



# TUNE IN

Empowers brands to...

- Reach millions of targeted viewers *during* your livestream and/or VOD content
- Communicate with high-value audience when content value peaks (live premiere)
- Eliminate uncertainty of low viewership

## METHODOLOGY

Informed by 10+ years of performance analytics we:

- Make your livestream a custom rich media ad unit
- Design your target audience and demographic
- Syndicate your livestream-powered ad unit across our premium publisher network of high traffic sites



## AMPLIFIED DISCOVERY

Passive scrollers are delighted to discover your live video in a sea of static content, creating perfect conversion opportunities.

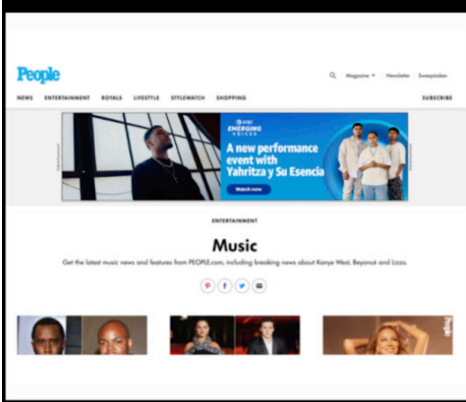
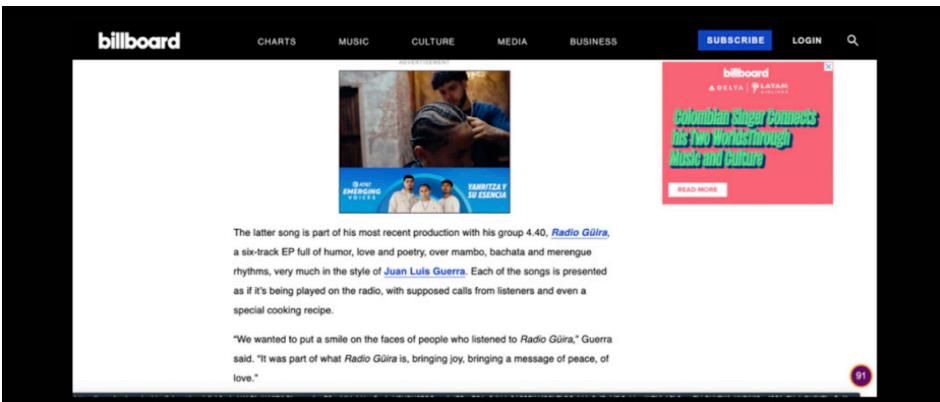


*Thrilled to discover the experience, viewers transform into participants ready to engage and stay for longer watch times.*

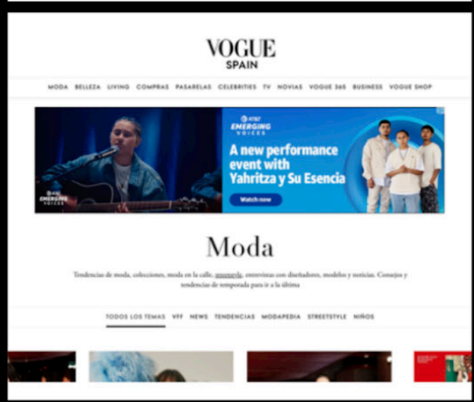
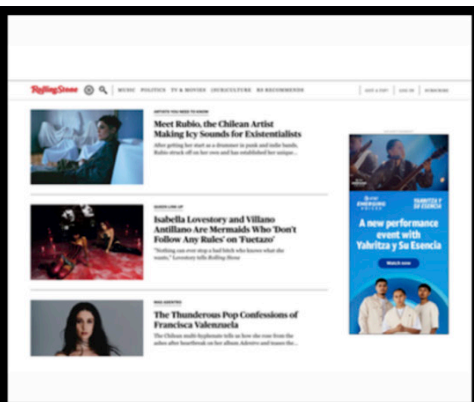
# HIGHEST QUALITY VIEWER

Tune In only counts **True Viewers** that meet our true premium viewership criteria:

- Video player is 100% in view
- Viewer has watched for a minimum of five seconds



**Passive scrollers delight in the discovery of livestreamed premium video, converting to active viewers**



Email bluto@bulldogdm.com or call 310.906.0527

