

Multi-Platform Networks are Key To Reaching Today's Fountain of Youth

A statistical comparison brings it all home; in the 1970's, a popular sitcom titled *All In The Family* would pull in a weekly audience of 30-50 million, just in the United States. Today, HBO's *Game of Thrones* is distributed to over 170+ countries worldwide and brings in maybe 20 million people. That includes everyone watching on television, smartphone, or pad. Welcome to the ever more fractured audience of consumers and challenges for the media industry in reaching them.

This challenge is even more acute when looking for Hispanic Millennial and Gen X audiences. Hispanics under 35 years old in America are tech savvy early adopters. They are a mobile first audience who watches and streams their music and engages less and less with traditional media forms like television and print. Fortunately, one music video multi-platform network, VidaPrimo, is tackling this problem and providing advertisers young mobile first tech savvy Hispanic audiences at scale.

Still The One

Some things change, some things don't. While television has gone from broadcast to cable and now app-driven content streamed via digital devices, the song for advertisers remains the same. How do you attach your brands to the coveted 18-34 demographic? While many articles point out the fact that the economic might of the current younger generation isn't as great as in the past, it's still the Holy Grail for mature products in mature markets. To coin a phrase, this isn't your dad's Buick, or his Harley, iPhone or even his Budweiser. For a mature brand to continue, let alone flourish, it must convince the latest generation of consumers that they're still relevant in today's marketplace.

Build It, and They Will Come

Fortunately, solutions for reaching the elusive content-hopping Millennial and Gen X audiences are arriving. The difference now is that an agency needs to leverage all of its resources AND the power of Multi-Platform Networks ("MPN's").

WHAT is a Multi-Platform Network?

A multi-platform network is a content brand that delivers a unified content experience to audiences across more than one delivery platform, usually using over-the-top technology. 'Over the top' (or "OTT") delivery of content is a phrase that means delivery of content over the internet side of the wire as opposed to the closed loop proprietary cable system. OTT is exploding because in February 2015 the Federal Communications Commission ruled the internet would be neutral. This means anyone can deliver content direct to consumer over anyone else's network at full speed without paying the network owner customer access fees. Multi-platform networks often originated on YouTube as multi-channel networks and now are diversifying by delivering premium content experiences to audiences direct on their

own OTT applications and across other platforms like SnapChat, Amazon, and even on traditional or IPTV enabled cable systems like Orange in France.

The cool thing about multi-platform OTT services is that, more than ever, this is where young people head for content. Provide that content to a well defined customer, scale the size of your audience, and now you have the keys to the kingdom. Why are multi-platform and OTT networks so popular with young people? It's simply their flexibility and enhanced user experience. They are able to provide content via internet-connected devices, smartphones, set-top boxes and even game consoles with seamless switching between devices, robust personalization, and hybrid linear and on-demand experiences. More than any other demographic, Millennial and Gen X'ers are CONNECTED.

Creating Content for Hispanic Audiences for MPN OTT Delivery

Advertising agencies can now target both the content AND the consumer. What was old is new again; as a compliment to paid media, agencies can and should be involved in the production of branded content with the multi-platform network. Where celebrity is involved, such as with VidaPrimo recording artists, brands can and should leverage the celebrity's social influence and reach to amplify the branded content and associated paid media advertising. VidaPrimo artists like Pitbull, Daddy Yankee, and Farruko have hundreds of millions of combined social followers.

Charles Dickens once said, "It was the best of times, it was the worst of times." The same could be said about today's volatile media and advertising industries. But as we can see, there's light at the end of the tunnel. We are beginning to see answers emerge, more options, more ways to target and reach out than ever before. What audience do you need to reach? Mainstream? Latin Millennials? There's an OTT Network out there that can help. Or, better yet, feel empowered to create your own.

Jason Peterson is the Chairman and Chief Executive of [GoDigital Media Group](#), a media and technology holding company that includes Grammy winning record label [Cinq Music](#), social media monetization company [AdShare](#), digital supply chain software provider [ContentBridge](#), post production house Tunnel, movie distributors [GoDigital](#) and [Distribber](#), and the largest Hispanic millennial targeted music centric multi-platform OTT network [VidaPrimo](#). Peterson's whitepaper "The Mechanics of Launching an OTT Network can be found at <http://us6.campaign-archive1.com/?u=74d03aa2b2d879acdb9e76a53&id=74728f670a>

