



## Federated Media 7.16.15

### Goals

- Leverage data and social tech to craft sharable original content and amplify across TV and digital screens
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### Competitor

- 182 million unique visitors
- 111 million social reach
- 135 million mobile reach
- Original programming opportunities
- 71 stations nationwide
- Largest lifestyle network (create content with content creators)

### Capabilities

- Huge social skills
- Displays CTR, viewability, platform
- Create 10,000 pieces of content every quarter
- Centers around the experience and feel for the ad

### Target

- Geo targeting
- Amplify TV, display, mobile, social, programmatic
- Hyper contextual targeting

### Miscellaneous

- Boarding new talents
- Moms are 65% of their viewability
- Can work with pharma clients
- Use GA's media dollars to then resonate the media