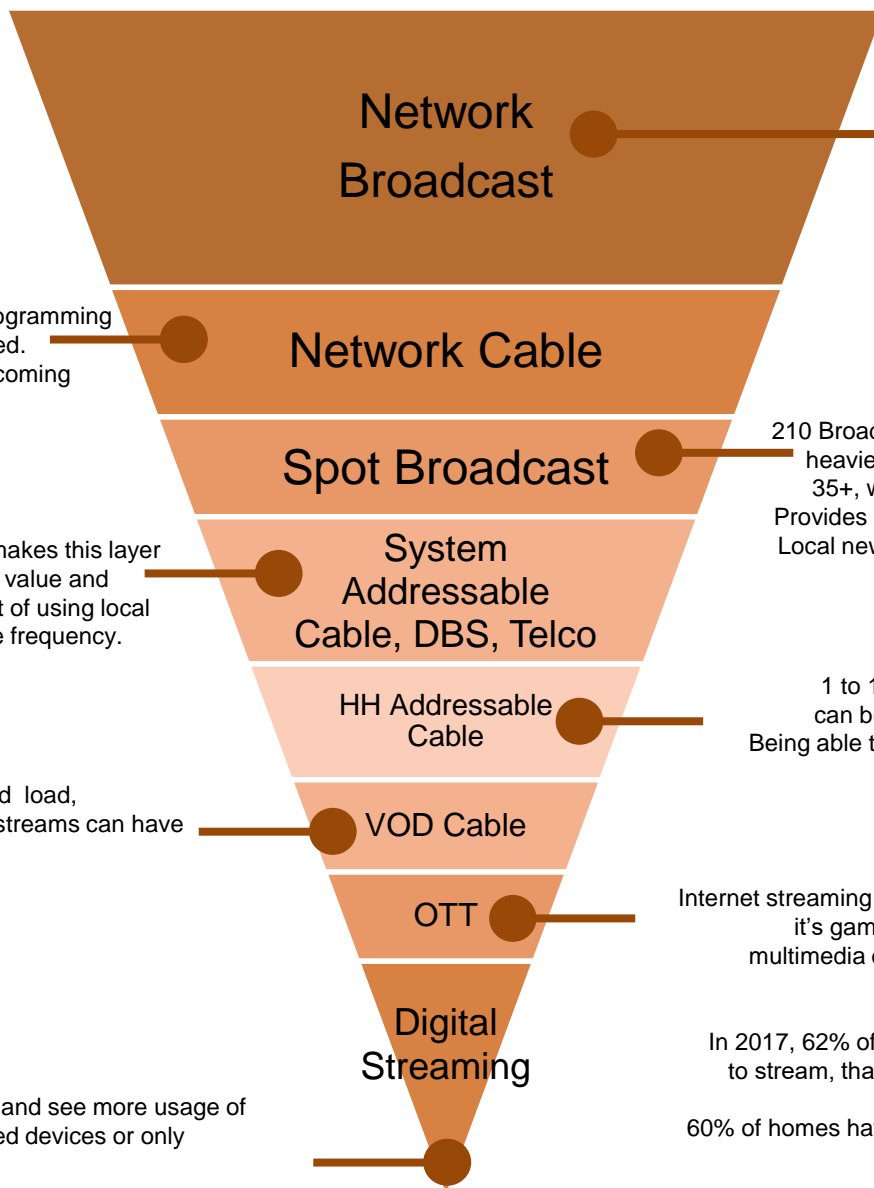


TV MARKETING OPPORTUNITIES



Viewing behavior differs across the top 25 markets. Markets like Miami, Houston, Detroit have above-average percentage of people 25-54 that are only using the TV set in a more traditional sense.

Loyal viewers and category driven themes make news programming popular and audiences devoted. Programmatic options are becoming available.

210 Broadcast Markets with some of the heaviest viewers of TV in age groups 35+, watch 27 to 48 hours per week. Provides cheap CPMs and broad reach. Local news and ad breaks give regional marketers options.

The flexibility of 3000 zones makes this layer of TV easy to compare media value and tracking attribution is a benefit of using local breaks. Great way to increase frequency.

1 to 1 attribution for high ticket items, can be worth the premium for brands. Being able to track HH conversion is a plus.

With a lighter than average ad load, commercials placed in VOD streams can have great impact and be tracked.

Internet streaming video to television sets whether it's game consoles, smart televisions or multimedia devices as Roku, Apple TV etc.

Minneapolis, Seattle and Portland see more usage of both TV and internet-connected devices or only internet-connected usage.

In 2017, 62% of TVs in US HHs have the ability to stream, that's seventy-three million homes.

60% of homes have one or more SVOD services.

