



# 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 long-form live video a custom rich media ad unit
- Design your target audience and demographic:  
Age...HHI...Geo...Job Title...Interest...Language
- Syndicate your long-form live video 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.

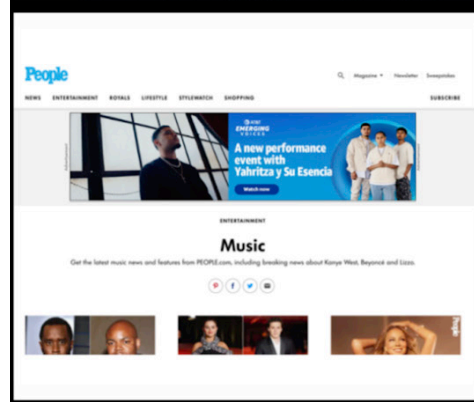
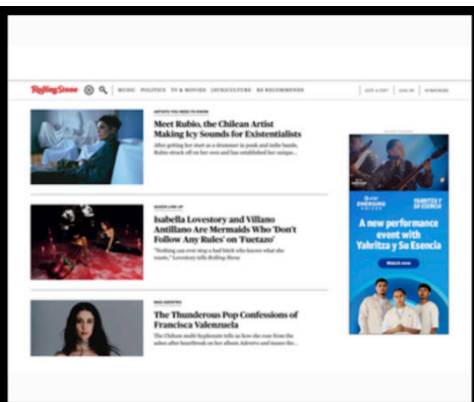
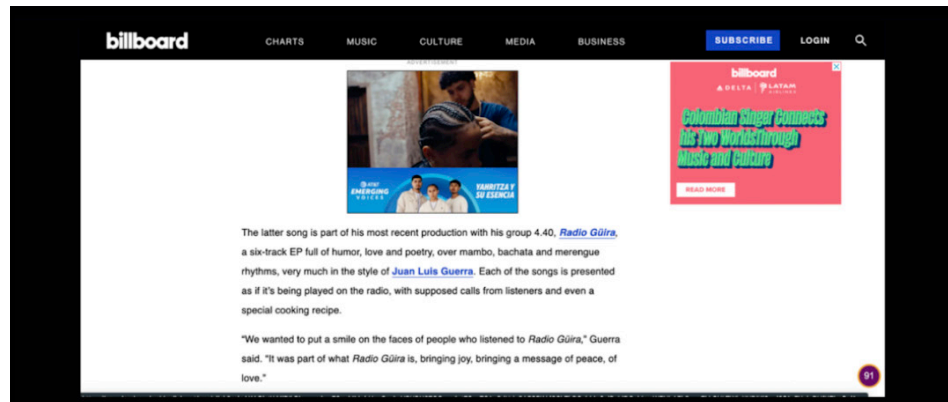


*Thrilled to discover the experience, viewers transform into participants ready to engage and stay for longer watch times.*

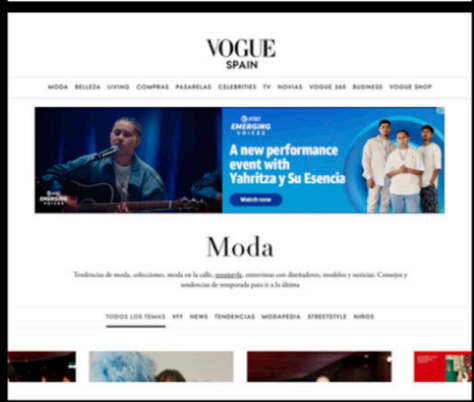
## HIGHEST QUALITY VIEWER

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 long-form live video, converting to active viewers**



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