

STANDING OUT IN THE CROWD

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WALT DISNEY TELEVISION (WABC-TV)

**FIND THE
NEEDLE IN THE
HAYSTACKS...**



The ABC Formula

1. Attention

2. Brand Value

3. Call to Action



Audience First

Who is interested in what you do?

What do they want (need) to know?

Where are they consuming content?

When should you engage them?

Why should they care?

Digital Video Domination

45

Watch
%
one hour of
online
video per
day

54

Consumers
%
want more video
from a brand/
business they
support

95

More likely to
%
Remember a
Call to action
in a video

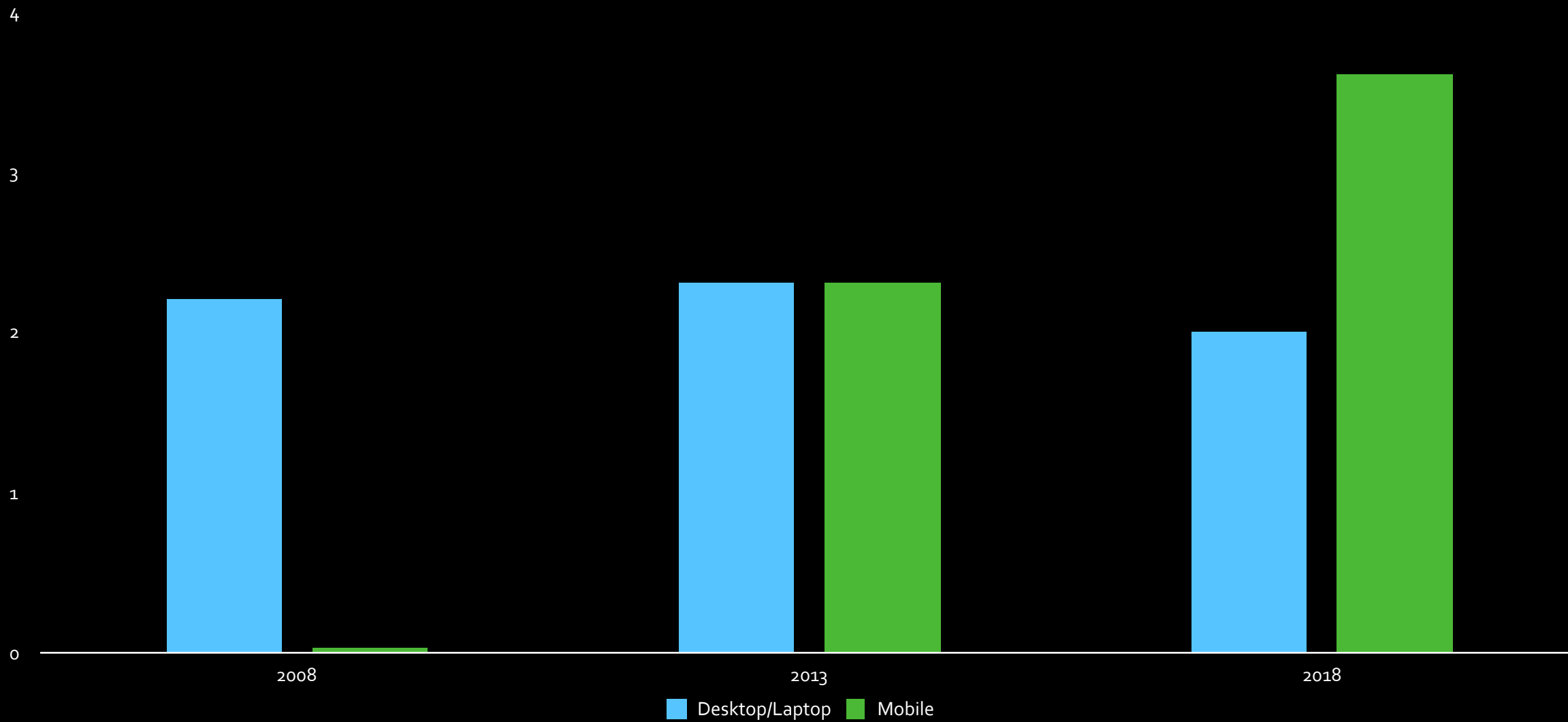
Mobile is the only thing that matters



2012



2019



SOURCE: MARY MEEKER'S ANNUAL TECH REPORT

Going Viral vs. Building Reach



- Going viral targets a mass audience, not your **target audience**
- Viral is vanity. Social media is **building relationships**
- Volume is a priority over **quality**

Cast A Wide Net



YouTube



LinkedIn



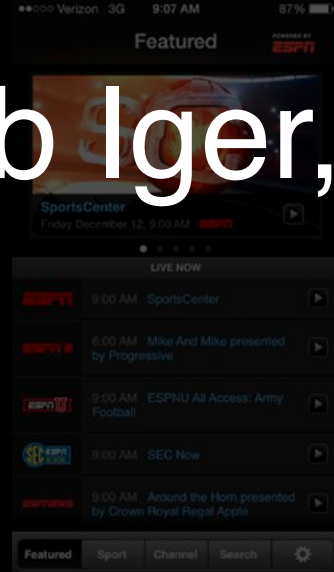
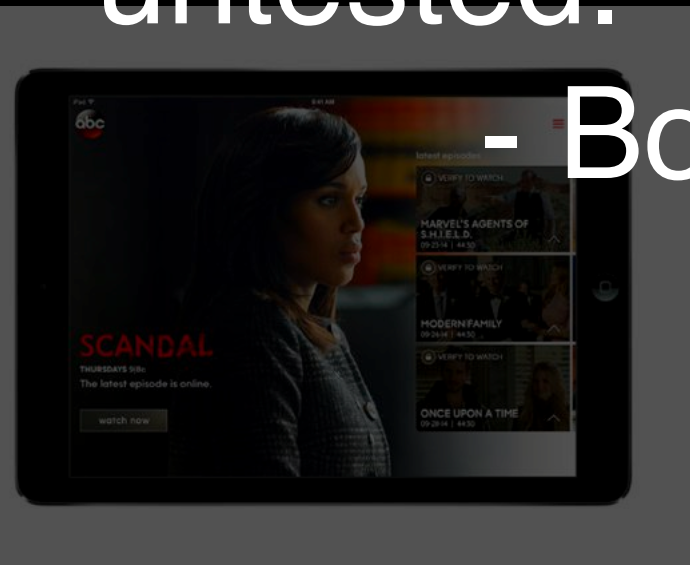
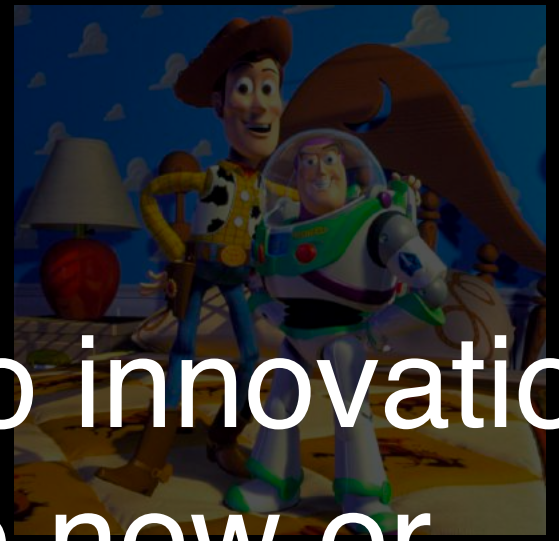
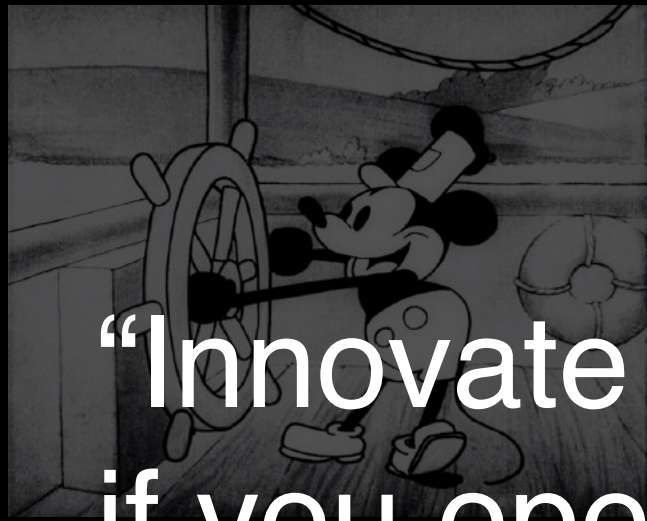
Data = Personalization

- Target the right audience
- Create the right context
- Choose the right locations



“Innovate or die, and there’s no innovation if you operate out of fear of the new or untested.”

- Bob Iger, *The Ride of a Lifetime*







EARLY SUCCESS

200M+ VIDEO VIEWS

>65% OF VIEWERS UNDER 44

IMPACTFUL PARTNERSHIPS



Initial funding from Facebook Watch for *More in Common*.



Expanded to 10+ short-form series



3 On-Air integrations per week within the nation's #1 newscasts



Distribution in over 2,000 Airports and on Taxi TV in 16+ markets



Produced On-Air 30-minute specials airing in 8 top markets



WHERE IT LIVES



PREMIUM STORYTELLING



SOCIAL

Localish owned platforms + ABC
Owned Station promotion

ON-AIR

Localish TV, News Broadcasts across
ABC OTV, and 30-minute Specials

OWNED DIGITAL

ABC.com, ABC App, and ABC
Owned Stations digital platforms

SYNDICATION

Distributed across Oath platforms including
Huffington Post, Yahoo, and AOL + Apple
News and MSN

OOH: AIRPORTS & TAXI

Content appears in 2,000 airports across
the country & Taxi TV in 16 major U.S. cities

Thank you!

