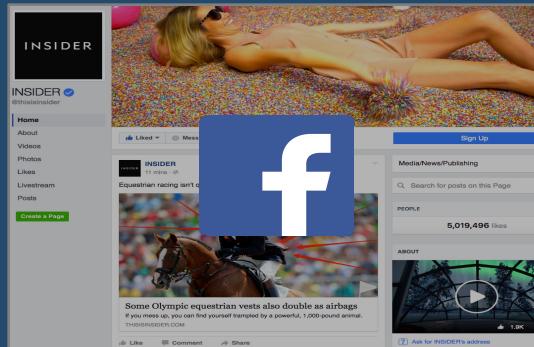


THIS IS A NEW KIND OF STORY

- “Thumb stopper”
- Sound optional
- Intimate and conversational
- (Often) square or vertical
- Shareable

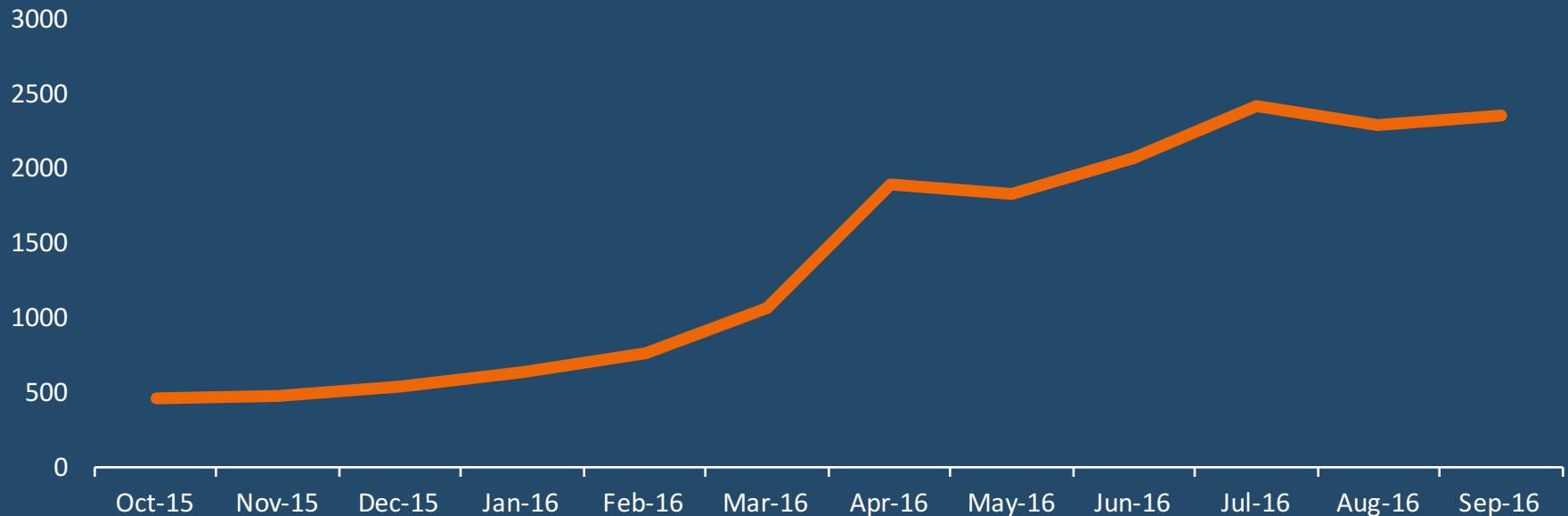


SOCIAL VIDEOS TRAVEL ACROSS PLATFORMS



THE OPPORTUNITY IS MASSIVE

Business Insider Monthly Video Streams, Millions



Social videos can be evocative,
entertaining, and effective.

INSIDER





Social videos can change behavior
and compel action.

THE RAINBOW BAGEL

"We got slammed like you couldn't believe. I haven't slept in weeks. It's been crazy since Christmas, but Business Insider really put us over the top."

-Francine LaBarbara, Marketing Coordinator, The Bagel Shop



The Bagel Store @thebagelstore · Feb 3
We have suspended cream cheese shipping for the time being due to our high demand from our recent viral videos.

Log in to like or comment.



butlikersrsly

FOLLOW

15 likes

4h

butlikersrsly Williamsburg 2016: A viral video of their rainbow bagel has forced The Bagel Store to staff up for Crowd Control solutioneering Brooklyn.

ashleyadelemartin I'd rather take an hour train ride to Weston, CT for a rainbow bagel than ever wait in that long ass line. #lame
steamlam Damn

butlikersrsly @ashleyadelemartin Id rather take a train to Newark Airport than wait in that long a\$\$ line.

zar_nah deb.

taragordo @thisisinsider @thisisinsiderfood @tonymanfred wooooooo!! 🌈

hjjean14 Wow

turnbyrd @rebaes ha, I knew it has to be Williamsburg

...

TUBING IN THE HAWAIIAN WILDERNESS



- 30+ million views
- “I don’t know how it happened but WOW”
- Phone’s ringing off the hook and reservations booked

THE SPIDER CATCHER

- 110+ million views
- Sales skyrocketed 500% on Amazon





Simone Giertz

