

Tune-In Campaign Gets Exposed to Some Great Results



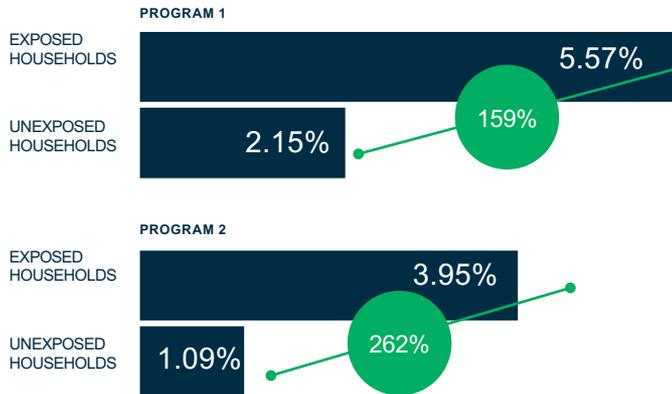
GOALS

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 NYI footprint

% 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.