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ELLIE BEETHAM

Head of Social Creative



MIKEY OLYMPITIS

Multimedia Journalist/Creator

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WE ARE AN AWARD-WINNING SOCIAL EMPIRE

DAILY MAIL

The biggest global storyteller

DAILY MAIL UK

At the heart of British news & culture

METRO UK

The ultimate commuter companion

DAILY MAIL SPORT

The pulse of sport for every fan

METRO ENTERTAINMENT

Celebrity and culture covered

THE RESPAWN

The home of gamers

THIS IS MONEY

The home of Gen Z money

ELIZA

Your go-to girls for fashion & lifestyle finds on a budget

YOU

Elevated fashion, beauty & style advice

NOSEY

The home of curious foodies

10
KEY BRANDS

5BN
MONTHLY VIDEO VIEWS

70M
FOLLOWERS

25
IN-HOUSE CEATORS

100M
VIEWS DELIVERED FOR BRANDS

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THE NEWSROOM HAS EVOLVED



Built around products and channels



Built around audiences and experiences

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THE AUDIENCE HAS CHANGED - AND NEWSBRANDS HAD TO CHANGE WITH THEM

THE MEDIA LANDSCAPE HAS EVOLVED

…and we have evolved with it, bringing our world class, trusted storytelling and entertainment to the scrolling generation.

75%
OF GEN Z CONSUME NEWS ON SOCIAL

73%
OF CONSUMERS BUY PRODUCTS FROM A CREATOR THEY TRUST

READERS ARE **X2** MORE LIKELY TO TRUST CONTENT ON SOCIAL FROM NEWS BRANDS

UK ADULTS SPEND **1.5H+** ON SOCIAL MEDIA EVERY DAY



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WE HAVE BUILT THE PUBLISHER FOR THE FUTURE

OUR WINNING FORMULA



Original content that earns attention

+



Creators that build trust and communities, on the pulse of social

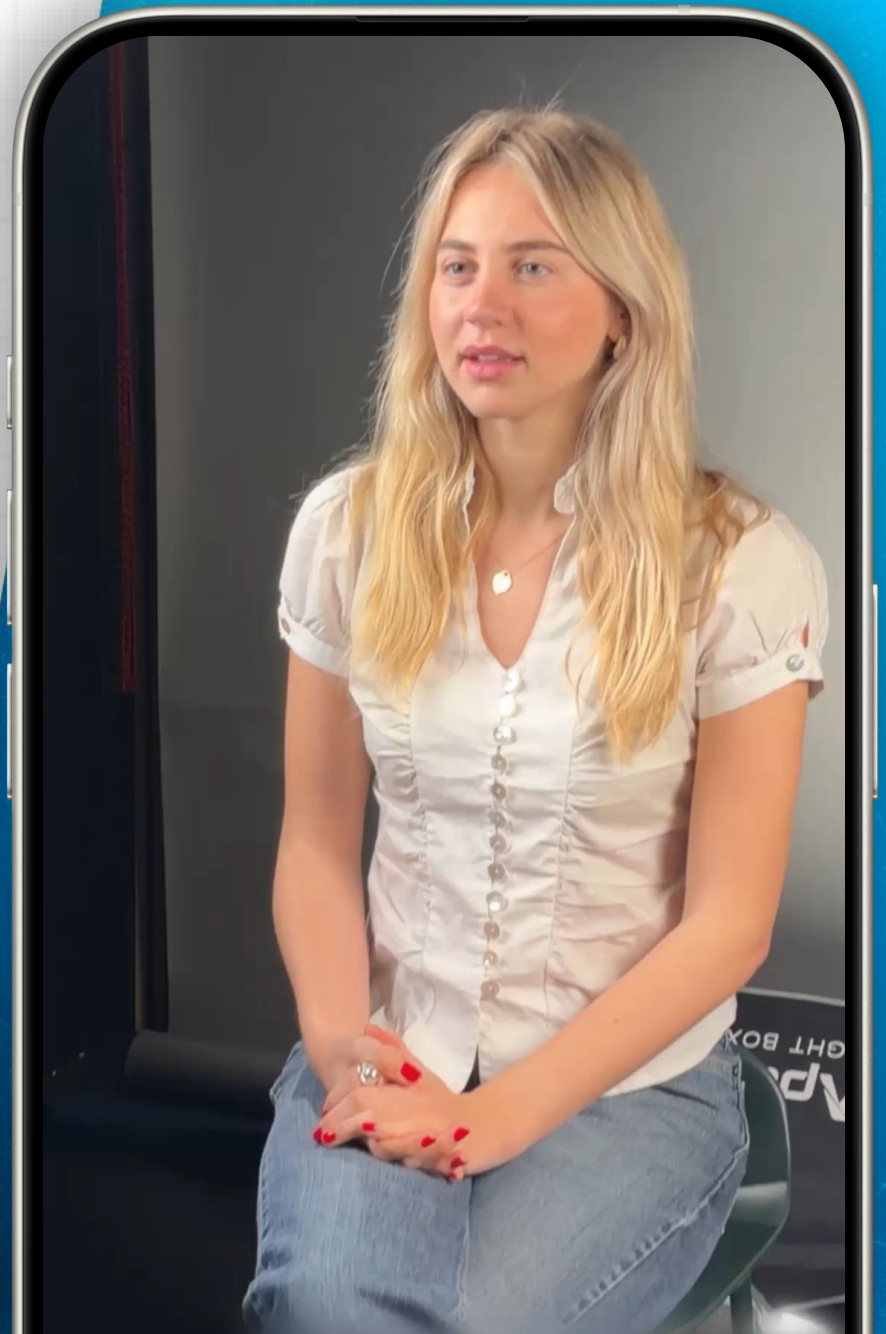
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Genuine relevance that reaches millions

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WE HAVE 25 DEDICATED CREATORS

57% OF MILLENNIALS AND 64% OF GEN Z REPORT INCREASED TRUST IN A BRAND OR PRODUCT WHEN RECOMMENDED BY A CREATOR



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CREATORS CRIB SHEET



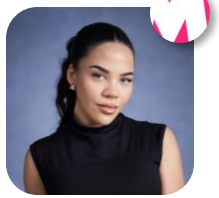
ELLIE BEETHAM



ERICA FIGUERIDO



HENRY WILLIAMS



KAYLEE ABRAHAMS



PRASHAN LEIGH



MIMI YATES



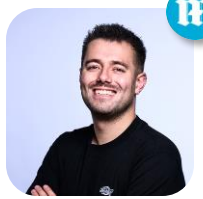
ELLA SHIRE



JESSIE BOTCHWAY



KAYLA BRANTLEY



DAN QUINNELL



NICK BOLWELL



ZAC HANIFF



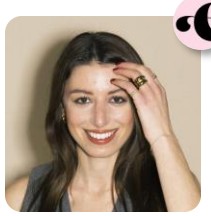
ZOFIA HARE



TRACY LEA SAYER



ANNIE WELLS



LAREN TAYYIP



LOTTIE FRANKLIN





OLIVIA TER-BERG



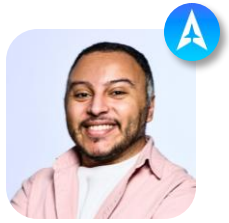
CATRIONA WALSH



PHOEBE WILLIAMS



ALEXANDRA HOBBS



DINE ABDOU



PAULA MOORE



ASPIRING JOURNALIST



SOCIAL JOURNALIST



CONTENT CREATOR

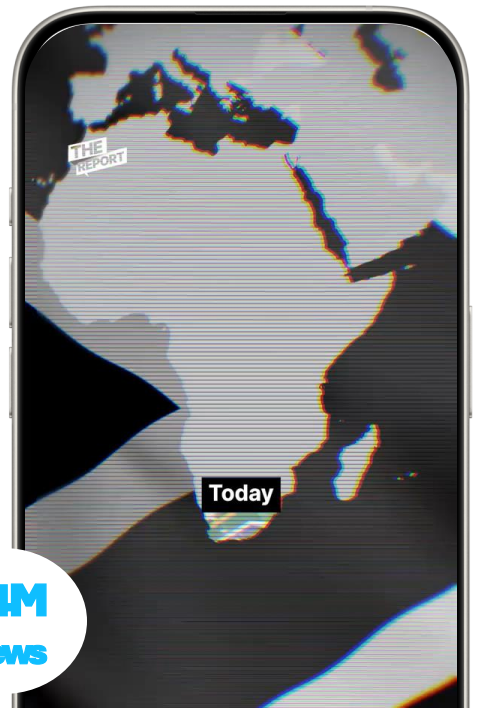
MIKEY OLYMPITIS

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ORIGINAL CONTENT GENERATES 3X MORE ENGAGEMENT THAN REPURPOSED CONTENT

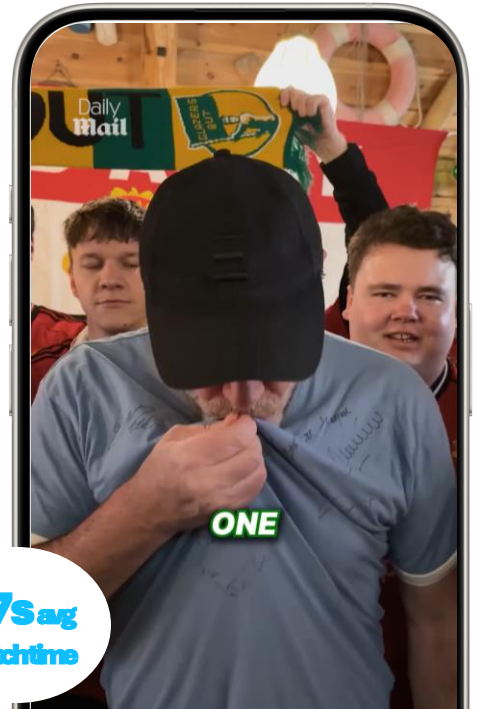
...WHICH IS WHY WE CREATE ORIGINAL CONTENT FOR EVERY PASSION POINT

NEWS & CURRENT AFFAIRS



14M views

SPORT



27s avg watchtime

FASHION & BEAUTY



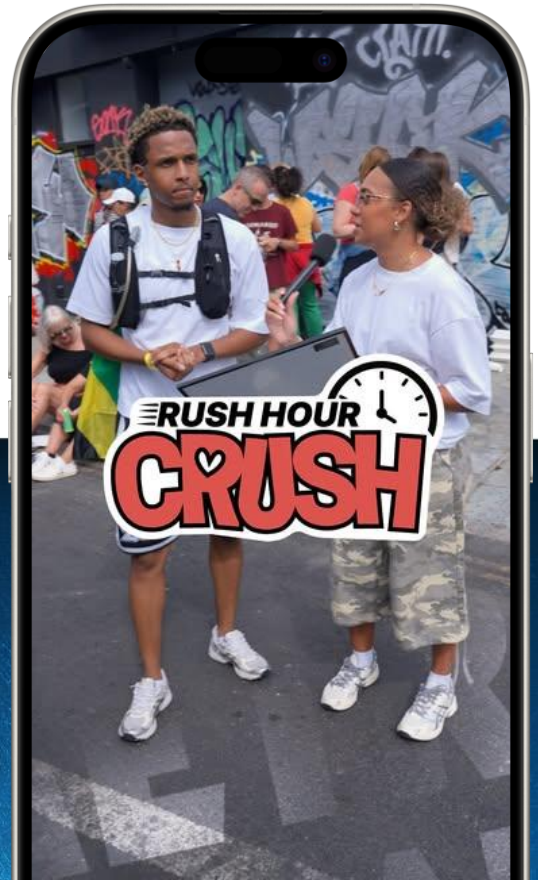
500 shopping clicks

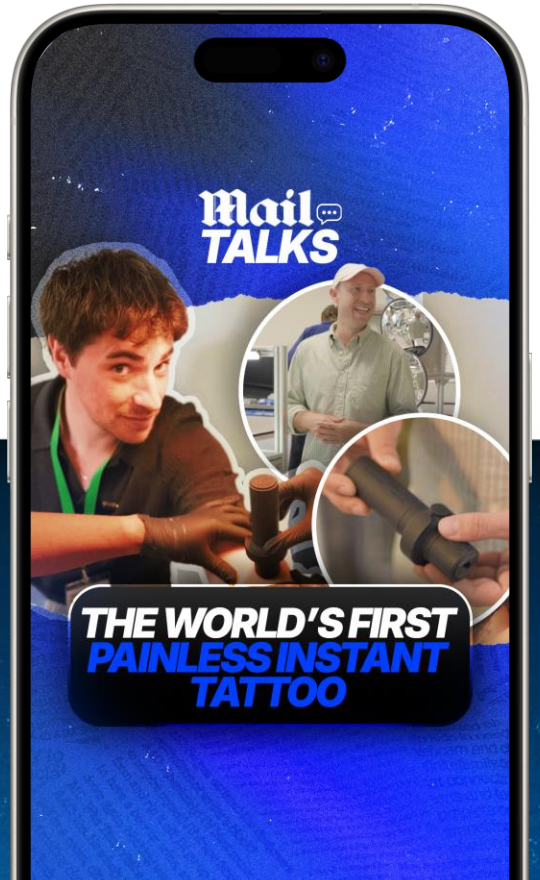
ENTERTAINMENT & GAMING



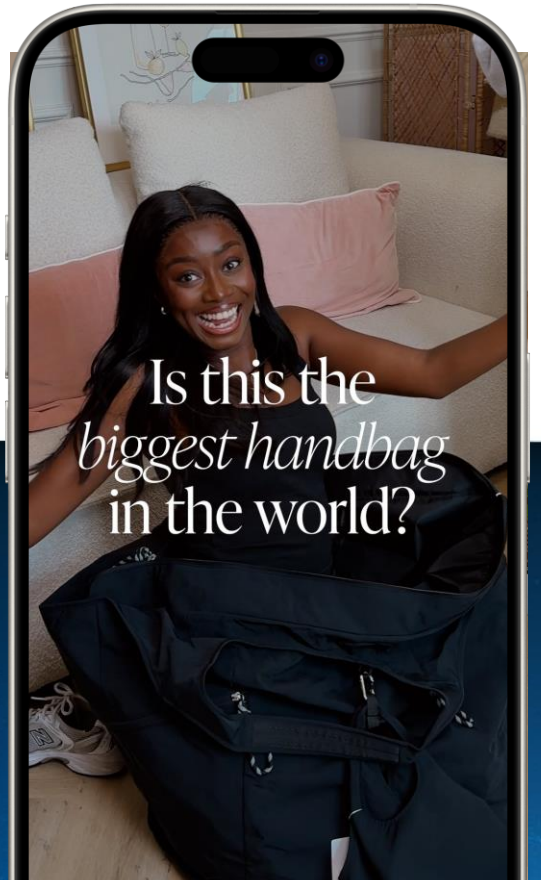
10% ENGR

OUR CONTENT


RUSH HOUR
CRUSH


Mail TALKS
THE WORLD'S FIRST
PAINLESS INSTANT
TATTOO


MADE IN BRITAIN
TREWLEY PRECIOUS

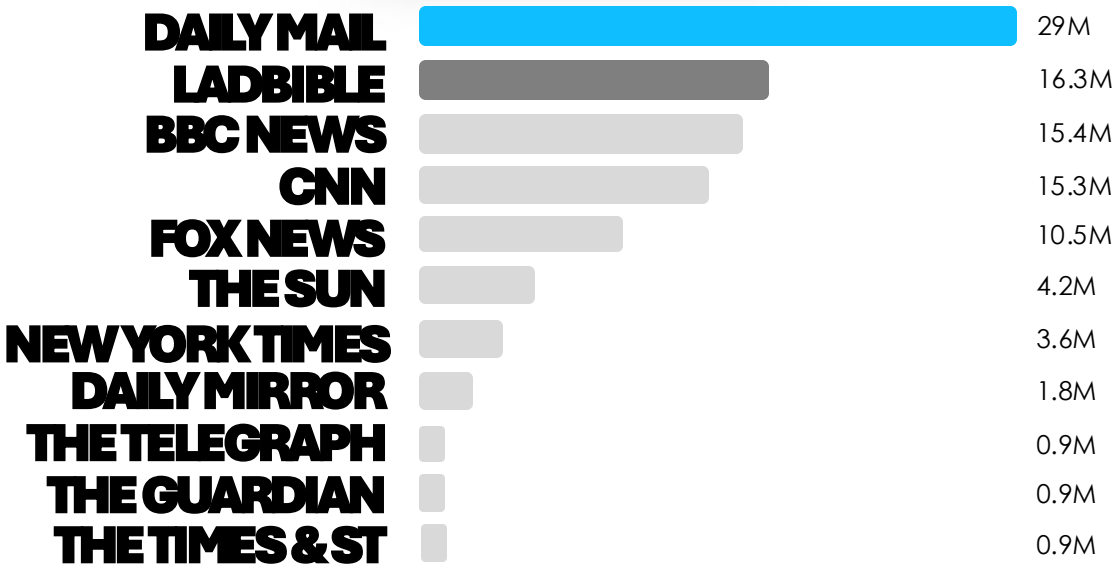

Is this the
biggest handbag
in the world?

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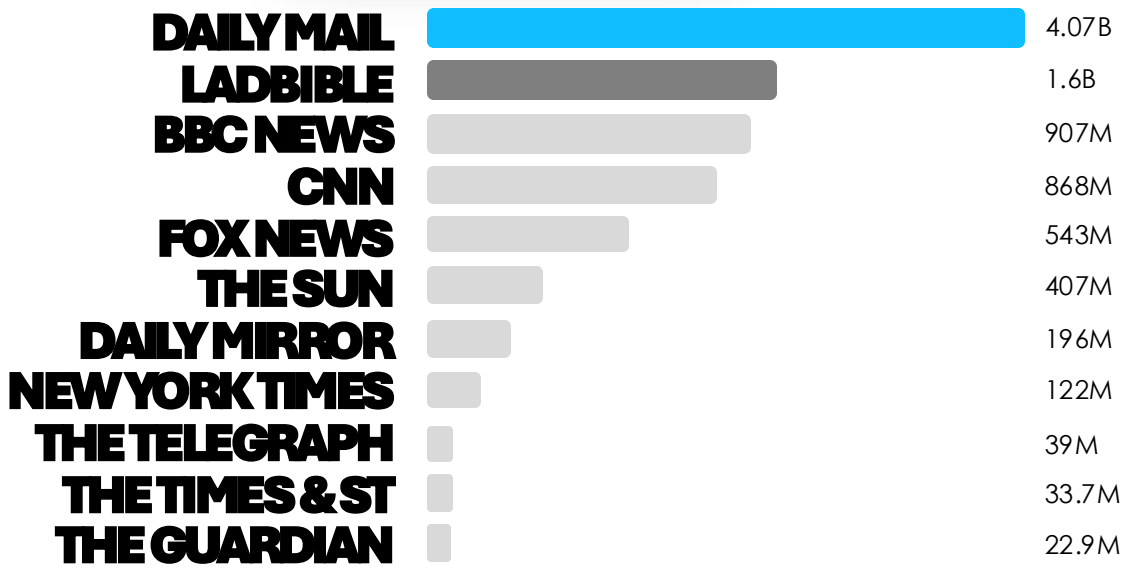
WE ARE THE BIGGEST PUBLISHER ON TIKTOK...

...WITH THE MOST POPULAR CONTENT

FOLLOWERS



TIKTOK LIKES



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OUR ORIGINAL FORMATS & BRANDS WORK SEAMLESSLY



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NETFLIX x DAILY MAIL UK





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WE HELP BRANDS REACH AND CONNECT WITH NEW AUDIENCES AT SCALE



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THANK YOU