





100 MILLION AND CLIMBING

107+
MILLION

USA TODAY NETWORK

78
MILLION

BUZZFEED.COM

46
MILLION

HUFFINGTONPOST.COM

// MONTHLY UNIQUE VISITORS //

Source: comScore Media Metrix Key Measures, June 2016, Base = Age 2+; Total USA TODAY Network Digital Population (desktop + mobile combined)

A photograph of a diverse crowd of people at night, likely at a political rally or public event. In the foreground, two women are smiling and embracing each other. The woman on the left is Black and wearing a black hijab, while the woman on the right is white and wearing a pink sweater. They are both holding small American flags. Other people in the background are also smiling and holding flags. The scene is lit with warm, ambient light, possibly from stage lights or streetlights.

HOW WE GOT THERE MATTERS

Driving America's daily dialogue with a network of 3,800 journalists, to deliver trusted journalism and powerful storytelling

The Des Moines Register
PRESIDENTIAL
SOAPBOX
AT THE IOWA STATE FAIR


LIVE 360-DEGREE VIDEO COVERAGE



Jeb Bush's full speech at the Register Soapbox


Jeb Bush addressed a crowd from the Des Moines Register Political Soapbox at the Iowa State Fair on Aug. 13, 2015



A young woman with red hair tied in a bun, wearing dark sunglasses and a leopard print jacket over a black shirt, is sitting on a bench. She is looking off to the side with a thoughtful expression. The background is a blurred crowd of people in an outdoor setting, suggesting a festival or public event.


We reach 40.5MM millennials, that's more
than Vice or ESPN

Source: comScore Media Metrix Key Measures, June 2016, Base = Age 2+; Total USA TODAY Network Digital Population (desktop + mobile combined)

A photograph of a baby being held by an adult. The baby is looking up and to the right. The adult's hands are visible, holding the baby. A bright light source in the background creates a warm, glowing effect, with some lens flare. The adult is wearing a colorful, patterned shirt.

We reach more moms than Disney Online
and Parents Network combined

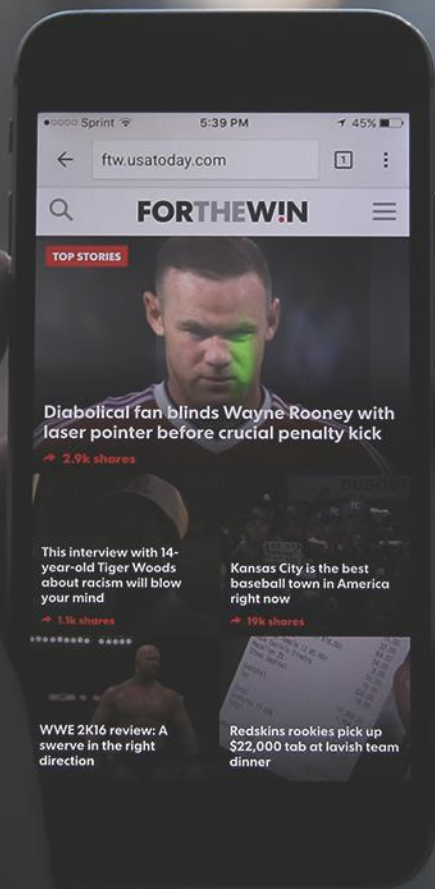
Source: 2016 comScore Multi-Platform//GfK MRI Media + Fusion (05-16/F15) A18+ (Women + Parent)



We reach 1.5x more C-Level executives than
New York Times and 3x more than CNBC

Using our technology to create
mobile-first products for
these consumers





FOR THE WIN

FASTEST GROWING SPORTS SITE EVER

MINUTES
PER UNIQUE

4.2

MOBILE
AUDIENCE

66%

CROSS PLATFORM
UNIQUE USERS

10.4MM

MALE 18-34

INDEX 148

MALE 21-49

INDEX 170

USA TODAY NETWORK breaks ground on VR

In 2014, the *Des Moines Register* created Harvest of Change - an immersive virtual reality farm that addresses the issues reshaping rural America. This award winning, first-to-market digital journalism marked the fusion of storytelling and virtual reality.





Connecting consumers to the story like never before

The USA TODAY NETWORK's commitment to experimentation in storytelling led us around the diamond for pre-season baseball, then to Havana, Cuba, and ultimately into the sky with the Blue Angels - the most watched 360 video on Facebook in 2015.



Virtual reality becomes branded content

We're converting our VR success into one-of-a-kind advertising opportunities.

For the 100th running of the Indianapolis 500,

USA TODAY put consumers in the fastest seat in sports, Honda's IndyCar 2-seater, winner of Sharethrough's "Native Creatives" Award

for Best Breakthrough Content Experience.

The next step in virtual reality

Introducing yet another first-to-market opportunity

from the USA TODAY NETWORK



A man with short brown hair is shown in profile, wearing a white and black VR headset. He is wearing a light pink button-down shirt. His right hand is raised, with his index finger pointing upwards. The background is a blurred view of a city skyline through a window.

VRTUALLY THERE

A weekly VR news experience unlike any other

from the USA TODAY NETWORK, in partnership with YouTube.

We're using technology to bridge the gaps of
distance, language and culture.

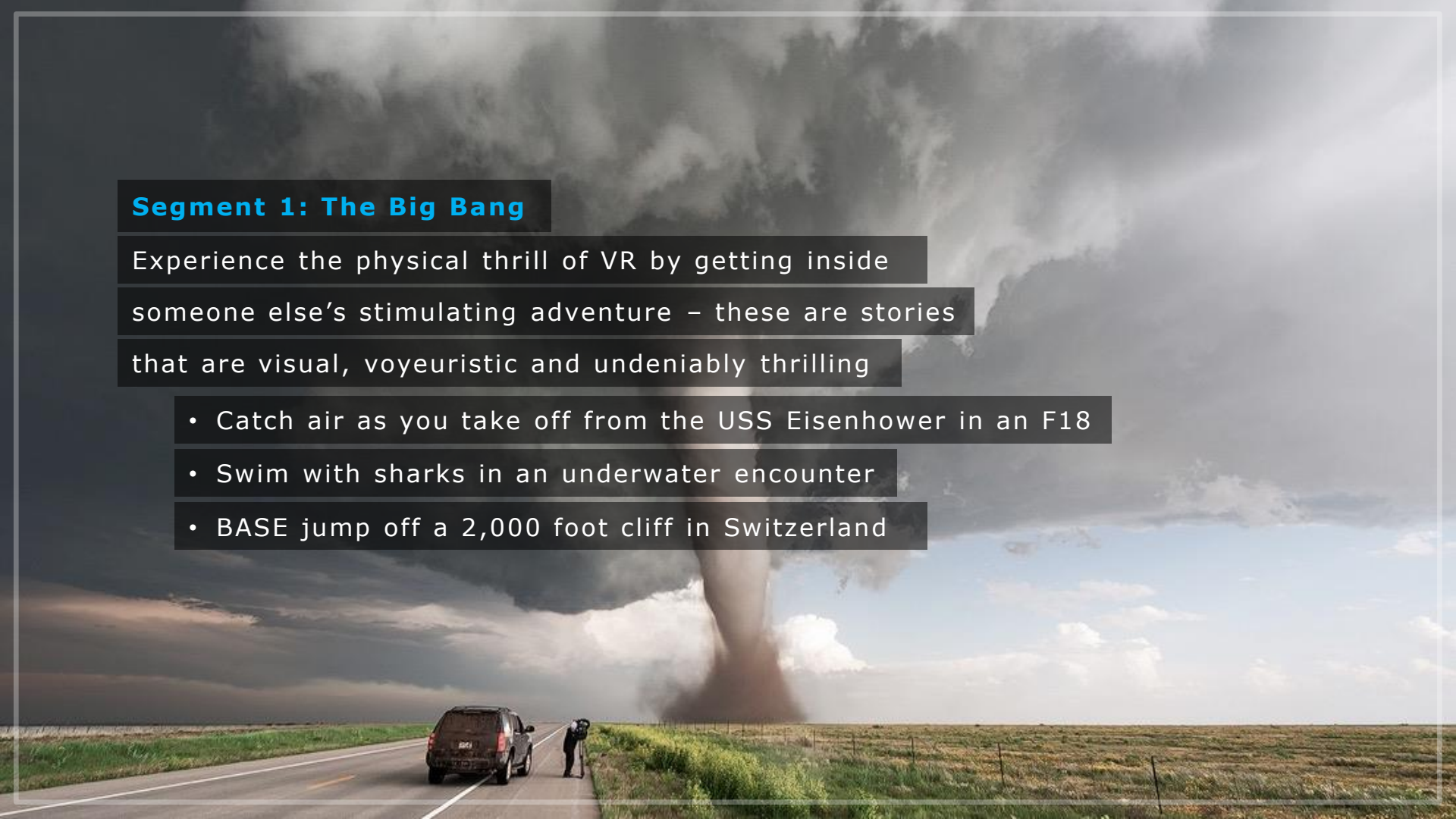
VRtually There will bring the news to stunning life and

tell amazing human stories of adventure, courage, family and friendship.

Segment 1: The Big Bang

Experience the physical thrill of VR by getting inside someone else's stimulating adventure – these are stories that are visual, voyeuristic and undeniably thrilling

- Catch air as you take off from the USS Eisenhower in an F18
- Swim with sharks in an underwater encounter
- BASE jump off a 2,000 foot cliff in Switzerland



A person is seen from the side, walking on a thin slackline that stretches across a vast, hazy canyon. The person is wearing a dark shirt, light-colored shorts, and a backpack, and is holding a long pole for balance. In the background, a large, dark, jagged rock formation rises sharply against a clear blue sky. The overall scene conveys a sense of adventure and challenge.

Segment 2: Adventure Storytelling

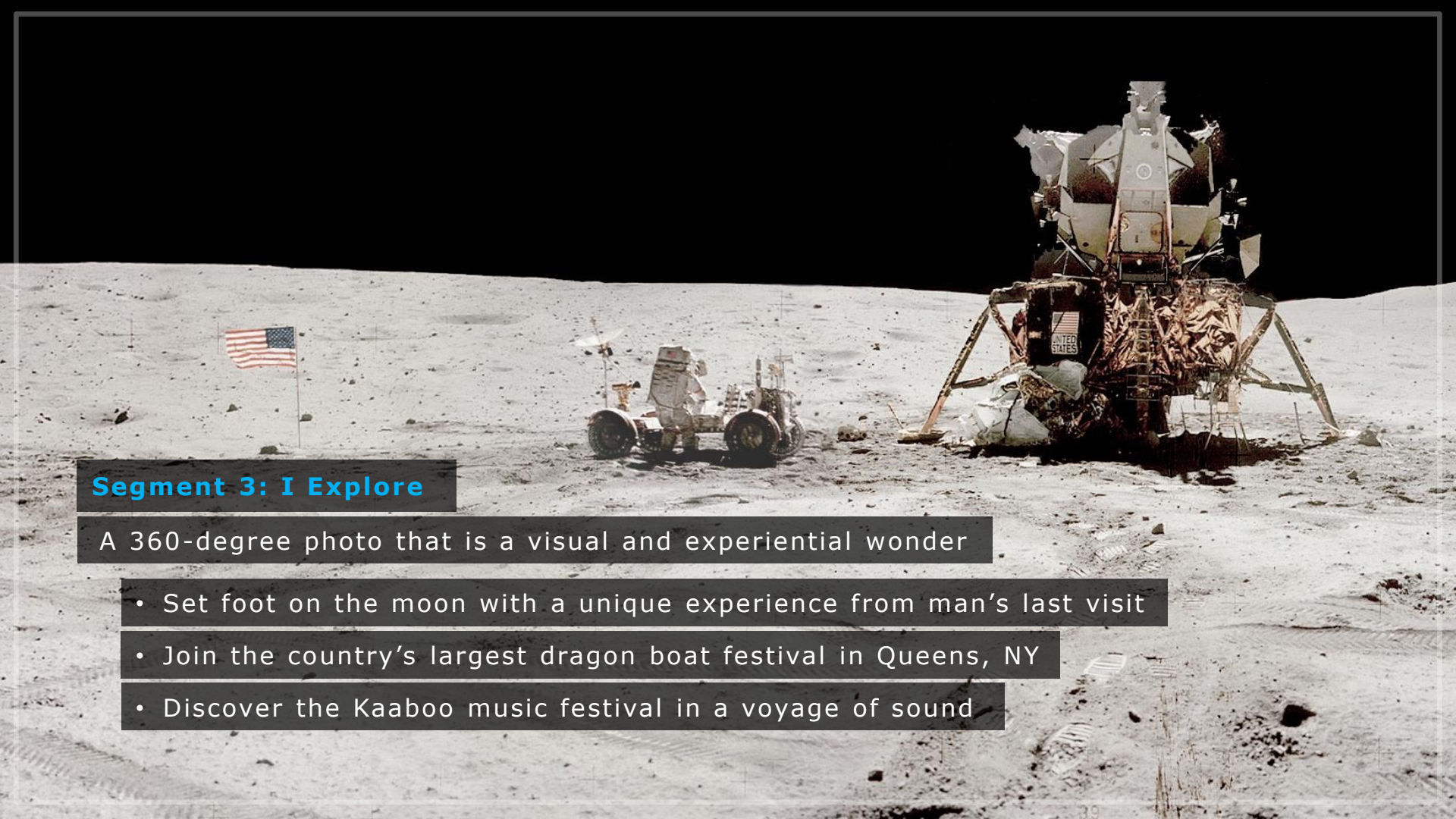
VRtually There's main feature covering today's most compelling stories.

With characters, a purpose and a full story arc,

this segment will take you to places you've never been.

Get ready to look reality in the eye.

- Step over the edge of a cliff with slackliners
- Ride a bull at Payson Rodeo, the world's oldest continuous rodeo
- Let your freak flag fly at Burning Man



Segment 3: I Explore

A 360-degree photo that is a visual and experiential wonder

- Set foot on the moon with a unique experience from man's last visit
- Join the country's largest dragon boat festival in Queens, NY
- Discover the Kaaboo music festival in a voyage of sound

A person is rock climbing inside a cave, looking out at a coastal town and mountains. The climber is wearing a red tank top and dark pants, and is secured by a rope. The cave opening reveals a scenic view of a coastal town and mountains under a cloudy sky.

Brand Integration Opportunities

SHOW TITLE ALIGNMENT

Be the first messaging
a viewer experiences

CUBEMERCIAL

The first-ever ad unit
native to VR

VR BRANDED CONTENT

Native advertising
come to life

Presenting sponsorship alignment with show title

- Logo on opening title card
- 100% SOV during sequence



Cubemercial

- Completely immerse the viewer into your ad: 4 walls surrounding the viewer
- Your story is part of the framework of the VRtually There story





GET CREATIVE

(get kree-ey-tiv)

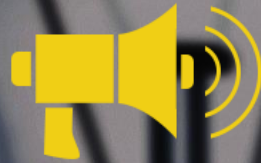
- (n) USA TODAY NETWORK'S brand new native studio with a national reach to 100MM+ monthly uniques, trusted go-to source, premium environment, innovative content experiences, actionable insights

OUR 3 GUIDING PRINCIPLES



Storytelling

Bring your brand story to life in a compelling and meaningful way



Promotion

Drive awareness and engagement to your content across platforms



Performance

Real-time performance measurements and constant optimization

CAPABILITIES OVERVIEW



**FIRST-EVER VR
BRANDED CONTENT
PROGRAM**



**ANIMATED AND
LIVE ACTION
VIDEO**



**PHOTO GALLERY
AND
GAMES AND
QUIZZES**



**FIRST BRANDED
AND CUSTOM
CONTENT
CAMPAIGN**



INFOGRAPHIC



360 VIDEO



**LONG FORM AND
STANDARD ARTICLE**



INTERACTIVE

MEASURABLE RESULTS

Every campaign is unique, so to maximize results
our GET CREATIVE team will work with your brand to
determine essential KPI's for your campaign's success

24/7 campaign
monitoring

Optimization of
content, promotional
messaging and creative

Social media
monitoring

Shareable key
insights to utilize in
future campaigns

GUARANTEED PROMOTION FOR YOUR STORY

Editorial


Promote your story like an editorial feature

Promotional Units


High-impact ad placements to captivate user attention

Social Media

Posts and custom campaigns to drive outside users to your content

A woman with voluminous curly hair is looking down at a tablet computer. She is wearing a light-colored knit scarf and a dark jacket. The background is dark with out-of-focus city lights, creating a bokeh effect. The overall mood is calm and focused.

Thank you



APPENDIX: BRANDED CONTENT EXAMPLES

Story from Honda

FASTEST SEAT IN SPORTS 360

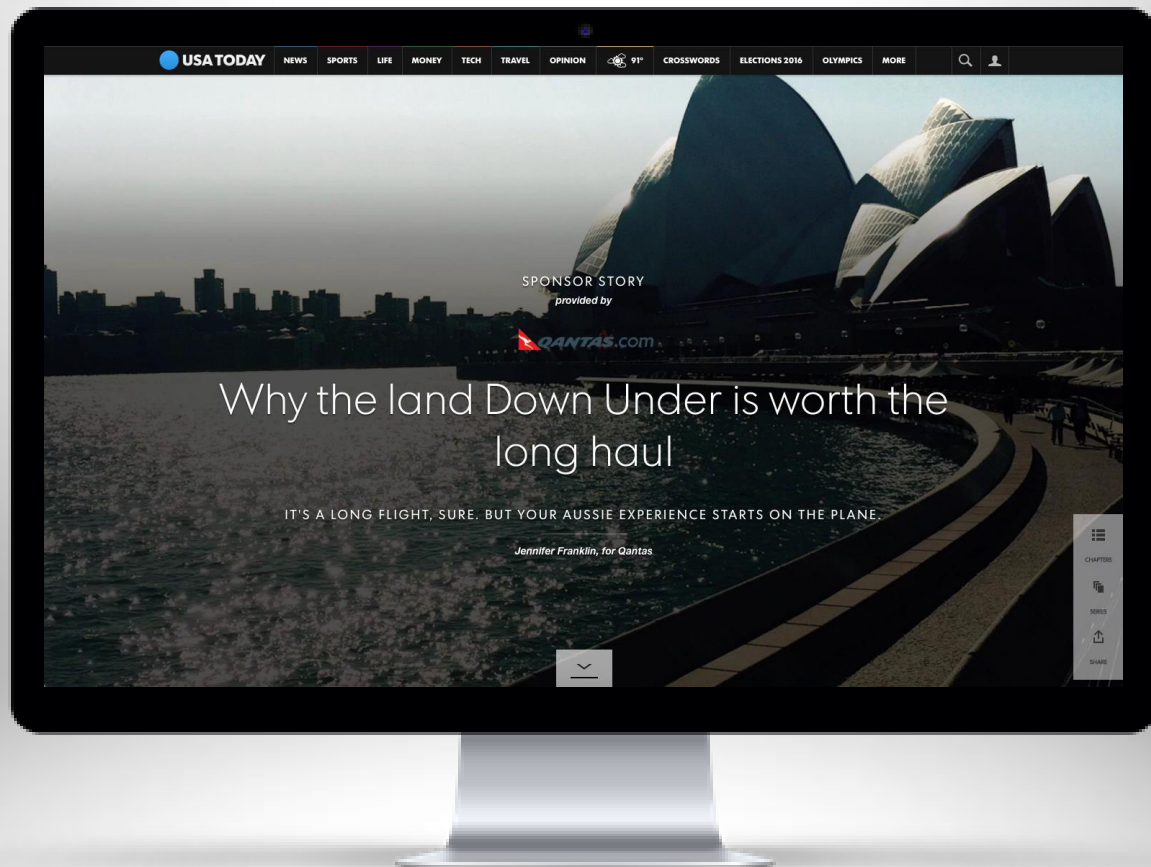
Experience the thrill of leading the start of a real Verizon IndyCar® Series race and hitting triple digit speeds in the Honda Indy car 2-seater.

Don't just watch — experience it! Our 360° video allows you to immerse yourself in the moment.



BRANDED CONTENT EXAMPLE: QANTAS

Click to play



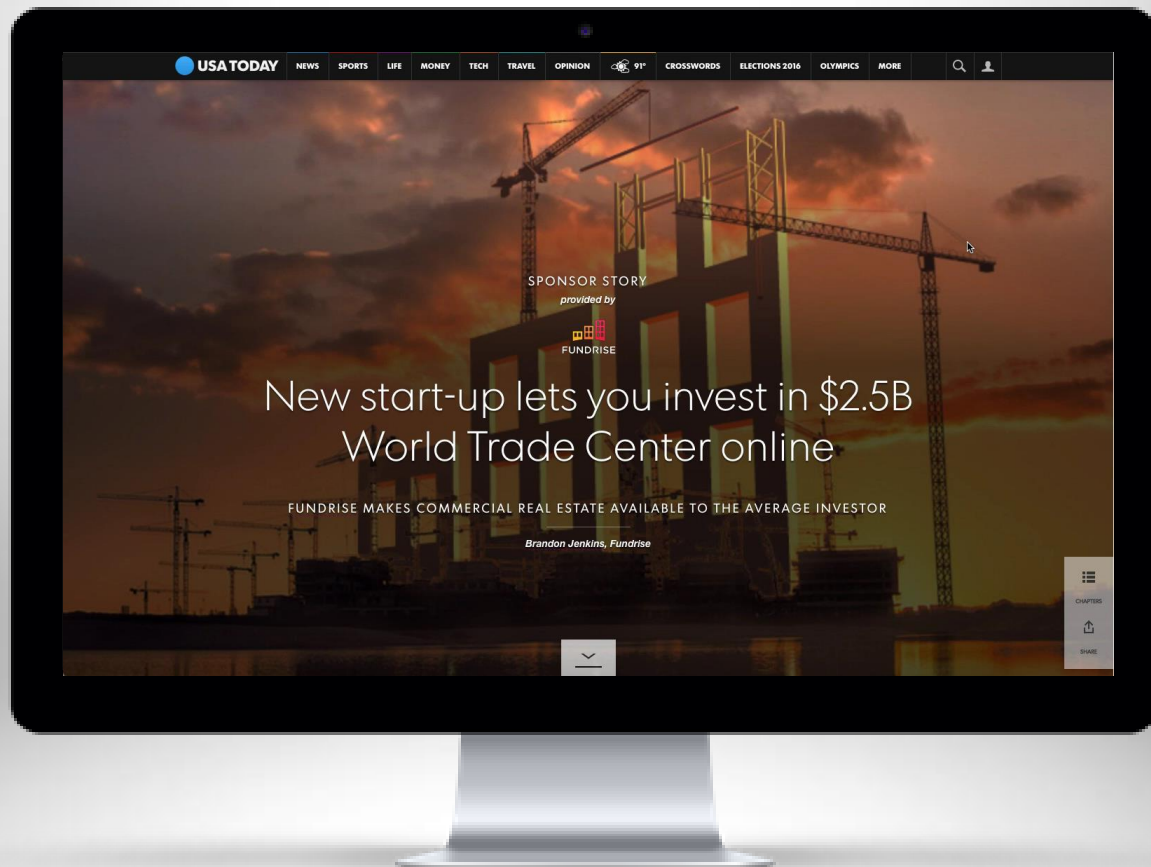
BRANDED CONTENT EXAMPLE: T-MOBILE

Click to play



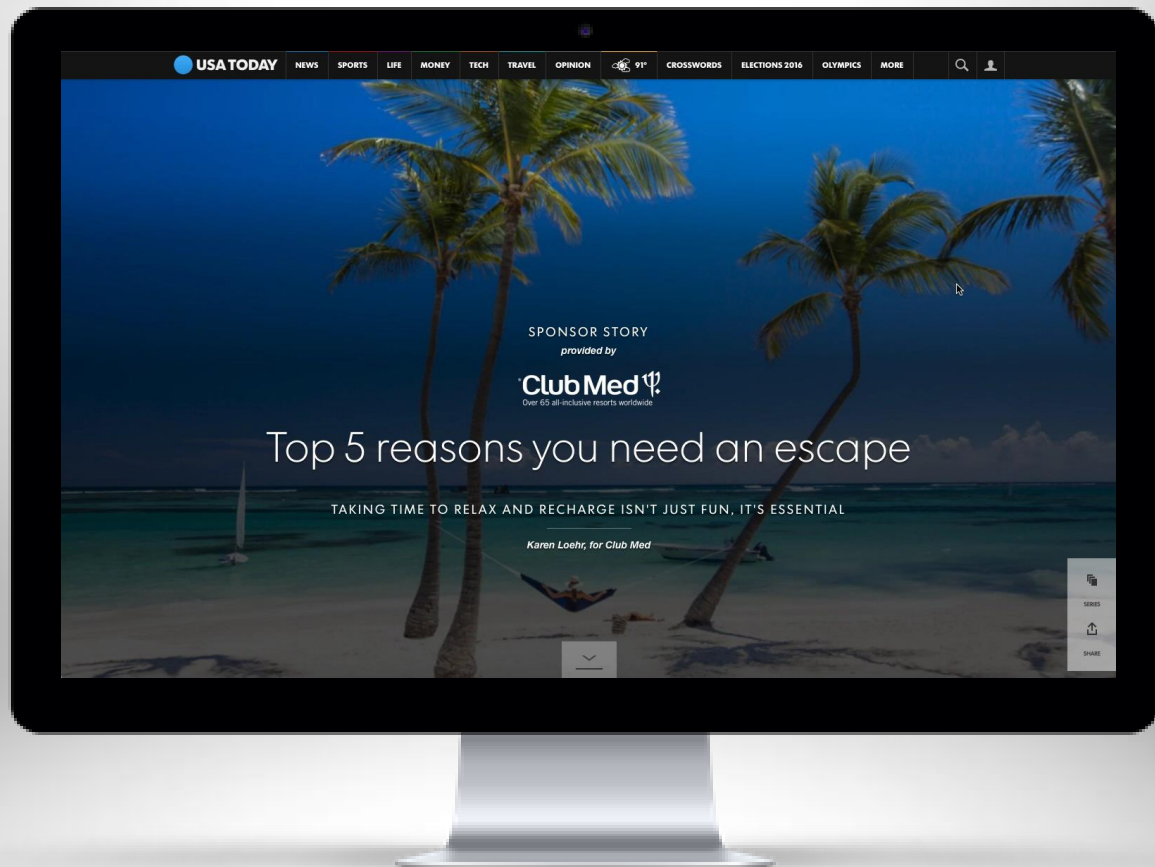
BRANDED CONTENT EXAMPLE: FUNDRISE

Click to play



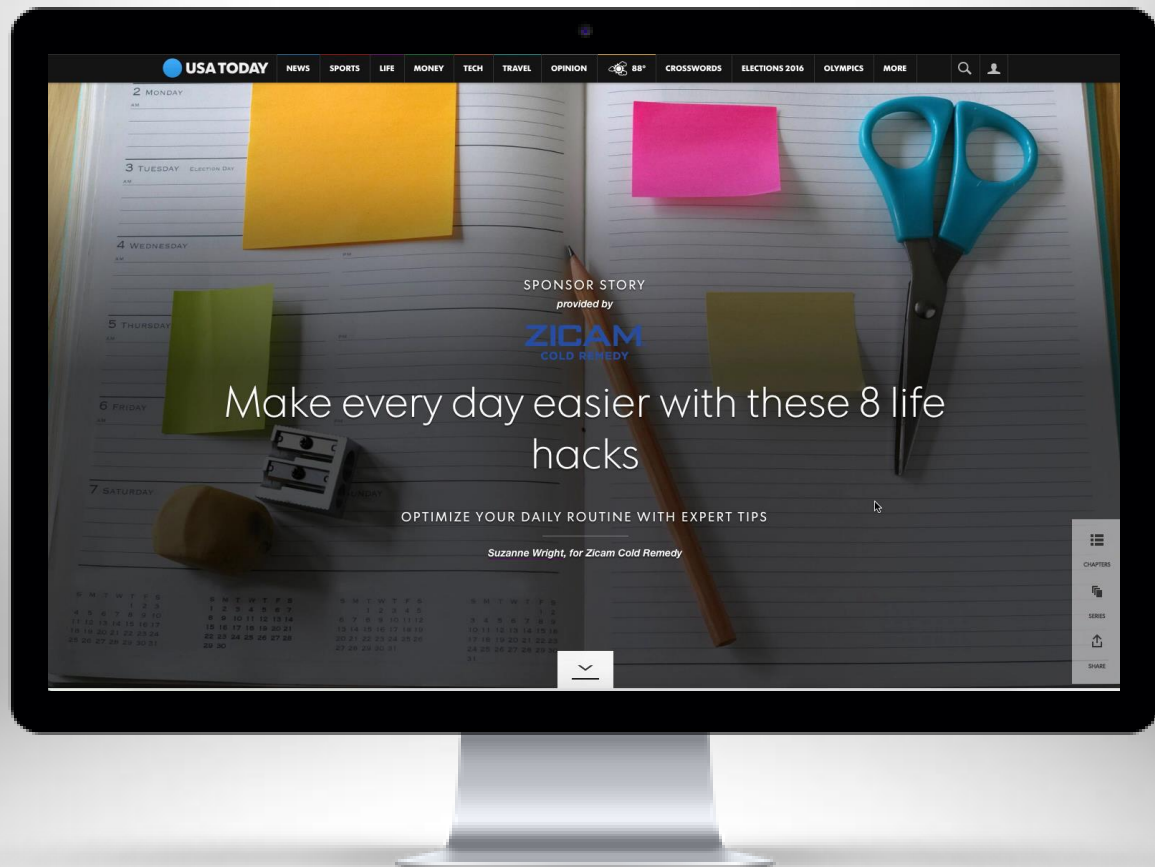
BRANDED CONTENT EXAMPLE: CLUB MED

Click to play



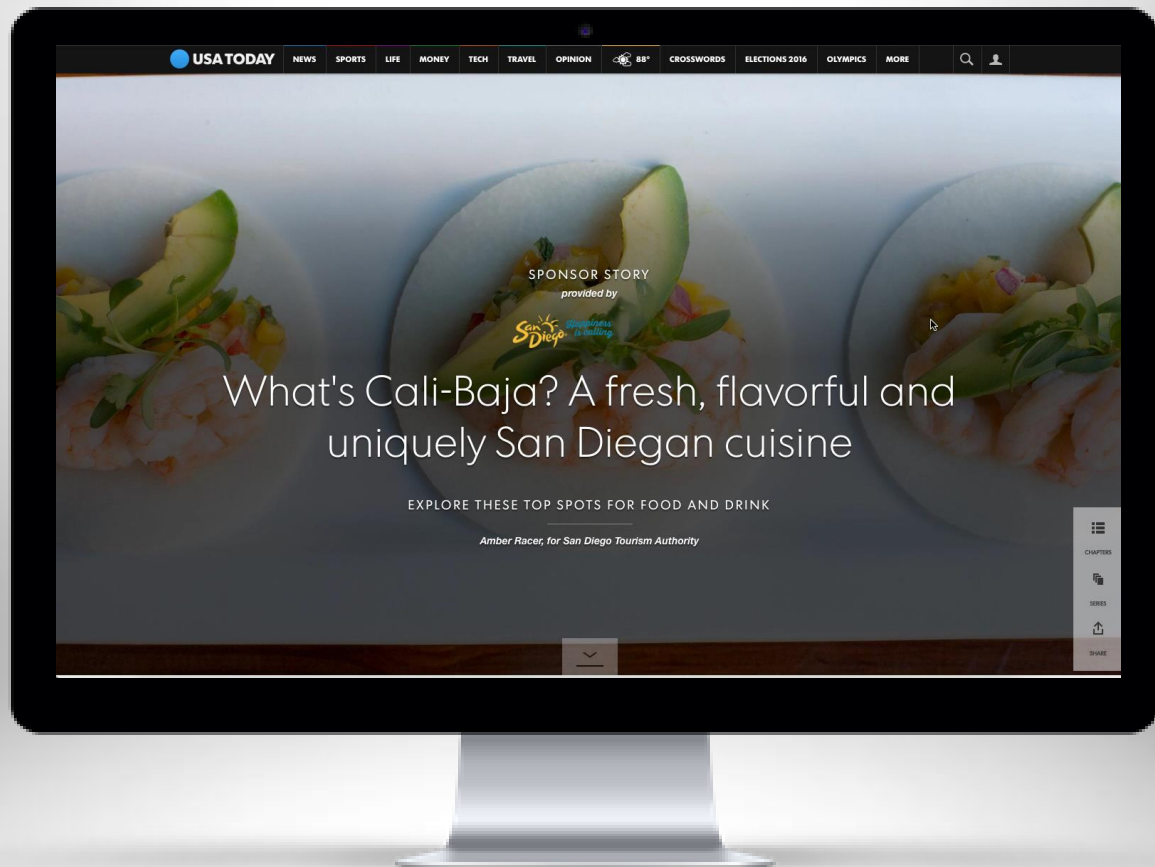
BRANDED CONTENT EXAMPLE: ZICAM

Click to play



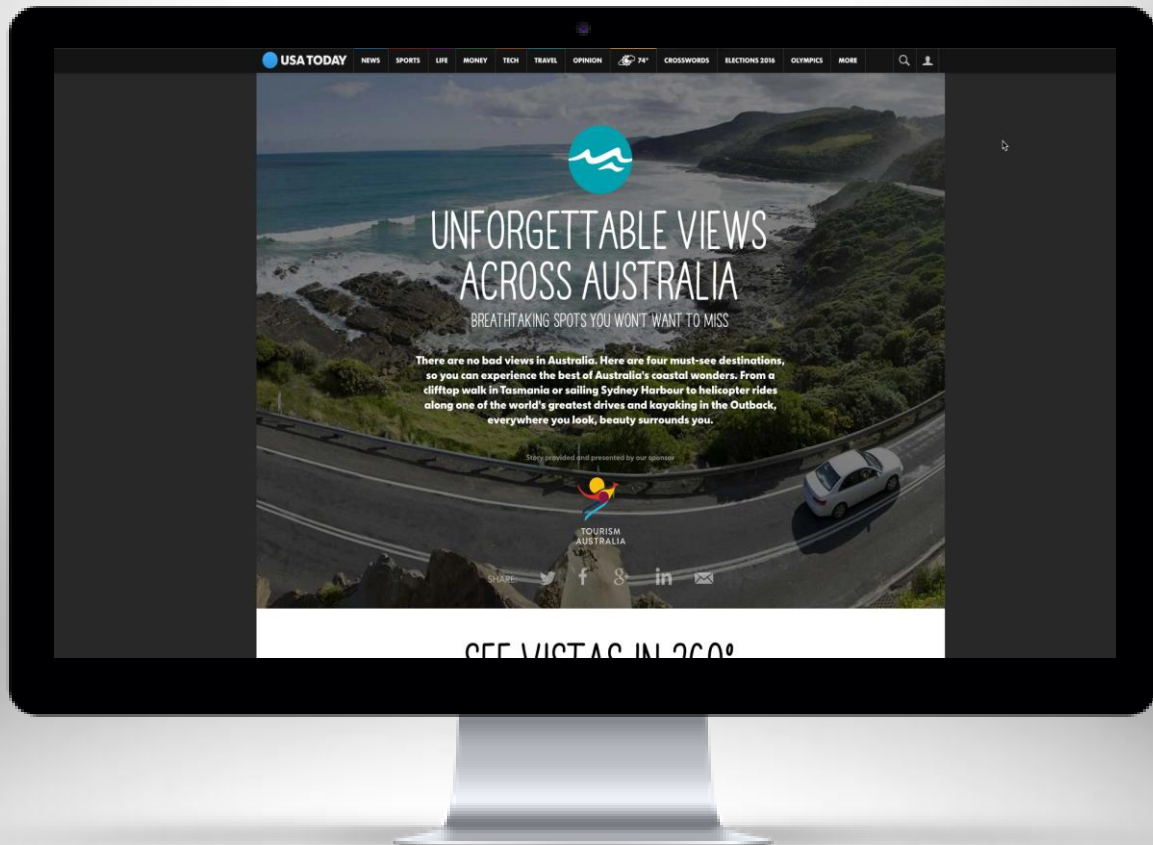
BRANDED CONTENT EXAMPLE: SAN DIEGO CVB

Click to play



BRANDED CONTENT EXAMPLE: TOURISM AUSTRALIA

Click to play



BRANDED CONTENT EXAMPLE: T-MOBILE SMALL BUSINESS

Click to play

