

MIPTV

DIGITAL FRONTS: JUKIN MEDIA

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Jocelyn Johnson

Welcome back after that break. On we go. Second presentation of the day for the Digital Fronts first day. Right now I'm going to bring out onto the stage Jonathan Skogmo, the CEO and Founder of Jukin Media.

Jonathan Skogmo

I'm Jonathan Skogmo. I'm the Founder and CEO of Jukin Media. We are living in an era where everyone, all of us, are walking around with a TV studio in our pocket. We're shooting video, capturing moments and sharing that content with the world. On YouTube alone, over 400 hours of footage is being uploaded every single minute and at Jukin Media we believe the future of storytelling is user generated. We discover and curate and distribute compelling stories told by everyday real people. Now, before I dive into things too far, I have a two minute video I'd love to share with you to give you a little taste of what Jukin's all about.

VIDEO CLIP

Jocelyn Johnson

Welcome to my world. I'm going to take a step back for a moment and take us back down to 2009, when it was my first visit to MIPCOM and MIP TV. I came out here as a television show producer, producing a clip show for the Discovery Network. I came out here looking for content, but what I discovered was a new idea for a new company. That's me. That was, I think, at the Majestic across the street. I had a little bit more hair, a little slimmer, but just a little bit, but I was a man on a mission and what I realised about MIP is the importance of this conference is about the ownership of IP and I also realised that short form video was going to be the future; and so when I came back to the States I literally quit my job to form Jukin Media. Jukin Media, we're the world's largest curator of user generated videos. We have over 40,000 videos in our library, over 150 employees and growing, and three global offices that we're going to expand this year and some of our content is the most shared content on the entire web. It becomes that watercooler moment, that zeitgeist moment that everyone's talking about. Like this woman behind me, the screenshot with the Chewbacca mask on, that's Chewbacca mom. It got over 150 million views in less than a week, and we get to work with some of the biggest media companies and brands in the entire world. We distribute and licence our content to folks like Nike, ESPN and Sky and we're also seeing tremendous scale, particularly on our own and operated channels. We decided to create our own operating channels and leverage our library to have a consumer facing brand

and so we can engage with an audience and Jukin Media last month got 1.5 billion views and that makes us one of the largest, or at least the most viewed media companies in the world, right behind 21st Century Fox and just in front of the MBA, and so we're seeing tremendous scale on our own operating channels; and so when I returned to the Palais back in 2014, I took one of our owned and operated brands and digital brands and I was able to come back here with a format and a show based off our largest owned and operating brand and that brand is called FailArmy. Let's take a look.

VIDEO CLIP

Jonathan Skogmo

I like to say an ouch is an ouch in any language. FailArmy started out as a YouTube channel where we were programming one video a week. Today, it is a global media brand with over 28 million fans, 850 million views, with an incredible engagement of nearly four million shares and two million comments per month. Because of this brand, we are able to leverage the audience and spin off a format, a digital format, for Verizon's new platform go90 where we reproduce 50 episodes. We're able to take that and turn it into the linear show that I just mentioned and I'm proud to announce we have now produced 100 episodes of FailArmy that are currently in over 200 markets around the world. FailArmy became the blueprint for us to launch our original content, launch original initiatives and create a development team, and here to talk about some of our originals I have our Chief Development Officer and Co-Founder, Josh Entman. Give him a round of applause.

Josh Entman

Wow. I remember when we came here in 2014, we just had a one sheet. There was no format. We had a great brand on YouTube as Jon mentioned, and that brand, we were able to pull the data from YouTube and say, "Here's how many views we get in every territory," which was actually pretty valuable here, going up to someone and saying, "This is how many views we get in Germany, in Australia, in the UK," and very quickly we got offers from distributors that were willing to finance this and take it out as a 30 minute clip show, so we're really excited to celebrate 100 episodes, come back to MIP, kind of where it all started. As Jon mentioned, we used that as the blueprint so that we can be in the business of creating original IP or creating franchises within our brands. FailArmy was the most popular, it was the most obvious choice. We came from a clip show background and we knew all about licensing those videos, but really we always

wanted to own distribution from end to end, be the makers of that content. We have a massive library. We have a licensing business, but we are so much more than a B2B licencing company. We are a media company and we are trying to cover from the discovery of that video all the way to the distribution of that video. So why aren't we packaging and creating our own formats? That's what launched the originals team and I'm really excited to spearhead that effort. We've brought in some amazing people and every day we sit in an office with hungry millennials finding great content but, more importantly, they're finding great stories. Everyone here has a phone. I'm going to ask you to take it out later, don't let me forget. Everyone here has a phone, everyone here has a video. Your pet, your kid, cousin, nephew, grandchild, it doesn't really matter, but you have that content sitting in your pocket and occasionally you share that with the world. Maybe you share it with friends, maybe you upload it to YouTube and Facebook etc. When you do that, we're looking to acquire that so that we can share your story and package that in new and interesting ways, whether it's a three minute digital series or a 60 minute linear television series. We have the ability to showcase this content in new ways, to modernise it, to make you think that a clip show is not just a clip show any more because, in fact, it is slice of life moments that you are capturing. So I want to show you guys a little bit that we've been up to in the last year as we think about original content studio.

VIDEO CLIP

Josh Entman

It's a lot of fun, I promise. When you see all these great videos come in every day, you actually never run out of ideas. Most people would think, "Well, isn't it hard just to think of formats with user generated content?" It's actually quite the opposite. Because we're not pigeonholed, we're not a production company that specialises in any one thing, we don't just focus on creating great dating formats, we're able to look at all the different categories, so whether it is documentary and it's seeing global events through different perspectives or whether it's looking at different ways to create remixed videos with artists. There are all these different fun elements that come into play every single day and all we're trying to do is stay focused on our core, which is seeing the world through the lens of users. So, because we're an internet video, one way you do that is pet videos, clearly, and we had the fun opportunity to create a show for Comcast Watchable in the US where we would turn short form pet stories into a sitcom. No easy task, believe it or not. It's not just putting up ten pet videos and doing funny voiceover. We had to have a whole team of voice artists, about three dozen, a full writers' room, crafting what turned out to be short

vignettes, if you will, and every episode was themed, whether it was going out with your co-workers, sleeping with your best friend, core millennial stuff. I actually brought an episode here that I want to share - I hope you laugh - and keep in consideration that pets are just like humans.

VIDEO CLIP

Josh Entman

That was very specific to a cat that had to make copies for the Peterson file. Certainly we talked about our blueprint, how our owned and operated brands are paramount to the way we look at our consumer facing side of the business, and so we have FailArmy, we were able to spin off FailFive is a franchise for go90, we have FailArmy the 100 episode TV show. The pet brand that we actually own and operate is called the Pet Collective and that format derived from the digital brand and we were able to take it to Comcast as a format, so certainly we have pets if you're in the internet business, we have fails. More importantly, we have the perfect bookend to that and it's newest property and Jon's going to talk about it, it's called People Are Awesome.

Jonathan Skogmo

People Are Awesome is totally the exact opposite of FailArmy, but we're going to apply the same road map by taking a digital property and spinning that off into new series and new IP; and so let's take a look at People Are Awesome. It's ordinary people doing extraordinary things.

VIDEO CLIP

Josh Entman

At People Are Awesome, we have this amazing, amazing ability to discover raw talent and it's one of the few brands, if you're doing fails, you don't always get the discover talent in fail videos, no-one wants to repeat that. But with these creators, it's all walks of life, from all parts of the world and we have a new format we're taking out this year called FLY GUYS and we thought about maybe showing you another reel, but it'd be better if they do the performance live in front of you guys. So everyone get out your phone because you're going to share it, I hope, and please get ready for a stage performance. They're here tonight, we're really excited, let's bring them out. This is the FLY GUYS.

VIDEO CLIP

Jonathan Skogmo

Great job, guys. Come on, one more time for the FLY GUYS.

Josh Entman

I've never felt more inconsequential in my entire life.

Jonathan Skogmo

Well, we want to thank you for the invitation to speak with you today. It's a very exciting time to be a content producer, especially in this ever changing media landscape, but if you have any questions, comments or if you're interested in any of the formats of shows you've seen today, we would love to talk to you. Thank you, guys. Have a wonderful day.

Josh Entman

Thank you, guys.

Jocelyn Johnson

Ok, and that concludes day one of the Digital Fronts. Thank you for your undivided attention and obviously that was quite the showstopper there at the end. In ten minutes, we will have the keynote from Roy Price at Amazon Studios who, as most of you know, is definitely shaking up the linear and digital collision that's underway, so hang onto those seats because this room is going to get packed and thank you again for coming to day one of the Digital Fronts.