**Viacom's NewFront Pitch Was a Literal Who's Who of Influencers**

Of course, Viacom's entire most important reason down to street cred, which is a somewhat outdated way of saying that the company lives or dies on its ability to scout and sign digital natives like Versace and Siwa and Liza Koshy, whose primary YouTube channel boasts 14.3 million subscribers.

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<http://adage.com/article/special-report-newfronts/viacom-s-newfront-a-literal-influencers/313331/>