



Remind/Record Campaign

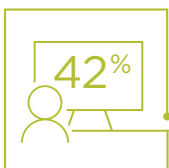
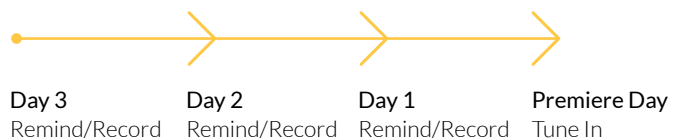
Increase Your Impact for Live Tune-In and DVR Playback

To promote the premiere episode of a major network’s new primetime drama, TiVo was enlisted to generate impressions and drive remind and record capabilities, increasing live audience tune-in and DVR playback in C3.

Situation:

In order to grab the attention of an increasingly fragmented audience, the major network embraced an advanced advertising campaign utilizing a series of standard IPG banner ad units, run three days prior to the show premiere and on the night of the primetime broadcast reminding viewers to schedule a recording (Remind/Record) and to tune in live.

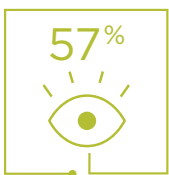
IPG Ad Units:



TIVO ADS REACH VIEWERS.

Ad exposure drove incremental live audience tune-in, thanks to multiple ads airing in advance of the premiere.

- 42 percent viewed an ad on one day only.*
- 15 percent viewed an ad in advance of the premiere only.*



TIVO ADS CREATE AWARENESS.

57 percent of the premiere’s viewers were exposed to the TiVo IPG campaign.*



TIVO ADS DELIVER BIGGER LIVE AUDIENCES.

The IPG banner campaign generated a 134 percent audience lift for live tune-in.*

* Source: Rovi Ad Insights, May 2014

1. IPG ADVERTISING ENCOURAGES DVR PLAYBACK.

54 percent of viewers who recorded the program played it back within the C3 window and 65 percent within C7, with over 75 percent of the playback audience ad-exposed.*



Recommendation:

Advertising in the IPG influences viewers to watch recorded programming within live +3 days.

2. BANNER ADVERTISING IN THE GUIDE SPARKS VIEWER INTEREST.

85 percent of viewers turn to the guide weekly with a frequency of 13 visits or 22 minutes daily on average.**

With usage like this, it's immediately apparent how TiVo ads provided a 143 percent incremental audience lift among ad-exposed viewers when live tune-in and C3 audiences were combined.***



Recommendation:

IPG banners drive viewership for both live and DVR audiences.

3. INDIVIDUAL AD UNITS BRING INCREMENTAL VIEWERS.

42 percent of ad-exposed viewers saw ads on one day only. 15 percent of ad-exposed viewers saw only the ads only on the days leading up to the program premiere, while 27 percent saw only the ads that aired the day of the premiere.***



Recommendation:

Include Remind/Record banners in the days leading up to the premiere date, plus tune-in banners during prime time on the night of broadcast to capture live audiences and promote DVR playback.

*Source: Rovi Ad Insights, May 2014 – June 2014

**Source: Rovi Ad Insights, IPG Reach Frequency Engagement Report, 4Q2013

***Source: Rovi Ad Insights, May 2014