



External Intern Opportunities



- Presentation from Les Hollander: Digital Media Exec – Head of Global Ad Sales
- Focus on sales funnel for subscription
 - Utilizing bundle deals for subscribers (Hulu)
 - Spotify offers deals other than for music: streaming, merchandise, concerts → all helping artists continue to make money
 - Data helps guide all decisions for the company and artists
- Brand is important → service is available in 65 countries, and growing
- People-based marketing
 - Brand safe for partners
 - High viewability
 - Streaming intelligence fueling ad experience revealing behaviors
 - Music is a mirror of culture, many ways to tailor ads to users

5 Company Values

1. Innovation
2. Sincerity
3. Playfulness
4. Passion
5. Collaboration

MADISON SQUARE GARDEN™

- Special menu items are created for MSG at NYC restaurants – drawing attention to advertisers at MSG
- Sponsored lounges by brands for special ticket-holders – Draft Kings Lounge, etc.
- Various mid-event activations (concourse, mid-game sponsored events, etc.) leading to rewarding partnerships
 - Hotel Tonight, Lyft, Geico, Rockettes, Pandora Jewelry



- Creatively led through to reach the goal of effectiveness for clients
 - Strategy influencing decisions
 - Systems for effective results
 - Humanity connecting brands to consumers
- Full funnel agency in all directions leading the consumer journey
- Utilizing earned media efficiently: right strategy, right time, and right platform, ultimately using followers to leverage brands

5 Ps for Results

Purpose Pathways
Platform Placement
Performance

JCDecaux

- Provides brands with premium location OOH ad spaces
 - Customized real-time contextualized ads with location-based capabilities on digital screens
- Digitizing major cities' OOH furniture (NYC, Chicago, LA)
 - Innovation in mall spaces around the US with digital screens for interactive ad opportunities for consumers
 - Triggers 5 senses perceptions in OOH ads developing state of the art ad experiences
- 100MM impressions every 4 weeks in Airports with 400 different advertisers across different industries
 - Leveraging location data for advertisers
- Unique global ad opportunities
 - Dispensers
 - Mobile synergy
 - Interactivity
 - Virtual reality

NBCUniversal

- Received insights about working at NCBU from employees on varying levels and departments
- NBCU has 50 unique businesses (networks, stations, websites, etc.)
- Rapid increase of audience fragmentation in the audience is leading to 1:1 communication not 1:many communication
- Heavy focus on integration in marketing and TV sales
 - Digitally inserted ads vs. live TV ads
 - 16.5 million viewers are reached per month by NBC NY alone
- NBCU provides a one-stop-shop for clients
 - Distributing content (broadcast, digital, OOH, etc.)
 - Custom content
 - One segment of content cut down to various platforms for clients to reach audiences everywhere