

The Content Explosion: New Content Sources and New Content

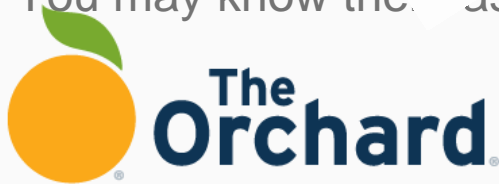


What is an “MCN”?

Wikipedia says, “A **multi-channel network (MCN)** is an organization that works with video platforms such as [YouTube](#) to offer assistance to content creators in areas such as “product, programming, business development, cross-promotion, management, digital marketing, and/or audience growth” ^[1] in exchange for a percentage of the revenue generated from the channel.



You may know these as:



MCN's/Next-Gen Media Companies

Maker Studios (Disney)

AwesomenessTV (Dreamworks Animation/Verizon Hearst Media)

Fullscreen (JV: AT&T/Chernin Group)

Machinima (Warner)

The Orchard (Sony)



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1,681,261 views 2 weeks ago

A lot of you tweet me questions about dating so I thought I'd do a dating advice Q&A ft. the lovely CloeCouture. Happy Valentine's! CHECK OUT OUR COLLAB ON CLOE'S CHANNEL: <http://bit.ly/2k6vEgF>

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VLOGGER OF THE YEAR



Camerons Vlogs

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Dolan Twins



Aaron Carpenter



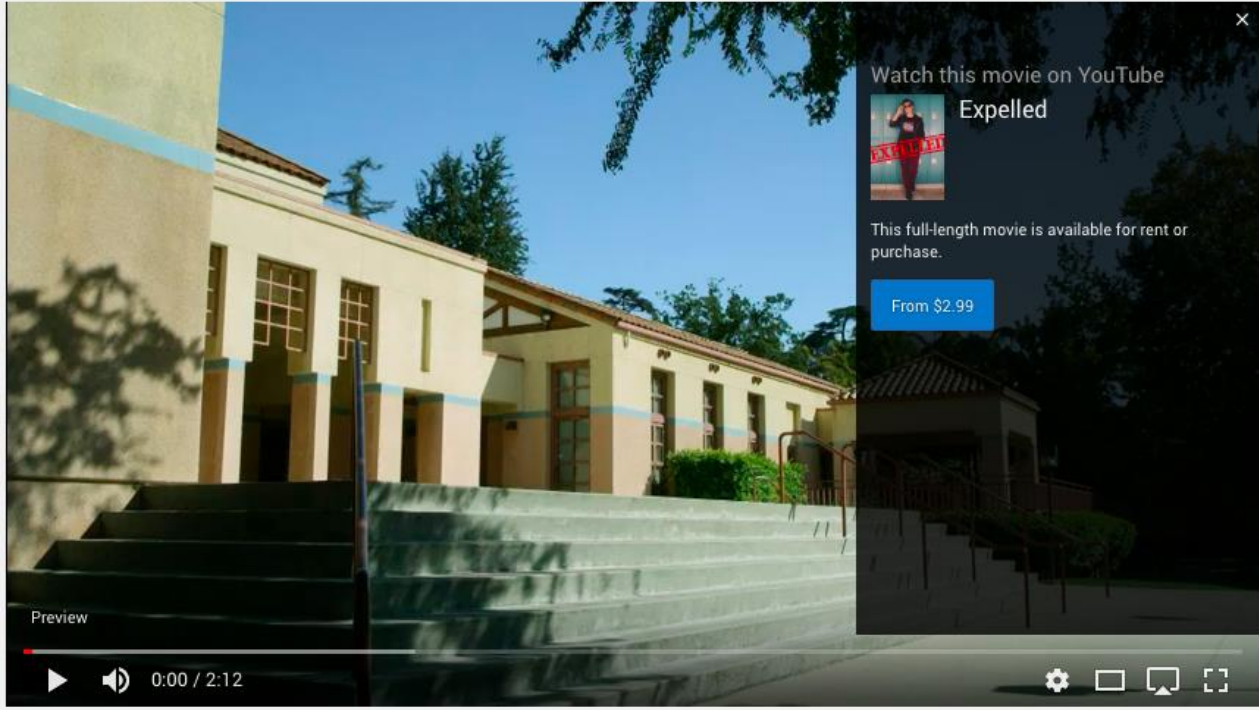
Sierra Dallas




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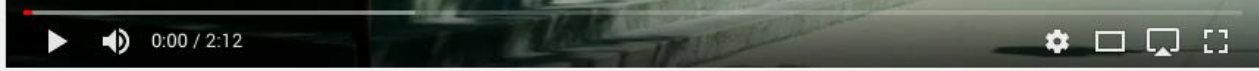


Expelled

This full-length movie is available for rent or purchase.

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Preview



Expelled

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Published on Nov 14, 2014

Felix (Cameron Dallas) is a legendary prankster who always charms his way out of trouble. However, after his third strike at school, the principal has had enough and expels him. Never defeated, Felix resorts to his infamous ways and devises a plan with his brother (Marcus



Expelled

From \$2.99

Rated: PG-13

Released: 2014

Running time: 1:25:48

Language: English

CC



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Comedy · 2016

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1 DAY AGO

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3 DAYS AGO

JUSTIN BIEBER SHADES THE WEEKND, SELENA GOMEZ COMES OUT WITH REVENGE

What about Subscription VOD and streaming?

iTunes first burst onto the scene back in 2007 with TV episodes available for download.



Then Netflix arrived.



Then Hulu.



Then the major networks launched their own VOD plays. In fact, these days some networks like the CW have more digital views across their network than broadcast views.



Driving original content

Then in 2013, Netflix announced the launch of “House of Cards”, produced by the network for a price tag of \$100m.

The Netflix logo, consisting of the word "NETFLIX" in a bold, red, sans-serif typeface.

Within a few short years, the major online video platforms were in an arms race -- fueled by bigger and better original content.

The HBO logo, featuring the letters "HBO" in a bold, black, sans-serif font, followed by a large, stylized white circle with a black outline.

Just this year, Amazon’s “Manchester by the Sea” getting the first Oscar nomination for Best Picture on a film created by a streaming service.

The Amazon Instant Video logo, featuring the word "amazon" in a black, sans-serif font, with a green play button icon integrated into the letter "o", and the words "instant video" in a smaller, black, sans-serif font below it.

Don't forget the social networks

Over the past few years, total video views on the internet has been driven by views of personally generated content on FaceBook, SnapChat and Twitter.

But these platforms are now turning their eye to longer forms of content and live events.

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How big is the explosion?

Property	Total Unique Viewers (000)	Property	Network	Total Viewers (000)
BroadbandTV @ YouTube	45,261	Comcast NBCUni	CBS	16,213
Machinima @ YouTube	25,410	CBS Inter		11,505
Studio71 @ YouTube	22,727	M		11,289
The Orchard @ YouTube	20,000			9,585
ZEFR @ YouTube				9,630
Rightster @ YouTube				9,351

959,039,336
SUBSCRIBERS

7,141,834,217
VIEWS THIS MONTH

JOIN BBTV

85,000+
Partners

18+ Billion
Monthly Views

How do they make money?

Classically, "Digital

Network

The term "MCN" doesn't fit the new video ecosystem

"Multi-channel network" referred to companies that literally aggregated multiple YouTube (and only YouTube) channels together in a YouTube subset and under a different name. But, guess what? It isn't a YouTube-only world anymore. Now, of course, we have Facebook, Snapchat, Twitter, Amazon and a host of other behemoths that have significantly evolved into digital-first media companies themselves.

In the past 2-3 years has to move beyond a single platform, garnering higher CPMs (\$10-20) but paying for the technology stack (~20%) and the AdSales team (or giving a cut to the AdNetwork)

Why does this matter to everyone in the room?

As content distribution models change, the source of funding for content creation change, impacting how budgets are developed and created

For example, Netflix produces all original content in 4k and delivers it to 180+ countries around the world with subtitling and localization to match.

The logo for the TV series "Stranger Things" features the words "STRANGER" and "THINGS" in a large, red, serif font, stacked vertically. A small "hansign" logo is visible in the bottom right corner of the text.The logo for the Netflix original series "Orange Is the New Black" features the text "A NETFLIX ORIGINAL SERIES" at the top. Below it, the word "ORANGE" is in large, black, distressed capital letters, and "is the new BLACK" is in smaller, orange, distressed capital letters. The entire text is flanked by two vertical black bars.The logo for the TV series "Narcos" features the word "NARCOS" in a large, white, distressed, sans-serif font, set against a solid black background.

Introduction to the panel

Renard Jenkins, Vice President Operations:
Production, Media & Distribution at PBS



Curt Marvis, President and Co-Founder at
QYou



Albert Lai, CTO at Brightcove

