



LOCAL TO GLOBAL TO LOCAL

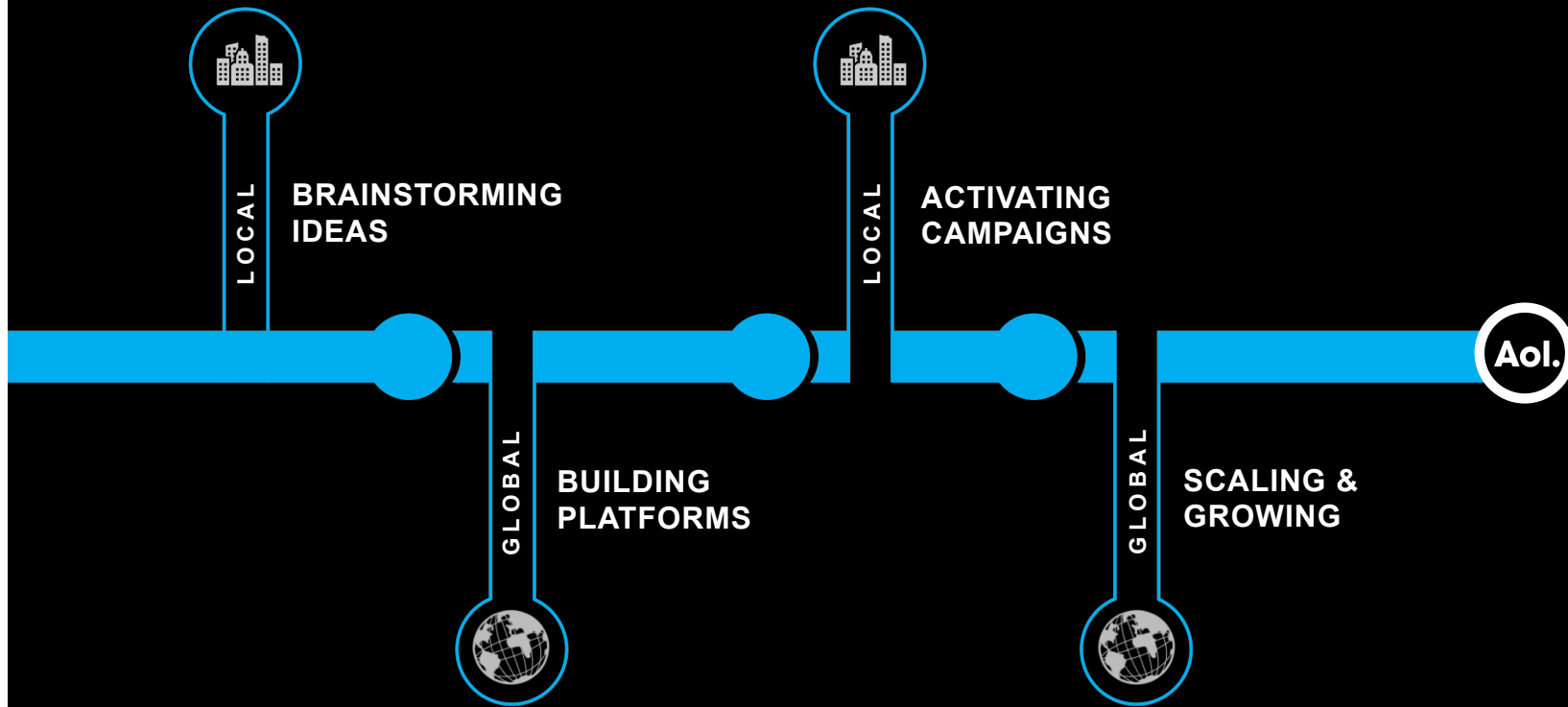
HOW TO STRUCTURE & SERVICE GLOBAL AD PARTNERSHIPS

JIM NORTON, GLOBAL HEAD OF MEDIA SALES





STRUCTURING AD PARTNERSHIPS





GLOBAL PREMIUM CONTENT

FOR US

FOR YOU

OURS

YOURS

CONSUMERS

CREATORS

EVERYONE

AD TECH

OPEN

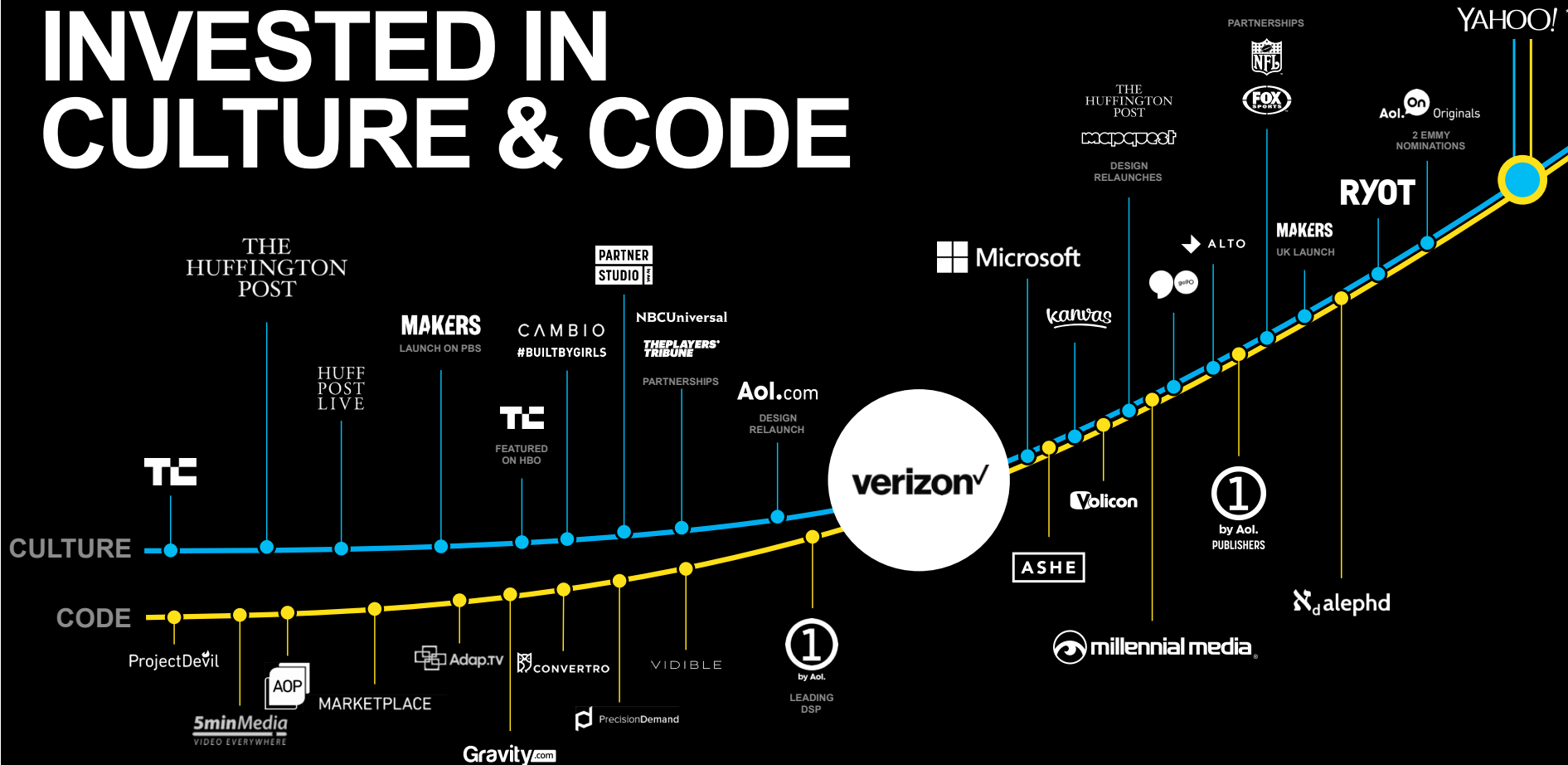
MOBILE

DATA

VIDEO

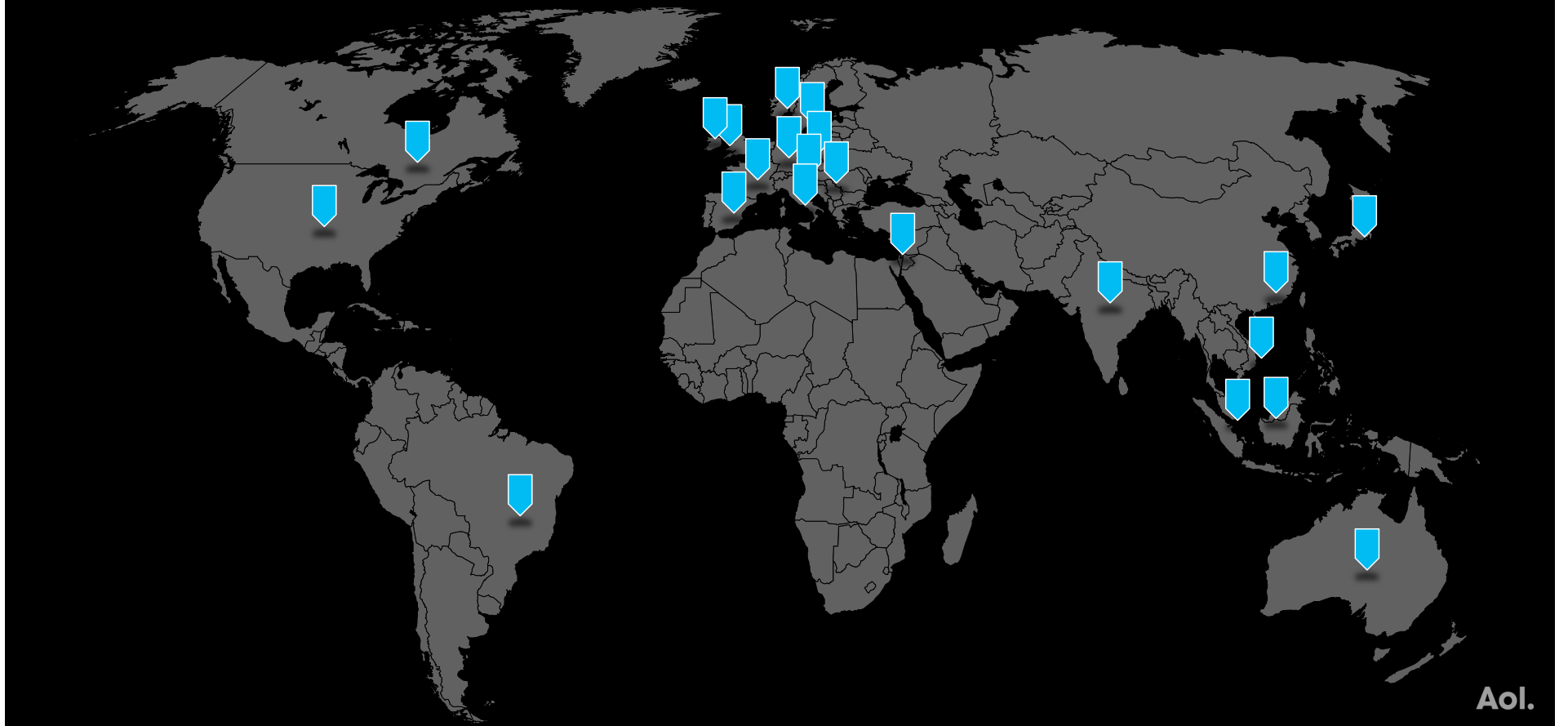
BUILD BRANDS PEOPLE LOVE

INVESTED IN CULTURE & CODE



* The Yahoo! acquisition is pending and the closing is subject to the satisfaction of certain conditions, including shareholder and regulatory approval.

22 COUNTRIES WORLDWIDE



PREMIUM CONTENT PEOPLE LOVE



DATA-FUELED
CONTENT CREATION

#1

MOST VIRAL PUBLISHER
ON SOCIAL MEDIA

2,000

PREMIUM PUBLISHER
PARTNERSHIPS



AUTHENTIC
BRANDED CONTENT

MAKERS

mapquest

engadget

BUILD

XBOX

autoblog

movie fone

STYLE ME Pretty

THE
HUFFINGTON
POST

Aol.com

TE

RYOT



skype

kanvas

PLATFORMS THAT UNLEASH YOUR MESSAGE



UNRIVALED MOBILE
PROGRAMMATIC INVENTORY



SCALE ACROSS
DISPLAY, VIDEO & TV



VALIDATED DATA
WITH ONE ID



by Aol.

verizon[✓]
Digital Media Services

millennial media

CONVERTRO

A MOMENTS-BASED SEGMENTATION

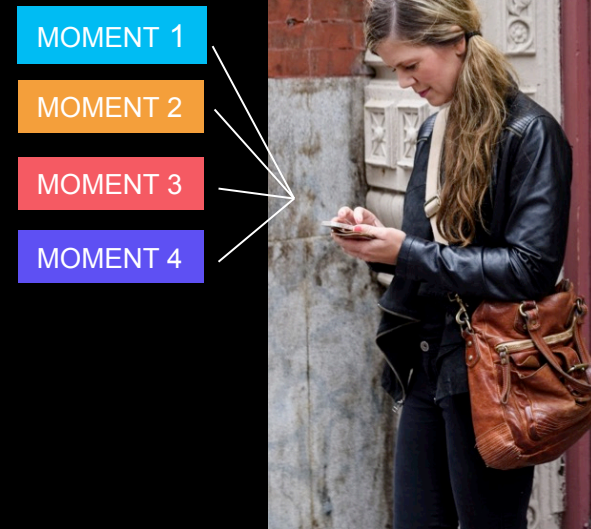
CONVENTIONAL:

- Segment people based on behavior/ needs
- Assigns a person to a single segment



MOMENTS-BASED:

- Segment occasions,
- Accounts for nuances: content serves many needs/contexts for individuals



FOUR DIMENSIONS TO THE SEGMENTS



MOTIVATIONS

What did they hope to get out of the content?



EMOTIONS

How did they feel during the content experience?



OUTCOMES

What did they actually get out of the content?



TOPICS

What is the content about?

An in-depth exploration of the relationship between consumers and online content across all devices (tablet, PC, mobile, games console)

WITHIN EACH MOMENT, WE FIND DIFFERENT TYPES OF EXPERIENCES

	INSPIRE	BE IN THE KNOW	FIND	COMFORT	CONNECT	FEEL GOOD	ENTERTAIN	UPDATE SOCIALLY
Key Motivation	Find fresh ideas during downtime	Be updated	Answers to questions	Gain support & understanding	Visual, buzzy content to share	Heartwarming experience	An amusing escape	Entertaining, trending info
Emotional Experience	Relaxed & Inspired	Roller Coaster of Emotions	Focused & Motivated	Frustrated & Anxious	Happiness & Excitement	Happiness & Relaxation	Relaxed & Happy	Relaxed & Happy
Primary Outcome	Primed for further action	Armed with information	Ready to act	Understanding	Entertained and ready to share	Feeling cheered & inspired	Replenished	Reset after a mental break
Content that fits best	Informative, fun, inspiring	Current & impactful	Informative, credible	Personally relatable	Good for conversation/ social fodder	Accessible & emotionally engaging	Engaging stories/humor	Catchy & current
Format Tendency	Shopping, listicle	Search, information, info online, and articles/blog posts	Search, information info online, and shopping	Listicles, blogs	Visual content, listicle	Social media, slideshow, long video	Video, online games	Social media
Frequency	22%	8%	12%	4%	5%	20%	15%	15%

CONTENT MOMENTS VARY BY COUNTRY

	FEEL GOOD	CONNECT	ENTERTAIN	SOCIAL	FIND	INSPIRE	COMFORT	BE-IN-THE-KNOW
WW Ave	20%	5%	15%	15%	12%	22%	4%	8%
Spain	24%	5%	17%	14%	11%	20%	4%	6%
Italy	16%	4%	13%	13%	18%	28%	3%	6%
Brazil	20%	7%	13%	16%	11%	20%	4%	10%
UK	18%	4%	15%	19%	11%	20%	4%	9%
USA	19%	7%	15%	17%	9%	20%	6%	8%
Canada	17%	5%	18%	17%	11%	19%	4%	8%
Japan	27%	5%	14%	6%	7%	31%	4%	6%
Germany	16%	5%	18%	17%	17%	14%	3%	10%

■ Top ranking in that market

■ 2nd ranking in that market

No significant differences between smartphone & non-smartphone data cuts

Aol.

**BUILDING OUR
BRANDS**

HUFFPOST

THE STORY

Poor parents aren't bad parents, and we aren't always miserable either. I'm not going to sit here and tell you that I want to remain poor for the rest of my life. Like the vast majority of people, I want the best life for my children. But I'm tired of seeing only the bad side of being poor.

2005
HuffPost is founded

2006 & 2007
named best US politics blog, as a source of conversation "beyond left and right"



ever HuffPost Sleep section

HUFF POST SLEEP
Welcomed our first advertiser



2008
recognized for coverage US national elections and affecting discourse

HUFF POST OASIS



Hundreds Feared Dead
Comments | Video

Desperate Father Searches For Daughter He Believes Joined ISIS

2009
named by Time on 25 Best Blogs of the Year



2010
pioneered industry-leading

HUFF POST PARTNER STUDIO
First native advertising campaign

starwood
Hotels and Resorts
First branded content partner



2011
acquired by Aol

Aol.

Began international expansion

Surpassed The New York Times in domestic traffic for the first time

You Really Don't Want To Smell Jon Snow's Giant Cloak

2012
became first digital news site to receive Pulitzer



Launched HUFF POST LIVE



2013
Rapidly expanded lifestyle content

Thrive

2014
Became the #1 Publisher on Facebook

Launched first ever agency content partnership



Gay Marriage Problem... Darrell Hammond... Adam Carolla... Demi Lovato

On Health
Comments | Video

WHAT'S WORKING
50/50 Video & HP24
HuffPost Re-Design
Real-Time News App
HuffPost Highline

10
HUFFPOST

15 EDITIONS.

200M UNIQUE VISITORS.

200M UNIQUE VISITORS

ACROSS 15 GLOBAL EDITIONS...



... IN FRONT OF OVER 60% OF THE WORLD'S GDP

A MODEL THAT TRAVELS

LOCAL SITES. LOCAL PARTNERS. GLOBAL EXPERTISE. GLOBAL INNOVATION.



LOCAL

We build local international sites with local editorial teams creating content relevant to their market



LOCAL

We equip each local edition with our global brand, unified tech platform and digital and content best practices



GLOBAL

We form partnerships with top international media companies for monetization, brand value, traffic and market knowledge



GLOBAL

We act as a global network of innovation labs, sharing best practices and experimenting across markets

GLOBAL PERSPECTIVE

WE PROVIDE AUTHENTIC PERSPECTIVES ON GLOBAL EVENTS

FRANCE



EN LEUR "NON"
How France's National Front Looks to Capitalize on the Gref referendum
What Greece's "NO" Vote Reveals About the Rest of Europe's Youth

GERMANY



GREXIT
OKONOMEN WANNEN VOR WIRTSCHAFTS-CRASH
Here's The Truth About Greece That Many Germans Won't Like to Hear
Young Greeks Aren't The Only Ones Losing Faith in Europe

SPAIN



...PUES NO
Not Without Greece
Why Is It So Hard for the European Union to Act Like a Federal Body?
The Euro in Flames

ITALY



AL NETTO DEL CROLLO
DELL'EMISFERO OCCIDENTALE
PER COSA VOTIAMO OGGI IN GRECIA?
Merkel and Hollande, The Future of Greece (and Europe) is Now in Their Hands
Angela's Ashes and Tsipras's Attributes
The End of the European Canon

LOCAL PERSPECTIVES FOR GLOBAL AUDIENCES

GREECE

JULY 5, 2015

After a much-anticipated referendum, Greece votes "no" to austerity measures proposed to them by Europe's leaders, leaving the world wondering what is in store for Greece and the Eurozone.



Pavlos Tsimas, Radio & TV Journalist
Ἔστιν οὖν τραγωδία...
(*The Tragedy of the Greek Referendum*)



Manos Sifonios, Greek Lecturer
Ἡ πρώτη «ανάγνωση» στο αποτέλεσμα του δημοψηφίσματος (1st Reading of the Referendum)



Ioannis Karamagalis, Greek Radio Producer
Εγκλωβισμένοι στα διλήμματα
(*Greece Divided by Dilemma Once More*)



Magdalena Karalis, Teen Blogger
Κάλεσμα στην Ελλάδα
(*An Appeal to Greece*)



Manolis Glezos, Member of Syriza
Το μέτρο είναι ο άνθρωπος
(*In Greece, People are the Measure*)



Ifigenia Kamtsidou, Professor
Ο σπασμένος καθρέφτης της Ευρώπης
(*Europe's Broken Mirror*)



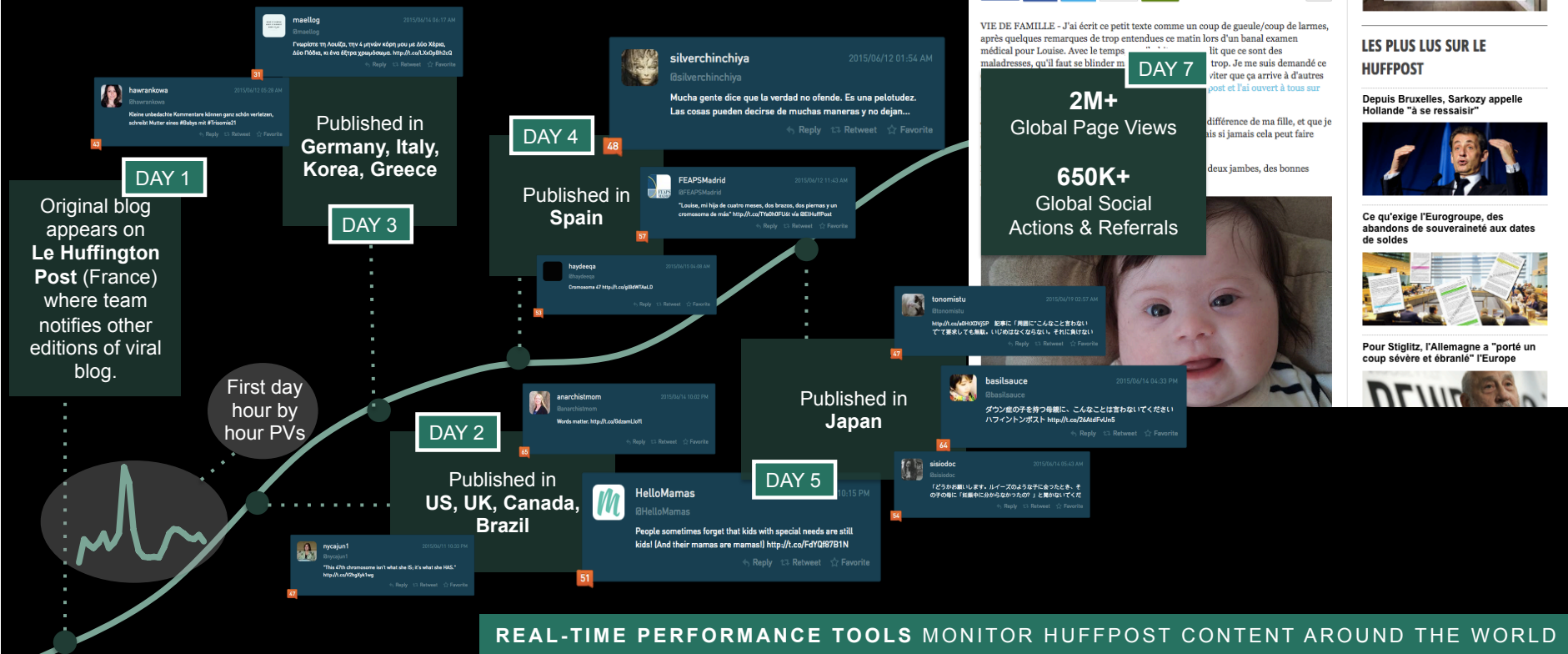
Neni Panourgia, Professor
Γερμανοί! Διαβάστε λίγο Χέγκελ
(*Dear Germans: Read some Hegel!*)



Dimitris Katsikas, Professor
Το τελευταίο λάθος μιας λανθασμένης διαπραγμάτευσης
(*The Final Mistake of a Bad Negotiation*)

CONTENT + DATA

DATA DRIVES GLOBAL CONTENT COLLABORATION



LES BLOGS

Des points de vue et des analyses approfondies de l'actualité grâce aux contributeurs du Huffington Post

Caroline Boudet Journaliste et maman de 2 enfants

Louise, ma fille, quatre mois, deux bras, deux jambes et un chromosome en plus

Publication: 08/06/2015 16h43 CEST | Mis à jour: 08/06/2015 16h56 CEST

30 120 likes | 3823 shares | 125 tweets | 4 comments | 34 retweets

VIE DE FAMILLE - J'ai écrit ce petit texte comme un coup de gueule/coup de larmes, après quelques remarques de trop entendues ce matin lors d'un banal examen médical pour Louise. Avec le temps les maladroites, qu'il faut se blinder m...

lit que ce sont des trop. Je me suis demandé ce viter que ça arrive à d'autres post et l'ai ouvert à tous sur différence de ma fille, et que j'ai si jamais cela peut faire deux jambes, des bonnes

Depuis Bruxelles, Sarkozy appelle Hollande "à se ressaisir"

CE QU'EXIGE L'EUROGROUPE, DES ABANDONS DE SOUVERAINETÉ AUX DATES DE SOLDES

Pour Stiglitz, l'Allemagne a "porté un coup sévère et ébranlé" l'Europe

GLOBAL NATIVE

LOCAL STORIES FOR WORLD-CLASS BRANDS

PRODUCT

THE HUFFINGTON POST

PARTNER

STUDIO by AOL

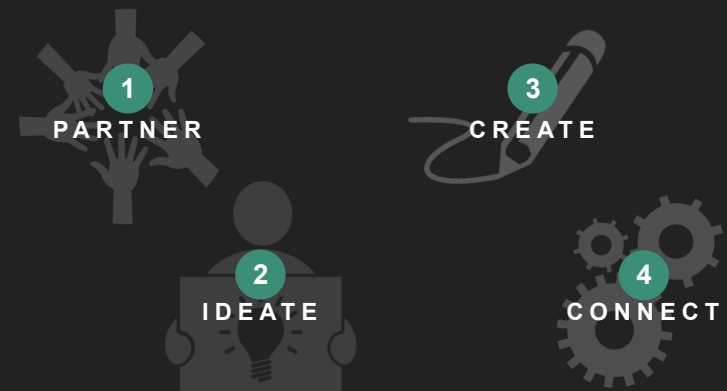
NATIVE AT HUFFPOST IS:

- + Advertiser sponsored
- + Transparent
- + Authentic to the platform, reader and brand



PROCESS

Our guided native content creation process allows brands to become **storytellers** and connect to HuffPost global audiences.



**BUILDING OUR
CLIENTS'
BRANDS**

TEENAGE MUTANT
NINJA
TURTLES
OUT OF THE SHADOWS

The image features the AOL logo in white, centered on a black background. The logo is surrounded by several concentric circular lines. The innermost line is a solid white arc. The next line out is a dashed white arc. The outermost line is a solid blue arc. The lines are not complete circles, appearing as segments on the left and right sides of the frame.

Aol.