

2019 NewFronts

Twitter Partner Announcements



Connect with what's happening and build relevance by taking part in the conversation.

Twitter's slate of premium, brand safe video content is the best way to connect with the most valuable, receptive audience. Visit marketing.twitter.com to learn more about how Twitter supports your marketing strategy.



CROSS-VERTICAL

Univision

2019's Univision-Twitter partnership is the the broadest content commitment with this partner to date. From Liga MX to 2020 Election Coverage to Red Carpets, Univision will serve the US Hispanic audience across all of Twitter's primary passion points: News, Sports and Entertainment.



NEWS & INFORMATION

The Wall Street Journal

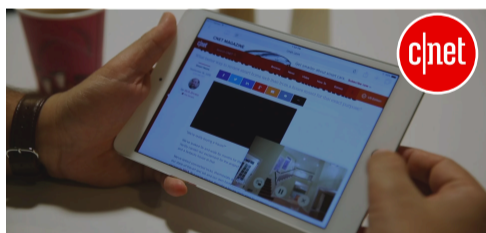
WSJ What's Now is an innovative, Twitter-first, business, personal finance and tech news product created exclusively for WSJ's Twitter audience. In addition to the top and most important daily news curated by WSJ's award-winning editorial team, WSJ will launch its series of live, news-making, thought-leadership events on Twitter.



NEWS & INFORMATION

TIME

Each year, the TIME Person of the Year and TIME 100 are two of the most widely discussed recognitions of influence around the world. For the first time, TIME will develop content exclusive to Twitter to enrich that discussion, including live streams, moments and more. This partnership will also introduce TIME's leading Health news journalism that is also available for sponsorship.



NEWS & INFORMATION

CNET

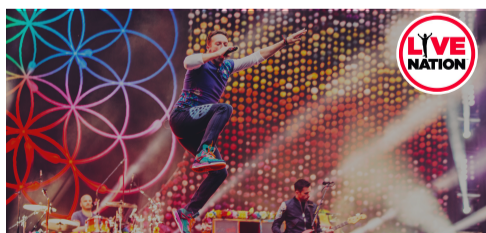
Twitter's partnership with tech publisher CNET is expanding! For the first time ever, Twitter will be offering sponsorships around CNET's live content at CES and Mobile World Congress, two of the most prominent tech events in the world.



NEWS & INFORMATION

TicToc

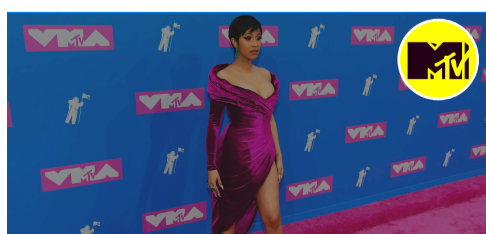
TicToc has established itself as a leader in the digital publishing news and information space. This year, their partnership with Twitter is expanding to include in-depth TicToc coverage around three tentpole, global events that drive massive conversation on the platform; G20 Summit, United Nations General Assembly (UNGA) and World Economic Forum.



MUSIC

Live Nation

Music is the most talked about topic on Twitter. With Live Nation's Concert Series, brands will have direct access to ten of the world's biggest artists, and more sponsorable assets than ever before.



RED CARPET

MTV

Twitter will expand its coverage of the 2019 Video Music Awards by adding a new interactive layer to this year's show. Introducing "the Stan Cam," a live stream of the best real-time celebrity audience reactions during the broadcast. Fans will have the opportunity to weigh in and vote on Twitter for which celeb they want to see react to a particular show moment.

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GAMING

Activision Blizzard

For the first time ever, one of gaming's most premium events, BlizzCon, is live on Twitter. Brands can take part in the action via pre-roll on live and clips. Plus, they can tap into Gaming influencers with sponsored Q&As.



SPORTS

Fox Sports

Fans are sure to flock to Twitter in record numbers throughout the Women's World Cup, one of the most anticipated sporting events in 2019. Fox Sports will publish every single goal in real time in addition to a daily show, live from Paris. Fox Sports and Twitter are giving brands the opportunity to connect with avid soccer fans and align with the #1 ranked U.S. Women's National Team.



SPORTS

Bleacher Report: House of Highlights Show

House of Highlights is one of the most recognizable properties in sports media. HoH Show will be THE go-to, next-gen, live sports show that combines sports, lifestyle, culture, and comedy to bring fans the best sports moments. For season two, House of Highlights is back and taking the show on-site at the top sporting events throughout the year.



SPORTS

NFL

Heading into the seventh year of Twitter's partnership with the NFL, the league will bring six new live event tentpole shows to the platform and even more real time highlights. And for the first time ever, brands will have the opportunity to access new and engaging content formats like Q&As and Media Polls that will allow fans to join in the conversation and interact with talent.



SPORTS

MLS

MLS on Twitter gives brands opportunity to engage with US soccer fans all season long. After 2018's success as the inaugural year of Twitter's live stream deal with MLS, the deal has been extended by two years to showcase commitment to live content. Additional branding opportunities include sponsored moments, fan votes, a live show during MLS Playoffs and always-popular highlight clips.



SPORTS

The Players' Tribune

The Players' Tribune and Twitter bring you the next generation of the talk show in the form of "Don't @ Me," an interactive live broadcast featuring two athletes battling it out over the biggest Twitter sports topics of the day. This highly conversational program empowers the Twitter audience to not only engage throughout the show, but to choose the winner once the debate is over.



SPORTS

ESPN

ESPN Onsite will bring the network's Twitter live shows on location, which offers fans more of what they expect from ESPN on Twitter: access. "Onsite" will include existing franchises like The College Football Show, Hoop Streams, Ariel Helwani's MMA Show, and MLS Countdown Live, as well as additional tentpoles produced from location. Reach out to your ESPN Representative for more info!

