THE FASTEST GROWING, #1 YOUTH MEDIA COMPANY IN THE WORLD.

- 11 MILLION SUBSCRIBERS TO VICE'S YOUTUBE CHANNELS GLOBALLY
- 11 CHANNELS ACROSS MILLENNIAL PASSION POINTS LIKE NEWS, MUSIC, FOOD & SPORTS
- 60% OF OUR AUDIENCE CONSUMES VICE CONTENT ON MOBILE
- 350% YEAR-OVER-YEAR MOBILE AUDIENCE GROWTH SINCE 2012
- 500 PARTNERS REPRESENTING SOME OF THE MOST RESONANT VOICES IN PUBLISHING
- 135 MILLION UNIQUE VISITS PER MONTH TO VICE OWNED CHANNELS GLOBALLY
- 10.3 BILLION MINUTES WATCHED ON YOUTUBE
- REACHES TWICE AS MANY 18-34 YEAR OLDS COMPARED TO OTHER MEDIA CHANNELS (INDEX OF 193)

PLATFORMS

35%
18-24

24%
25-34

41%
35-44

35%
WE WIN OUR AUDIENCE’S HEARTS THROUGH CONTENT

1. VICE OFFERS STORIES YOU CAN’T GET ELSEWHERE
2. VICE PROVIDES A DIFFERENT PERSPECTIVE
#1 Engagement with our sites, video and socials

**Highest Engagement**

Best ratio of likes/dislikes on YouTube

**Highest Watch Time**

Across all of YouTube original channels, top 0.01% for all of YouTube.

**20+ Minutes**

Average session time on desktop

**20+ Minutes**

Average session time on mobile

**7X as Many Content Referrals**

As the average Facebook publisher

**55% Higher Engagement Per Tweet**

Than the average Twitter publisher

Australian Families Live in Fear of a Humongous Kangaroo Haunting Their Suburban Streets | VICE...

For some reason they’ve named him “Dave.”

VICE.COM

Like · Comment · Share

217 people like this.

69 shares
VICE DIGITAL
An ever-expanding universe of influence.

A network of channels built around Millennial passions. VICE organizes these interests into categories, anchored by the VICE verticals.
AUDIENCE
THE MOST INFLUENTIAL AUDIENCE IN THE WORLD

- HOUSEHOLD INCOME -

- GENDER -

- EDUCATION -

- ATTENDED COLLEGE
- ATTENDED HIGH SCHOOL
- DID NOT GRADUATE

- 36% MALE
- 64% FEMALE

- 3%
- 23%
- 38%
- 44%

227 LOVE DISCOVERING WHAT'S NEW IN ART, MUSIC, AND DESIGN
153 ADVENTUROUS, ALWAYS PLACING THEMSELVES IN NEW SITUATIONS
135 DETERMINE SOMETHING IS WORTHY OF THEIR TIME IF IT COMES FROM A WEBSITE THEY TRUST
340 SELF EMPLOYED
223 ONLINE STREAMING AS THEIR GO-TO SOURCE FOR TV SHOWS
152 FINANCIAL HEALTH HAS IMPROVED OVER THE LAST YEAR
161 ON SOCIAL MEDIA THROUGHOUT THE WHOLE DAY
DATA CAPTURE

VICE collects audience data from all platforms, capturing the digital characteristics of every VICE audience member. Robust segmentation of our audience allows for targeted brand messaging.
PROPRIETARY SEGMENTATION

VICE audience segments power targeted media and content campaigns, allowing for refined targeting across our network and extending our reach beyond. Segments are built by analyzing VICE audience behavior, interests and attitudes, overlaid with data from partners and 3rd party providers.

AUDIENCE

DEMOGRAPHIC

BEHAVIORAL

ATTITUDINAL

INTEREST

Segment types listed are for example purposes, full segmentation details available upon request.
CA DIGITAL NETWORK
VICE O&O VERTICALS

VICE NEWS
Bringing you an unvarnished look at some of the most important events of our time, and shining a light on underreported stories around the globe. We get to the heart of the matter with reporters who call it like they see it.

Ages: 18 - 34 | M: 59 F: 41
Monthly UVs: 3.74 Million
Social Reach: 6.93 Million

Noisey is a video panorama of precisely what’s exciting in music right now. With original documentaries produced by our worldwide bureaus Noisey pinpoints the best and most exciting music for young people.

Ages: 18 - 34 | M: 66 F: 34
Monthly UVs: 1.22 Million
Social Reach: 4.61 Million


Ages: 18 - 34 | M: 67 F: 37
Monthly UVs: 639,200
Social Reach: 2.2 Million

Motherboard is Vice’s platform for unique content that nobody had the brains to put together.

Ages: 18 - 34 | M: 75 F: 25
Monthly UVs: 639,200
Social Reach: 1.85 Million

Broadly is the sister site to vice, devoted to representing the multiplicity of women’s experiences. Through original reporting and documentary film, we provide a sustained focus on the issues that matter most to women.

Ages: 18 - 34 | M: 60 F: 40
LAUNCHED AUGUST 3RD

The Creators Project
The Creators Project is a global celebration of creativity, arts and technology. It features the works of visionary artists across multiple disciplines who are using technology to push the boundaries of creative expression.

Ages: 18 - 34 | M: 67 F: 33
Monthly UVs: 174,000
Social Reach: 520,000

VICE Sports
VICE Sports is a new kind of sports media that chronicles sports and their role in society. We publish original, reported, and researched stories, as well as videos that take you inside the lives of athletes on and off the field.

Ages: 18 - 34 | M: 85 F: 15
Monthly UVs: 331,000
Social Reach: 1.54 Million

i-D
i-D is the internationally-acclaimed cult magazine that features the best and most innovative in fashion, music, art and youth culture. It’s one of the most prominent and influential fashion brands and is number 1

Ages: 18 - 34 | M: 45 F: 55
Monthly UVs: 278,300
Social Reach: 1.44 Million

MUNCHIES
Through engaging original video content, compelling editorial features, articles, how-tos, recipes and events, MUNCHIES offers a signature perspective on the intersection where humans and food connect.

Ages: 18 - 34 | M: 57 F: 43
Monthly UVs: 416,100
Social Reach: 1.68 Million
VICE O&O CA WEB & SOCIAL REACH

TO EXTEND REACH, EACH VERTICAL COMES WITH A SUITE OF TARGET-RELEVANT PARTNER PUBLISHERS.

VERTICAL NETWORK SITES FORTHCOMING.
LIFESTYLE + ENTERTAINMENT

VICE.com is the flagship of the VICE digital empire, home to VICE Magazine online, a daily offering of groundbreaking video, and all the weird and fascinating things you’ve come to expect from VICE over the past 20 years.

Its Lifestyle & Entertainment network encapsulates everything pop culture. From specialty travel sites to personal finance blogs, our publishers have no shortage of captivating content.

**MEDIA FORMATS**

**CANADA UNIQUES**
8.5MM

| 59% |

**CANADA PAGEVIEWS**
32.2MM

| 41% |

| 56% |

**UNIQUES FROM MOBILE**
MUSIC CULTURE

Defining music coverage across genres, Noisey releases groundbreaking music programming and is backed by one of the fastest-growing YouTube audiences.

Its Music Culture network offering is unparalleled in today's market. Our publishers have been chosen for their respected music criticism and technology which attracts an audience of enthusiasts and aficionados.

<table>
<thead>
<tr>
<th>CANADA UNIQUES</th>
<th>CANADA PAGEVIEWS</th>
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<tr>
<td>1.66MM</td>
<td>41.2MM</td>
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</table>

62% | 38% |

62% | 38% |

UNIQUES FROM MOBILE | 45%
DANCE + ELECTRONIC

Thump is VICE’s own electronic music and culture site focused on the full range of EDM, from massive festival stages to renegade warehouse parties.

Collectively representing the veritable authorities in Electronic Dance Music, the Electronic & Dance network chronicles every aspect of the global dance music movement: the music, the artists, the fans, and the experience.

<table>
<thead>
<tr>
<th>CANADA UNIQUES</th>
<th>513M</th>
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<tbody>
<tr>
<td>CANADA PAGEVIEWS</td>
<td>8.6MM</td>
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| UNIQUES FROM MOBILE | 21% |

| PARTNERS INCLUDE |

[Images of various logos and text]
TECHNOLOGY + INNOVATION

Motherboard is where VICE explores the intersection of science, technology, and humans. We want to help you get your hands on tomorrow.

The Technology & Innovation category is home to forward-thinking technology journalism, from sites as cutting edge as the technology they're covering. This is where digital innovators come to find news and reviews surrounding the internet, gaming, and gadgets.

<table>
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<tr>
<th>CANADA UNIQUES</th>
<th>1.7MM</th>
<th>MEDIA FORMATS</th>
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<tbody>
<tr>
<td>CANADA PAGEVIEWS</td>
<td>6MM</td>
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MOTHERBOARD

PARTNERS INCLUDE

FEMALE CULTURE

i-D is the leading source of inspiration for the coolest fashion culture. It’s the highest-performing fashion publisher in video and has consistent photography and editorial to support it.

Its Fashion & Style network covers a wide range of beauty, fashion, lifestyle news, and trends. From women’s issues to celebrity gossip, the network connects brands with bright young women on the sites they trust.

| PARTNERS INCLUDE | 
|------------------|------------------|
| BULLETT | THE CUT | hairpin | DAME | PAPER | WILD |

| MEDIA FORMATS | 
|------------------|------------------|
| CANADA UNIQUES | CANADA PAGEVIEWS |
| 414M | 2.1MM |
| 27% | 73% |
| UNIQUES FROM MOBILE | 
| 41% | 

Broadly.
PARTNERS INCLUDE

i-D is the leading source of inspiration for the coolest fashion culture. It’s the highest-performing fashion publisher in video and has consistent photography and editorial to support it.

Its Fashion & Style network covers a wide range of beauty, fashion, lifestyle news, and trends. From women’s issues to celebrity gossip, the network connects brands with bright young women on the sites they trust.

MEDIA FORMATS

CANADA UNIQUES
557M

69%

UNIQUES FROM MOBILE
20%

31%

CANADA PAGEVIEWS
2.2MM

ART + DESIGN

the creators project
SPORTS

VICE Sports chronicles sports and the role of sports in society. We publish original, reported, and researched stories, as well as videos that take you inside the lives of athletes on and off the field.

Its Sports network is derived of today’s most relevant sports content and reporting publishers, covering athletes & events from all around the globe.

MEDIA FORMATS

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<th>CANADA UNIQUES</th>
<th>957M</th>
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<tr>
<td>CANADA PAGEVIEWS</td>
<td>4.7MM</td>
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<tr>
<td>UNIQUES FROM MOBILE</td>
<td>56%</td>
</tr>
<tr>
<td>59%</td>
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FOOD + TRAVEL

Munchies chronicles the wide spectrum of the global culinary experience and the diverse voices that are pulling us forward: chefs and home cooks, makers and consumers, the politics and policies of food, and even “front” and “back of house” restaurant life.

Its Food & Travel network is a selection of the driving publishers behind food and travel culture, covering the best food and where to get it.

PARTNERS INCLUDE

CANADA UNIQUES
1.36MM

UNIQUES FROM MOBILE
56%

59%

41%

4.7MM

FOOD + TRAVEL

MUNCHIES
FRENCH TARGETING

MEDIA
CAN BE TARGETED TO FR BROWSERS OR RUN ON FRENCH LANGUAGE WEBSITES.

FRENCH PARTNERS INCLUDE:

VICE DIGITAL
FRENCH TARGETING
CONTENT
CAN BE CREATED IN FRENCH LANGUAGE OR WITH FRENCH SUBTITLES.

WATCH FRENCH LANGUAGE CONTENT
WATCH FRENCH-SUBTITLED CONTENT

CA UNIQUES 196K
CA PAGEVIEWS 832K
MEDIA FORMATS
VIDEO

VICE offers a premium cross-platform solution for video distribution, including branded content and preroll.

Commercial video can be targeted effectively to associate with premium VICE content on YouTube, across VICE O&O sites, and the VICE Digital Network. In-app preroll and OTT options coming soon.

VICE is the exclusive distributor of YouTube pre-roll targeting for VICE & its verticals.

* 3rd party formats subject to testing and approval
VICE has evolved display media beyond standard IAB formats, into the ultimate solution to promote brand messaging and content launches.

Custom rich media formats - from responsive takeovers of VICE owned channels, to engaging mobile-centric solutions - are designed to integrate seamlessly with the user experience, allowing for flexibility and exposure across platforms.
MOBILE

VICE mobile platforms are established as the core of the VICE Digital offering. The VICE audience is increasingly mobile-centric, with 350% year-on-year growth since 2012.

With 60% of users consuming VICE content on a mobile or tablet device, this valuable audience can be reached through granular segmentation using the suite of innovative custom ad products.

**AD UNITS**

<table>
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* 3rd party rich media formats subject to testing and approval
**VICE APP**

The VICE iOS and Android apps represent some of the most highly-engaged VICE audience members, with 50% more page views per session than mobile web, and a rapidly growing audience that has expanded 3x over the last six months.

This valuable core audience can be reached via in-app placements that can support rich media and daily takeovers.

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SNAPCHAT

Discover is Snapchat’s new premium content offering. As a key launch partner, VICE utilizes a blend of video, imagery and editorial to distill the best content from around the VICE universe into a new edition each and every day.

HIGHLIGHTS FROM VICE ON SNAPCHAT TO DATE

FULL DAY OF VICE ON SNAPCHAT DEDICATED TO VARIOUS SEGMENTS OF VICE NEWS’ OBAMA INTERVIEW

FIRST EVER PUBLISHER EDITION PROMOTED ON AN OFFICIAL SNAPCHAT STORY (LOS ANGELES LIFE), FEATURING VICE’S SHANE SMITH’S INTRODUCTION

:10 IN-FLOW ENTERTAINMENT AD HAD THE BEST ENGAGEMENT SEEN ON THE PLATFORM IN THE FIRST MONTH

MEDIA FORMATS

OVERVIEW

100% OWNERSHIP OF BRAND’S KEY DATES

3 :10 VIDEO IN-FLOW ADS PER EDITION

100% SPONSORSHIP OF THEMED CONTENT DAYS SURROUNDING TENTPOLE EVENTS I.E. GRAMMYS, FASHION WEEK, SXSW, VALENTINE’S DAY*

CUSTOM SNAPCHAT VIDEO CREATIVE BUILT BY VICE*

DAILY EDITION CUSTOMIZED BY THEME*

* Minimum spends apply
For particular client campaigns, VICE can facilitate the execution of paid advertorial from its network partners, including posts to their sites and socials.
VICE’s creative and interactive design teams develop cross-platform custom ad products for brands, tailored to deliver against specific campaign objectives. We create bespoke solutions that work seamlessly with the VICE experience through an understanding of how to engage our audience, built and delivered through a best-in-class rich media ad platform.
MULTIPANEL — Units with multiple in-banner panels to house imagery, video and copy assets.
EXPANDABLES — High impact, user-initiated overlay formats which display a suite of brand assets.

970x250 EXPANDABLE / AXE
HTTP://BIT.LY/1XCH9IE

MOBILE EXPANDABLE / THE NORTH FACE
HTTP://BIT.LY/1XCHKDS

970x250 EXPANDABLE / AUDI
HTTP://BIT.LY/1EYSTW6
OVERLAYS — Interruptive formats delivering 100% share-of-voice for brands.

RICH MEDIA OVERLAY / AT&T “UPWARDLY MOBILE”
HTTP://BIT.LY/1XCHWTM

MOBILE INTERSTITIAL / JACK DANIELS
HTTP://BIT.LY/19NY7FV

INTERACTIVE OVERLAY / SAMSUNG
HTTP://BIT.LY/1HPTMQY
**DYNAMIC** — Display units that inspire engagement and deliver an interactive display experience.

**INTERACTIVE HOVER / SAMSUNG**  
HTTP://BIT.LY/1BABOCO

**MOBILE MOTION-ACTIVATED OVERLAY / IRIS**  
HTTP://BIT.LY/1IAHECI

**INTERACTIVE OVERLAY / CONVERSE**  
HTTP://BIT.LY/1IAJXVT
SHOWCASE — Supports multiple asset types to deliver the most immersive experience across VICE products.
IN BANNER VIDEO — Supports video distribution within IAB display units while amplifying reach across premium placements.

300x600 BILLBOARD WITH VIDEO / LEVIS
HTTP://BIT.LY/1BUVX2O

300x250 MOBILE VIDEO / QUICKSILVER
HTTP://BIT.LY/1HTN4RL

970x550 BILLBOARD WITH VIDEO / GRAND MARNIER
HTTP://BIT.LY/1900S3T
VICE ANALYTICS

The VICE analytics and insights teams provide deep understanding of campaign objectives and performance through a host of qualitative and quantitative measures.

MEASUREMENT

- PARTNERS:
- VICE's in-house ad operations team handle quantitative campaign intelligence from multiple ad servers and onsite analytics platforms, and organizes data ready for evaluation.
- ANALYTICS
  Campaign effectiveness is measured against brand KPIs and VICE benchmarks to apply relevant context and direction, and valuable optimization tactics are applied in-flight to maximize performance.
- INSIGHTS
  Post-campaign learnings are delivered across audiences, content, ad products and platforms, focussed on actionable qualitative insights for brands to invest into future marketing efforts.

METRICS

AUDIENCE INSIGHTS

REACH & FREQUENCY

MEDIA ENGAGEMENT & VIEWABILITY

BRAND LIFT

CONVERSION ANALYSIS

AUDIENCE MODELING

SOCIAL LISTENING
THANK YOU