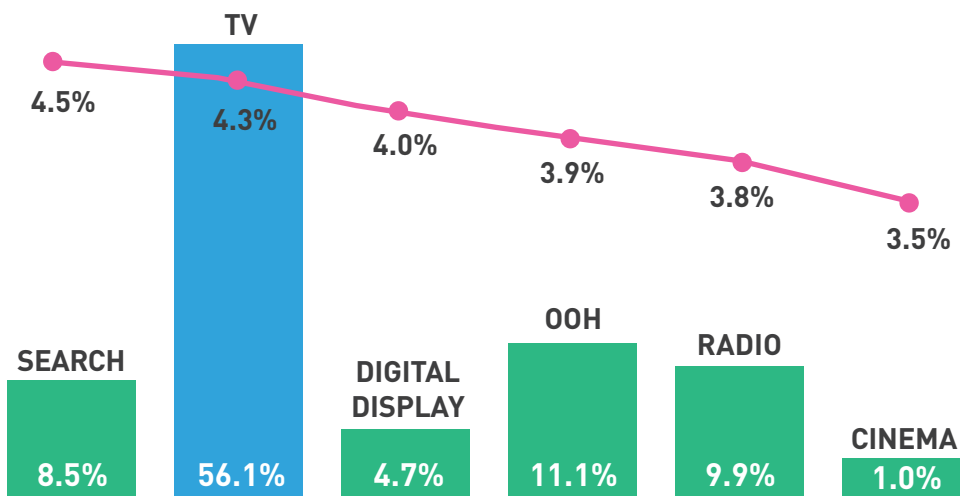
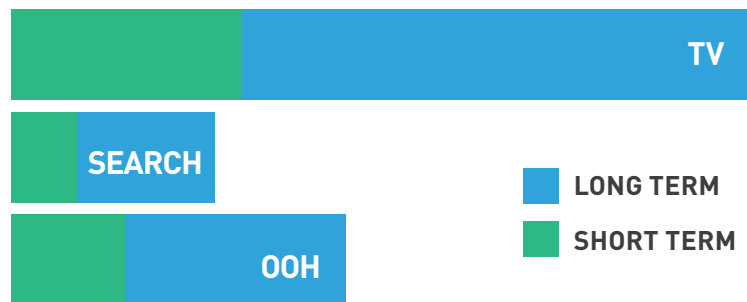


Total TV burns longer and stronger than other video advertising platforms



Measuring success means measuring growth. **A strong ROI may not generate strong sales growth.**

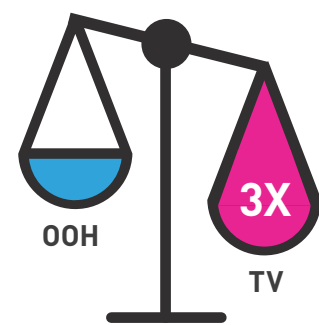
An allocation of **50% of budget to TV is optimal** for campaign budget between \$1 million and \$10 million.



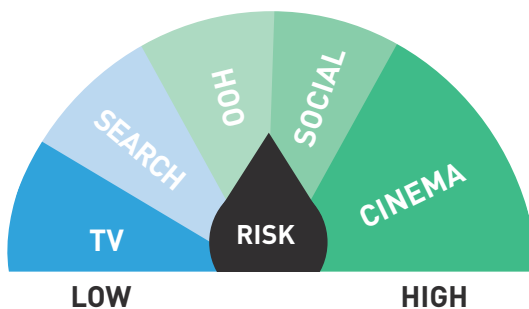
While some channels burn bright and fast, **TV burns bright and long**, generating results in both the short- and longer-term.

	OOH	SEARCH	SOCIAL	VIDEO	CINEMA
TV	7.69%	7.13%	6.02%	4.67%	3.40%

The presence of TV in the mix **makes other campaign channels more effective.**



Due to its reach and scale, TV ROI is slower to hit diminishing returns; as a result, **TV is nearly 3x as scalable as the next most scalable channel.**



The risk, or variability, in achieving a return **varies by channel.**

TV is better than other channels at delivering consistent results every day, day after day.