



MACRO

TWO-YEAR DIGITAL STRATEGY

(- Prepared Q1 2017 -)

TWO-YEAR PLAN

Macro Ventures will embark on an aggressive TWO YEAR plan to drive awareness around its digital video development and production capabilities, with the following KPIs servings to guide the initiative:

CHART A PATH TO AUDIENCE OWNERSHIP

Use Facebook, Snapchat, etc. to launch the consumer brand, with the eventual goal of “funneling” the audience to Macro’s fully-owned and operated touchpoints at the right strategic time.

MO’ MONEY / NO PROBLEM ...

Create a diverse set of revenue streams ranging from branded entertainment and licensing, to output deals, ad revenue and (possibly even) e-commerce.

BRING THE NOISE

Break through the industry clutter with “noisy,” award-winning content that captures the multi-cultural experience in truthful, unexpected ways.



BUILD THE BRAND

The TWO YEAR brand-building initiative will include three separate but complimentary work streams:

BUILD CONSUMER-FACING CHANNELS

Taking a page from ATTN, BuzzFeed, VOX, etc. launch the consumer-facing content brand via existing digital outlets (Facebook, YouTube, etc.). This is the lynchpin of this phase. Without it, scaling will be difficult.

3rd PARTY PRODUCTION DEALS

Aggressively pursue “traditional” development, production, licensing and output deals with the “usual suspects” (go90, SeeSo, YouTube Red, etc.)

STRATEGIC PARTNERSHIPS

Lock in strategic distribution deals with a diverse group of publishers, some of whom might appear (on the surface) to be counter-intuitive or even competitors (Mitú, TasteMade, El Rey Network, Refinery29, etc.).



CONSUMER-FACING CHANNELS

Scaling the business, creating multiple revenue streams, and (eventual) audience ownership, will key off of successfully building editorial channels within the current social ecosystem (FB, YT, Snap). What are the pay-offs?

BRANDED ENTERTAINMENT REVENUE

47% of ALL 2017 digital ad dollars will be spent on FB and YT. ATTN, BuzzFeed and others have built their businesses on branded entertainment on FB, YT and Snap.

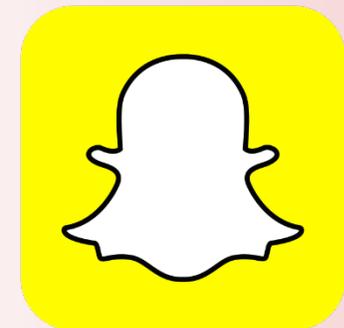
DEVELOPMENT DEALS

If successful on FB, Snap and YT, production deals are unlocked.

Facebook will spend up to **\$250K** per episode for content in 2017 ([read](#)) from creators who are *successful on their platform*.

OTAKU

If successful, this content will induce a sense of **Otaku** (a Japanese term for obsessive yearning). Achieving **Content Otaku** will be crucial for moving the audience to Macro's owned platform at the right time -- and for opening revenue streams like e-commerce.



CONSUMER-FACING CHANNELS (CONT'D)

What it will take to launch consumer-facing channels using the existing social ecosystem:

MONETARY INVESTMENT

Many different ways to skin the content cat, but an investment of **\$3MM** to **\$4MM** per year is ballpark to cover staff, production and written content needs.

HOW MUCH CONTENT?

A workflow should accommodate **100** to **150+** pieces of video content, and **250+** pieces of written content per year (achieved via a mix of freelance and fulltime staffers).

RETURN ON THE INVESTMENT?

Year #1 will be all about building audience and inducing **Content Otaku**. If successful, revenue will begin to unlock in Year #2. (e.g. ATTN has a strong shot of hitting **\$20MM** in revenue in year #2.



3rd PARTY PRODUCTION DEALS

While the Consumer-Facing Channel workstream is underway, Macro will aggressively pursue development, production and licensing deals with key industry players, who could be bucketed out as:

DIGITAL DARLINGS

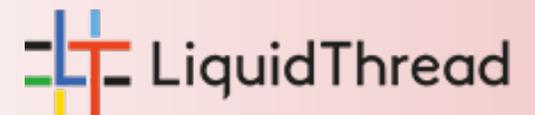
The “usual (digital) suspects” including **SeeSo**, **YouTube Red**, **go90**. Make sure data and what the market place WANTS works in concert with Macro’s creative sensibility when it comes to creative development.

THE OLD & THE DESPERATE

Old school broadcast outlets are desperate to remain relevant, and are creating digital-first production units. Is there business to be had there?

BRANDS & MEDIA AGENCIES

Pursue brands directly, or the branded entertainment groups at the major media agencies (**LiquidThread**, **Content Collective**, etc.). This strategy is only viable if distribution deals are in place (discussed on next slide).



STRATEGIC PARTNERSHIPS

Macro should pursue conventional and **seemingly** counter-intuitive partnerships, which either make sense in the super short-term, or lay the groundwork for long-term monetization and distribution opportunities.

SLEEP WITH THE (FR)ENEMY?

Possibly monetize finished programs like “**Gente-Fied**” by partnering with “competitors” like Rey Network, who are desperate for high-quality content. Macro runs the series on El Rey. Both entities split any generated revenue.

“GET” WHEN YOU “GIVE”

“Give away” completed season of series like “**Re-Date**” to a brand in exchange for the brand’s commitment to market season one and fund season two (should season one hits mutually-agreed benchmarks).

DISTRIBUTION PARTNERSHIPS

Much easier to get brand funding for a series if distribution is in place. Explore “smart” distribution deals with publishers who have reach but not limitless resources to fund content (Spotify, Oath, Mitú, etc.).

