



# Original Cable Series Premiere

## Driving Live Tune-In and DVR Playback

TiVo was challenged with promoting the premiere of a new cable series to drive live tune-in and to best the network's average DVR playback percentages.

### Situation:

To reach an increasingly fragmented audience, the cable network embraced an advertising campaign including IPG banners run four days prior to the show premiere and on the night of the broadcast, in prime time.

### IPG Ad Units:

1. Direct-to-video banners led to program trailers, providing a sampling to whet viewers' appetites.
2. Standard banners ran in prime time the night of the series premiere.



## TIVO ADS MAKE AN IMPRESSION.

200 million impressions delivered, with a click-through rate that almost doubled the quarter benchmark.



## TIVO ADS INFLUENCE VIEWERS.

40 percent of viewers who tuned into the program had been exposed to the TiVo ad campaign.



## TIVO ADS DELIVER TANGIBLE RESULTS.

168 percent incremental audience lift achieved for the live broadcast.

## 1. DIRECT-TO-VIDEO BANNER ADVERTISING PIQUES VIEWER INTEREST.

TiVo delivered clicks and viewers by offering a video sneak peek and promoting direct series tune-in.



### Recommendation:

Raise awareness and consideration with ad banners linking to trailers or branded content several days in advance of the premiere.

## 2. SAME-NIGHT IPG PLACEMENTS ARE EFFECTIVE TUNE-IN DRIVERS.

49 percent of viewing households were in the IPG immediately before tuning into the series premiere.



### Recommendation:

Include ad banners in prime time the night of broadcast to drive tune-in and influence DVR recording/playback numbers.

## 3. IPG ADVERTISING ENCOURAGES HIGH C3 PLAYBACK NUMBERS FOR RECORDED PROGRAMS.

33 percent of viewers who recorded the program played it back within the C3 window.



### Recommendation:

Advertising in the IPG several days in advance of the air date and on the night of the live broadcast using direct-to-video banners influences live viewership and DVR playback within 0-3 days of recording it.