

Reddit + LMA



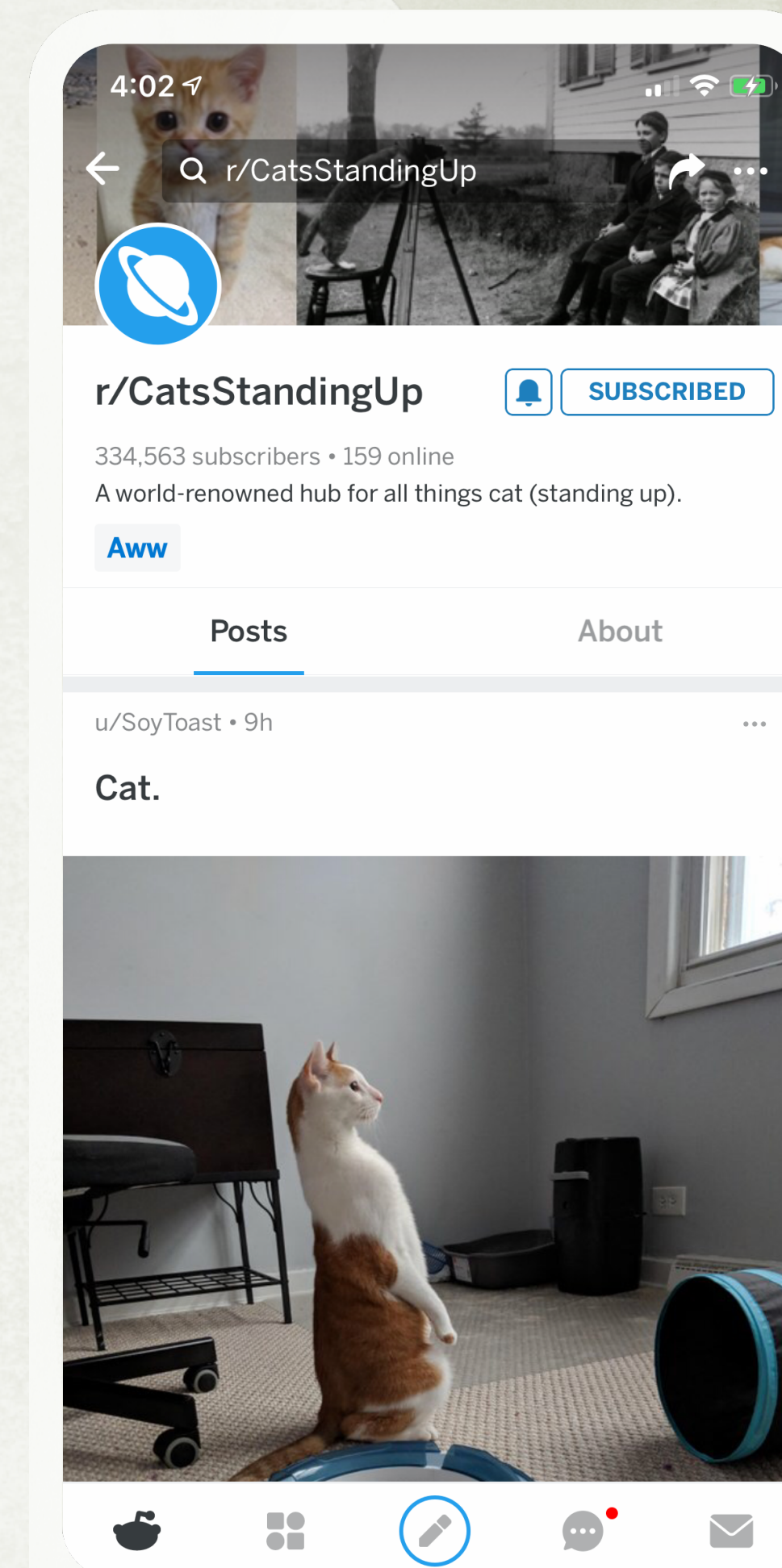
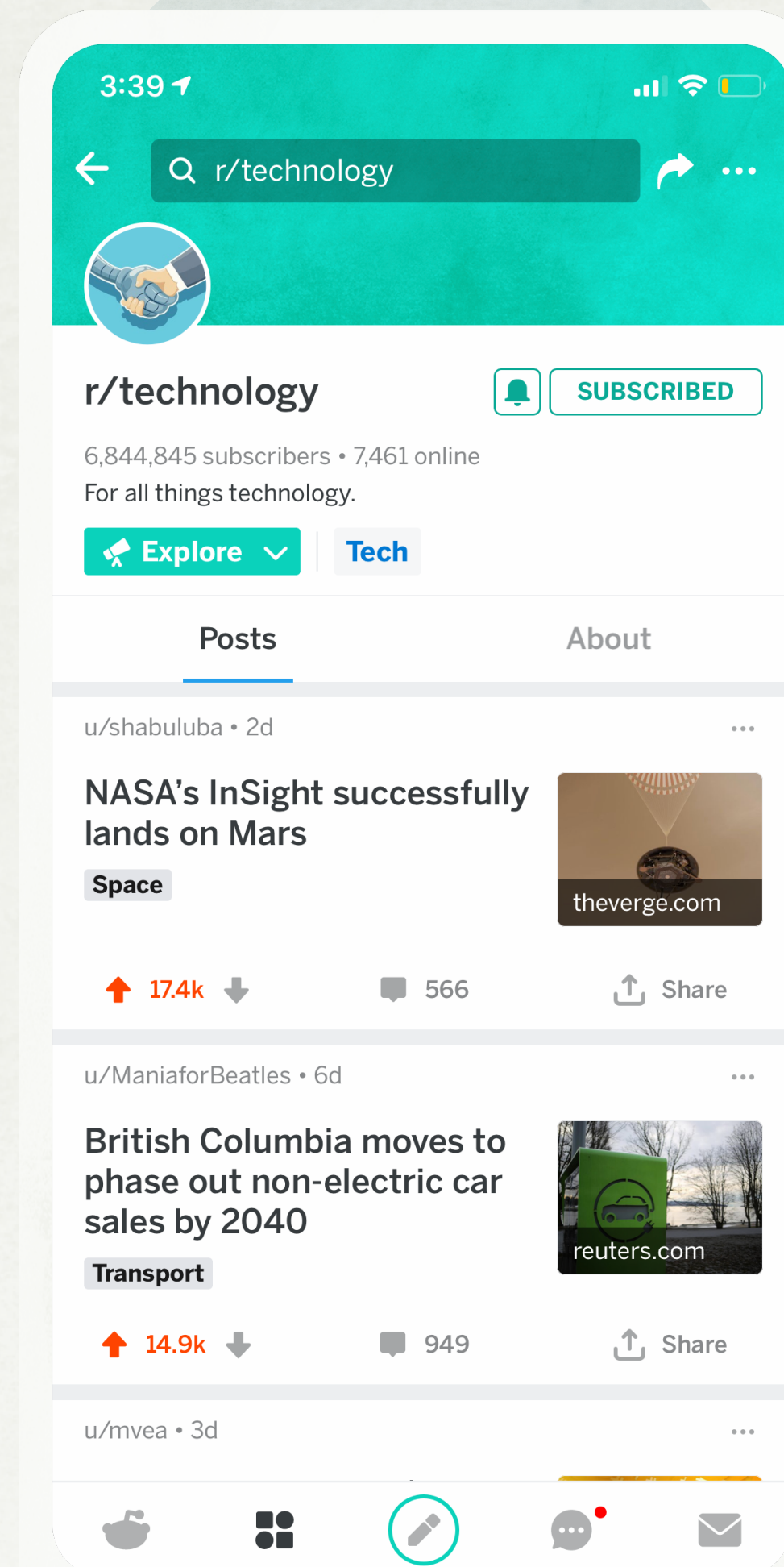
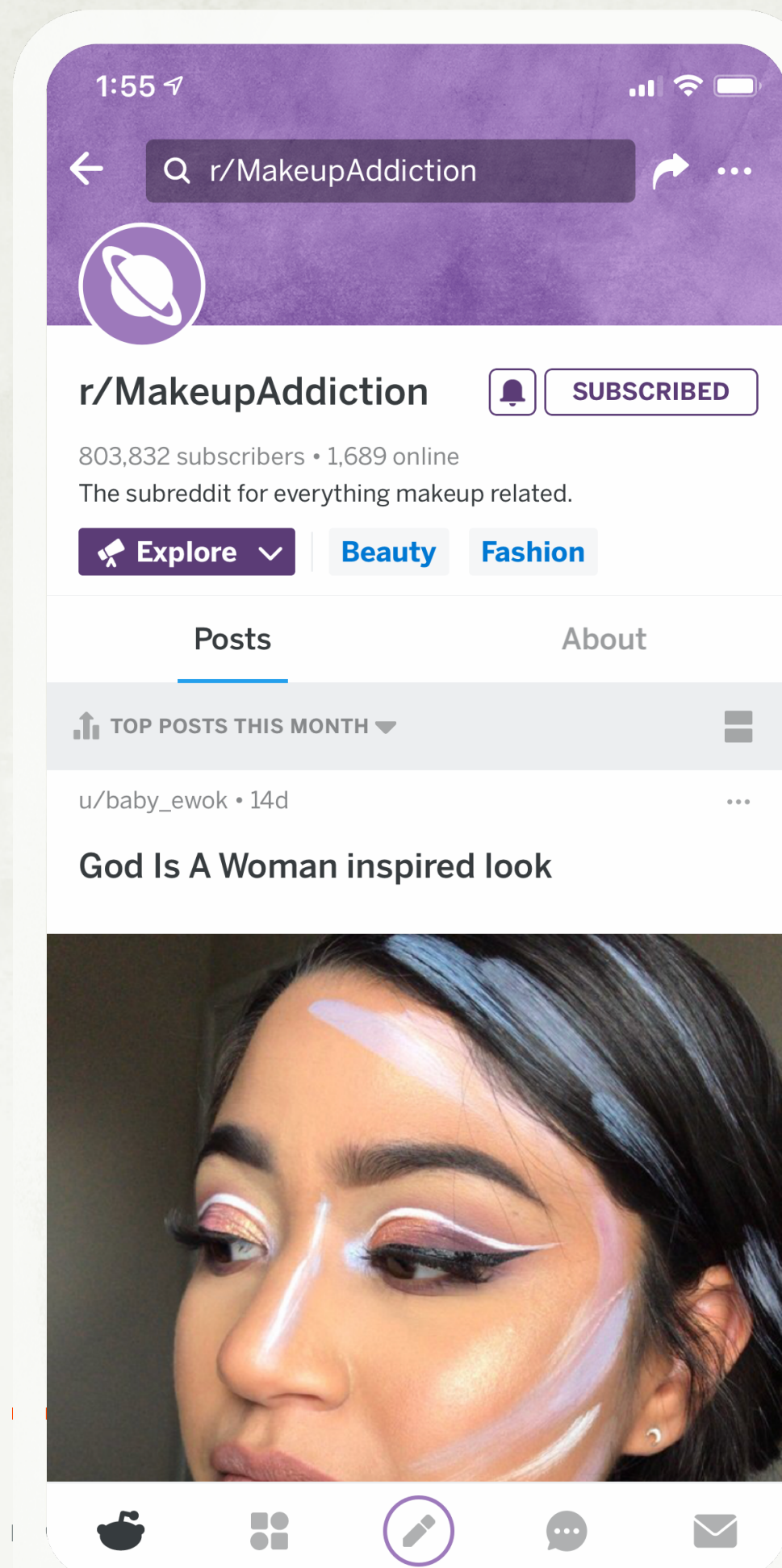
OUR STORY

Reddit is a network of over 100 thousand **communities** based on interests



COMMUNITIES

Where people discover the topics **most relevant** to them



of users who return
do so for a specific
community

SOURCE: Internal, 2018



CONVERSATIONS

And **discuss & upvote**
content relevant to their
communities

50k

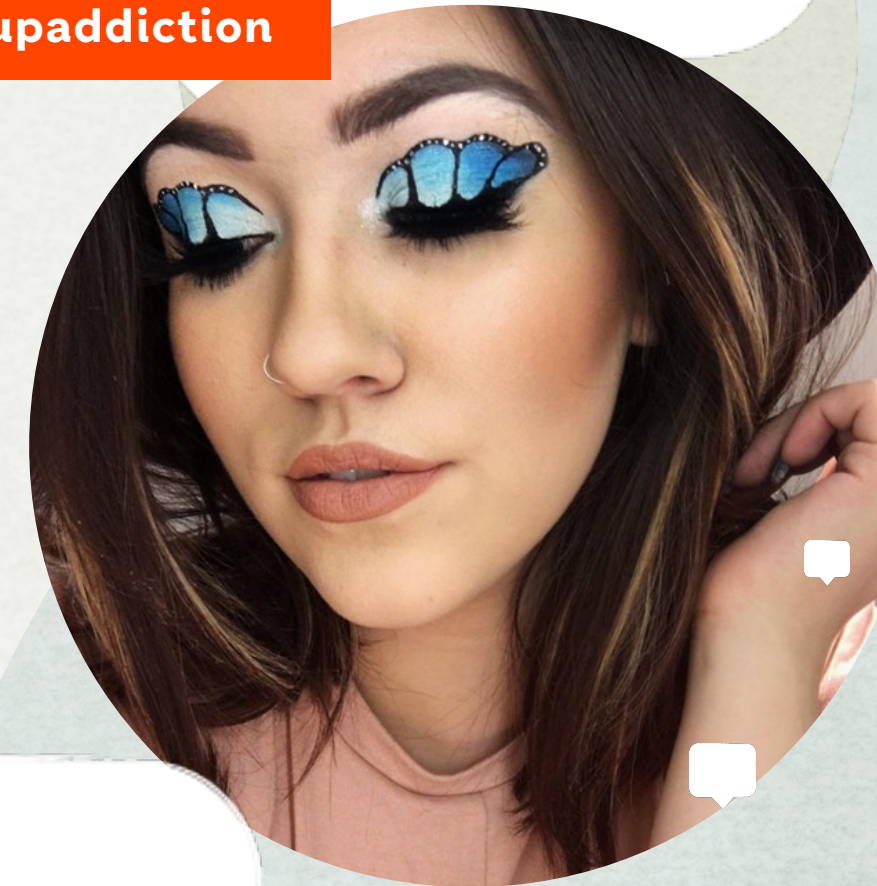
WORDS
POSTED PER
MINUTE

2.5B

UPVOTES
PER MONTH

In honor of
tomorrow being
the first day of
spring, here's a
butterfly look!

r/makeupaddiction



I'm Bill Gates,
co-chair of the Bill
& Melinda Gates
Foundation. Ask
Me Anything.

r/IAmA



Fought my first
Legendary Dragon
after over 3,000
hours into this
game. I'm the one
in it's mouth.

r/gaming



Stitched these by
hand for my gf.
Took forever.
I hope they
turned out ok.

r/streetwear



OUR AUDIENCE

Relevant audiences

330+

MILLION
MONTHLY
VISITORS

TOP

5

US SITES

ACTIVE COMMUNITIES

OVER

100

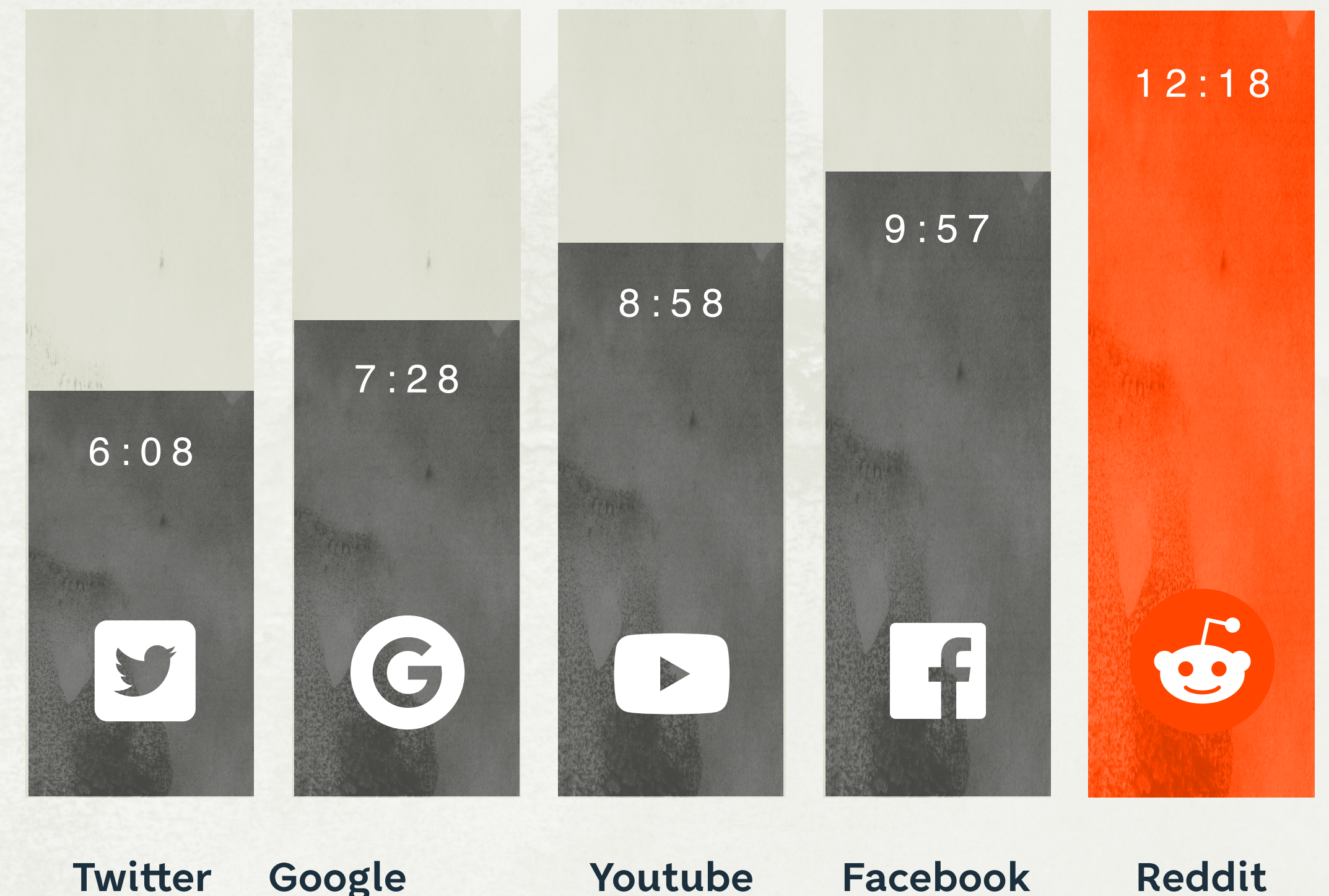
THOUSAND

SOURCE: Internal Data, Alexa.com, 2018

PHOTO CREDIT: Reddit Community r/analog

are more engaged

DAILY TIME ON SITE

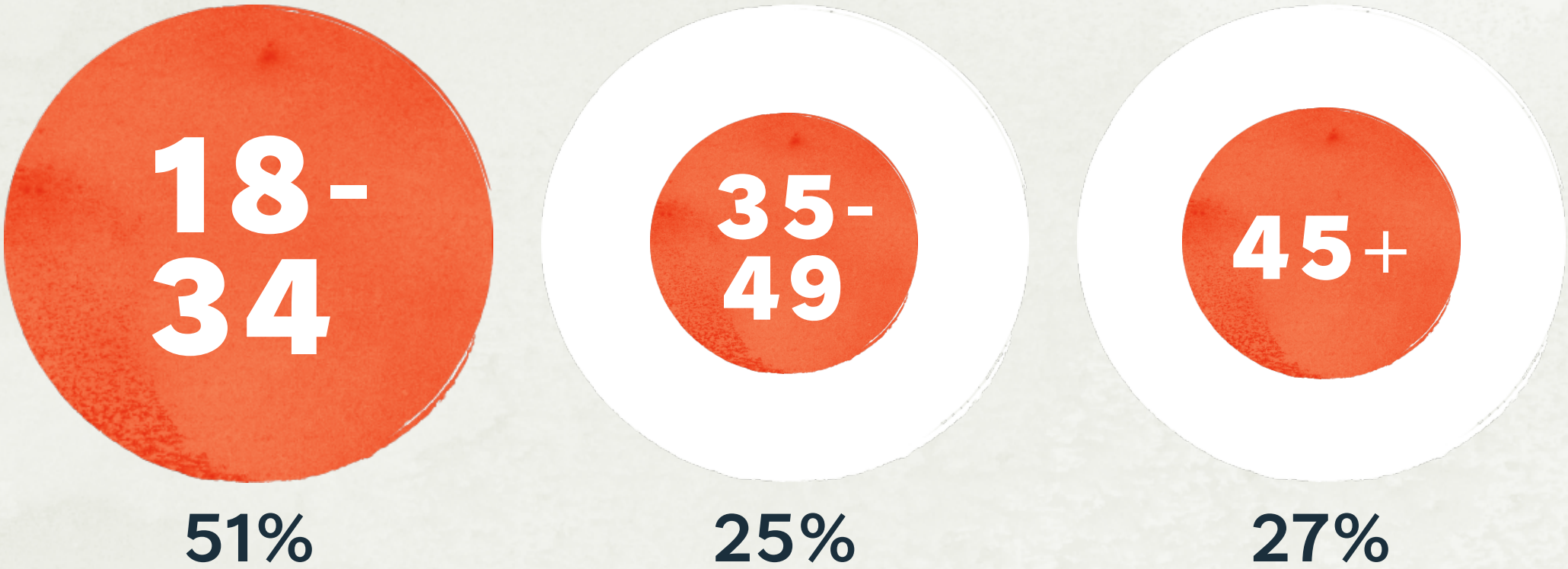


SOURCE: Alexa.com, 2018

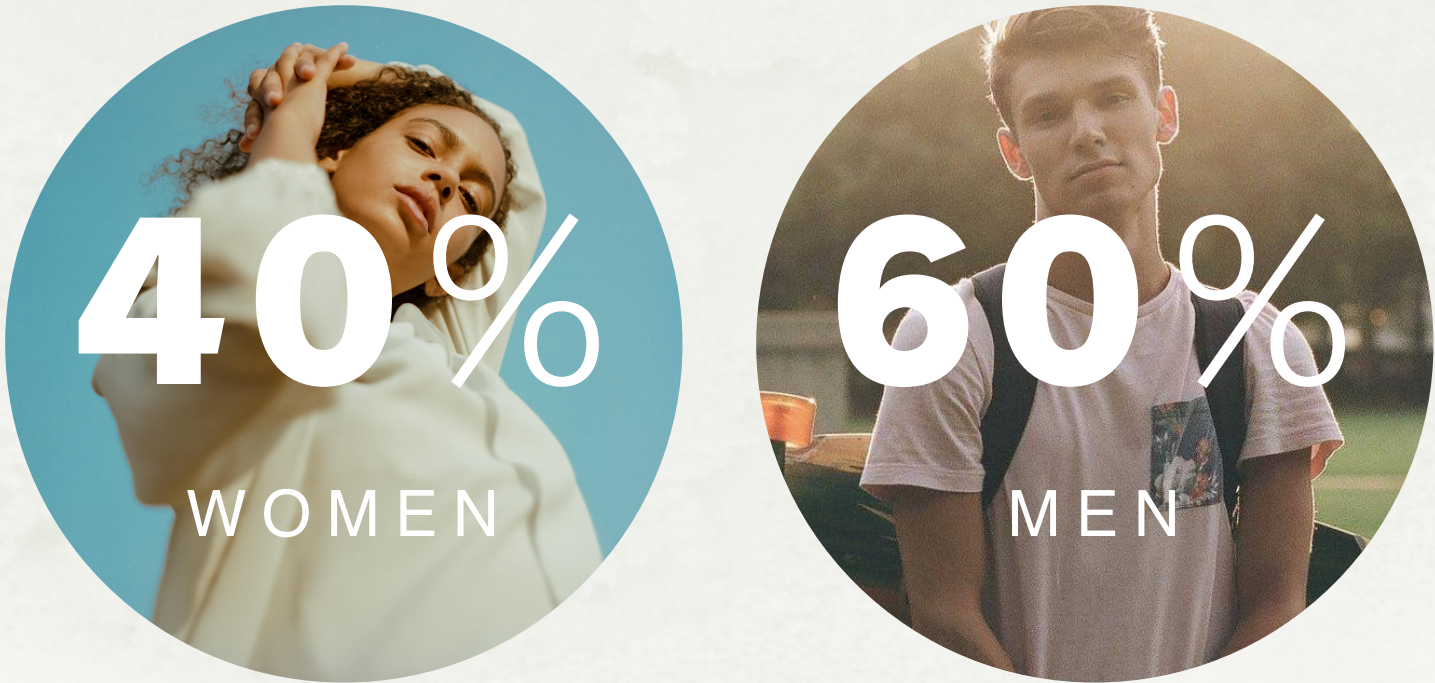


OUR AUDIENCE

US AGE BREAKDOWN



US GENDER BREAKDOWN



SOURCE: Comscore, 2018



MEDIAN HOUSEHOLD INCOME



SOURCE: Internal Data, Comscore, 2018



Media Partnerships



On-platform

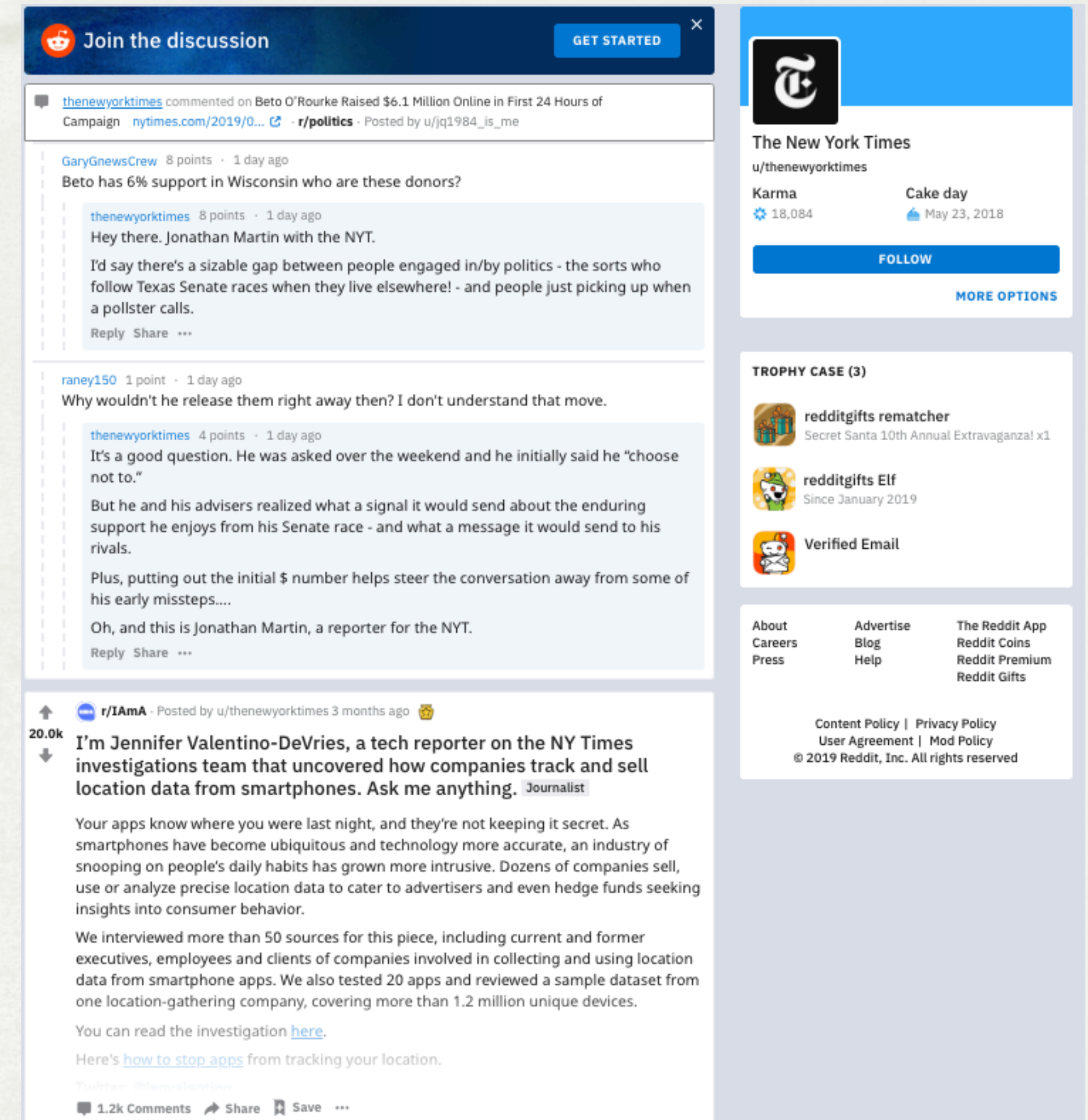
Media organizations can create profiles on Reddit to develop their brands and engage with our users.

Partnerships components:

- AMAs (Ask Me Anything)
- Sustained engagement in target communities
- Unique activations




Best in class examples:

- [u/nationalgeographic](#)
- [u/washingtonpost](#)
- [u/Bravo_TV](#)



Case Study: National Geographic + r/superbowl

Reddit collaborated with NatGeo to create a series of original posts across various subreddits featuring owls, as well as hosting the first-ever AMA in r/superbowl.

 **r/Superbowl** · Posted by u/nationalgeographic 3 days ago  2 

1.5k
↓

I'm James Duncan, Director of Discover Owls. AMA!

Hi there! My name is James Duncan and I love to talk about owls. I have been studying owls for over 30 years. This quest has taken me to some amazing places around the world and has introduced me to some incredible people – the most important of which is my wife and fellow owl zoologist Patsy. Together we have captured, banded and released over 2,500 owls. Every job I had included some element of owl research, including supervising many graduate students researching owls as an adjunct professor at Canadian universities. In August 2018 I retired as the Director of the Wildlife and Fisheries Branch with the Government of Manitoba and formed a social enterprise company called Discover Owls (www.discoverowls.ca) to continue delivering owl education, research and conservation programs. Why owls? Because they are so mysterious!

Owls are a group of birds that have remained elusive and mysterious to societies around the world for millennia. As a result, owls have spawned a plethora of mythology that has often interfered with their conservation as the world is increasingly impacted by human populations. Research on owls has come a long way in the last few decades and has dispelled much misinformation about owls, but there is much we still do not know about most of the world's owl species.







People protect things they care about, and science alone will not benefit owls if people do not value them. That is why, in addition to conducting research on owls, I am passionate about exchanging information about owls with everyone. I have delivered hundreds of owl lectures and over 300 live owl presentations to school classrooms, retirement homes, and various corporations and organizations. In addition to many scientific journal articles on owls, I have written three books for the public on these fascinating birds, the most recent is *Owls of the World* published in fall 2018 by John Hopkins University Press [<https://jhupbooks.press.jhu.edu/title/owls-world>]

In addition to the aforementioned 2018 book, here are some of my other research papers and books:




- My research papers: (https://www.researchgate.net/profile/james_duncan6).
- Duncan, J.R. 2013. *The Complete Book of North American Owls*. Thunder Bay Press. San Diego, CA. 192 pp.
- Duncan, J.R. 2003. *Owls of the World*. Key Porter Books, Ltd. Toronto, ON. 310 pp.

There is a diverse array of about 240 owl species in the world, from the diminutive pygmy owls to the enormous eagle owls, so AMA!

Proof: <https://i.redd.it/rofi1xq2vld21.jpg> <https://twitter.com/NatGeo/status/1092167688447766529>


 237 Comments  Share  Save  Give Award  Hide  Report







99% Upvoted

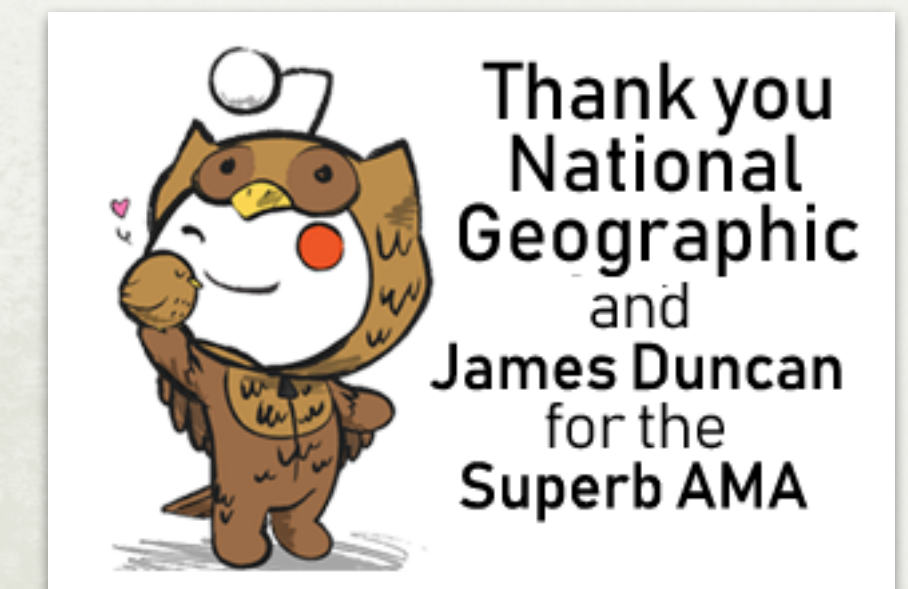
 **r/Superbowl** · Posted by u/nationalgeographic 3 days ago  2 

6.3k
↓

Welcome to our half-time show of only the most superb owls



 77 Comments  Share  Save  Give Award  Hide  Report







Posted by u/nationalgeographic 5 days ago

341
↓

The oriental bay owl's huge black eyes also have white lids with slits that allow them to literally see with their eyes closed



JOEL SARTORE

 6 Comments  Share  Save  Give Award

100% Upvoted



Off-platform

Publishers can source from Reddit to create uniquely engaging, original content across media formats.

How we've worked with partners:


- Editorial series
- Newsroom trainings
- Digital video
- Broadcast integrations
- Podcasts


BuzzFeed

NewsQuizzesCelebVideosShoppingNetflixNewsletters

8. This septic tank looks like it's getting ready to present Simba to the Pride.

My friend's septic tank looks like Rafiki from Lion King





 r/mildlyinteresting • SweetSound • 1y ago

62526 points • 617 comments

9. And this faucet may remind you of a certain animation.

This sink faucet looks like the squirrel from Ice Age



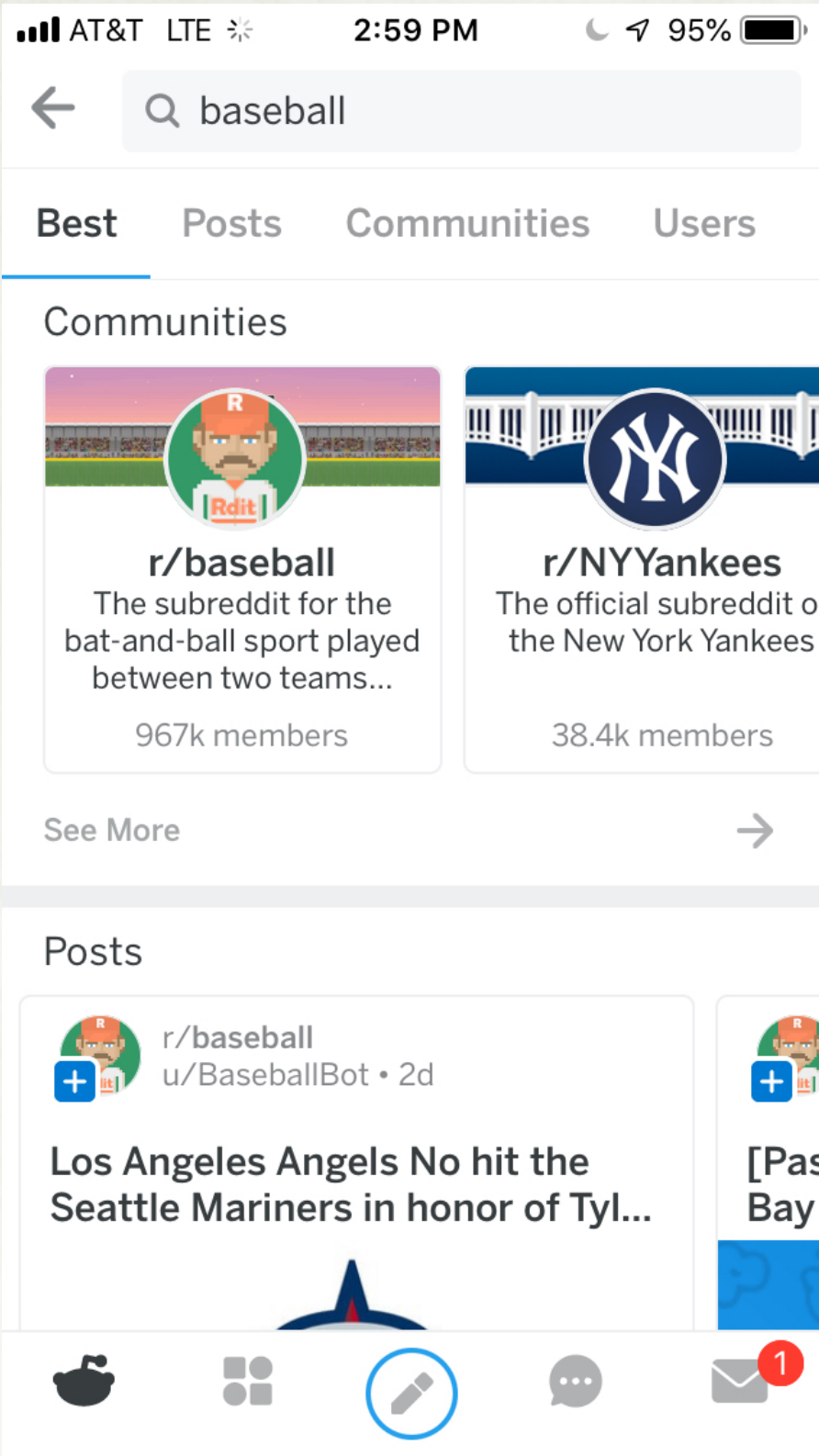
 r/mildlyinteresting • ThoseWhoHaveHeart • 1y ago

46847 points • 632 comments

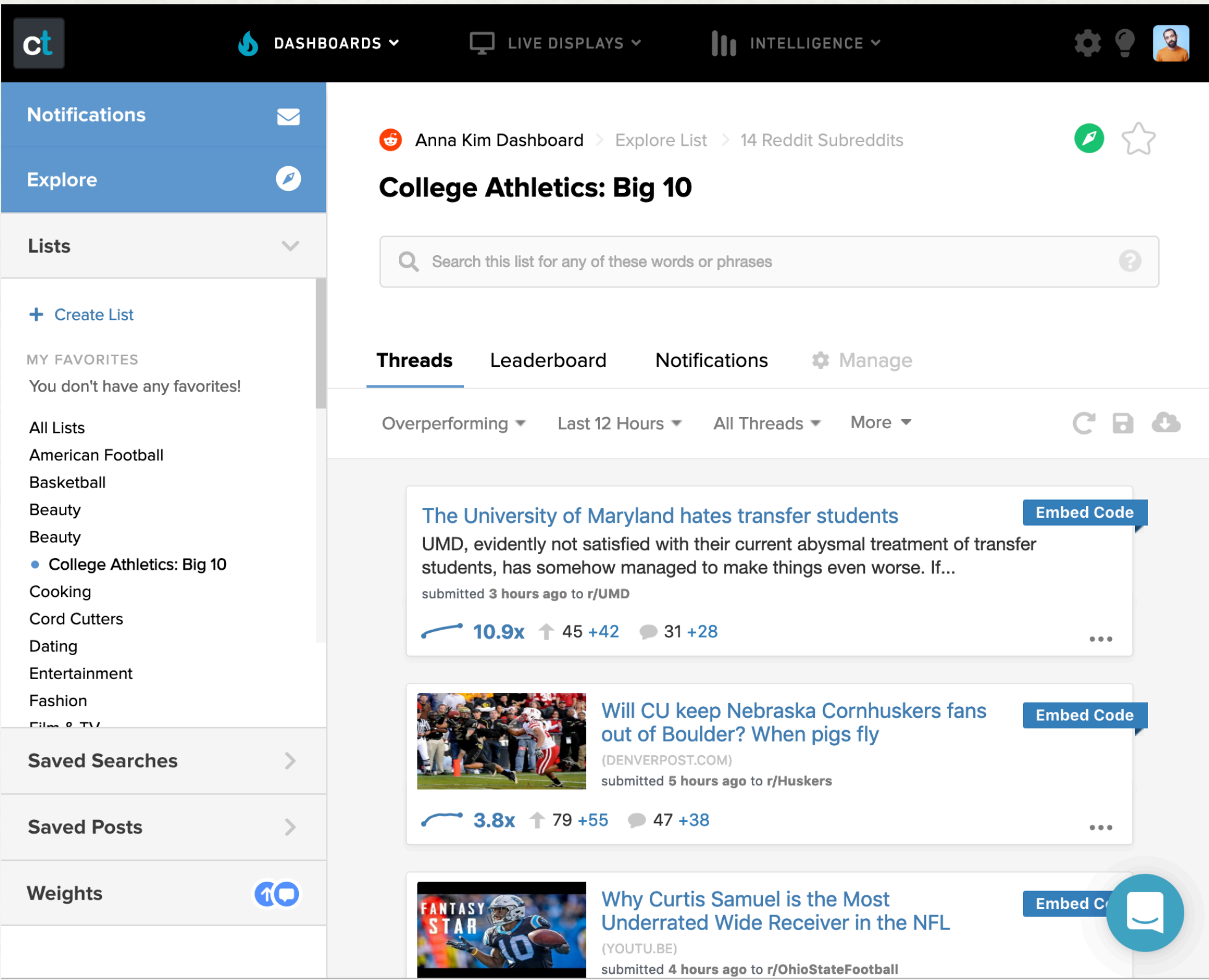


Use Reddit tools + CrowdTangle to discover content

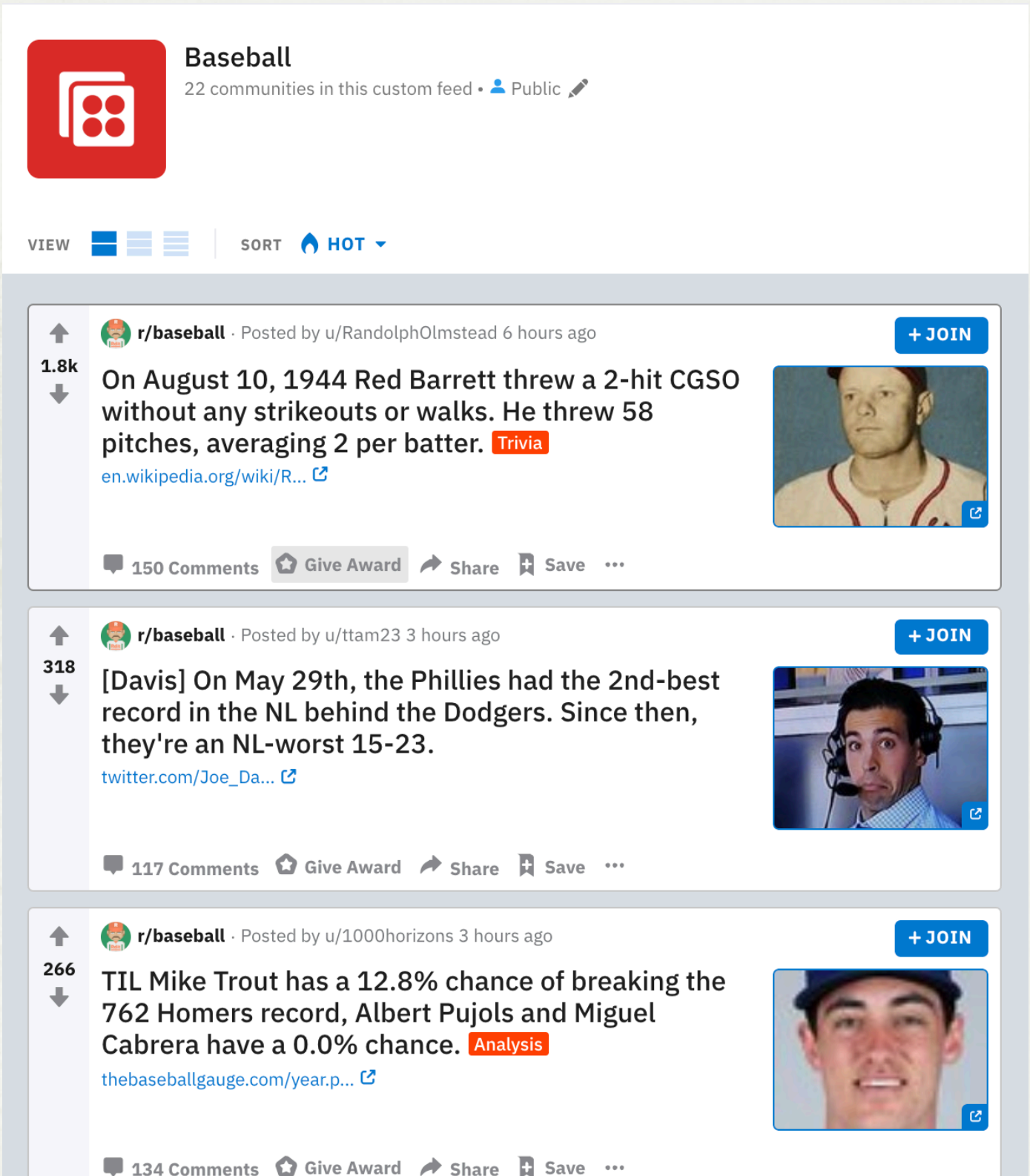
Reddit search tool: Search by topic, event, name or post title



Crowdtangle: Track trends with pre-set lists and pre-set topic lists



Custom feeds: Group and track related subreddits



Case Study: Cheddar

Reddit collaborated with Cheddar to create an original video pilot sourced from an AMA with David Nutter, the director of Game of Thrones

Posted by u/Ziking111 · David Nutter · 4 months ago

938

I am David Nutter, Director of Game of Thrones season 8 and short film Rising. Ask me anything!

AMA · spoiler · TV

I'm David Nutter director and producer best known for Game of Thrones, The Pacific and Band of Brothers. My latest film is the short, RISING a powerful extension of the Love Has No Labels campaign. I hear you all know a bit about GOT so...lats chat.

Proof: <https://i.redd.it/u8fomejjdy11.jpg>


EDIT:

Thank you everybody at Reddit. It's been a great experience doing this, this is my first AMA. And remember, the winter is coming still on *Game of Thrones*.

450 Comments · Give Award · Share · Save

98% Upvoted

ADVERTISEMENT



This thread has been locked by the moderators of r/gameofthrones

New comments cannot be posted

SORT BY · TOP

BWPPhoenix · Nymeria Sand · Score hidden · 4 months ago · Stickied comment

Thanks so much to David for doing this AMA, for answering so many questions ... and for his directing on the show <3

Also a big thanks to reddit and u/Chterr for making this happen

ps. since he hasn't shilled it, I'd like to do it for him – you can find out more about RISING/love has no labels by clicking [here](#)

Give Award · Share · Report · Save

1 more reply

freeman528491 · Hodor · 221 points · 4 months ago

Hi David, thanks for doing this!

So D&D have said on multiple occasions that “The Red Wedding” – literary serial killer George R. R. Martin's crowning jewel – was the specific moment in the books that inspired them to adapt the Song of Ice & Fire novels into a series. With that being the case as well as the event being incredibly infamous (in a love to hate it kind of way) among fans, how much pressure did you feel when directing that episode in terms of creating the same level of an emotional blow on screen as everyone had when they read it for the first time?

Also, obviously you can't go into any real detail here, but do you believe anything in season 8 will generate the same level of shock and heartbreak as those last few minutes of Rains of Castamere?

Give Award · Share · Report · Save

Ziking111 · David Nutter · 472 points · 4 months ago

I remember I was shooting season 2 in Iceland and Dan took me to a restaurant in Reykjavik and we had a multi course, multi wine dinner and wanted to talk to me about directing *Red Wedding* trying to talk me into it. Well, he didn't have to talk me into it, I was looking forward to doing it very much — and I hadn't read the books cause I wanted to let the writer guide me into where I was going. So I had no idea the pressure I was under except the pressure I shawse

Posted by u/CheddarLIVE 1 month ago

[Spoilers] Do you remember the David Nutter AMA from November? We filmed a video during that AMA and want to share it with the r/gameofthrones community.

Spoilers

CHEDCHATS WITH ...

DAVID NUTTER

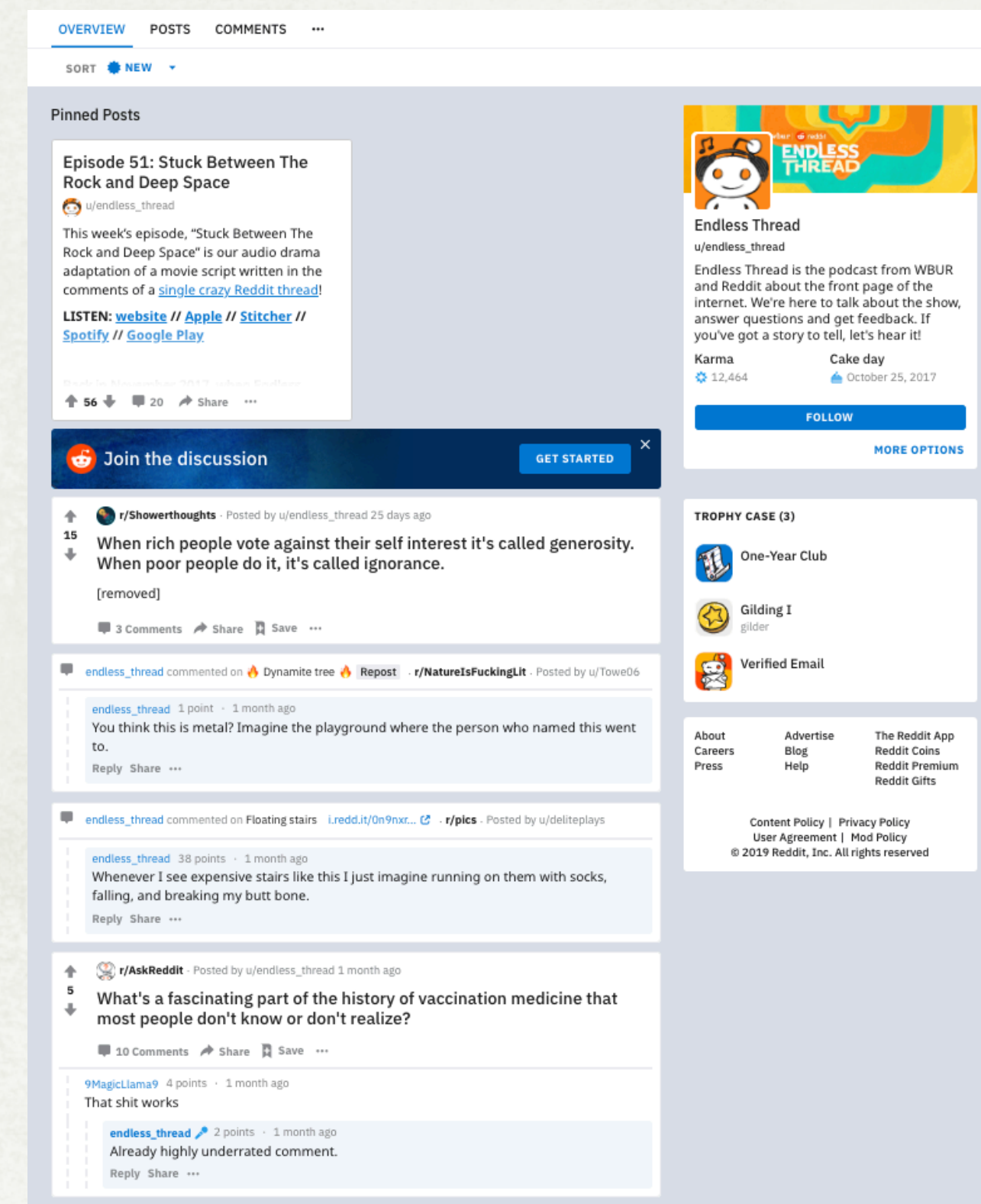
00:12

14:09

Settings · Full Screen · Volume

Case Study: Endless Thread (WBUR)

Now in its second season, Reddit has collaborated with Boston's NPR station, WBUR, to produce an original podcast featuring unique stories found across the world of Reddit.



Reddiquette

- **Always review subreddit rules and culture before engaging.**
 - *Rules are posted on the right-hand side of the subreddit page.*
 - *We recommend checking in with the media partnerships team or the mods before connecting with a community.*
- **Participation over promotion.**
 - *You can jump into a comments discussion for your article/topics that are relevant for your brand, and more.*
- **Create a Publisher Reddit Account.**
 - *Example: u/[BrandName]NewsTeam.*
 - *Individual reporters should use a work account if they want to associate their username with their work.*



Q&A

