

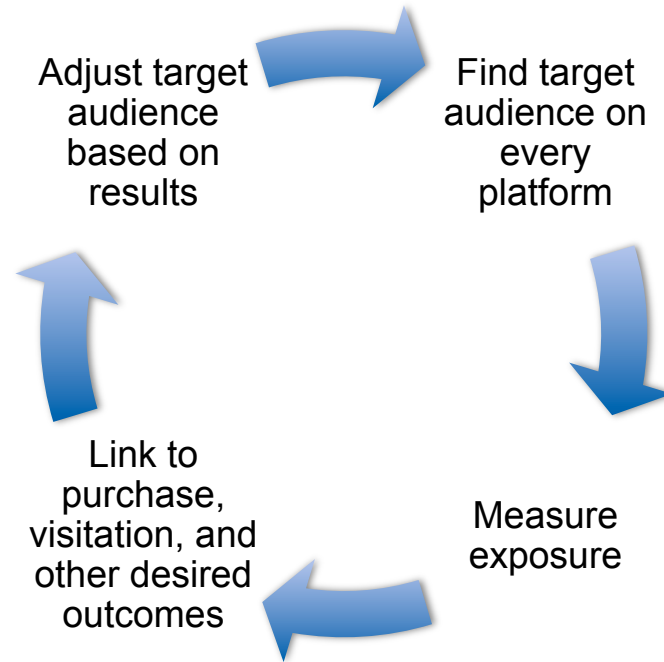


Cynopsis Boot Camp 2.9.16 Cross-Platform Impact on Tune-In

Better Data. Better Results.

We match the largest single-source TV data stream in the industry with purchase and online behavior at the household level, enabling more efficient media planning and targeting.

Closing the Loop on Campaign Sales Impact



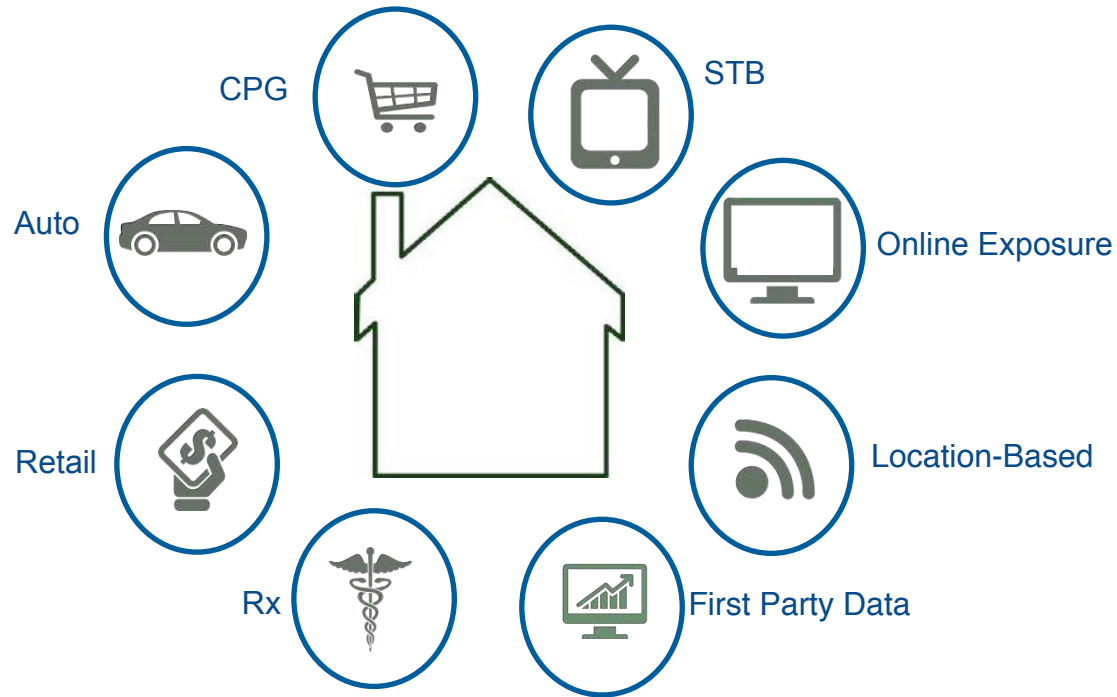
Second-by-Second Data With Exceptional Scale

- 2.3 million in-tab households, directly matched
 - Data from providers nationwide
 - Footprint in top 190+ DMAs






Single Source at the Household Level

TV data matched to anything



Robust Data Partners

Capturing every stage of the purchase funnel

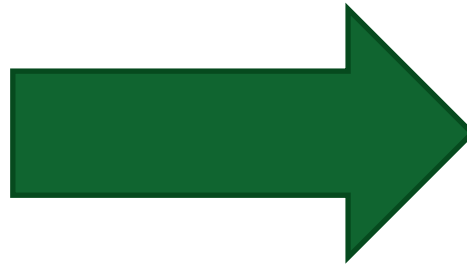
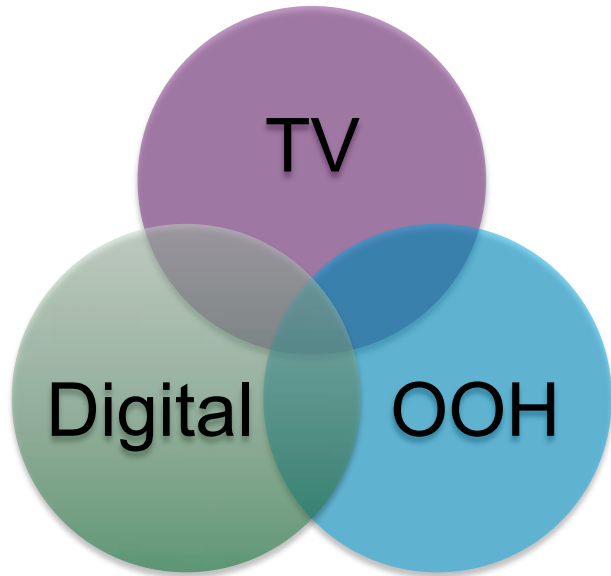
<p>Matching</p>  <p>acxiom™</p> 	<p>Digital</p>  <p>comSCORE</p>	<p>Location</p>  <p>drawbridge</p>	<p>CPG</p>   <p>datalogix®</p>
	<p>Auto</p>  <p>Experian™ Automotive</p>	<p>Rx</p> 	<p>Transaction</p> 

Refining the 'Path to Premiere'

- What marketing platforms can help capture hard-to-reach audience, including those we have not been able to previously connect to tune-in?
- How do we measure the effectiveness of reach extension efforts?
- How do we improve the quality of the converted viewer, eg. drive someone more inclined to watch live or longer?

First of Its Kind: Multi-Platform, Closed-Loop

Promo/Ad Exposure



Tune-In



VS.



Viewer Conversion and Lift

Exposed to Promos

Unexposed to Promos

HH

HH

HH

HH

Tuned in

Did not tune in

Tuned in

Did not tune in

Exposed and tuned in/Total Exposed
= **Exposed conversion rate**

Unexposed and tuned in/Total Unexposed
= **Unexposed conversion rate**

Exposed conversion rate/Unexposed conversion rate = Viewer Lift

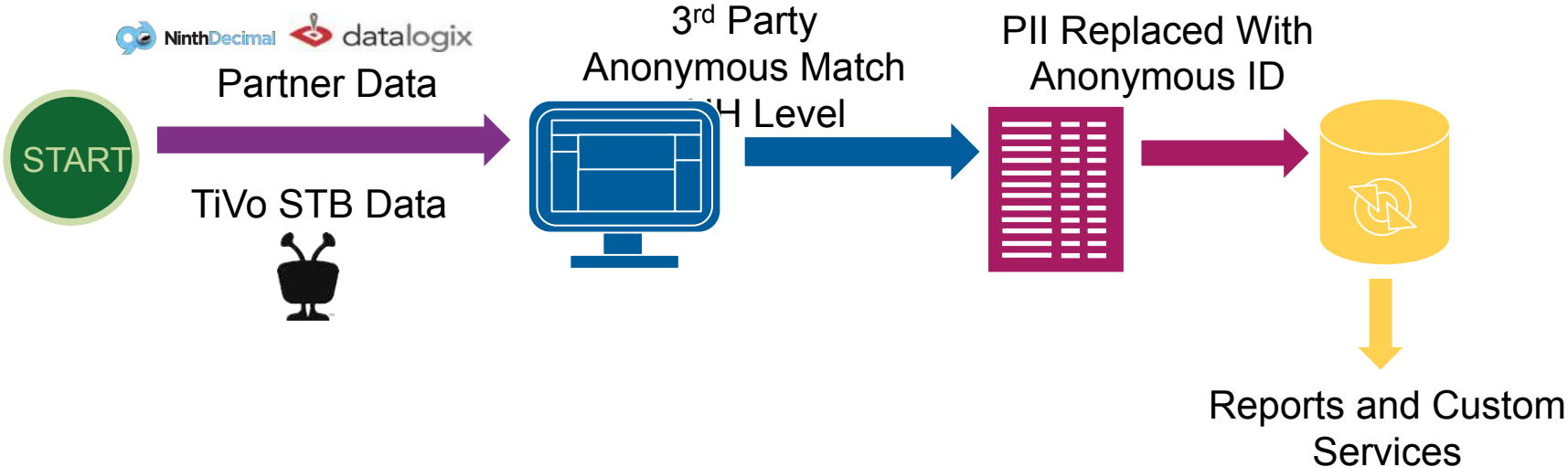
NinthDecimal Location Data

Location Graph Audience Targeting

- Partner with 40,000+ GPS enabled apps
- Collect anonymous device IDs, lat/long, date, time, etc.
- Analyze device IDs and behaviors
- Profiled 1B devices and collected 30B+ pieces of location information



Patented Blind Third-Party Matching



Marketing Elements Measured

- 1) **National TV Ads:**
 - Network On Air & Cross-Channel: 12 networks
 - Paid National TV: 4 networks
- 2) **National TV Sampling:** Episode 101 promo plays on sister nets
- 3) **Local TV Ads:** 3 top broadcast and cable scripted series in NY/LA
- 4) **Digital Properties:** 10 entertainment/lifestyle/news sites
- 5) **Outdoor:** Billboards, Buses, and Kiosks NY, LA, Chicago
- 6) **National Cinema**

Analysis Specs

Period Analyzed:

- Campaign measurement: September – December 2014

Target Segments Evaluated:

- HHs with presence of P18-54
- Heavy & Casual network original series viewers
 - Heavy: Top 10% of HHs
 - Casual: Top 11-40% of HHs

Ratings Measurement:

- Live + 7 Days

Evaluated Program Airings:

- All Telecasts of Program (Premieres and Repeats)

Waterfall

1.3MM

Total TiVo HHs

193,431

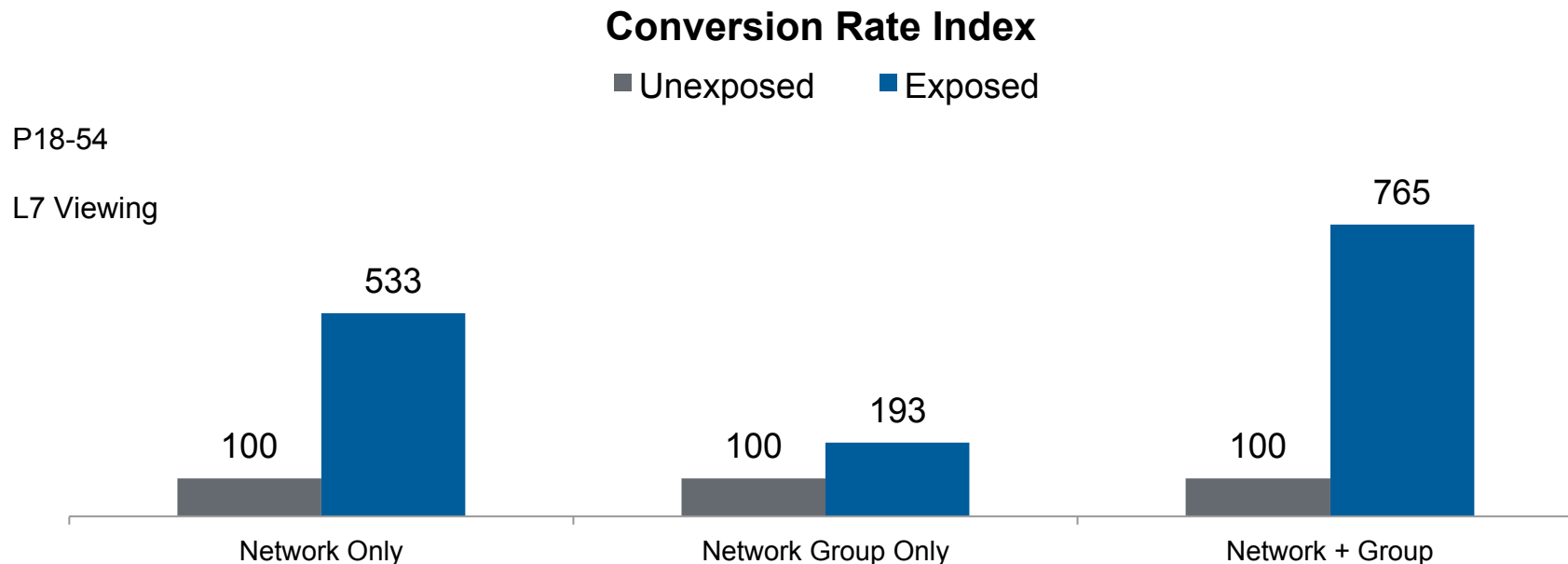
Total TiVo/Datalogix Matched HHs

41,527

Total TiVo/Datalogix /
NinthDecimal Matched HHs

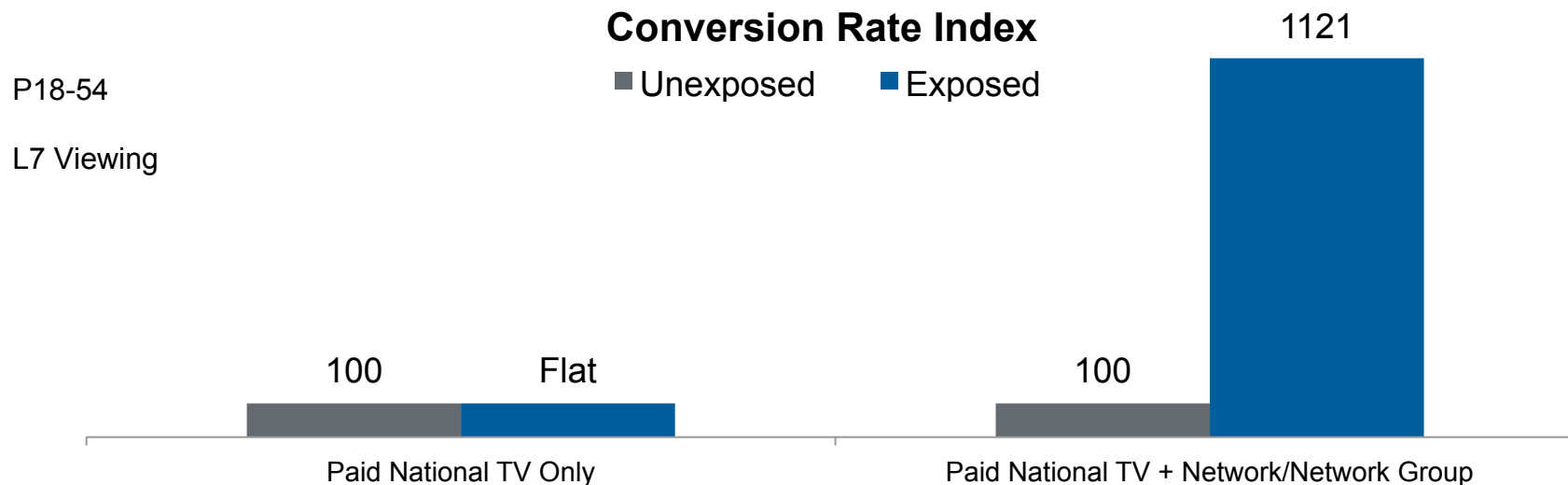
* Note: TiVo HH's include data from TiVo STB's as well as Fourth Wall and Charter

Cross-channel Exposure Within Network + Network Group Bolstered Tune-in



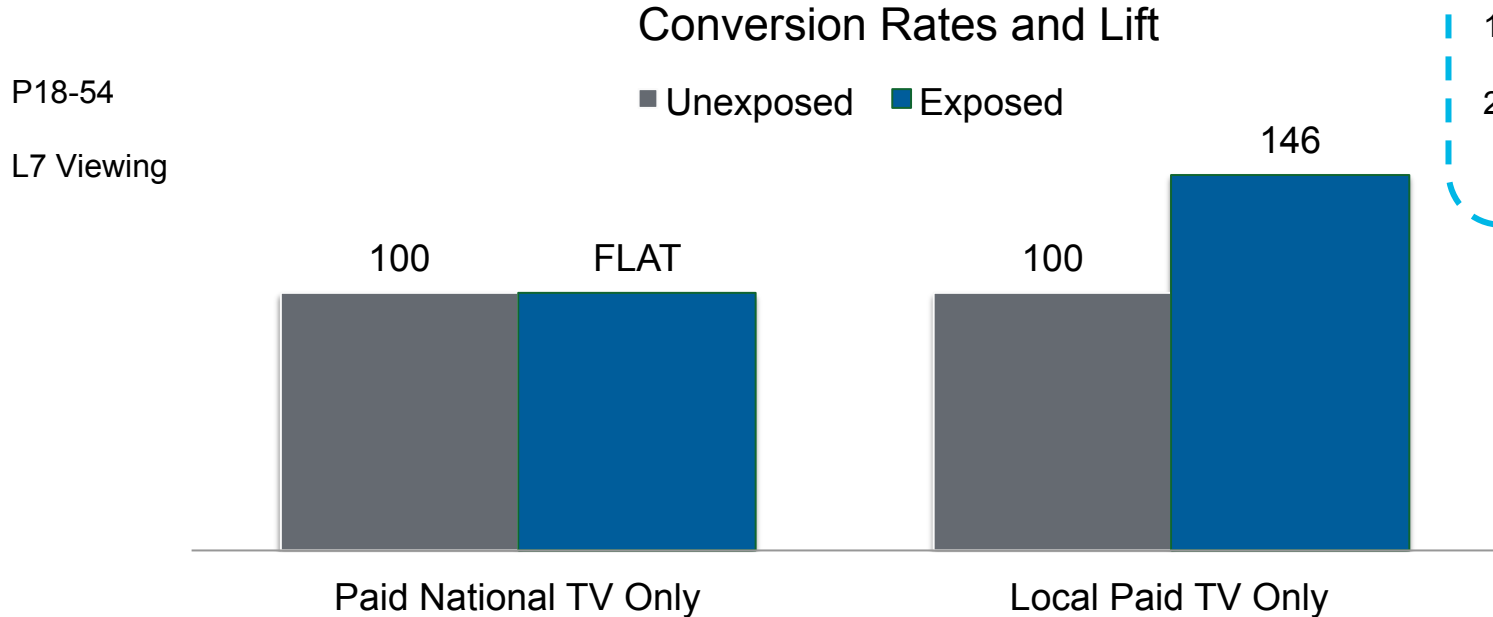
Source: Tivo Research. April 2015. Conversion based on premiere and repeat viewership. Live +7 data. Excludes Datalogix match.

Paid National Ads Were Best for Reinforcing Message From Promos on Network + Network Group



Source: Tivo Research. April 2015. Conversion based on premiere and repeat viewership. Live +7 data. Excludes Datalogix match.

Targeted Local Placements Drove More Effective Reach Extension vs. Exposure on Sister Networks



Why?

- 1) More receptive markets
- 2) Engaging scripted programming environments

Source: Tivo Research. April 2015. Conversion based on series premiere and repeat viewership. Live +7 data. Includes Datalogix match.

17 | Confidential and Proprietary of TiVo Research. Do not copy or distribute. For discussion only.

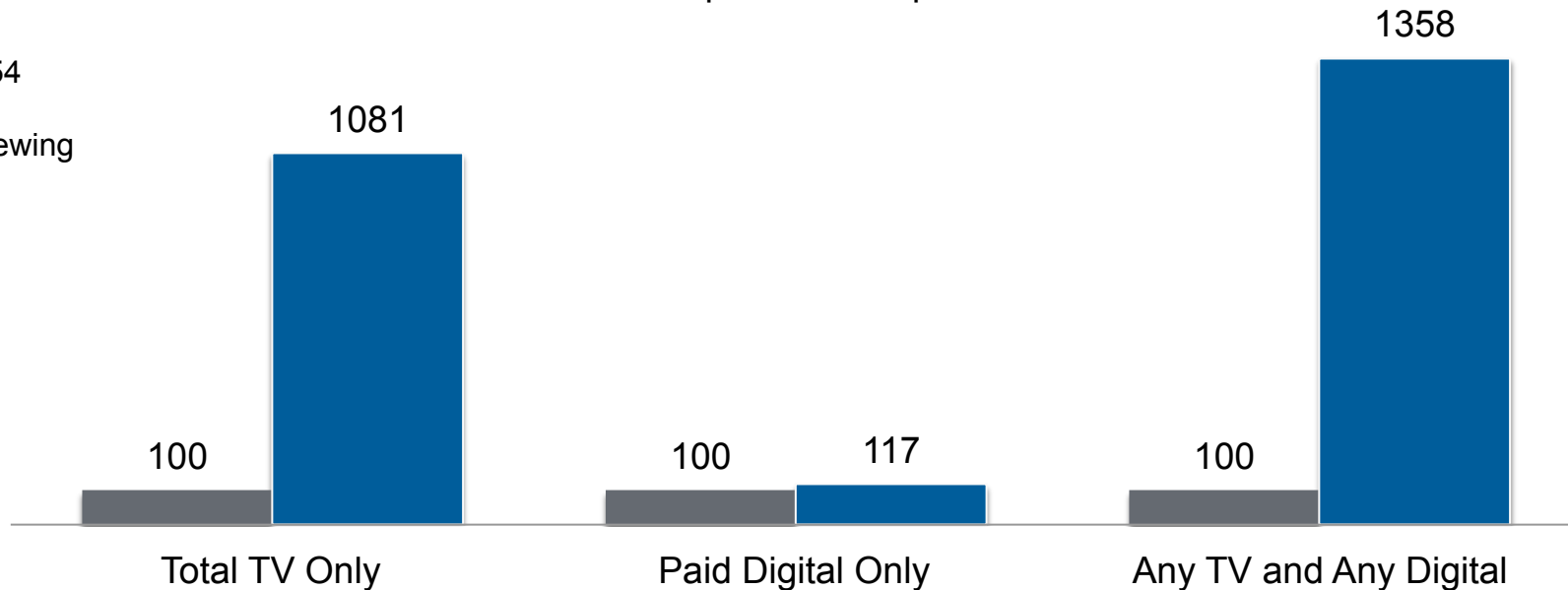
Digital +TV Was Most Powerful, But Only Marginally Impactful as a Reach Extension Tool

Conversion Rates and Lift

■ Unexposed ■ Exposed

P18-54

L7 Viewing



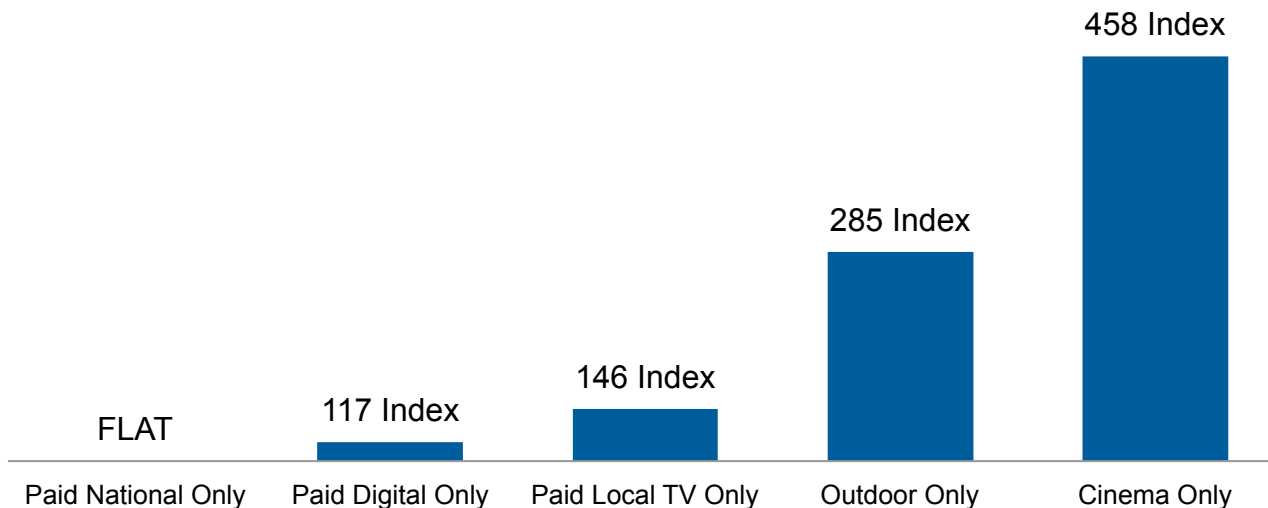
Source: Tivo Research. April 2015. Conversion based on series premiere and repeat viewership. Live +7 data. Includes Datalogix match.

18 | Confidential and Proprietary of TiVo Research. Do not copy or distribute. For discussion only.



Outdoor And Cinema Generated Higher Conversion Rates Among Viewers Reached on a Single Platform

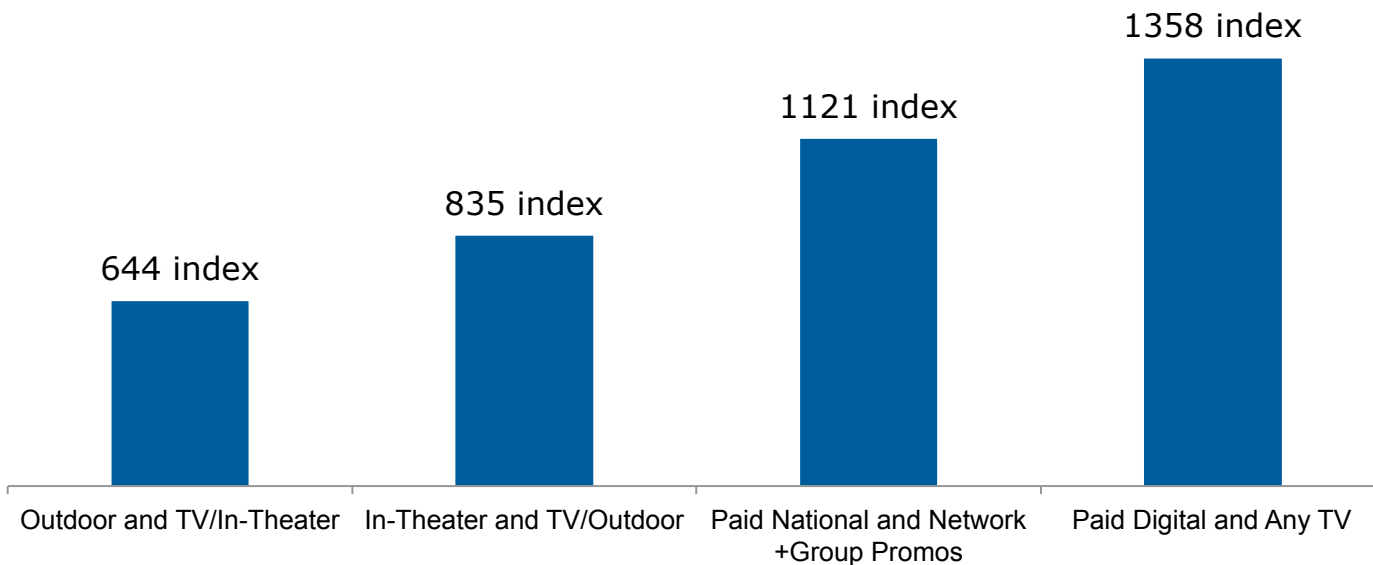
P18-54 conversion rates and lifts when only exposed to one platform



Source: Tivo Research. April 2015. Conversion based on series premiere and repeat viewership. Live +7 data. OOH/In-Theater based on LiveRamp match. Paid Local excludes Datalogix match.

Paid National TV And Digital Still **Provided Most Impact in Combination With Other Touchpoints**

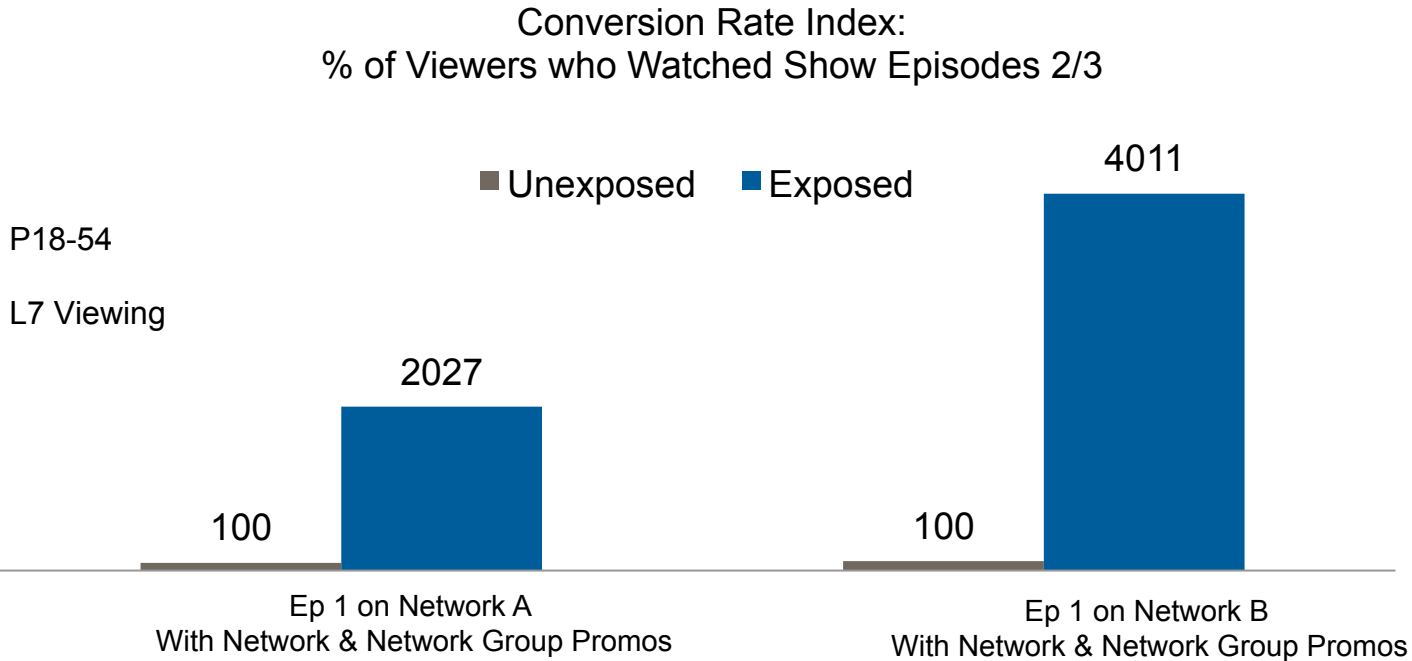
P18-54 Conversion Lifts when exposed to Multiple Platforms



Source: Tivo Research. April 2015. Conversion based on premiere and repeat viewership. Live +7 data. OOH/In-Theater based on LiveRamp match.

20 | Confidential and Proprietary of TiVo Research. Do not copy or distribute. For discussion only.

Leveraging Sister Networks For Show Sampling Amplified Traditional Marketing Efforts



Long Term Advertising Effects

Digital and local TV advertising were the most successful platforms at converting the most committed viewers to the series

Episodes Watched after Episode 3: P18-54 Casual Viewers

Exposure Bucket	Episode Viewed Frequency
#1 - Any TV and Any Digital	2.29
# 2 - Local Paid TV Only	1.71
# 3 - Paid Digital Only	1.48

Source: Tivo Research. April 2015. Includes Datalogix Match. Based on premieres and repeats. Based on frequency for episodes 104-113 among those who watched any of episodes 101-103 on Network.

Key Takeaways

- Reach extension \neq effective reach extension
 - Even though certain marketing vehicles may deliver new audiences to advertising, it's most critical to measure how many viewers ultimately converted to the show
- 'Only, Only, Both' outcomes vary by platform
 - If effective frequency cannot be attained among the "only" group, it may be more cost-effective to deliver advertising to a group already reached via other mediums
- Quality over quantity (within reason) & the long game
 - Identify the platform/mix that ultimately converts the most valuable viewers

Exercise

Visitation Study

Did advertising campaign drive store visits?



- Media Used
 - TV
 - Digital
 - OOH - billboards



Step One: Define Project

- What is the Objective?
- Define Study Specs
 - Exposure permutations
 - Any/Only/Both
 - Segments – Heavy/Casual
 - Define exposed/unexposed cells



Step Two: Timeline

- Create a timeline
 - How long will each piece take? (e.g. 5-7 days for LiveRamp)
 - Internal meeting with partners
 - External meeting with clients



Step Three: Ad Campaign

- **TV**

- What data is available?
 - Load the campaign
 - Network, program, creative, etc.

- **Out of Home**

- Exact location of billboards

- **Digital**

- How is it tagged?
- What can be reported?
 - Site visits, time spent, etc.
- LiveRamp Integration

- **Visitation**

- Timing?

Step Four: Send Outbound Data

- TiVo sends exposure data to NinthDecimal



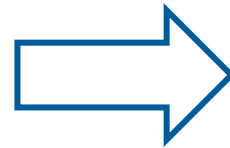
Step Five: Gather Inbound Data

- NinthDecimal sends visitation data to LiveRamp
 - LiveRamp sends data to Tivo
- DMP sends digital exposure data to LiveRamp
 - LiveRamp sends data to TiVo
- NinthDecimal sends LCI analysis to TiVo



Step Six: Data Analysis & Report Compilation

- Data Scientists extract data
- Account Managers post data into single source report



Thank you