

# The Advent of Content Studios

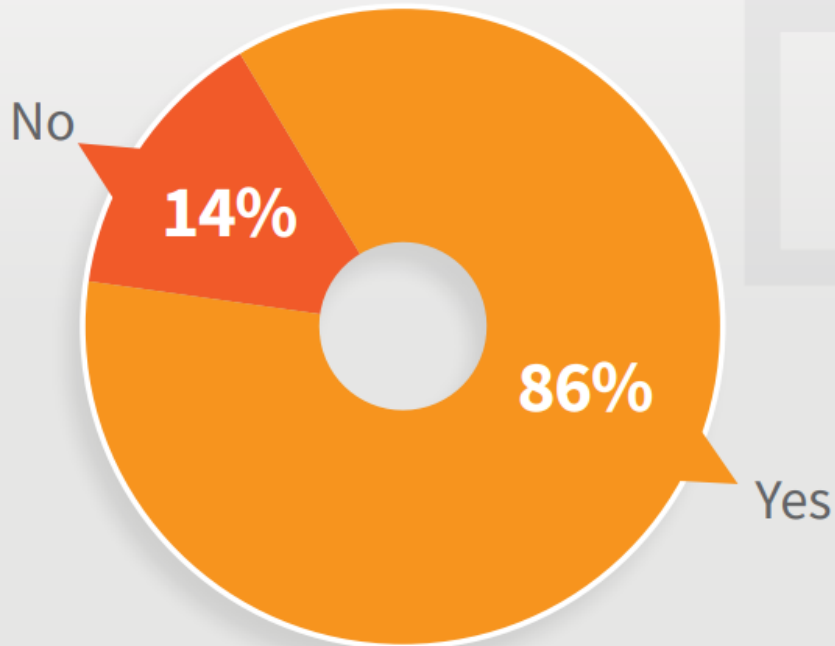
**Anna Bager**, Senior Vice President and General  
Manager, Mobile and Video, IAB

**iab.**

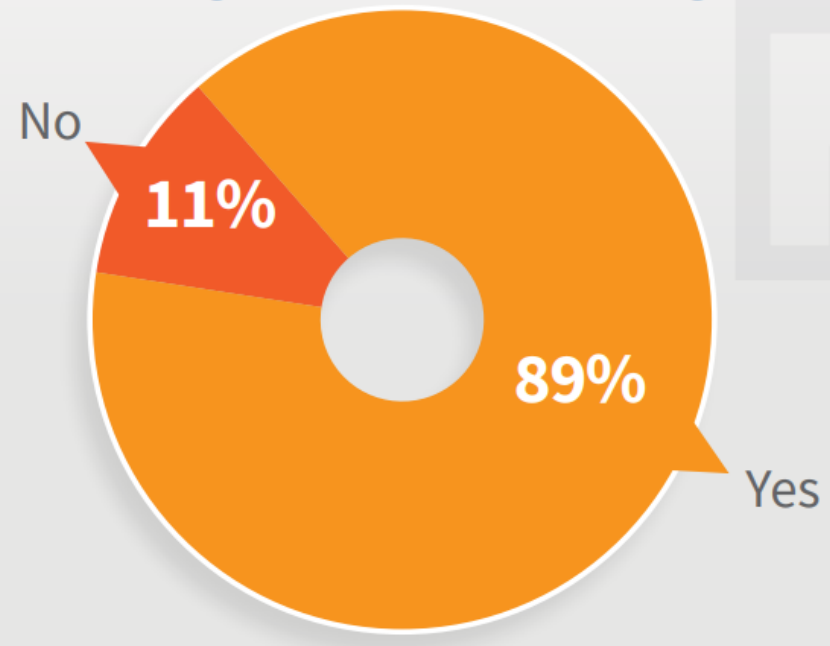


# Content Marketing is here to stay

Percentage of B2C Marketers Using Content Marketing



Percentage of B2B Marketers Using Content Marketing



Source: Content Marketing Institute

# IAB Content Studio Showcase – 2017 Presenters

RYOT

CBSi  
STUDIO 61



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HEARST  
digital media



BrandStudio

storyful.

pandora®

REFINERY29

FOUNDRY

# IAB Content Studio Showcase – 2017 Presenters



**Otto Ball**  
Chief Creative Officer  
Courageous



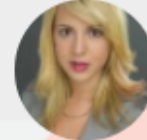
**Rick Cortevilla**  
Vice President, Product Marketing  
CBS Interactive



**Amy Emmerich**  
Chief Content Officer  
Refinery29



**Martin Glenn**  
Executive Producer  
Studio 61



**Elissa Harman**  
Vice President, Content Development  
The NBCU Content Studio



**Chris Harcik**  
Senior Vice President of Creative +  
Content  
The Foundry @ Time Inc.



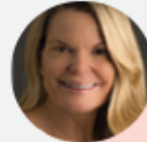
**Ko Im**  
Content Editor  
Studio 61



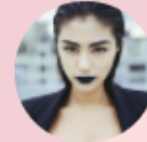
**Brad Jakeman**  
President, Global Beverage Group  
PepsiCo



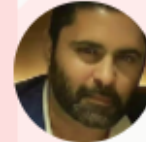
**Katia Kulik**  
Global Senior Vice President of Sales  
and Marketing  
CBS Interactive



**Karina Montgomery**  
Vice President, Strategic Sales  
Development  
Pandora



**Lydia Pang**  
Creative Director  
Refinery29



**Ravi Pillai**  
Global Vice President, Media  
Partnerships  
Storyful



**Dan Reynolds**  
Vice President, Digital Media, Disney  
Digital Network  
Disney Consumer Products and  
Interactive Media



**Michal Shapira**  
Senior Vice President of News Content  
Partnerships  
Turner Ignite



**Lee Sosin**  
Senior Vice President  
Hearst Magazines Digital Media



**Josh Stinchcomb**  
EVR, Chief Experience Officer  
Condé Nast



**Molly Swanson**  
Co-Founder and Head of Brand  
RYOT



**Sebastian Tomich**  
Senior Vice President, Advertising and  
Innovation  
The New York Times Company



**Wendy Wildfeuer**  
Senior Vice President  
The NBCU Content Studio

# IAB Content Studio Showcase – Registered Brands

Registered Brands Include:



# IAB Content Studio Showcase – Key Themes

- 1. Publishers know their audience best and can prepare content in a way that they know will resonate with their audiences.**
- 2. Publishers are in the content business. They have top notch creative access to execute with excellence.**
- 3. Publishers are adept at distributing content on both their owned and operated properties, as well as on paid distribution platforms, usually on social media sites.**



# IAB Content Studio Showcase – Best Practices

Resist the urge to sell.



Brand/publisher collaboration is key to success.





# IAB Content Studio Showcase – Special Guest Speaker

**SPECIAL GUEST**



**Brad Jakeman**  
**President**

**PepsiCo Global Beverage Group**

**Session:**

**The Content Conundrum.**

**Making it fast, making it inexpensive and making it great.**

**The quest to get all three.**

