

“How’s it going Bros!” The Rise of the MCN

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Thoughts and market analysis by:



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THE TEMBO BADASS ELEPHANT™



[JoystickButton0] Confirm [ESC] Exit Game

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Who Was That?

YouTube

39M



6.2M



6.3M



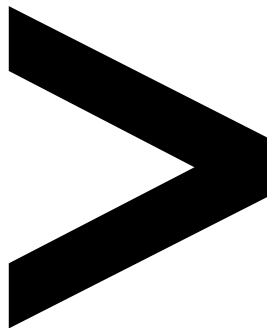
5M

(His reach is massive)

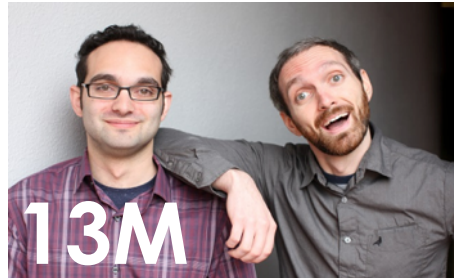
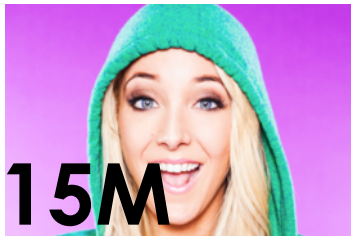
What PewDiePie Means

“The five most influential figures among Americans ages 13-18 are all YouTube faves, eclipsing mainstream celebs including Jennifer Lawrence and Seth Rogen”

Variety, August 2014



Massive reach



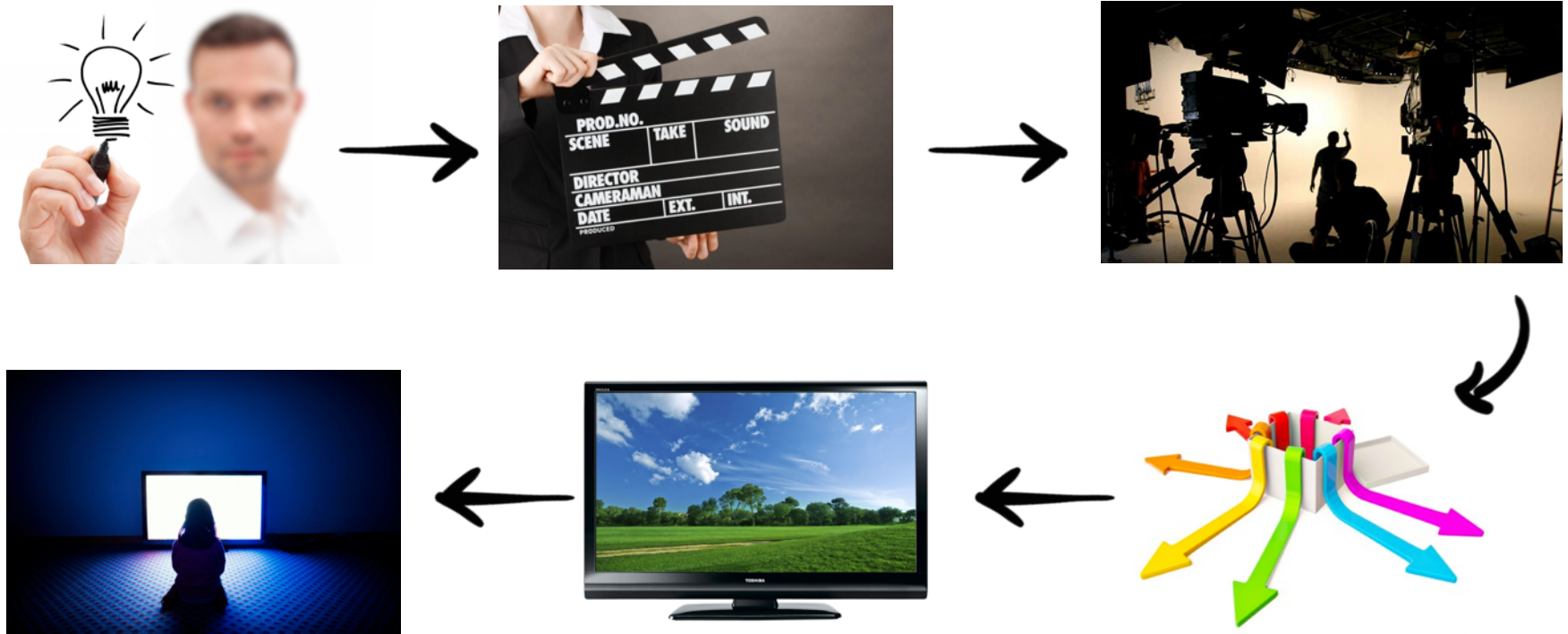
It's not just PewDiePie...

The most popular YouTube stars have over 125 million subscribers.

Audiences are global, and increasingly mobile-first.

Media companies are looking to build global distribution networks.

Traditional Distribution



New Distribution



Content creators have an idea, they film it and push it to their audiences via YouTube. Third parties are no longer needed.

They truly own the relationship with their audience.

Traditional Monetization



New Monetization

2013 - \$4M





































2014 - \$7M



He's making money from advertising and sponsorships. Unlike with traditional models, PewDiePie has a direct relationship with his audience, retains a huge pull for advertisers and sponsors.



Multi-Channel Networks: A Snapshot

All3Media 100 Channels 	Awesomeness TV 86,167 Channels 	Base79 1,671 Channels 	Believe Digital Studios +2,000 Channels 	Big Frame +200 Channels 	Boom Video +300 Channels 
BroadbandTV +12,500 Channels 	Channel Flip 238 Channels 	Collective Digital Studio 605 Channels 	DEFY Media 200 Channels 	Endemol Beyond +30 Channels 	Exonia 536 Channels 
Fremantle Media +135 Channels 	Fullscreen +15,000 Channels 	Geek & Sundry 26 Channels 	IDG Entertainment Media 236 Channels 	Machinima 11,639 Channels 	Maker Studios 60,000 Channels 
Mediakraft Networks 1,241 Channels 	Mitú +700 Channels 	My Damn Channel 51 Channels 	Polaris 500 Channels 	QuizGroup 1,463 Channels 	Revision3 86 Channels 
RPM Networks 27,000 Channels 	Studio71 130 Channels 	StyleHaul 15,000 Channels 	Testemade +100 Channels 	The Orchard 1,304 Channels 	VEVO 29,295 Channels 
Wizdeo +260 Channels 	X-Media Digital +300 Channels 	Zodiak Active +100 Channels 	Zoomin.TV +8,800 Channels 	More and more entertainment companies are getting behind the idea of MCNs.	



How They Work (part 1)



MCNs are not video “channels” within YouTube; they are networks that aggregate thousands of such channels.

They aren’t owned by YouTube; they partner with it, using its video platform to syndicate, monetize, and manage content they curate from digital video talent.

How They Work (part 2)

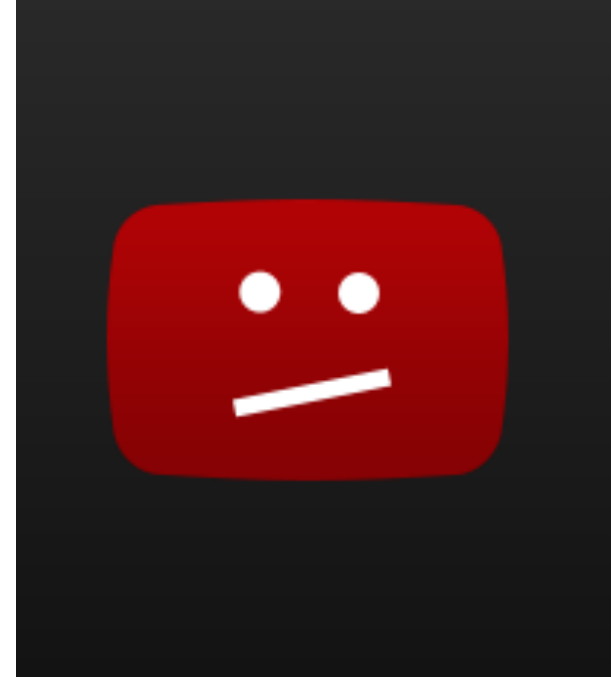


So channels will partner with an MCN, and the MCN will assist them with production and other services.

It may also act in a management capability, so when the channel publishes a new content item, the MCN will handle the publishing, promotion and syndication on YouTube.

Syndicating to YouTube means...

- Lack of control
- High risk of brand damage
- No actionable data
- Global availability
- Lack of feature parity
- Lack of dedicated support/
customer care



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Studios ▾



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Robert Downey Jr.

10 days ago

TOP ACTORS

See All



unleashedtv.pixel.com/actors/robert-downey-jr/

Syndication & Control

- Syndicate to more than just YouTube
- You own your content and the relationship with your audience
- Our global CDN partners ensure consistently optimized delivery worldwide
- You protect your brand, and keep your audience coming back for more

TOP



Jennifer Lawrence

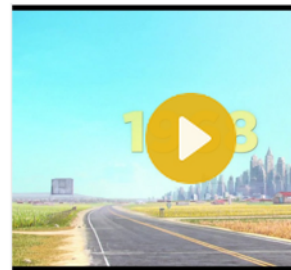
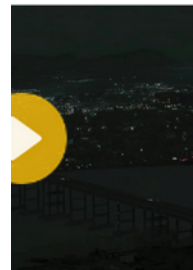
POPUL



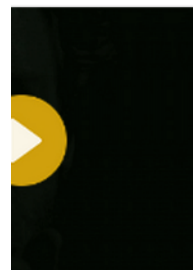
Analytics

- Deeper understanding of the performance of your service
- Integrates with multiple 3rd party services
- Content recommendations are hyper targeted
- You have the tools and insights to predict viewer behavior, so you create more of the content they want

VIDEO MIX



Minions
02:31

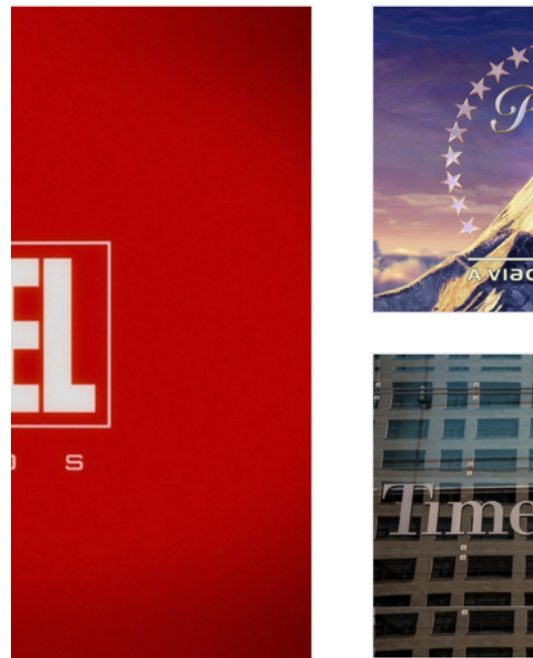


Her
02:30

Low Cost, Fast Deployment

- Realistic rev share – we won't take 45% of your profits
- Low entry fee – no operational overhead or platform fee
- Deliver infinite content at predictable cost
- Deploy in weeks, not months

POPULAR STUDIOS





We've been
building successful
online video
businesses
for over a decade
(or since the
market was born).

Learn more about our work with MCNs
or see more Piksel MCN up-close.

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