LOOK LIVE

INSIGHT

The speed of the media "conversation" is faster than ever before. Two- and threescreen viewing means buzz starts happening while events are still unfolding and continues into the days immediately following.



LOOK LIVE

Leveraging a unique production methodology and trafficking process, quick-turn **premium content** will go from shoot to on-air in less than 36 hours, giving it a "**live**" feel even though it is pre-recorded.

COMMERCIAL INNOVATION // 32

THOUGHT STARTERS -

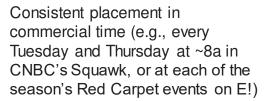




Branded content videos are created as events are unfolding or news is occurring (e.g., market volatility, Fed announcements) and directly address the "live" topics and issues



Content runs in a full Commercial Pod: own whole/half Pod with: 60s + :90s





Daily to weekly new content roll-out



Drive the conversation in real time



Brand and message memorability will penetrate when brands are in the epicenter of the current conversation.

NETWORKS & PROPERTIES

