Overview

- Online video landscape
- Programming at Yahoo!
- Best practices
- Q & A
Storytelling
Mobile video adoption

Figure 1. Cisco Forecasts 2 Exabytes per Month of Mobile Data Traffic in 2013

First 6 Quarters Cumulative Unit Shipments, iPod vs. iPhone vs. iPad

Source: Apple, as of Q2 11 (6 quarters post iPad launch)
The new cable

- Utility
- Public access / UGC
- Mass adoption / fragmentation
- Licensed reruns
- Original programming
Looking ahead
Here we go...
A massive media network

- #1 publisher on the web
- Leading media portfolio
- 800 million users
- 175 million US users
- Contextual programming
Original programming

80+ original programs

20+ branded programs

400+ episodes per month
Online video is exploding

Consumption growth

140%

- 17 billion video views in April, 2009
- 39 billion video views in April, 2013

Source: comScore Video Metrix, 2013

Audience growth

Source: Frank N. Magid Associates, 2011
Premium programming

- Top talent
- Top producers
- Defining voices
- Comedy slate
- Yahoo! Screen
Making daily habits more entertaining & inspiring
Original programming criteria

Promotable + Snackable + Sharable = Hit
Comedy

- Daily destination for laughs
- Empower fresh voices
- Contrarian programming
- 2013 programs
2013 Yahoo comedy
Learnings

- Content is king
- Context fuels launch
- Pairing the right elements
  - Talent
  - Production value
  - Timeliness
  - Existing audience
Selling your show

- Know their audience behavior
- Watch their shows
- Understand their business
- Focus on your great idea
Final thoughts

- Video landscape is shifting
- Be thoughtful about the opportunity
- Embrace the change
Any questions?