

# LOOK LIVE

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## INSIGHT

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



## IDEA

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.



# 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



Consistent placement in commercial time (e.g., every Tuesday and Thursday at ~8a in CNBC’s Squawk, or at each of the season’s Red Carpet events on E!)



Daily to weekly new content roll-out



Drive the conversation in real time

LOOK LIVE  
**IMPACT**

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

# NETWORKS & PROPERTIES



Reality,  
alternative,  
special  
programming



NFL, NHL,  
Notre Dame,  
Deportes,  
Premier  
League, Tour  
de France



CNBC Business Day  
programming,  
Solve It



Latin AMAs,  
Premios Billboard