

Equity Upfront Recap: Day Three

By Brian Hughes, Stephanie Morales and Alice Bell-Black

Below are the highlights from the third and final day of presentations from the Equity Upfront. MAGNA will share details on how and where to watch the recorded sessions soon.

The Source

Primary Target: The Source's audience is multigenerational and skews 51% Black. It has a median age of 24.7 with most of the audience falling between the ages of 25 and 34.

Platforms and Properties:

- **The Source** – The “home of hip hop,” the main site attracts five million monthly unique visitors. Featured topics have expanded over the years to include news, sports, fashion, and technology. Through its magazines, streaming video and podcasts, The Source has adapted to meet the needs of their consumer.
- **Source Sports** – An expansion of news, highlights, and interviews that live on the site, focusing on the fusion of sports and hip hop.

Recent/Upcoming Content Launches:

- **The Source Streaming** – Launched in February, this platform will air licensed films and original shows like *The Source Report*, *The Release*, *Style Sector* and *SoundProof*. African American and multicultural film festival coverage will be included as well.
- **HerSource** – Launching in April 2021, this digital magazine will focus on the women who influence hip hop culture and lifestyle.
- **Source Latino** - This bicultural digital media property will launch in September 2021, creating a space for the Afro-Latino audience.
- **Jones** – This magazine is returning in print and digital formats in April 2021, focusing on beauty, fashion, and lifestyle.

Opportunities for Brands:

- **Cross Platform Activations** - Teams can partner with The Source across the company's social, editorial, video, and experiential offerings to boost awareness among its audience. This includes a commitment to brand-safe environments through policies and standards for content on their platforms.
- **The Source 360** – The signature event series that will celebrate all pillars of culture that are inspired by hip hop. Beginning in New York, this series will increase awareness of the music and film industry and help thought leaders give back to the community.
- **Video Programming** – The Source has a variety of video brands and series that partners can choose from across sports, news, lifestyle, interviews, and more. This includes *The Source Report*, *Up in Source*, *A Day in the Life*, *Source: Rep Ya Hood*, *Style Sector* and others.

The Root

Primary Target: African American adults are the general target audience that can be reached through The Root, which has a median age of 41 and skews 56% female. However, through their programmatic audience segments, The Root identified HVAs such as Black Excellence (Thought Leaders), Black Girl Magic (Black Women), HBCUs, and Joystick (Gamers).

Platforms and Properties:

TheRoot.com is the main portal, with sub-channels such as:

- **The Root 100** – The Roots annual list of the top 100 most influential African Americans, adults 25-45, who have led the way in innovation and Black brilliance.
- **Very Smart Brothas (VSB)** - Cofounded by Damon Young and Panama Jackson, this blog features op-eds on current news.
- **The Glow Up** – The female-focused section of The Root that hosts lifestyle, beauty, and fashion stories and insights.

Recent/Upcoming Content Launches:

- **The Glow Up 50** – The Top 50 list of Black tastemakers in fashion and beauty honored for their achievements that will be released in April.
- **Very Smart Dads** – An upcoming offshoot of VSB that will highlight Black fatherhood in the format of monthly written essays.
- **At the End of the Day** – A new monthly online video series of interviews from TV and reality TV moments and the people involved.
- **The Root x The Roots** – a pending discussion video/hybrid concert experience featuring Questlove, Black Thought, and The Roots discussing social justice in today's world.

Opportunities for Brands:

- **Events**
 - **The Root 100 Gala** – A hybrid virtual/in-person celebration scheduled for October 2021, surrounding the achievements of the Root 100.
 - **The Root Institute** – The second iteration of an informative event that features insights from leaders across media, politics and other influencers, scheduled for August.
- **Online Branded Content** - Newsletters, programmatic, social media, and custom campaigns can be leveraged to reach The Root's audience.

Buzzfeed/Cocoa Butter

Primary Target: Black Millennials

Platforms and Properties: BuzzFeed's internal motto is "diversity is the default," and has made it a point to embrace multicultural voices in its staff and creators. Cocoa Butter, which launched as a sub-channel targeting Black audiences in 2015, became a full-fledged channel last year, and

has embraced YouTube as its primary platform for video. It does also have a significant following on Facebook, Instagram, and Twitter, however. Cocoa Butter's mission statement is to be a "safe space for Black culture, conversation, and comical controversy."

Recent/Upcoming Content Launches:

Cocoa Butter has embraced repeatable short-form video formats that resonate with their audience and fit into categories like One Size Fits All (fashion and body positivity), Food Swaps (moms try each other's banana pudding), and Familial Dynamics (playing games like "Never Have I Ever" with family members). The hosts did offer some "first looks" of new video series, which include:

- ***We Buy Black*** - this series will highlight Black-owned businesses at travel destinations around and globe and encourage viewers to visit and shop.
- ***Seasoned with Chef Seth*** - Chef Seth Brundle will show viewers how to amplify some of the most basic and generic boxed food items.
- ***Don't @ Me!*** - Bringing social media arguments to real life, this show will feature two groups of passionate people with opposing viewpoints debating topics in person. Topics will range from the more lighthearted, like music, to the serious, like politics.

Opportunities for Brands:

- **Align with the Latest** - pre-roll video ads are available next to the latest trending content.
- **Private Marketplace** - activate on Coca Butter and other multicultural channels under BuzzFeed's umbrella.
- **Work with Creators** - weave your brand into Black creators' videos to connect with their fans and be part of the latest trends.

TikTok

Primary Target: Millennials and Gen Z

Platforms and Properties: TikTok mobile app, TikTok.com.

Recent/Upcoming Content Launches:

TikTok's rise to the top of the social media heap last year was due largely to its dual role as a source of entertainment and an outlet for creativity. However, the company received clear feedback from their community that Black creators were not being represented fairly, and when asked what they wanted to get out of the platform, they shared the following goals:

- To break into mainstream entertainment
- To produce higher quality content
- To connect with more brands for partnerships
- To connect with other Black creators

As a result, TikTok started the Black Creatives Incubator Program, which saw over 5,000 applicants but was ultimately scaled back to an inaugural class of 100. The presentation highlighted three of its rising stars:

- R&B artist Kirby (@singkirbysing), whose viral video about the racist history of the Aunt Jemima brand directly contributed to PepsiCo ultimately retiring it and changing the name.
- Food and dessert creator Robert Lucas (@thesweetimpact), whose creations include a Jordan sneaker cake.
- Medical and health creator Joel Bervell (@joelbervell) whose eye-opening videos have highlighted the bias and discrimination against Black people in the medical world.

Opportunities for Brands:

- **Seize the Opportunity** - while TikTok may be the top social app in terms of time spent overall, Black users still under-index the general population slightly. This could very well change as Black creators get more resources and become bigger voices on the platform, so there is an opportunity now to be part of that and connect with an extremely valuable and influential audience.
- **Support Black Creators** - TikTok outlined four ways in which brands can really contribute to the success of its Black creator community (and their own success while they are at it):
 - Create community among talent you work with (focus groups, beta testing, events)
 - Provide pathways to connect creators to more brands
 - Give access to product that enhances content
 - Create opportunities for Black creators through content and partnerships

NuTime Media

Primary Target: Black Adults

Platforms and Properties: Partnership with CBS Media Ventures (formerly CBS Television Distribution) including shows such as *Wendy Williams*, *Divorce Court*, *Hot Bench*, *Nick Cannon*, *Family Feud* and *Judge Judy*

Recent/Upcoming Content Launches:

- CMV upcoming first-run talk show *Nick Cannon*

Opportunities for Brands:

- **Brand Integrations-** Opportunities to partner with the upcoming launch of *Nick Cannon* including:
 - The Cannon College Fund - Founded by Nick Cannon to help recent HBCU graduates pay of their student loans. Winners will be revealed during the first week of the show but the partnership would extend to regular check-in and social engagements throughout the year.
 - The Main Stage - Entertainers of all kinds will show off their talents

- Sweetest Moment of the Week - A viral clip or video chosen by Nick Cannon to showcase; Sponsor Serenade, allowing brands to collaborate with Nick on a custom song or rap to be played on the show
- S.O.S from Mom - Nick will read funny messages from moms who need to vent. Celebrity guests could also appear to read the S.O.S messages.
- Cooking with Cannon - Brands can be incorporated as a set piece or recipe ingredient, or feature latest menu item.
- Branded Integration opportunities are also available with in *Wendy Williams* including in-show custom Hot Topic, exclusive Hot Topics in the After Show, Demo TableTop, What the Health, and Ask the Expert.

Reach TV

Primary Target: Adults 18-54

Platforms and Properties: OTT Network available exclusively in airports

Recent/Upcoming Content Launches:

- Short form content aggregated from various entertainment partners within genres such as News, Celebrity Gossip, Travel, Sports, Weather, and Business.
- *Black History in Two Minutes*- a 120-episode series focused on important moments in Black history.
- Content from Players TV- including shows such as *Unbreakable: The Victor Oladipo Show*, *Wtf Barton Davis*, *MVP*, *Close-up 360*, *The Mindful Life*, *Inside the Green Room*, *Hoodie SZN with Carmelo Anthony*, *Gametime with Boomer Esiason*, *Backcourt Wade*, *Beyond the Athlete*, and *Man Enough to Care*.
- Daily Custom Creatives from NBC Universal, featuring their talent across news, sports, music, business and more.

Opportunities for Brands:

- **Location Targeting** - Advertising buys can be placed Nationally or locally by DMA. The can also go hyper local by drilling down to airport or terminal location. Screen-specific placement is also available.
- **Product Integrations** - Brands can be featured in some of the network's original series or with partnership from TV networks.

NABOB

Primary Target: Adults 18-54 (AURN), Black Women 25-54 (Central City Productions)

Platforms and Properties : American Urban Radio Networks (AURN) has 500 affiliates across the US across three different networks: AURN Pinnacle , AURN Epic, and AURN Personality, as well as podcasting network AURN-Pod with 11 original podcasts.

Central City Productions is home to the CCP National Syndication programming, with the launch of the Stellar TV Network in January 2022.

Recent/Upcoming Content Launches:

- AURN offers stations across a variety of formats including Urban, Urban Adult Contemporary Mainstream, Adult Contemporary, Oldies, Gospel, and Inspirational.
- Central City Productions has a library of over 5,000 titles including:
 - *The Stellar Gospel Music Awards*
 - *Black College Quiz Show* - weekly quiz show featuring students from HBCUs
 - *Mentoring Kings* - a quarterly docuseries examining the mentoring of young men of color
 - Seasonal *Stellar Awards* such as *Music of Hope* and *Tribute to the Holidays*
 - Other specials such as *Black Music Honors* (June), *Be the King You Would Follow* (May/June), *Stellar Awards* (August/September), *America's Black Forum* (4Q21).
 - Stellar TV originals include: *America's Black Forum*, *Stomp*, *You've Got Soul*, *Awoke*, *Stepping on the Line*, *Fix It*, *Stellar Style*, and *Miss Juneteenth*.

Opportunities for Brands:

- **Sponsorship Opportunities**
 - *Program Integration Series* - Top syndicated personalities can act as brand ambassadors and develop segments within the shows.
 - *Themed Salutes* - examples could be a series of vignettes saluting Black History Month and Black Music Month, or the Juneteenth holiday celebration
 - *Harlem Week* - a two-month long celebration featuring expos, live music, fashion shows, and more. Sponsorships are available on site, through radio, and digital/social takeovers.
- **Podcasts** - Host-read ads native to the podcast are available for brands.
- **Media Activations through Central City Productions** - Live event and red-carpet sponsorships, thematic tie-ins, and product placement.
- **Partnerships** – Support the Stellar TV Network Launch in 2022 centered around a week-long Dr. Martin Luther King Jr. celebration.