

verbit^y **webinar**

Innovation in Media

Exploring emerging technologies
to keep brands relevant

Featuring speakers from

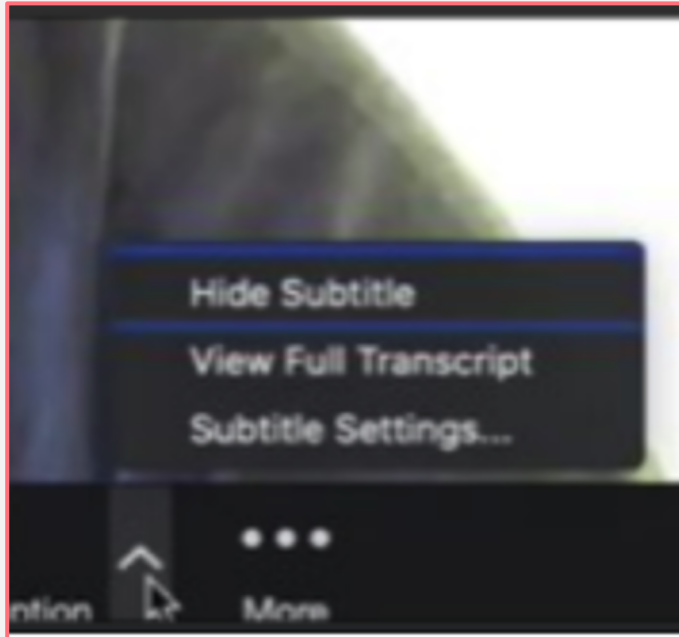


meredith





Enabling Closed Captions & Live Transcription



To enable Closed Captions, please click the CC button on the bottom menu.

To enable Live Transcript, click the arrow next to the CC button and select 'View Full Transcript'



Responding to 2021 Expectations



You can produce *incredible* video content, but to reach new audiences and monetize, media producers and brands must have a clear strategy in place and utilize innovative distribution channels.



Speakers



Rachel Reed

Associate Director
of Innovation



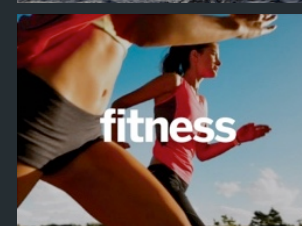
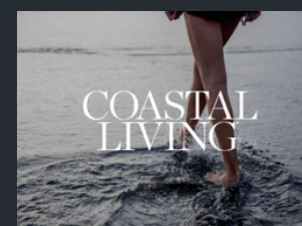
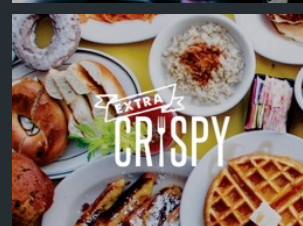
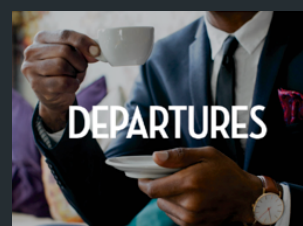
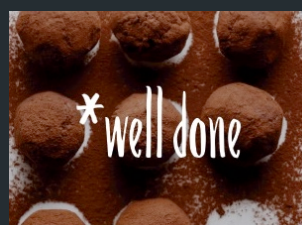
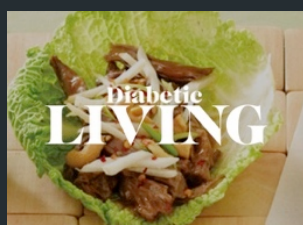
Peachy-Jean Retizos

Senior Manager,
Innovation





INNOVATION



MEREDITH IS A DIVERSIFIED MEDIA COMPANY



#1 US PUBLISHER

reaching 182M consumers
across platforms



**6TH LARGEST
SUBSCRIPTION
SERVICE**

in America
(36M subscribers)



**2ND LARGEST
BRAND LICENSOR**

in the world
(second only to Disney)



**125+ CONSUMER
EVENTS**

held across brands

REACHING 94% OF ALL AMERICAN WOMEN



Better Homes & Gardens

InStyle

Entertainment

People

TRAVEL + LEISURE

REAL SIMPLE

Living

SHAPE

Parents

People

Health

EatingWell

MAGNOLIA JOURNAL

FOOD & WINE

DEPARTURES

reveal

allrecipes

Southern Living

rachael ray IN SEASON

MidwestLiving

THE KITCHEN OF WEDDINGS

CookingLight

COZI

COASTAL LIVING

Diabetic LIVING

HELLO GIGGLES

Parents Latina

MEREDITH INNOVATION TEAM

Ar

AUGMENTED REALITY

Ca

CONTENT TO AUDIO

Cb

CHATBOTS

Iv

INTERACTIVE VIDEO

Pc

PODCASTS

Va

VOICE ASSISTANTS

Vr

VIRTUAL REALITY

Ai

ARTIFICIAL
INTELLIGENCE

Sc

SMART CODES

Vs

VISUAL SEARCH

Pa

PREDICTIVE
ADVERTISING

Ps

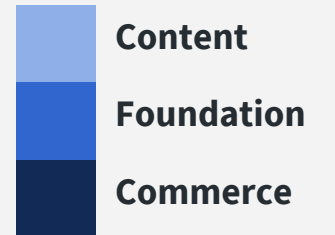
PRODUCT STUDIO

Sa

SALES ATTRIBUTION

Sm

SHOPPER MARKETING



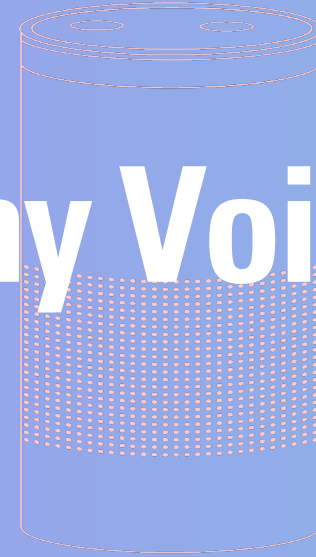
Why Audio?



ensure your brand is not “on mute”

develop a sonic identity

Why Voice?



engage your audience in conversation

develop a presence on an emerging platform

*what percentage of mobile video
is watched with sound off?*



92%

What Makes Audio Unique?

consumed during
times when other
content formats
aren't feasible

intimate listening
environment

trusted **relationship**
with host

host read
integration

78% of listeners
don't mind ad reads



94% of consumers listen to podcasts while they're doing other things, like chores, driving or exercising.

This type of listening drives higher levels of engagement, emotional intensity and memory.

What is ***Sonic Identity*** Anyway?





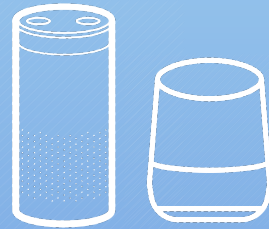
V O I C E

Speak the Language



VOICE ASSISTANTS

Underlying AI and
NLP technology



SMART SPEAKERS

Dedicated hardware
for voice interactions



SMART ECOSYSTEM

Ancillary voice-enabled
technology and hardware

“The whole idea is that you can have **conversation be the interface** for the technology in your life.

Don't think of this as a smart speaker revolution — this is really about **voice as the new HTML**; the interface for everything.”

— DAVID ISBITSKI, ALEXA CHIEF EVANGELIST

1

Become Part of a Daily Routine



ALEXA FLASH BRIEFINGS



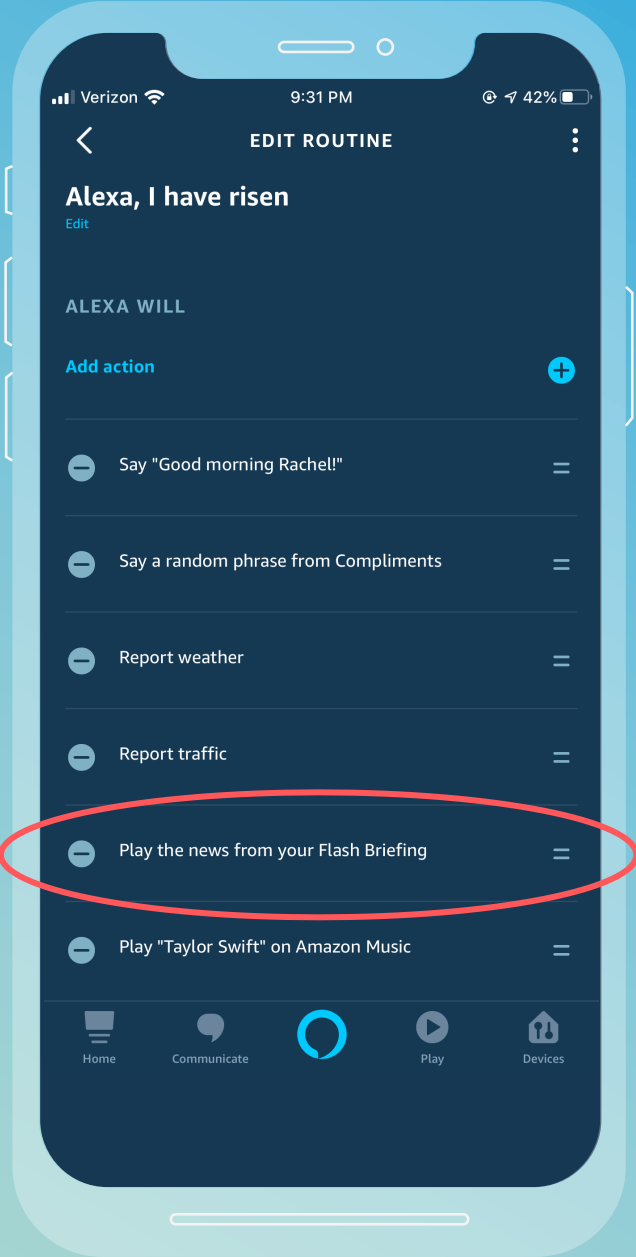
GOOGLE NARRATIVE NEWS



SPOTIFY



SIRI



2

Extend Campaigns to New Platforms

EXAMPLE: VOICE ENABLED SAMPLING



“Alexa, open Neutrogena.”



3

Build for the Medium

Health

Pilates hundreds

This exercise is a great way to start any workout, because it works your whole body and core, while simultaneously elevating your heart rate and setting up your breath for the rest of the session.

How to do it: Lying on your back, start with your legs straight up, toes pointed toward the ceiling and arms reaching forward. Lift your head to a crunch position and lower your legs as far as you can to the ground (without touching it), while still engaging your abdominals. Once there, start to pump your arms vigorously up and down,

*Keep tempo as I count out 15 sit-ups.
Say "Pause" if you need a break.*





INNOVATION



Q&A

Additional Questions?
Submit them now in the chat box.



**Interested in making your media
production processes more efficient
and accessible to viewers?**

Contact us at marketing@verbit.ai
