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**IN ONLINE VIDEO**



**Who was the main character of the most watched video in the world on Youtube in 2014?**

**A. Kate Perry**

**C. Spider Dog**

**B. Superman**

**D. Devil Baby**



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140 million views



by Sylwester Wardęga





Who's got **talent**?

**3,096,755**  
subscribers

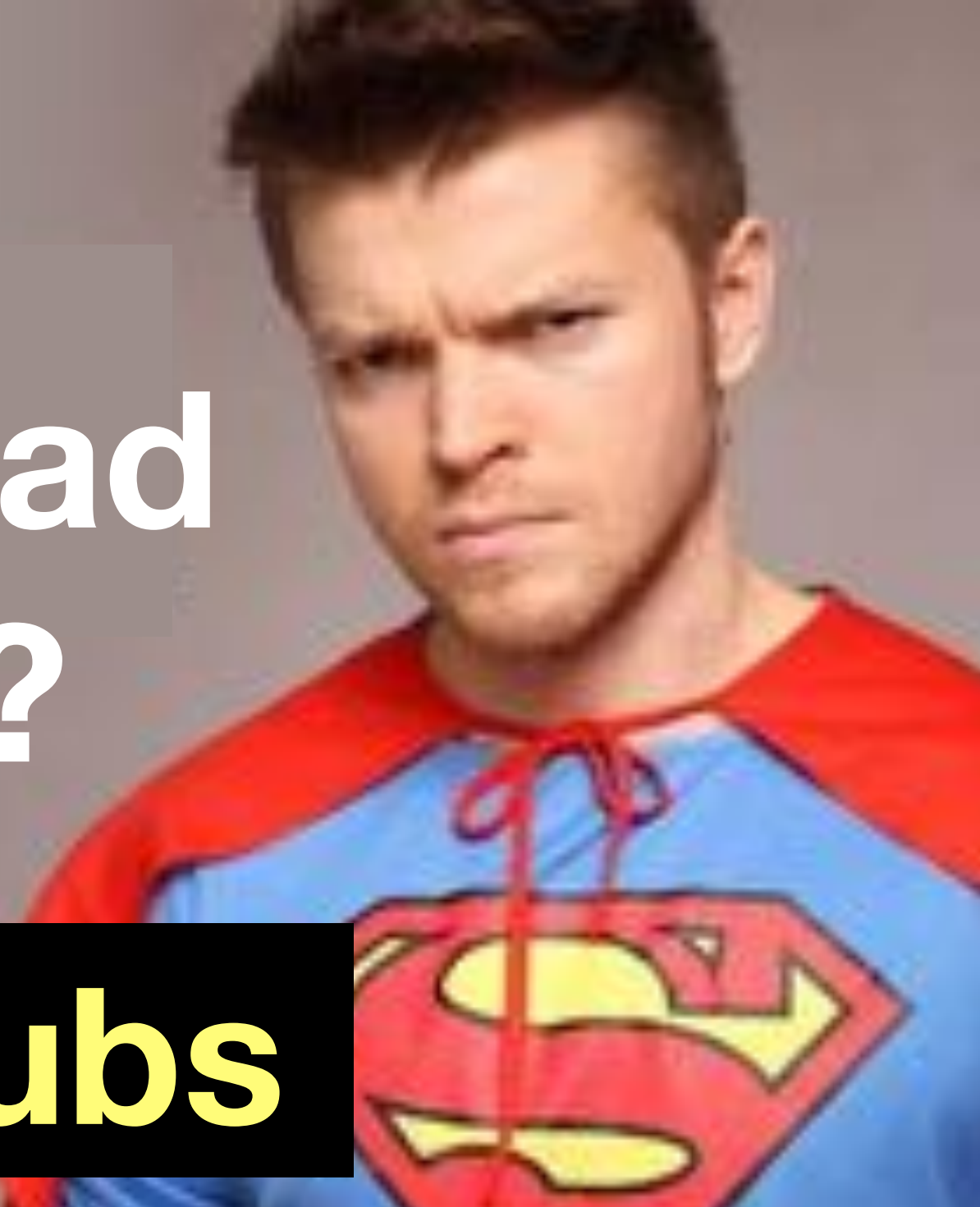
**476,546,988**  
views

**SOURCE: YOUTUBE 2015 AS OF 10/05**

# What if Wardęga had a TV show?

SOURCE: KRRIT 2014

**3,096,755 subs**



**3,315,705 viewers**



**3,279,188 viewers**



**2,124,818 viewers**







# The biggest deal is age

You **Tube**

**64% of users younger than 35**

**TVP 1**

**68% of viewers older than 50**

SOURCE: NIELSEN 2014 via [wirtualnemedi.pl](http://wirtualnemedi.pl)

# What if 180 Wardęga-alike people worked together at an online video channel?



**+10 million subscribers**

**+1 billion views**

**+60 million users reached monthly**

SOURCE: LIFETUBE 2015

Channel No. 1  
in Poland  
is not a TV channel

# Agora Internet Artists Channel No. 2 is ours

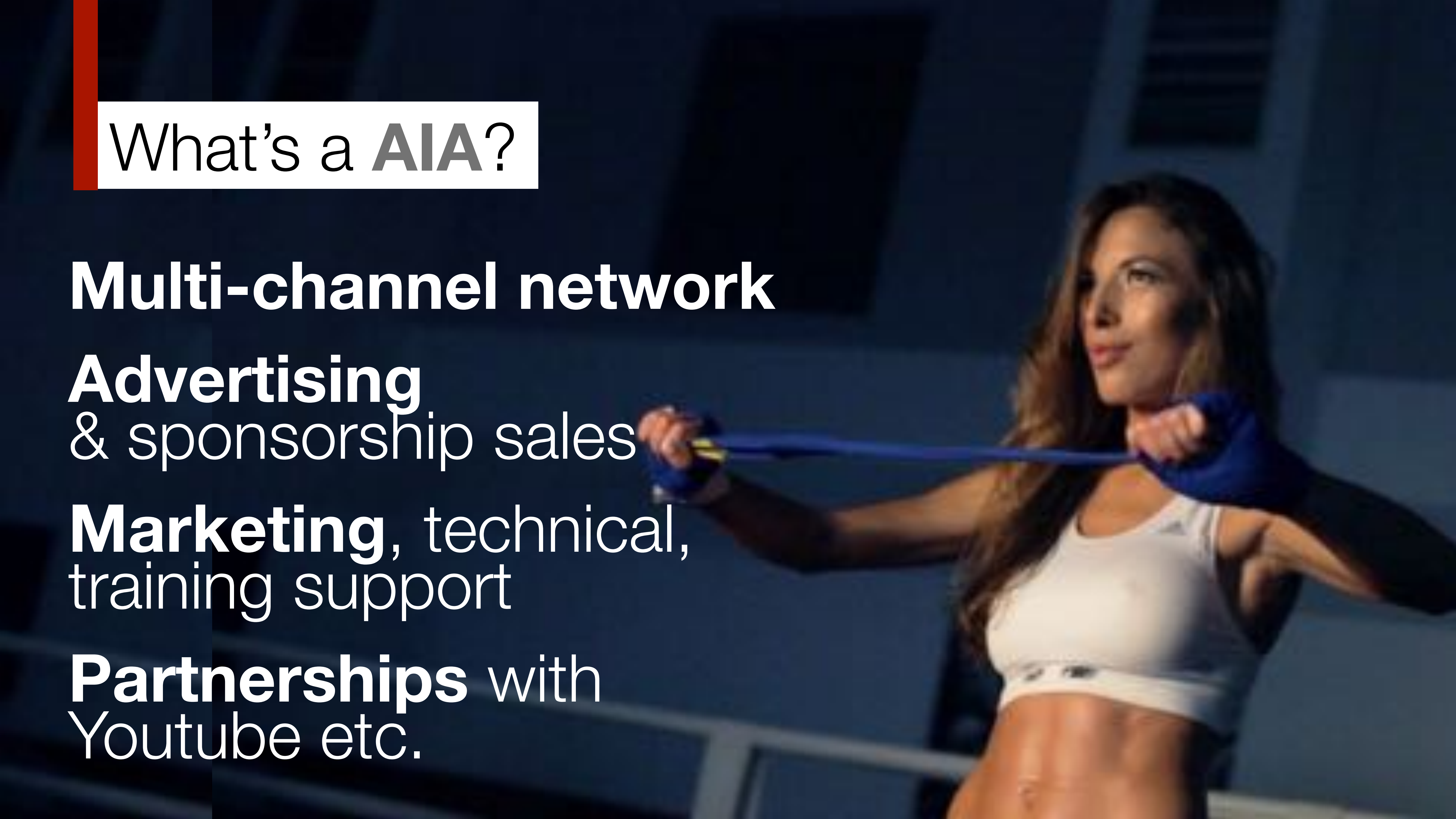


**400**  
channels

**7,5 million**  
subscribers

**100 million**  
views/month

SOURCE: AGORA 2015




What's a **AIA**?

**Multi-channel network**

**Advertising**  
& sponsorship sales

**Marketing**, technical,  
training support

**Partnerships** with  
Youtube etc.



# Events Likes Festival by AIA

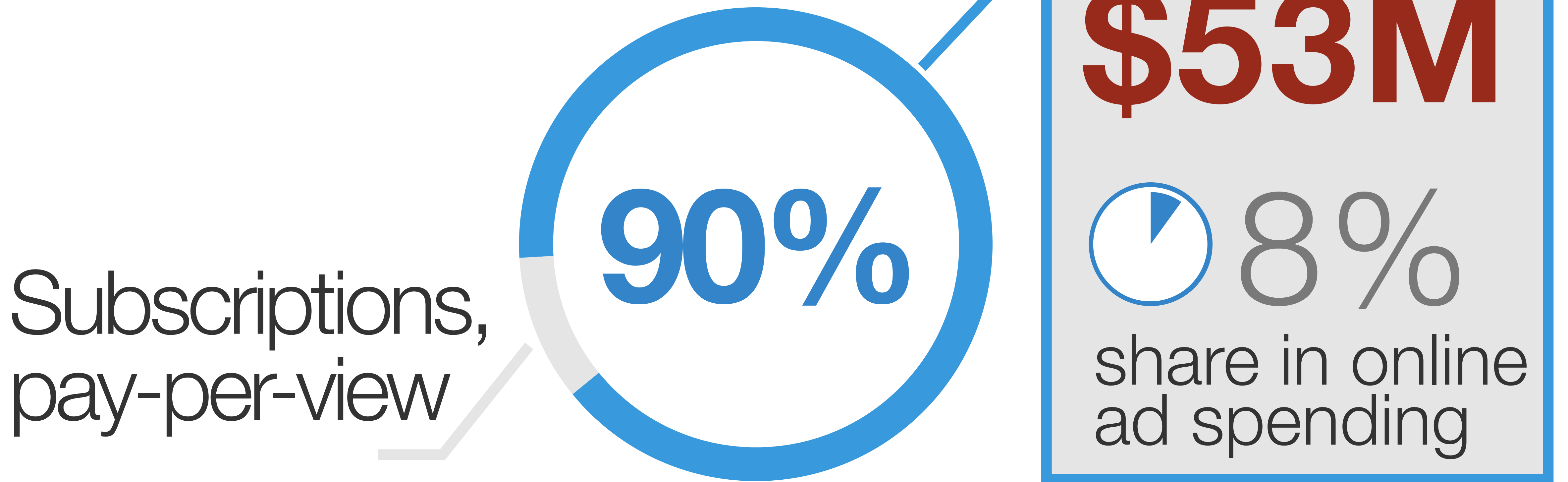
**7000 participants in 2014**

**Tickets from \$10 to \$20**

**What do we really get** from all this?

**video ad inventory** lifestyle niche topics  
popular science entertainment **new talent**  
Youtube's know-how **scale** fastest growing  
new skills **young audience** ad segment  
**better use of our studios** e-commerce opportunities

# Sources of online video revenues in Poland



SOURCE: IAB 2014

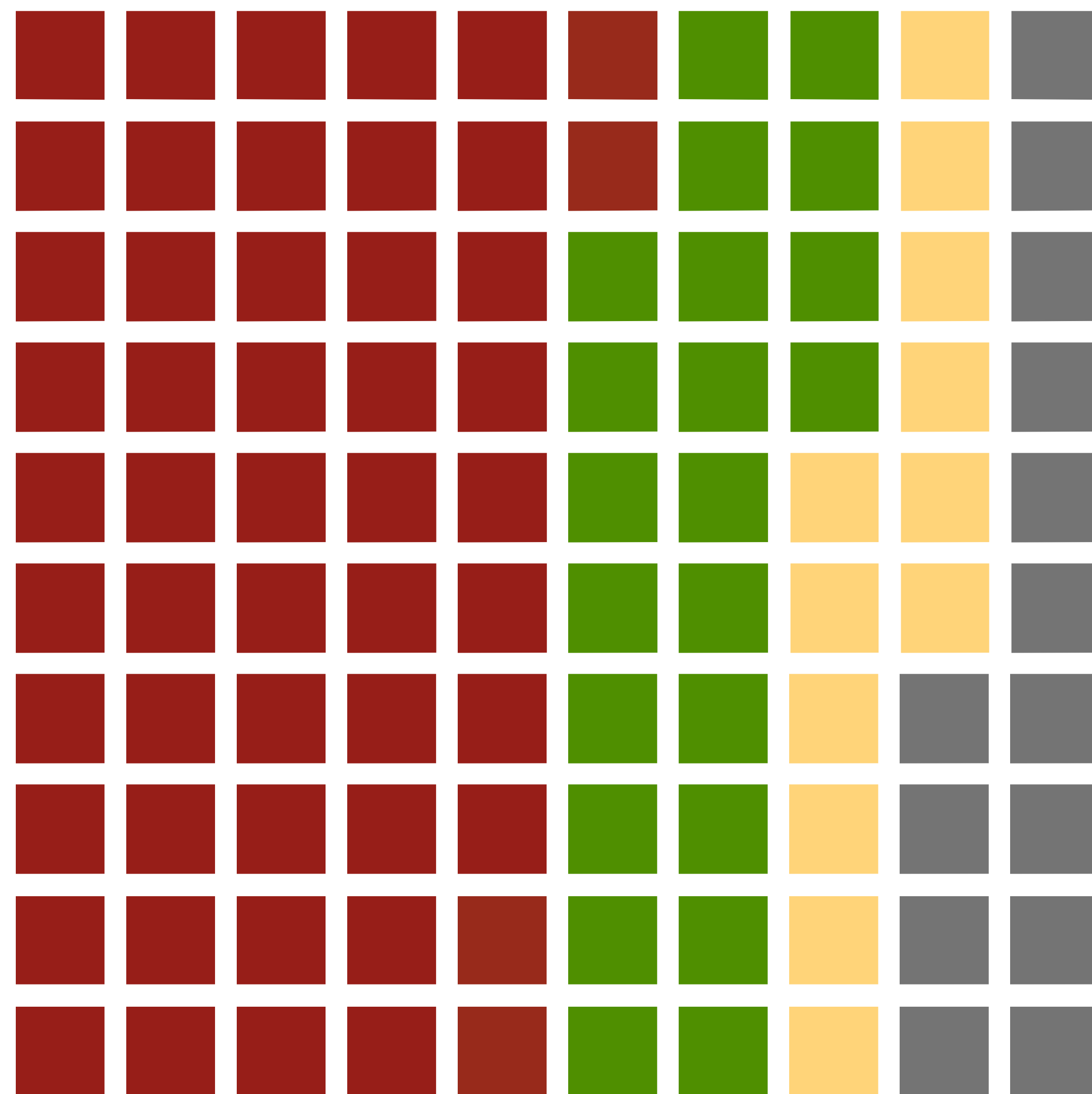


**What are we going after?**  
2 bln US dollars spent on advertising in 2014 in Poland

**TV** ■ 52%

**Internet** ■ 22%

**Print** ■ 12%



SOURCE: AGORA 2015

For years  
they disrupted us

Today  
become  
a disruptor  
yourself



Questions?



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