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# WILLKOMMEN BEI VICE



**VICE**



THE FASTEST GROWING,  
**#1 YOUTH**  
MEDIA COMPANY  
IN THE WORLD.

“VICE IS BASICALLY A  
MILLENNIAL WHISPERER”

*The New York Times*

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## VICE AND ITS VERTICALS



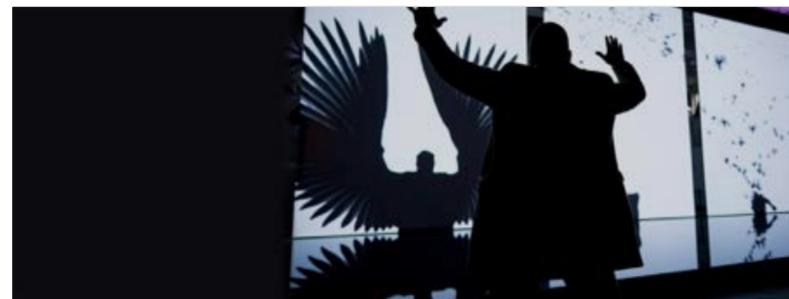
**97 MILLION +**  
UNIQUE VISITORS PER MONTH TO VICE O&O

**3 BILLION+**  
YOUTUBE VIEWS

**VIDEO**  
PRODUCING 5-10 HOURS OF ORIGINAL  
PREMIUM VIDEO CONTENT DAILY

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## VIRTUE



IN-HOUSE CONTENT AND  
CREATIVE SOLUTIONS AGENCY

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## DIGITAL NETWORK



**231**  
**MILLION**  
UNIQUE VISITORS PER MONTH  
ACROSS THE VICE DIGITAL NETWORK

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## VICE ON TV - TELEVISION PRODUCTION AND LICENSING



GLOBAL TV PRESENCE THROUGH 24 HOUR VICE  
CHANNELS AND GLOBAL LICENSING

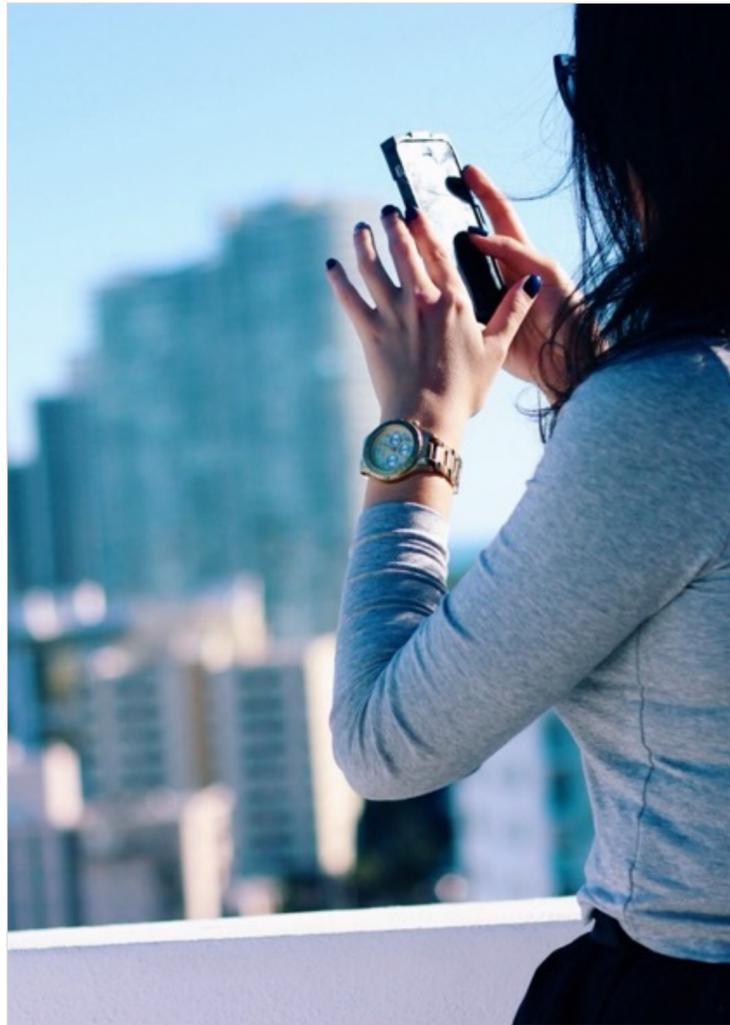
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# VICE STORYTELLING

**VICE**

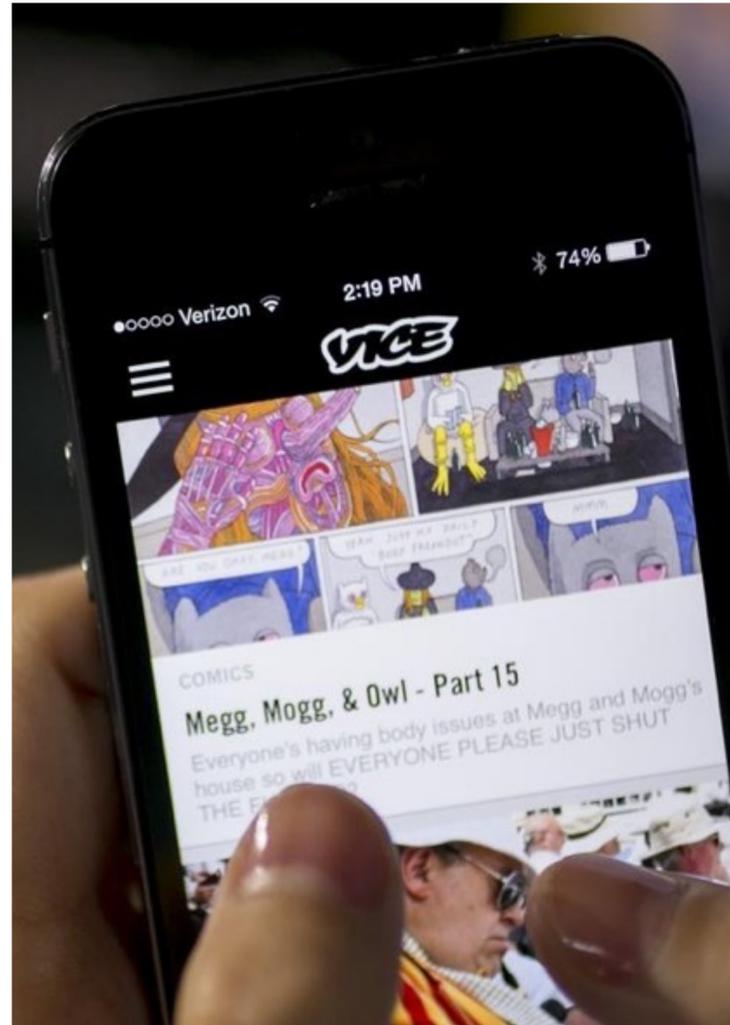
# VICE IST PLATTFORM AGNOSTISCH

## ALL MEDIA



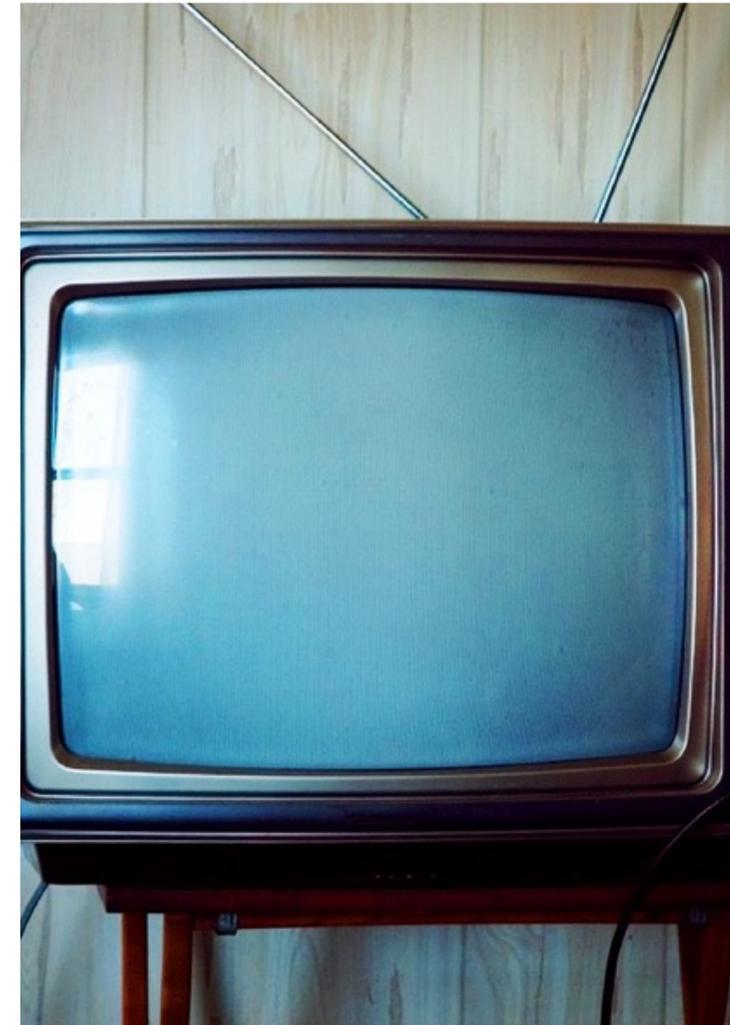
**OPERATING ACROSS EVERY FORM OF MEDIA**

## MULTIPLATFORM



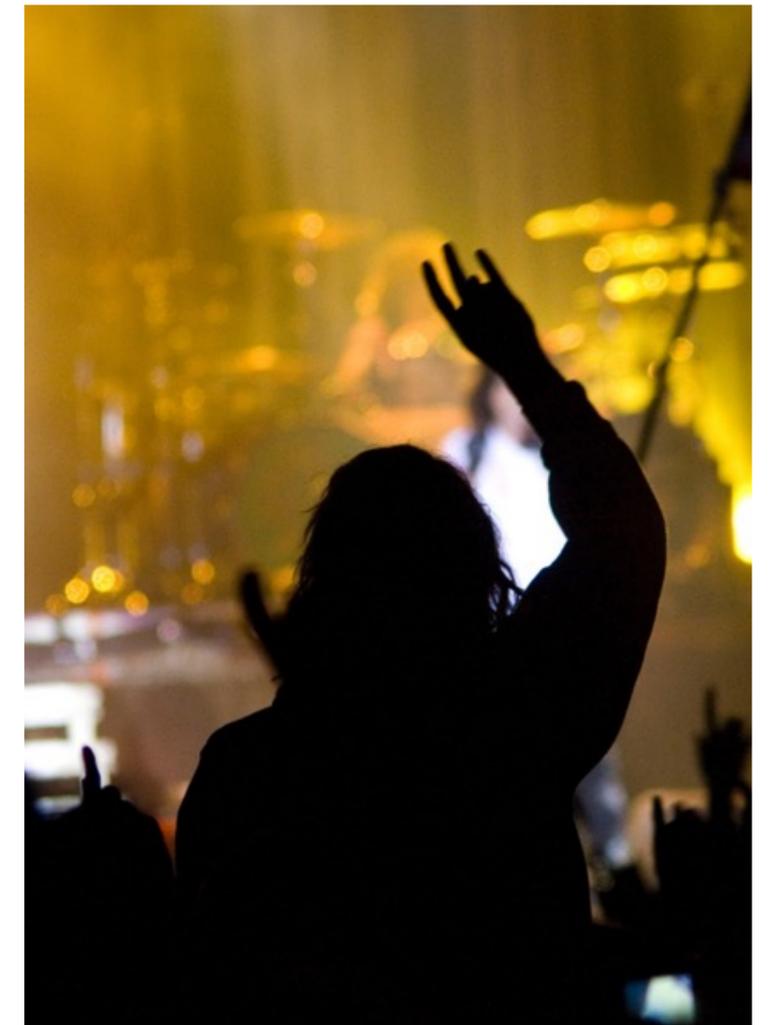
**WORKING WITH EVERY PLATFORM, INCREASES OPPORTUNITY & DECREASES RISK**

## DISTRIBUTION



**ADDING NEW POINTS OF DISTRIBUTION, INCLUDING TV**

## SCALE & ENGAGEMENT



**CROSS PLATFORM VIEWERS SPEND 40% MORE TIME WITH VICE DIGITALLY**

# VICE IST EINE ERFOLGSGESCHICHTE

## REACH

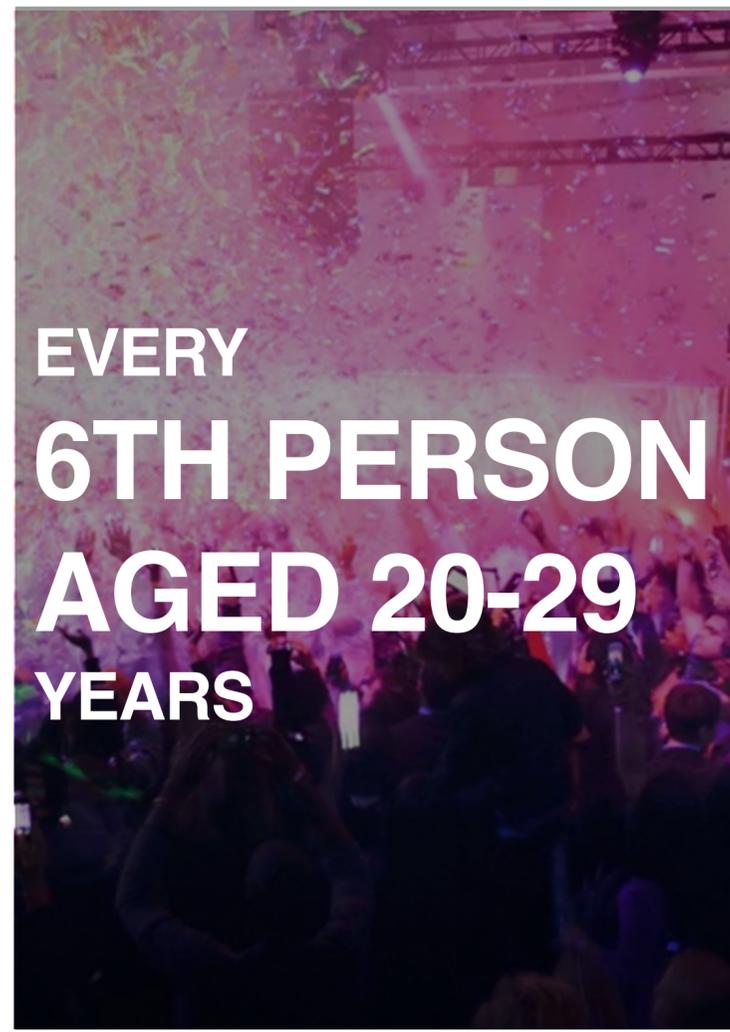


EVERY  
**16TH**  
PERSON  
IN AUSTRIA

VICE REACHES 6,1% OF THE  
AUSTRIAN ONLINE POPULATION

(SOURCE: OEWA, JUNE 2016)

## RELEVANCE

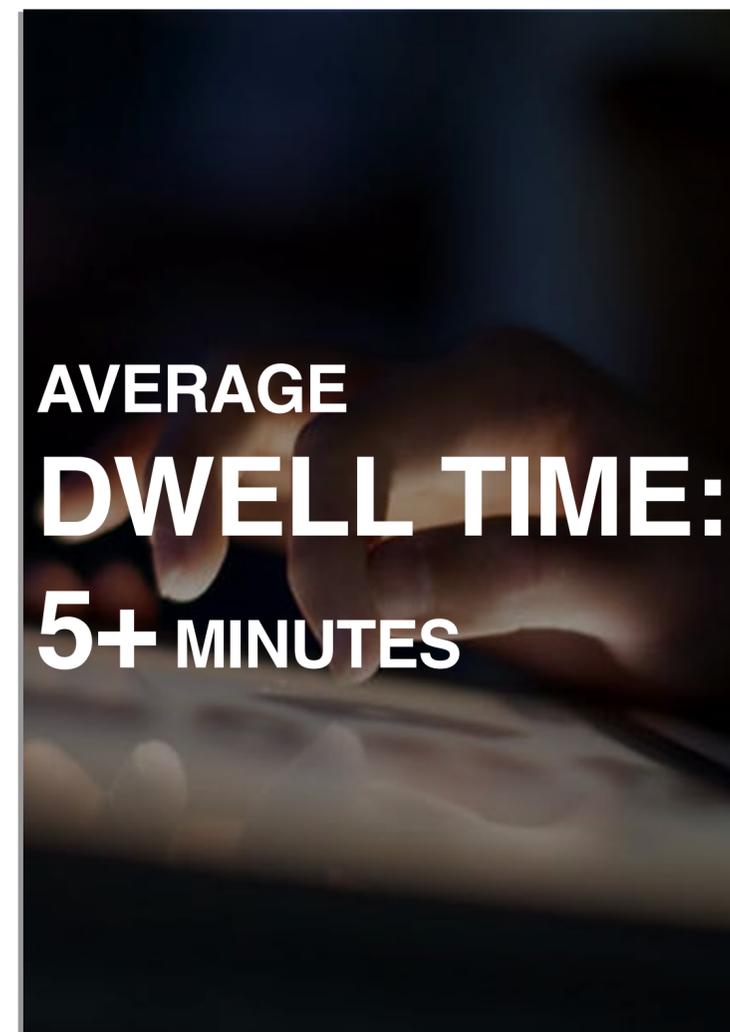


EVERY  
**6TH PERSON**  
AGED 20-29  
YEARS

VICE REACHES 16% OF THE  
AUSTRIAN ONLINE POPULATION  
AGED 20-29YO, AND 20% OF ALL  
POPULATION IN EDUCATION

(SOURCE: OEWA, JUNE 2016)

## ENGAGEMENT



AVERAGE  
**DWELL TIME:**  
5+ MINUTES

IN JUNE 2016, VICE RECORDED  
USE TIME ON SITE OF 05:17 MIN.

(SOURCE: OEWA, JUNE 2016)

## SOCIAL MEDIA



OVER  
**50%**  
OF GROWING  
TRAFFIC  
**VIA SOCIAL  
MEDIA**

BETWEEN 50% - 80% OF VICE'S  
GROWING TRAFFIC IS  
RECRUITED VIA SOCIAL MEDIA

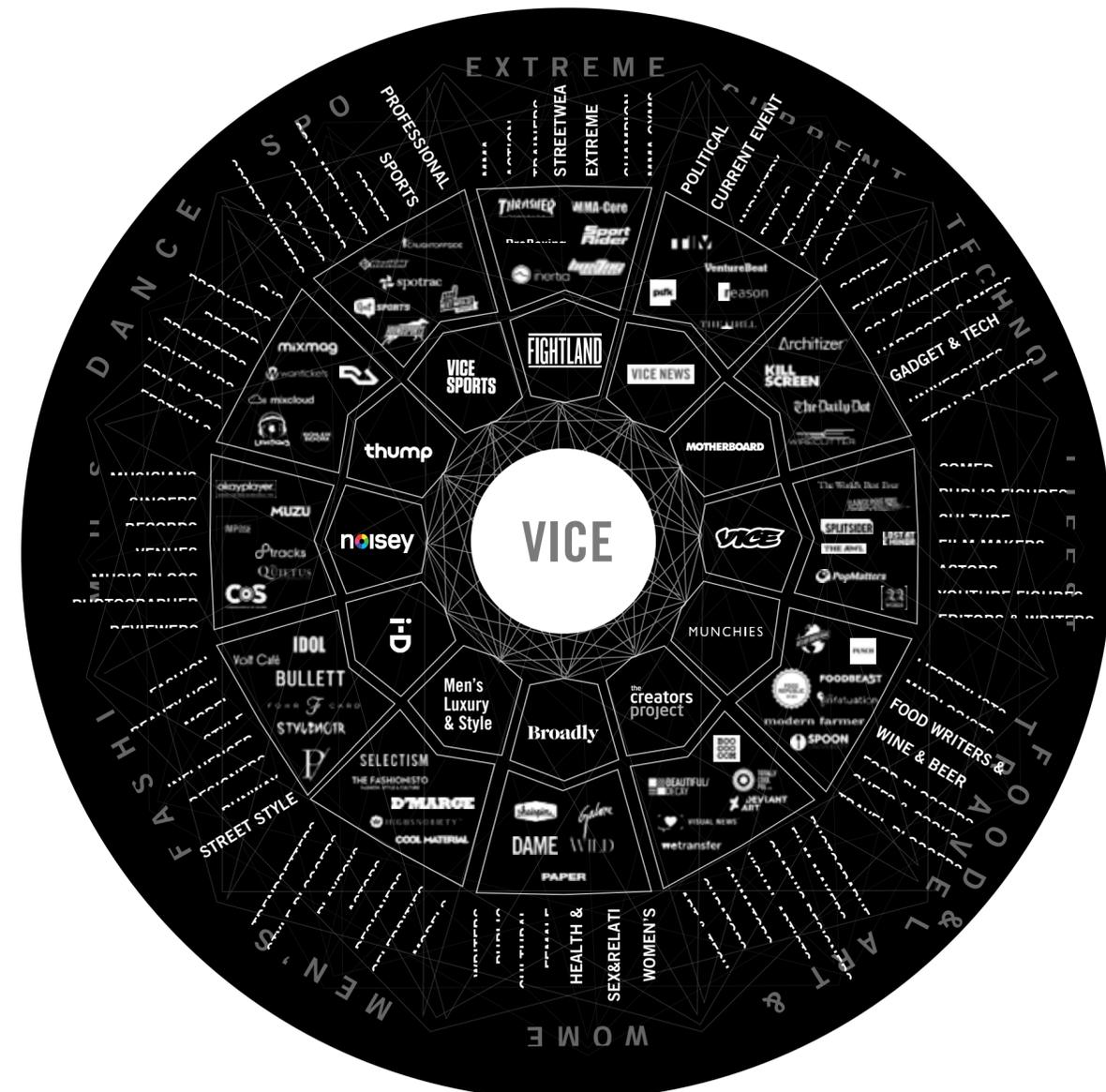
(SOURCE: GOOGLE ANALYTICS)

# CONTENT WIRD ÜBER EIN KOMBINIERTES ÖKOSYSTEM DISTRIBUIERT

VICE Ecosystem - our media model is specifically built around allowing audiences to gravitate around passion points.

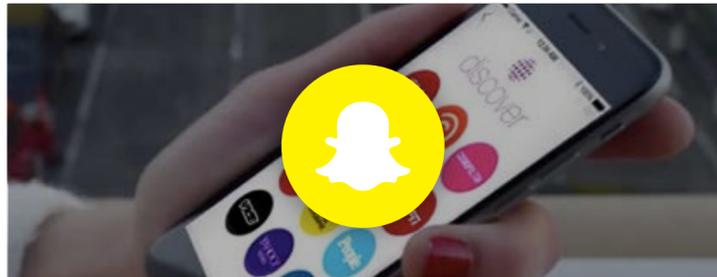


VICE Digital - A network of over 500 premium publishers, platforms and influencers that operate in similar spaces to the VICE verticals.



# PLUS ERWEITERTES STORYTELLING VIA PARTNERSCHAFTEN MIT FÜHRENDEN PLATTFORMEN

## SNAPCHAT DISCOVER



VICE CHANNEL ON SNAPCHAT'S DISCOVER PLATFORM REACHES OVER 5.5MM YOUNG PEOPLE PER MONTH

## FACEBOOK ANTHOLOGY



PREFERRED PRODUCTION PARTNER FOR FACEBOOK'S VIDEO ADVERTISING PLATFORM

## TUMBLR PARTNERSHIP



## TWITTER AMPLIFY



## TWITCH AND GAMING

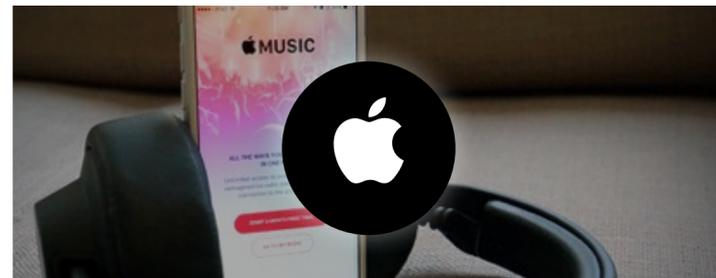


## YOUTUBE PARTNERSHIP



0.01% PERCENTILE FOR HIGHEST WATCH TIME ON YOUTUBE

## APPLE MUSIC PARTNERSHIP



VICE RADIO SHOW ON APPLE MUSIC'S BEATS 1 RADIO

# THE VICE VOCABULARY

## PAST

~~BRAND~~ →

~~B2C~~ →

~~MILLENNIALS~~ →

~~PUSH/PULL~~ →

~~TARGET AUDIENCE~~ →

~~WITHDRAWAL~~ →

~~CHANNELS~~ →

~~HIDDEN AGENDA~~ →

JOURNEY

=

## PRESENT

TRUST

B2A

MAINSTREAM

SUPPLY & DEMAND

COMMUNITY

DEPOSIT

STORIES

VALUE EXCHANGE

GOAL

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**VIELEN DANK**

