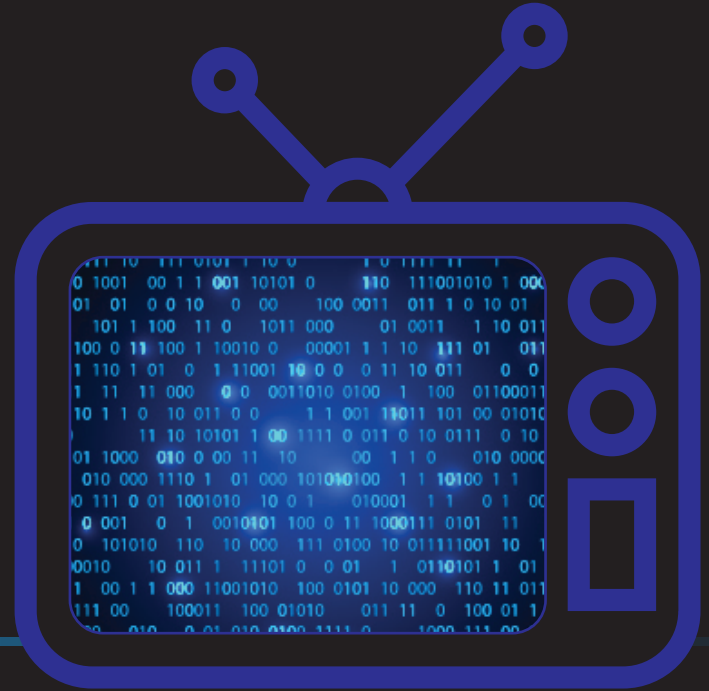


BENDING THE CURVE: TV + DIGITAL VIDEO

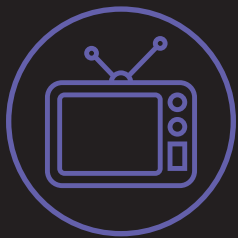
Audiences watch TV where and when they want to. Advertisers need to find the optimal audience across all screens. The holy grail is the right combination of TV and digital video to reach those audiences in the most efficient way possible.



THE HISTORY

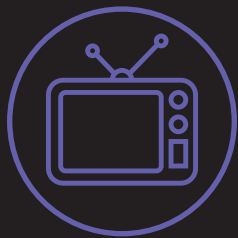
TV Viewership Over Time

As viewership increasingly fragments across linear TV and digital video, we are in a state of transition that requires advertisers to deduplicate reach across all screens.



1980

LINEAR ONLY



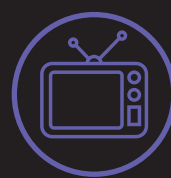
2000

LINEAR > DIGITAL



2020

LINEAR > DIGITAL



2030?

LINEAR = DIGITAL



TBD

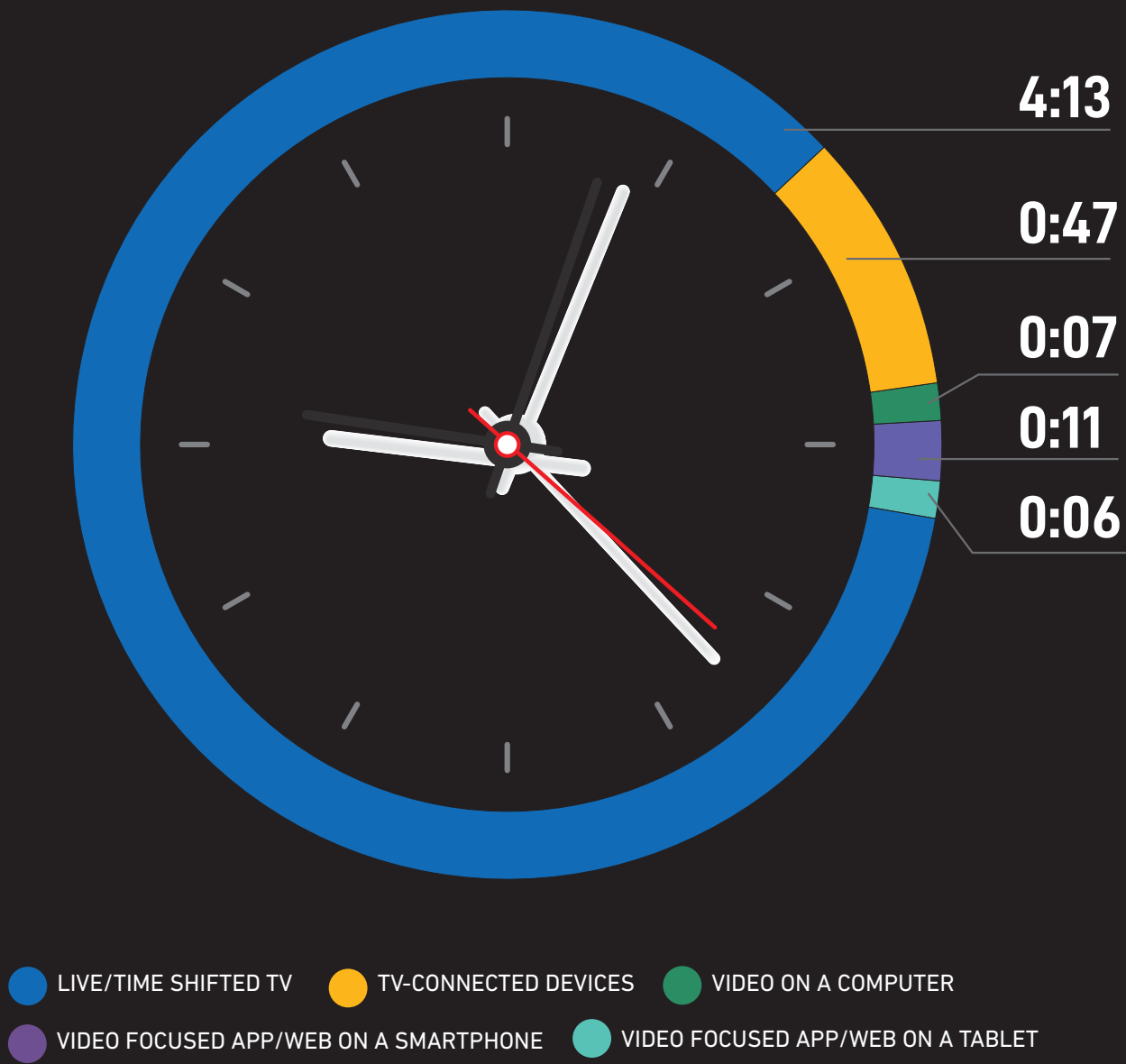
DIGITAL ONLY

THE CHALLENGE

Viewers are watching more than 4 hours of TV and video each day. Moreover, these audiences are not mutually exclusive and many heavy streamers still consume hours of linear TV across multiple publishers, making the challenge of deduplicated reach even more complex.

Average Time Spent Per Adult 18+ Per Day on Video

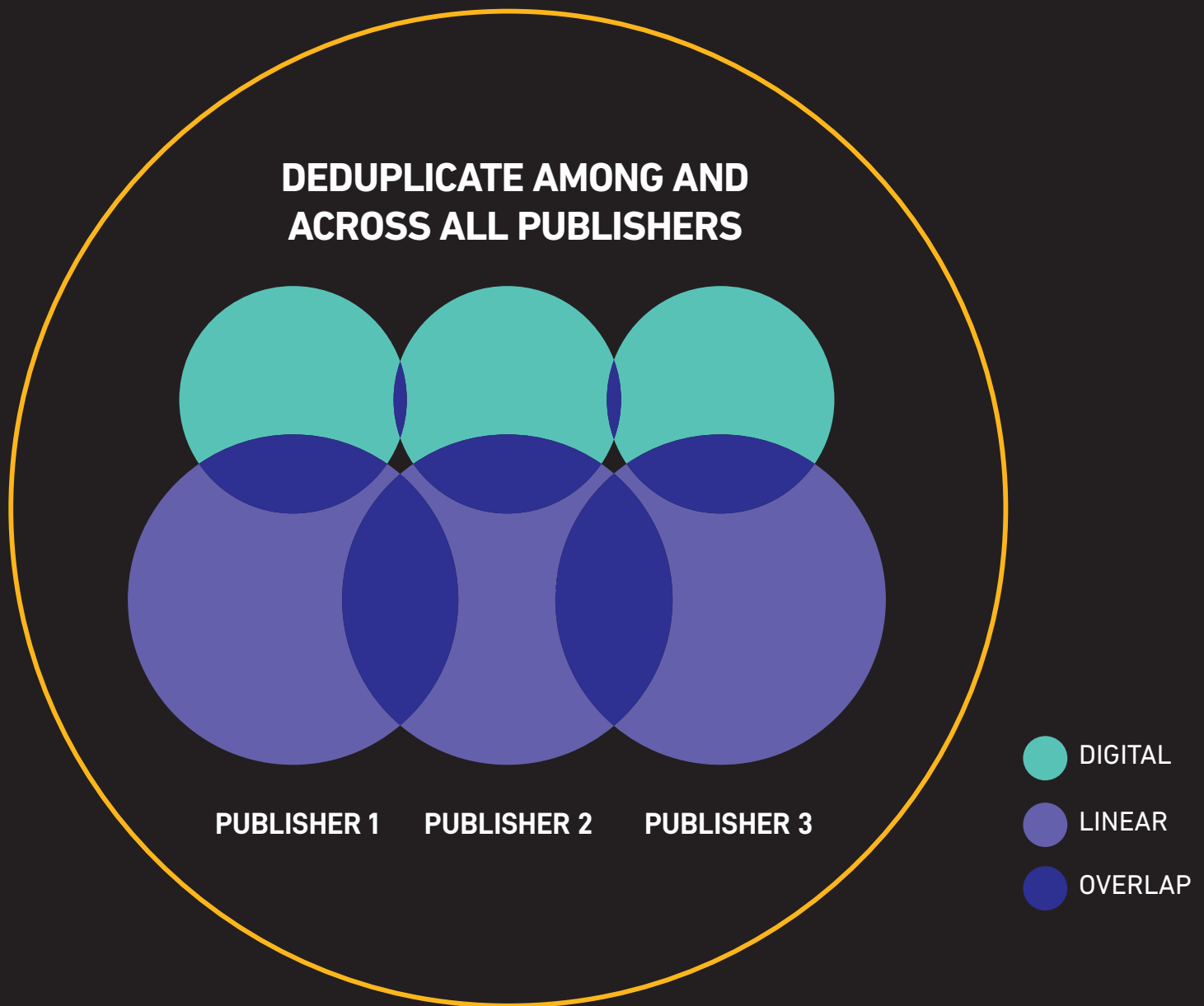
BASED ON TOTAL U.S. POPULATION



Source: Nielsen Total Audience Report, Q3 2018

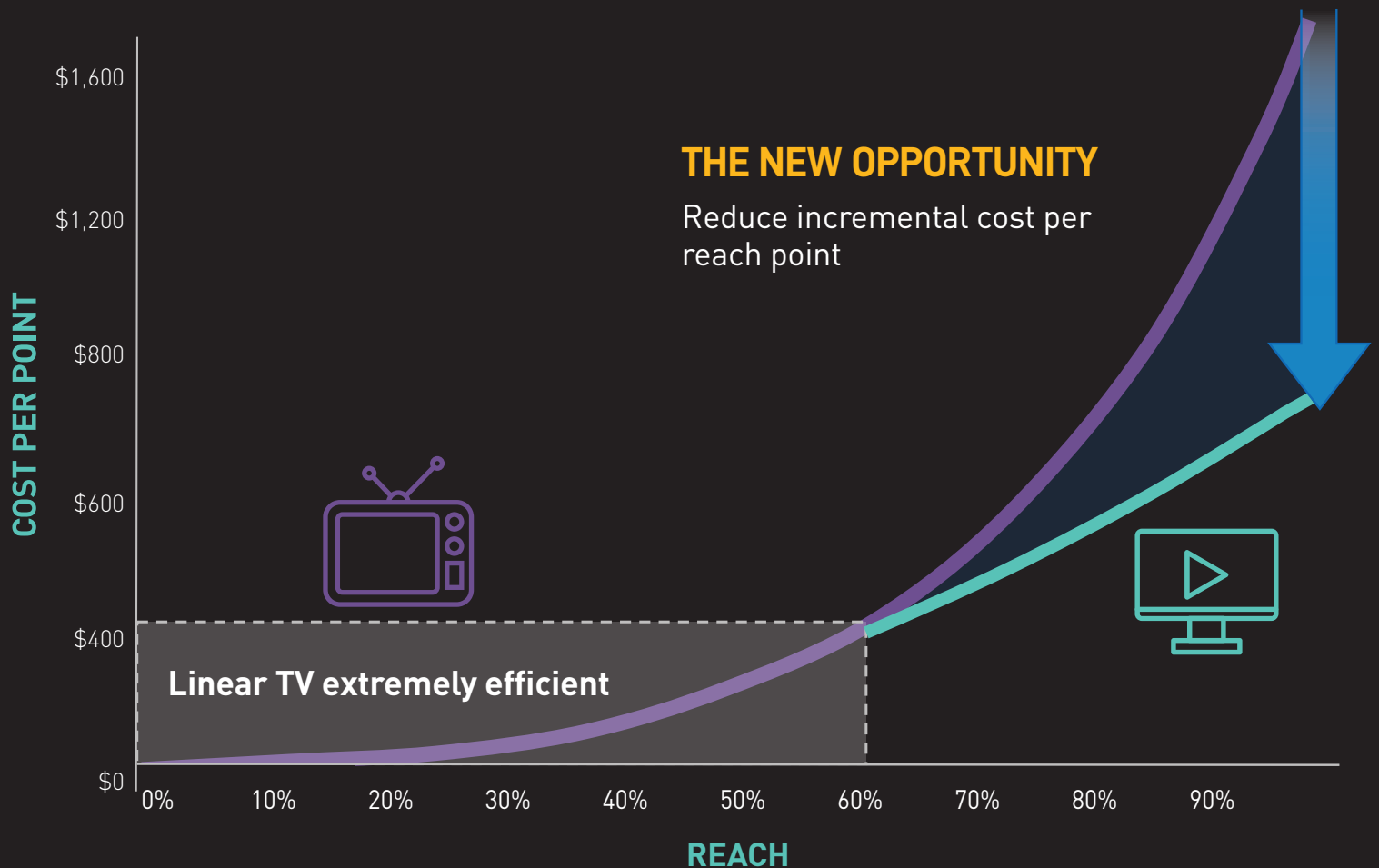
Identify Linear & Digital Ad Exposures for Individuals and Households

While publishers are solving for their own overlap, buyers need to solve across all viewing associated with any given advertiser campaign

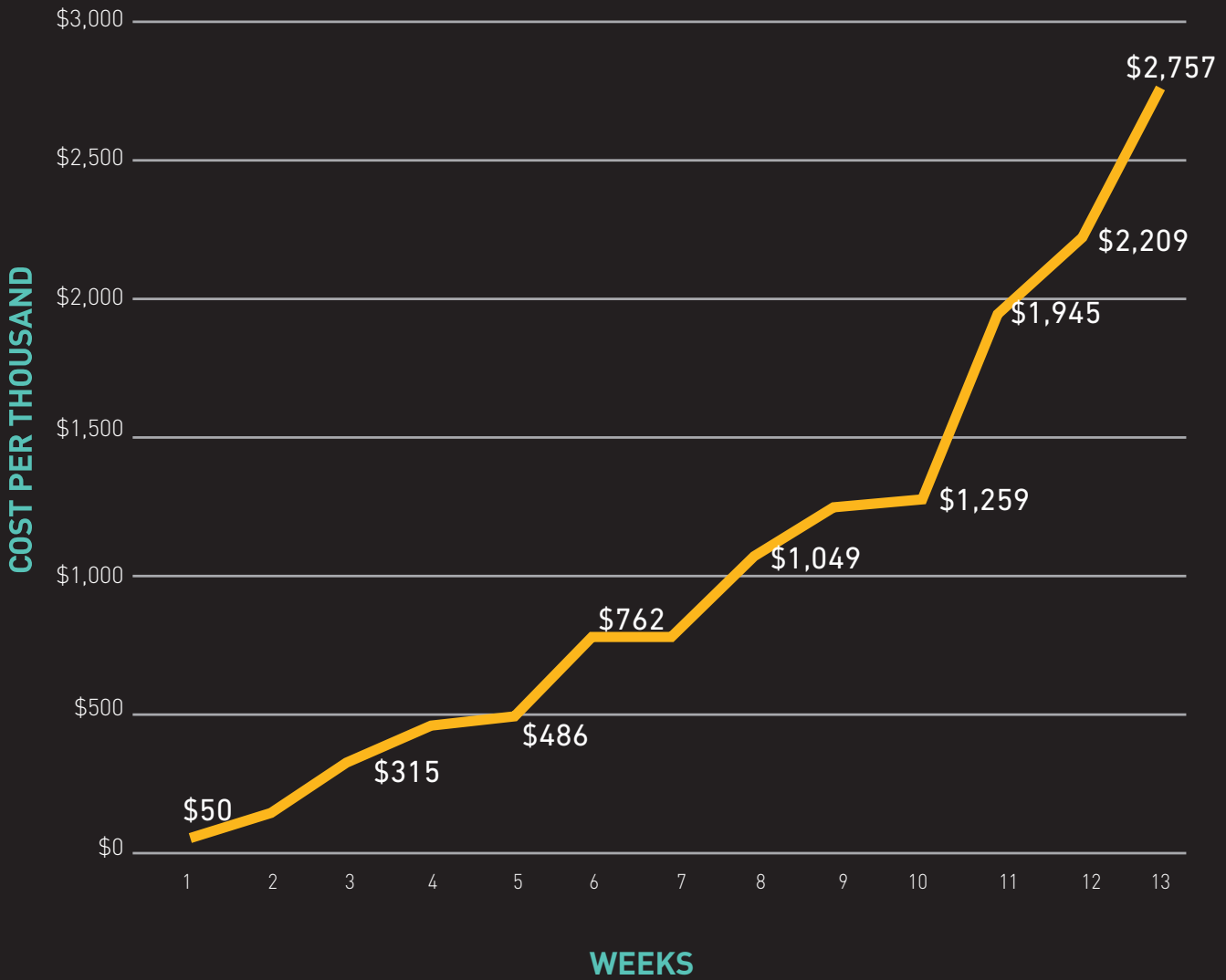


THE OPPORTUNITY

While TV audiences are scattered, digital video is exponentially fragmented. Linear TV is very efficient up to a certain level due its broadcast nature. Incremental reach points then become increasingly expensive and the opportunity is to lower the incremental cost per point (CPP) by using addressable/digital video, deduplicating against households exposed to linear TV.



A REAL-LIFE INCREMENTAL REACH COST CURVE OF A CPG BRAND, BASED ON COMCAST HOUSEHOLD DATA AND AVERAGE CPM PER NETWORK/DAYPART

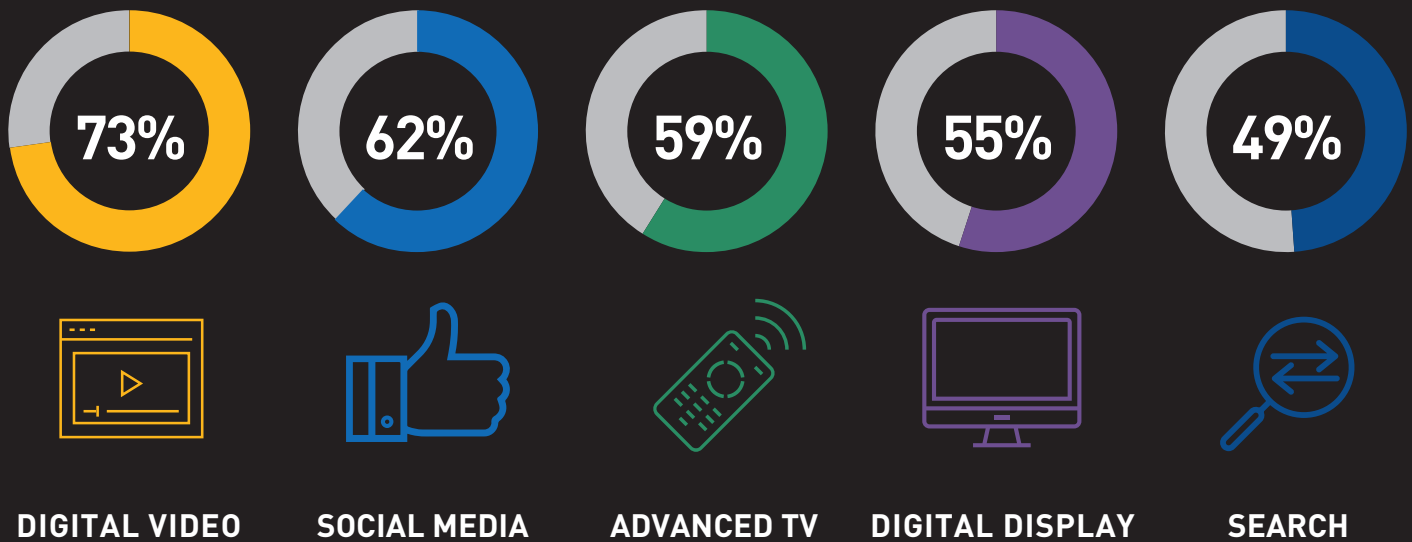


● INCREMENTAL HOUSEHOLDS, COST PER THOUSAND

Buyers Understand the Opportunity

In a 2019 Advertiser Perceptions study, buyers saw both digital video and advanced TV as 2 of the 3 best channels to augment their linear TV reach.

MEDIA TYPES ADVERTISERS WOULD USE TO SUPPLEMENT LINEAR TV BUYS IN ORDER TO REACH GOALS



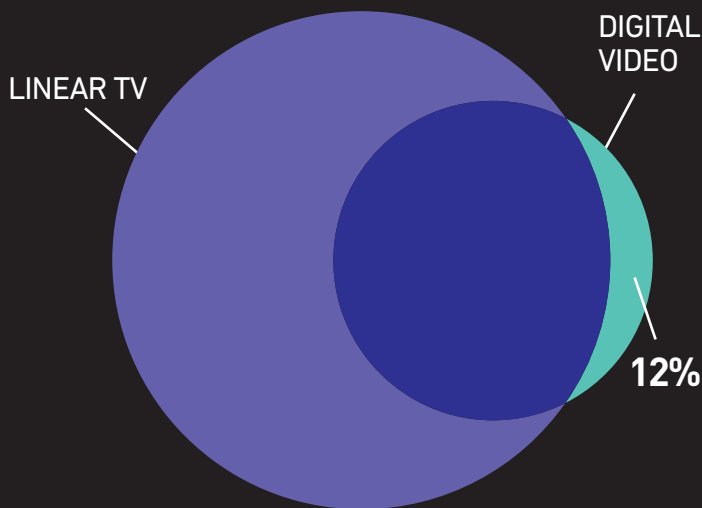
REAL LIFE EXAMPLES OF *EFFECTIVE* INCREMENTAL REACH THROUGH THE USE OF LINEAR + DIGITAL (BASED ON COMCAST AND FREEWHEEL DATA)

Effective incremental reach: digital/addressable can complement linear in both on-target audience delivery and additional/optimal frequency (across all channels) over a specific period of time

TELECOM ADVERTISER

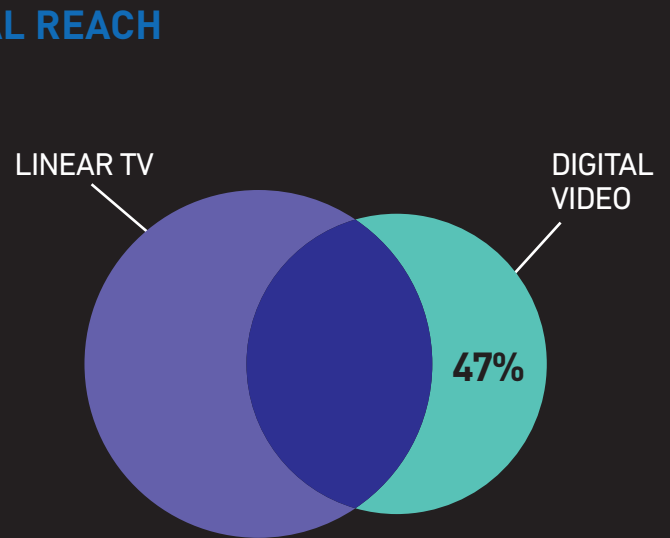
LARGE LINEAR BUY

INCREMENTAL REACH



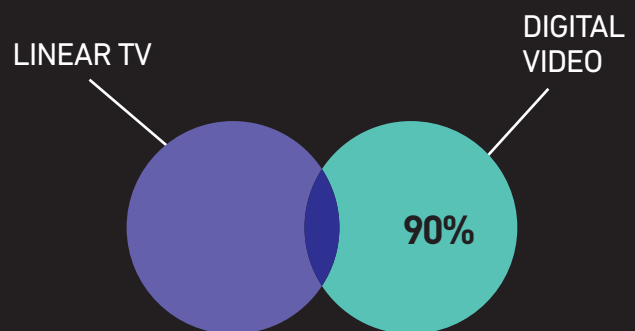
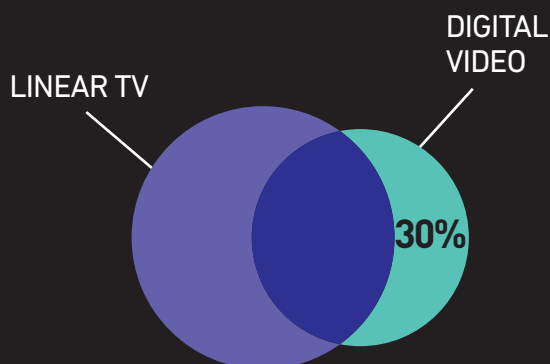
E-COMMERCE ADVERTISER

SMALL LINEAR BUY



INCREMENTAL FREQUENCY

By exposing digital/addressable ads to audiences with a linear frequency of less than 5, digital delivered significant lift in effective incremental reach in both campaigns



THE FUTURE

TV's incremental reach opportunity through addressable/digital video is clear and the market is increasingly ready to take advantage of it. More advanced TV data and product sophistication will enable optimal delivery of reach and frequency in the future.



ABOUT THE FREEWHEEL COUNCIL FOR PREMIUM VIDEO

The FreeWheel Council for Premium Video (FWC) serves the interest of those in the premium video industry through leadership positions, research and advocacy to promote the premium video economy. The FWC operates as an educational and organizing resource to assist marketers to reach desired audiences in premium video environments, conduct research documenting the benefits of premium video and represent the interests of member publishers and the market. The FWC is comprised of today's leading premium video publishers including A+E Networks, Comcast, Discovery Communications, Fox, NBC Universal, Turner Broadcasting System and Univision Communications.

For more information on the FreeWheel Council for Premium Video please visit www.FreeWheel.tv/FWCouncil and follow us on Twitter @FWCouncil.