

CONDÉ NAST DEBUTS THE NEW PRIMETIME WITH TV-LIKE PERFORMANCE AND MEASUREMENT

New Relationship with Nielsen Demonstrates TV-Like Performance

Condé Nast has 50 returning blockbuster digital video series; More than 175 new digital video pilots in production for the 2019-2020 season; New GQ YouTube channel dedicated to sports fans; New partnership with Twitter offers real-time access to exclusive brand events; New and expanded ad products leverage Condé Nast's influence across YouTube and social channels.

NEW YORK – April 30, 2019 – As television viewership declines and digital viewership increases, a new primetime has emerged — and it's not on TV. At its annual NewFront presentation today, Condé Nast unveiled its programming slate for the 2019-20 season: a diverse and engaging lineup designed for the next generation of viewers, with performance backed for the first time by Nielsen. The company announced 50 returning blockbuster series and more than 175 new digital video pilots in production, the launch of a new sports channel for GQ, a partnership with Twitter and new ad products that leverage the influence of the company's portfolio for advertising partners. The presentation took place at Mercado Little Spain in Hudson Yards.

"While there's more content in the market today than ever before, a new scarcity has emerged — a scarcity of *great* content," said Pamela Drucker Mann, chief revenue and marketing officer of Condé Nast. "We're reaching net new audiences you can't reach on television, or any one platform — we are the new primetime, uniquely positioned to connect our advertisers with one billion consumers around the world."

"We're constantly reimagining the ways we connect with our audiences across different screens and viewing experiences," said Oren Katzeff, president of Condé Nast Entertainment. "I'm excited about our new slate of pilots that feature our homegrown talent, renowned expertise and unparalleled access. We're telling the stories that viewers love on the platforms that matter."

Condé Nast recently commissioned a custom study from Nielsen to illustrate the scope of the company's influence in video and prove performance in driving business results for partners. The study revealed:

- +15% lift in brand familiarity
- +20% lift in brand favorability
- +36% lift in purchase intent
- +60% increase in lower funnel metrics when brands integrate across multiple series

Condé Nast announced 50 returning blockbuster series and 175 new pilots already in the works for 2019. Following are some highlights of pilots announced during the presentation:

- Vanity Fair's "**The Great Pretender**" will explore the ins and out of how actors successfully master technical skills to portray the iconic characters that viewers have come to love. The pilot will launch in June.
- GQ's "**Grails**" takes viewers to the ends of the earth to discover the best of the best in men's style. The pilot will go live in November.
- Allure's "**Seeing Triple**" gives three make-up artists the exact same prompt to transform one face. Viewers will get to see just how differently their creative minds work in the pilot that is packed with relatable beauty insights. The pilot will launch in May.
- Condé Nast Traveler's "**Say I Sent You**" reimagines the traditional travel guide through an interactive pilot specifically tailored for Instagram Stories. Coming this summer, viewers will be able to discover hidden treasures that even locals don't know about.
- Wired's "**Mind Magic**" explores the how and why of optical illusions, and the ways our brains trick us into seeing what's not there. The pilot will be available on Wired's channel in June.
- Architectural Digest's "**Pop Culture Design Breakdown**" breaks down the evolution of different styles through the lens of popular media with help from a design expert.
- Teen Vogue's "**Stan-ing**" features ten super fans rehashing their favorite TV show's iconic moments.
- Bon Appétit's "**The World's Kitchen**" is hosted by Andy Baraghani, who learns to prepare culinary staples from around the world by visiting the restaurants that have perfected their region's most iconic dish.

Condé Nast recently announced the launch of Bon Appétit's new streaming TV channel, with programming that features fan-favorite personalities from the Bon Appétit Test Kitchen. The streaming channel debuted at No. 1 on Apple's "Apps We Love" list and viewers are spending more than 56 minutes per session watching the content.* The TV-style series were renewed for second seasons:

- "**It's Alive: Goin' Places**" will build on what fans love about Brad Leone's series "It's Alive," showcasing Brad's hilarious sense of adventure as he travels to culinary destinations to explore the culture, specialties and tastes of each region. The new season will air in June.
- Pastry chef Claire Saffitz brings her laid-back, relatable approach in the kitchen to "**Bon Appétit's Baking School**," a new series in which she tackles everything from indispensable ingredients to tricky techniques for making the world's most popular baked goods. The new season will air in August.
- The entire test kitchen works together in "**Making Perfect**," a new, ensemble-led series focused on creating the perfect version of iconic dishes. The new season will air in November.

To expand on the success of personality-led series, Condé Nast is also partnering with a slate of influencers to develop new and exciting hosted series.

- Glamour's "**Queenpins**" tells the stories of the most notorious female crime bosses who upended the traditional male-driven criminal hierarchy in their relentless pursuit of power. The eight-episode series is hosted by actor/musician and producer Keke Palmer and is available on Glamour's Facebook page.
- Epicurious is developing the series "**Barely Skilled**" with YouTube personality Joe Sugg, who has more than 20 million followers across his social channels and is putting his culinary skills to the test as he attempts to recreate epic videos of speciality chefs who have mastered very niche skills.
- Glamour is collaborating with style guru Tan France to explore and enhance people's wardrobes in a fashion-forward VR experience called "**Closet Confidential.**"

Condé Nast is also reaching new audiences in the sports category. Coming this fall, GQ is launching a new sports channel on YouTube that will leverage GQ's renowned style expertise, culture and access. The new channel will offer original programming dedicated to the lifestyle of popular sports.

The company announced a new partnership with Twitter that will create immersive experiences for audiences, offering them unprecedented front row access to Condé Nast's slate of exclusive events, including Vanity Fair's New Establishment Summit, WIRED25 and The New Yorker Festival, all through a livestream.

During its presentation, the company unveiled new ad products and enhancements designed to leverage the influence of Condé Nast's iconic brands for advertising partners. Last NewFront season, the company released its **Condé Nast Prime** offering for marketers in search of the highest quality video experiences in premium environments at scale. That offering has now been expanded to encompass all new primetime series on all platforms, including YouTube and OTT. The new offering, **Condé Nast Prime Time**, makes it easier for advertisers to align with top performing videos that generate more viewership, longer watch times and unimpeachable brand safety.

With consumers skipping 1 in 2 video ads and 154M Netflix subscribers avoiding ads altogether, **Condé Nast Prime Placement** offers advertisers an innovative new way to engage viewers by integrating directly and seamlessly into Condé Nast's most popular series — all backed with guaranteed views and third party measurement. The company is also launching new product improvements, including TV retargeting made possible by the company's data offering, **Condé Nast Spire**.

Condé Nast digital videos garnered 14 billion digital video views in 2018, with global video views up +16% over 2017*. Across all of the company's YouTube channels, Condé Nast had more than 27 million followers. The company's content continually gains industry recognition; last year

alone, Condé Nast videos received an Academy Award nomination, 5 Webby wins with 13 nominations and honors, 2 ASME nominations, as well as a James Beard nomination. In all, Condé Nast videos have 170 nominations and 100 wins.*

Condé Nast's experiential NewFront was produced by the company's in-house agency, CNX.

About Condé Nast:

Condé Nast is a global media company producing the highest quality content with a footprint of more than 1 billion consumers in over 30 territories through print, digital, video and social platforms. The company's portfolio includes many of the world's most respected and influential media properties including Vogue, Vanity Fair, Glamour, Self, GQ, The New Yorker, Condé Nast Traveler/Traveller, Allure, AD, Bon Appétit, Wired, W, and Brides among others. Condé Nast Entertainment was launched in 2011 to develop film, television and premium digital video programming.

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**Sources: Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Snap Studio, Dash Hudson, Google Analytics March 2018, Custom Nielsen Media Lab Branded Content Effectiveness Study commissioned by Condé Nast, Percentage lift based on Total Exposed compared to Control, 3/25/19 - 4/11/19. Magna Global Forecast, Netflix Q2 Earnings Report April 2019*