

KANTAR

THE not SUMMIT 2020

How Data Guided the Launch of a News Channel

AMERICO MARTINS
Vice President
Content



EARLY PREPARATION



*Changing news
production processes*

LAUNCH



*Broad view of the
operation*

GOOD PLANNING

PANDEMIC



*News under a different
perspective*

A MAIOR DO MUNDO AGORA NO BRASIL

(THE BIGGEST NETWORK IN THE WORLD
NOW IN BRAZIL)

**Interaction with
CNN International**

Preparing for launch

**Monitoring the Market
and all News channels**

**How the Market would react to a
new channel**

EARLY PREPARATION

Changing news production

LAUNCH

STRUCTURE

Building
local/operational

Multiplatform
operation

Selecting
Talents

The
Triad

Dry runs
And Pilots

MONITORING THE MARKET

Benchmark

International consultancy

Taylor made survey
(KANTAR)

Understanding behaviours
and rivals
(KANTAR)

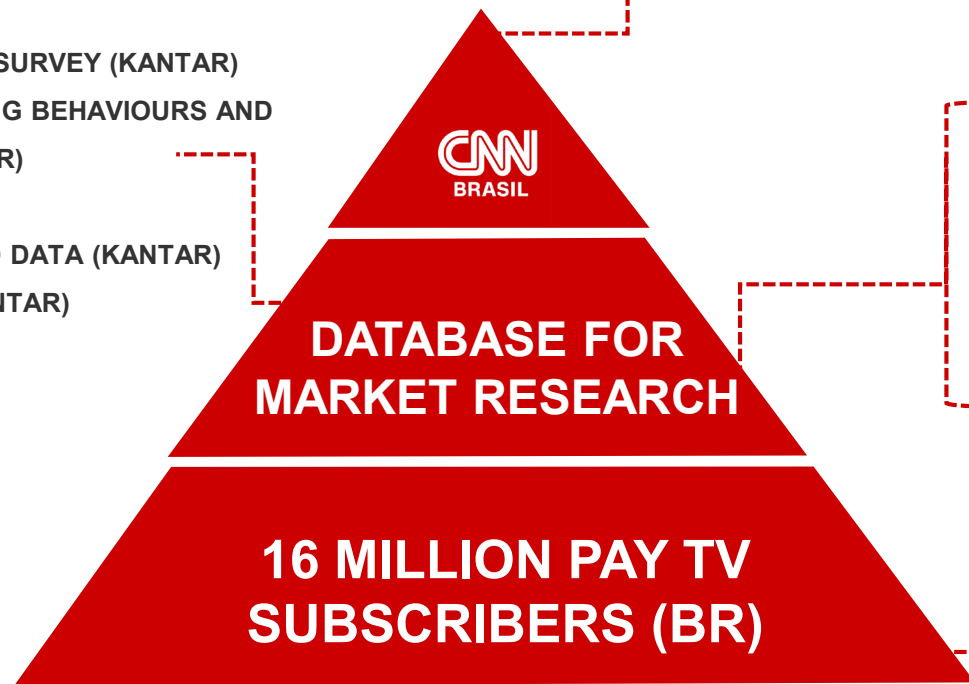
Using social media data
And using it as a
Marketing tool



RESULTS



- TAYLOR MADE SURVEY (KANTAR)
- UNDERSTANDING BEHAVIOURS AND RIVALS (KANTAR)
- SOCIAL MEDIA
- CONSOLIDATED DATA (KANTAR)
- REAL TIME (KANTAR)



RIVAL CHANNEL
(HARD NEWS)



2ND RAKING
PLACE

RIVAL CHANNEL
(HARD NEWS)

RIVAL CHANNEL
(HARD NEWS)



RIVAL CHANNEL
(HARD NEWS)

2 PLAYERS
HARD NEWS

PANDEMIC

News under a diferente perspective



Professionalism

- Teams engaged
- News rules for production
- Everyone safe

Position in the Market

- Premium news – best journalism
- Use of social media and all platforms

Results

- CNN Brasil among top channels on pay TV
- *Hard news* channels leading the ranking
- Increase of 16% in the demand for pay TV channels
- Big changes in all news channels

***INSERT RICHARD
QUEST VIDEO***

LINK



THANK YOU FOR YOUR TIME

