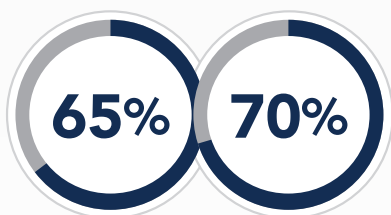


CONNECTED TV

SUPERCHARGE YOUR AD CAMPAIGN!
COMBINE THE IMPACT OF TV WITH THE
PRECISION OF DIGITAL



There were 190 million connected TV users in the United States in 2019.¹



65% of U.S. households have enabled internet-connected device or Smart TV capable of streaming content to the TV set, and 70% of U.S. homes have subscription video-on-demand services.²

WHAT'S CONNECTED TV?

Internet-enabled devices (streaming boxes, media streaming devices, smart TVs, and gaming consoles) that deliver TV content. These devices make use of apps to stream video content via their cable provider's apps or streaming subscription services.



WHAT CONTENT ARE PEOPLE WATCHING?



ON-DEMAND:

Viewers select and view the content they want on their own time and on the device of their choice.



LINEAR/LIVE:

Viewers watch at a scheduled time, channel or app (live content is streamed in real time as an event happens).

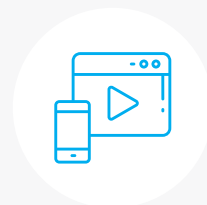


VIDEO PRODUCTION SERVICES

Our video production services can help you bring your brand to life! We can provide professional videos in up to 5 business days, and you can choose from a wide range of packages to suit your needs.

HOW DOES CONNECTED TV ENHANCE YOUR DIGITAL AD CAMPAIGN?

- Connected TV advertising is integrated into your digital campaign and applies the same audience targeting tactics. Your connected TV spot works cohesively with your overall digital advertising strategy to deliver your message to the right person, at the right time, and in the right place.
- A non-skippable, immersive content format allows you to engage with a unique audience that is committed to the content it is consuming.
- Connected TV reaches a unique group of video consumers that advertisers can't target with traditional TV commercials.



HOW VIEWERS ARE WATCHING CONNECTED TV



WHAT VIEWERS ARE WATCHING



Sources: ¹Number of connected TV users in the United States from 2015 to 2022 (in millions)", eMarketer; ²"The Nielsen Local Watch Report: TV Streaming Across Our Cities", Nielsen, 2019.