

# Preparing for radical innovation in TV & Media.

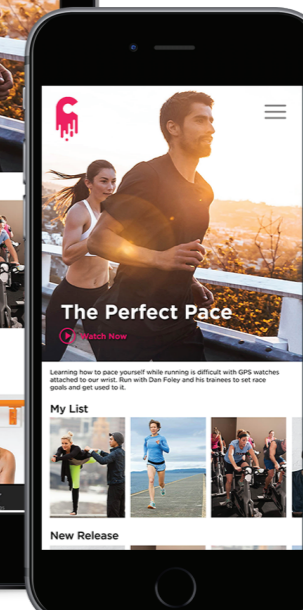
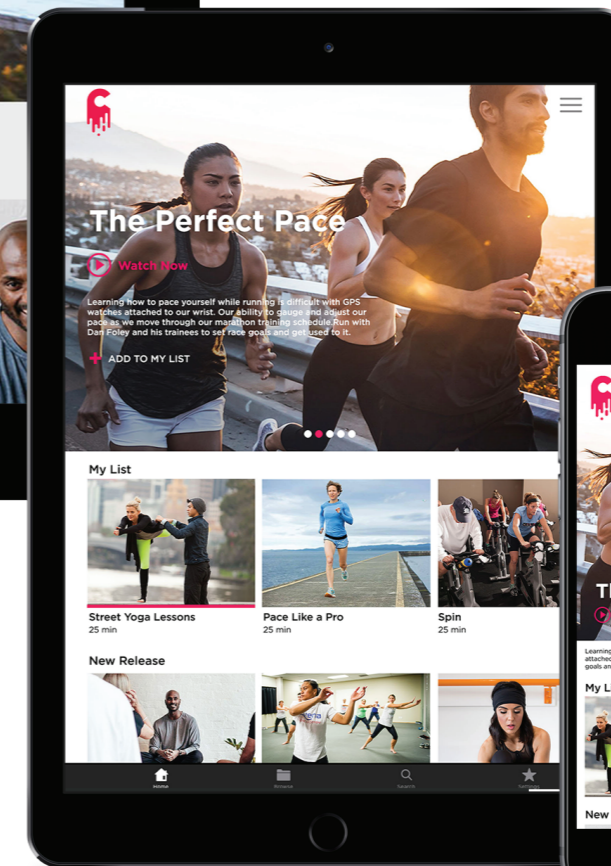
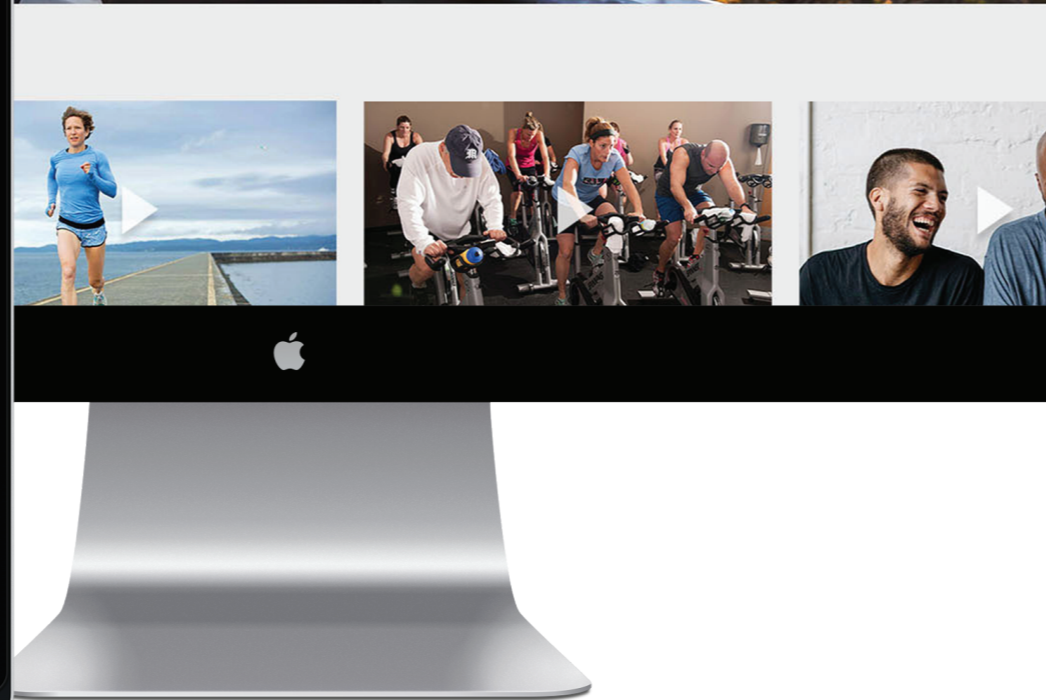
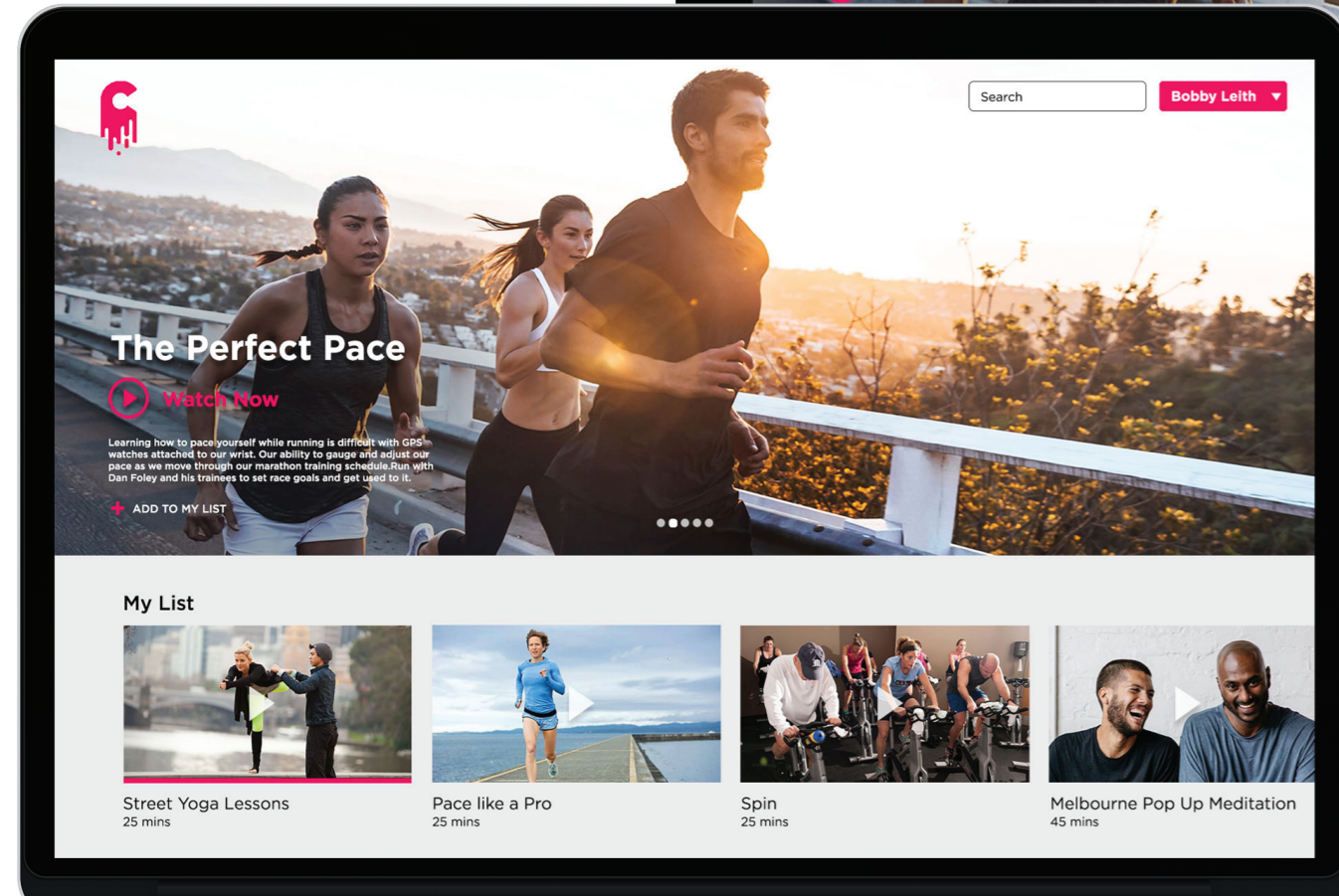
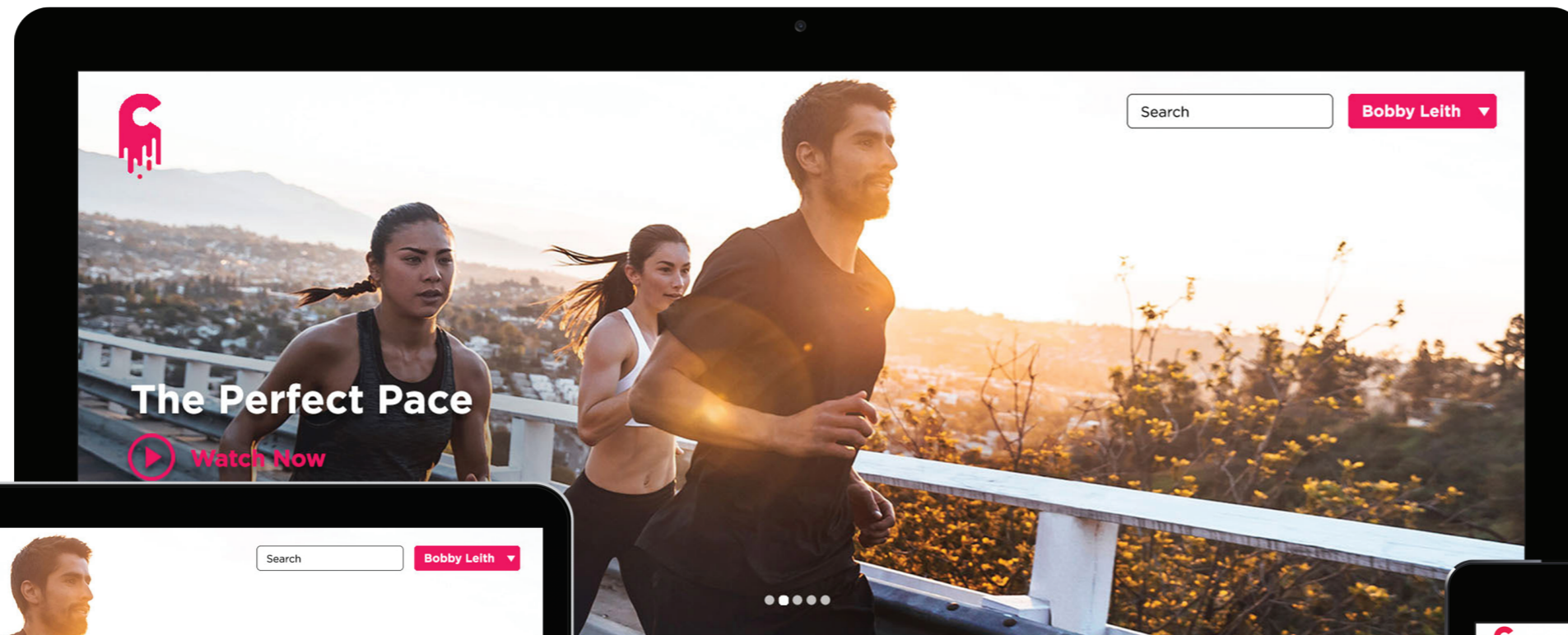
Including notes on winning with Millennials and Gen Z before it's too late!

Travis Corrie - VP of Global Sales at SHIFT72

We are an end-to-end

Video Media Platform

provider.



Some of our Customers:



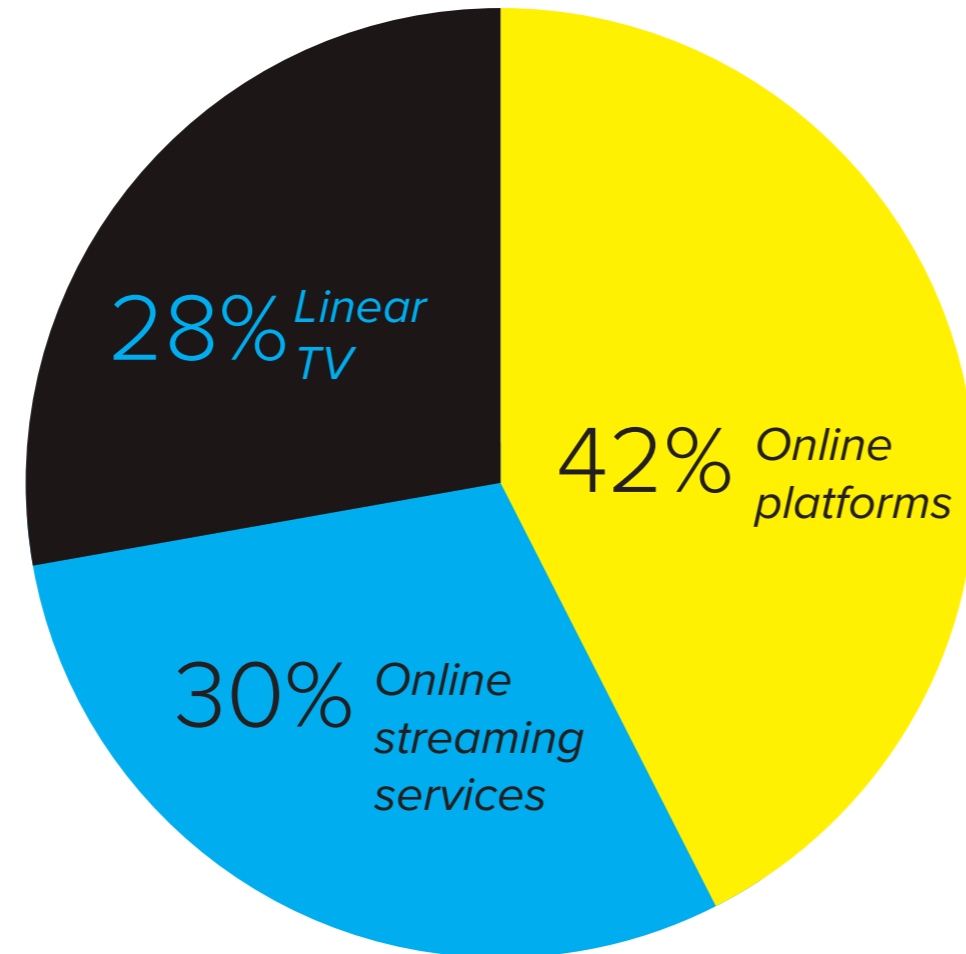
**Preparing for innovation in TV & Media.**

**Kumail Nanjani**

**Actor, Co-writer, The Big Sick**

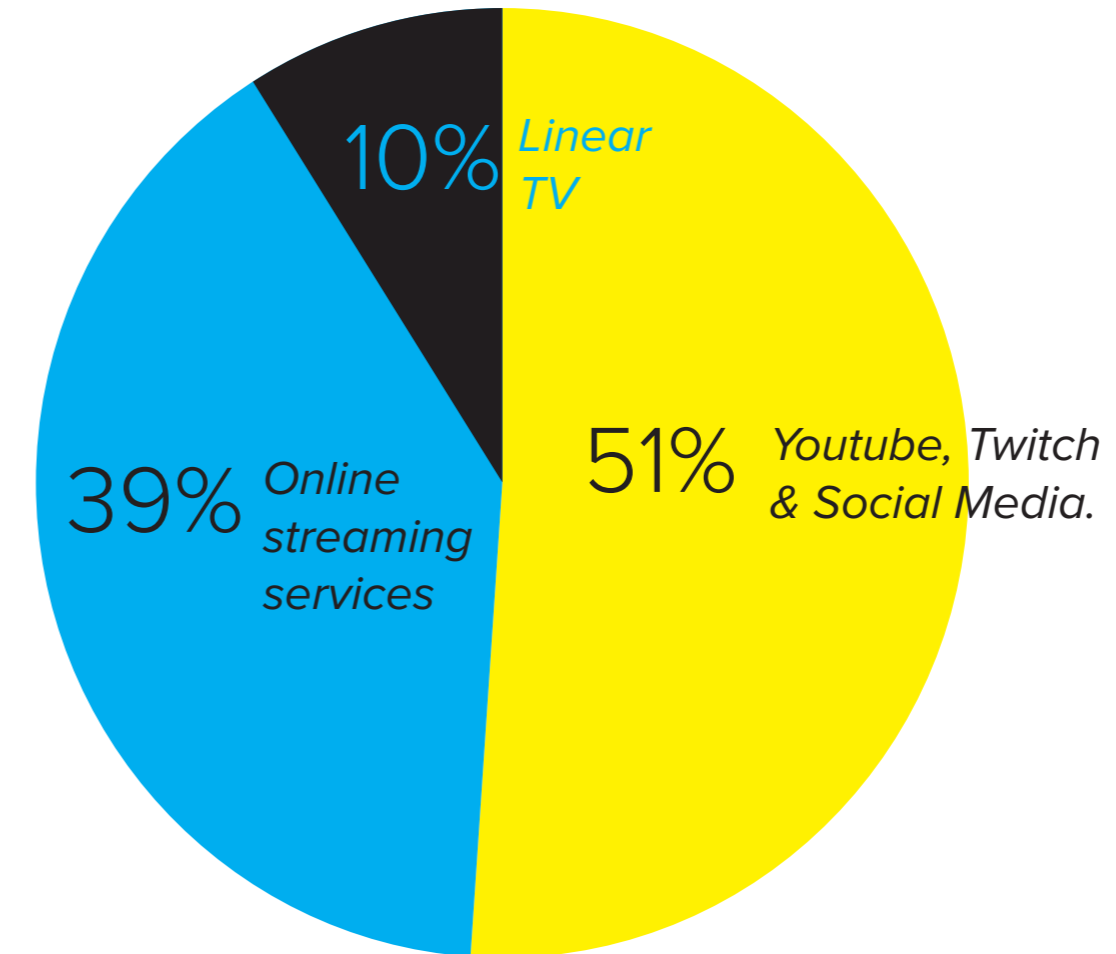
# Predicting what's around the corner.

Millennials video consumption 2016



Defy Media 2016

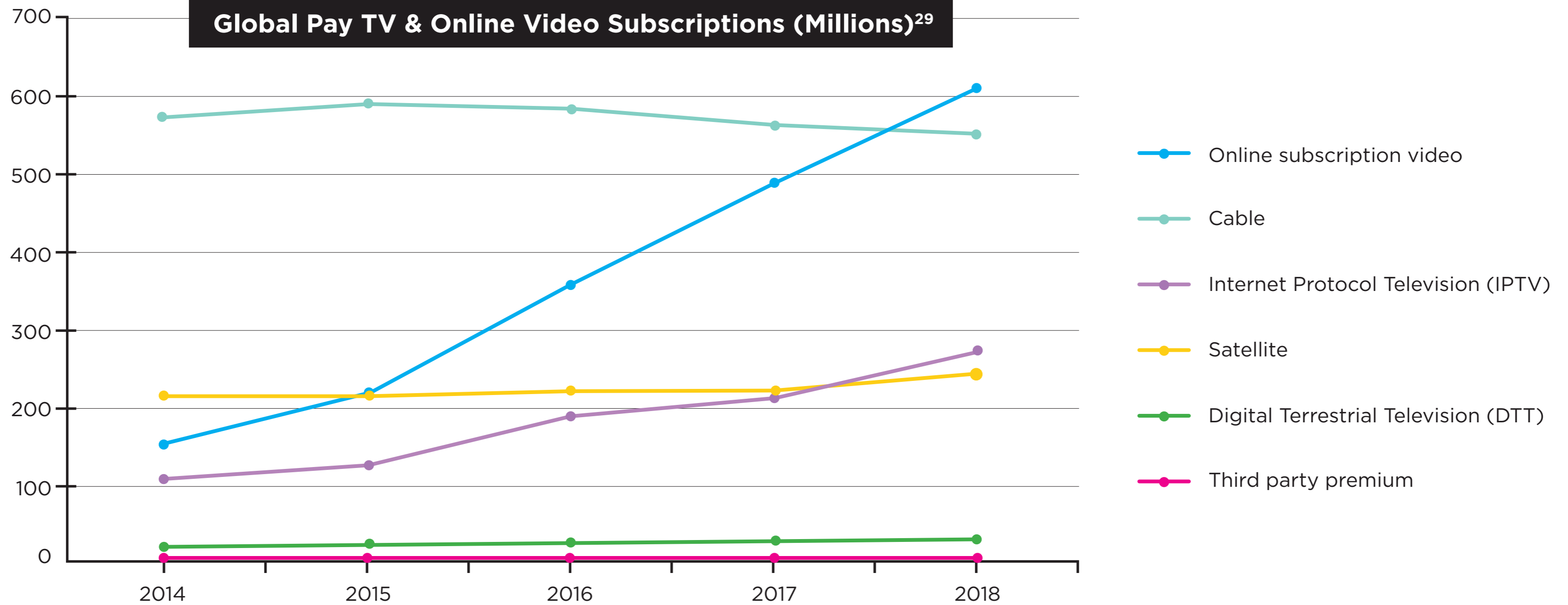
Millennials video consumption 2019



We surveyed 50 Millennials 2019

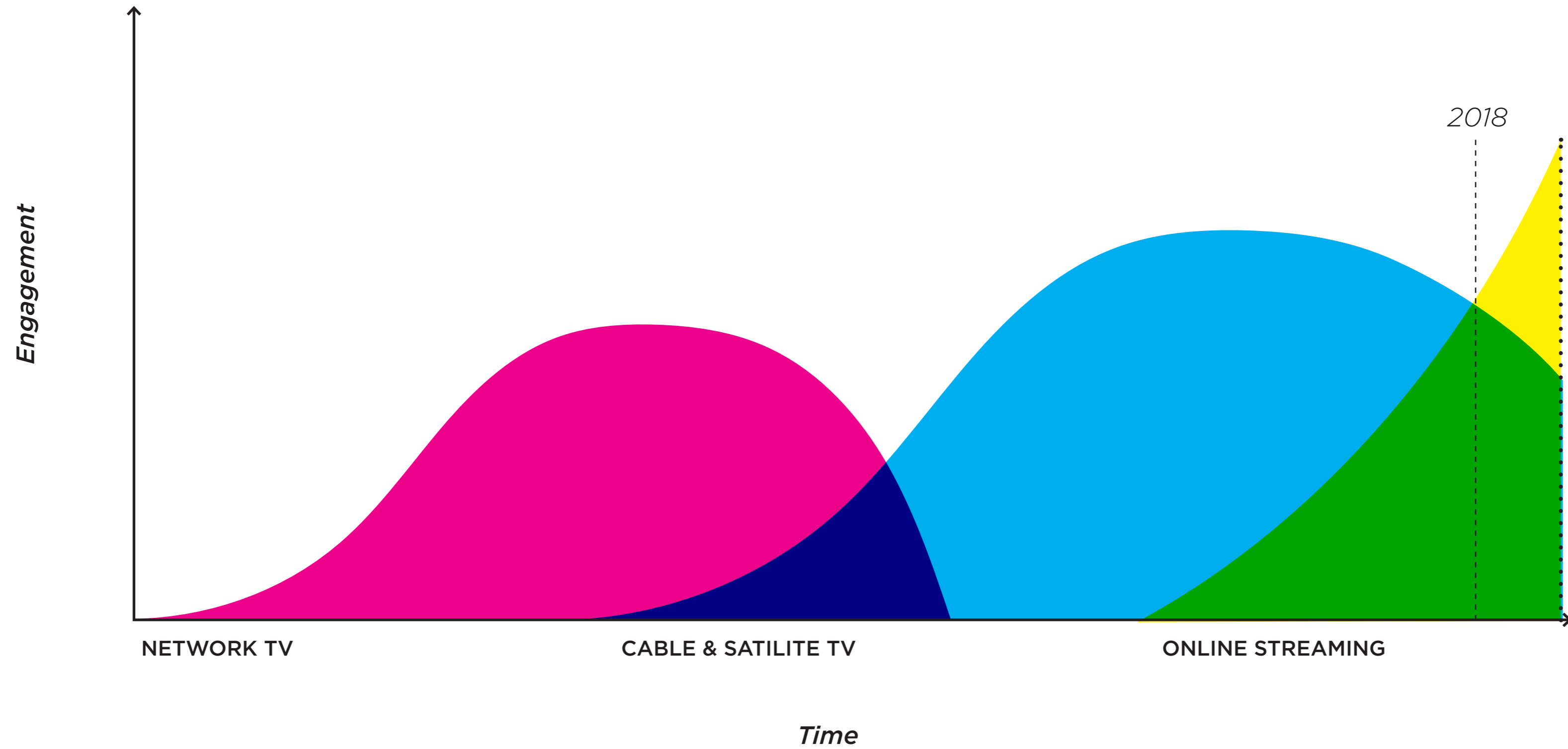
**Global Online Subscriptions passed**

**Cable Subscriptions in 2018.**



Source: IHS Markit

**The future is streaming.**



New Zealand has been quick to follow.



SKY SPORTS NOW

(Coming 14 August 2019)



tvnz



tvnz

# Streaming services are leading in innovation.

**Recommendation Engine** by Netflix

**NETFLIX**

**Peer-to-peer Content** by Youtube

 **YouTube**

**Interactive Live Broadcasting** by new platforms

   **huya**

**Direct to Home Streaming** by Studios

**Creating what's NEXT.**

**dyson**

What is TV and Media's Cyclonic Vacuum?

**Are franchises like Faze Clan and Sidemen**

**next generation Media Companies?**



**What are New Zealand Kid's  
spending their time doing?**

The main predictor of a Sports Fan being interested in the sport is if they played the sport when they were younger.

Even sports franchises are

investing in eSports.



**If you ask a Millennial or Gen Z to**

**name a Warriors player, who will they say?**



CoverH

Twizz

# High School eSports league launches in USA.



Round A Funding: \$15M

Round B Funding: \$30M

Investors Include



Where is TV and Media?

# Media deals are on the rise!



How online streaming has changed

consumption behaviour.



More  
Content



More  
Interaction



Community  
Belonging



Fan  
Following

## **Key takeaways:**

**Online streaming is the future.**

**Millennials are NEXT, NOW.**

**Plenty of opportunities for Innovation and Growth.**

Q&A.

What will you  
do NEXT?

