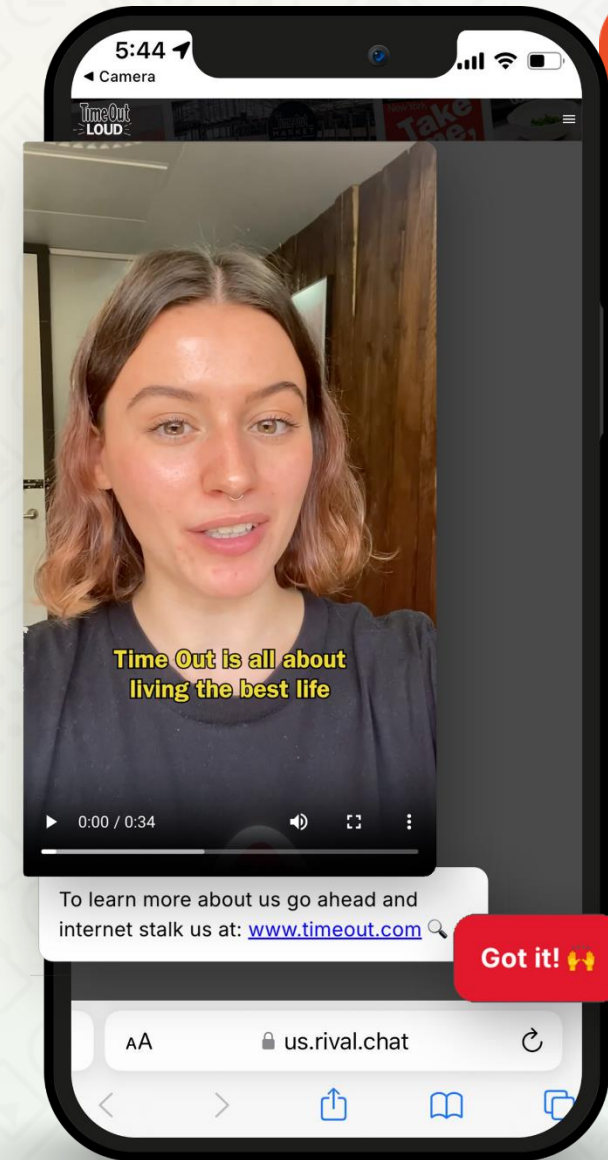


Forget surveys:
Time Out found a
better way to listen



Reach3



RIVAL GROUP COMPANIES

Speakers



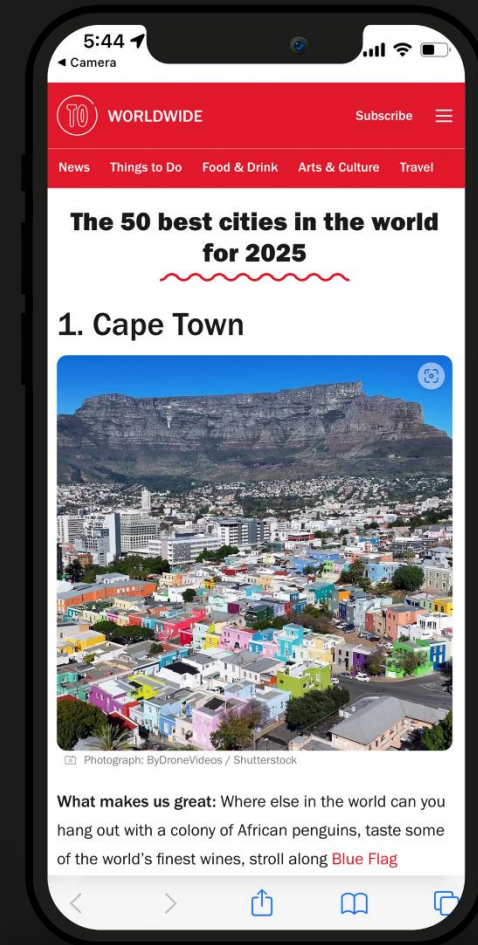
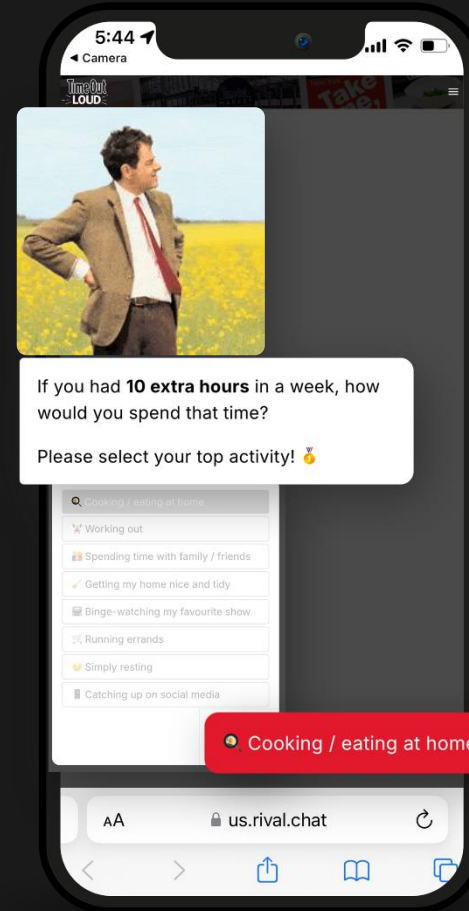
Anna Norfolk | Time Out
Global Insights Manager



Jennifer Reid | Rival Group
Co-CEO and Chief Methodologist

Agenda

- 01 About Time Out
- 02 Global City Survey
- 03 Time Out Loud Community
- 04 More Case Studies!
- 05 Lessons Learned



Time Out

Since 1968, **Time Out** has curated and created the best of the city to inspire and enable people to discover cities around the world.

The only global brand dedicated to city life.

333 +

Cities globally

59

Countries



Top reasons we chose Rival

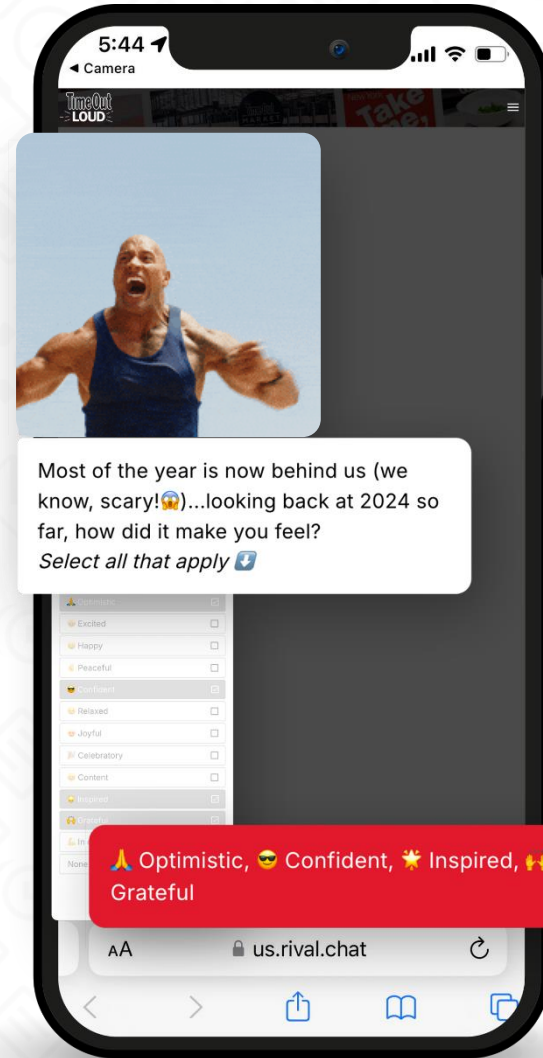
No boring surveys!

Mobile-first and SMS distribution.

Quant, qual and unlimited video.

Agile and iterative.

Full community and incentive management.



Global City Survey

An annual survey since 2016, mixing global survey data with editorial curation.

Hybrid recruitment.

Richer, more dynamic and reflective of real experiences.

18,500 +

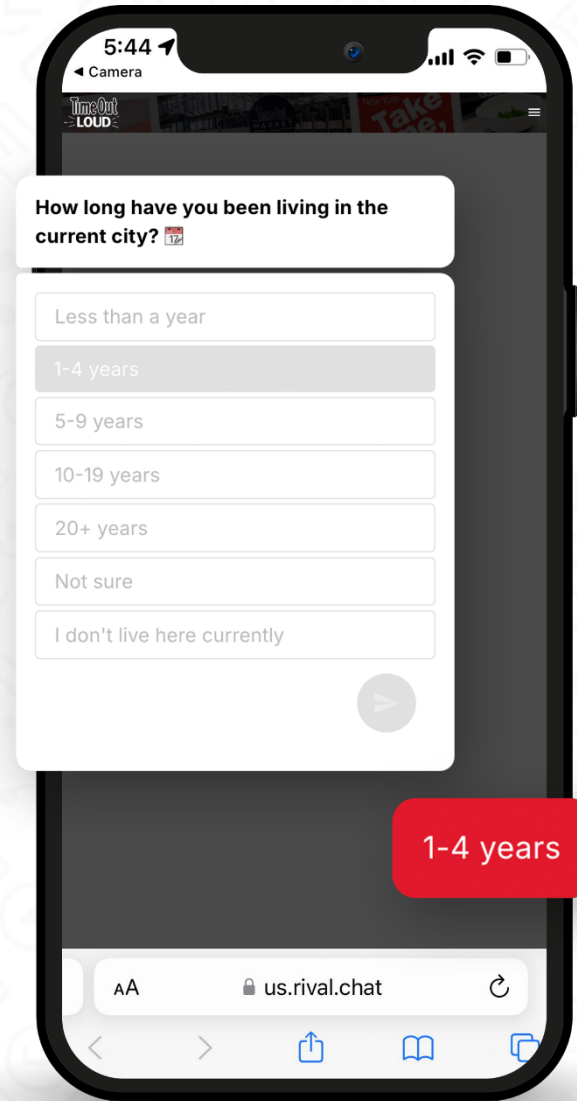
Locals across 60 countries

45

Languages

44

Attributes examined



Media Impact



Forbes



INDEPENDENT

Mail Online

NEW YORK POST

Time Out reveals world's 50 best cities for 2025

By Karla Cripps, CNN
3 minute read · Published 9:12 AM EST, Thu January 16, 2025



The world's best 50 cities in 2025 ranked by Time Out: Cape Town is No.1, SIX cities in the UK make the list and New York is top in the USA. Where does YOUR favourite city come?

- The ranking is produced by a global survey of thousands of city-dwellers
- READ MORE: I'm a hiker - this is the most underrated spot for walks in the UK
- READ MORE: World's most misnamed landmarks: London's Tower Bridge No.1

By TED THORNHILL, MAILONLINE TRAVEL EDITOR
PUBLISHED: 07:13 EDT, 15 January 2025 | UPDATED: 07:16 EDT, 15 January 2025

The world's best city to visit right now, according to Time Out

London made the 2025 shortlist for its cuisine, pub culture and shopping opportunities
Natalie Wilson · Wednesday 22 January 2025 10:31 GMT



geordin.hill.lewis · Follow
Original audio

geordin.hill.lewis · 13w
IT'S OFFICIAL: TimeOut has ranked Cape Town the Best City in the World for 2025!

Thanks to @timeouttravel!

This will bring more tourists to our city
more jobs for Capetonians 🙌🇿🇦

lenyduarte28 · 12w
1 like · Reply

dishfoodandsocial · 12w
1 like · Reply

cvrimbowani · 13w
Liked by phineuspapo_za and others
January 15

Comments on this post have been limited.

The 10 Best Cities in the World For

2025

- | | |
|--------------|----------------|
| 01 Cape Town | 06 New Orleans |
| 02 Bangkok | 07 Mexico City |
| 03 New York | 08 Porto |
| 04 Melbourne | 09 Shanghai |
| 05 London | 10 Copenhagen |





Why a community for Time Out?



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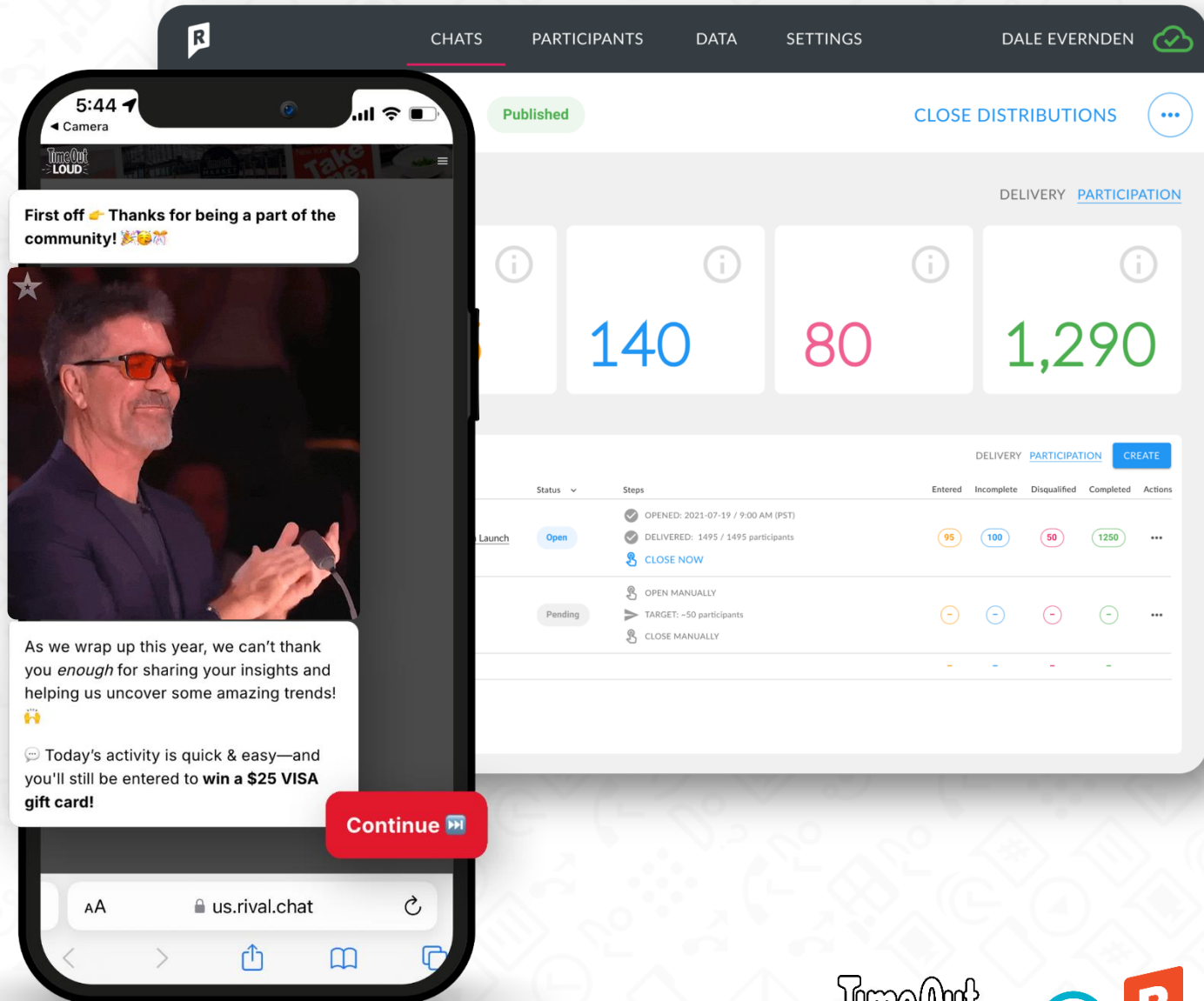
Why a Community?

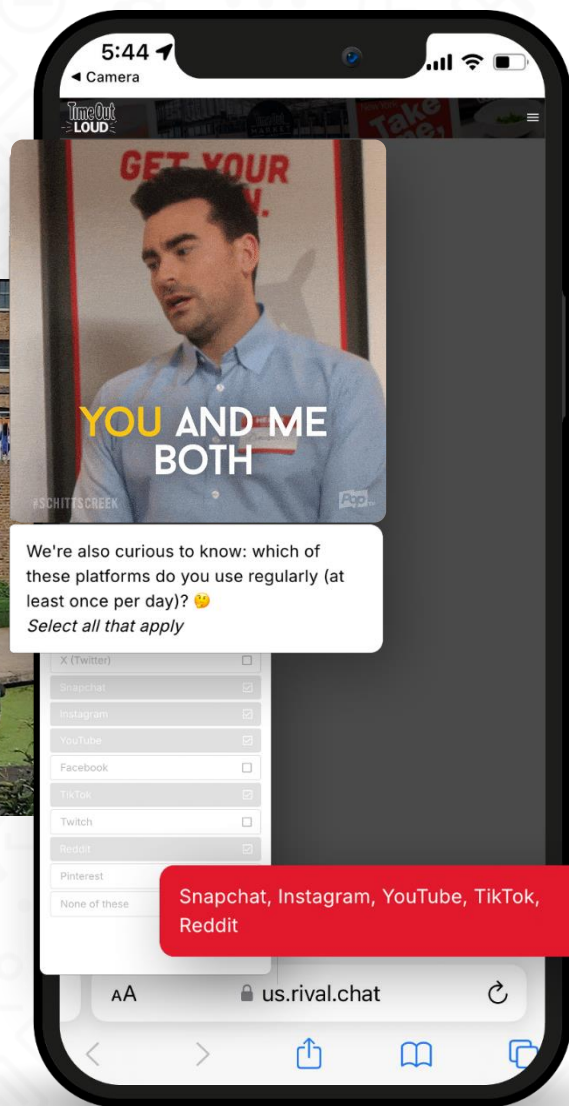
A two-way, ongoing and modern conversation.

4x more studies with the same investment.

Reduced risks of fraud or professional survey takers.

Quant, qual and video feedback from a pre-recruited audience.





2,000+ members

A community of city dwellers who answer quick (and fun) questions on trends, lifestyle preferences, culture, and more



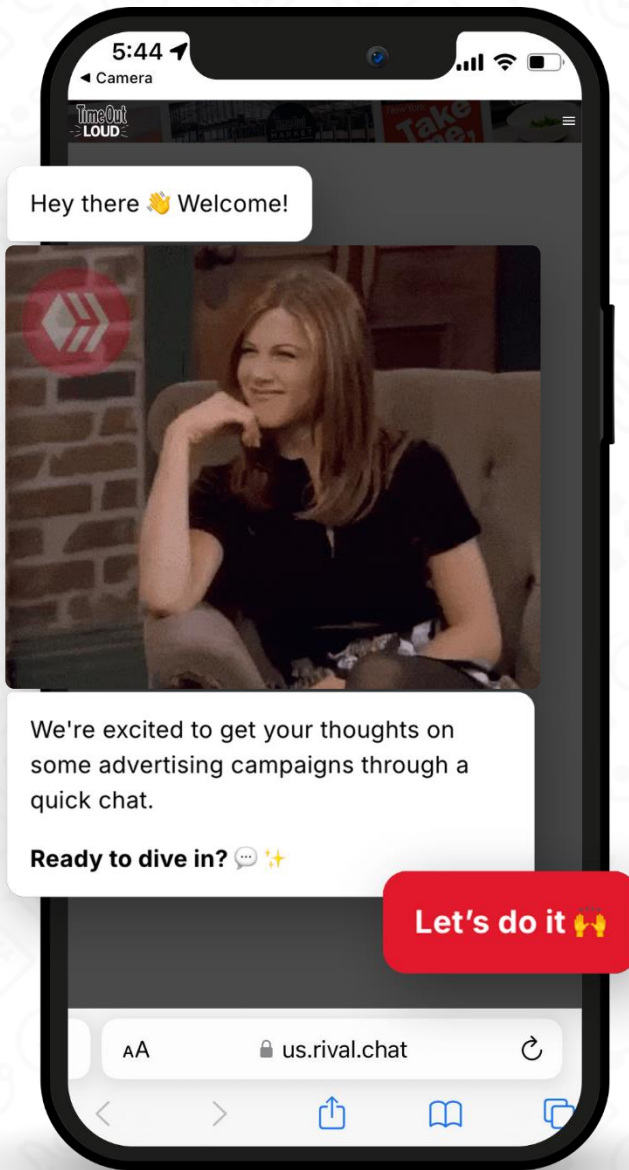
Use cases and examples



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Boosting value for partners

Working with commercial team to get insights that will help win potential partners.

Help partners understand and quantify the impact of their campaigns with Time Out.

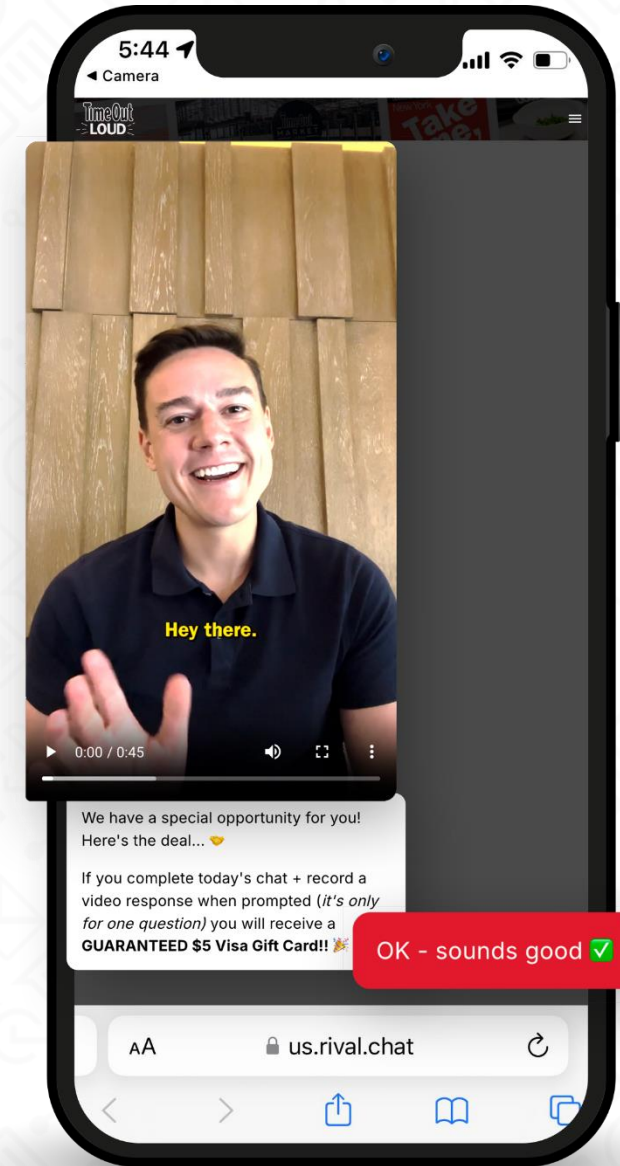
Speed: Accurate data in a matter of days, not weeks or months.

Combining data with deep **cultural roots**

Helps deliver scroll-stopping content
that's grounded on real stories.

Videos enhance participation, reveal
deeper insights and bring stories to life.

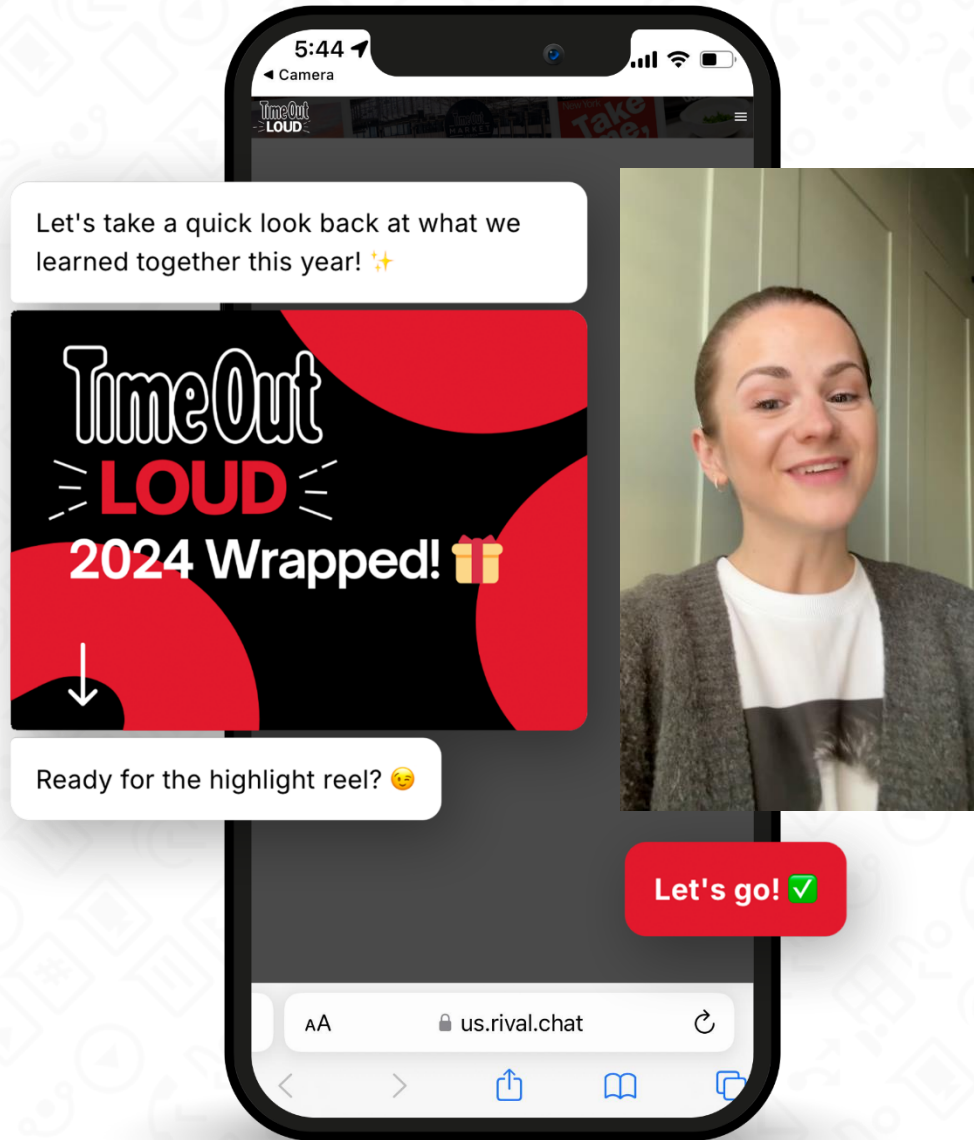
Insights from community combined
with expert commentary deliver richer
stories.



Live Now!

THE JOY — REVOLUTION





Creative community sharebacks

“Wrapped”-style reports make our research not just informative, but also engaging and actionable.

What's new:

Unstructured Data Agent

An orchestration AI, combining:

Thoughtfulness Scoring

AI Probing

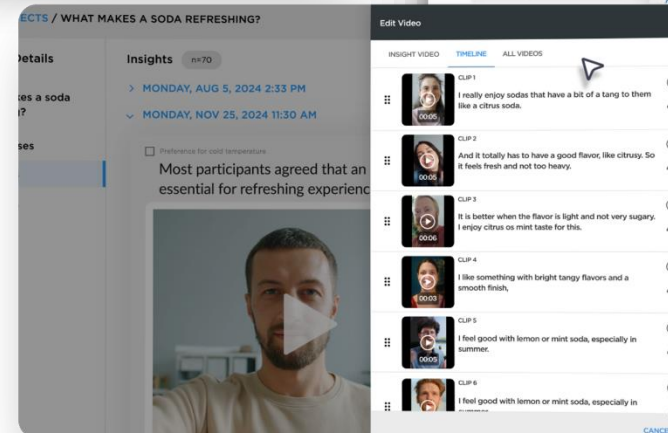
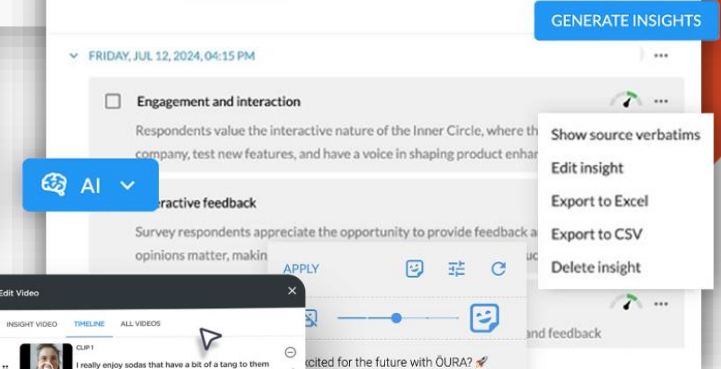
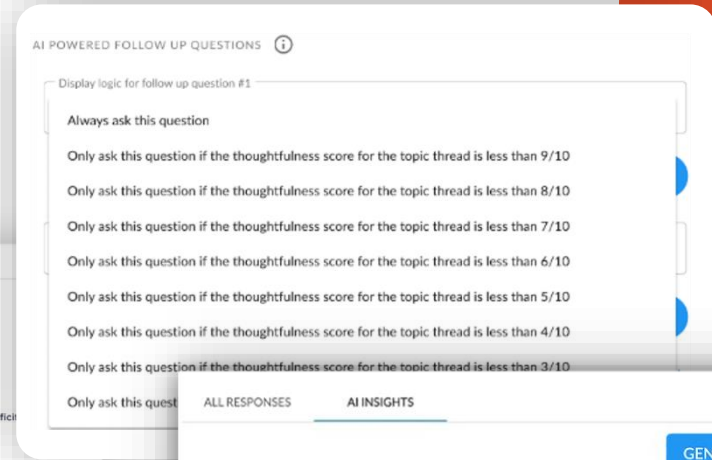
AI Summarizer

AI Summarizer has been used
in **650 projects** so far this year

Insight Reels



rivaltech.com/ai-early-access-apply



Lessons learned

Forget boring surveys.

Choose a partner that aligns with your brand.

Work closely with editors, PR and creatives.

Use videos.

Experiment and evolve!



30⁺ 86%

Projects completed with
Rival in just the first 6
months

Completion rate

Q&A



Answer our survey
for a chance to win.



Anna Norfolk | Time Out
Global Insights Manager



Jennifer Reid | Rival Group
Co-CEO and Chief Methodologist

TALK TO RIVAL TECH AND REACH3 AT **BOOTH 107**