

A large herd of white goats with black horns is gathered in a mountainous landscape at night. The goats are illuminated by warm, glowing lights on the ground, creating a dramatic scene. In the background, there are jagged, snow-capped mountains under a dark purple sky with a few stars. The overall atmosphere is mysterious and grand.

Transact with confidence in the age of video.

▶ tubular

Why video?

- 1 State of video

- 2 The Tubular Perspective

- 3 How to do it

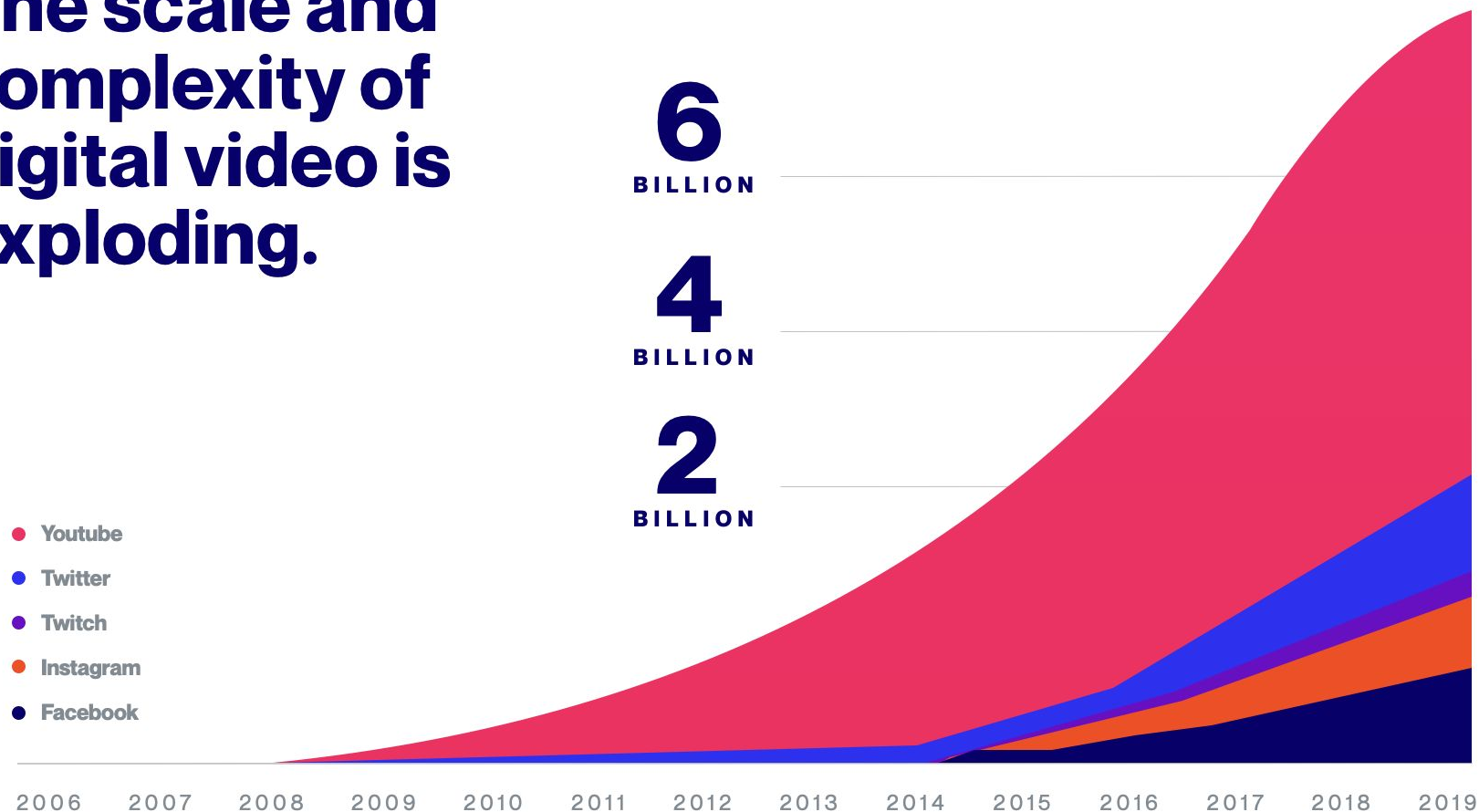


State of Video.

	Then	Now
Production	Thousands of dollars for crew and equipment.	Shot on iPhone Edit in Facebook Creator Studio.
Distribution	Cable carrier deal or syndication agreement.	Just hit “publish”.
Monetization	Ad-Supported	Ad-Supported. Branded Content. Digital Subscriptions.



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.

Venture capital firms

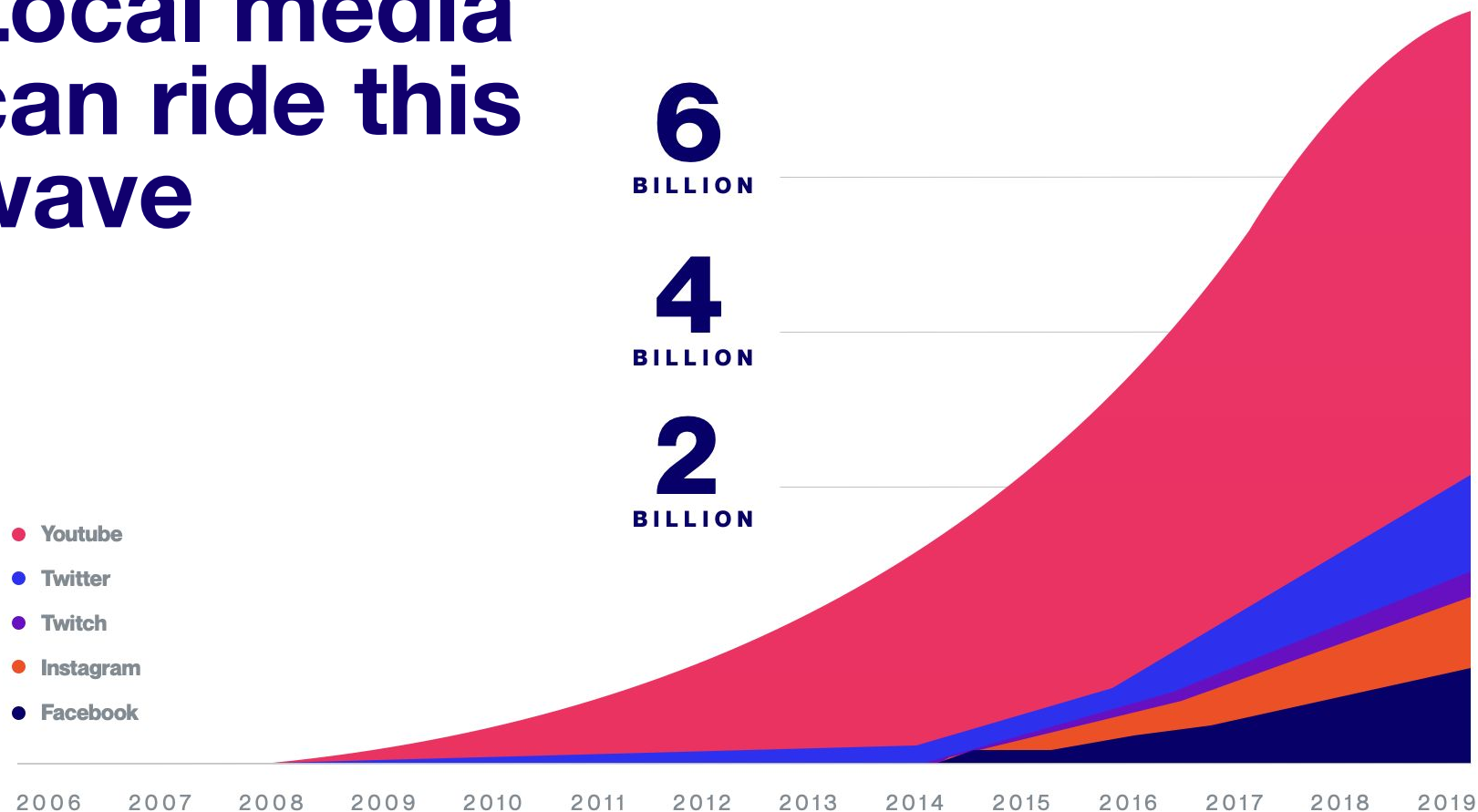


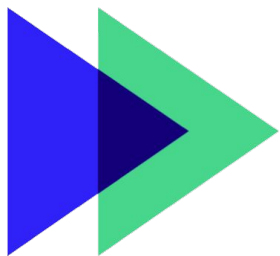
Canaan

 Rakuten



Local media can ride this wave





Global Video Measurement Alliance

Brut.

corus.

BuzzFeed

e
ellen
DIGITAL
NETWORK

Discovery

FREEDA

group
nine

MATTEL

SC
MEDIA

tubular

VICE

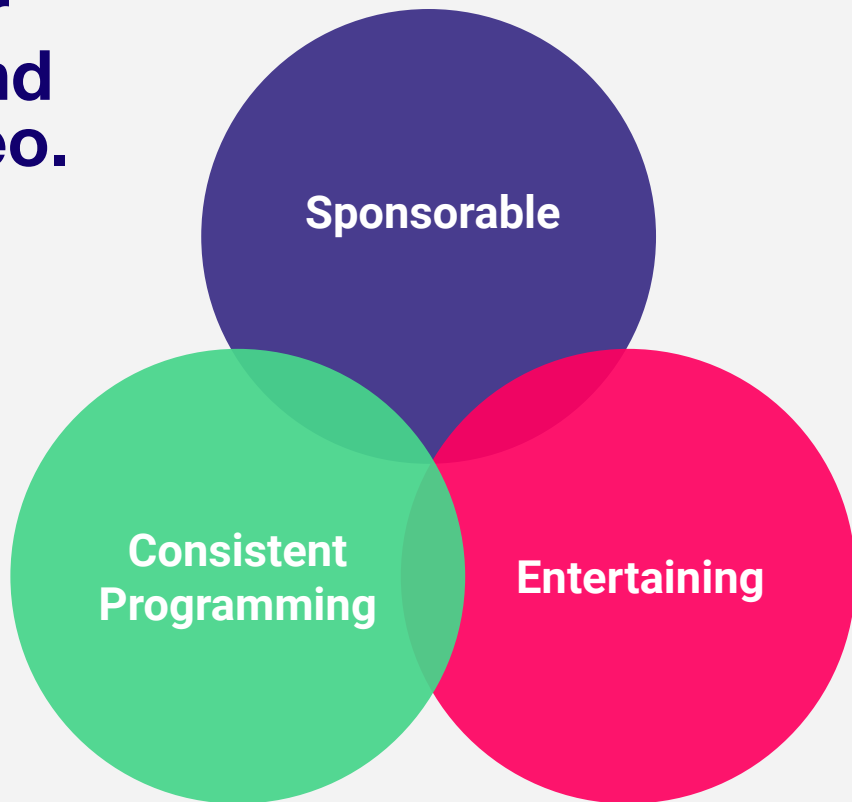
VIACOM



How to build a media business with distributed video.



Ingredients for Sustainable and Profitable Video.



Ability to publish at least once a week:

- Interview format
- Shot on iPhone
- Local subjects with national appeal
- 10 to 15 minutes

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.



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%



+51%
Branded Content Revenue



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