



Dramatic Audience Growth for Broadcast Network’s Season Premiere

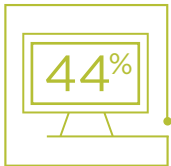
“Remind/Record” and “Watch Now” ads attracted both live and “catch-up” viewers

Situation:

To increase linear and catch-up viewing for the season premiere and second episode of a popular dramedy, a major broadcast network called on TiVo to assist. The network activated an advertising campaign using TiVo’s interactive program guide banner ads, encouraging viewers to record/remind, tune to the program and/or catch up on demand instantly.

Ad Units Launched:

- Three “Record/Remind” ad units and one “Watch Now” ad unit on premiere day.
- Two “Record/Remind” ad units and two “Watch Now” ad units on the day of the second episode.
- 40+ video ad units airing for seven consecutive days following the premiere.
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TIVO ADS CREATE AWARENESS.

Nearly half – 44% – of the premiere’s viewers were exposed to the guide campaign.



TIVO ADS MAINTAIN MOMENTUM.

By week two, nearly three quarters – 71% – of the program’s viewers were exposed to one or more of the guide ads.



TIVO ADS DELIVER TANGIBLE RESULTS.

Tune-in for the season premiere was 41% higher among viewers exposed to the guide ads. The cumulative effect of the campaign generated a 63% lift in tune-in for the second episode.

GUIDE ADS FEATURING VIDEO LINKS DRIVE VOD VIEWING.

Direct-to-video ads following the premiere resulted in a 31% lift in Live+7 on-demand views for the premiere and a **48%** lift for the second episode.



Recommendation:

Advertise in the TiVo guide footprint, including guides across providers, to generate awareness and influence linear and delayed tune-in audiences.

EACH AD UNIT BRINGS INCREMENTAL VIEWERS.

63% of premiere and episode two ad-exposed viewers saw a program guide ad within one hour of the campaign flight.



Recommendation:

Complement your media mix with IPG ads that link to longer-form video, reaching consumers with a message that's perceived as content. This causes mid-funnel activity driving higher consideration.

SUSTAINING AD CAMPAIGNS BRINGS UNIQUE VIEWERS TO THE PROGRAM.

Almost **20%** of episode two ad-exposed viewers were shown guide ads on the day of the premiere or the second episode only.



Recommendation:

Use TiVo ads to achieve specific brand goals, such as reshaping perceptions around key values to improve purchase intent.

DATA SOURCE: Television set-top-box return-path data from TiVo U.S. MSO partners, September 2017



For more information: tivo.com

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