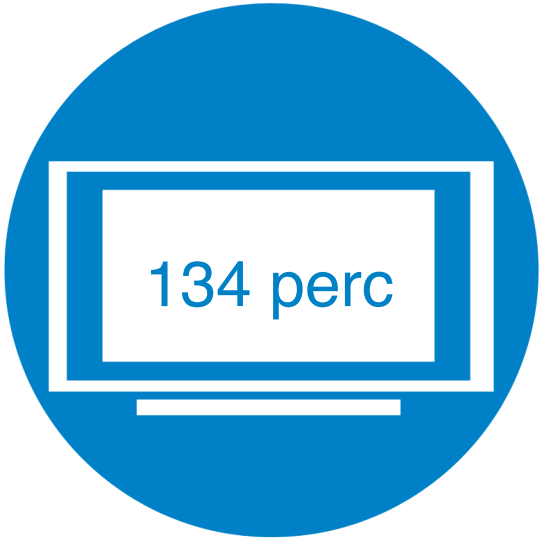
Special Effects Media

Tartalom és média

A TV elvesztette azt a számára rendkívül kényelmes függőségi viszonyt,
ami a TARTALMAT hozzá kötötte

A XXI. század meghatározó médiumai nem előállítják, hanem közzéteszik a tartalmat, disztribúciós platformok

TV vs. ONLINE VIDEO



TV vs. Online
14-29 évesek

A video fogyasztási szokások megváltoznak.

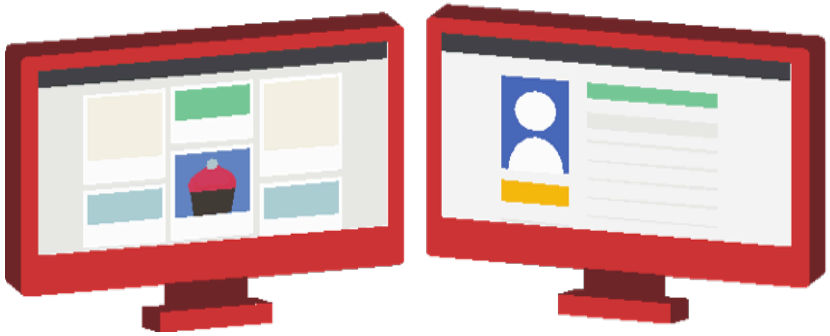
A fiatalabb generációk már inkább online fogyasztanak videó tartalmat.

Forrás: Comscore, AGF, GfK, ARD, ZDF, Germany

Gen C : 4 C

CONNECT – Több időt töltenek online, mint az összes többi médiaplatformon együtt

COMMUNITY – Átlagosan 350+ emberrel vannak online kapcsolatban

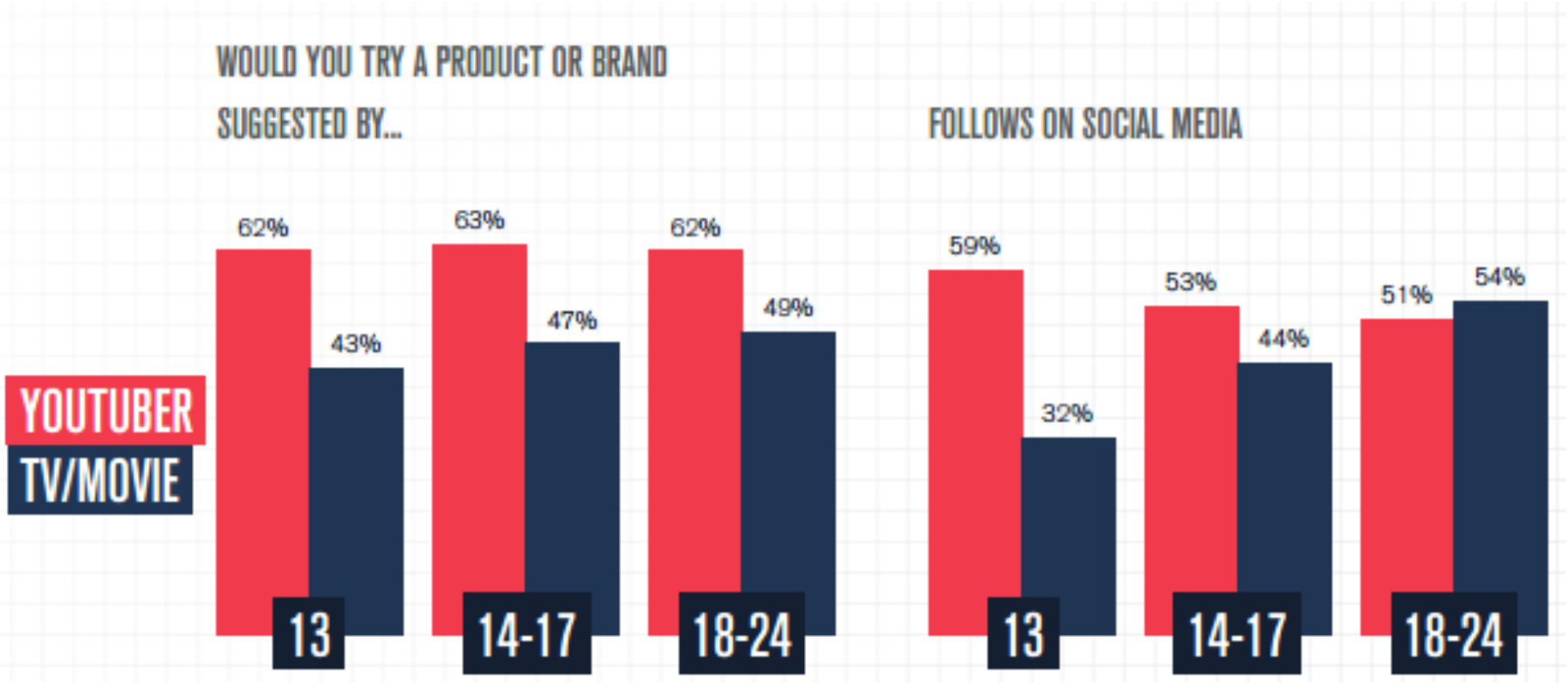


CURATE – Közel 80% heti rendszerességgel oszt meg valamit

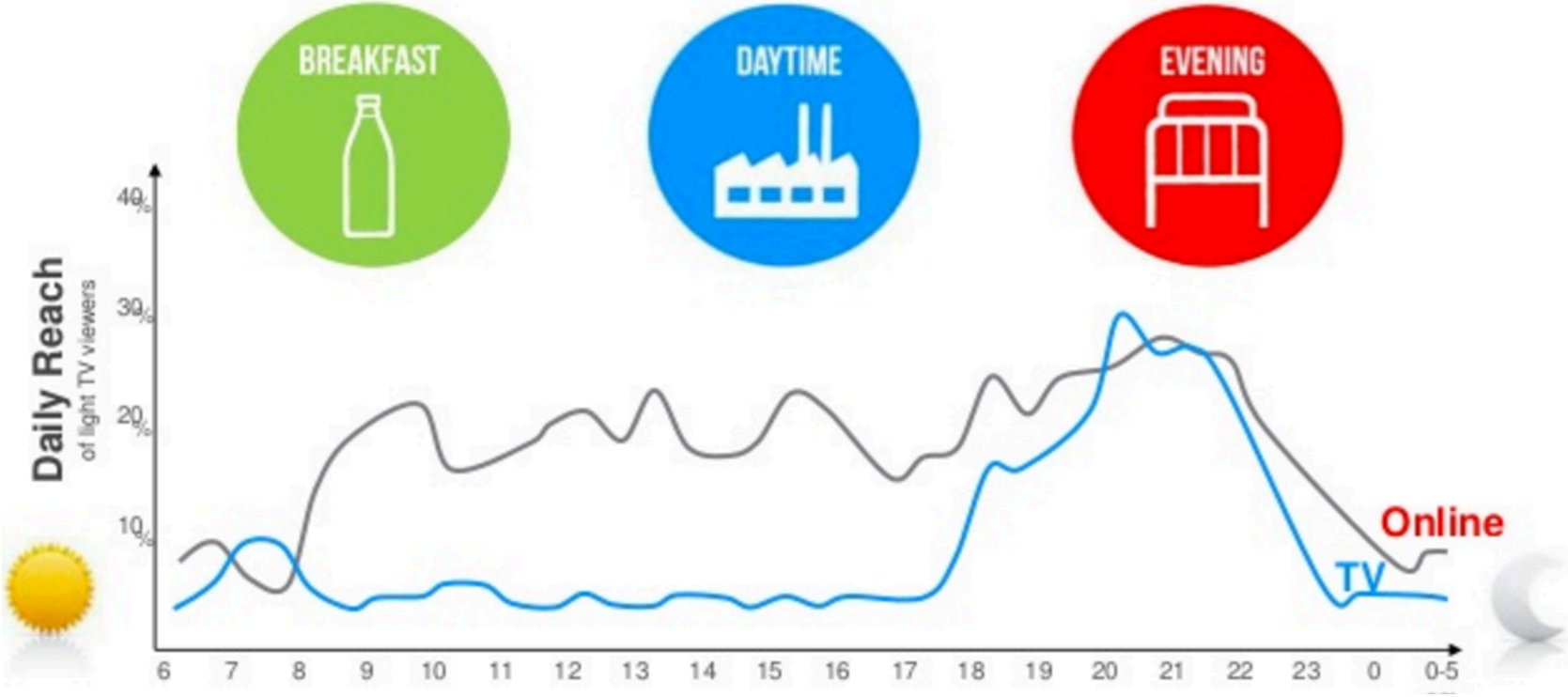
CREATE – 90% havi rendszerességgel kreál tartalmat!

Special Effects Media
YouTube
Can't talk now.
Boss fight.
THE LAB
acer
PC GUR'U

KERESZ

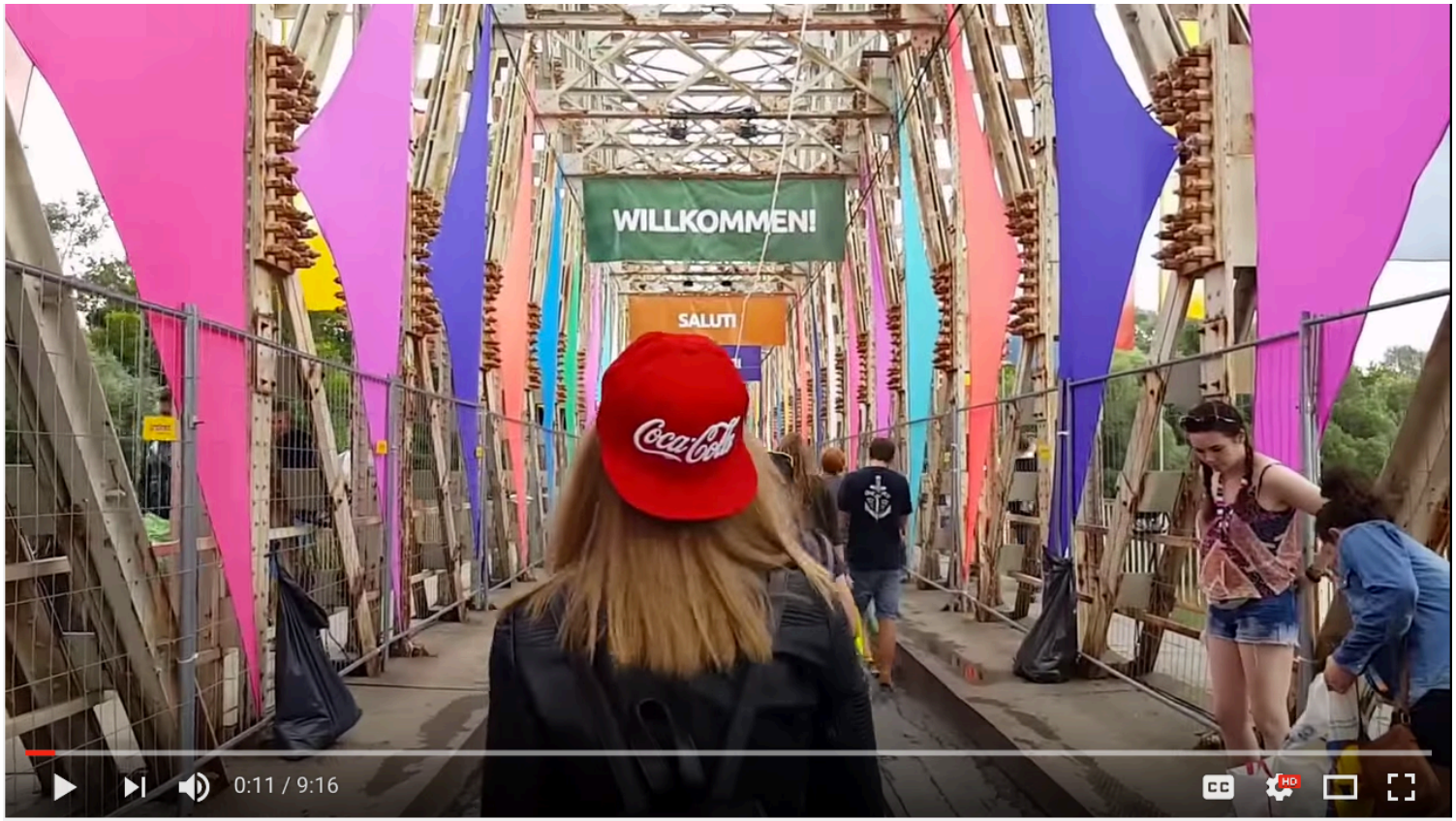

WOULD YOU TRY A PRODUCT OR BRAND SUGGESTED BY...
FOLLOWS ON SOCIAL MEDIA
YOUTUBER
TV/MOVIE
62%
43%
63%
47%
62%
49%
59%
32%
53%
44%
51%
54%
13
14-17
18-24
13
14-17
18-24

TV vs. ONLINE VIDEO



Forrás: Comscore, AGF, GfK, ARD, ZDF, Germany

AS SEEN ON
TV



Megtaláltam Pikachut a Szigeten?? - #CokeStream | AvianaRahl

AvianaRahl

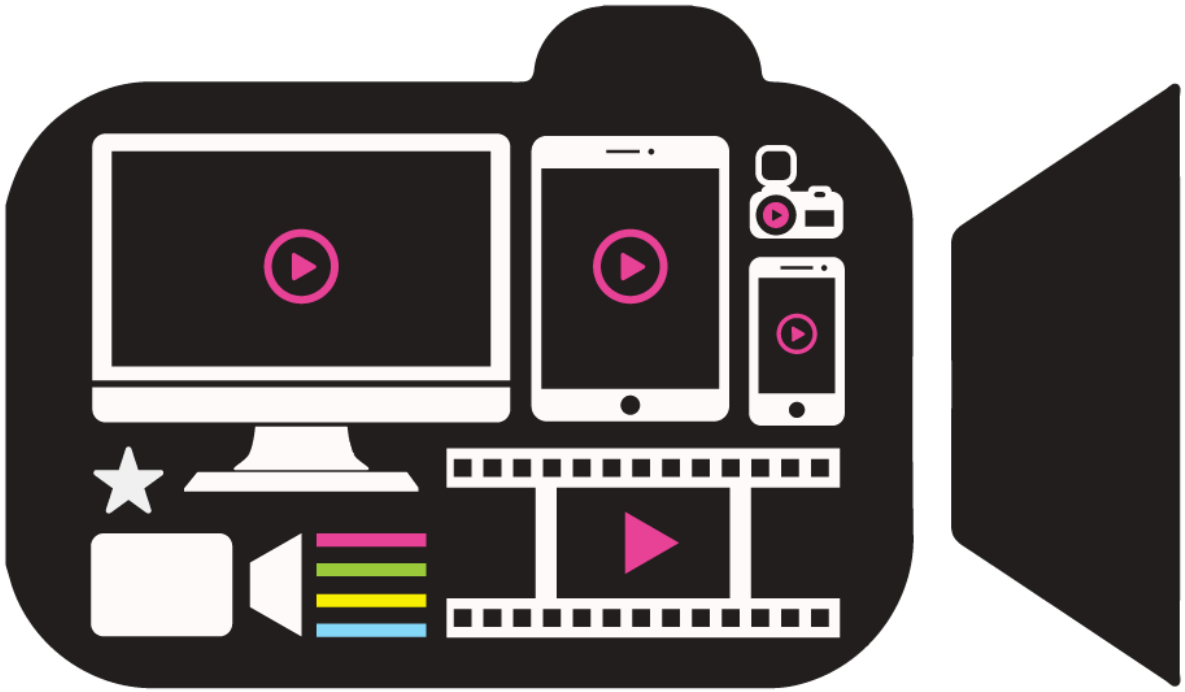
Subscribe 76,705

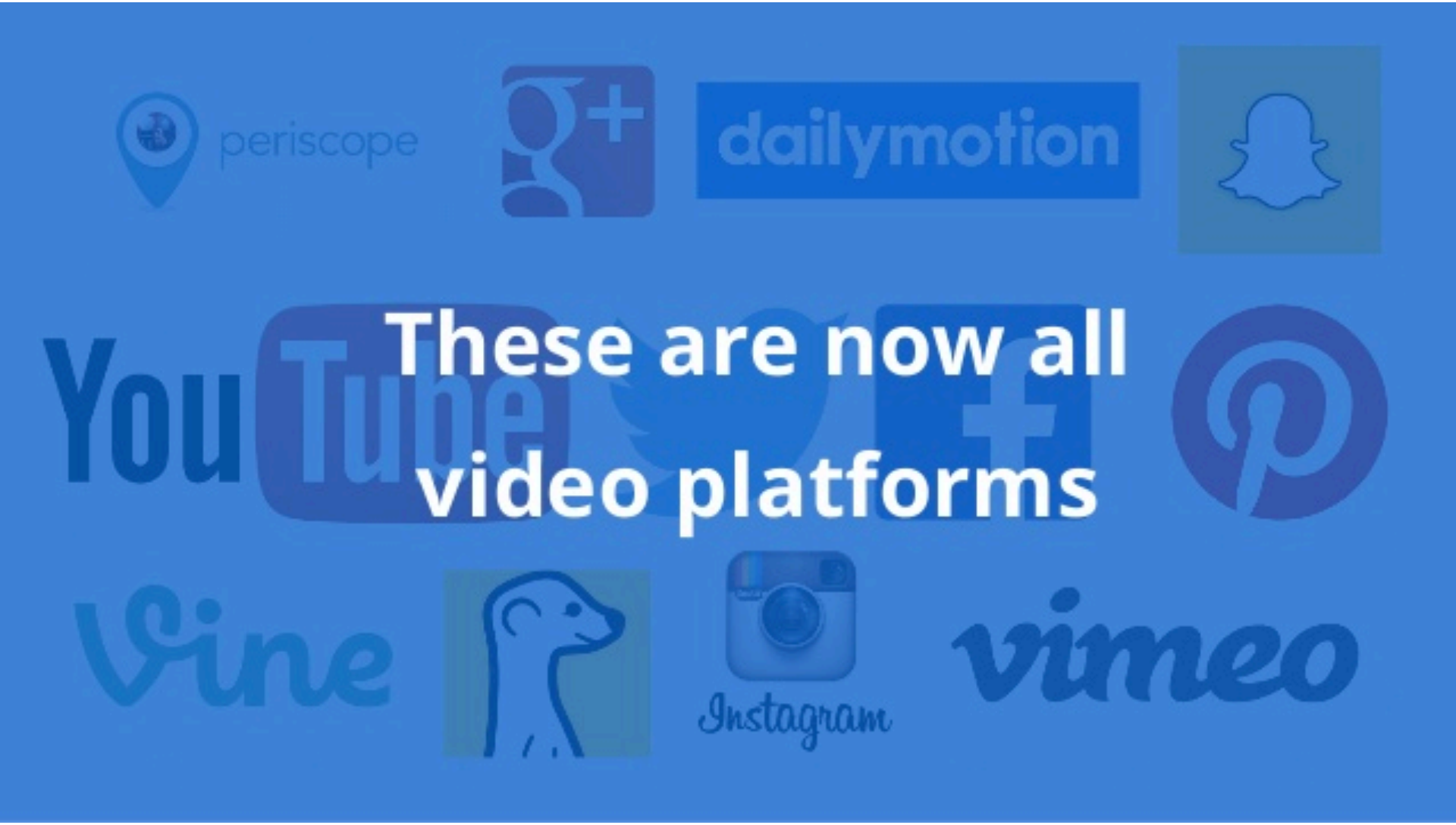
60,207 views

Add to Share More

2,319 79

Input
BLACK BOX
Output





These are now all video platforms

YouTube HU

Search

Upload

Jimmy Kimmel Live

Subscribed 8,406,452

Home Videos Playlists Channels About

Also subscribed

Celebrities Read Mean Tweets #10

2 days ago • 7,631,775 views

The Internet is both a wonderful and horrible place. A place where people go to share their love and also their hate. From time to time, we call out the haters by inviting well-known…

CC

Featured Videos

The best Jimmy Kimmel Live videos from the past few months.

Lie Witness News - Trump's Tax Returns Edition
Jimmy Kimmel Live
665,905 views • 3 days ago
CC

Jimmy Kimmel Doubts John Oliver's Sincerity After Emmy Win
Jimmy Kimmel Live
621,811 views • 4 days ago
CC

Kids Explain How Babies Are Made
Jimmy Kimmel Live
1,122,850 views • 1 week ago
CC

Kaley Cuoco vs. Jimmy Kimmel - Suitcase Race
Jimmy Kimmel Live
489,914 views • 1 week ago
CC

HANKS Starring Captain Sully Sullenberger
Jimmy Kimmel Live
964,677 views • 2 weeks ago

Howz it Mizzade with Snoop Dogg #3
Jimmy Kimmel Live
315,194 views • 2 weeks ago

Kapcsolat

speceffectmedia.com

Gergo Szabo
CEO & Co-Founder
Special Effects Media
hu: +36303996129
gergo@speceffectmedia.com