



Advantages

Disadvantages

HH Addressable

Targeting to the Household
Closed Loop KPI
42 Million Households

Limited footprint/locations
Potentially limited weekly TRPs/Imps
High frequency required to achieve TRPs
High minimum spend
Vendor requires access to audience segment
Requires 3rd party data partner, increases cost/time
Viewer fatigue due to high frequency

VOD

One-to-one, non-skippable
Closed Loop KPI
19 Million Households

Potentially limited weekly TRPs/Impressions
Vendor requires access to audience segment
Requires 3rd party data partner, increases cost/time

Cable System Addressable

80 Million Households, includes DBS
Over \$50M in inventory available weekly
Demand-side data yields efficient TCPMs
Automated inventory selection
Customizable Dayparts/Network choices
Flexible solutions based on
Communication goals (SOV, R/F)
Closed Loop KPI, ZIP code based
3rd party not required for PII, saves costs

Not all DBS (satellite) markets insert locally
Some Nielsen markets don't report overnight
Managing 3,000 cable systems can be complex
Scaled to building communities, not one-to-one targeting

HULU

32 Million Unique viewers
Un-skippable ads, 100% viewability
DMA, State or ZIP targeting
Lighter Ad Load

CPM doubles for "Guaranteed Views"
Only top 30 DMA can be bought on Nielsen ratings
High minimum budget
Inventory frequently sold out

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