

What Are The Best Performing Content Categories?

MidYear Workshop | July 31, 2017 | Ricardo A. Gidarisingh

Content Buckets (Currently)

Black Love



Black Excellence



Nostalgia



Music/Unsung



High Performing Categories By Month

January

- *Fight Breaks Out at Rickey Harris Funeral* – 89.1K PVs (**Celebrity Deaths**)
- *Was Coko the SWV Lead Or Getting Used?* – 26.9K PVs (**Music/Unsung**)

February*

- *Watch Unsung Case* – 14.3K PVs (**Music/Unsung**)
- *Trump Kills Black History Month* – 12.7K PVs (**Racial Debate/Politics**)

March

- *Auntie Fee Passes At Age 59* – 20K PVs (**Celebrity Deaths**)
- *Roland Recap: Broke White People Are Losing Their Minds* - 11K PVs (**Racial Debate/NewsOne Now**)

April

- *Actor Comedian Charlie Murphy Dies At Age 57* -19.6K PVs (**Celebrity Deaths**)
- *Cuba Gooding Sr. Reported Dead At Age 72* – 19.3K PVs (**Celebrity Deaths**)

May

- *Roland Martin's Response To Officer Involved Shooting Is Pretty Epic* – 24.9K PVs (**NewsOne Now**)
- *Tamela Mann Is Making Us Want To Cry* – 24.4K PVs (**Life Applicable**)

June

- *David Junior Gets Booed For Playing Secular Music In The Church* – 42K PVs (**Religious Controversy**)
- *NewsOne Now Recap: You Better Leave These Sisters Alone* – 25.8K PVs (**NewsOne Now**)

July*

- *Pastor John Gray Slammed For 'Give Sex' Comments* - 34.3K PVs (**Religious Controversy**)
- *Marvin Sapp on Jay Z's 4:44': The World Gets What Believers Don't* - 26.9K PVs (**Religious Controversy**)

*=Excluding Image Awards/Ad Sales Content

Our Content Runneth Over...

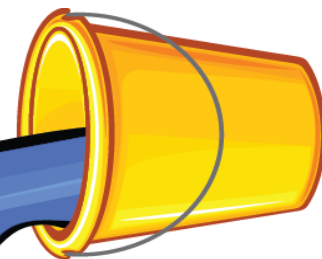
Of the following content buckets,
Music/Unsung is the highest performing.

Black Love

Black Excellence

Nostalgia

Music/Unsung



Content Buckets To Consider

These content categories should also be considered going forward.

**Celebrity
Deaths**



**Religious
Controversy**



**Racial Debate/
NewsOne Now**



**Life
Application**

