

# **HOW ONLINE VIDEOS HELP PUBLISHERS REACH AND MONETIZE THE MOBILE & SOCIAL GENERATION**

# ABOUT TARGET VIDEO

- Digital Media Startup founded 2014
- Leading Videopublisher of evergreen content
- Highly scalable video production with own content pool



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Gründer & Geschäftsführer

**100.000.000**  
Video Views in 2017\*

\* Estimated on own and Partner's channels

# Clients & Partner



A woman with long blonde hair is sitting on a cliff edge, looking down. The scene is bathed in a warm, orange glow, suggesting a sunset or sunrise. The background shows a body of water and a forested hillside.

**Nice!**

YOU ARE NICE!



*Miss*  
MADE IT

DEINE TÄGLICHE DOSIS DIY

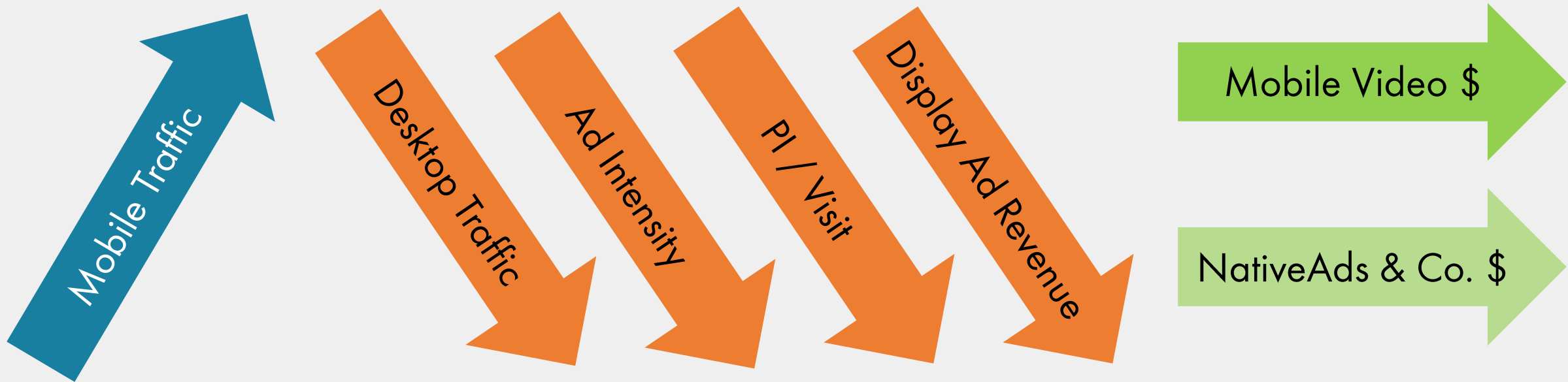


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# WHY MOBILE & VIDEO?



As mobile grows, display rev goes down



**5 TO-DOS  
FOR PUBLISHERS  
AND CONTENT-MARKETEERS  
TO BOOST & MONETIZE  
YOUR VIDEO REACH**

**#1**

**Video-Upgrade your SEO Traffic!**

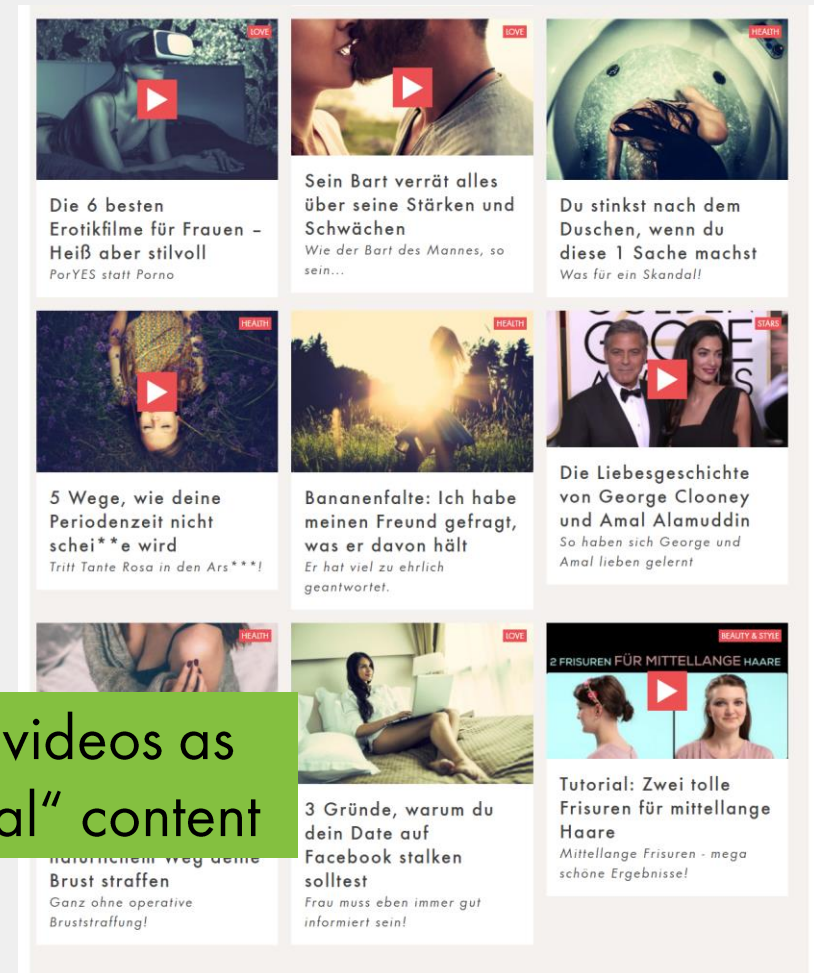
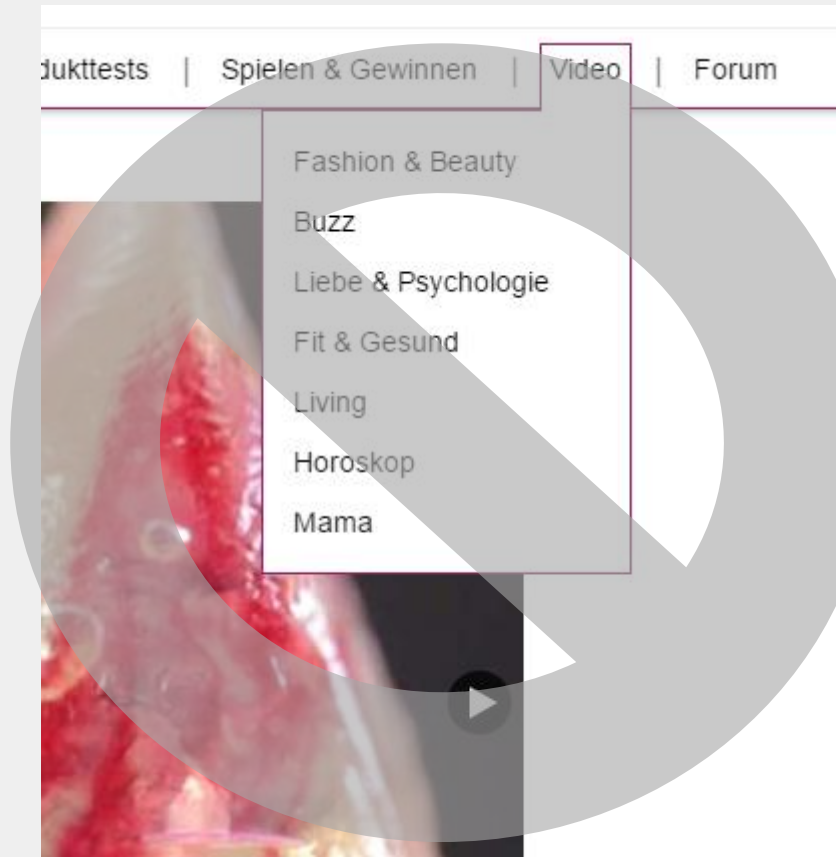
**#2**

**Kill your picture galleries!**

**#3**

**Equal rights for every video!**

# Don't banish your videos into a media center...

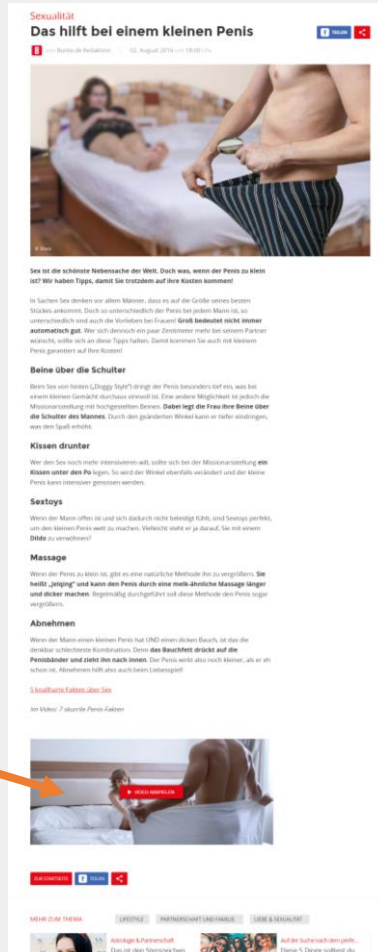


Treat videos as „normal“ content

**#4**

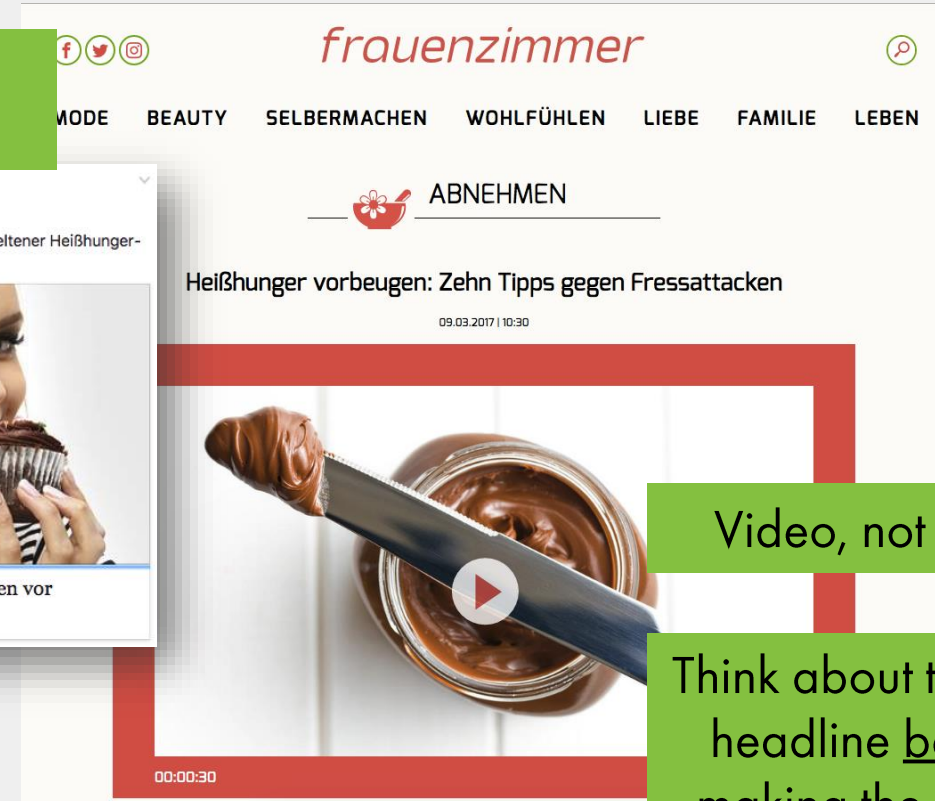
**Focus on the Video Teaser &  
Conversion**

# Be smart with video teasing & integration



Video

Direct video teasing



Video, not text?

Think about teaser/  
headline before  
making the video



**#5**

**Create mobile & social video formats!**

# Focus on native video formats for mobile & social



- ✓ Short clips
- ✓ Reduce complexity
- ✓ Consumable w/o audio
- ✓ Make a lot of videos
- ✓ Be professional
- ✓ Don't overestimate exclusivity
- ✓ ...

**And don't forget:**

**#analytics**

**#homeless media & platforms**

**#native video ads**

**WE HELP PUBLISHERS**  
**AND CONTENT-MARKETEERS**  
**IMPLEMENT A SUSTAINABLE**  
**VIDEO STRATEGY**

# THANK YOU!

Contact

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