

CONDÉ NAST BRINGS TWO NEW VIDEO INNOVATIONS TO MARKET – CONDÉ NAST PRIME AND 1 BILLION VIEWS

Innovations Provide New Quality Scale and Unique Brand Building Opportunities to Partners

NEW YORK – December 13, 2017 – Condé Nast today announced two new digital video innovations, Condé Nast Prime and 1 Billion Views, powered by an expansion of the company's video development and production strategy and record digital video performance in 2017. Condé Nast Prime answers the needs of marketers in search of the highest quality video experiences, in premium environments and at scale, by offering new video programming lineups featuring new and returning series and aggregating and organizing the most popular videos by category, making it easier than ever for advertisers to partner with the top performing video content across the company's portfolio of brands.

Named for the volume of views on the Condé Nast network, 1 Billion Views is a new incubator, which for the first time ever, gives advertisers looking for innovative ways to connect with consumers an opportunity to co-create new brands or video franchises, leveraging the company's creative talent and powerful network.

"We have created and scaled a next gen network of premium video storytelling that is driving the highest levels of audience engagement and attention to our brands, and now we have two new ways for advertisers to access it," said Pamela Drucker Mann, chief revenue and marketing officer of Condé Nast. "Condé Nast Prime is the new primetime—featuring scale, quality and talent that are creating deep connections between brands and audiences, and 1 Billion Views offers our partners unique opportunities to build brands utilizing our unmatched access and incredible roster of creative talent."

According to recent studies, when compared to industry benchmarks, Condé Nast video drives +104% brand favorability, +88% purchase intent and, on Youtube, +33% in consumer recall performance. Condé Nast had its best month ever on YouTube with 189 million video views (up 161% YoY). During Thanksgiving week alone, Condé Nast had 61 million video views on YouTube, making it the company's best week ever. On November 21, the company broke its single-day record for views (14.1 million), likes (422,000) and new channel subscribers (52,000). Video watch time on YouTube also

increased during the month by 224% to 635 million total minutes watched. Additionally, in November, Condé Nast video reached 594 million total global views on Facebook, breaking the company's previous records. Finally, the company had its best month ever on its O&O websites with 227 million views.

In November, Condé Nast series reached nearly 1 billion aggregate views on monetizable platforms, including O&O, YouTube, Facebook and syndication. Condé Nast Prime category lineups include successful series in beauty (Vogue [Beauty Secrets](#) and Allure's [100 Years Of...](#)); celebrity programming (Wired's [Autocomplete Interview](#), Vogue's [73 Questions](#) and Vanity Fair's [Fear Box](#)); music (Glamour's [You Sang My Song!](#)); comedy (Teen Vogue's [Complement Battle](#) and [Little W](#) from W); food series (Bon Appétit's [Kids Try](#) and [Back to Back Chef](#)); and wellness (Allure's Advice from [100 Year Olds](#) and Glamour's [In Two Minutes...](#)).

*Sources: comScore Media Matrix October 2017, Kantar, Millward Brown; Neuro-Insights, Parse.ly October 2017, YouTube Analytics, Facebook Insights, Adobe; benchmarks are Millward Brown

About Condé Nast:

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 120 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, The Scene, Pitchfork, Backchannel and them. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit condenast.com and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

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