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BuzzFeed

News Quizzes Celeb GOT Shopping

Here's Why Scar's Appearance In The Live-Action "Lion King" Trailer Has The Internet In Meltdown

Ben Henry • 3 hours ago

59 Things That'll Have Everyone Asking, "Where Did You Get That?"

The Cast Of In The Dark Answers Grown-Up Questions From Rescue Puppies
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Instagram

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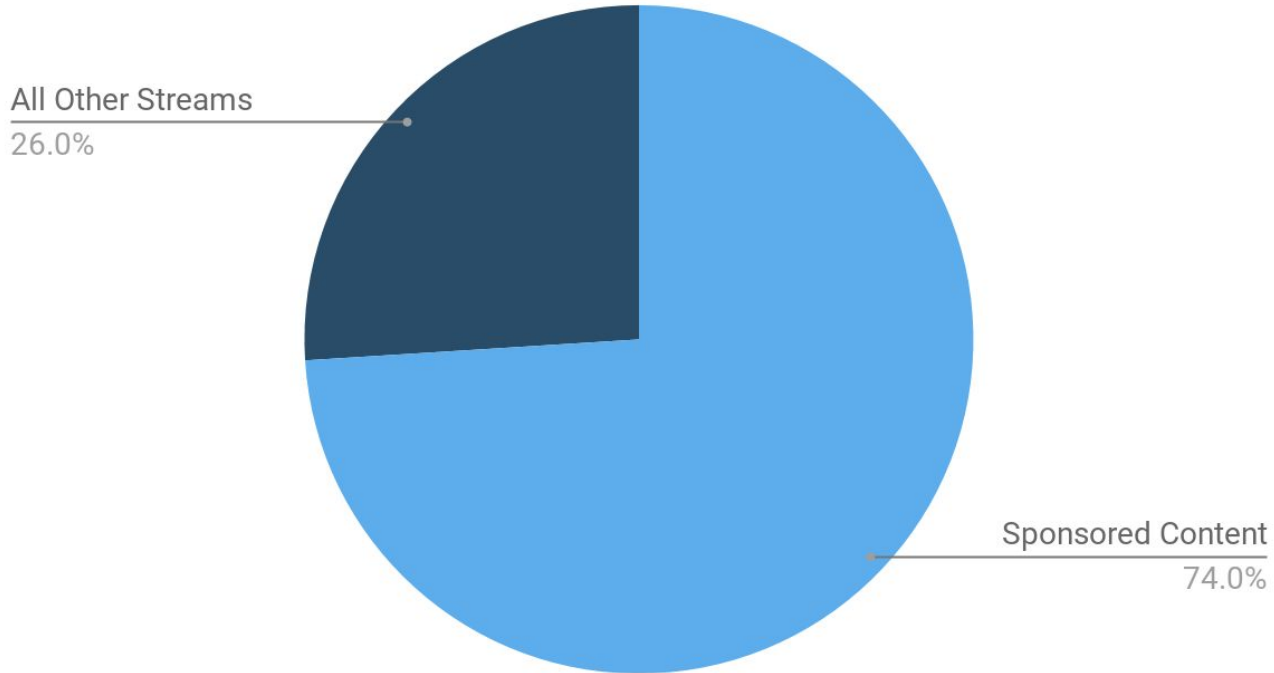
whoisrodb a chandler moment today

View 1 comment
6 HOURS AGO

whoisrodb
Taj Mahal



Projected Revenue for U.S. Advertising by 2021 (All Advertising)



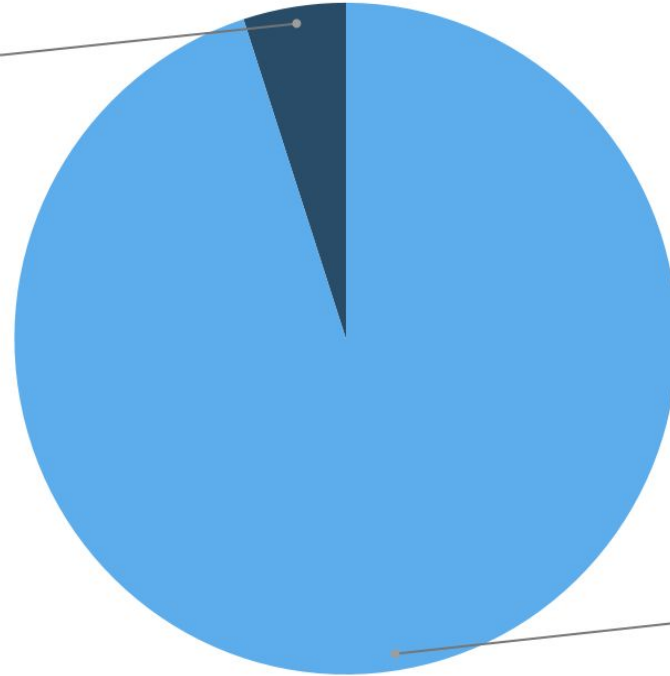
Per projections from Business Insider



Presence of Ads in Apps/Games for Children Under 5 Years Old

No Ads

5.0%



Contain Ads

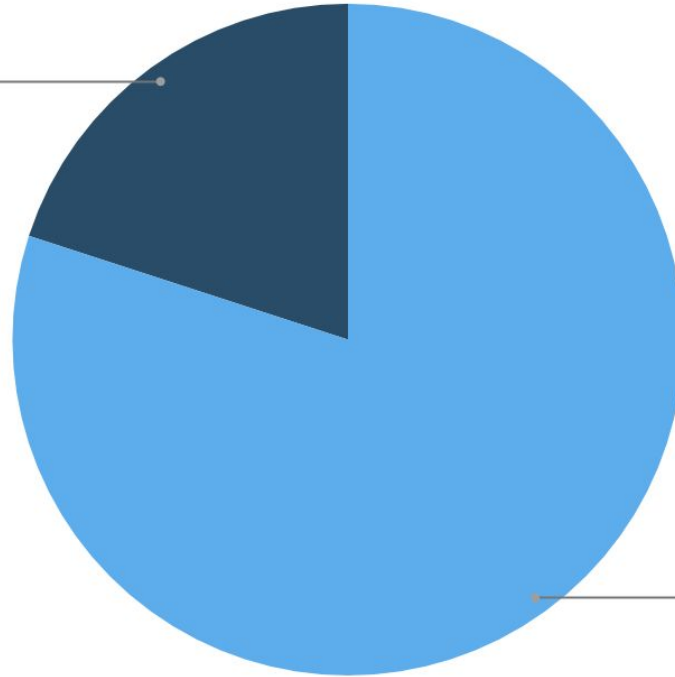
95.0%

Per research by University of Michigan



Middle School Students Asked to Identify Sponsored Content

Successful
20.0%



Unsuccessful
80.0%

Per study by Stanford Graduate School of Education



In what way does knowing an article was sponsored change how you view the article?

“I don’t trust the integrity of the info – it immediately becomes less based on fact and more on opinion.”

“I can no longer trusts the results.”

“It’s slanted.”

“I don’t trust that the information is unbiased.”

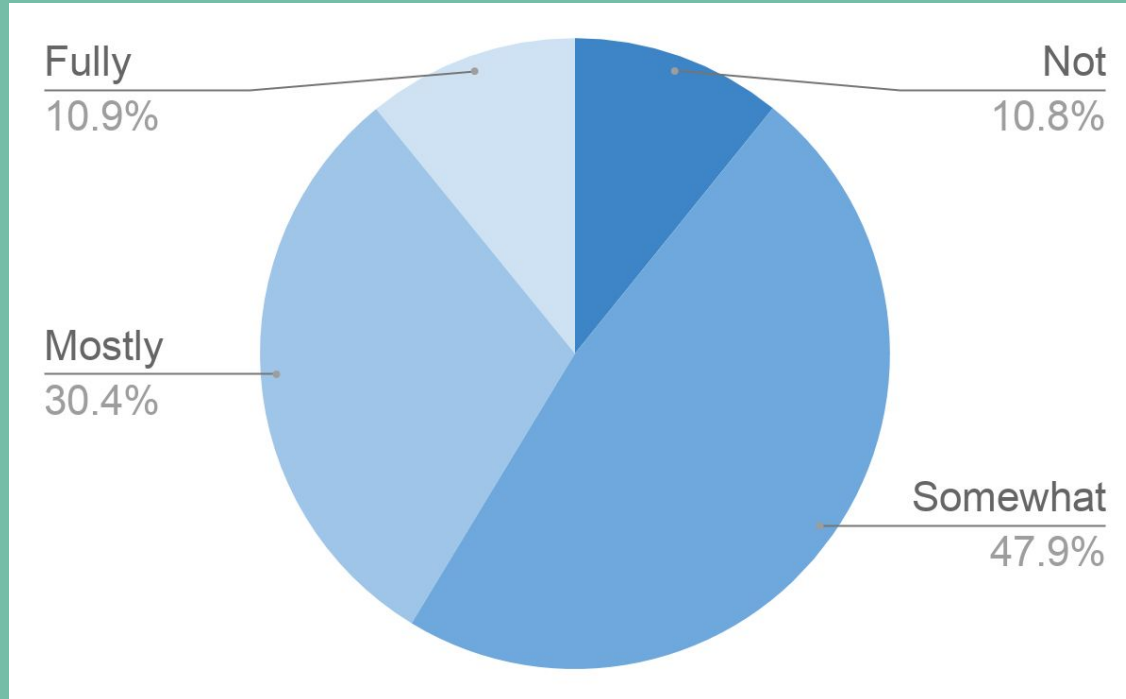
“It is the sponsor’s opinion and not necessarily my opinion.”

“I assume it will be skewed in favor of the sponsor.”

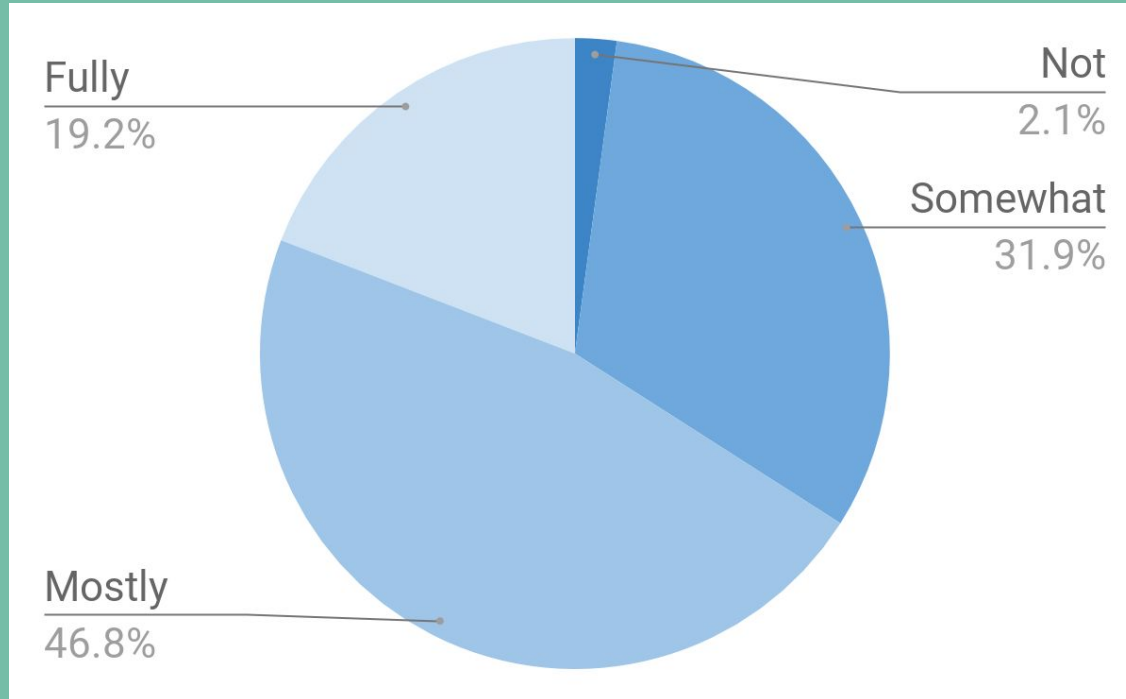
“Money 💰”



How confident are you in your ability to identify sponsored content on a **news site**?



How confident are you in your ability to identify sponsored content on **social media**?



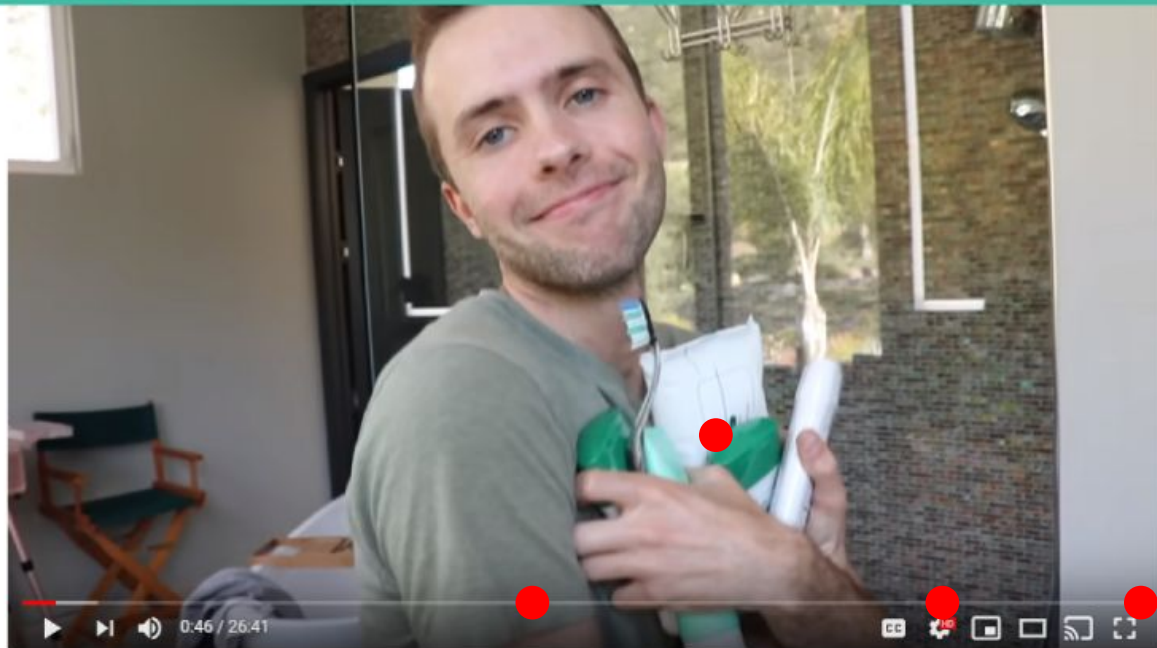


87 percent

of websites directed toward
teens and children include
some type of advertising.

we teach them how to stay safe in a digital world





#9 ON TRENDING

Meet Our Goats!

2,955,632 views

160K 2.7K SHARE SAVE ...

The Ultimate Options Trading eBook — Free Today GET YOURS



Trading System

Ad Weeklymoneymaker.com/Trading

IT'S FREE

Up next

AUTOPLAY



My Sister Buys My Outfits!
Ryland Adams
3.6M views



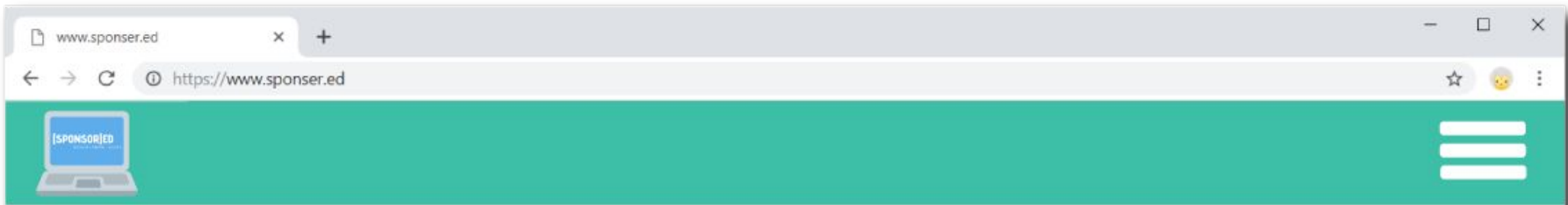
THE TRY GUYS S3 • E14
The Try Guys
4.8M views



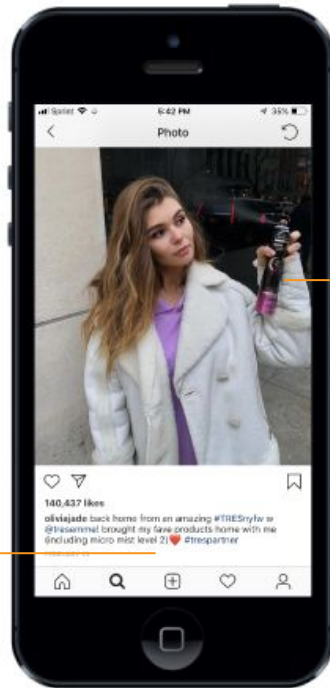
The WORST GROUP AUDITIONS
On X Factor! Volume 1 | X Fact...
X Factor Global
2M views



Garrett Watts and Morgan
Adams being an iconic duo for...
Abigail Freel
325K views



Some influencers hide hints in their hashtags! While Olivia's post is more transparent with #trespartner, others are tricky to spot.



WATCH OUT!

When posts prominently display a particular brand, that's a hint that they are being reimbursed for their endorsement.

Business Model

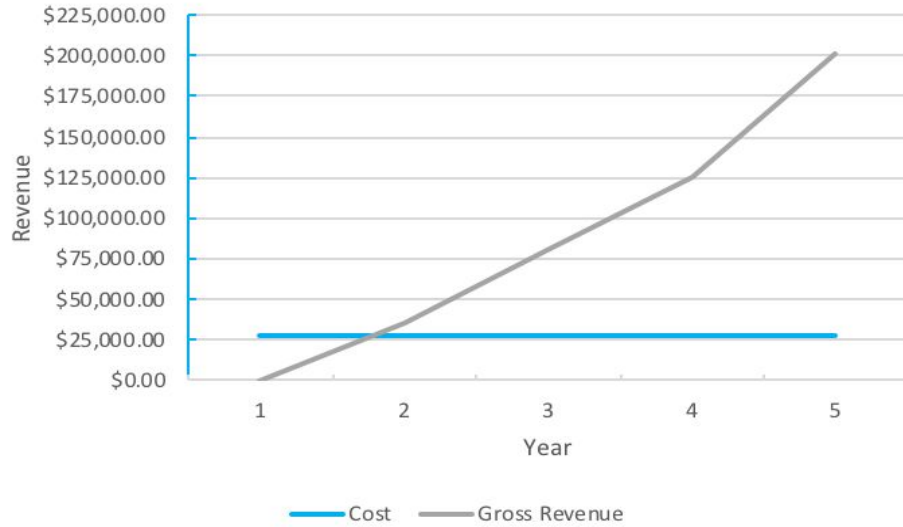
- Non-profit model
- Marketed to school districts with a focus on middle and high school students
- Seeking grants from organizations focused on media literacy
 - National Association for Media Literacy Education
 - Family Online Safety Institute
 - Center on Media and Child Health
 - Center for Media and Democracy
 - Commercial Free Childhood



Position	Time commitment (in hours)	Hourly rate (in dollars)	Total cost (in dollars)
Instructional designer	65	50	\$3250
Marketer	35	55	\$1925
Lecturer	69	35	\$2415
Psycholinguist	28	32	\$896
Graphic designer	72	55	\$3960
Director	5	75	\$375
Video operator	5	45	\$225
Video editor	80	43	\$3440
Content manager	38	50	\$1900
TOTAL	397	440	\$18386



Break-Even Analysis



- Cost per school district: \$3,000
- Break-even at the 10th district
- Start paying ourselves in year 2

Year	Goal Number of Districts	Gross Revenue
1	12	\$36,000
2	15	\$81,000
3	20	\$126,000





Questions?