



Go
USA

Surf Fishing?



Who's the real King?

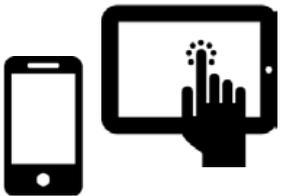
CONTENT



DISTRIBUTION



Where the fish are...



Mobile

Thumb-stopping and snackable content is everything (inspiration)



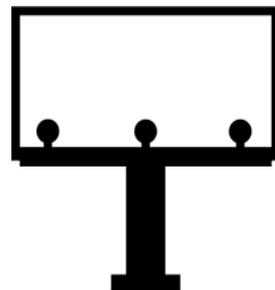
Laptop/Desktop

Serves as a portal to trip planning with multimedia videos (info and itineraries)



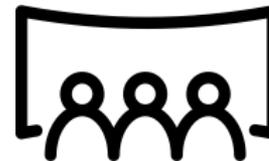
Smart TV

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)

2018 Screen Vision



“From mobile to giant screen and everything in between”



What's In A Name?



- Broadcast
- MVPD
- IPTV
- CTV
- OTT

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 linear TV, time with digital video goes up



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

Introducing...

GoUSA

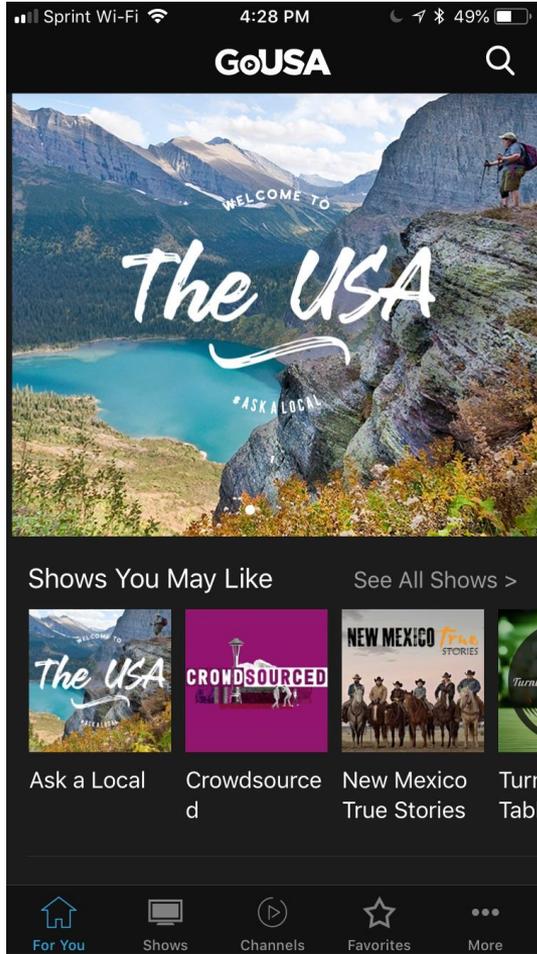
Go USA TV



GoUSA on OTT, CTV and APP enables us to deliver entertaining and engaging destination-based storytelling.



Creative not final.
Directional only





Storytelling & Content Development

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

Be go to channel for content featuring USA destinations

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

Strategy

Utilize characters, performers and plots – with a sense of place to entice international travelers

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

Curating entertainment led storytelling with a distinct sense of place

Every Place Has A Story

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.



LAUNCH TACTICS

Promote OTT on platform. Introduce the GoUSA TV app by sampling content through multiple touchpoints including social and digital advertising.



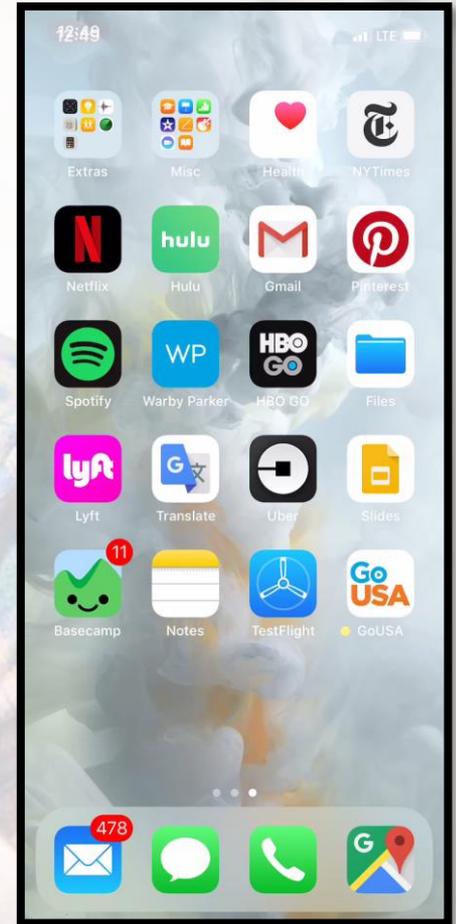
CAMPAIGN

November: UK, Canada, Mexico, Canada, Australia



MEASURING SUCCESS

Video views, in-app Installs/downloads, and minutes watched





Our content is led by *Many Voices*

Give a voice to **real** travel experiences within the USA

Create urgency to provoke “travel dreaming” by highlighting perspectives of locals, influencers and travelers alike.

Present authenticity.

Build on the value proposition of proximity, possibility and welcoming tone.



Our content is led by *Many Voices*

Many Voices aims to create more meaningful connections with potential travelers, stimulating curiosity and wanderlust by leveraging the collection of voices to tell the story of the USA

Locals

A place is defined by its people, by those who have explored its culture, roads and trails like no other. They've made their mark on their community and can **welcome you, inspiring you to visit like no other** .

Visitors

Visitors have memories which can be used as inspiration for other travelers from their country. The **visitor becomes the storyteller and the evangelist for travel to the USA.**

Category Experts

Travelers often look to category experts to inspire their travel decision.

Creative Class

We want to amplify creative voices to **show America as it hasn't been seen before.** This creative perspective can come from locals, visitors, or category experts.

Inspirational Content Themes



Friendship



Self discovery



Falling in love



Adventure



Achievement

Sense of place



GoUSA Content Selection Guidelines

Our storytelling needs to present a distinct sense of place

- Prioritizes storytelling (plot)
- Highlights cultural elements such as food, music, attractions, identities, traditions
- Shares something new about a well known destination
- Follows a single character, or set of characters throughout a series

Content Development



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



✦ Obtain data-driven insight

✦ By country

- Content performance (trending, session duration, length)
- Content preference (genre, format)
- Session duration

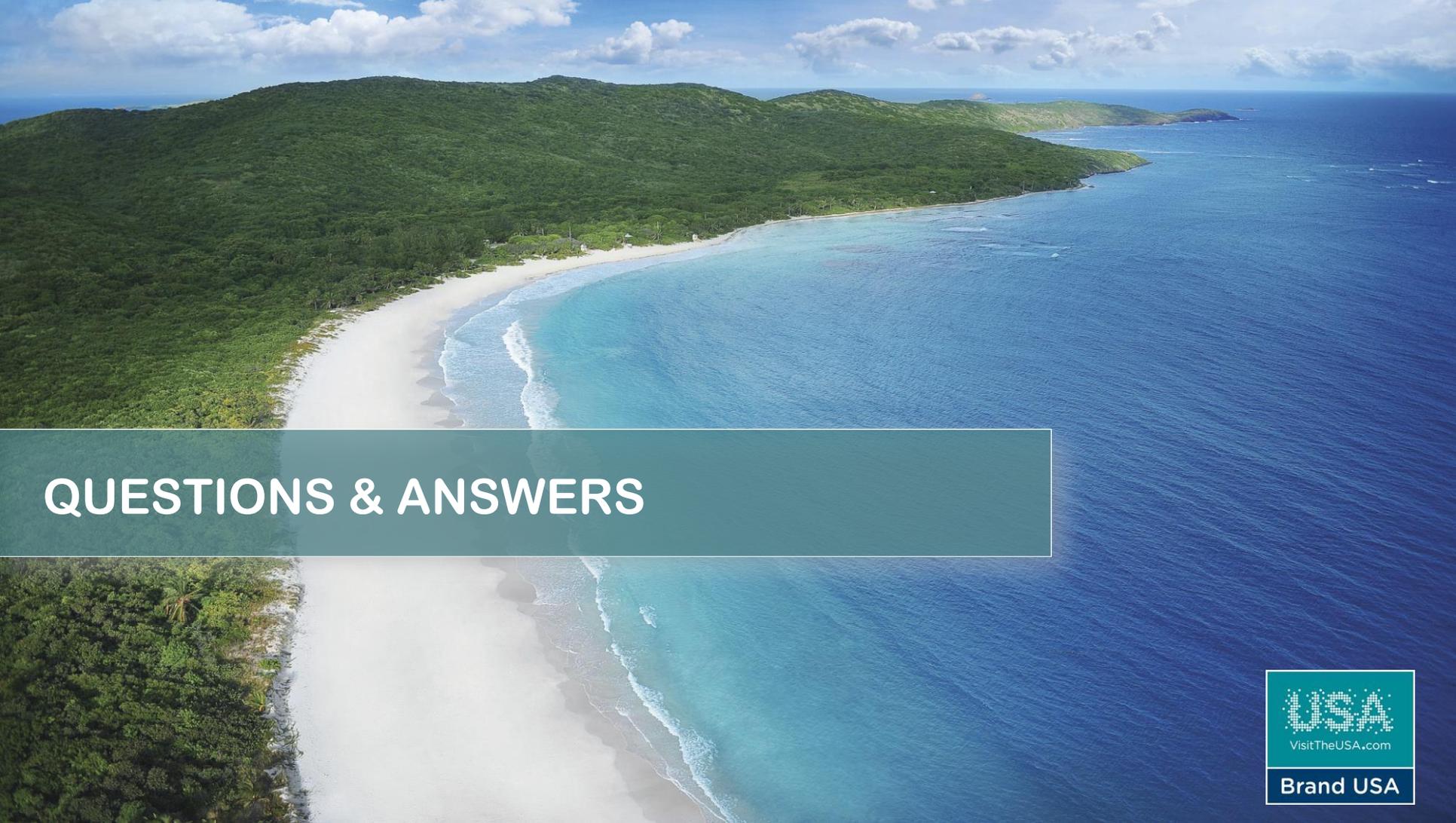
✦ Analyze Over the top (OTT/CTV) compared to Mobile App installs

- ✦ 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





QUESTIONS & ANSWERS

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Brand USA



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