

FOR IMMEDIATE RELEASE:

CONDÉ NAST'S NEXT GENERATION VIDEO NETWORK ACHIEVES TELEVISION SCALE WITH RELEVANCE OF DIGITAL

More Than 40 New Series to Premiere This Year, with 65 Series Renewals

New VR Incubator Announced

**Two New Documentary Series with Acclaimed Directors
Morgan Spurlock and Rod Blackhurst**

Condé Nast Calls for Industry Partners to Become TAG Certified

NEW YORK – May 2, 2017 – Condé Nast today unveiled its new digital video programming slate for the 2017-18 season. During its 5th annual Newfront presentation to advertisers, the company made the comparison between its next generation video network and the current performance of television networks, citing data that proved its highest viewed series were outperforming dozens of primetime television series in the 18-49 demographic.

Presenting a lineup that included 65 popular series renewals with more than 40 new series, Jim Norton, president of revenue and chief business officer for Condé Nast, Dawn Ostroff, president of Condé Nast Entertainment, and Lisa Valentino, chief revenue officer of industry and agency for Condé Nast, highlighted the deep connectivity of the company's next generation digital network among the highly sought after and hard to reach Millennial and Gen Z demographics.

"Condé Nast has always been the place where quality content, brand safety and engaged audiences are unquestioned, which is why we are committed to cleaning up the digital and video supply chain by supporting TAG certification, and asking all of our partners to do the same," said Norton. "We believe that the moments when consumers stop searching and start finding are the most powerful, and we're inviting our advertising partners to be here with us when those moments happen."

"Condé Nast was one of the first companies to invest in premium digital video at real scale, and as we've built our next gen network, we've gained deep insight into millennial and Gen Z audiences," said Ostroff. "As mobile has become the new primetime among younger audiences, our digital video network now outperforms some traditional television networks."

The company also announced a new incubator program with Jaunt that extends their existing partnership to bring additional resources, including creative guidance, distribution and sales expertise, to Jaunt's Cinematic Virtual Reality Lab at the University of Southern California's (USC) School of Cinematic Arts. Condé Nast was recently nominated for an Academy Award for the company's documentary, "Joe's Violin," and has announced the production of two new doc series with directors Morgan Spurlock ("Supersize Me," "Inside Man") and Rod Blackhurst ("Amanda Knox").

"The Condé Nast video offer directly connects our advertising partners to our trusted journalism and next gen voice," said Valentino. "This year, we're expanding our offer through our branded content studio, 23 Stories, which now includes enhanced experiential offerings and can connect our partners to that last mile of consumer experiences. Our network delivers the scale of television with the relevance of digital and is something that only Condé Nast can offer."

The following highlights the innovative advertising products, as well as new and returning series that were announced during the presentation.

NEW ADVERTISING PRODUCTS:

Condé Nast also unveiled three new advertising products, all of which are video-led, mobile-first and engineered for engagement.

Video IQ – an interactive ad unit that brings together video and quizzes, the two most engaging products in digital, in a mobile-first product that is engineered for engagement.

Video² – working with partner Celtra, Condé Nast has taken vertical video to a new level with swiping features that are guaranteed to engage users.

ShopIt – working with partner Clicktivated, Condé Nast delivers on the promise of users buying directly from a video.

NEW DOCUMENTARY SERIES:

Generation US

Directed by Morgan Spurlock, “Generation US” takes viewers across the country, highlighting individuals of the same demographics and circumstances in different geographic regions. The series will ultimately examine the issues and experiences that divide yet unite us.

Through the Fire

Directed by Rod Blackhurst, “Through the Fire” will take a closer look at the legacies of the 19 Granite Mountain Hotshots, who perished during the unprecedented 2013 wildfire in Yarnell, Arizona. The event is also the subject of a film, produced by Condé Nast Entertainment and based on an article in *GQ*, which will be released by Sony in October.

NEW DIGITAL SERIES:

Pop Feminist/Teen Vogue

Pop Feminist is your entertainment news breakdown with a *Teen Vogue* twist. In each episode, *Teen Vogue* entertainment editor Sandra Song breaks down the latest happenings in pop culture through an intersectional feminist lens.

Back to Back Chef/Bon Appétit

In just 15 minutes, a celebrity chef challenges an everyday home cook to create one of their signature dishes – with one catch, they can’t look at each other – only able to take verbal clues literally facing back to back.

Broken/The Scene

Infidelity is a topic that many couples deal with but rarely talk about openly. *The Scene’s* original series, *Broken*, brings former and current couples together with the hope of finding closure. The couples confront each other openly and honestly about infidelity, resulting in an emotional and cathartic conversation. The pilot episode, which aired in February, spurred an internationally-recognized hashtag, #hurtbae, and has been viewed more than 55 million times.

Actually Me/GQ

A celebrity goes undercover on the internet and responds to comments on Twitter, Reddit, Facebook, Quora, and YouTube

...In 2 Minutes/Glamour

...In 2 Minutes is a scripted, live-action series that breaks down the signs and symptoms of our biological processes and the science behind them. In the first episode, *Your Period in 2 Minutes*, an actress portrays all of the relatable physiological changes that a woman

experiences during her monthly cycle. The franchise has nearly limitless potential, featuring popular, searchable and shareable topics.

Tech Support/Wired

Celebrities use the power of Twitter, answering real-time questions on often surprising areas of expertise.

SERIES RENEWALS:

73 Questions/Vogue

Take a peek inside some of your favorite stars' lives through the innovative interview series, 73 Questions. Shot in one take at celebs' homes or on set, each episode gives viewers access to a delightful and intimate look into who these celebrities are and how they live their lives as only *Vogue* can. With its A-list interview subjects, this series has a track record of delivering an avalanche of press and buzz around each episode's debut. The series has recorded 126.4M global total views with 5.1M average global total views per video.

Beauty Trend Evolutions/Allure

What was the 1920s trend equivalent of the Kardashians' boxer braids? Have lipstick looks gotten bolder over the years? Find out in these beautiful videos that take *Allure* viewers through the evolution of a certain beauty trend over a roughly 100-year period. Each video covers one beauty trend exquisitely executed on a real life model. These videos transport viewers to each era through beauty products such as bangs, brows, blush and lipstick that defined each decade.

24 Hours Working Straight at.../Bon Appétit

What does it take to run a restaurant that never closes? *Bon Appétit* spends 24 hours Behind-the-scenes of an iconic dining establishment, giving viewers an insider's look at what goes into the preparation of delicious food. Deputy editor Andrew Knowlton works alongside the staff, preparing dishes, bussing tables—whatever it takes to keep customers coming back for seconds. This James Beard Award-winning franchise represents the very best of *Bon Appétit*.

Perfect Match/Glamour

Is there such a thing as "the one"? Does what we want on paper really align with what we want in real life? This *Glamour* series asks one woman per episode to answer 35 specific questions about her ideal mate. Unbeknownst to her, our team has already used her preferences to find someone who matches all of her criteria. We surprise her with a blind date that very same day and document what really happens when she meets her *Perfect Match*.

Secret Talent Theater/Vanity Fair

The Hollywood Issue, photographed by Annie Leibovitz, is one of the most sought after editions of *Vanity Fair*. On the day of the shoot, Hollywood's most talented actresses come together to be photographed because of their on-screen achievements. Behind-the-scenes, the A-listers show off their hidden talents inside our *Secret Talent Theater*. In each episode, an actress steps into our glamorous set reminiscent of a classic Hollywood period jewel box theater and stages their own delightful performance. This successful series has featured Jennifer Lawrence showing off her mime skills, Cate Blanchett doing the splits, and Emma Stone teaching us how to use a pogo stick.

Autocomplete/Wired

Is Jennifer Lawrence quitting Hollywood? Is Ice Cube a nice guy? Does Ryan Reynolds know martial arts? Does Gerard Butler still surf? The internet searches for answers and *WIRED* goes right to the source, when celebrities answer the most Googled questions about themselves.

About Condé Nast:

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 120 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, The Scene, Pitchfork and Backchannel. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit condenast.com and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

Media Contacts:

Joe Libonati for Condé Nast

Joe_Libonati@condenast.com

212-286-4916

Joanna Dodd Massey for Condé Nast Entertainment

Joanna_Massey@condenast.com

212-790-5175