

Advertising in 2017:



Liz McDonnell
Managing Director, Strategy & Insights
The New York Times



@liz_mcdonnell7

Advertising in 2017: **What's Going On?**



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Agenda

Who I am

What's been going on

What we're thinking today

What we're thinking for tomorrow

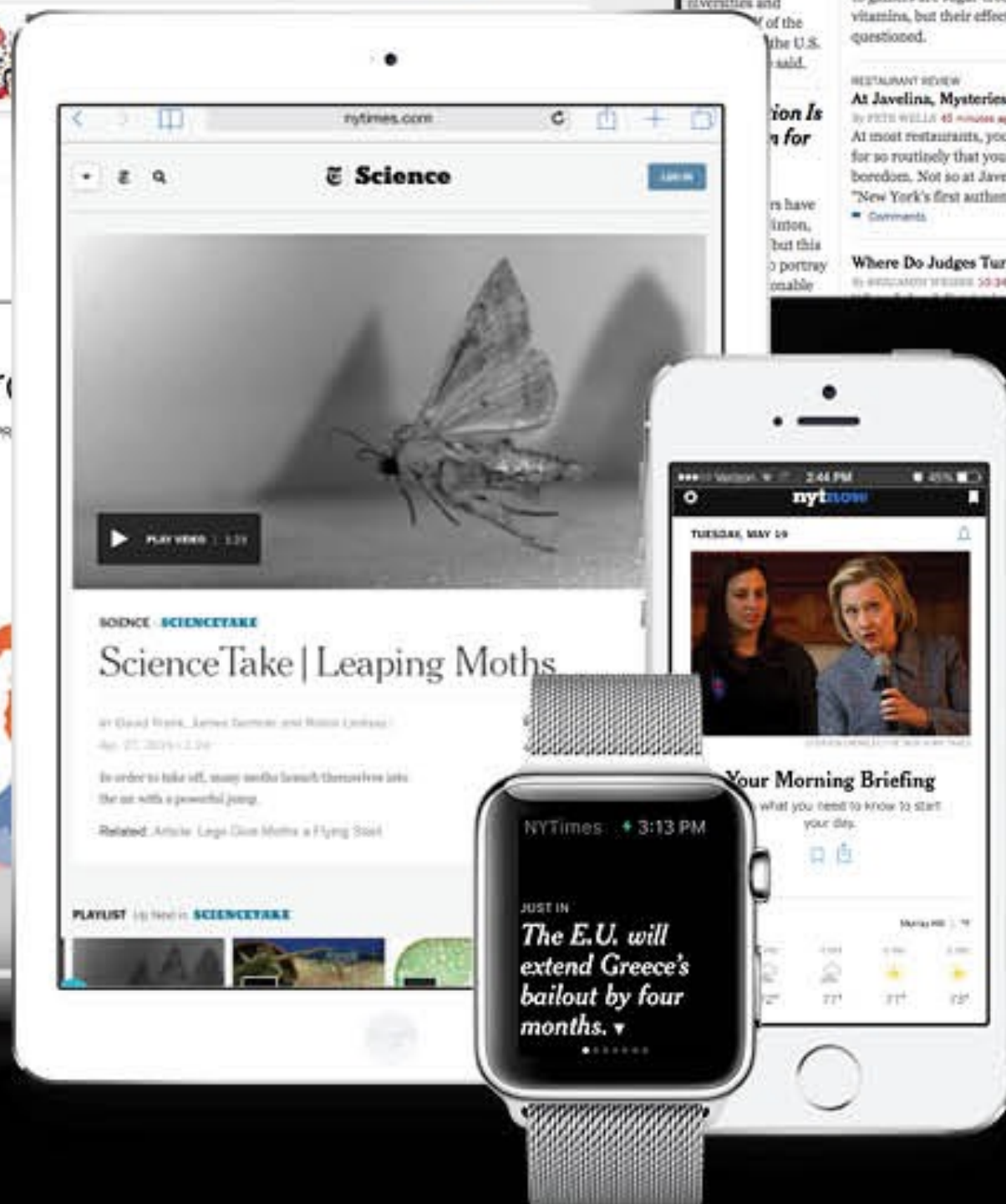
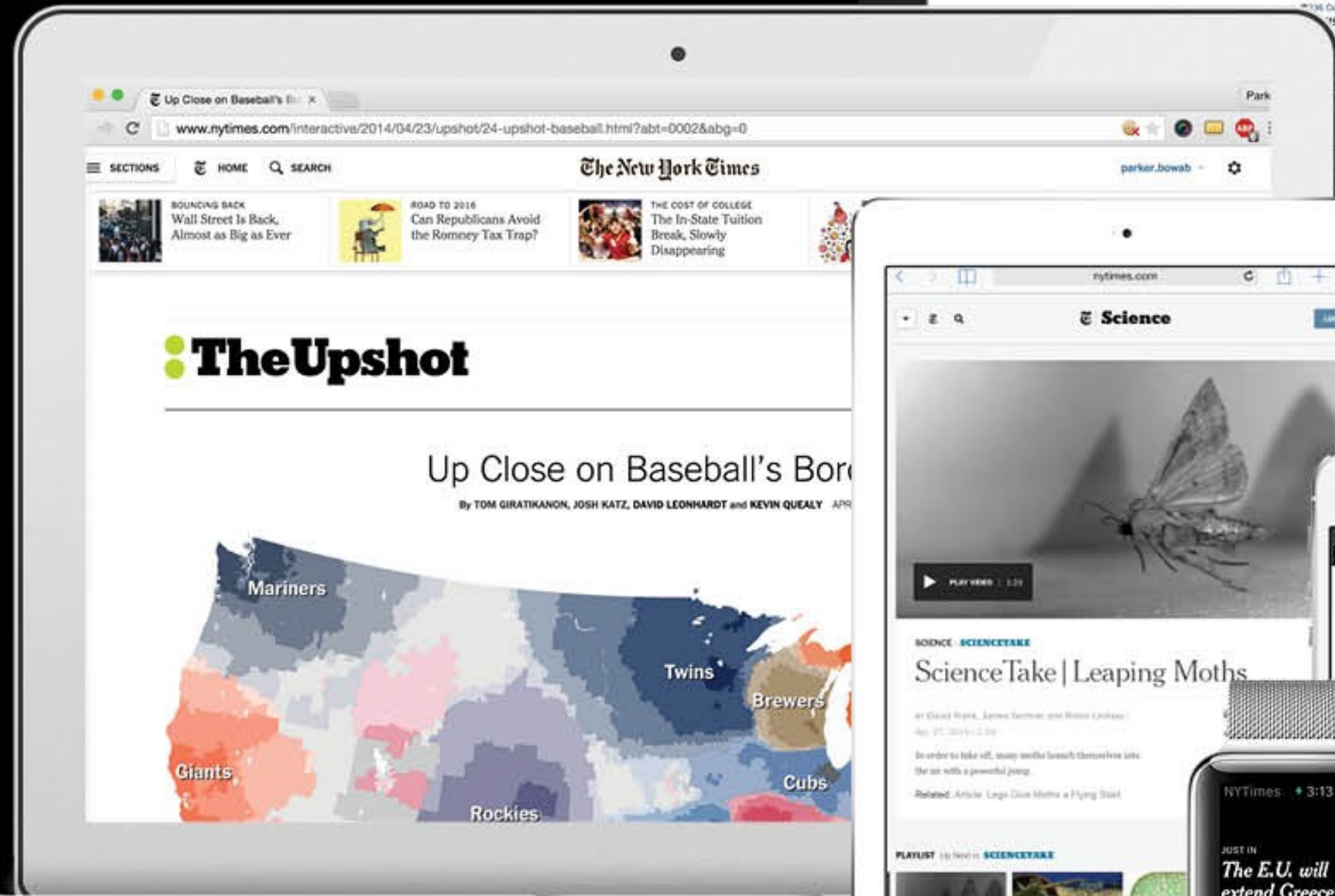
I'm Liz, and I believe...

The new pace of innovation is just crazy.

Here's what we're thinking today.

And what I think we're looking toward in 2017.

My group is responsible for the go-to-market strategy, articulation and custom solutions architecture for our full ad product offering.



 Brand Studio



Creative Strategy | Product Marketing | Research & Insights

When it comes to The New York Times and advertising, I believe...

When it comes to The New York Times and advertising, I believe...

1. That advertising isn't inherently bad, but a **lot** of it is.

2. That brands MUST to adopt a **reader-first** mentality for their marketing.

Consumers are readers, so meet them where they are in a way that makes sense, or else they won't listen.

3. That the **integrity** of the Times' newsroom and editorial operation will always be **critical to our success as a business.**

4. This is because our integrity is **why** we have our audience, and **our relationship with our audience is our brand.**

....and that's why other brands want to work with us, by the way.



I'm Liz, and I believe...

The new pace of innovation is just *crazy*.

Here's what we're thinking today.

And what I think we're looking toward in 2017.



NEWSSTAND

1851

INTL' DISTRIB

1919

& NOVELTIES

1850

1875

1900

1925

2000



NEWSSTAND
1851

INTL. DISTRIBUTION
1919

DELIVERY
1980

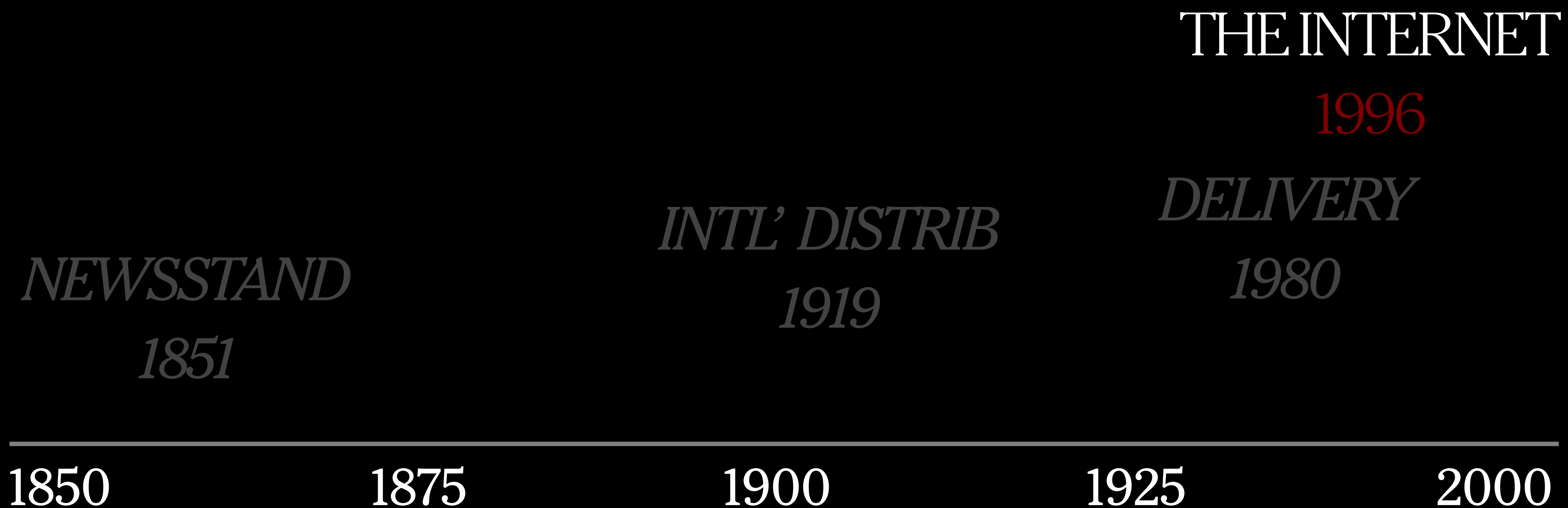
1850

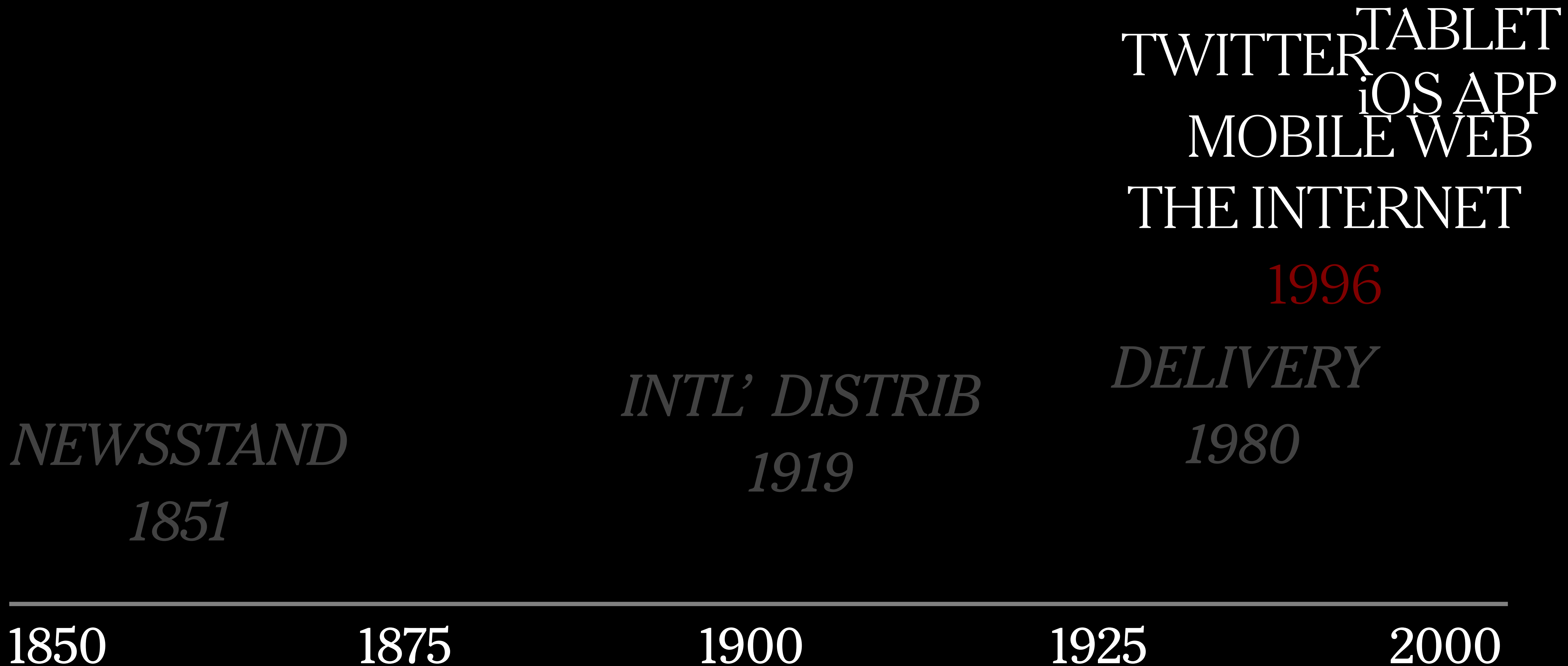
1875

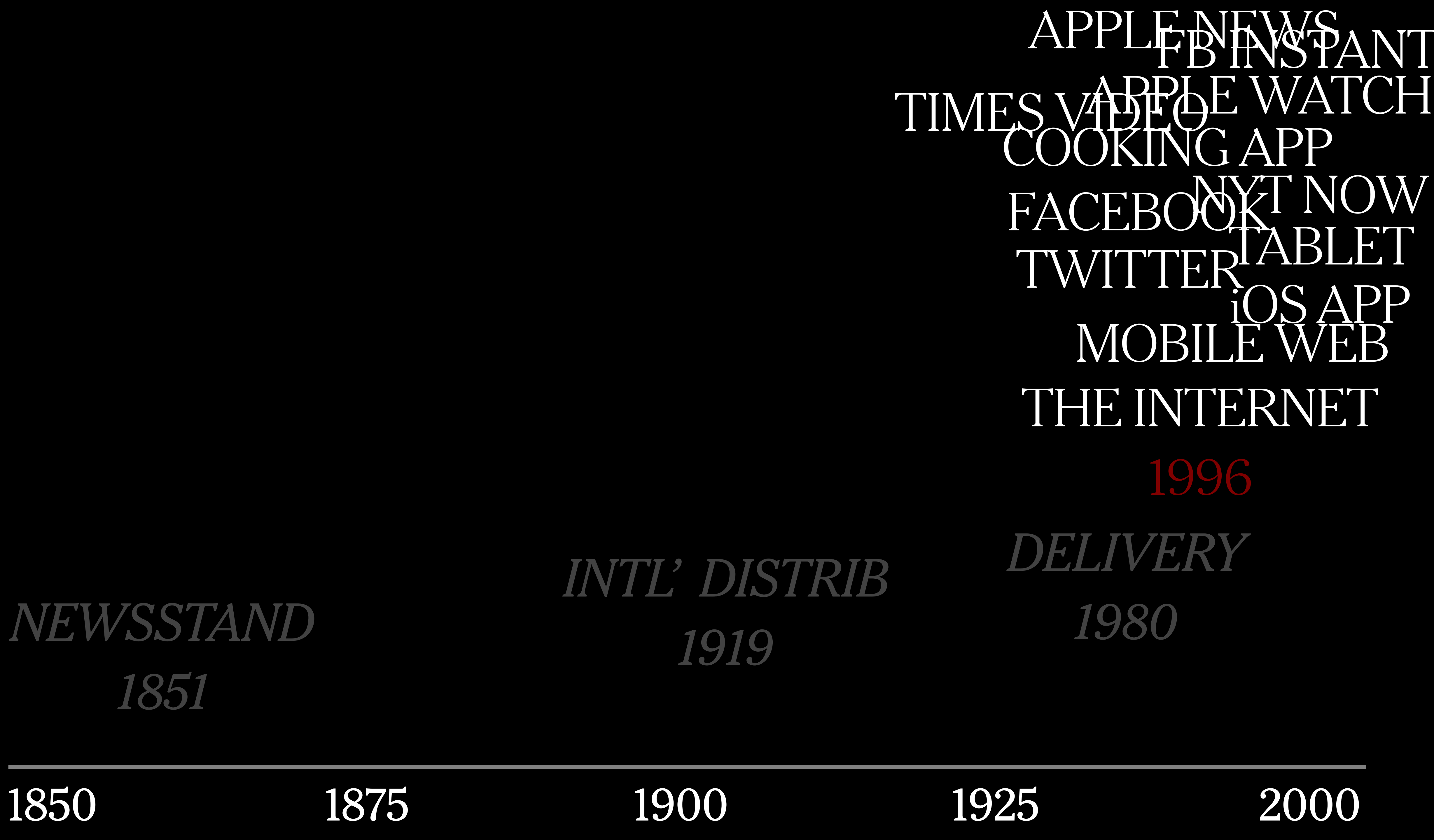
1900

1925

2000







"All the News
That's Fit to Print"

The New York Times

LATE CITY EDITION

Weather: Rain, warm today; clear tonight. Sunny, pleasant tomorrow. Temp. range: today 80-66; Sunday 71-66. Temp.-Hum. Index yesterday 69. Complete U.S. report on P. 50.

VOL. CXVIII. No. 40,721

© 1969 The New York Times Company.

NEW YORK, MONDAY, JULY 21, 1969

X

10 CENTS

MEN WALK ON MOON

ASTRONAUTS LAND ON PLAIN; COLLECT ROCKS, PLANT FLAG

Voice From Moon: 'Eagle Has Landed'

EAGLE (the lunar module): Houston, Tranquility Base here. The Eagle has landed.

HOUSTON: Roger, Tranquility, we copy you on the ground. You've got a bunch of guys about to turn blue. We're breathing again. Thanks a lot.

TRANQUILITY BASE: Thank you.

HOUSTON: You're looking good here.

TRANQUILITY BASE: A very smooth touchdown.

HOUSTON: Eagle, you are stay for T1. [The first step in the lunar operation.] Over.

TRANQUILITY BASE: Roger. Stay for T1.

HOUSTON: Roger and we see you venting the ox.

TRANQUILITY BASE: Roger.

COLUMBIA (the command and service module): How do you read me?

HOUSTON: Columbia, he has landed Tranquility Base. Eagle is at Tranquility. I read you five by. Over.

COLUMBIA: Yes, I heard the whole thing.

HOUSTON: Well, it's a good show.

COLUMBIA: Fantastic.

TRANQUILITY BASE: I'll second that.

APOLLO CONTROL: The next major stay-no stay will be for the T2 event. That is at 21 minutes 26 seconds after initiation of power descent.



A Powdery Surface Is Closely Explored

By JOHN NOBLE WILFORD

Special to The New York Times

HOUSTON, Monday, July 21—Men have landed and walked on the moon.

Two Americans, astronauts of Apollo 11, steered their fragile four-legged lunar module safely and smoothly to the historic landing yesterday at 4:17:40 P.M., Eastern daylight time.

Neil A. Armstrong, the 38-year-old civilian commander, radioed to earth and the mission control room here:

"Houston, Tranquility Base here. The Eagle has landed."

The first men to reach the moon—Mr. Armstrong and his co-pilot, Col. Edwin E. Aldrin Jr. of the Air Force—brought their ship to rest on a level, rock-strewn plain near the southwestern shore of the arid Sea of Tranquility.

About six and a half hours later, Mr. Armstrong opened the landing craft's hatch, stepped slowly down the ladder and declared as he planted the first human footprint on the lunar crust:

"That's one small step for man, one giant leap for mankind."

His first step on the moon came at 10:56:20 P.M., as a television camera outside the craft transmitted his every move to an awed and excited audience of hundreds of millions of people on earth.

Tentative Steps Test Soil

Store

The New York Times

Wednesday, July 20, 1969

Today's Paper

Video

78°F

Nikkei +1.42% ↑

Fall Favorites by
The New York Times

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Style Food Travel Magazine T Magazine Real Estate ALL

BREAKING NEWS

American Astronauts Land on Moon

By EDWARD WONG and JANE PERLEZ 10 minutes ago

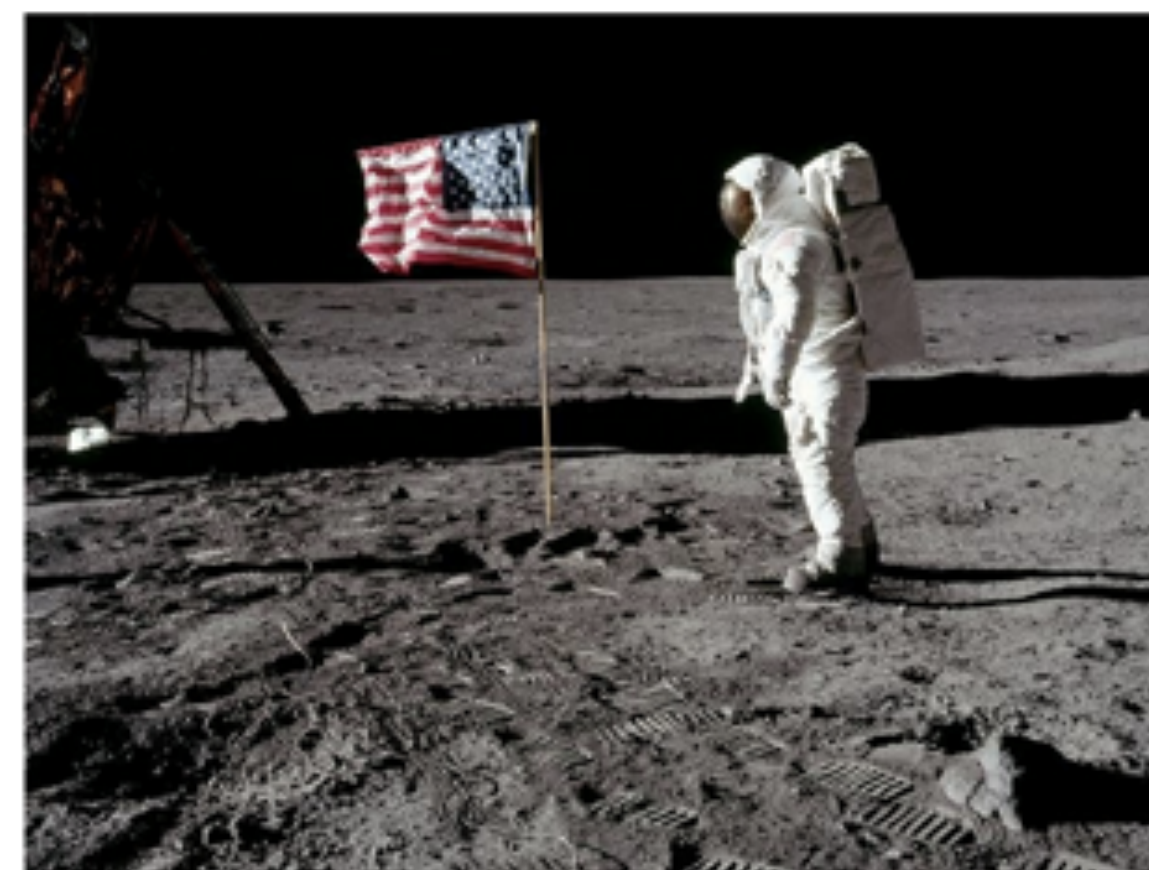
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Latest Updates

16m Analysts Say Chinese Troop Cut Unlikely to Ease Regional Fears

33m Shutdowns Ahead of Parade Hit Factories

35m China Says It Took



Nixon Telephones Congratulations

By RICK LYMAN and DAN BILEFSKY

During one break in the astronauts' work, President Nixon congratulated them from the White House in what, he said, "certainly has to be the most historic telephone call ever made."

• Migrant Crisis Gives Germany Familiar Role in New Drama

The Opinion Pages

Solitary Confinement Is Cruel and All Too Common

By THE EDITORIAL BOARD

If California can reform its use of solitary, there is hope for the rest of the country.



- Bruni: The Joe Biden Delusion
- Friedman: Our Radical Islamic BFF, Saudi Arabia
- Edsall: Donald Trump Understands Republicans
- Can a Novelist Be Too Productive?: Q. & A. With Stephen King

From Gaza to East Harlem: Reporter's Notebook
1961: Bob Dylan Takes the Stage
Inside Amazon: Reporter's Notebook

Times Premier

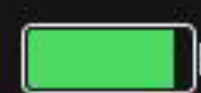
Watching

1h



MacBook Air

●●●●○ Verizon



11:10

Tuesday, July 20




NYTimes 46 years ago

3 Americans have safely
landed on the moon,
NASA reports

slide to view

nytvr

A soldier in full combat gear, including a helmet and body armor, is positioned behind a low, weathered brick wall. He is holding an assault rifle and looking down at it. The scene is set in a dusty, urban environment with more brick walls and buildings visible in the background. A white circular arrow icon is overlaid on the image, indicating a 360-degree view.

nytvr

The Fight for Falluja

Embed with Iraqi forces as they retake a city from ISIS – and experience the battle's aftermath.

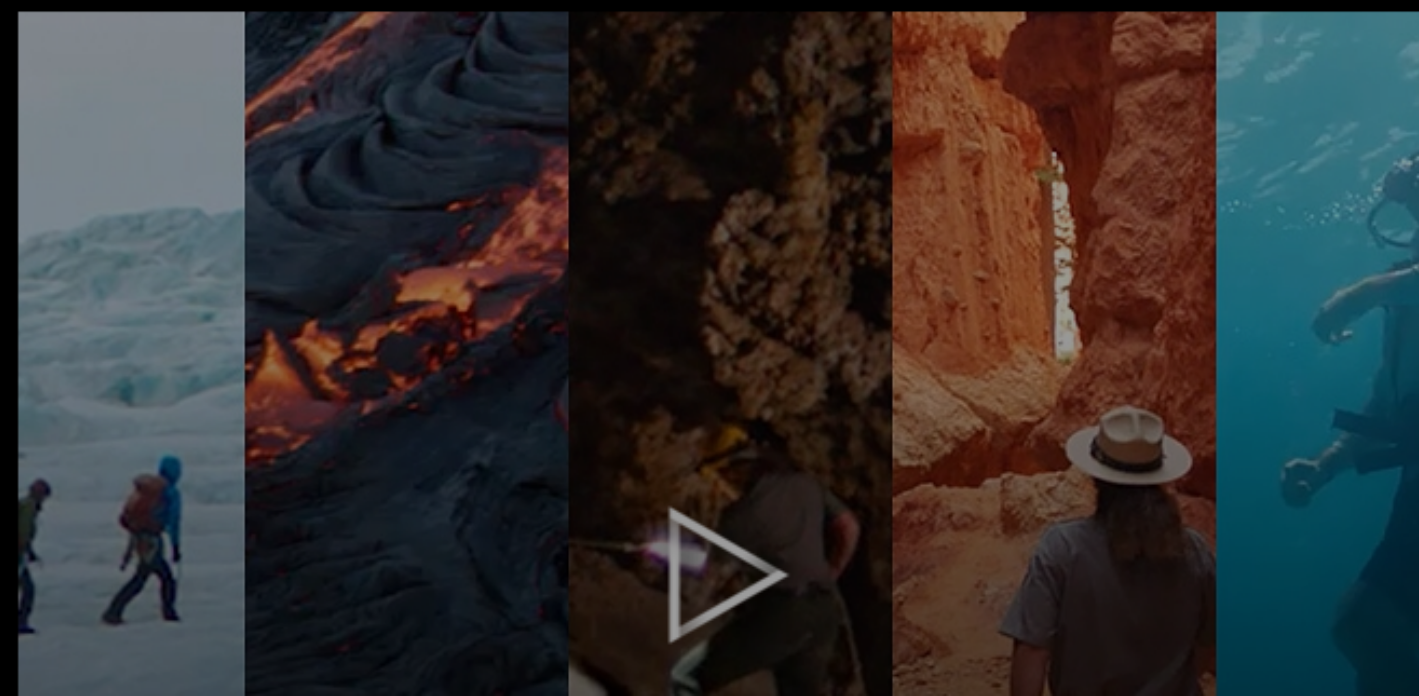
11:08

REMOVE VIDEO ✕

SHARE ➞

VR FROM

Google



homes. These are the stories of three of them.

11:08


REMOVE VIDEO ✕

SHARE ➞

nytvr

VR FROM

GE

A vibrant, stylized digital landscape featuring a large green tree in the foreground, a red and blue parrot perched on a branch, and a large, brown, dinosaur-like creature in the background. The scene is set in a field of tall grass under a blue sky with white clouds. A white circular arrow icon is overlaid on the image, indicating a 360-degree view.

Nature Is Inspiring Our Industrial Future

Enter our world and explore the connections between nature, ourselves and our brilliant industrial future.

2:45

REMOVE VIDEO ✕

SHARE ➞





HELLO
SOCIETY



It's NOT about any one platform, not video, audio, or mobile.

And it's NOT about any one breakthrough innovation -- AR, VR, XRD, or AI.

It's NOT about any one platform, not video, audio, or mobile.

And it's NOT about any one breakthrough innovation -- AR, VR, ~~XRD~~, or AI.

It's NOT about any one platform, not video, audio, or mobile.

And it's NOT about any one breakthrough innovation -- AR, VR, ~~XRD~~, or AI.

We're going all in on the ideas business -- ideas that get attention and change habits at scale.

I'm Liz, and I believe...

The new pace of innovation is just *crazy*.

Here's what we're thinking today. — for consumers.

And what I think we're looking toward in 2017.

The New York Times helps people understand the world.

We set the standard for ambitious journalism by telling the most important stories in innovative ways.

What we create is worth paying for.

Why? Because **facts matter...**



Donald J. Trump  @realDonaldTrump · Feb 6

The failing @nytimes writes total fiction concerning me. They have gotten it wrong for two years, and now are making up stories & sources!

 38K

 20K

 98K



 **Alternative Fact**

And now, **over 3 million** subscribers agree.



NYTCo Communications  @NYTimesComm · Feb 2

We're high fiving three million angels
bit.ly/2kZSVOX #presson



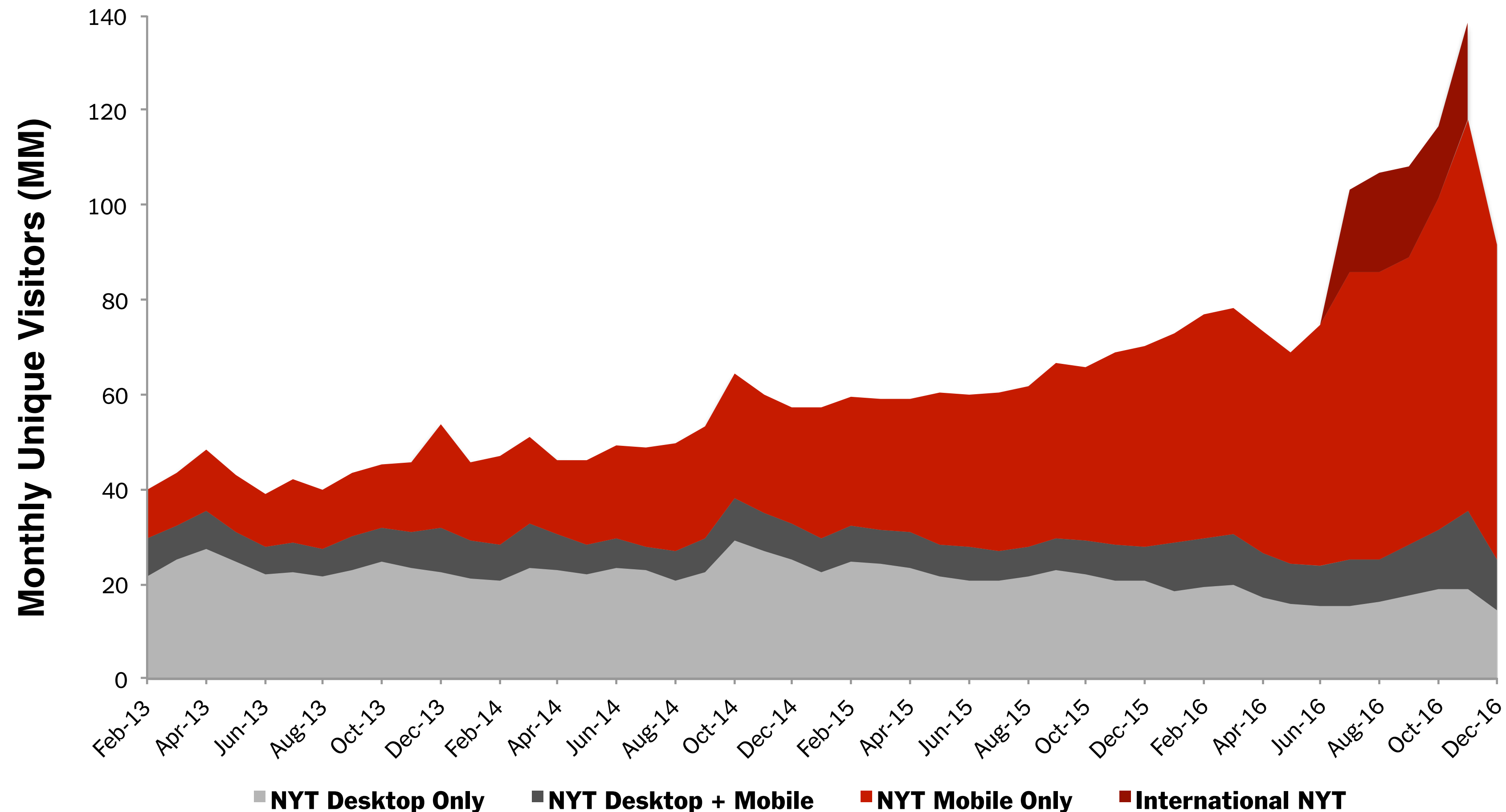
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23

← **Actual Fact**

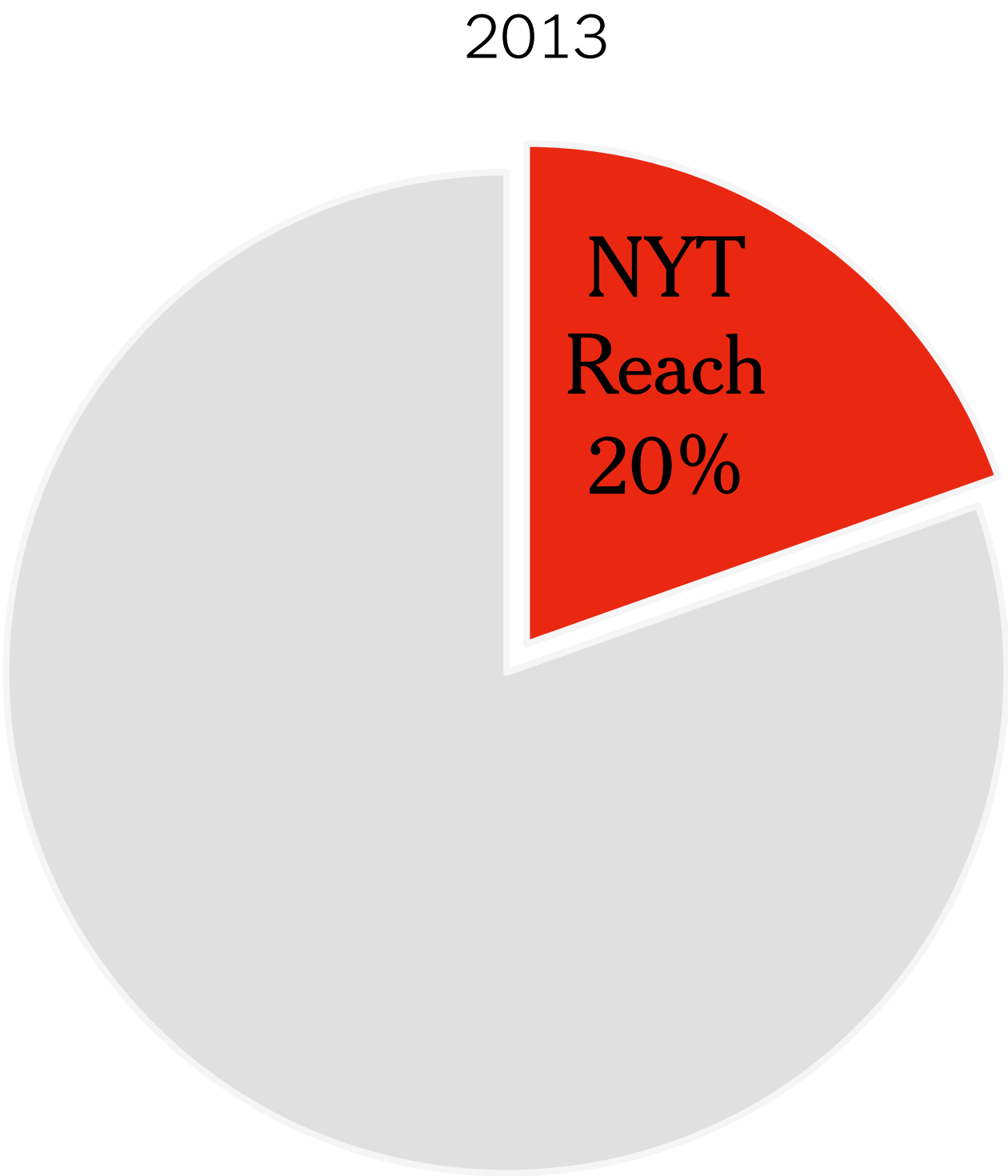
Our traffic has grown tremendously, too.
We're now an international powerhouse with **140 million** monthly readers.



In the US alone, that's **46%** of the entire digital population.
*It was **19%** in 2013.*

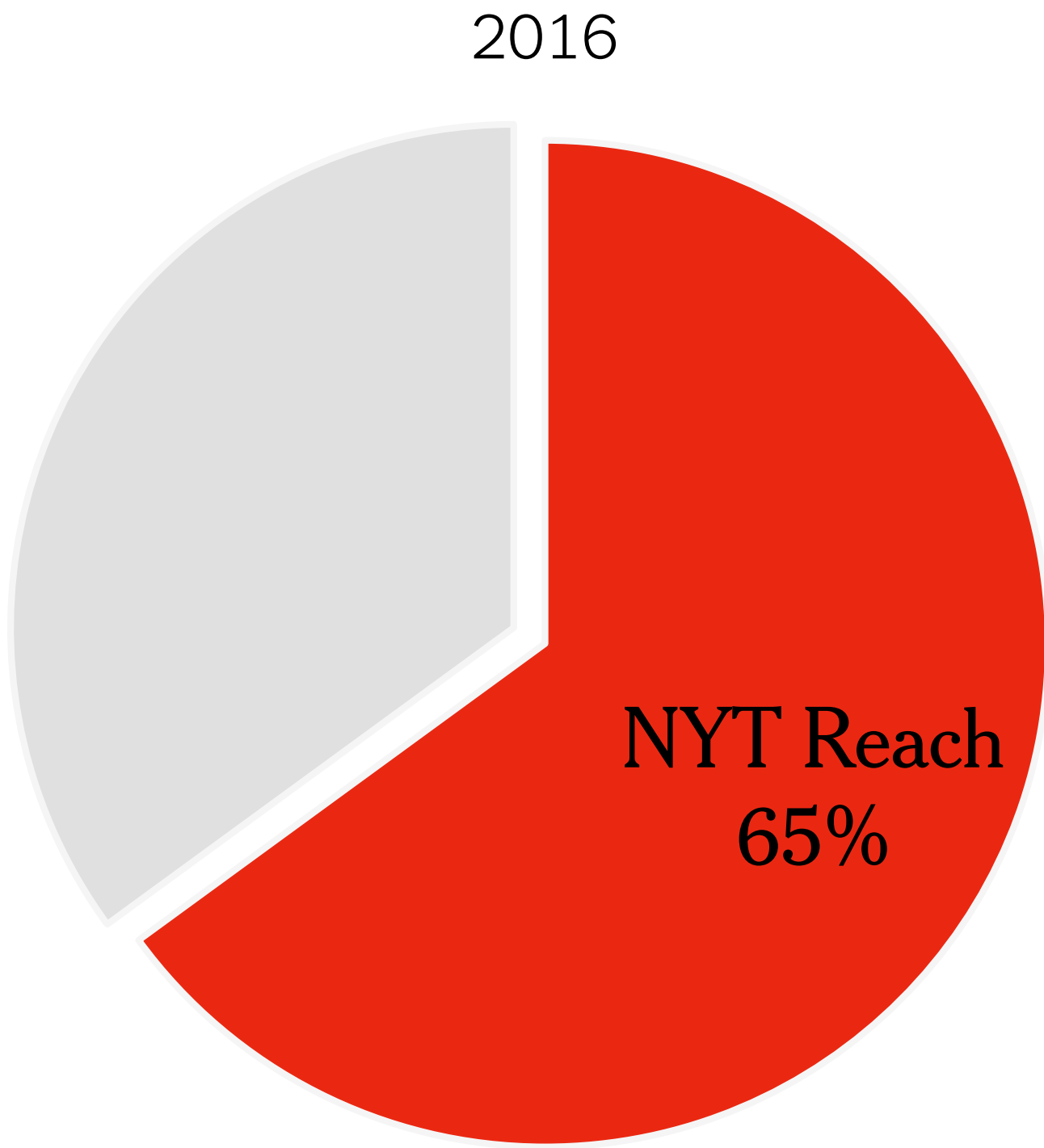
Our readers are getting younger.

We used to only reach **20%** of millennials.



US Millennial Readers % Reach

Now we reach **65%**.



And within our readership, millennials are the **largest generational** segment.

A large billboard is mounted on the corner of a building in a city, likely New York City. The billboard is white and features the word 'Truth.' in a large, bold, black serif font. Below it, the phrase 'It's more important now than ever.' is written in a smaller, black, sans-serif font. At the bottom of the billboard, 'The New York Times' is printed in its signature gothic typeface. The billboard is set against a backdrop of tall city buildings and a busy street with pedestrians and vehicles. The scene is captured during the day with soft lighting.

Truth.
It's more important now than ever.
The New York Times

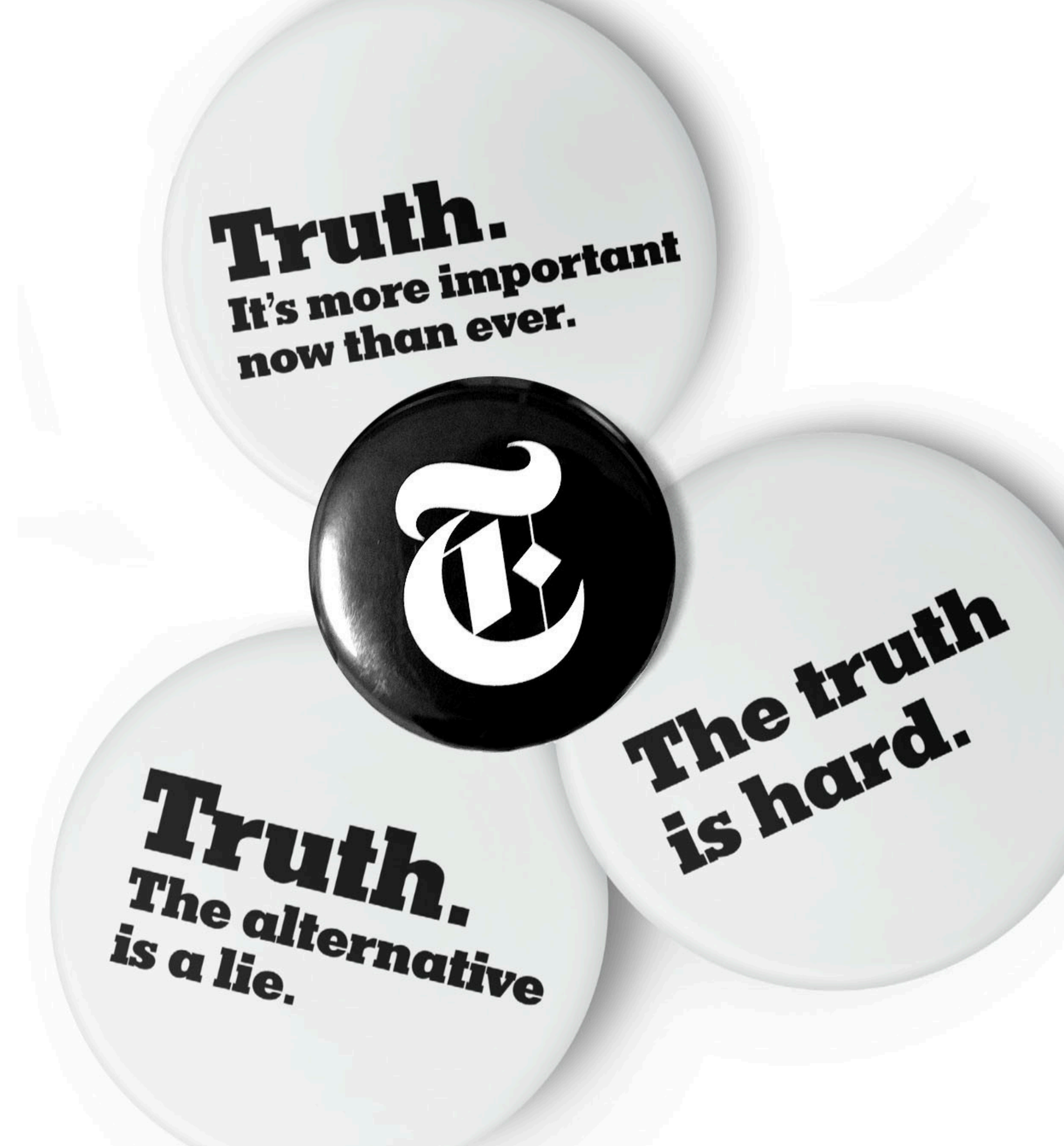
93% of millennials feel that **fake news** has caused **confusion** about basic facts and current events.

That's more than any other age group.

Truth is....

A brand campaign that:

- 1.helps people understand the value of NYT's original, independent journalism
2. sparks a conversation that keeps us top of mind



On subscription model vs. ad revenue model

On subscription model vs. ad revenue model

“We strongly believe that those two things [subscription revenue and ad revenue]... **shouldn't exist in conflict with one another.**

And I think the problem with the world of digital advertising, broadly, is that digital advertising grew up at *odds* with what is good for consumers.”

- our CRO

I'm Liz, and I believe...

The new pace of innovation is just *crazy*.

Here's what we're thinking today. — for advertising.

And what I think we're looking toward in 2017.

Media Multiplatform, completely reimagined.

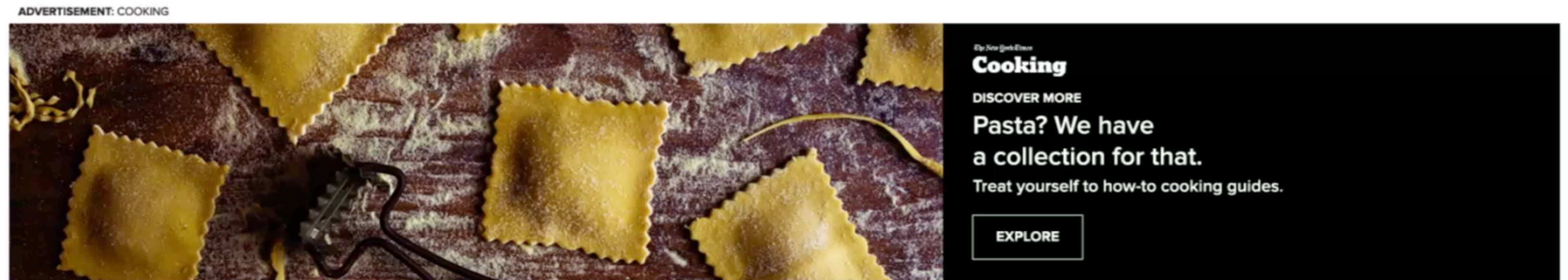
Services Brand storytelling from the world's best.

Partnerships Forget what you know about 'sponsorships.'

Our **media** business has two focuses: automation and bigger, better canvases.

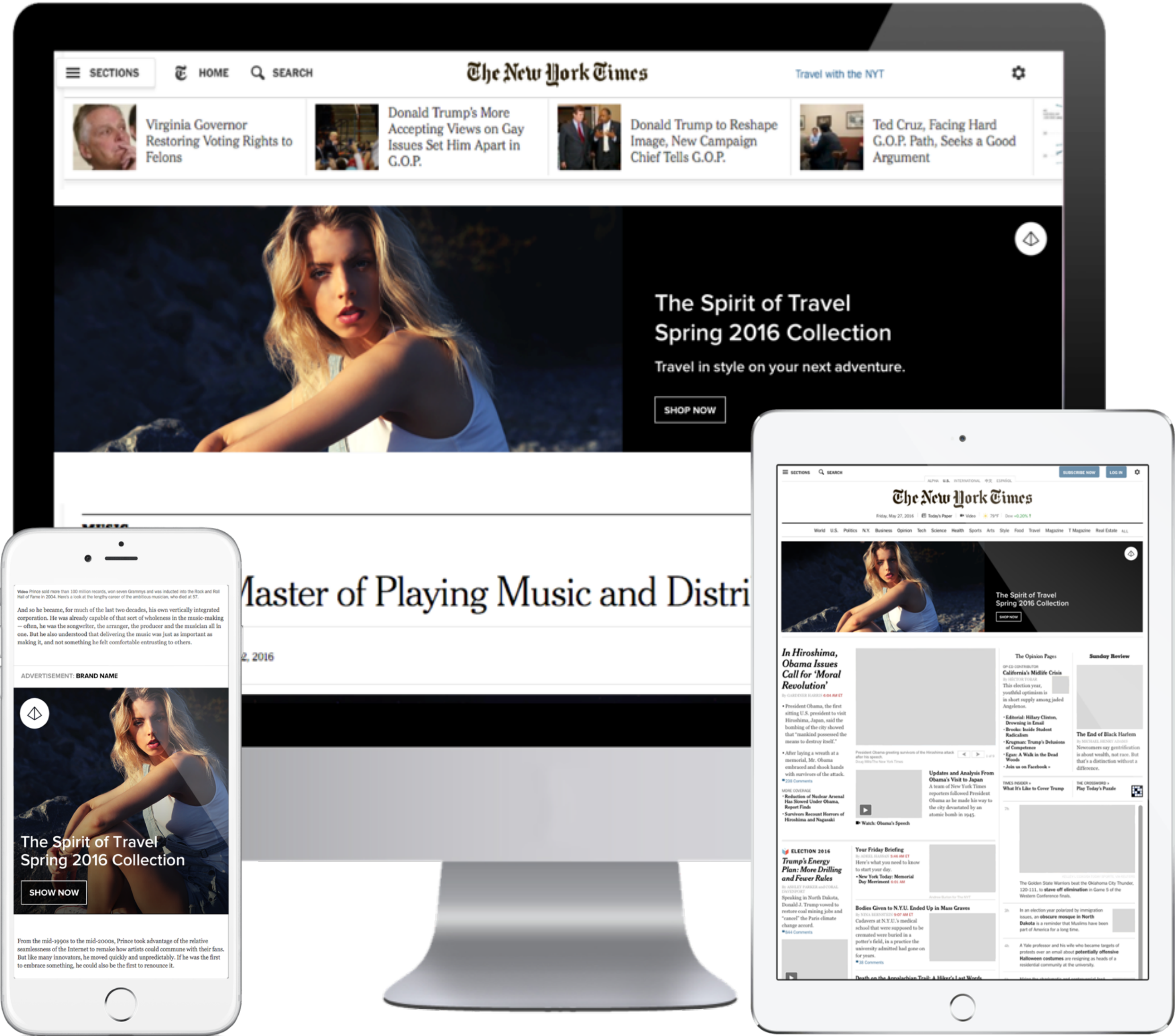


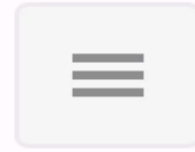
Mobile Format



Desktop Format

Flex Frames outperform standard IAB units with a CTR that is **more than 4x** the industry standard.





ADVERTISEMENT: BRAND NAME



He specifically sought out science-fiction fans for “Star Wars,” and 20th Century Fox, its distributor, advised exhibitors to use science-fiction displays in public libraries to reach youngsters on summer break. Fox also urged exhibitors to try to rope in college students in



ADVERTISEMENT

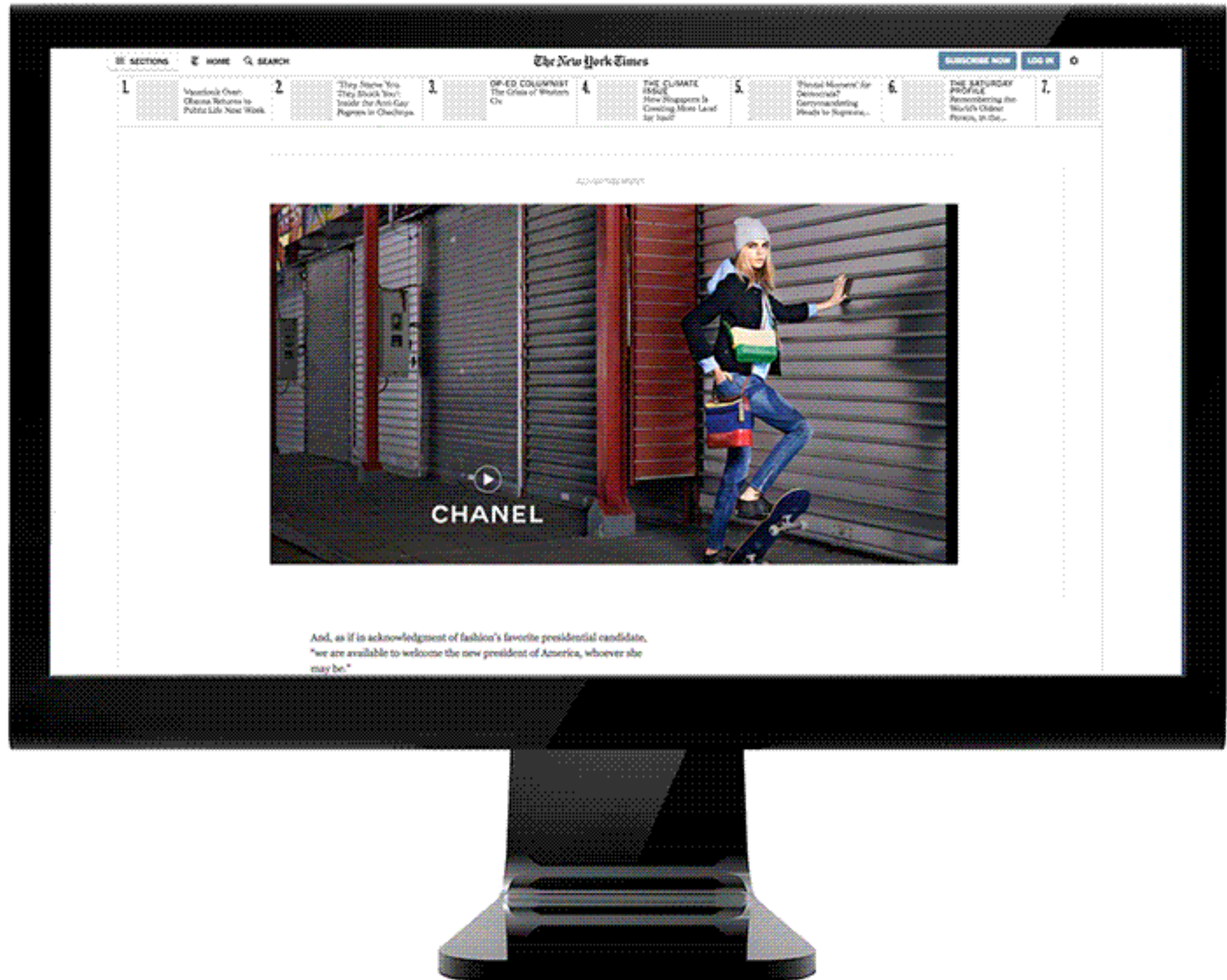


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And this year, we're going even bigger.



(with video, too.)



NEW YORK, WEDNESDAY, MARCH 11, 2015

NIETO **MACY'S**
★ ONLY ONE STAR
IS YOUR DESTINATION
FOR BEAUTY

PHILOSOPHY
renewed hope
in a jar

"All the News
That's Fit to Print"

VOL. CLXIV ... No. 56,802

The New York Times

NEW YORK, WEDNESDAY, MARCH 11, 2015

Late Edition

Today, clouds breaking for some sun, 40s; high 45, low 35. Tonight, clear, moonless, low 35, high 40. Tomorrow, sunny, a cooler day, high 45. Weather map is on Page B12.

\$2.50

Clinton Says She Followed Rules on Email

Acknowledges Half of
Messages Deleted

By AMY CHOZICK
and MICHAEL S. SCHMIDT
UNITED NATIONS — Hillary Rodham Clinton revealed on Tuesday that she had deleted about half her emails from her years as secretary of state, saying she had turned over to the Obama administration all correspondence about government business but had drawn records of communications about private matters, like page reactions, her daughter's wedding and her mother's funeral.
In a news conference about her exclusive use of a private email account while secretary, Mrs. Clinton sought to quell the furor about those communications, already in its second week.
She acknowledged that it would have been wiser to use a government email but official business, but said she had "fully complied with every rule" and was going "above and beyond" what was required of her in making the State Department to make public much of her email correspondence.
"No one wants their personal emails made public," she said, "and I think most people understand that and respect that privacy."
She said she had only convenience in mind in choosing to use just a personal email account.
"I thought it would be easier to carry just one device for my work and for my personal emails instead of two," she explained, "and, in effect, that voters trust that she was disclosing more of them than she needed to — and even to credit her with an unusual degree of transparency."
Mrs. Clinton said she turned over some 30,000 emails to the State Department in December, nearly two years after leaving office. But she said she had deleted



Hillary Rodham Clinton on Tuesday at a news conference on her use of her personal email account for government business.

Credible Contender Rises Against Netanyahu

By DANIEL KERSHNER
JERUSALEM — Issac Herzog was getting nervous about the traffic as his car crawled north out of Tel Aviv, on the campaign trail, so he instructed his driver to use the "fifth divider" — the deep, horseshoe-shaped turn that Prime Minister Benjamin Netanyahu's regularly employs to clear the way.
Until a few weeks ago, Mr. Herzog, 54, the leader of the opposition, was considered by many Israelis to be a shrewd and able politician, but not quite prime ministerial material. The son of a storied family and a lawyer who served in previous governments as a minister of justice, from justice and education, he was seen as lacking the charisma and

Official Quits Amid Blame In Ferguson

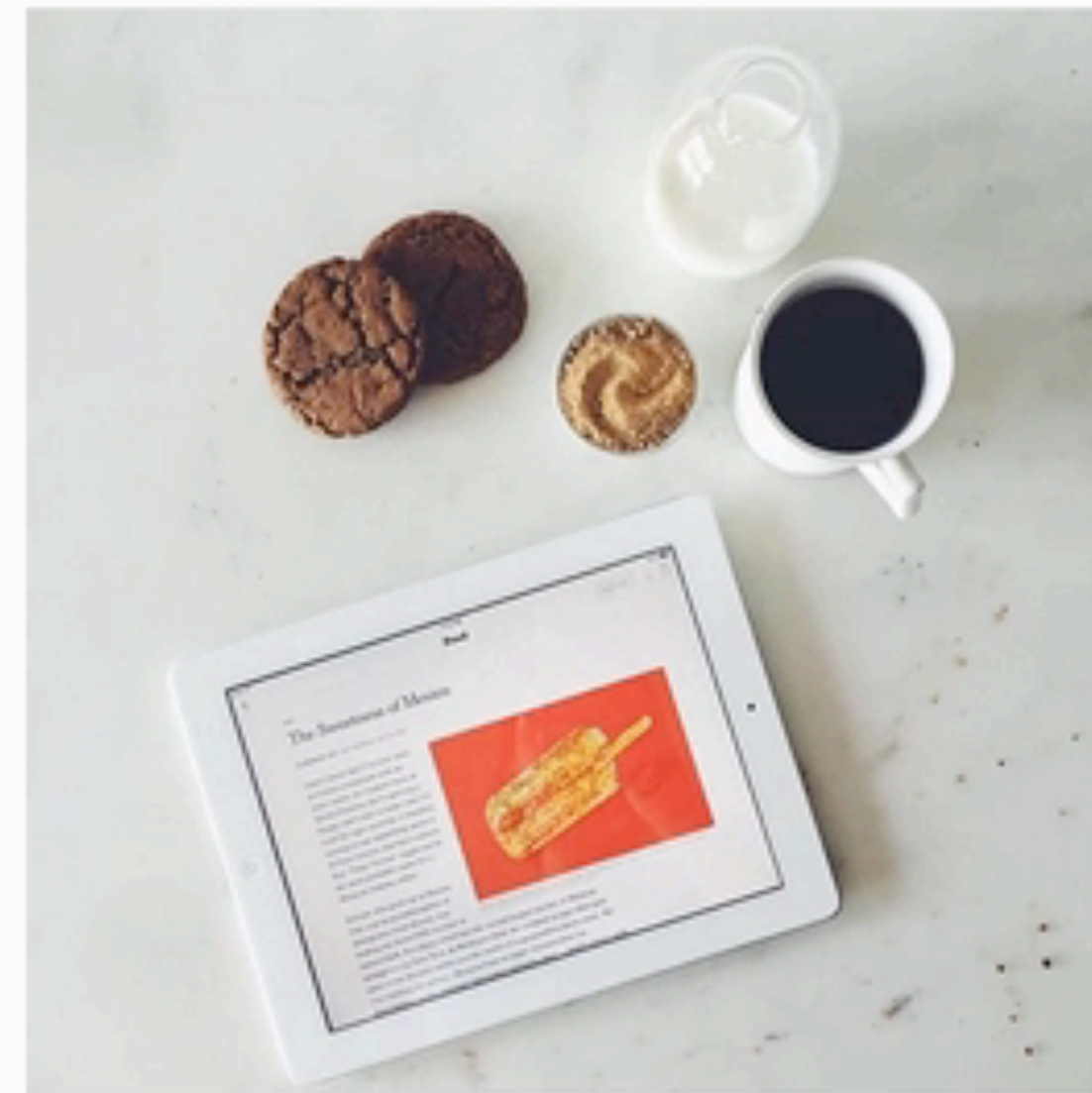
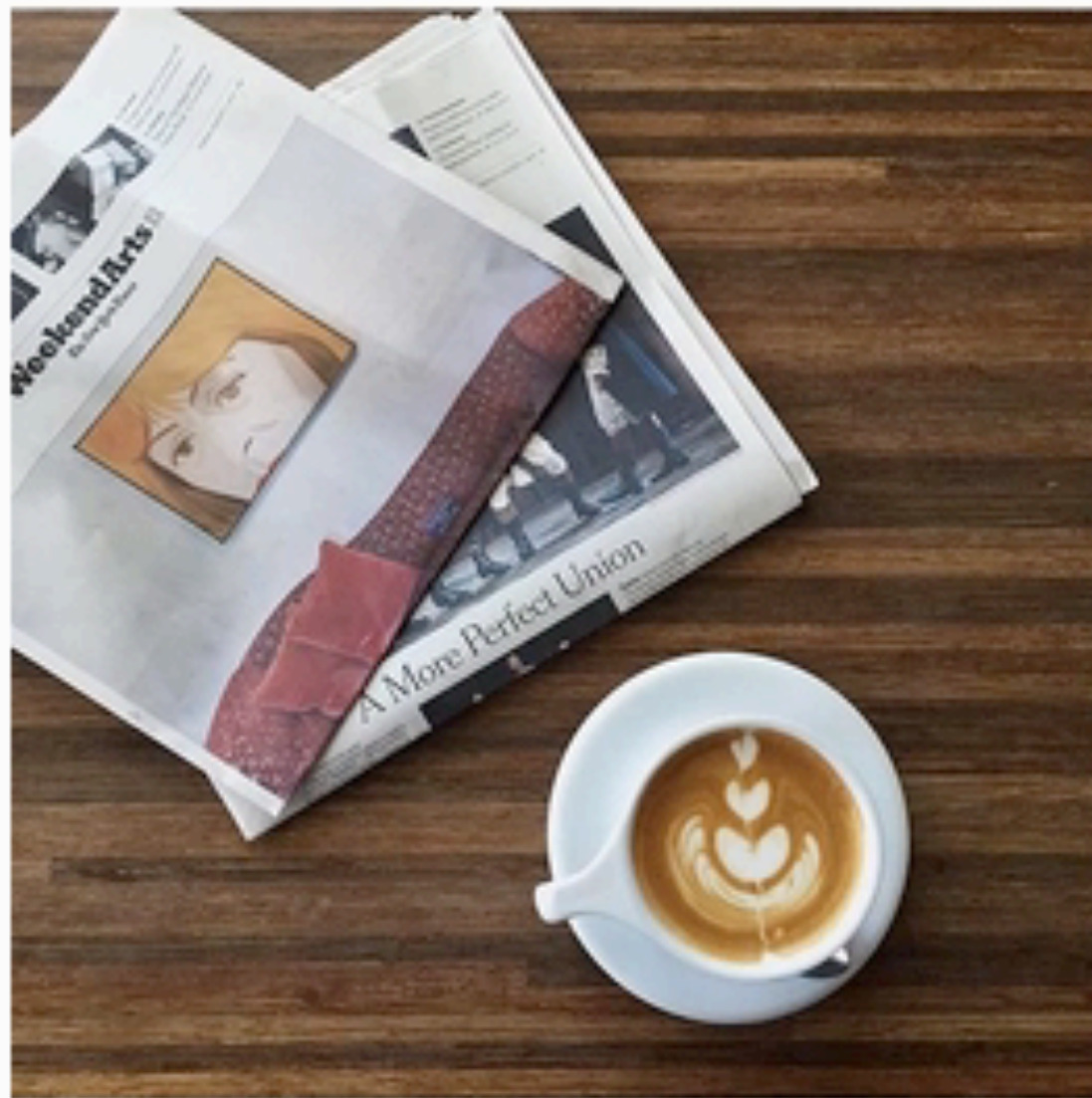
By JOHN ELGIN
FERGUSON, Mo. — The city manager of Ferguson, Mo., who was charged with overseeing the investigation of the shooting of a black teenager by a police officer, resigned on Tuesday, about a week after the shooting. Justice Department report was released.

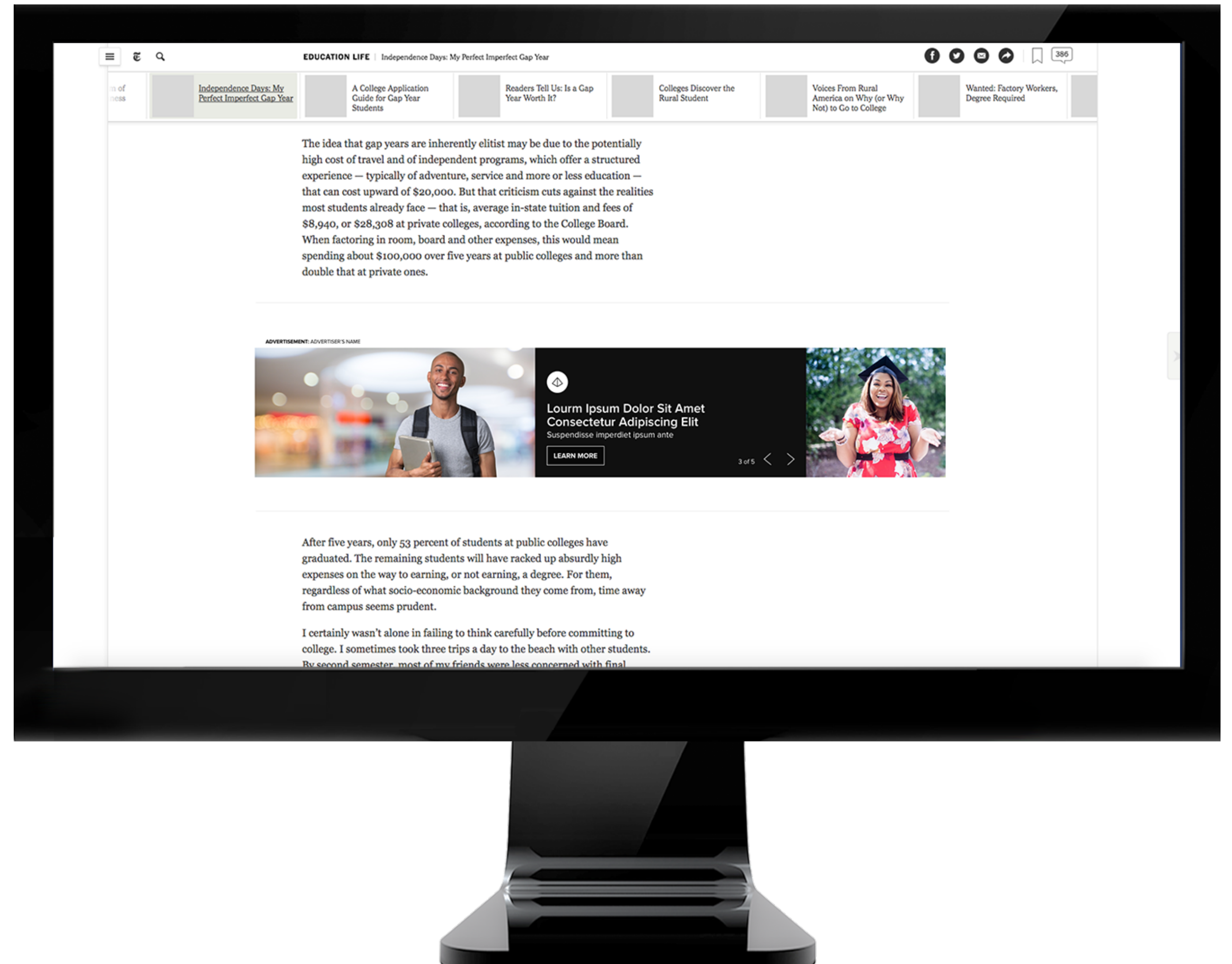
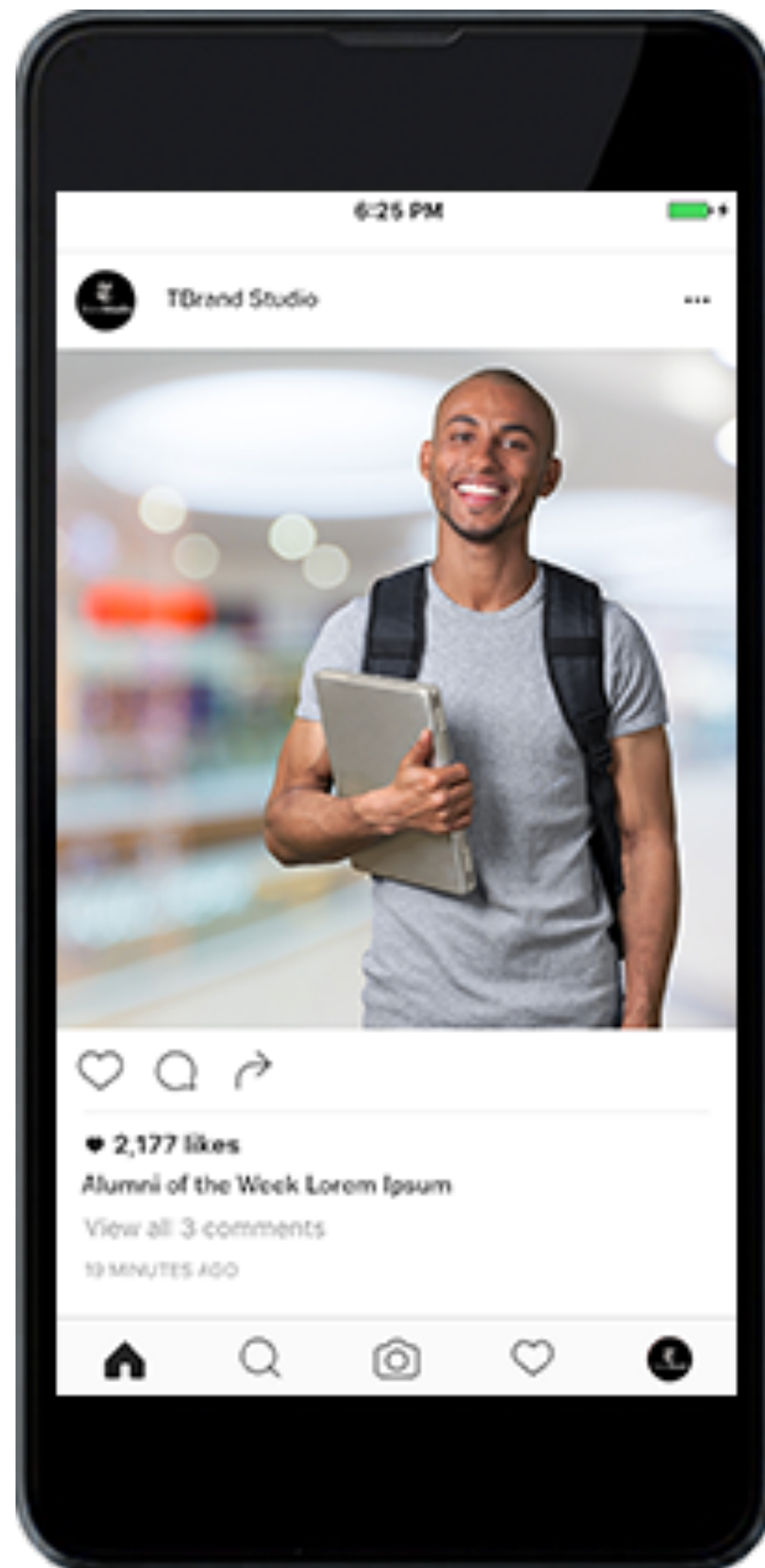
IRATE DEMOCRATS DENOUNCE G.O.P. ON IRAN LETTER

SENATORS ARE DEFIANT
A Developing Coalition
Against the Nuclear
Deal Threatened

By JENNIFER STEINHAUER
and JULIE HIRSCHFELD DAVIS
WASHINGTON — Democrats on Tuesday denounced the Republican leadership's warning of a veto of the Iran nuclear deal, saying the president should have consulted them before announcing it.
The administration's move to block the deal, which would allow Iran to develop nuclear energy for peaceful purposes, was seen as a major setback for the president's efforts to improve relations with the Islamic Republic.
The move also threatened a developing coalition of Democrats and Republicans who had been working to pass the deal.







...sit amet,
tur adipiscing elit.



...sit amet,
consectetur adipiscing elit.

Quisque varius lacinia eget volutpat
bibendum. Maecenas dignissim elit
porta. In ornare elit, semper elit.
Cras mollis enim id dolor varius, ut
egestas urna nisl. Nulla facilis
maecenas porta.

Ut fringilla nunc fringilla, malesuada nunc a, volutpat mi.



Long
con.

Amet, co



Arts
On the Day

Services: T Brand Studio



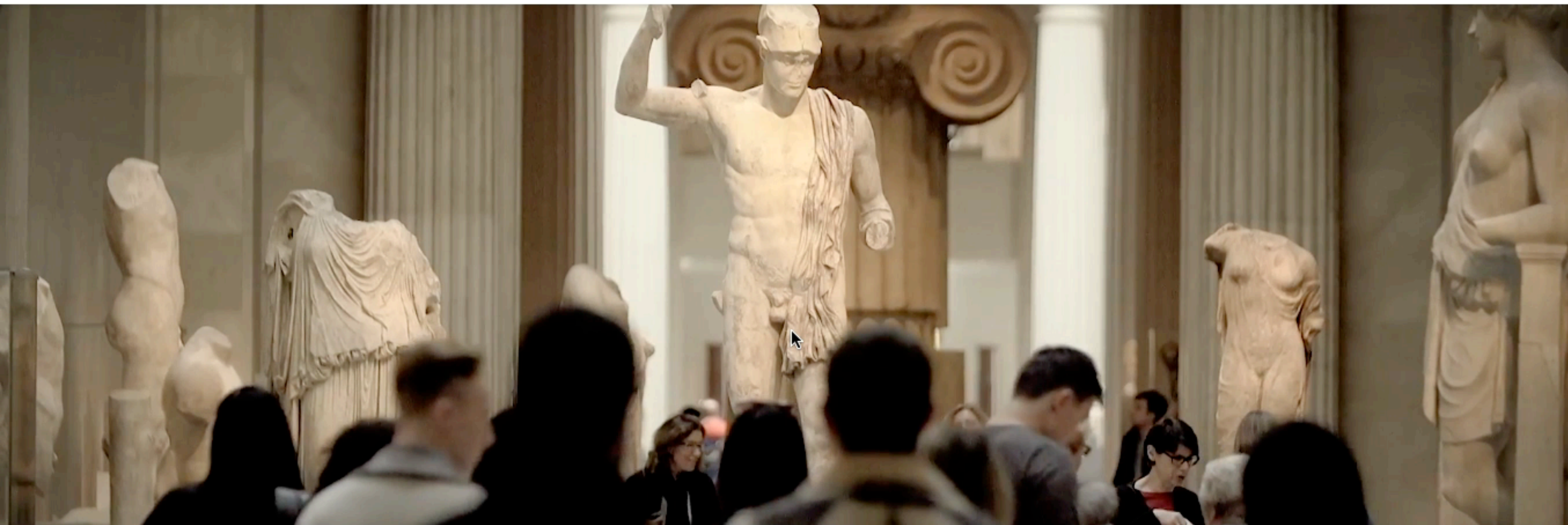


Is The New York Times Full Service Content Agency

Partnerships: Original Programming + Examples

Aligning with original newsroom programming benefits both advertiser and the Times.

- New article series/coverage areas
- New service journalism and formats, e.g. Guides
- Audio
- Video
- VR/360



Five Must-Sees

Off The Beaten Path

Amazing Spaces

With Kids?

Tips for Visiting

Make the Most of the Met

The New York Times **Well**



How to Train Pick Your Gear Get Inspired Fuel Your Body Hydrate Lose Weight? Prevent Injury Run With Well

How to Start Running

BY TARA PARKER-POPE @nytimeswell



Podcasts



The Run-Up

The election is over. But the story has just begun.

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MORE TIMES PODCASTS



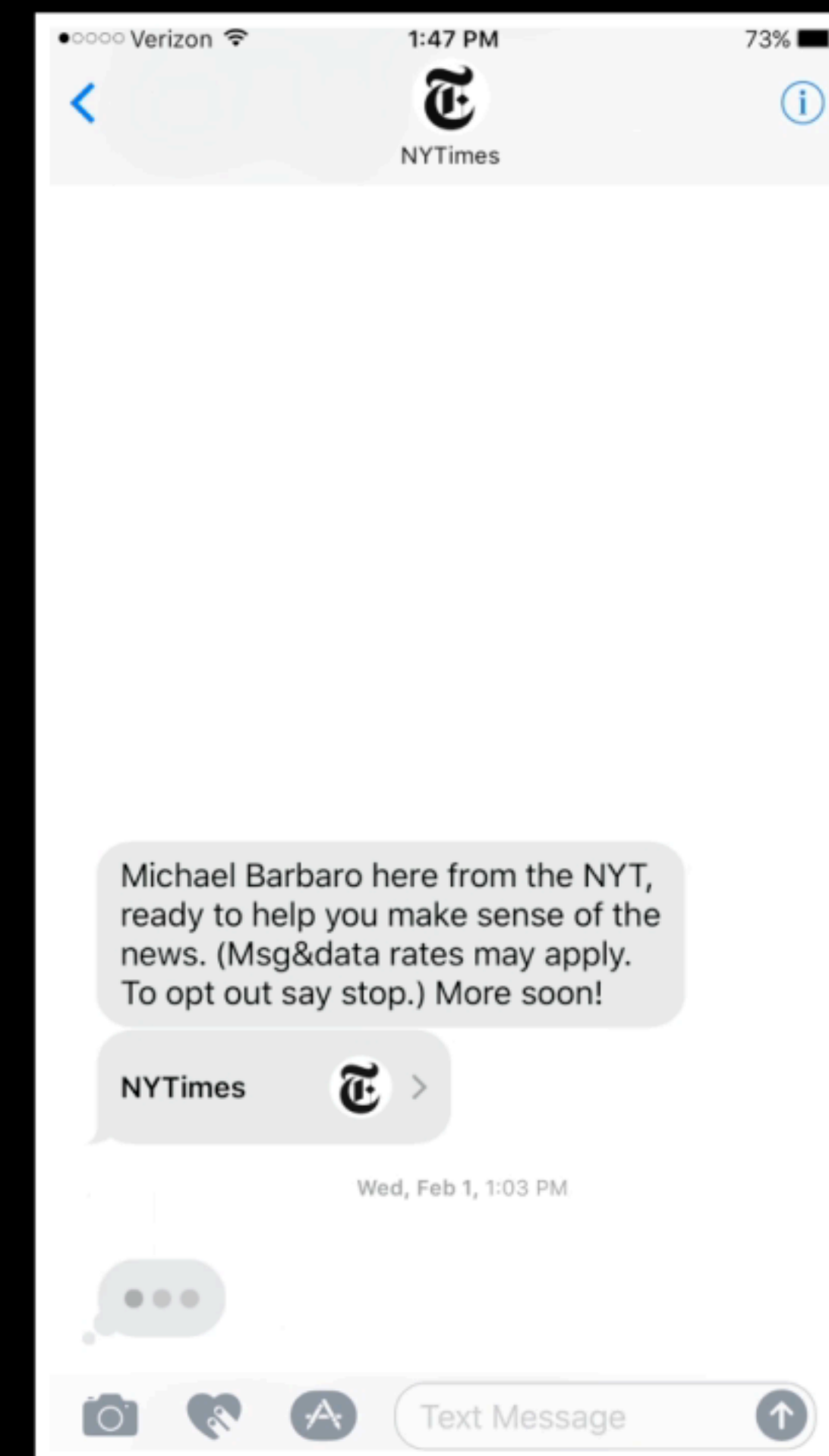
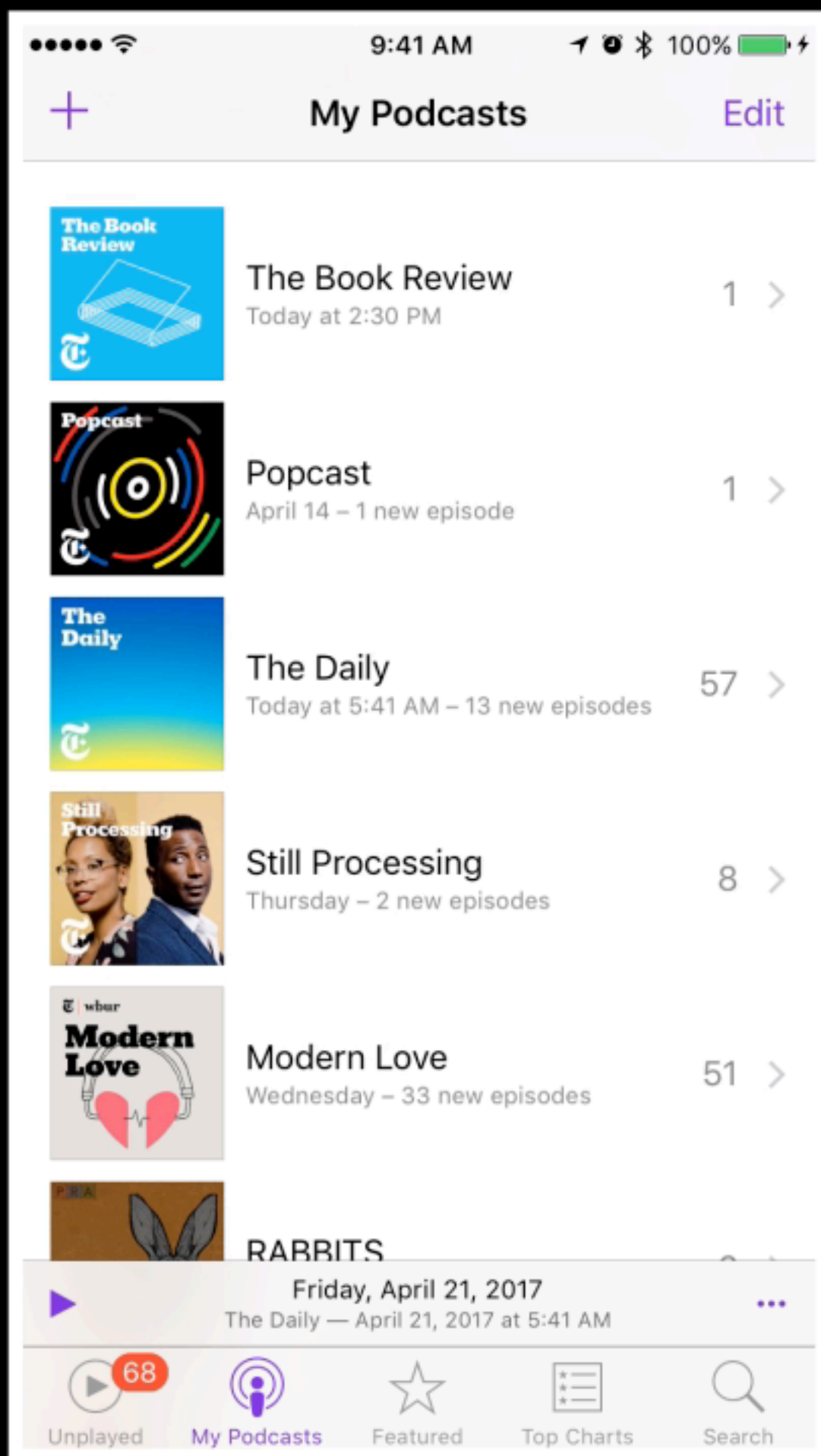
A black and white close-up portrait of a man with a serious expression, looking slightly to the left. He has a visible tattoo on his left forearm. The text "THE INSIDE TRACK" is overlaid in the center.

THE INSIDE TRACK



To bring that content to life, the right partners are crucial.

Our biggest, most ambitious projects yet are the result of close partnerships with the most creative and innovative global brands in the industry.





+



I'm Liz, and I believe...

The new pace of innovation is just crazy.

Here's what we're thinking today.

And what I think we're looking toward in 2017.

In 2017, I think we'll...

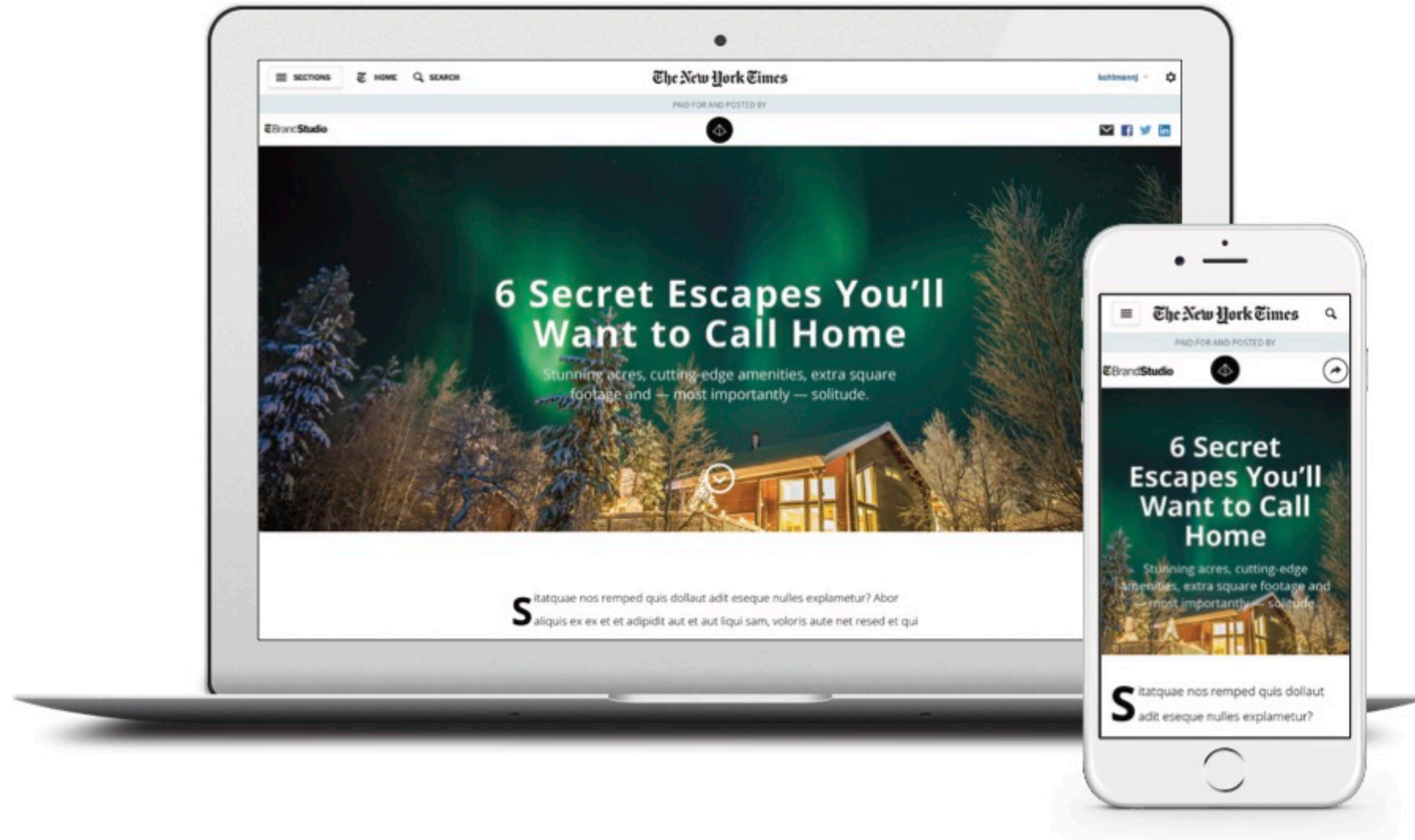
1. Keep bringing all the pieces together for massive partnerships.

#KIACADENZA



2. We'll continue a trend of product **simplification**. We must relentlessly focus on clarity and repeatability for our canvases; it's the only way to clear the way for exceptional work and unlock creative potential.

List



Video: Single

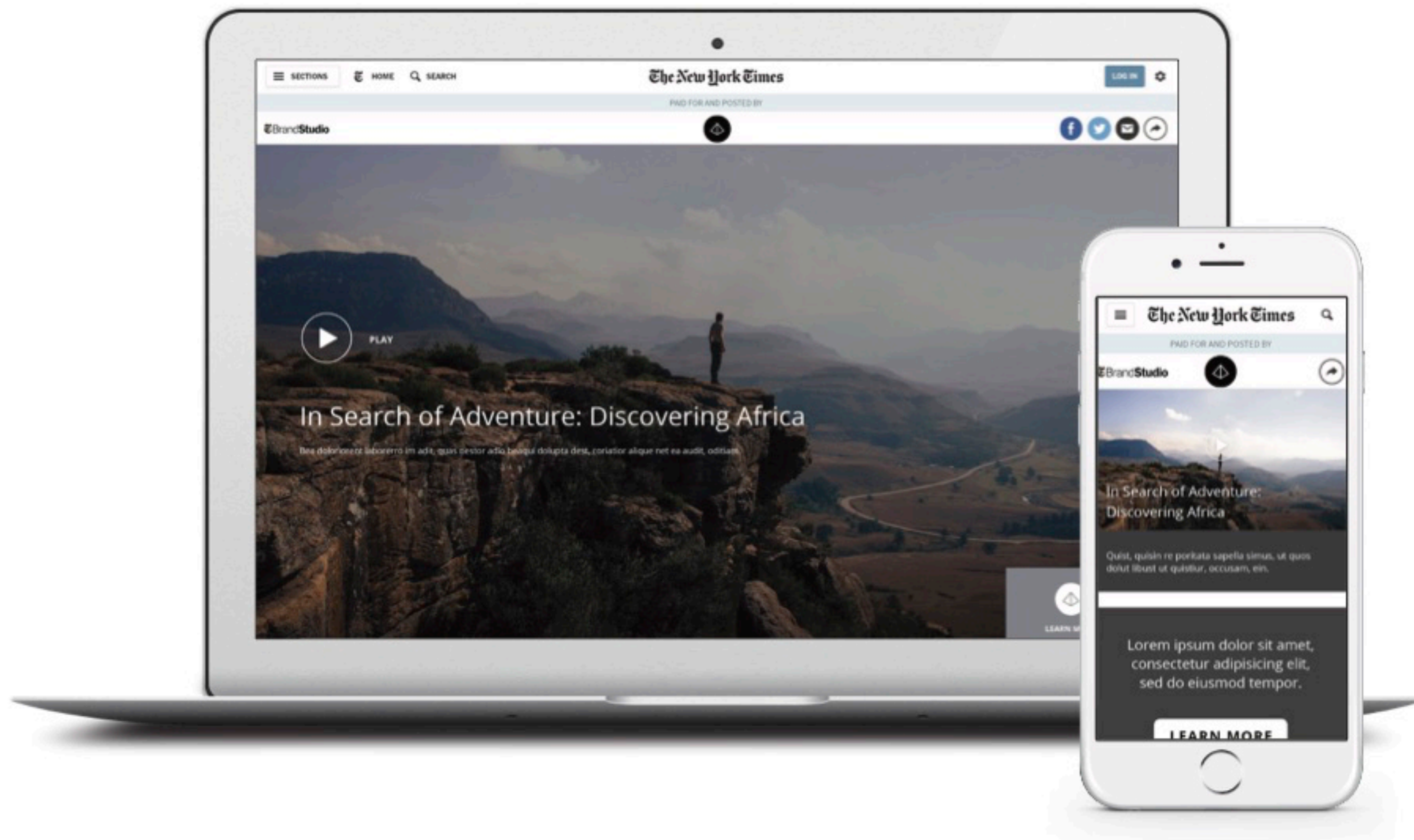
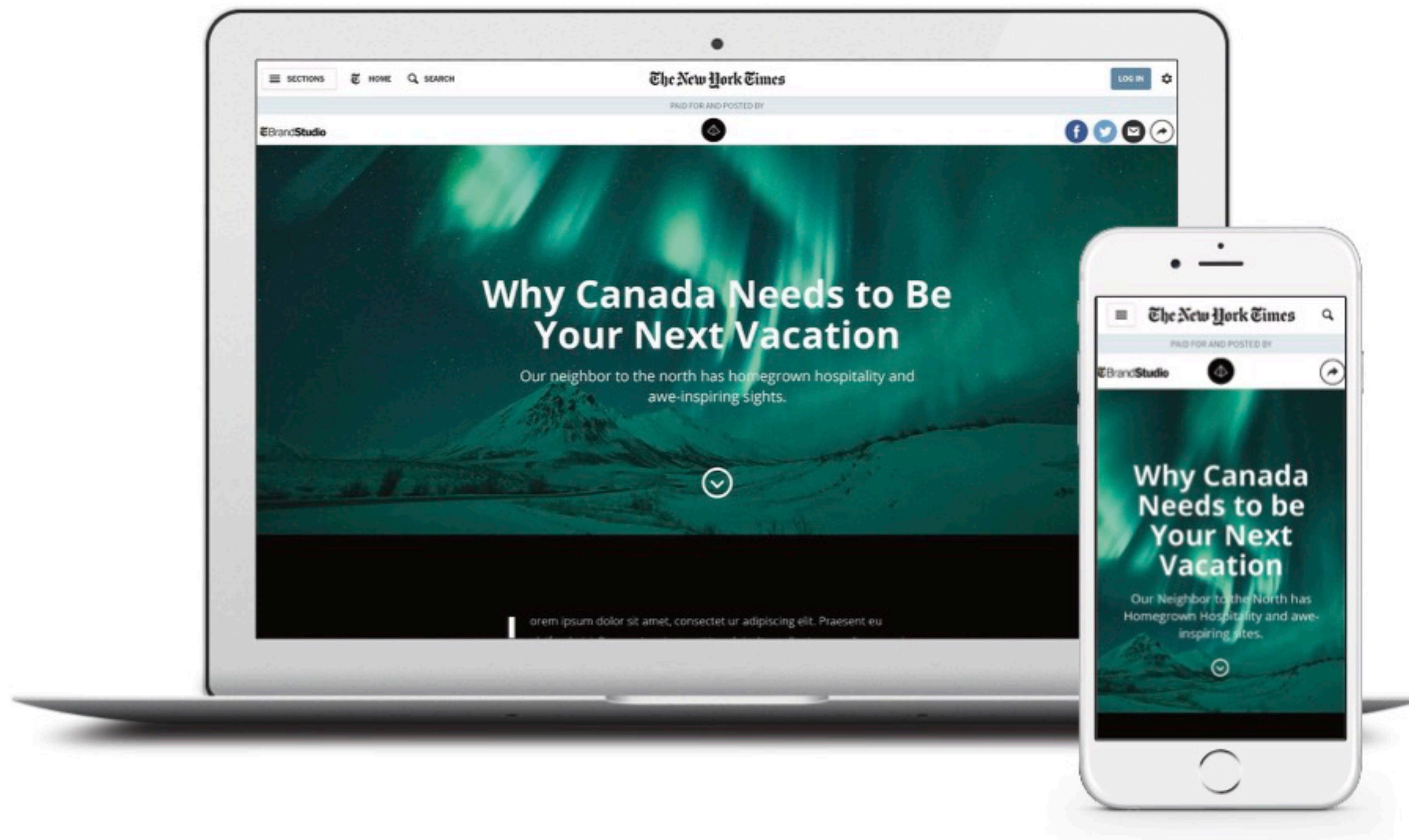


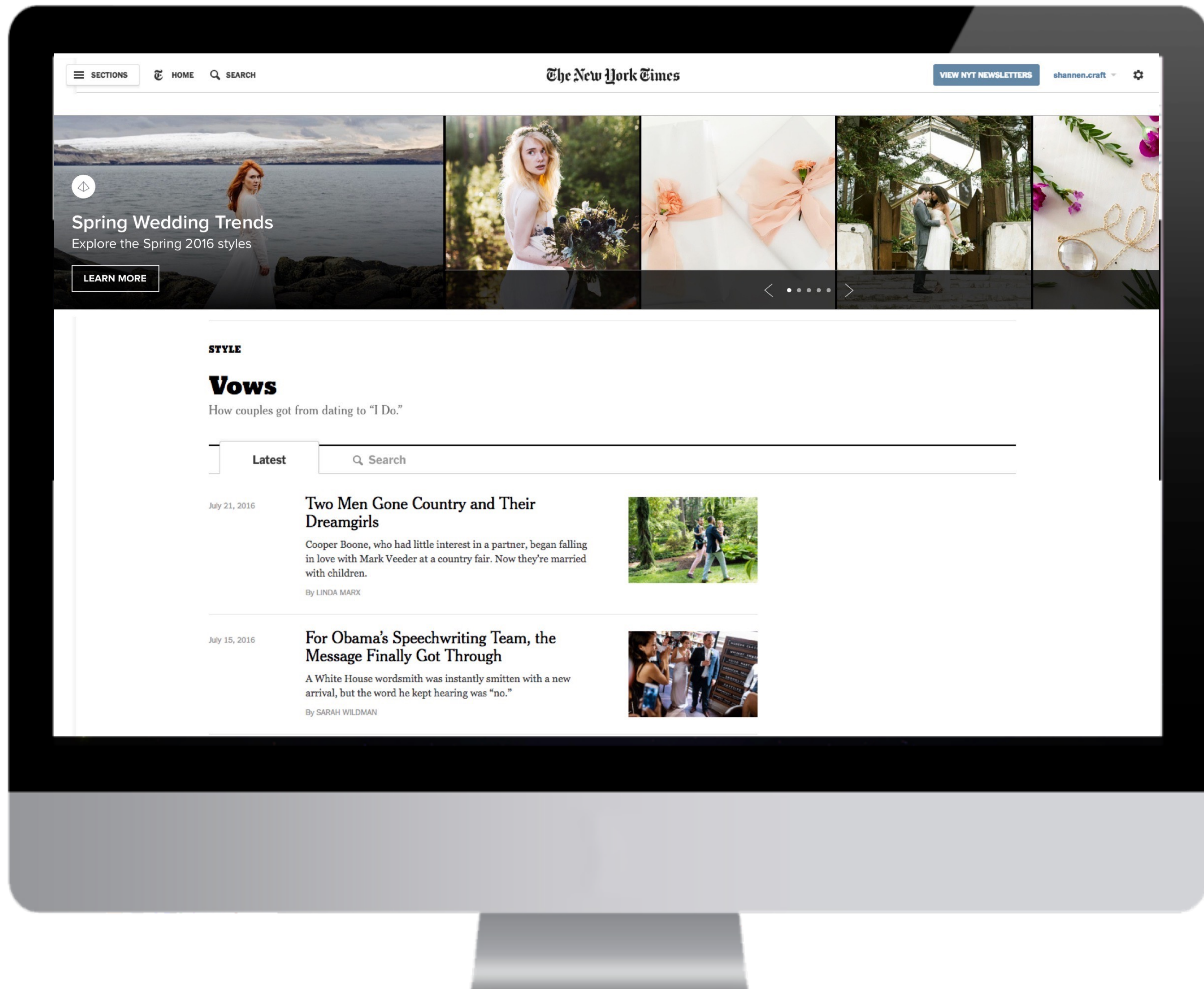
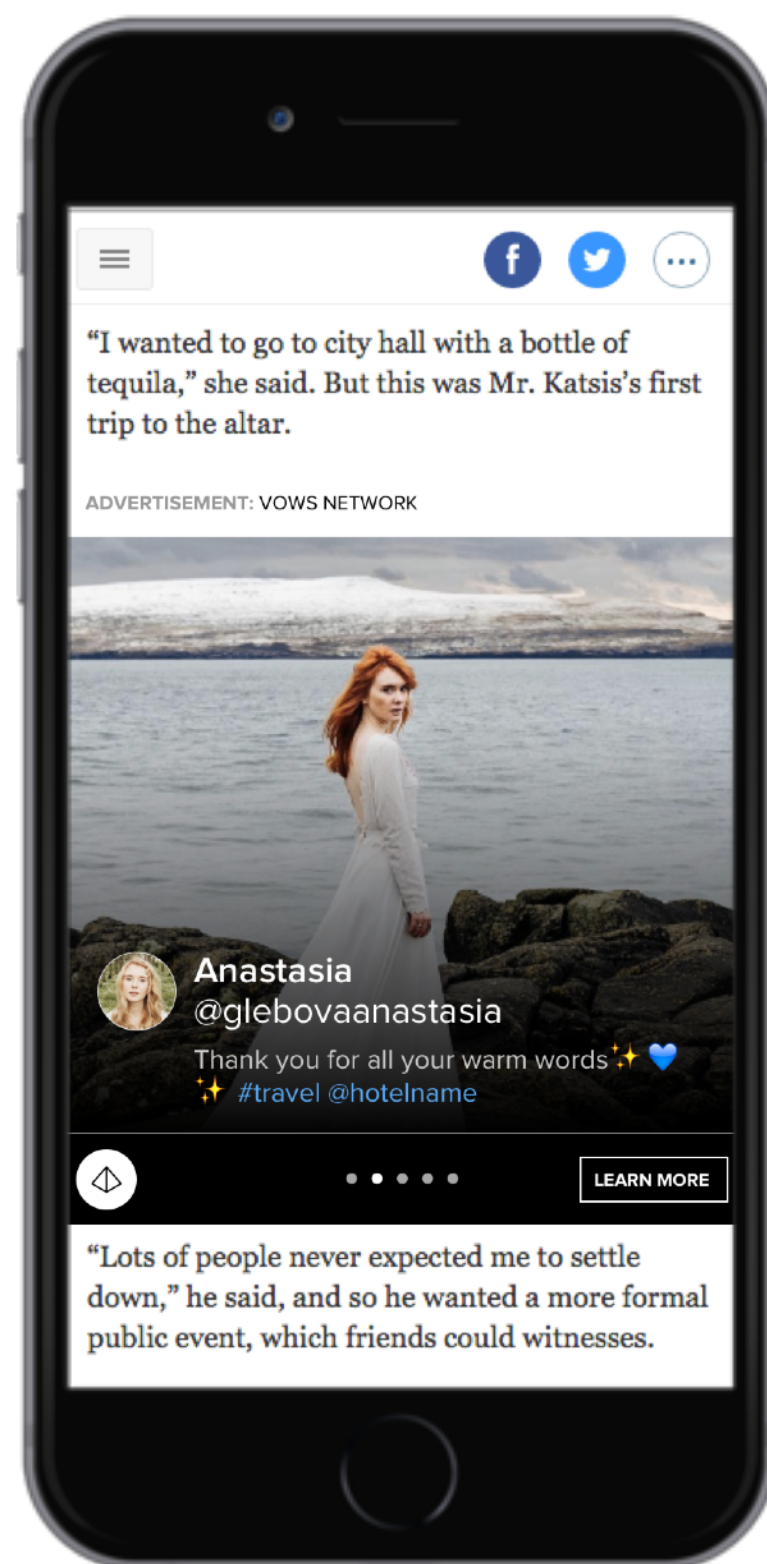
Photo Essay



3. Media and content: **together again.**
(true for both products and campaigns!)

Things I've realized are pretty stupid:

- media without content
- content without media
- thinking about either in a vacuum
- (or, having a strategy for one without understanding the other.)







Lorem ipsum dolor sit amet, consector elit.

LEARN MORE

ACROSS


1. CIOHNO: The _____ who missed out on the next big thing for their company
4. CIOHNO: The _____ who missed out on the next big thing for their company
6. CIOHNO: The _____ who missed out on the next big thing for their company
7. CIOHNO: The _____ who missed out on the next big thing for their company
8. CIOHNO: The _____ who missed out on the next big thing for their company

DOWN

1. Clue goes here, max 70 characters
4. Clue goes here, max 70 characters
6. Clue goes here, max 70 characters
7. Clue goes here, max 70 characters
8. Clue goes here, max 70

	1	2	3	4
5				
6				
7				
8				

 Reset

 Info 

Brought to you by
Predix from GE.

GET CONNECTED





1A

CIOHNO: The _____ who missed out on the next big thing for their company



	1	2	3	4
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8				

 Reset

 Info 

Brought to you by
Predix from GE.

GET CONNECTED



PREDIX

 Reset 

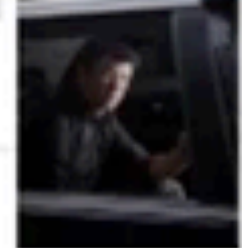
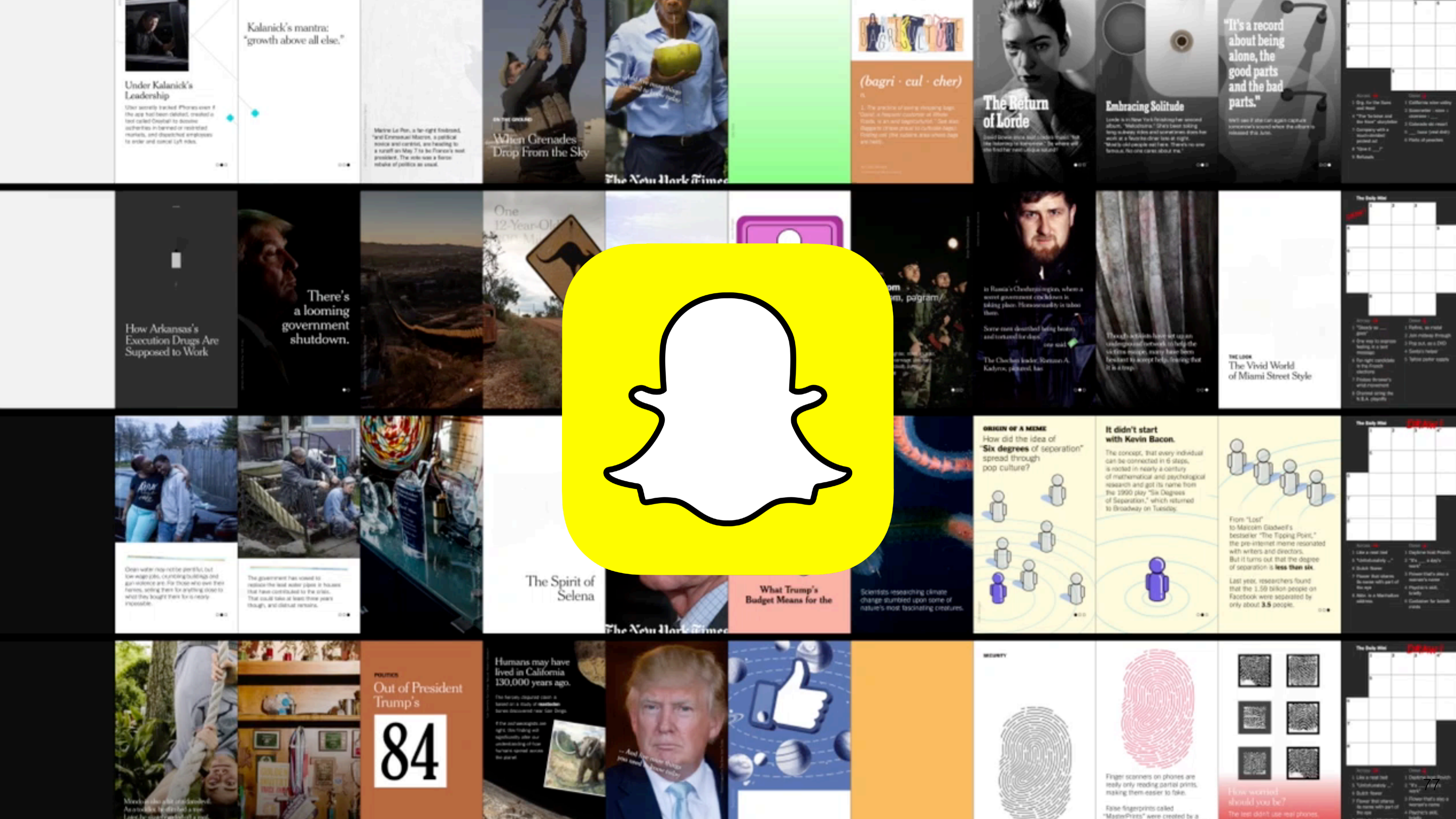
	1	2	3	4
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6				
7				
8				



1A

Clue goes here, 2 lines max





Under Kalanick's Leadership

User secretly tracked iPhones even if the app had been deleted, created a tool called Onyx to doxxify authors in banned or restricted markets, and dispatched employees to order and cancel Lyft rides.

Kalanick's mantra: "growth above all else."

Marine Le Pen, a far-right nationalist, and Emmanuel Macron, a political novice and centrist, are heading to a runoff on May 7 to be France's next president. The role was a fierce rebuke of politics as usual.



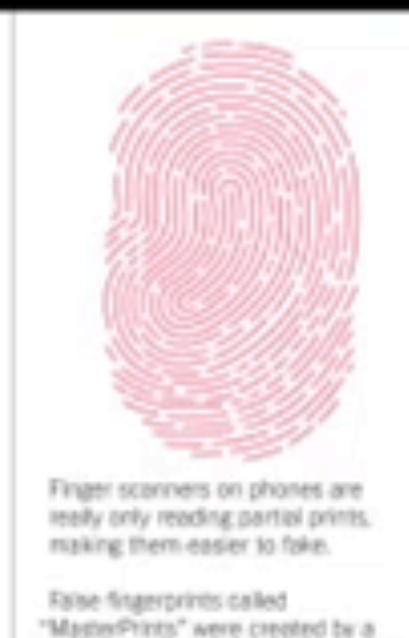
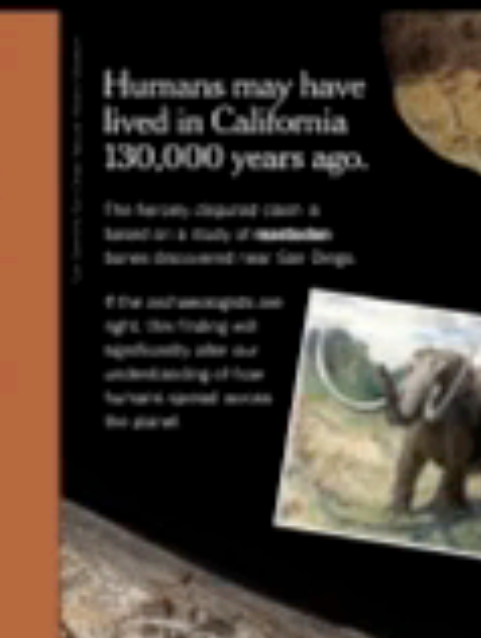
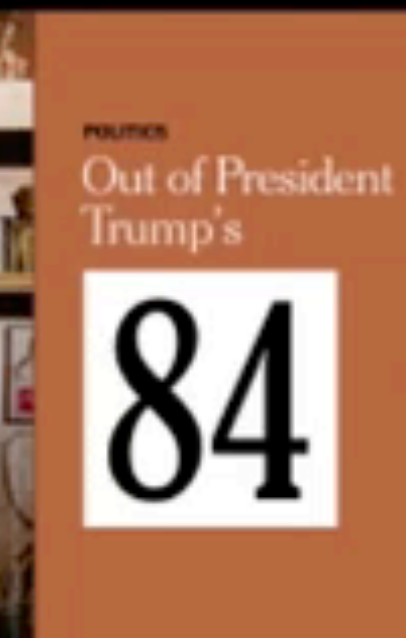
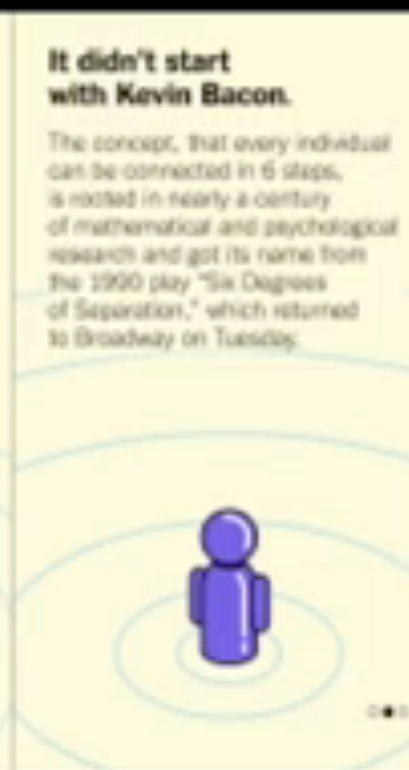
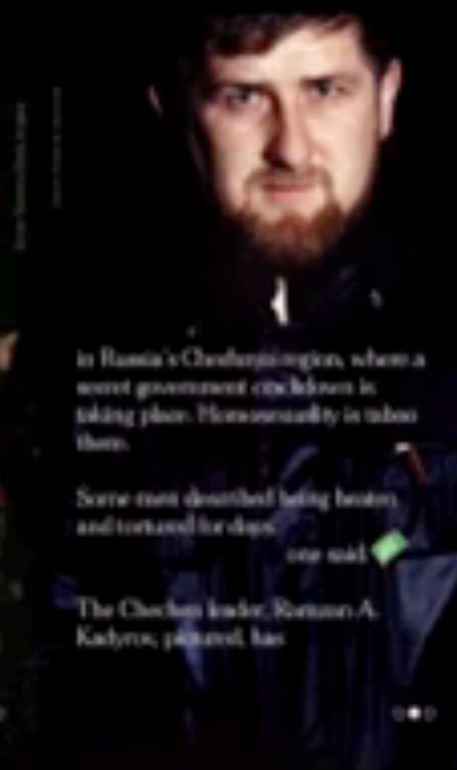
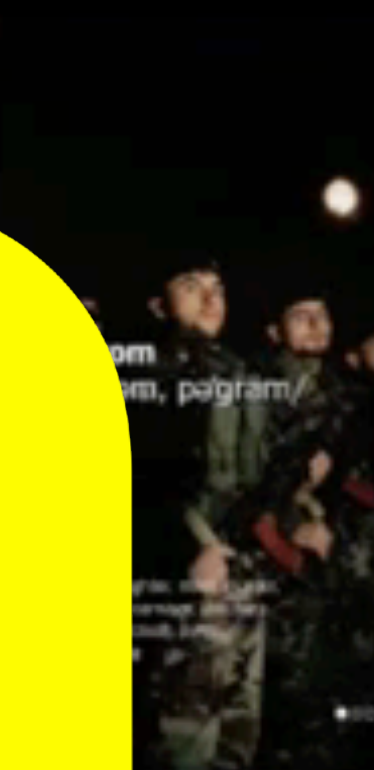
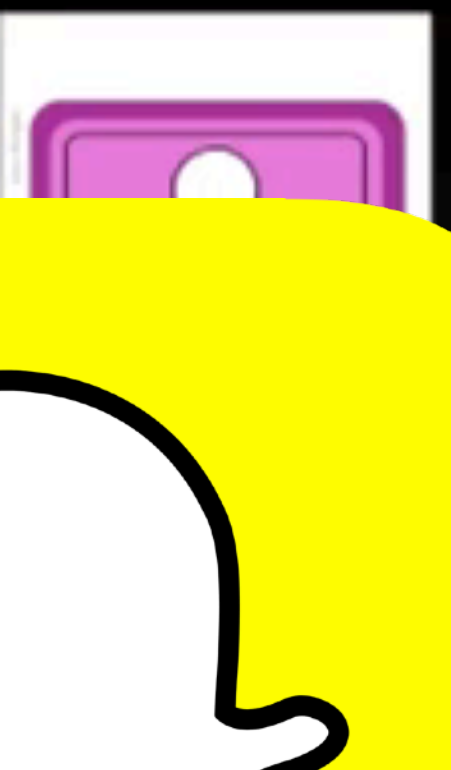
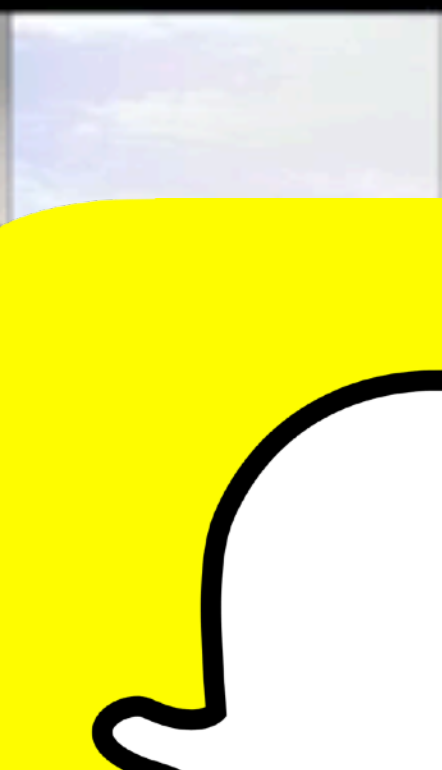
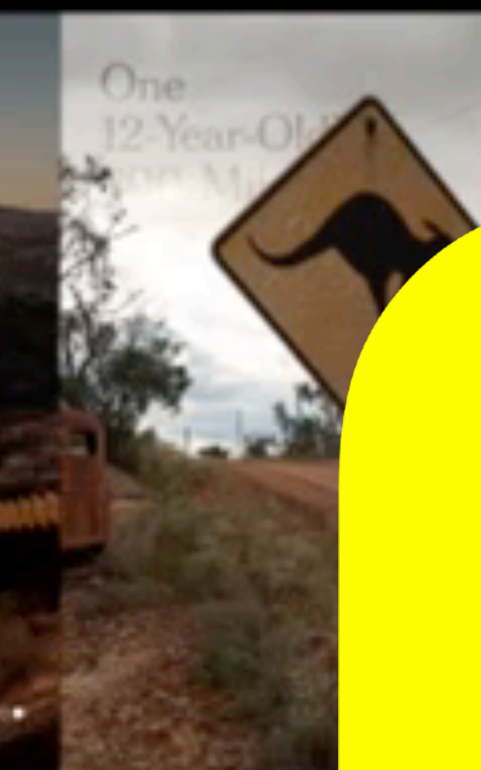
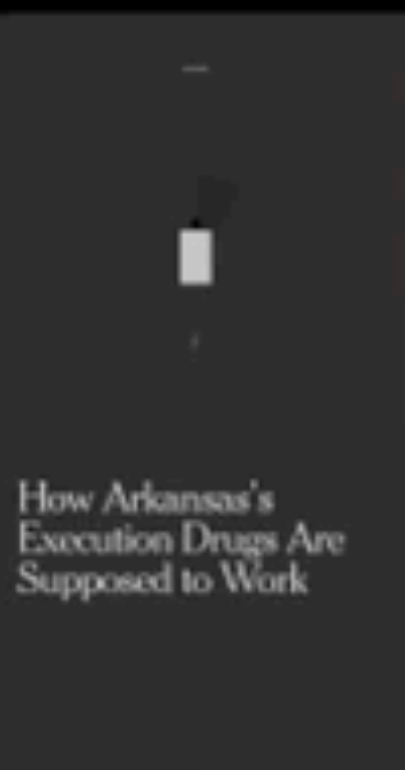
(bagri · cul · cher)

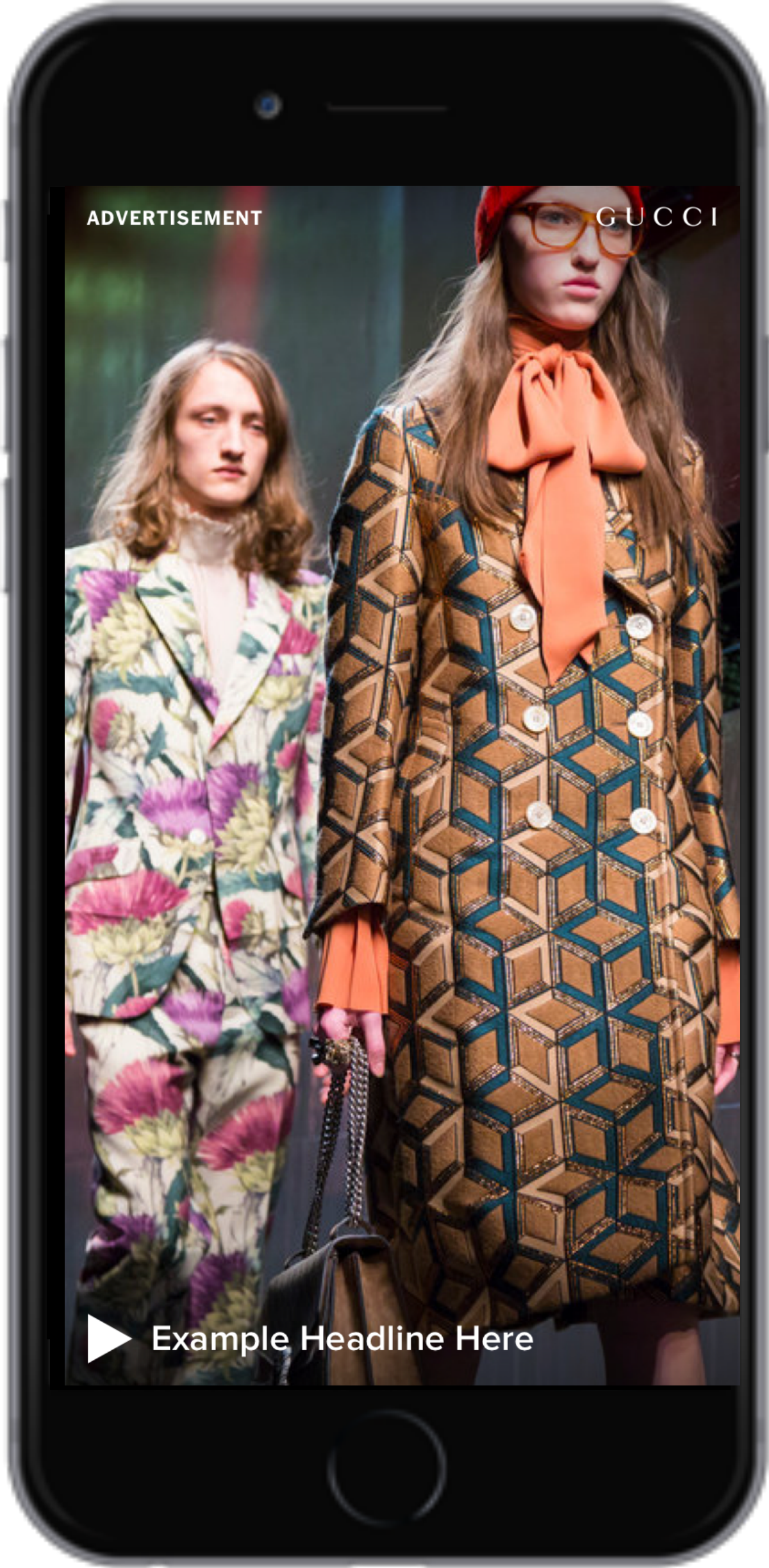
1. The practice of being 'shopping bags' is an ancient one. In the past, it was a sign of wealth. Today, it's a sign of status. The practice of being 'shopping bags' is an ancient one. In the past, it was a sign of wealth. Today, it's a sign of status.



"It's a record about being alone, the good parts and the bad parts."

Next we'll see if she can again capture someone's soul when she returns to the scene.





4. We'll all finally start thinking **beyond destination-based branded content**, and consider the whole ecosystem when **programming** for a client.

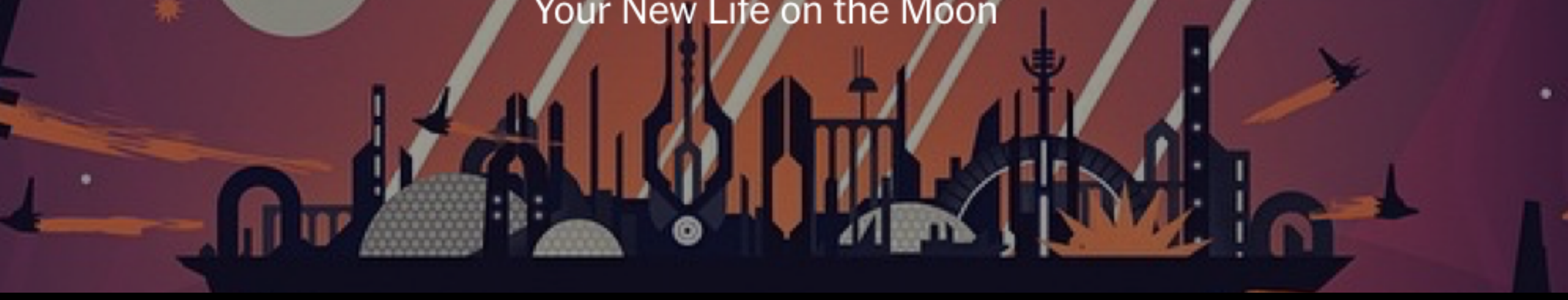
A full program articulates:

- a content idea
- an **ecosystem** the advertiser can ‘own’ — one that makes sense for the content idea and format
- **how** the content lives in a distributed ecosystem
 - in-stream on mobile
 - other formats e.g., video
- how it lives on its own destination

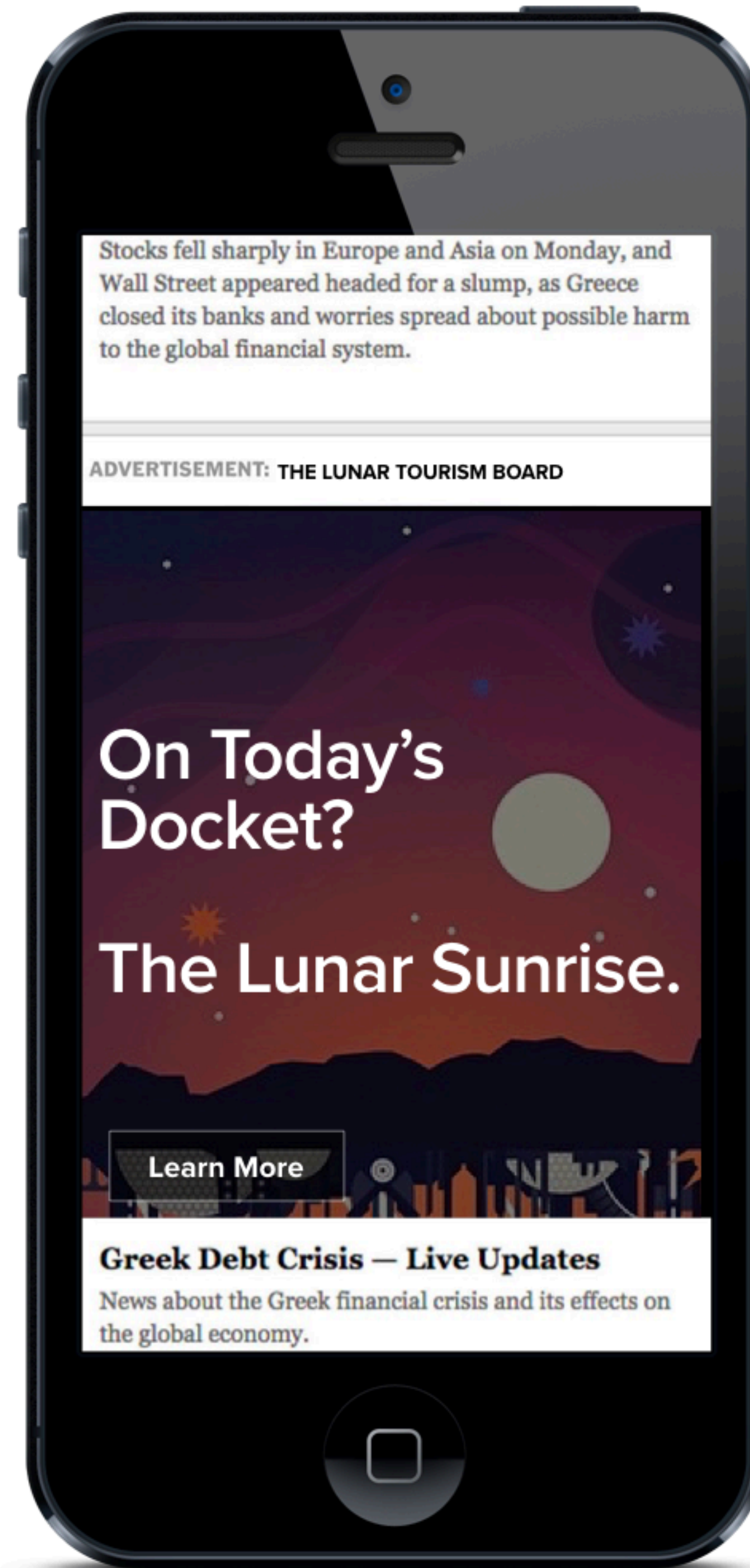
IDEA

Your World, Off World

An Introduction to
Your New Life on the Moon



DISTRIBUTED





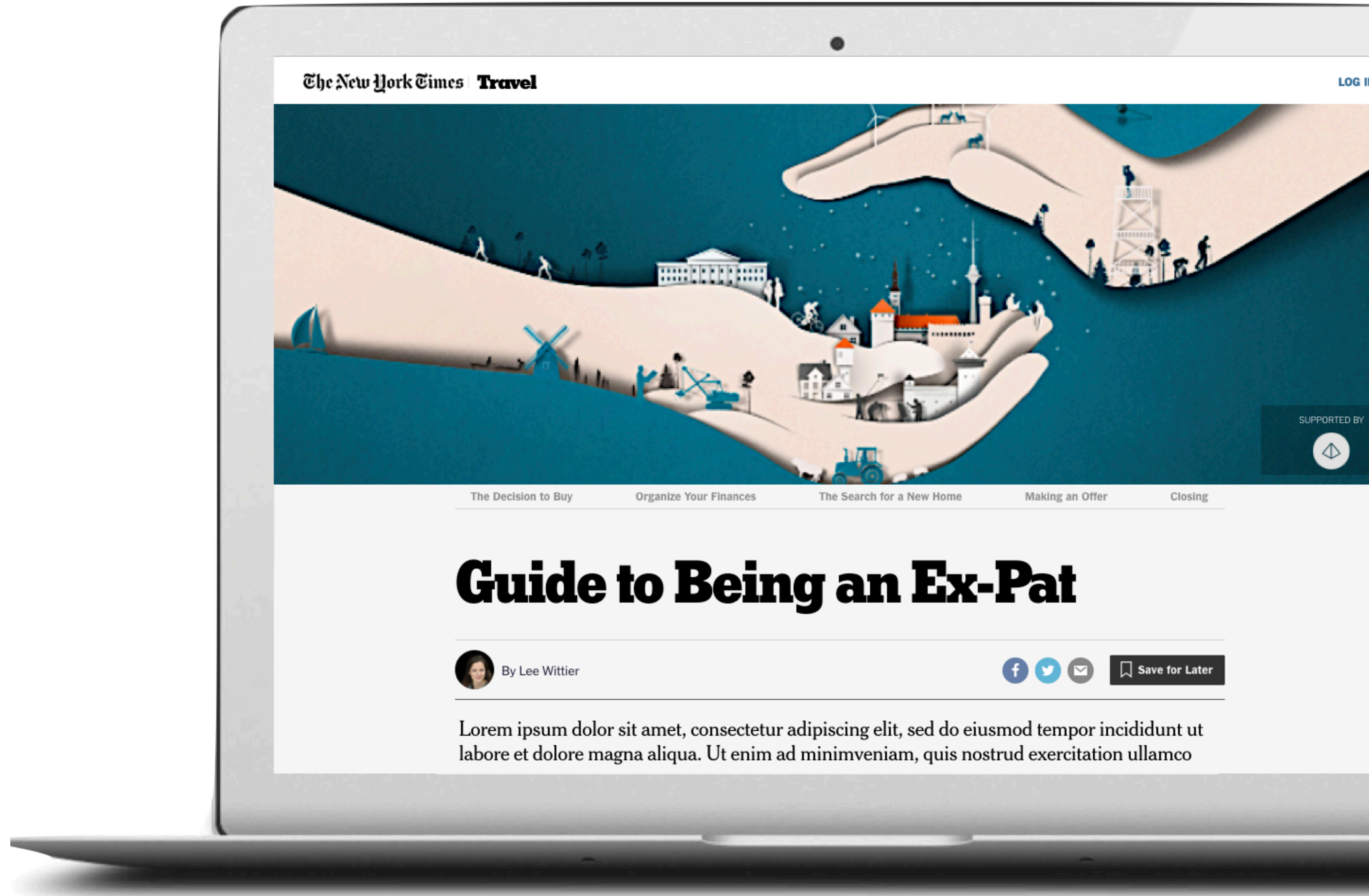
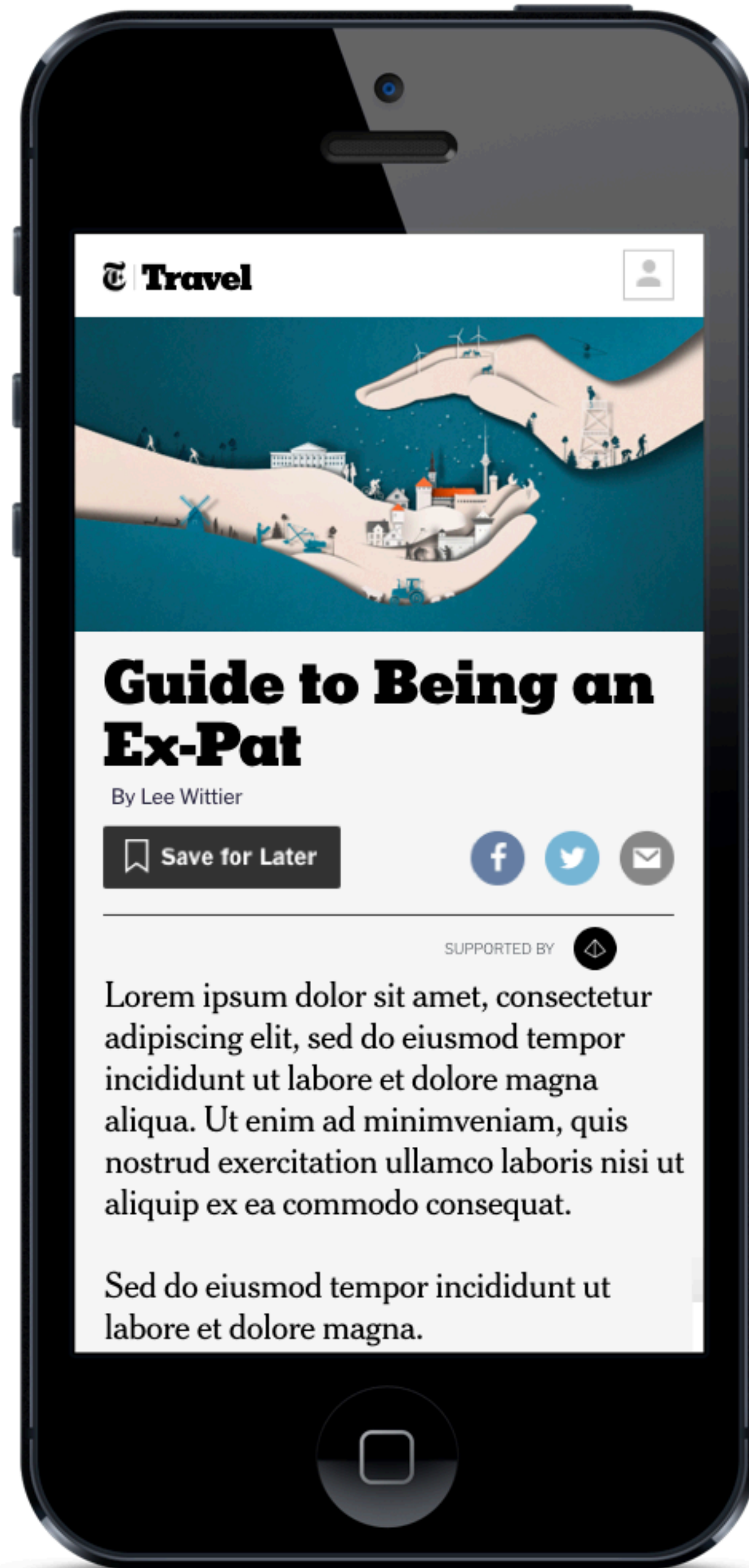
Get Away From Your Desk

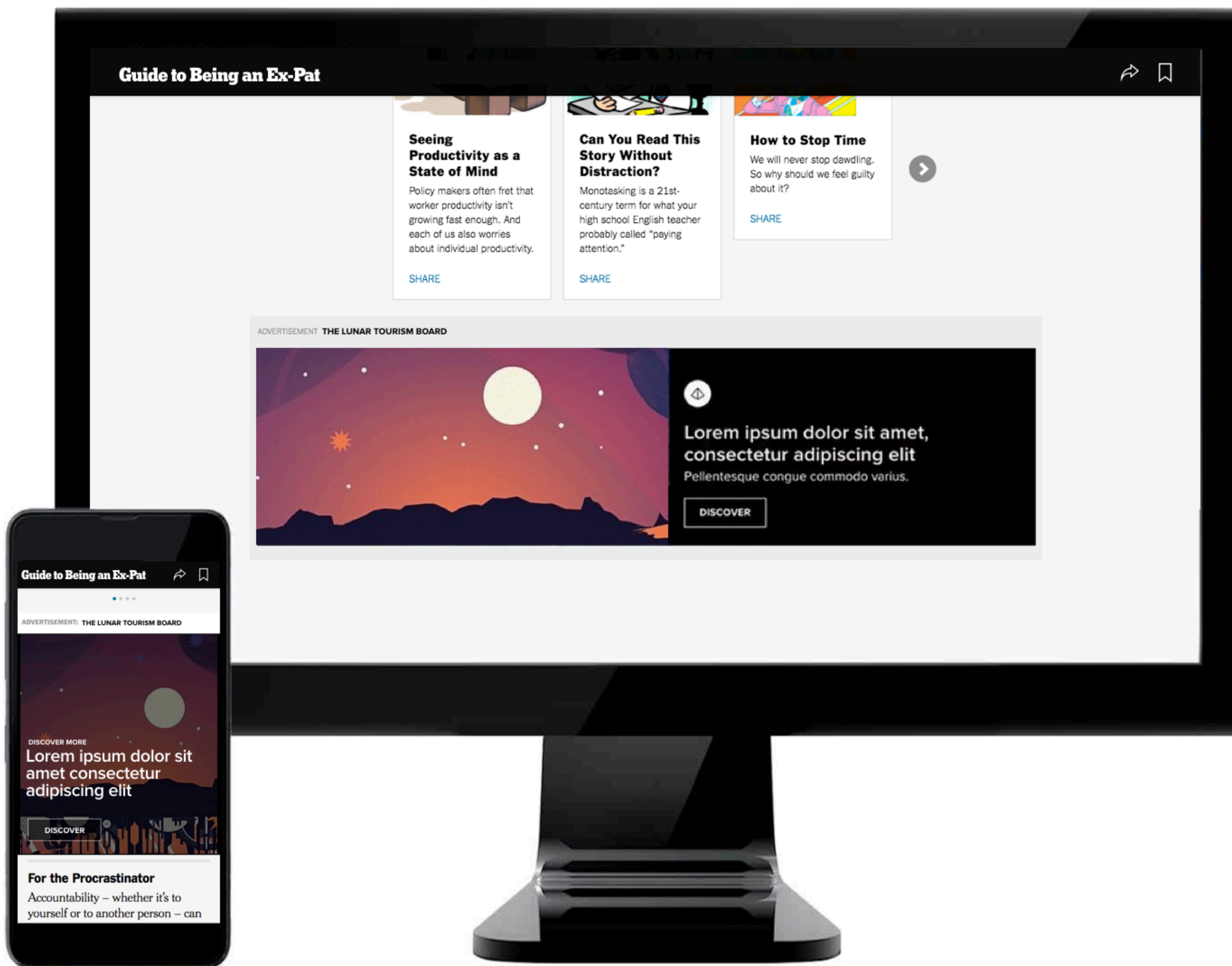
Throw Some Curveballs

Turn the Tables

Push for Diversity

How to Hire the Right Person





Seeing Productivity as a State of Mind

Policy makers often fret that worker productivity isn't growing fast enough. And each of us also worries about individual productivity.

SHARE

Can You Read This Story Without Distraction?

Monotasking is a 21st-century term for what your high school English teacher probably called "paying attention."

SHARE

How to Stop Time

We will never stop dawdling. So why should we feel guilty about it?

SHARE



ADVERTISEMENT THE LUNAR TOURISM BOARD

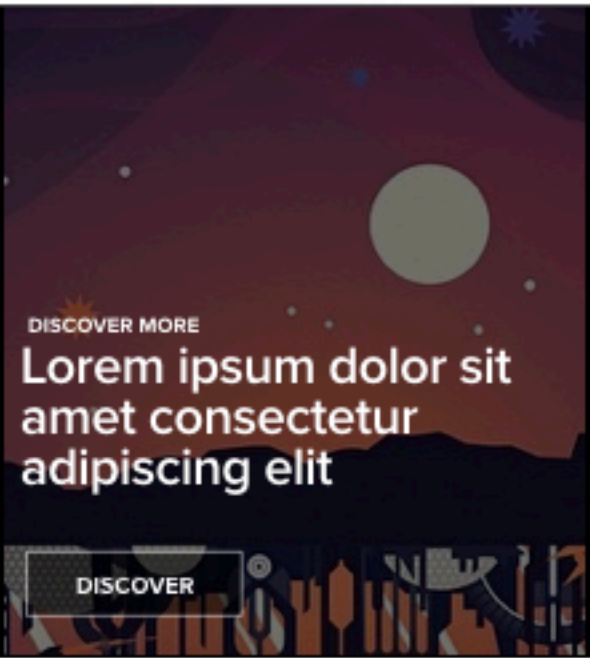


Lorem ipsum dolor sit amet, consectetur adipiscing elit

Pellentesque congue commodo varius.

DISCOVER

ADVERTISEMENT THE LUNAR TOURISM BOARD



For the Procrastinator

Accountability – whether it's to yourself or to another person – can



Explore the Science and Safety Behind Volvo, Lorem Ipsum Dolor Set Emet

EXPLORE

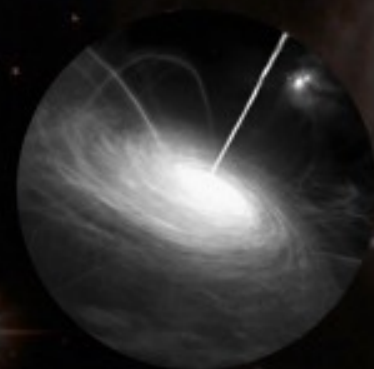


Playing in 5...

Dark Oceans: Surveying Saturn's Moons

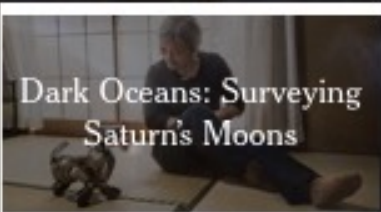
By JASON DRAKEFORD, DENNIS OVERBYE and JONATHAN CORUM | Jun. 17, 2015

After 11 years orbiting Saturn, NASA's Cassini spacecraft has changed our understanding of liquid water in the outer solar system.



Part of a series:

**Out
There**



Dark Oceans: Surveying
Saturn's Moons



Paid Post: Brand Name

Branded Video Title



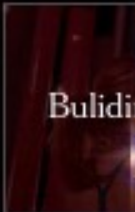
The Uncanny Lover



The Bionic Man



The Bear

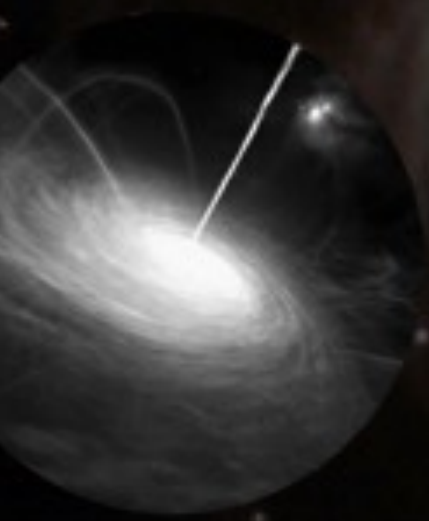


Building

Dark Oceans: Surveying Saturn's Moons

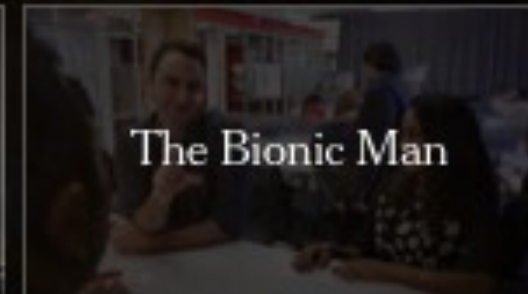
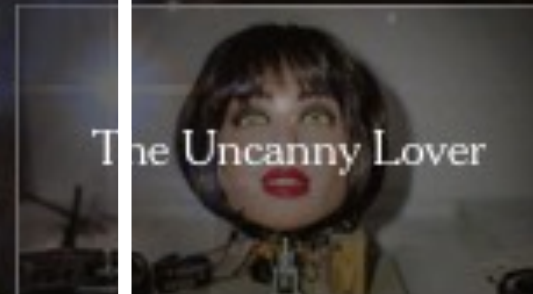
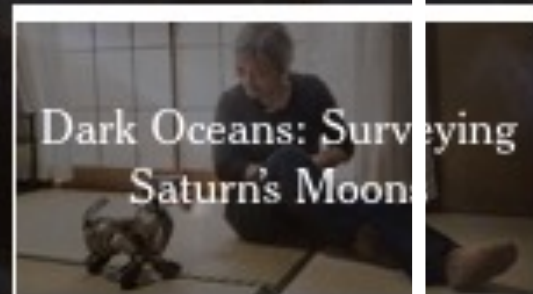
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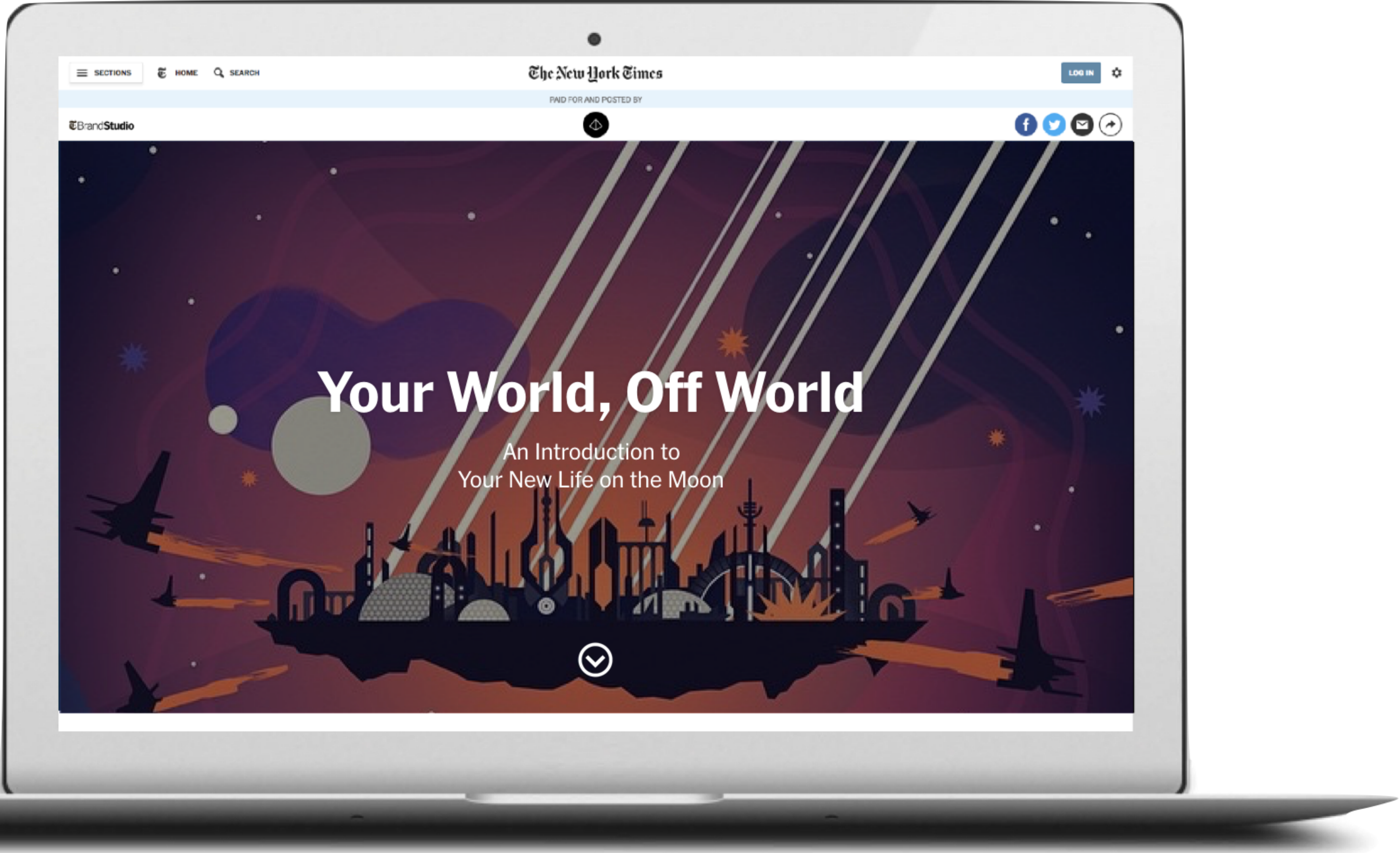


Part of a series:

**Out
There**



DESTINATION



The New York Times