



Inside GoUSA TV



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The Big Picture

Going Fishing?



Who's the real king?

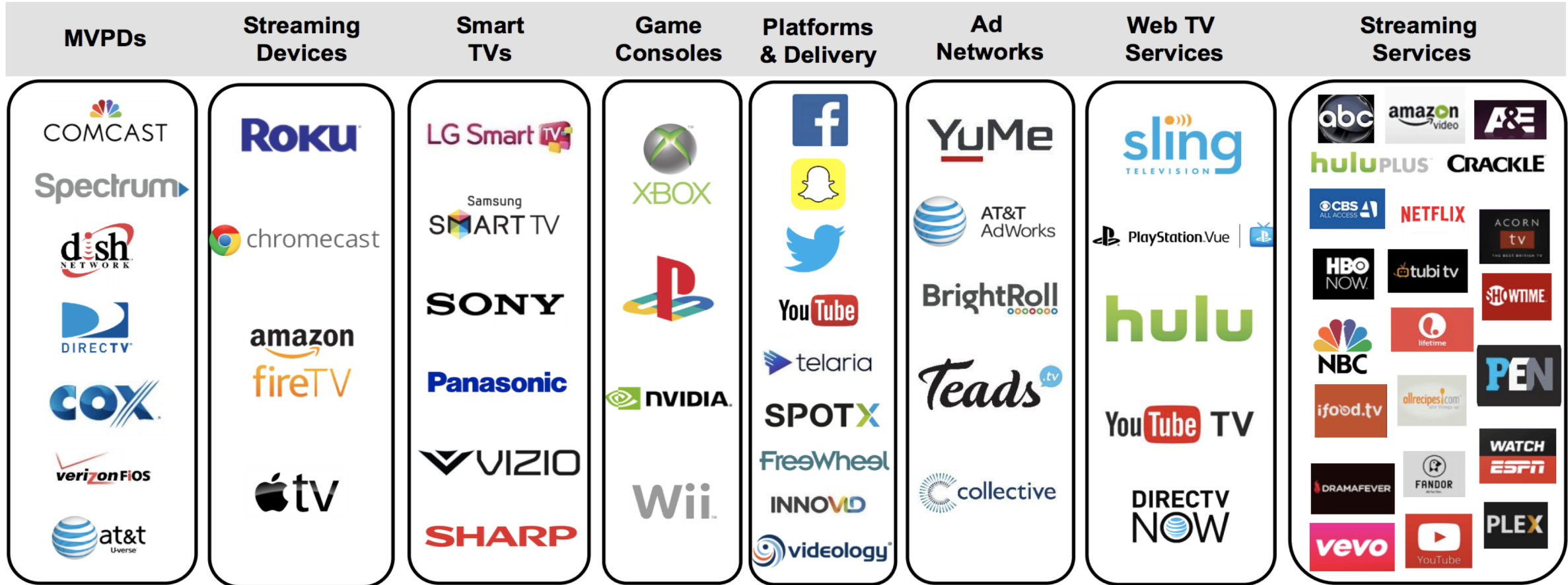
CONTENT



DISTRIBUTION



Today video content is everywhere



Source: Video landscape report, iab 2017

What's in a name?

- Broadcast
- MVPD
- IPTV
- CTV
- OTT

Screen Strategy and Storytelling Platforms



Mobile

Thumb-stopping and snackable content is everything (inspiration)



Laptop/Desktop

Portal for self-directed discovery of destinations and itinerary building



Streaming TV

Caters to “lean back and watch” behavior with personalized playlists



Digital OOH

Connected media delivers engaging, experiential content in situ



Giant Screen

Immerses audiences in longer-form “mini-movies” (thematic)

From mobile to giant screen and everything in between

Connected TV

We live in a multi-screen, multi-platform world, where 1 in 3 consumers say they've never had cable or no longer do.

- By 2025, half of viewers under 32 will not subscribe to a pay-TV service.
- 80% of TV sales are now for internet-enabled, interactive TVs that support the increasing amount of consumers who consider themselves cord-cutters.

But while people may be watching less linearTV, time with digital video goes up



24%



48%



16%

And, increasingly, consumers want their large-screen “living room devices” to have the same streaming capabilities as their hand held devices

Source: <https://www.thinkwithgoogle.com/consumer-insights/video-trends-where-audience-watching/>





Introducing



GoUSA

Because every place has a story.

Introducing the new GoUSA TV. The premier travel entertainment channel, available at your fingertips with no subscription, no fees and no logins required.

Watch full episodes, documentaries and films, told from the diverse perspectives of real people across America.

Download. Escape. Explore. GoUSA TV.

Deeper Storytelling

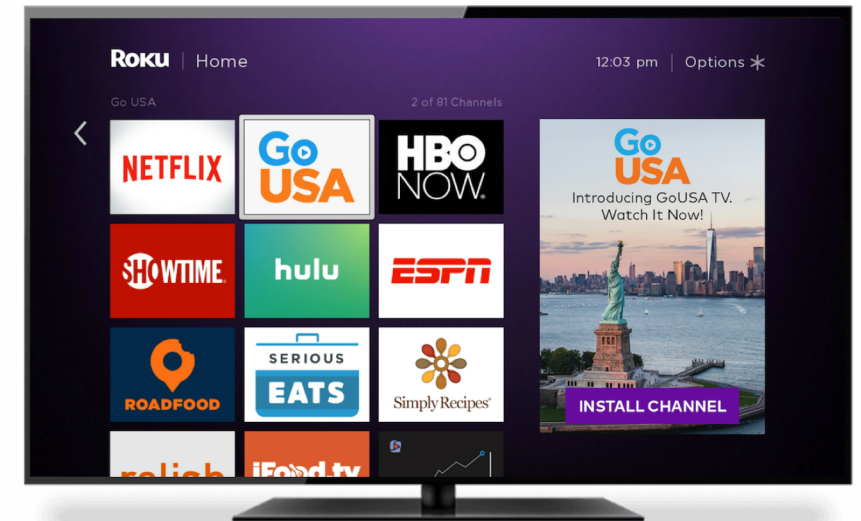
GoUSA gives us the space to create, curate, and collaborate on the production of content so we can better harness the power of entertainment to get people to actively consider a USA destination for their next vacation.

Now available on:



chromecast

NEW FALL 2018



Platform Strategy

Objectives

Inspire travel through entertainment

Draw people to the channel with emotional narratives that have a sense of place

Champion a diverse set of content creators

Source a diverse range of premium content from new voices at a cheap price

Be go to channel for content featuring US destinations

Share pieces of American culture that otherwise wouldn't be discovered

Strategy

Get (who)

Culturally conscious millennials in English speaking markets

To (behavior change)

Feel positive affinity and emotional connections to a diverse set of US destinations

By (platform's role)

Curating entertainment led storytelling with a distinct sense of place

Because (reason to believe)

GoUSA is uniquely situated in the travel category to connect travelers to all the possible experiences in the US without having to facilitate a transaction

Inspirational content themes

Inspirational content themes can be overlaid on new and existing programs



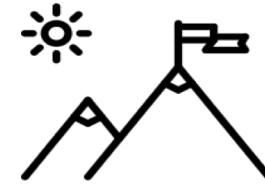
Friendship



Self discovery



Falling in love



Adventure



Achievement

Sense of place

Content Selection Guidelines

Curate entertainment led storytelling with a distinct sense of place

Regardless of whether it is licensed, an original production, or sourced from partners, we need a singular focus on how we approach and evaluate content

- Prioritizes storytelling over destination information (plot)
- Highlights uniqueness and builds a sense of place by featuring cultural elements such as food, music, identities, traditions
- Shares something completely new about a well known destination
- Follows a single character or set of characters throughout the series
- ... Or is set in an otherwise unknown destination

Goals: Gain insights for growth

Obtain data-driven insights

By country

Content performance (trending, session duration, length)

Content preference (genre, format)

Session duration

Analyze Over the Top (OTT/CTV) compared to Mobile App installs

Understand usage and content consumption variations between OTT and mobile app

Develop content that supports our mission

Data-driven content

Partner & curated content

Licensed content

Program cadence to maximize audience

Maximize audience and grow duration



Programming



Content Development

Brand USA is in conversation with a variety of entertainment companies and world class creators to develop signature series and licensed content.

Submissions: GoUSATV@thebrandusa.com

More details:

<https://www.thebrandusa.com/gousa-tv/information>

Please refer to content selection guidelines.





Spirit Song



For the Love of Music The Story of Nashville

R&B COUL FUNK
ROCK

PUBLIC
MARKET



Crowdsourced





Lost and Hungry



Questions?

Thank You



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