WILLKOMMEN BEI VICE
VICE IS BASICALLY A MILLENNIAL WHISPERER”
The New York Times

THE FASTEST GROWING, #1 YOUTH MEDIA COMPANY IN THE WORLD.

VICE AND ITS VERTICALS

97 MILLION + UNIQUE VISITORS PER MONTH TO VICE O&O

3 BILLION+ YOUTUBE VIEWS

VIDEO PRODUCING 5-10 HOURS OF ORIGINAL PREMIUM VIDEO CONTENT DAILY

VICE ON TV - TELEVISION PRODUCTION AND LICENSING

GLOBAL TV PRESENCE THROUGH 24 HOUR VICE CHANNELS AND GLOBAL LICENSING

DIGITAL NETWORK

231 MILLION UNIQUE VISITORS PER MONTH ACROSS THE VICE DIGITAL NETWORK

VICE AND ITS VERTICALS

VIRTUE

IN-HOUSE CONTENT AND CREATIVE SOLUTIONS AGENCY
VICE IST PLATTFORM AGNOSTISCH

**ALL MEDIA**

OPERATING ACROSS EVERY FORM OF MEDIA

**MULTIPLATFORM**

WORKING WITH EVERY PLATFORM, INCREASES OPPORTUNITY & DECREASES RISK

**DISTRIBUTION**

ADDING NEW POINTS OF DISTRIBUTION, INCLUDING TV

**SCALE & ENGAGEMENT**

CROSS PLATFORM VIEWERS SPEND 40% MORE TIME WITH VICE DIGITALLY
<table>
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<tr>
<th>REACH</th>
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<tr>
<td><strong>EVERY 16TH PERSON IN AUSTRIA</strong></td>
<td><strong>EVERY 6TH PERSON AGED 20-29 YEARS</strong></td>
<td><strong>AVERAGE DWELL TIME: 5+ MINUTES</strong></td>
<td><strong>OVER 50% OF GROWING TRAFFIC VIA SOCIAL MEDIA</strong></td>
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<td>VICE REACHES 6.1% OF THE AUSTRIAN ONLINE POPULATION</td>
<td>VICE REACHES 16% OF THE AUSTRIAN ONLINE POPULATION AGED 20-29YO, AND 20% OF ALL POPULATION IN EDUCATION</td>
<td>IN JUNE 2016, VICE RECORDED USE TIME ON SITE OF 05:17 MIN.</td>
<td>BETWEEN 50% - 80% OF VICE’S GROWING TRAFFIC IS RECRUITED VIA SOCIAL MEDIA</td>
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CONTENT WIRD ÜBER EIN KOMBINIERTES ÖKOSYSTEM DISTRIBUIERT

VICE Ecosystem - our media model is specifically built around allowing audiences to gravitate around passion points.

VICE Digital - A network of over 500 premium publishers, platforms and influencers that operate in similar spaces to the VICE verticals.
PLUS ERWEITERTES STORYTELLING VIA PARTNERSCHAFTEN MIT FÜHRENDENF PLATTFORMEN

**SNAPCHAT DISCOVER**
VICE CHANNEL ON SNAPCHAT’S DISCOVER PLATFORM REACHES OVER 5.5MM YOUNG PEOPLE PER MONTH

**FACEBOOK ANTHOLOGY**
PREFERRED PRODUCTION PARTNER FOR FACEBOOK’S VIDEO ADVERTISING PLATFORM

**TUMBLR PARTNERSHIP**

**TWITTER AMPLIFY**

**TWITCH AND GAMING**

**YOUTUBE PARTNERSHIP**
0.01% PERCENTILE FOR HIGHEST WATCH TIME ON YOUTUBE

**APPLE MUSIC PARTNERSHIP**
VICE RADIO SHOW ON APPLE MUSIC’S BEATS 1 RADIO
# THE VICE VOCABULARY

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**Past**

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VIELLEN DANK