

# Is sponsored content is the future of all advertising?

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## Mic CEO Says All Advertising Will Be Branded Content

With a younger generation increasingly blocking online ads and avoiding TV altogether, Mic.com is instead betting heavily on **branded** content to help fund its news site **designed** for educated millennials.

Chris Altchek, founder and chief executive, hopes that revenue from such **branded** content, which is typically **designed** to look and feel more like editorial content, will help drive the millennial-focused media company to profitability in the next 18 months.

"I think **branded** content will be all forms of **advertising** in 15 years," Mr. Altchek said during this week's episode of the [WSJ Media Mix](#) podcast.

Millennials "essentially don't consume any **advertising** that's not opt-in," Mr. Altchek said. "What that means is if you fast-forward that and play it out over 15 years then all **advertising** will have to be some form of **branded** content, because if you want to skip an ad, it's just going to be too easy. **Brands** are going to have to create ads that people are willing to watch or read and consume."

Mic has raised over \$30 million to create what it describes as a media company "built for the **digital** generation," he said. Rather than selling banner ads, much of the company's revenue to date has instead come from sponsorships, as well as **branded** articles and videos it has created on behalf of marketers and published on its site and **social** platforms.

It recently launched a food section sponsored by McDonalds, for example.

Mr. Altchek acknowledged that questions remain around the value of those types of programs for **brands**, however, and said his company is working hard to prove to marketers their money

isn't being wasted.

“Return on investment measurement around **branded** content is a big debate,” he said.

For more on Mr. Altchek's thoughts about Facebook and how Mic will evolve as millennials age, check out the full conversation and subscribe to the podcast on [iTunes](#), [Google Play Music](#), [Stitcher](#) or [Spotify](#).