

TV360, Billboards & Guide Units Boost Viewership

GOALS

An annual television event with a niche audience was moving to a new network home. The new broadcast network wanted to drive viewership to the program but had a very conservative budget.

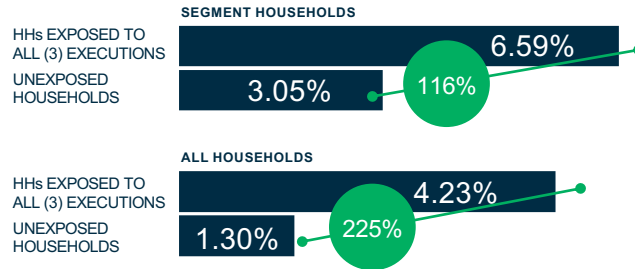
TARGET

- HHs that had watched the show in prior years
- HHs that watched similar programs
- HHs that fit a demographic profile of viewers interested in the event

SOLUTIONS

- **TV360:**
High efficiency spots on networks that set-top box data showed would reach the target audience
- **Local News Billboards:**
:10 video billboards on NY1 & News 12
- **Guide Inventory:**
On-screen ads as viewers pull up program grid

% Households Tuned to the Program



- Households exposed only to TV360 saw 35% lift
- Households exposed only to News Billboards saw 51% lift
- Households exposed only to Main Menu Banners saw 62% lift
- Campaign had 71% reach within target
- Per Nielsen, campaign delivered HH ratings 69% above prior year, and the set-top box comparison was 83% over prior year.²

Households exposed to all three executions (TV360, News Billboards, & Main Menu Banner) tuned in to the program more than double (225%) that of unexposed households, and triple-exposed households in the target tuned in at a higher rate (6.59% vs 4.23%) than triple-exposed households that were not in the segment.