LOOK LIVE

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

- NBC: Reality, alternative, special programming
- NBC Sports: NFL, NHL, Notre Dame, Deportes, Premier League, Tour de France
- CNBC: CNBC Business Day programming, Solve It
- TELEMUNDO: Latin AMAs, Premios Billboard