



UNSDG
HEALTH PARTNERSHIP



CNBC

HEALTH MATTERS : VISION 2030
TV SHOW

SUMMARY



GENEVA EVENT:
POST EVENT
HIGHLIGHTS



30-MIN LONG
FORM PAID
PROGRAMMING



4 X 90-SEC CUT-DOWN/
EDITED EPISODES



BRANDED
CONTENT HU
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EAST TECH WEST:
PANEL DISCUSSION



EAST TECH WEST:
POST-EVENT
HIGHLIGHTS



TELEVISION



MOBILE



DESKTOP



SOCIAL



FACEBOOK



YOUTUB
E



TWITTER



LINKED IN

CATALYST CONNECT
CAMPAIGN EFFECTIVENESS SURVEY



Custom produced quantitative
research study measuring the
success and impact of the
year-long activation across the
market



INTRODUCING HEALTH MATTERS: VISION 2030

CNBC Catalyst presents ***Health Horizons: Vision 2030***, a 4 part mini documentary series that will champion the UNSDG on healthcare, and vision for 2030.

The series will provide our elite audiences context and insight about the landscape of global health and explores how those at the pinnacle of tech, business and medicine are joining together to create an unprecedented force for good; enabling a healthier future for all by 2030: the vision of UNSDG #3.

FORMAT



30-minute long-form paid programming



4 x 2-minute cut-downs/short forms with different themes
– tactical airing alongside core business programming



All content hosted in a dedicated branded content hub on [CNBC.com](https://www.cnbc.com)
With extensive amplification across [CNBC.com](https://www.cnbc.com) and CNBC Catalyst social handles.



HEALTH MATTERS: VISION 2030

ON GROUND AT THE UNSDG HEALTH SUMMIT, GENEVA

To inform the documentary series, CNBC will have a strong on-ground presence* at the landmark UNSDG Health Summit in May 2019, gaining first-hand insight into the conversations dominating the health-tech sphere.

Here, the team will:

- Explore the strongest global developments in healthcare
- Interview prominent critical individuals driving forward change, such as:
 - government ministers like Indian
 - the UNSDG Chairman or CEO
 - top representatives of the WHO
 - Goodwill Ambassadors
 - globally renowned philanthropists.

SUMMARY:



Interviews with some of the biggest names in healthcare –
soundbites to feed into documentary series



Post-event highlights vignette



All content hosted in a dedicated branded content hub on CNBC.com



Extensive amplification across CNBC.com and CNBC Catalyst social handles.

*Guest access contingent on UNSDG support



CONTENT WILL BE AMPLIFIED ACROSS
MULTIPLE AUDIENCE TOUCHPOINTS

