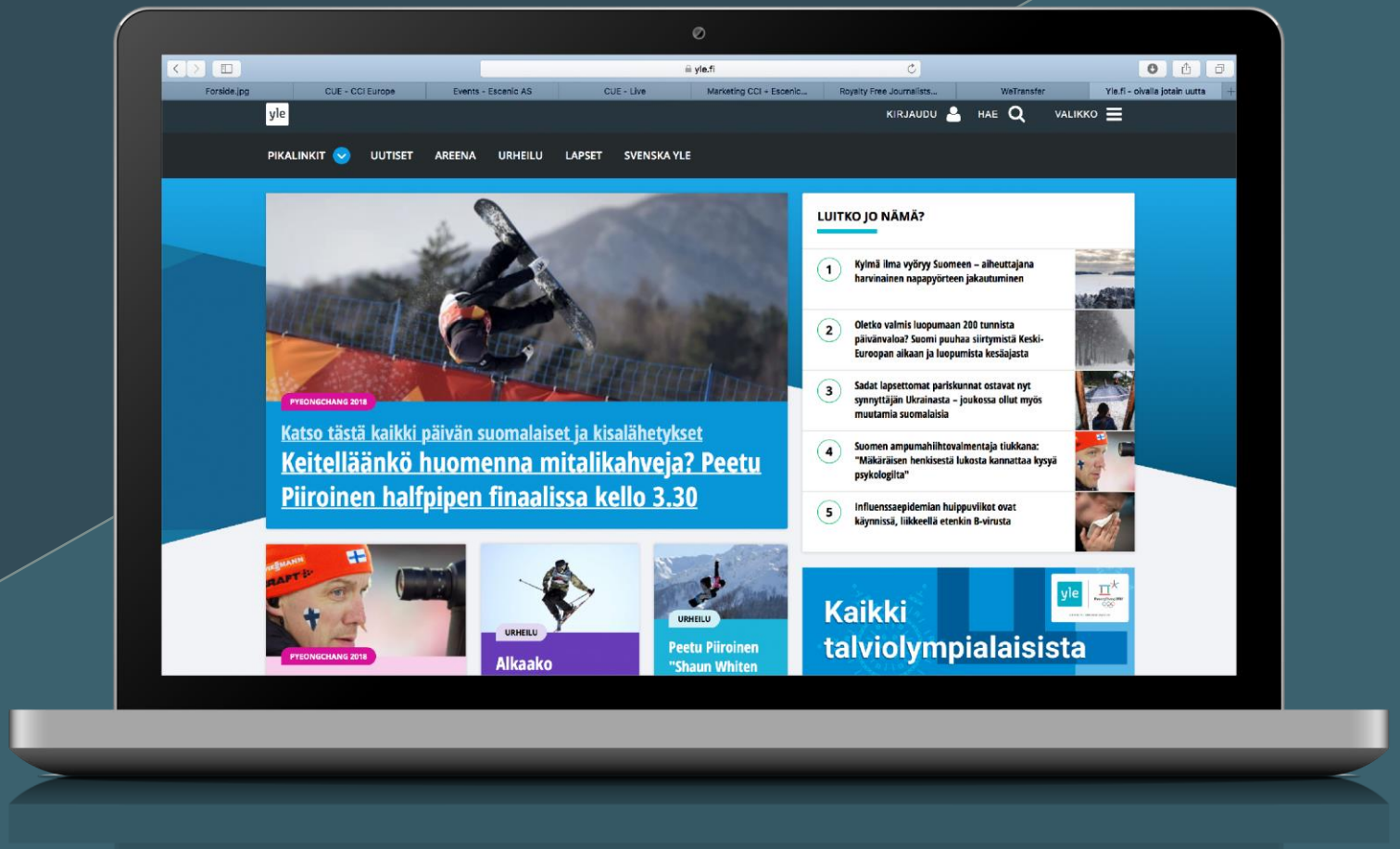
MEGA-CONFERENCE 2018

MICHAEL TAYLOR, SALES DIRECTOR, CCI

REINVENTING CONTENT CREATION TO REACH NEW AUDIENCES

FROM SMALL DIGITAL PUREPLAYERS TO BIG NATIONAL BROADCASTERS



IT’S ALL ABOUT

MOBILE

REPORTING NEWS
IN REAL-TIME

MCCLATCHY

UNLIMITED JOURNALISM

— REPORT FROM ANYWHERE

Ringier

IT INFRASTRUCTURE CAN ALSO CREATE

AUDIENCE ENGAGEMENT

SETTING UP

A ‘CONTENT ENGINE’

Forum Communications Company

- Digital
- Broadcast
- Commercial Printing
- Newspapers

CONTENT DISTRIBUTION STRATEGY

Platforms

Publishers	Amazon Alexa	Apple News	Apple Watch	Facebook	Flipboard	Google AMP	Instagram	Instagram Stories	Instant Articles (Facebook)	Homepage	Kik	LinkedIn	LINE	L.st (The List App)	Messenger (Facebook)	Mobile app	Pinterest	Snapchat Discover	Snapchat Stories	Tumblr	Twitter	WhatsApp	YouTube	Platforms used by publisher
		●	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●		●	20
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Publishers on platform	7	14	9	14	11	12	14	14	9	14	7	12	4	6	6	13	12	6	13	13	14	4	14	

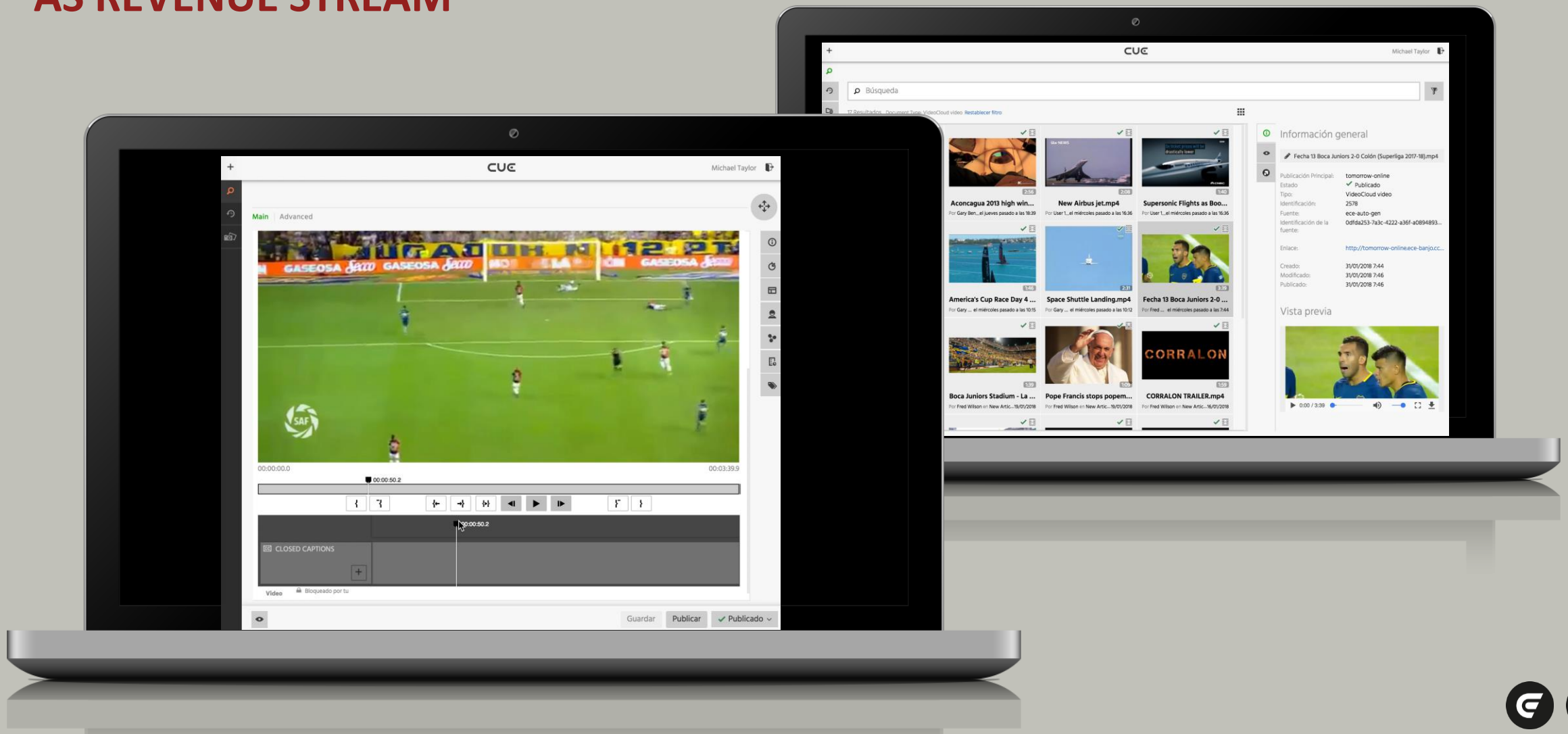
PLATFORM FOR BUSINESS
TRANSFORMATION

RTL GROUP

89.0 RTL – Die besten Hits von heute!
104.6 RTL – BERLINS HITRADIO
antenne BAYERN
Antenne NIEDERSACHSEN
antenne THÜRINGEN
fun radio – LE SON DANCEFLOOR
HITRADIO RTL SACHSEN
JAM FM – 93,6 MUSIK DIE DICH BEWEGT
105,5 Spreeradio – Der 50/50 Mix
RADIO 21 – bester ROCK 'N POP
Radio Brocken
RADIO HAMBURG
NRW radio NRW
DAS DIGITALRADIO ROCK ANTENNE
Sachsen Funkpaket – Wir lieben Sachsen!
RTL RADIO

VIDEO

AS REVENUE STREAM



THE POWER OF
‘LIVE’

THANK YOU!

COME SEE US AT BOOTH 118

Michael Taylor
Sales Director

John MacEwen
Sales Director

Carsten Bo Jensen
CEO, CCI Americas