Transact with confidence in the age of video.
Why video?

1. State of video
2. The Tubular Perspective
3. How to do it
## State of Video.

<table>
<thead>
<tr>
<th>Production</th>
<th>Then</th>
<th>Now</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Thousands of dollars for crew and equipment.</td>
<td>Shot on iPhone</td>
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<td></td>
<td></td>
<td>Edit in Facebook Creator Studio.</td>
</tr>
<tr>
<td>Distribution</td>
<td>Cable carrier deal or syndication agreement.</td>
<td>Just hit “publish”.</td>
</tr>
</tbody>
</table>
The scale and complexity of digital video is exploding.
Audiences have shifted.

**Millennials**
watch

- 2X more social video than linear TV
- 3X more social video than streaming services

**GenZ**
watch

- 5X more social video than linear TV
- 2X more social video than streaming services

**Gen Alpha**
will watch

- 13X more social video than linear TV (prediction)

Source: VidMob, State of Social Video report, US, 2018 Gen Alpha prediction: Extrapolated numeration based on VidCom data
Backed by the investors in the future.
Local media can ride this wave
How to build a media business with distributed video.
Ingredients for Sustainable and Profitable Video.

- **Sponsorable**
- **Consistent Programming**
- **Entertaining**

Fits well with advertisers in your area:
- Local Restaurants/Grocery stores
- Car Dealerships
- Healthcare
- Industrial Services

**Ideas to steal**
- Diners, Drive-Ins, and Dives
- Humans of NY
- Reality TV with veterinarians, business owners, social workers, etc.

**Ability to publish at least once a week:**
- Interview format
- Shot on iPhone
- Local subjects with national appeal
- 10 to 15 minutes
Case Study
Graham Media

Underwent extensive content performance analysis

ID’d travel as a top performer across all properties

Developed new content franchise Taking Off

Targeted resorts and CVBs with a history of buying branded content

Increased branded content revenue by 51%

Increased branded content customers by 40%
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