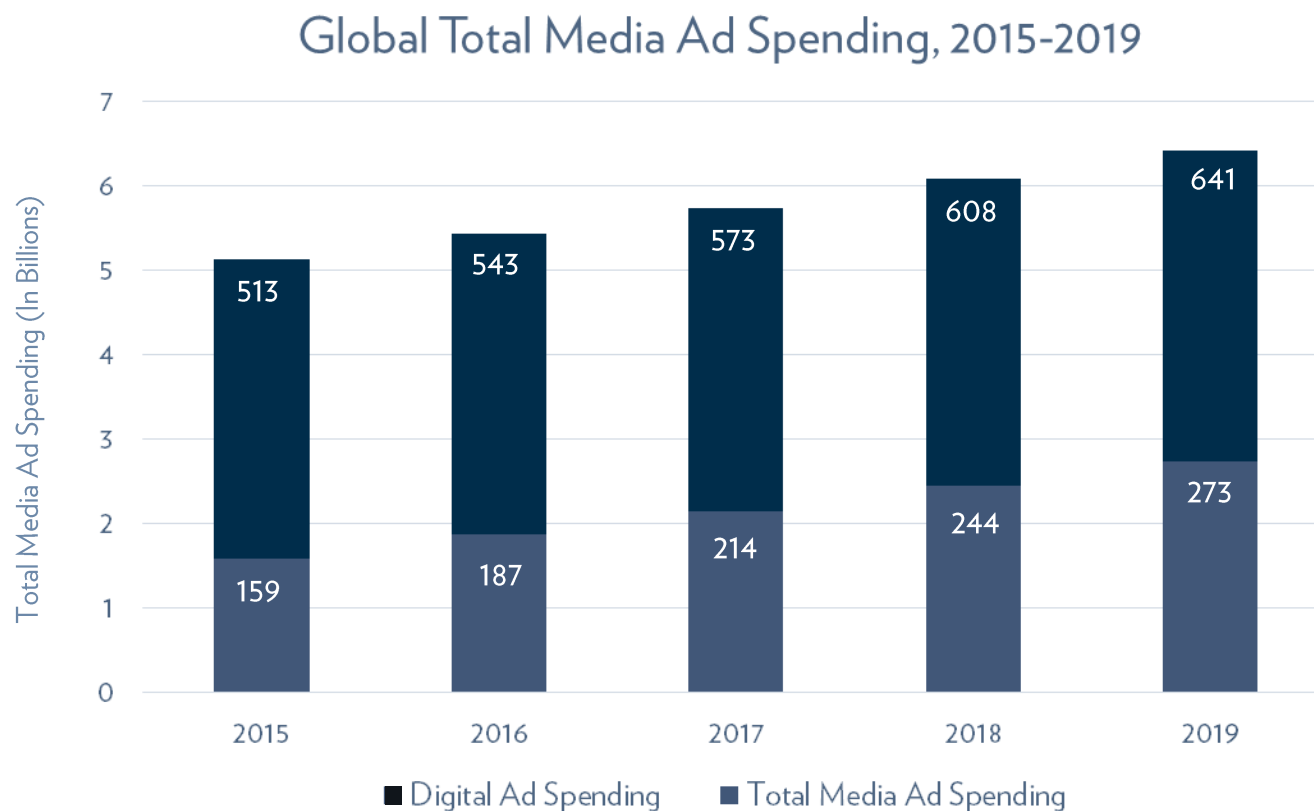


A man in a black t-shirt with "SUPERCARCILL" on it stands in front of a wall covered in handwritten reviews for the game. The wall is divided into sections by a large "Forbes" logo on the left and two screenshots of the game interface on the right. The reviews are written in various colors and styles, expressing enthusiasm for the game's addictiveness and fun.

Ann Marinovich
SVP Advertising Products and Strategy, Forbes Media

SVP Advertising Products and Strategy, Forbes Media

The Media Landscape Is Drastically Changing: The Growth Is Going to Digital



Four Major Trends Are Causing Disruption In The Industry

- 1. Viewability**
- 2. The Rise of Programmatic**
- 3. The Move to Mobile**
- 4. Ad Blocking**

Viewability: Advertisers Are Placing A Heightened Focus On Viewable Ads

- Viewability is becoming increasingly more important to advertisers, and the market has generally been slow to respond.
- An ad served does not always equal an ad viewed.
- Marketers only want to pay for ads that are seen. The industry is shifting toward valuing viewable, rather than served, impressions.
- Publishers are being forced to take steps towards higher quality inventory and improved ad experiences.

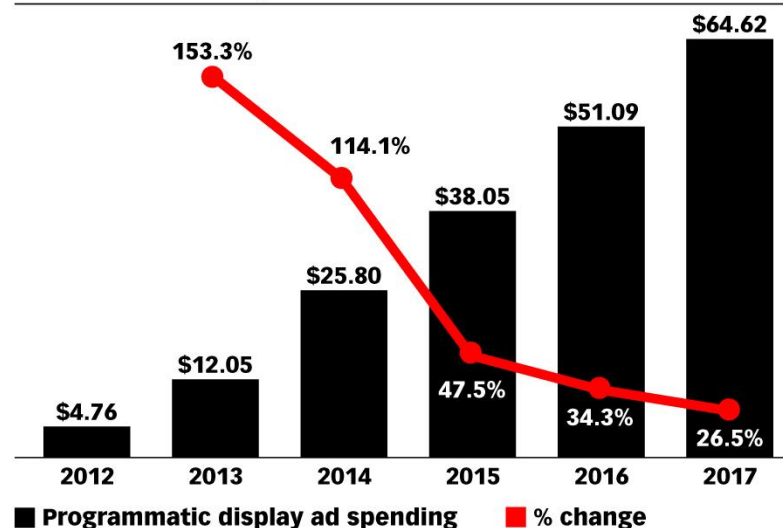


The Rise of Programmatic: Programmatic Is Projected To Make Up 50% Of Global Display Advertising By 2019

- Private marketplace buying on programmatic is making it seamless to target and engage users at scale.
- With the ease of automated buying and high viewability of in-app advertising, it is no surprise that programmatic is taking up the majority of display spending.
- By 2017, mobile will make up the majority of programmatic spending.

Programmatic Display Ad Spending Worldwide, 2012-2017

billions and % change



Source: ZenithOptimedia, "Programmatic Marketing Forecasts 2015"; eMarketer calculations, Dec 7, 2015

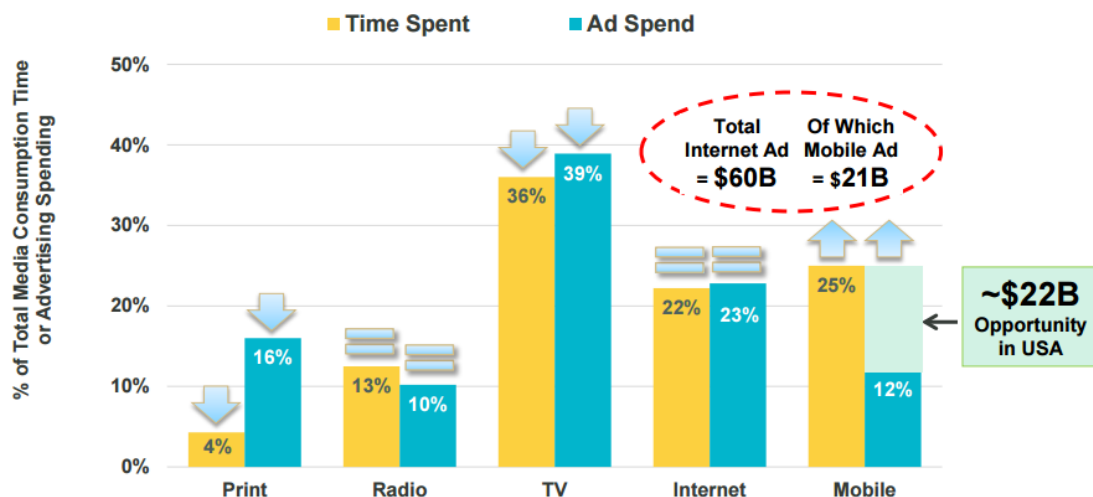
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www.eMarketer.com

The Move to Mobile: Phone Usage Currently Makes Up Over 50% of Digital Time Spent

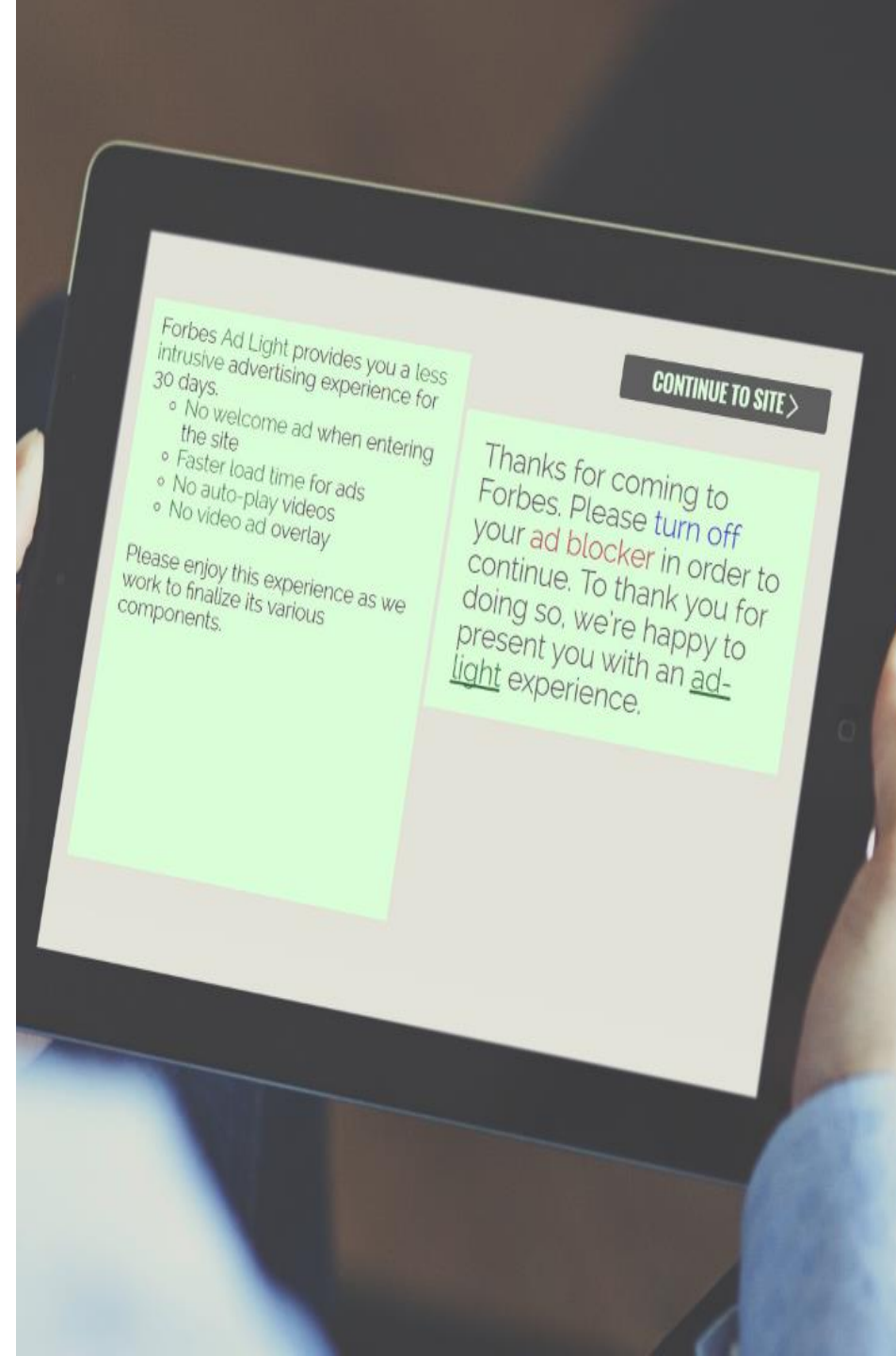
- Consumption on mobile is growing. Revenue has yet to follow.
- Mobile was the fastest-growing digital channel in the IAB's 2015 mid-year report, and the platform is only expected to continue its upward trajectory.
- With the Facebook and Google duopoly becoming even more significant in display, traditional publishers are being forced to think differently about how they are working with brands.

% of Time Spent in Media vs. % of Advertising Spending, USA, 2015



Ad Blocking: The Use of Ad Blockers is Rising

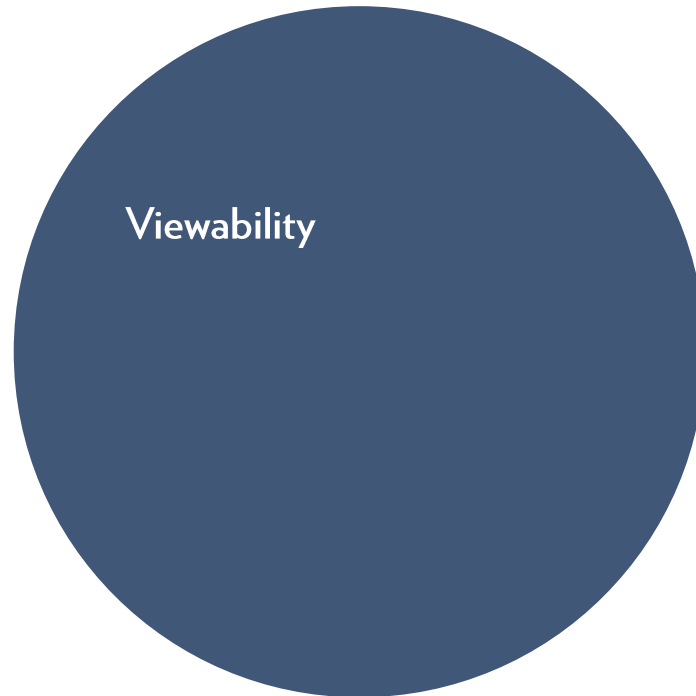
- 198 million, or 28% of, users around the world are now actively blocking their ads.
- Forbes provides readers an 'Ad Light' experience if they disable their ad blockers or whitelist Forbes.com
 - 43% of those asked have obliged.
 - The time spent, engagement and demographics of those who've turned off their ad blockers make for an extremely valuable audience for both journalists and marketers.



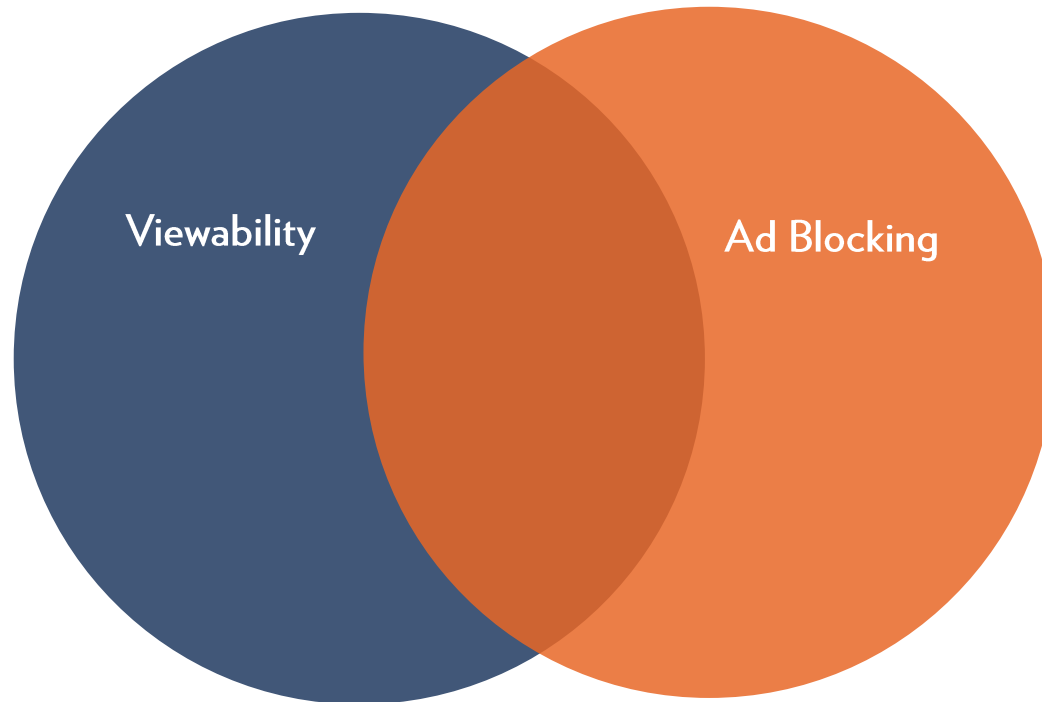
These Disruptions Are Forcing Publishers To Look Beyond Standard Ad Units

1. As traditional RFP business declines, more programmatic deals are needed to drive the business.
2. Video will drive CPMs across publishers in 2017.
3. Mobile needs to become more of a priority.
4. Native is needed to drive revenue.

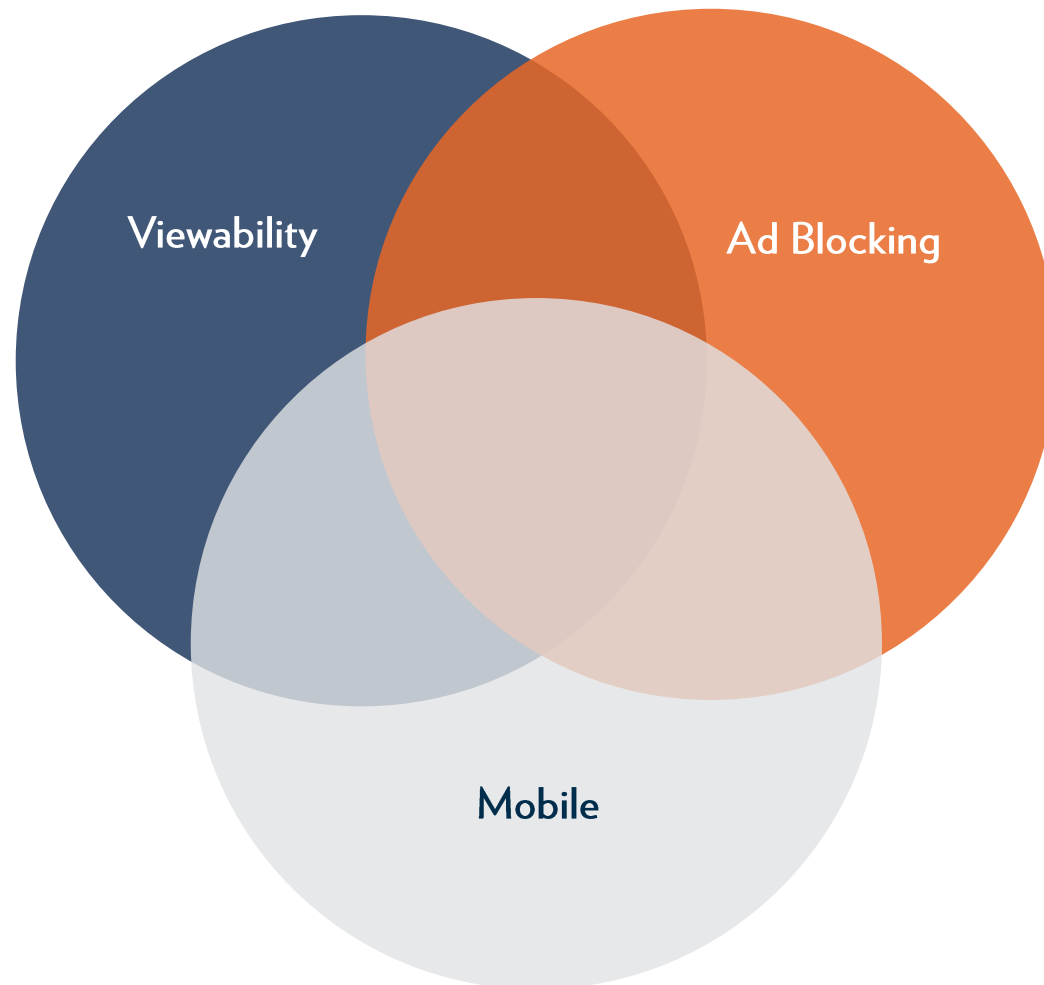
The Task Ahead: Traditional Publishers Must Re-Establish An Ad Supported Business Model



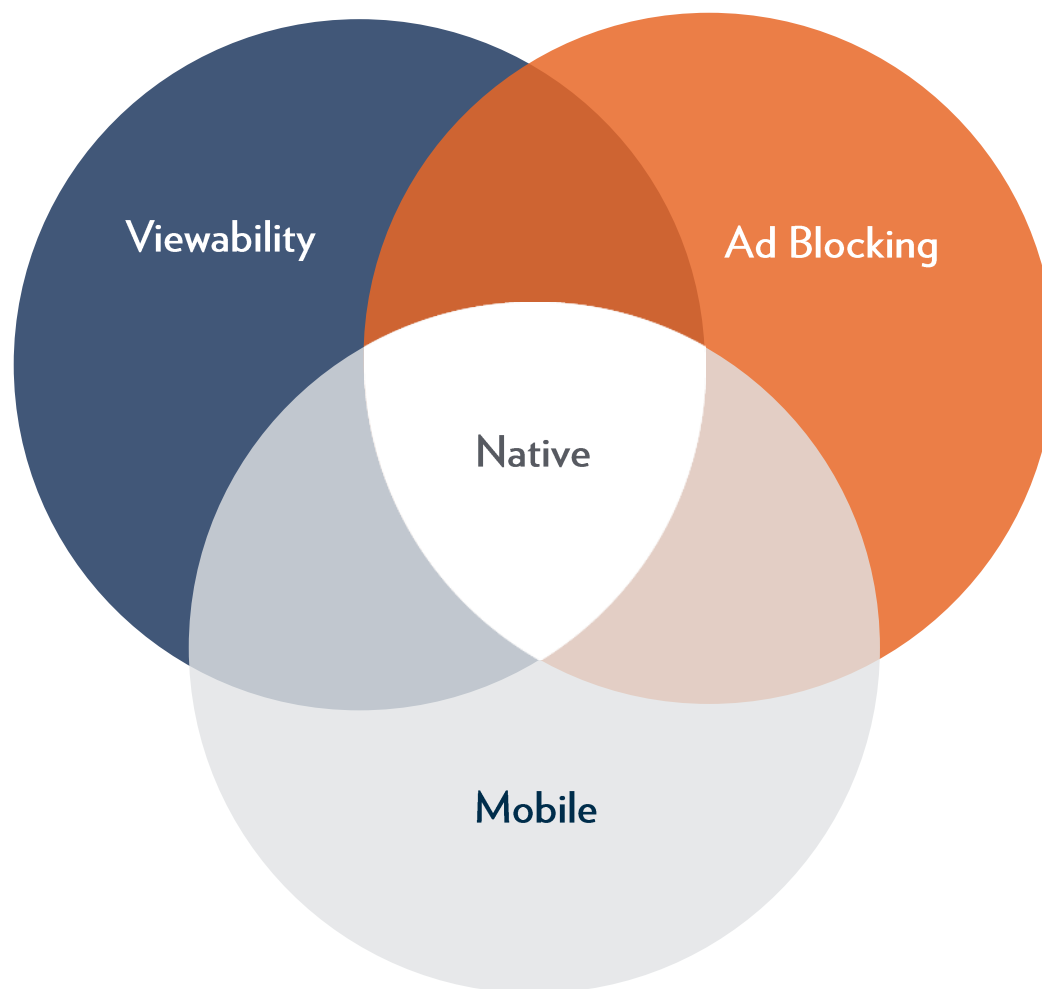
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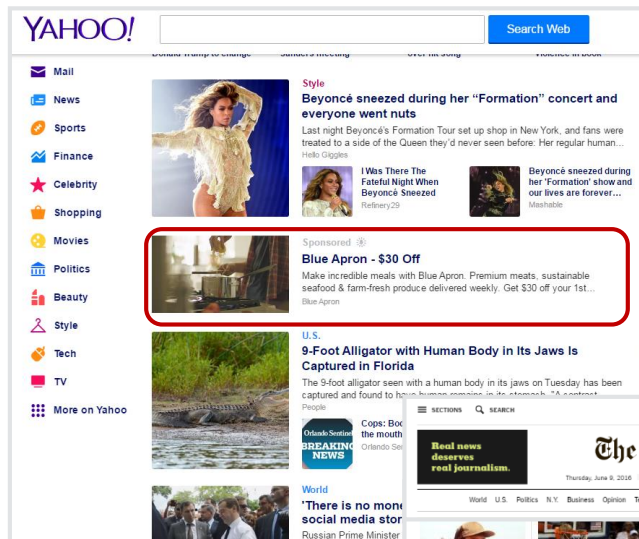


Publishers Are Turning To Native Advertising To Combat Industry Disruptions

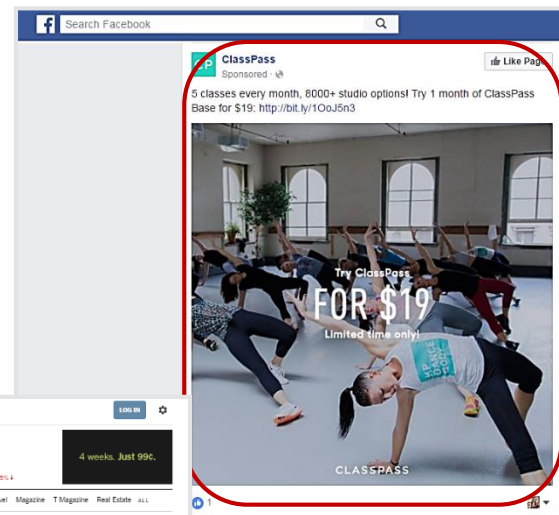
- Native advertising is paid advertising that fits clearly, consistently and organically inside the body of editorial content.
- Native ads are non-traditional ad units that:
 - Match the visual design of the experience they live within.
 - Look and feel like natural editorial content but are transparently labeled as branded content.
 - Behave consistently with the native user experience and function in the same way.



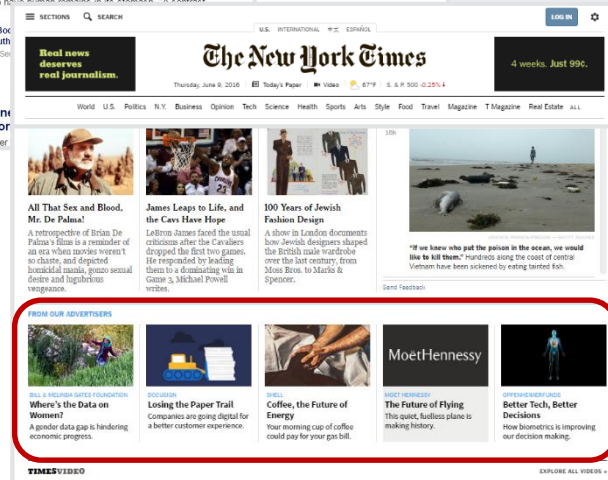
Three Examples of Native Products: Yahoo, Facebook & The New York Times



Yahoo Homepage



Facebook Newsfeed



Forbes: A Trusted Leader In Business Media Since 1917

From the outset, Forbes has remained dedicated to our mission of providing our audience of influential leaders, entrepreneurs and millennials with critical business insight and guidance.

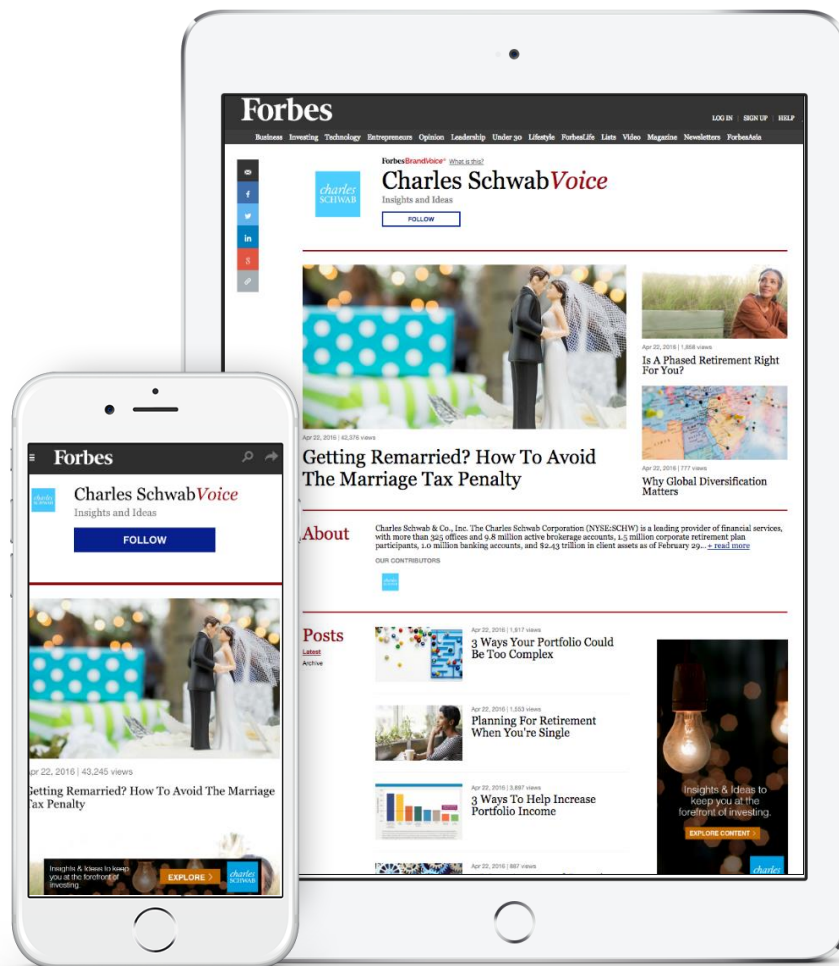
- 36 international magazine editions
- 75M monthly unique website visitors
- 6.8M average print readership
- 2x the reach to c-suite executives
- 1 in 3 readers are millennials with an HHI of \$100K+

Source: MRI Spring 2016; comScore April 2016, US Multi-Platform; Ipsos Affluent Survey, Spring 2016, Google Analytics, May 2016



A Pioneer in the Native Field, BrandVoice – Launched in 2010 – is the Leading Content Marketing Platform in the U.S.

- Forbes BrandVoice is a proprietary platform that allows marketers to publish directly on Forbes
- From creating content to analyzing its performance, and everything in between, the BrandVoice team assists marketers every step of the way:
 - Create Content
 - Publish
 - Discover
 - Share
 - Measure
 - Optimize



***BrandVoice* Takes Storytelling To The Next Level**

- Grants access to Forbes' coveted audience of 75M unique website visitors each month
- Increases brand lift & awareness by aligning relevant content with the Forbes brand
- Boosts content distribution through organic, native, social and paid placements
- Drives native ad impressions across desktop, mobile, search and social
- Elevates marketing expertise through premium publishing platform and real-time analytics

BrandVoice By The Numbers

115+

Partners

8,800

Posts

72,500,000

Page Views

200%

Print Growth

11.5M

Social Actions & Referrals

BrandVoice Promises Organic Discovery By Feeding Into The Content People Are Already Consuming



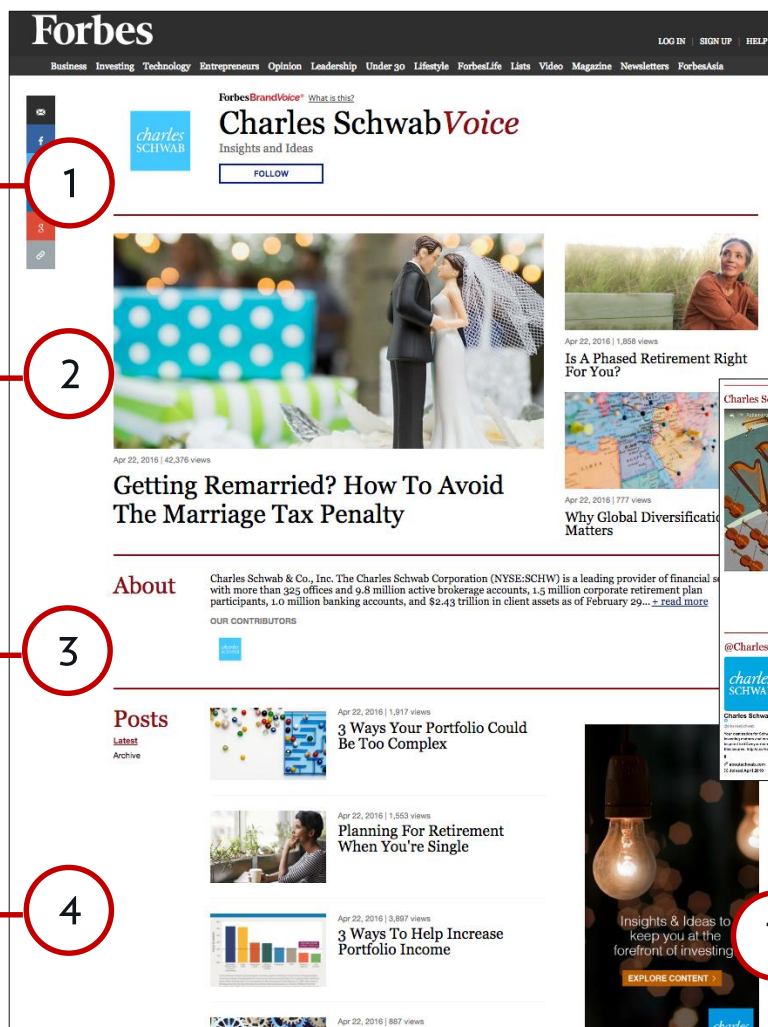
BrandVoice Provides Marketers With Their Own Dedicated Section On Forbes

Dedicated landing page with customizable branding details

Dynamic and beautifully-designed hub with large visuals

Company information prominently displayed in-line with articles

Discoverable posts delivered in a real-time stream



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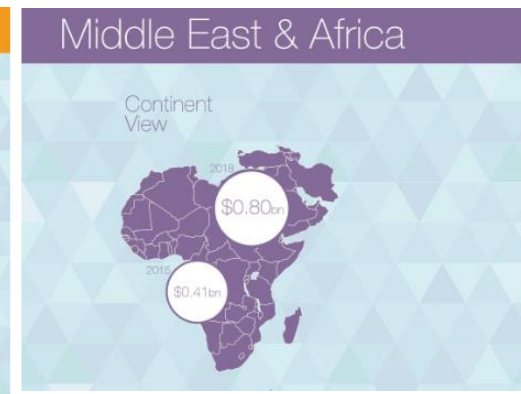
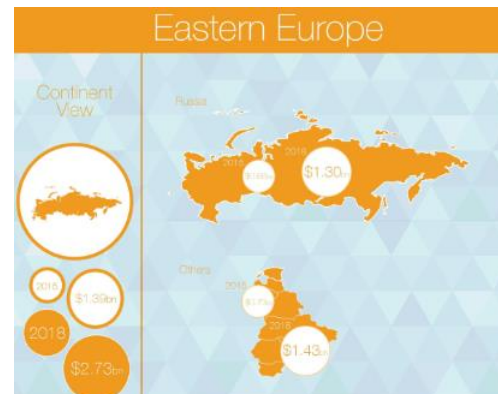
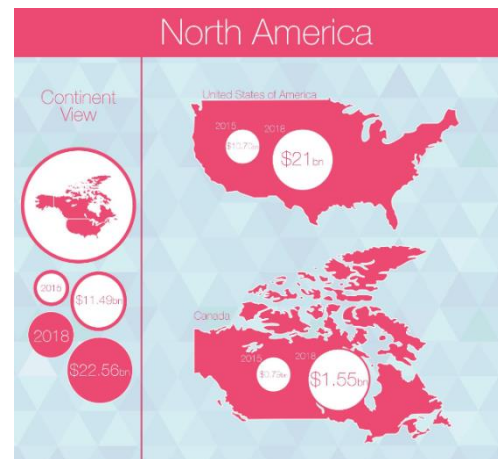
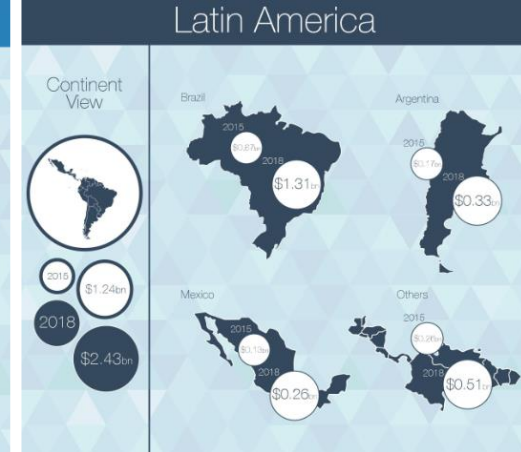
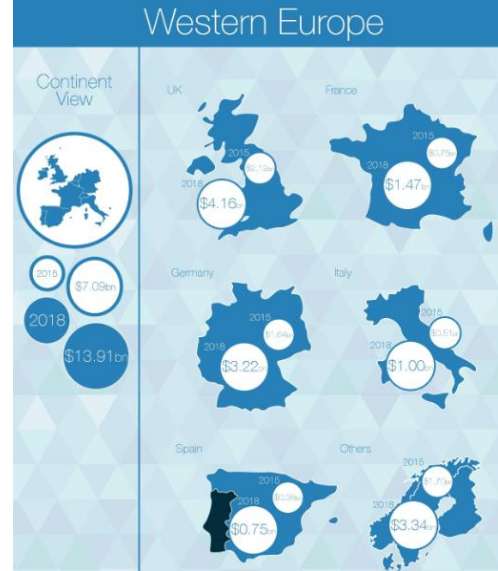
Ability to house compelling videos from your own site or channels

Variety of social media posts to encourage increased interaction

100% SOV on your brand's landing page

The Value of Native Advertising Worldwide Is Expected to Almost Double Over The Next 3 Years

- The industry is projected to rise from \$30.9B in 2015 to \$59.35B in 2018.



Publishers Must Rethink Advertising As The Media Landscape Shifts to Digital

- The ever-evolving media landscape is changing now more than ever due to factors such as viewability, mobile, programmatic and ad blocking.
- These disruptions have created a storm for publishers to think differently about how they are working with brands.
- Publishers are required to develop innovative new ad formats to keep advertisers happy – native advertising has proven to be a strong solution.
- BrandVoice is Forbes' proprietary integrated content marketing platform – and a pioneer in the field.
- By giving marketers the same tools as our editorial content creators, we allow them to tell their brand stories directly across Forbes' powerful publishing platform.

