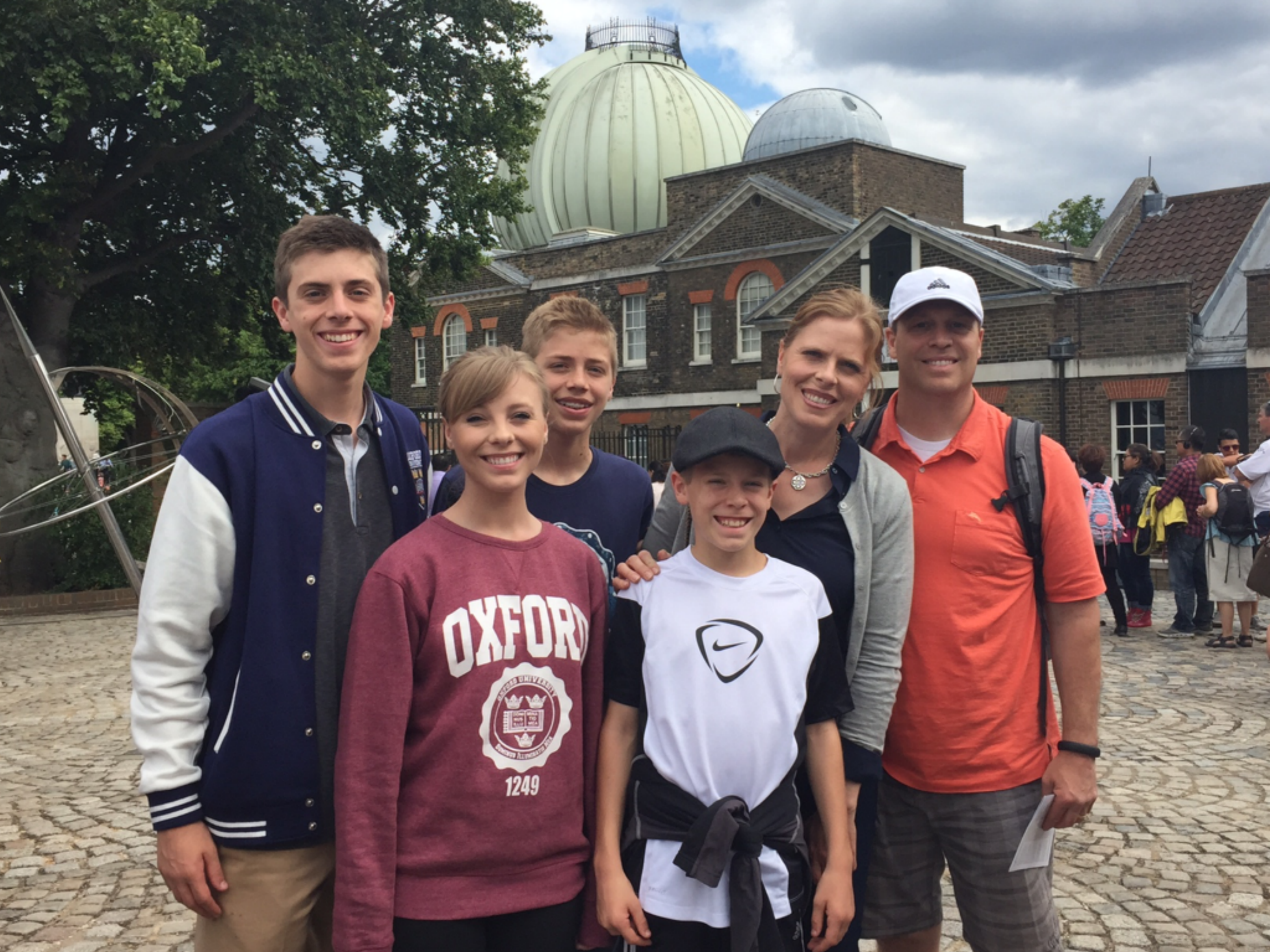




Mobile-Ready Revenue: Branded Content





To be trusted voices of light and truth reaching hundreds of millions of people worldwide



#1 local broadcast media site (350 million PVs) in United States; classifieds that beat Craigslist



Top 20 newspaper site Deseretnews.com + Deseret News national edition

4 to 40 million unique visitors in 5 years



Core value > Improve lives

Travel and tourism information and booking site



110+ million Facebook followers (7.8 M India)



Content, contributor platform, native ads, and digital transformation training services for 450+ publishers worldwide

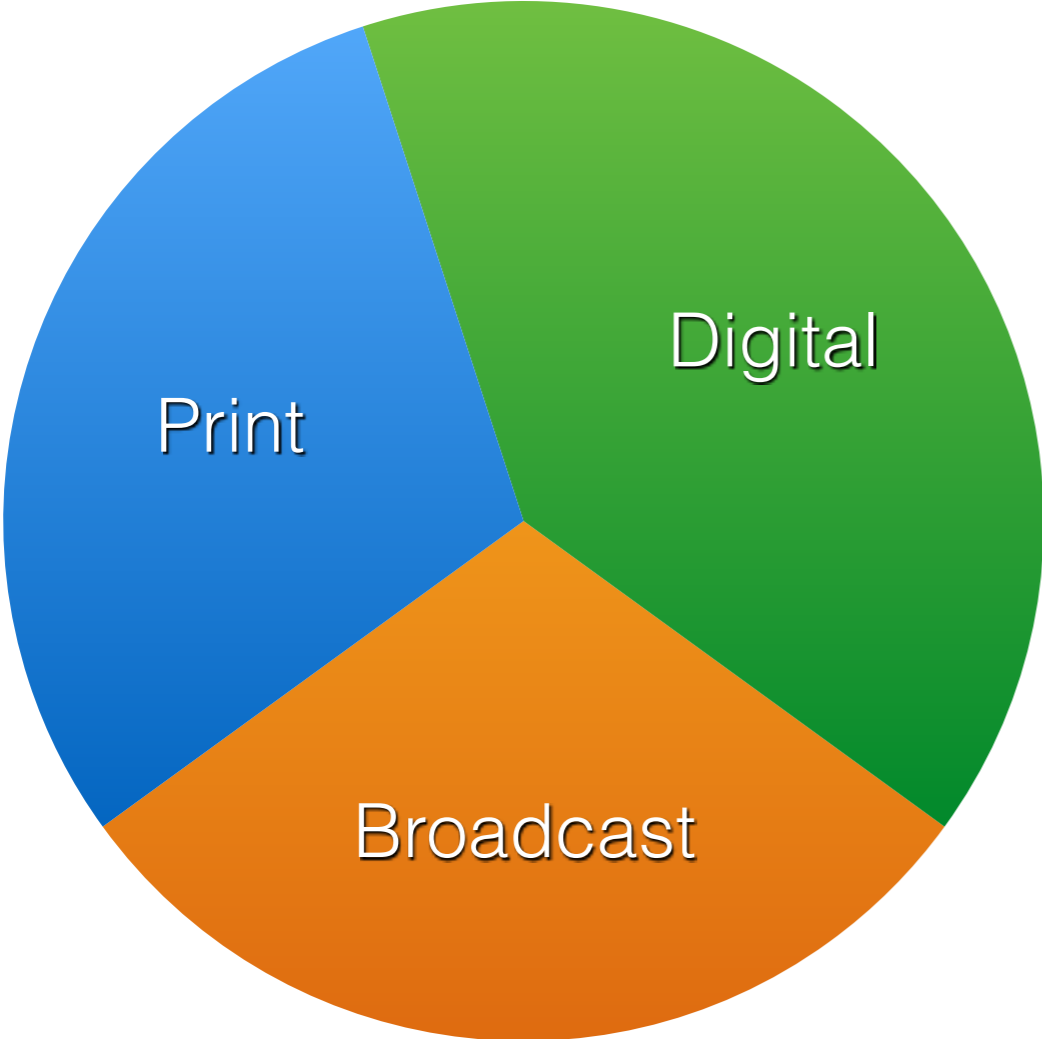


@Sanders_Matt | #mobileready

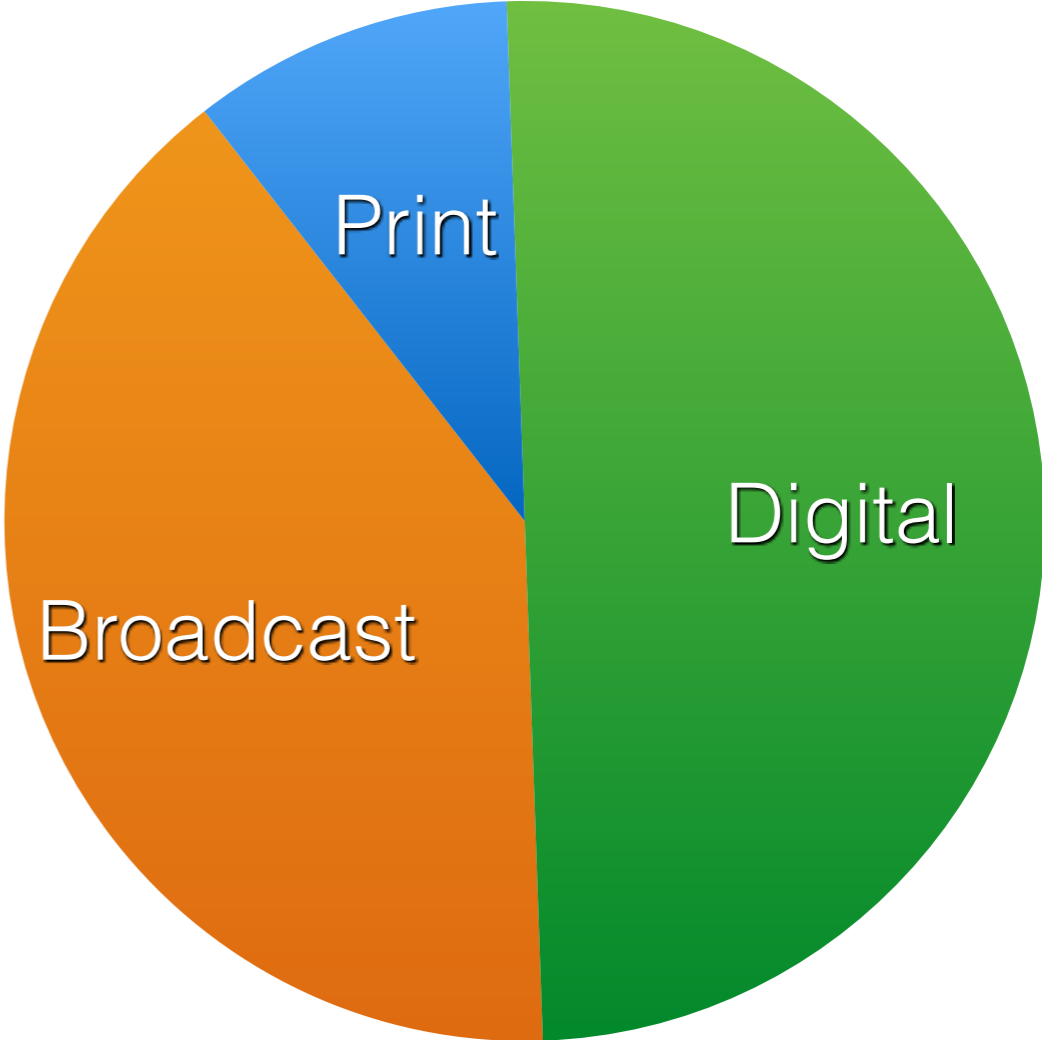


DDM Performance, 2014

Revenue



Profits



Today's digital business model still looks a lot like the legacy print business model...



50% Content

50% Advertising

...only smaller...

Deseret News

Search Deseret News

Utah U.S. & World Sports Moneywise Opinion Faith Family Obituaries Video BrandView

Save up to **25%** when traveling to US and Canada

BOOK NOW

AVIS

Advertise with us Report this ad

Redemption: Former 'menace' asks society for another chance

By Pat Reavy, Deseret News
Published: Sunday, June 8 2014 3:12 p.m. MDT
Updated: 17 hours ago

Print Font [+][-] Comments

Share 149 Facebook 137 Tweet 2 Print 1 Stumble 2

View 16 photos >

Michael Keenan talks during an interview at his home on Tuesday, June 3, 2014, in Pleasant View. Keenan was released one year ago after six years in jail with a history of numerous charges.

Hugh Carey, Deseret News

PLEASANT VIEW — Michael Shawn Keenan was once labeled by police as a "huge danger" to the public.

Summary

What You May Have Missed

- Seeking God? There's an app for that
- #Wediquette: Navigating the social-media-saturated wedding party
- Could bullying and harassment become a criminal offense?

Sign up for news updates

Email Address

Save up to **25%** when traveling to US and Canada

BOOK NOW

AVIS

Advertise with us Report this ad

75% Content

25% Advertising

...and with mobile, smaller still



90% Content

10% Advertising

...and less valuable

1/3 CPM rate

Mobile: an order of magnitude problem

Desktop Display

100 million page views

4 ad units per page

\$5 CPM

\$20 x 100,000

\$2,000,000

Mobile Display

100 million page views

1 ad unit per page

\$2 CPM

\$2 x 100,000

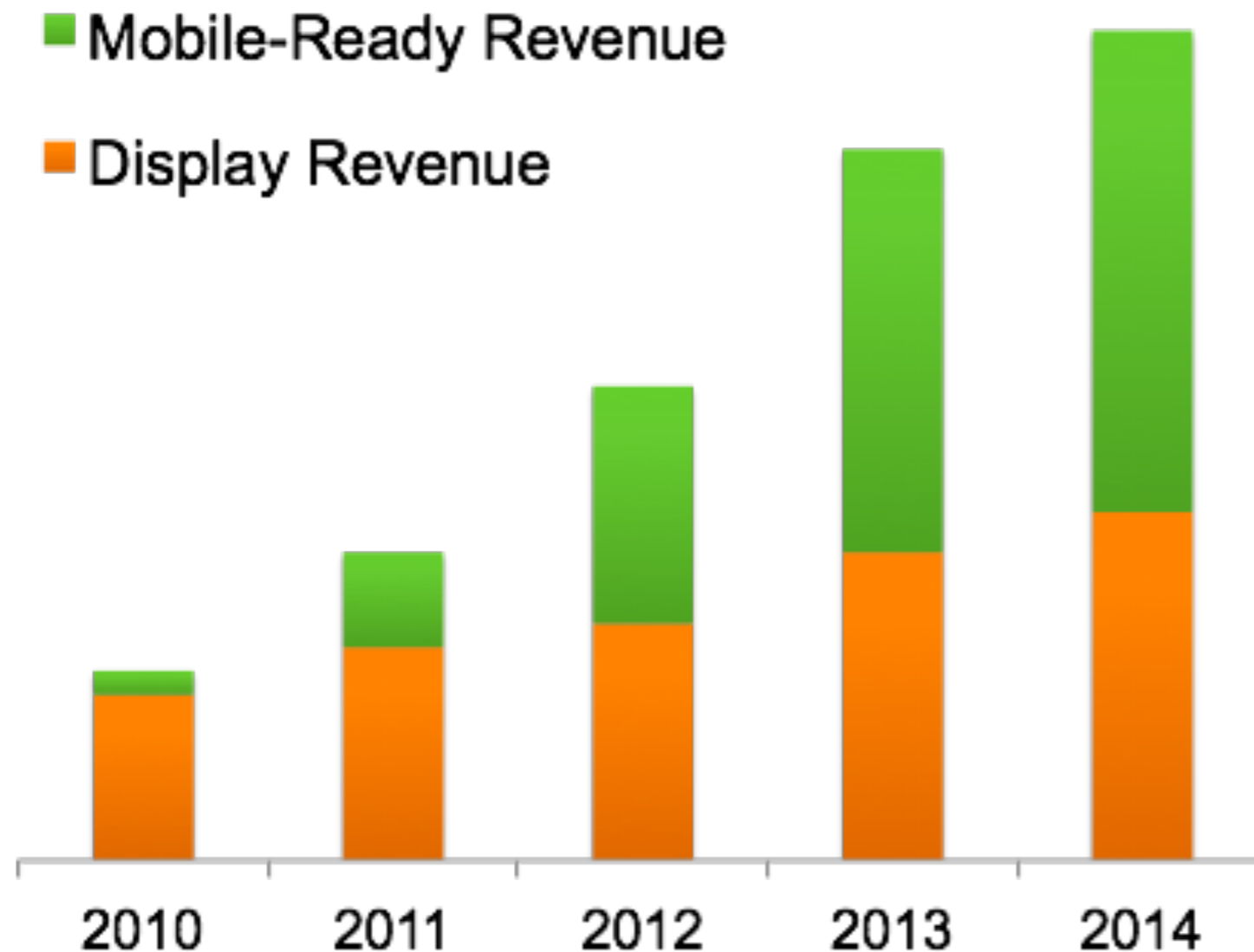
\$200,000

THE WALL STREET JOURNAL.

Mobile-Ad Spending Leaps, but Trails User Growth

Outlays Expected to Jump 83% This Year, but Remain Small Compared to Time on Devices

DDM total revenues: Display v. mobile-ready revenue



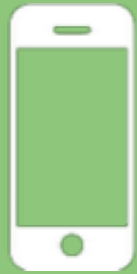
1. Revenue 30%+ CAGR (2010-2014)
2. Display revenue growing
3. But mobile ready-category much faster
4. ***What percentage of your digital business is mobile-ready?***

DDM mobile ready revenue sources



Desktop display

90%
AT RISK!



Mobile display



Native advertising

+social promotion



Video display



Events & experiences



eCommerce

Deals, Coupons, Bookings,
Premium Services, Consumer Paid

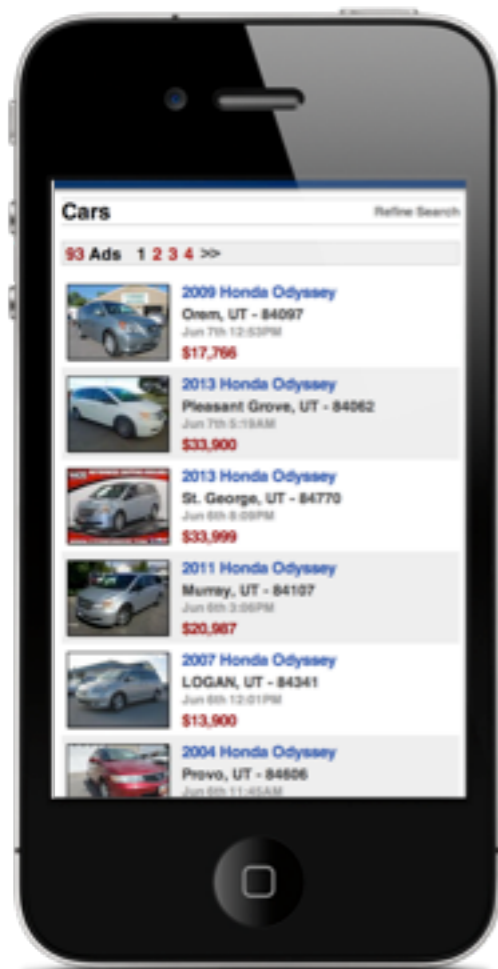


Syndication & Licensing

Mobile ready examples

KSL Cars

Fees for dealer feeds
+ refresh options



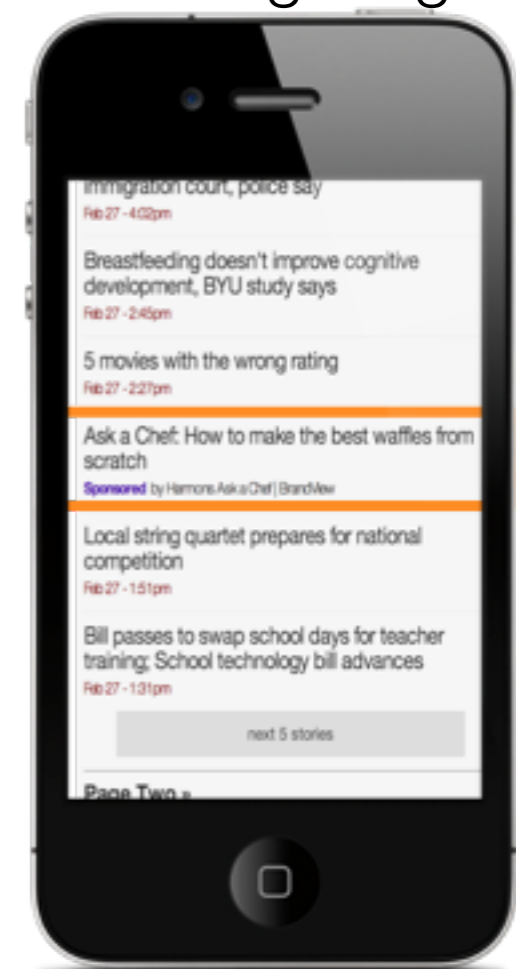
KSL Jobs

Price per job listing
+ featured listings



Native Advertising

Fees per article
+ social promotion
+ micro-site
+ retargeting



Mobile ready examples

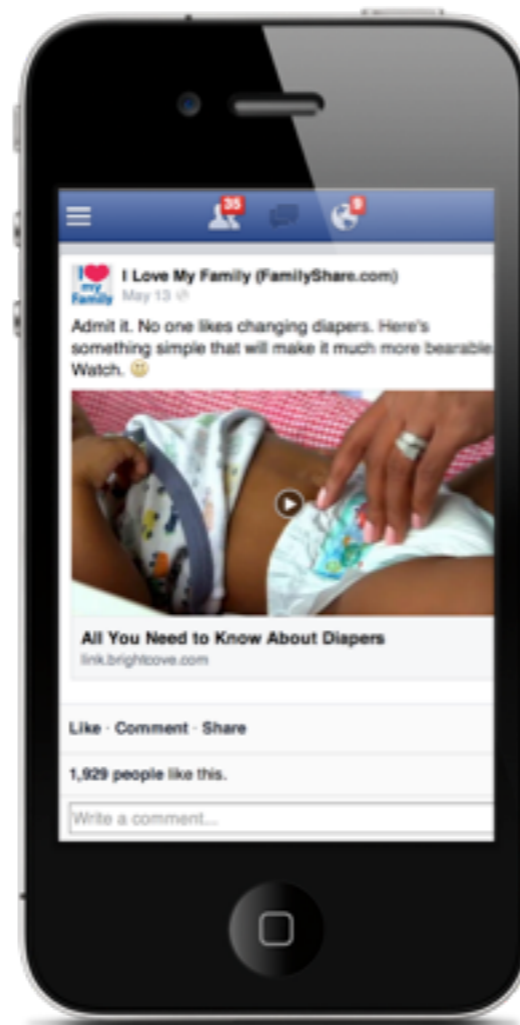
Native Advertising — national & global campaigns

fees per article

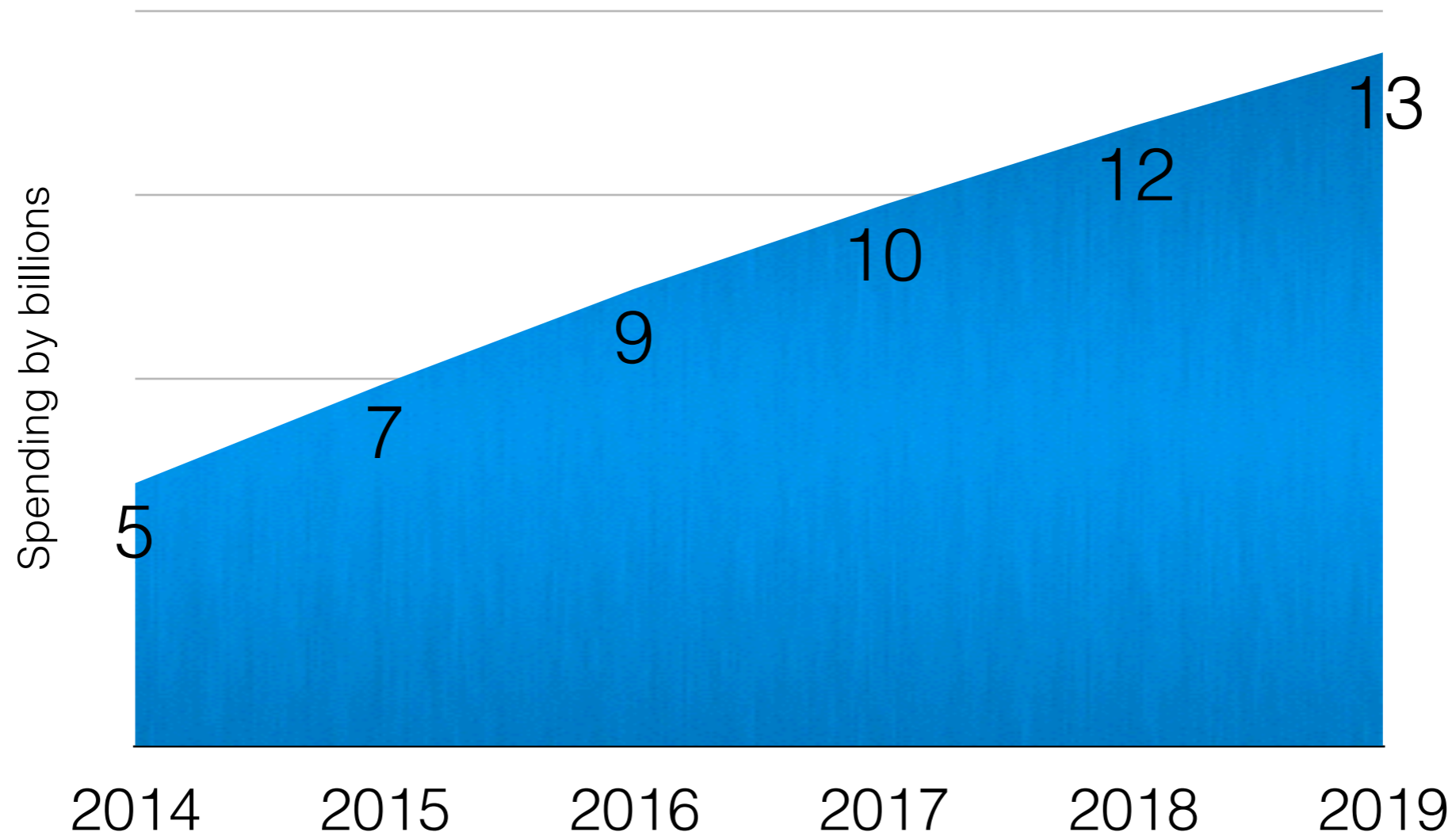
+social promotion



18 M monthly uniques
110+ M social followers
38 M page views



Native ad spending in the United States



Source: BIA/Kelsey, July 2015

Let's invert our thinking

Brands need new paths to **people** so that they can **improve their businesses** and the lives of the **people** they employ...

Media needs to connect **people** with real insight and solutions that **improve their lives**

People need trusted, compelling content, products and services that **improve their lives** and those around them. And they need it **on the move...**

branded content

promoted by

native advertising

partner content

sponsored post

sponsored content

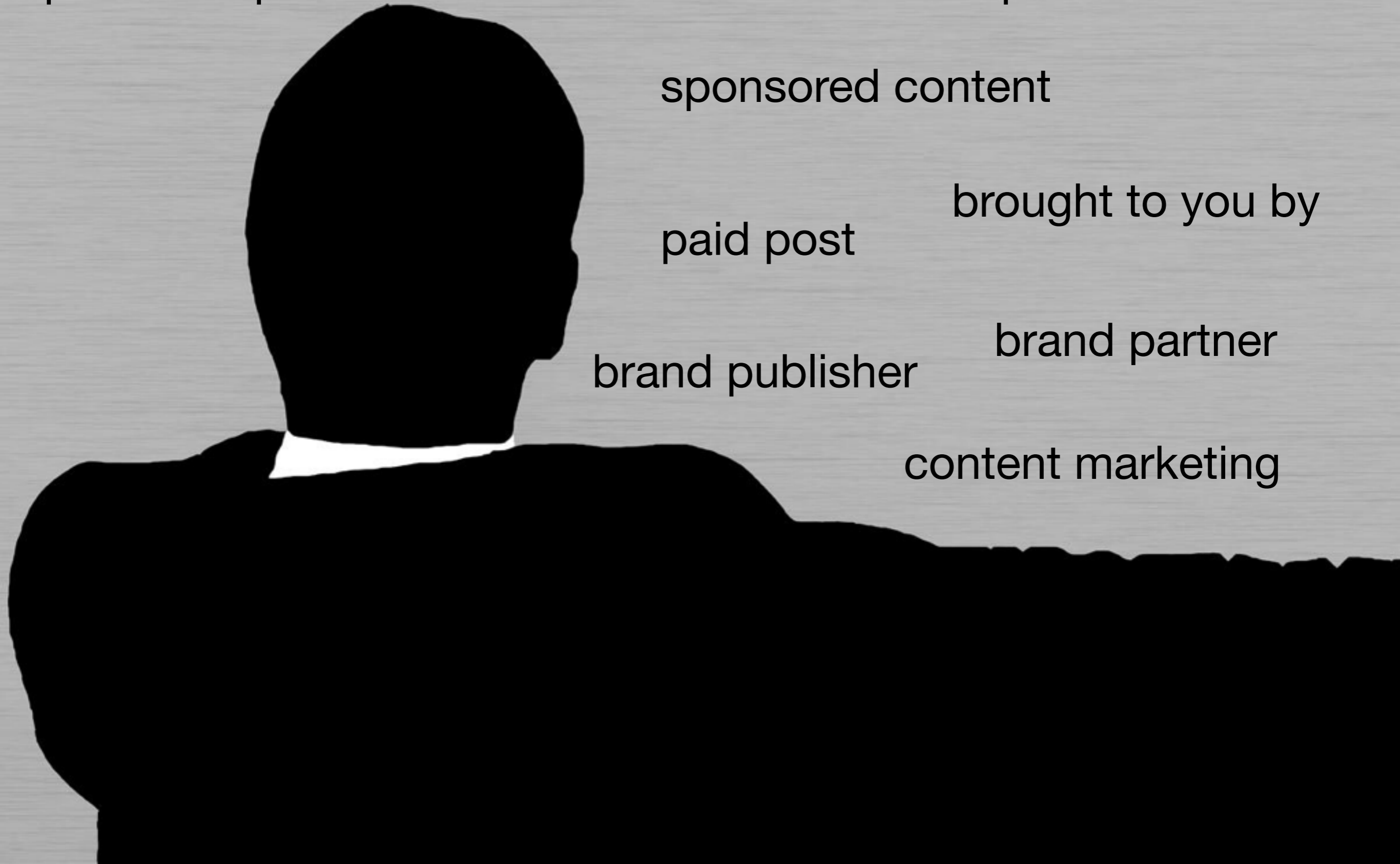
brought to you by

paid post

brand partner

brand publisher

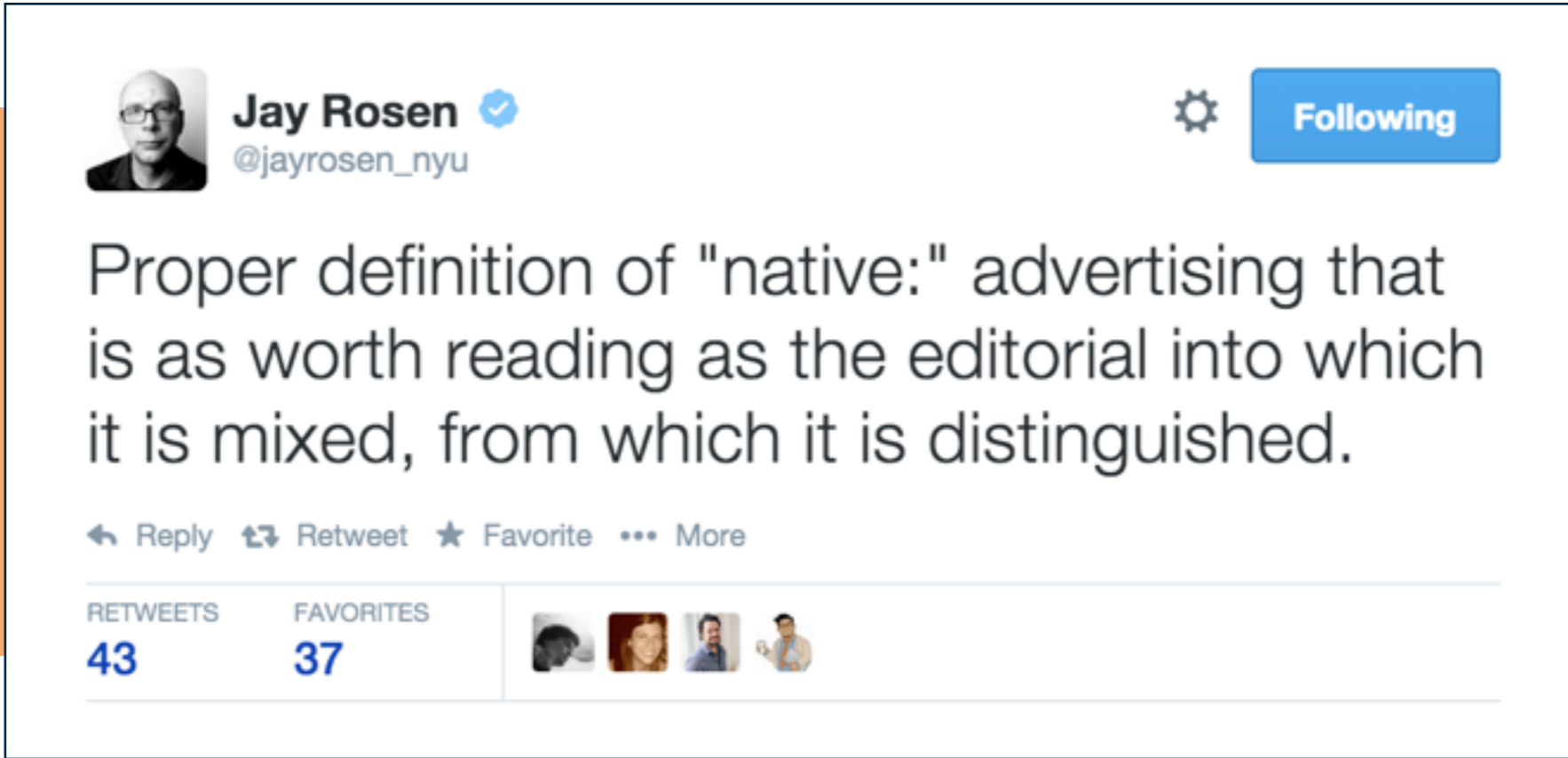
content marketing






to Stronger Native Advertising

1 UNDERSTAND WHAT IT IS




 **Jay Rosen** ✓
@jayrosen_nyu

Following

Proper definition of "native:" advertising that is as worth reading as the editorial into which it is mixed, from which it is distinguished.

← Reply ↻ Retweet ★ Favorite ⋮ More

RETWEETS 43 FAVORITES 37





UNDERSTAND WHAT IT IS

NATIVE ADVERTISING

QUALITY
CONTENT

MIXED WITH
EDITORIAL

MATCHES
FORM

CLEARLY
LABELED

BEHAVES LIKE
EDITORIAL

1 UNDERSTAND WHAT IT IS



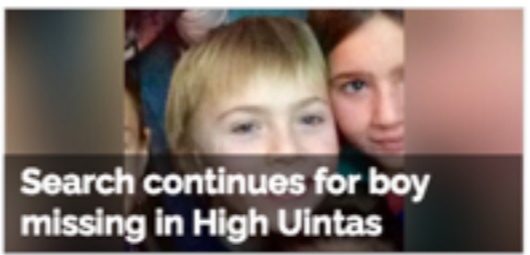
Dog house left on I-15 contributed to fatal crash, UHP says



SPONSORED
5 tips for moms who aren't getting enough sleep
Intellibed | Posted Sep 28th - 10:29am
If there's one thing all moms are short in it is sleep. Sleep deprivation is a very normal thing for new and more experienced moms. Even so, there are ways to help get the sleep you need. Here are 5 tips.



Has Forrest Fenn's treasure been found?



Search continues for boy missing in High Uintas



Police, victims warn Lehi residents of potential scam

LATEST NEWS & FEATURES



U.S. reviews war plan for defending South Korea amid North Korean buildup

Barbara Starr CNN Pentagon Correspondent | Posted Aug 24th - 2:44pm
A North Korean buildup and partial mobilization of military forces since late last week caused so much consternation at the Pentagon that top U.S. commanders reviewed the U.S. war plan for defending South Korea in case there was a sudden...

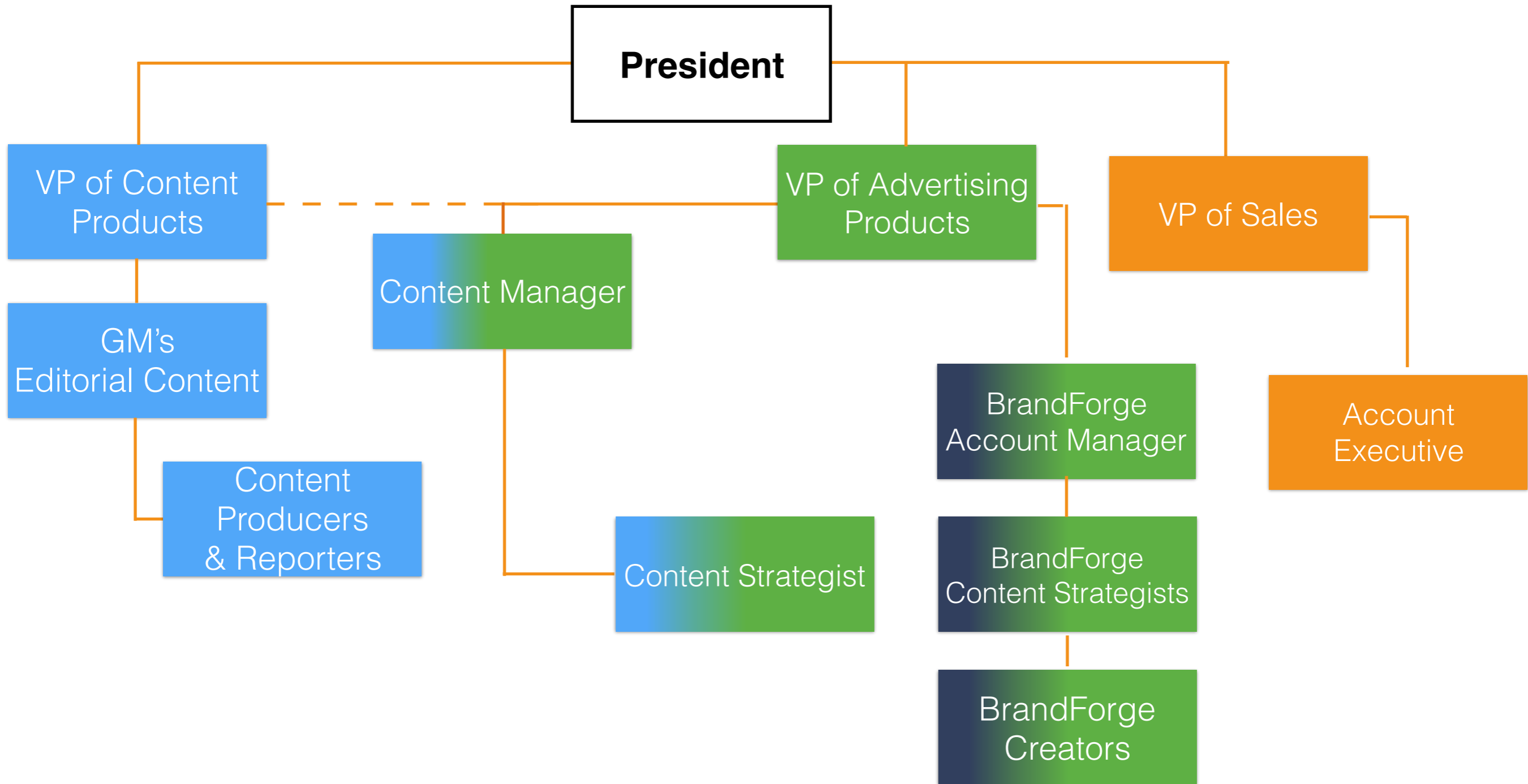


UPDATED
KOD Gillies, Associated Press | Posted Aug 24th - 2:32pm
The hack of the cheating website Ashley Madison has triggered extortion crimes and led to two unconfirmed reports of suicides, Canadian police said Monday.





BUILD A WINNING TEAM



@Sanders_Matt | #mobileready



BUILD A WINNING TEAM

Deseret Digital Media: BrandForge Sponsored Content Abbreviated Styleguide

Articles are:

- Instructive & Educational
- Humorous
- Inspirational & Motivational
- Historical & Biographical
- About things to do: travel, tourism

This type of content enables stories to have a longer "shelf-life" on the Web.

Articles are not:

- A daily news story
- An opinion or commentary piece
- Blatantly self-promoting
- Slandering toward competition
- About a specific sales event
- Offensive, pornographic

Approval and Review:

- All content must be approved by a designated BrandForge content strategist.
- BrandForge reserves the right to decline portions of content and to edit for style, length and form.
- BrandForge allows transparency into the editing process for clients by allowing them to see versions of the story from writing through editing.

Writing tips:

- Style: Try a list-style article.
- Cite at least one or two sources.
- Resist hyperbole. Be accurate.
- Tell a story: Don't just churn facts.

- Don't ease into the story too slowly; start with the climax.

Style Specifics:

Article length: 500-600 words, but it can be shorter if client would like.

Tone: Generally, articles should not be written in first-person narrative. Second-person narrative is OK, but third-person is preferred. The body should include attribution, directly quoted or paraphrased, on all unverifiable statements or claims from client. No specific, or identifiable competitors should be mentioned.

Form at: Generally, inverted pyramid style is best. Try to lead with summary or anecdotal lede; it's what readers expect.

Editing: Trained BrandForge editors will line and copy edit for content, tone and grammar. Each article must meet AP style.

Headlines: Present tense. Must not be sensational. Avoid a company pitch. It must be accurate, and follow news style and tone. Focus on the central idea of the article rather than using a teaser-style headline.

Additional Media: General news photo and video standards apply, including defamation, ethical and legal policies. Images that are altered or manipulated, "Photoshopped," are not acceptable. Company logos or other promotional material is OK because each end-publisher can decide what to publish.

2 BUILD A WINNING TEAM

Sales

Creation

Distribution

1

National sales team



2

National brand marketers



3

Local sales team





AWESOME CONTENT

The image shows a screenshot of a web page from Politico. At the top, the Politico logo is on the left, and navigation links for Magazine, The Agenda, Policy, and PRO are in the center. On the right, there are icons for social media and a 'U.S. Edition' dropdown. Below the navigation bar, a light blue banner reads 'SPONSORED CONTENT' on the left and 'What is sponsored content?' on the right. The main content area features a dark background with a night view of the U.S. Capitol building. The word 'HOPE' is written in large, glowing letters made of string lights. Above the letters, the text 'AMERICAN CANCER SOCIETY CANCER ACTION NETWORK: LIGHTS OF HOPE' is displayed. On the left side of the banner, there are social media icons for Facebook and Twitter. In the center, a small white arrow points up with the text 'CLICK TO EXPLORE'. At the bottom of the banner, a yellow box contains the text 'LIGHT A VIRTUAL CANDLE' and 'CLICK TO SEE INSTRUCTIONS'. A watermark '@Sanders_Matt | #mobileready' is visible at the bottom center of the banner.

3 AWESOME CONTENT

VA Login NEWS SPORTS VIEWS EXPLORE FEATURES CLASSIFIEDS

Things to know about pregnancy, mental health

Sept. 29, 2015 at midnight

f t g+ e p 0



BrandSense
This article is sponsored by DeTar Healthcare System. To

Mention pregnancy and women's mental health and it is likely postpartum depression is the first thing that comes to mind. While it is certainly a significant concern,

@Sanders_Matt | #mobileready



AWESOME CONTENT



BUSINESS INSIDER

STRATEGY

SPONSORED ⓘ

Why one lawyer gave up a 6-figure salary to serve tacos from a truck

PRESENTED BY CAPITAL ONE SPARK FAST TRACK | % 🐦 f in
Jun. 17, 2015, 10:30 AM



FACEBOOK



LINKEDIN



TWITTER



EMAIL



PRINT

"Sometimes, when food trucks go brick-and-mortar, they'll drive the food truck into the restaurant," says Eric Silverstein, referring to those who try to replicate the same menu and persona.

But it's a different game, and Silverstein knows the struggle firsthand.

As the founder of [The Peached Tortilla](#) in Austin, Texas, he's hustled to execute his vision of marrying cuisines to create items that some might deem strange — like bánh mì tacos, Nutella spring rolls, and bacon-jam fries.



The Peached Tortilla

Eric Silverstein, the founder and chef behind The Peached Tortilla.



NOT Awesome

BrandView

This story is sponsored by DAYBREAK

6 reasons to spend all one's days at Daybreak

By Cameron Jackson



Daybreak
Find a Home
Community Life


This story is sponsored by DAYBREAK the \$100s to over \$1 million - shopping, light rail and more.

Most people have heard the buzz and seen all the Daybreak hype?

Well, running trails, community gardens and even fresh-baked pastries, at Daybreak was recently named **Community of the Year** by the Utah Association of Realtors. Daybreak now celebrates its 10th anniversary, maybe it's time to take a look at this idyllic community that continues to draw Utah families.

Designs are distinctive

Living in Daybreak, the chances of someone accidentally pulling into the wrong driveway are slim to none. That's because this isn't the average cookie-cutter subdivision. At Daybreak, architectural variety is a cornerstone of the community. Not only does this give a home a certain personal uniqueness, it also adds to the distinct beauty of the neighborhoods. Not to mention that residents never find themselves saying, "...and we're the seventh beige house on the left."



BrandView

This story is sponsored by UTAH TRANSPORTATION COALITION

Utah: A national model and blueprint for the future

By Utah Transportation Coalition



Share 0 Tweet 0 Post 0 3+ 0 Share 14

13 Comments

This story is sponsored by Utah Transportation Coalition


Keep Utah Moving

You put together a design before you build your home. You figure out how much money to save before you retire. We all look ahead for the important things in life to make sure we're investing appropriately and making the

This story is sponsored by UTAH TRANSPORTATION COALITION

SUPPORT THE PATH TO A BETTER UTAH

Get Involved



UTAH TRANSPORTATION COALITION

Keep Utah Moving

PUT UTAH'S ECONOMY

3 AWESOME CONTENT

ForbesMedia

Brand Voice

Tell Your Stories

Take a test drive of the new *BrandVoice.com*

Play Video

Franchises +

Platforms

Advertising +

Who We Are +

Contact Us +

Subscribe +

Search

Digital

Mobile

Magazines

Video

Events

BrandVoice

Insights

Custom

3 AWESOME CONTENT

The screenshot displays the 'IDEA LAB' section of The New York Times website. At the top, there is a navigation bar with the 'IDEA LAB' logo and 'The New York Times' branding. Below this is a menu of content categories: POPULAR, Social, Video, Infographic, Paid Posts, UGC, 2nd Screen, Games, and Prototype. The 'PAID POSTS' section is highlighted, showing a grid of 15 individual posts. Each post includes a representative image and the brand name and date.

Brand	Date
Lincoln	October 2015
Capital One	October 2015
Dell	October 2015
OWN	October 2015
MilkPEP	October 2015
Philips	October 2015
Nest	October 2015
CocoaVia	September 2015
Delta	September 2015
Franklin Templeton	September 2015

DDM branded content key performance indicators



Top performing content on site: higher (pv's) than editorial	23%
Average time spent engaging with the content:	2:11
Average social shares per article:	248
Display ad performance: better CTR than ROS ads	3x
In-story text link performance: better than editorial	10x



**JUST
DO
IT**