



VICE | **VICE News** | **VICE Studios** | **VICE tv** | **VIRTUE** | **PULSE FILMS** | **i-D** | **REFINERY29**

VICE MEDIA GROUP'S NEWFRONT CALLS UPON INDUSTRY TO END DATA DISCRIMINATION

THE INDEPENDENT MEDIA COMPANY ALSO INTRODUCED A SLATE OF EXPERIENTIAL PROGRAMMING; ANNOUNCED A WEB STORIES PARTNERSHIP WITH GOOGLE

WEDNESDAY, MAY 5, 2021 @ 12:55pm

PRESENTERS

Nadja Bellan-White - Global Chief Marketing Officer, VICE Media Group
Cory Haik - Chief Digital Officer, VICE Media Group
Lucy Delacherois-Day - Managing Director, i-D
Simone Oliver - Global Editor in Chief, Refinery29
Katie Drummond - SVP, Global News, VICE Media Group
Stephanie Clary - VP, Digital Entertainment, VICE Media Group
Kat Tooley - SVP, Branded Studio, VICE Media Group
Monica Herman - Group Creative Director, Experiential, VICE Media Group
Jamie Silano - Senior Manager, Music Partnerships, VICE Media Group
Daisy Auger-Dominguez - Chief People Officer, VICE Media Group
Adam Greenberg - Global Lead, Web & Search Partnerships, Google
Jesse Angelo - President of Global News & Entertainment, VICE Media Group

KEY ANNOUNCEMENTS

A CALL TO END DATA DISCRIMINATION

WATCH: VMG's Chief People Officer, Daisy Auger-Dominguez on data discrimination

**Video can be used for publishing*



Despite its ubiquity, the use of personal data in advertising to target campaigns according to demographics has become a discriminatory practice.

The advertising industry takes a person's gender, age, and ethnicity, to decide, on the individual's behalf, what messages they receive, all while making false assumptions and vast generalizations about their identity.

Today, VICE Media Group has taken a stand to say this archaic practice is unethical and is a diminishing and shallow way of grouping human beings.

And while demographics account for the lion's share of audience targeting, research has shown that the practice is also less effective. Independent case studies have found that contextual data helped clients exceed return on ad-supported goals by 289%, and reduced cost per acquisition across display ads by 2.5x.

With the cookie finally crumbling, VICE Media Group is calling upon its advertisers to reconsider the discriminatory practice, and instead capitalize on a community-driven approach that targets people's passions, interests and values.

Today, VICE Media Group introduced a new contextual targeting solution. It encompasses VMG's various audiences to allow brands to connect with these communities with off-the-scale rates of engagement, and in a more meaningful and impactful way than simply through demographics. The product can be broken down into two central components. First, VMG expanded its syndicated cookieless audience universe by a 1000%. From a single taxonomy to five, advertisers can now go beyond solely targeting top line subject matters, and reach audiences according to sub topics, sentiment, emotion, and predictive models. Second, VMG developed a proven activation methodology centered around populating a first party seed set based on live creative testing in order to eschew bias and let the data drive decisioning. After being in development for the past 18 months, VMG's solution provides its advertiser partners with a data driven means to achieve nuanced, endemic content adjacency.

GOOGLE WEB STORIES PARTNERSHIP

Today, **Google** and VICE Media Group announced their newest partnership, bringing [Google's Web Stories](#) product to VMG's platforms.

While the vertical video stories format has historically been found solely on social media, the innovative, visual and tappable storytelling medium will now be featured across all of VICE, VICE News, Refinery29 and i-D's web platforms.



This partnership gives VMG's creators a new way to showcase and host their content in a format that has become increasingly popular and preferred among consumers.

This of course provides an exciting new opportunity for VMG's brand partners to engage with its audience.

Advertisers can utilize VMG's Web Stories offering in three different ways:

1. The first is direct; serving VMG's viewable full screen custom format within the pages of a Web Stories experience, to integrate a brand's ad experience with the editorial format.
2. Second, is to engage programmatically. VMG's Web Stories inventory is available via Google's programmatic pipes for both guaranteed and non-guaranteed transaction types.
3. And lastly, is co-branded solutions. Something VICE Media Group is best known for, immersing users in a partner's world through a branded VMG Web Story, integrating custom design features, brand logos, and imagery to take partner content to the next level.

THE RE-EMERGENCE OF THE EXPERIENCE ECONOMY



Last month, VICE Media Group released its latest whitepaper, '[Make Contact: The Re-Emergence of the Experience Economy](#)', which takes a glimpse into the future of experiential as seen through the lens of young people; demonstrating how consumers are going to soon re-emerge into a cultural renaissance with energy unlike anything seen before.

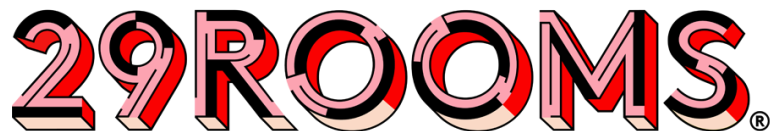


The insights from 'Make Contact' will serve as the anchor for all of VMG's experiences in the coming year, and with the renewal of some past favorites, and the introduction of new ones, VMG is set to lead on what IRL experiences will look and feel like in this new era.

Refinery29 Re-Introduces '29Rooms' & Launches Unbothered's 'All Black Everything'



REFINERY29



29Rooms has long been a favorite in major cities across the US. And this fall, 29Rooms will touch down in NYC for a can't miss experiential rager. New to this year's event, 29Rooms will activate around the 'Make Contact' theme and will bring to life some of VICE Media Group's most popular digital franchises and editorial topics across Refinery29 and VICE.

29Rooms: Make Contact will focus on safely bringing people back together in a physical space while playing on themes of escapism, community and breakthrough creativity identified in the white paper. Built in collaboration with 29 artists, creators, and brands who are ready to close the distance, the new experience will deliver sensorial experiments, disarming first encounters and art-based installations that explore new ways of dating, dancing, socializing, and celebrating. Through these provoking hands-on experiences, 29Rooms will showcase the new, now and next across fashion, beauty, tech and entertainment.

Refinery29 will also be launching a first-to-market experience called **All Black Everything** from Unbothered, their community for and by Black women. Unbothered will celebrate its birthday in Q4 with this multi-day experience. Going beyond festivals, conferences and beauty pop-ups, All Black Everything: The Official Meet-Up will be a bold convening of young Black women, centered on fostering the glow up of the Unbothered audience while bringing individual feed franchises and stories to life IRL. Across programming, art-driven activations, a retailtainment-inspired marketplace, Refinery29 is bringing Unbothered IRL and celebrating what it means to exist and flourish while young, gifted, femme and Black.

Noisey Launches 'Noisey Residency'



Today, VMG introduced a new music-led tentpole with **'Noisey Residency'**; a multi-platform fan experience from the mind of the performer, which, as it becomes safe, will include intimate live performances, built with the wingspan to reach global audiences in the form of video, merchandise, and collaborations across Noisey's channels.

With Noisey Residency, VMG is putting talent in the 'curator' and 'creative director' seat-allowing them to put their muses in the spotlight and contribute to the resurgence of their favorite independent venues in the process.

VICE MEDIA GROUP HITS GROWTH & RECOGNITION MILESTONES

This year, VICE Media Group has reached significant milestones of reach and growth across all platforms and businesses, seeing its audience grow and increase their time spent with VMG content in meaningful ways.

In February, **VMG was number one for video minutes watched across our entire competitive landscape.**



RANK	Tubular Properties / Creators	MAR Minutes Watched ↓
1	Vice Media Group Digital First Media	349.2M
2	BuzzFeed Digital First Media	224.8M
3	Group Nine Media Digital First Media	183.5M
4	Vox Media Inc. Digital First Media	140.3M
5	Complex Networks Media	127.9M

VICE News's new Snap channel generated more than 1M views on its first day, and several of their latest digital video series, including Informers and Source Material, have propelled its success on YouTube to historic highs -- reaching most viewed minutes ever for VICE News on Youtube.

VICE TV is the fastest growing entertainment network in over 60 million homes.

Pulse Films was recognized as [Production Company of the Year by SHOTS](#).

And, VICE Studios won big at the Sundance Film Festival with its animated documentary, *Flee*, taking home the [World Cinema Grand Jury Prize: Documentary](#).

A NEW VISUAL IDENTITY





Today, VICE Media Group launched its new brand identity, alongside its new tagline, "What Happens Now." The brand identity represents VICE Media Group's family of brands, which act as the predictive engine of culture; a global community of collaborators, curators and creators of change, pushing culture forward for our audience and our partners.

"We created a visual expression of our new brand strategy by interweaving the brand proposition into all of the design elements. We were inspired by the idea of a forever-evolving logo, constantly moving forward and representing the global content we create. The new visual identity also represents VICE Media Group's unique lens of culture that navigates what's happening in the world and highlights the spectrum of content we create."

-Julie Ruiz

VP Creative Director Design

ABOUT VICE MEDIA GROUP

[VICE Media Group](#) is the world's largest independent youth media company. Launched in 1994, VICE has offices in 35 cities across the globe with a focus on five key businesses: VICE.com, an award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE TV, an Emmy-winning international television network; a Peabody award-winning NEWS division with the most Emmy-awarded nightly news broadcast; and VIRTUE, a global, full-service creative agency with 25 offices around the world. VICE Media Group's portfolio includes [Refinery29](#), the leading global media and entertainment company focused on women; [PULSE Films](#), a London-based next-generation production studio with outposts in Los Angeles, New York, Paris and Berlin; and [i-D](#), a global digital and quarterly magazine defining fashion and contemporary culture.

###

For more information:

Hannah Benabdallah

VICE MEDIA GROUP

hannah.benabdallah@vice.com