

Tune-In Campaign Gets Exposed to Some Great Results

GOAL

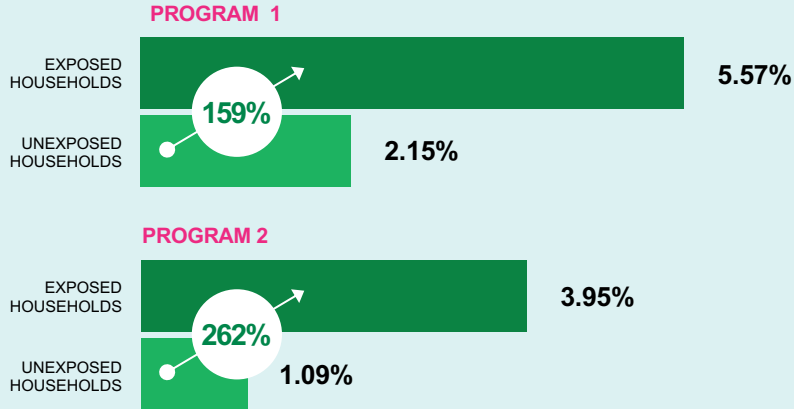
Leverage set-top-box data to execute a tune-in campaign in 3Q 2020, driving viewing to two programs airing on a broadcast network

SOLUTION

Linear TV: Tune-in ads were shown to all households in the NY1 footprint

RESULTS

% Households Tuned to the Program



- Households exposed to the ad campaign tuned in to the program at a greater rate (159-262% higher) versus unexposed households

Source: NY DMA. Based on Altice set-top box data. Conversion analysis based on ad exposure and tune-in (Live+SD) within Altice set-top box households.

