

TruthCo.



CYNOPSIS: RATINGS BOOT CAMP

KEYNOTE | New York City | February 9, 2016

@TeamTruthCo | @lindaong100



WHO'S THE BOSS?

CONSUMER: THE CEO OF CONTENT



PROGRAMMING
PRODUCTION
MARKETING
ADVERTISING
DISTRIBUTION
DIGITAL / SOCIAL

NEW ROLE FOR RATINGS



TruthCo.

NEW WAYS TO DEFINE SUCCESS

PSYCHOGRAPHIC VS. DEMOGRAPHIC



DATA NEEDS CONTEX

THANK YOU

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