The **Cynopsis Media Boot Camp**, held February 10th at The Yale Club in New York, brought together industry leaders for an intensive workshop to provide critical tools, strategies and insights in the growing areas of ratings analysis, social media strategy, changing demographics, and programmatic advertising. It was a compelling day of lively, in-depth discussions on the opportunities and challenges facing marketers, researchers, and ad sales professionals in the ever-changing cross-platform world. From a day crammed with actionable observations and suggestions for business success, here's your Executive Summary of the event.

SESSION ONE: HOW TO READ CROSS-PLATFORM RATINGS

Speakers:

- **David Wong, Senior Vice President, Product Leadership - Nielsen Global Digital**
- **Mainak Mazumdar, Chief Science Officer - Simulmedia**

David Wong explained how the new digital platforms affect ratings, and how Nielson is re-adjusting the ways it calculates viewership. Ratings now have to include time-shifted viewing to account for VOD viewing, as well as households that do not own a traditional television set, but instead watch programming on digital devices. Since viewing habits have changed so dynamically, Nielsen now includes a time frame for live TV viewing plus a 7-day period to include DVR tune-ins. Under consideration is extending the time frame to 35 days to include those viewings.

David also examined the current "watch" landscape. First, the increasing number of choices to consume content is exploding. The last five years alone have seen DVR, smart phones, smart TV, tablets, game consoles, over the top devices, and online video options joining cable, satellite, DVD, VOD and regular broadcast.

Weekly time spent on video consumption is rising, since people have access and are choosing to watch the same content on any number of devices. As technology becomes more widely adapted, and affordable, technology like Roku is taking off.

Wong pointed out that people are also "binge watching," so they can catch up on several seasons of a show over a weekend. Consumers of this content are younger and more multi-cultural, reflecting the growth in the U.S. population. HBO, Viacom and other networks are creating services where they unbundle their content so users can buy streaming services for that one genre of programming. Big events, like the Super Bowl, still capture massive audiences.

Mainak Mazumdar spoke about best practices for using multiplatform measurement to understand audiences in order to precisely target them. Overall TV usage continues to increase, and DVR-watching accounts for 3% of ratings, still making TV the medium of choice for many marketers. An average viewer spends 34 hours a week watching TV, and 4 hours a day on the computer. Research shows that the power of TV does drive sales and people who are exposed to ads on TV do respond and buy.

Varied reach should be used for any marketing campaign using the following three sources: linear TV (for an immediate hit), VOD, and digital advertising that's sustained and frequent. This combined approach will help marketers acquire more data on sales and purchases and help build a brand.

SESSION TWO: PROGRAMMATIC ADVERTISING FOR BUYERS AND SELLERS

Programmatic advertising, (the automated buying, placing and optimizing of advertising), is infusing every advertising channel, including TV, video, search, mobile, display, and social. It's also become an integral part of every brand's overall strategy. Our panel offered best practices and advice on how to navigate these choppy media waters.

Speakers:

- **Shivank Gupta, Account Director - AOL Platforms**
- **Jacqueline Corbelli, Co-Founder, Chairman & CEO - Brightline**
- **Seth Goren, VP Media Planning - Discovery Communications**

Corbelli believes that stretching across screens to restore fragmentation, which has been eroding since the '80's, is key. "Reaching the promised land of programmatic advertising for TV means fully automating buying, selling, creating content, distilling data, and then, optimizing this into a marketing plan. We're not there yet," she said.

With the streaming of premium digital content taking off, fueled by over top devices such as Google Chromcast, Roku, Amazon fire, or Smart TV, the industry is in the business of creating and delivering interactive ads that are enabled by this new interactive TV data. Exclusive content - like music or cooking - will eventually be able to be purchased on-screen. Advertisers are looking for this seamless approach, targeting audiences across screens and at scale. This can be achieved with real-time analytics and buying.

Goren observed that with more data and technology, everyone can become expert in how to define and create audiences. The Discovery method includes:

- Taking Nielsen panel targeting and see what people have watched. Then review everything from digital audience creation to TV viewing data, and match it up with its linear impact.
- Watching out for: the click and cookie limitations, the latter of which can super-serve desktop impressions. Even if someone clicks on an ad, it doesn't mean they watched the show.
- Using private marketplaces, tracking pixels, and real–time optimization.
- Tapping into current addressable footprints (satellite providers like Cablevision, Dish, Direct TV), audience buying and predictive analytics.

<u>For Brands:</u>

- Become expert at defining and creating audiences
- Plan now to integrate programmatic into your workstream.
- Leave your ego at home.
- Start collecting and organizing first party data.
- Start slow and keep testing.

For Sellers:

- Think differently about products, services, and relationships
- Have a unique data and inventory angle
- Become tech-agnostic

The web industry will grow 27% over the next 4 years to become a $53 billion industry, said **Gupta**. Yet despite this tremendous opportunity, marketers have familiar challenges. Here are his five steps for success for a successful programmatic strategy:

1. Create Open Architecture. You need to function in an open eco system with the platforms and vendors you work with, sharing data back and forth.
2. Use DMP and Multi-Touch Attribution. Have your data in one place. Hire a company (AOL-owned Convertro, anyone?) that looks at data to see what works with consumers before spending more ad dollars.
3. Create a Single User View. You must understand the full consumer experience on mobile, desktop, TV etc. to best plan.
4. Don't forget about Linear TV
5. Create a Product Roadmap. Partner with companies to help see the full picture by analyzing and verifying every audience, inventory and format. Shivank said that the upcoming 1 BY AOL will do just this by using attribution software to measure all value across all ad campaigns.

SESSION THREE: DRILLING DOWN ON DEMOGRAPHICS

Millennials. Hispanics. Plurals. It's critical to keep in step with the latest trends bubbling up among the different demographics consuming your content.

Speakers:

- **Mark Loughner, VP, Research - Turner Emerging Consumers**
- **Tom Maney, EVP, Advertising Sales - Fox Hispanic Media**

Mark Loughner dispelled many rumors about the coveted Millenials audience, which is the largest segment of our population. They are a diverse, multicultural demo and their purchasing power is $170 million per year. Some key characteristics are:

- **They have experienced daunting, traumatic events like** 9/11, the recent recession, and The Iraqi and Afghanistan wars.
- **They expect on-demand media: "What I want, when I want it."** They look for, in this post-VCR generation, digital video and personalized experiences. The younger ones don't remember cell phones not being around.
- **Netflix** is a critical distribution system for their content**.**
- **They engage in entertainment experiences together.**
- **They are relatively unattached** to organized religion and politics.
- 50% consider themselves **politically independent.**
- 44% try to **stick to budgets**, and worry about having enough for their futures.

- All **data looks super-logical** to them.
- **32% worry about rising costs of healthcare**
- They use a range of **personal technology products** (including iPhones, ipads etc.)
- They have **NOT given up on traditional TV**
- Most of their **TV viewing time** is spent with traditionally delivered content, but they spend much less time **watching linear TV, more on demand**
- They engage in **social TV behaviors: will Tweet** etc. while watching TV
- They use **social media** in more forms and more often. **Facebook every day**, Twitter, Pinterest, Google Plus etc.
- **They're less likely to marry young** partly because of economic instability, yet they are upbeat about the future (despite financial burdens of college loans etc.).

What does this mean for advertisers?

- The demo likes using social media, like text messages and wants to engage with brands and marketers of brands they like.
- They strongly embrace diversity.
- They are an "On-demand" generation. Personalization is important.
- Marketers should reflect the demo's optimism.
- They expect altruism to be an integral part of corporate culture.
- Don't cut corners on customer experience.

Tom Maney's insights on U.S. Hispanics included:

- The Hispanic population is the **fastest-growing demographic** in the United States.
- There used to be 5 Spanish language TV networks; now there are 25.
- The U.S. government states there are **53 million Hispanic** out of the 110 million Americans. Maney says this number is much higher, because of un- counted and undocumented workers.
- **1 out of every 6 people in the U.S. is Hispanic** and **25% of all kids in the U.S.** are Hispanic
- 85% feel like they are in **control of their own destiny**.
- They are **very optimistic** about the future.
- 97% of Hispanics say they are **willing to work hard** and that there are more opportunities in the U.S.
- **Latin women now have more freedom** and opportunity.
- It is now **more acceptable for women to work** outside the home
- **Education is the cornerstone** of success.
- 88% of Hispanics believe a college degree is important.
- The number of 18-24 year olds enrolling in **college has tripled**, starting to out-index the number of non-Hispanic kids going to college.
- In 2012, Hispanics represent **16% of the U.S. labor force**.
- In 2014, Hispanics were the only ethnic group to see a **decline in the poverty rate**.
- **Upscale Hispanics ($50K) represent 15 million** and control $500 billion and growing.
- They are 11% of all first-time **homebuyers**.
- **28% of new vehicles** are sold to Hispanics
- Hispanics **love technology** such as high-def TV, gaming, tablets, and more.

- They represent 20% of all U.S. Video Consumption via smartphones.
- If Hispanics were their own country, they would be the third largest economic power.

LUNCHEON KEYNOTE
Maximizing Mobile: The Next Frontier in Branded Content

Matt Wasserlauf, CEO & Co-Founder of Torrential, advised marketers to **start with mobile** when developing a media plan, rather than adding it in at the end.

Millennials Love Mobile devices
85% of people use smartphones. These devices have become Millennials' first screen, above anything else. U.S. mobile reach is 250 million people strong. It's a scalable audience, awakening advertisers and content creators.

Mobile Visions, moving into all Media
Print, TV and movies are all in the mobile app space, from Time Magazine to Nickelodeon, which means there's a huge need for smart phone content. Matt spotlighted his **NFL Digital Diaries**, a series of 1-minute pieces about players' lives off the field that was produced by Disney's Million Dollar Arm and Mandt Brothers Productions, sponsored by **Geico**. The pieces featured quick cuts, shot up close so the footage looked great on the phone. It was distributed on ESPN, MSN and other mobile networks. The show scored 20 million views in 6 weeks, as well as shares, engagement, click throughs and conversions. Geico loved it.

Other Reasons Mobile is Winning, and a Word of Caution.
Mobile is driving ad completion rates, but people need to make sure that every piece of content or ad that's created is digitally ready for iPads and connected TV's on both IOS and Android platforms. Content should be short and shareable. Matt said, "Push it around. That's a deal breaker for this new audience."

Almost 50% of content and ads being sold are not being seen at all, because of fraud. This is the industry's biggest challenge.

SESSION FOUR: SOCIAL MEDIA: QUANTIFYING AND MONETIZING FANS, FRIENDS AND FOLLOWERS

The true value of social media is constantly debated among media and advertising executives. Our pair of experts cut through the chatter and provided proven examples of the power and reach of social media. They discussed the traditional social media platforms like Facebook and Twitter as well as the more visual tools like Instagram, Vine and YouTube.

Speakers:
- **Jeff Semones, President - GroupM/M80**
- **Andrew Stevens, VP, Strategy & Research - ShareThis**

Jeff Semones said that in today's environment, social media marketing is not optional; it's a necessity. Gone are the days that you can hand off the social media plan to an intern. You need a plan that's broad, strategic and platform that complement one another.

Why does social matter?
Social enhances brand awareness and enables a strong, daily relationship with your customers. It also provides a consumer database with history. It gives you an opportunity to turn your customers into powerful advocates for your brand. Finally, your customers expect you to be out there in the social world.

Social media is today's "word of mouth"
People always pay attention to recommendations from their friends. Today's social media is where those friends are now talking. Marketers need to take advantage of those platforms, which give new opportunities to connect with fans and others. It also gives real time feedback to learn what can be done better. You can amplify the power of "word of mouth" through paid social media.

Andrew Stevens pointed out that the silver lining of this new reality is starting to emerge. Because of all the analytics being generated, we have ability to buy smartly, merging **social and search expertise**. "Sharing is a window on things you are most passionate about," he commented.

There's a wealth of data to be reaped from social media sites including
Instagram, Pinterest, and **4square**. Social is almost as big as search. It is how over 20% of how people discover consumer content on web. Social is often how you can access your friends' recommendations. For example, consumers who are in the market for a new vehicle are nearly 10 times more social about cars. In the entertainment space, Fandango users who share film content are nearly 6 times more likely to purchase movie tickets.

Why do people share? They say they want to help people. "The reality is that they want to paint a picture of themselves and what they're passionate about," said Stevens.

Who are the new players?
Snap Chat and its Discover platform is unique. **Pinterest i**s growing by leaps and bounds. In less than three years, it's the third largest social platform after **Facebook** and **Twitter.** It strongly links to where people will buy. "Do not underestimate **"dark social**,**"** said both Jeff and Andrew**.** This is the term used to describe sharing in private digital communication tools, such as email and texts.

Social media works best when "content is king."
Choose the platform that's best suited to reach your target audience. Adapt your content to the platform. Make sure you have high-quality content; that's more important than quantity. "Err on the side of good stuff," he advised. Most important? Be relevant. Find out what your audience wants to hear from you. Be authentic and remember that your Community Managers are critical, because they're reaching out to your target audience. Your social media is the extension of your marketing brand.

The First Foot Down

Create a roadmap by establishing social goals and defining your targeted audience,
Establish your brand-voice qualities; package those qualities into relevant content themes. Once this is done, create a content calendar and then publish!

Key lessons

- Be informed through social data about where your consumers spend time and which social channels they use. Video can be used on Vine or Instagram posts that are specific to those platforms and get you extra engagement.
- Different platforms can give you niche audiences. Be prepared to be flexible.
- Stop thinking of social as a free marketplace and pay to play.
- Invest in content and be smart about how you use it. A lot of people will see it.
- Be careful of misspellings on any content you release.
- On social, you can extend value of a big happening like the Super Bowl or the Grammys as early as a week before and as long as a week after an event. In this sense, social gives you great value for the money.
- Most important, **be prepared for a mobile-first world. Think about making a cool mobile campaign, then how it will translate to desktop!)**