



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

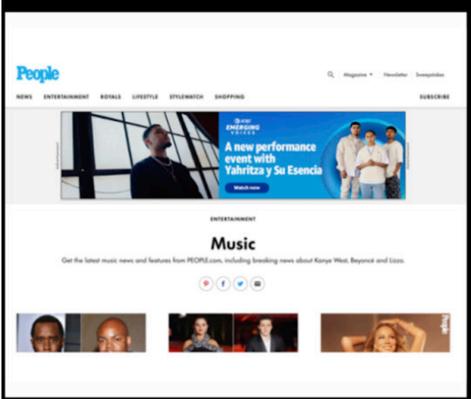
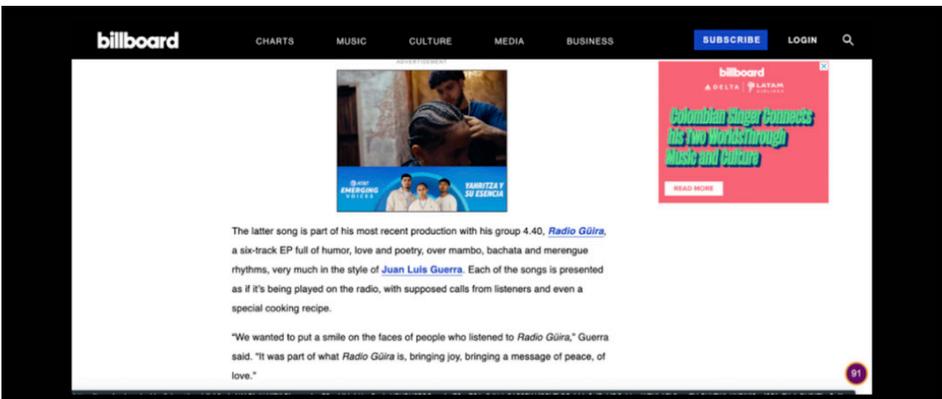


Thrilled to discover the experience, viewers transform into participants ready to engage and stay for longer watch times.

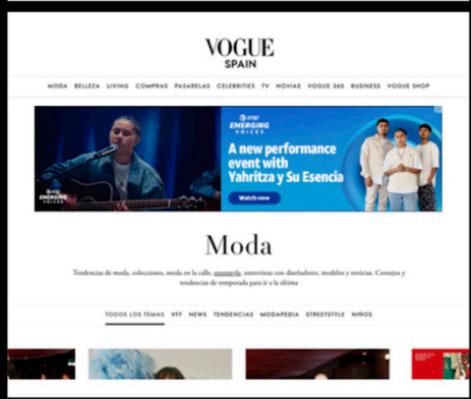
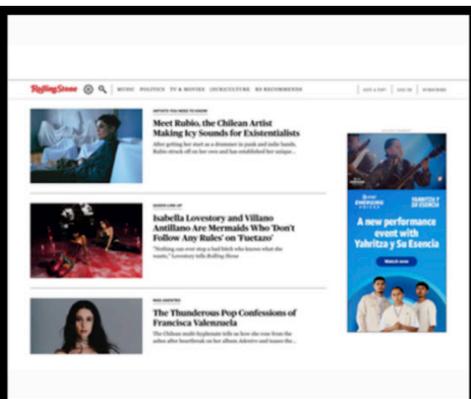
HIGHEST QUALITY VIEWER

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 premium live video, converting to active viewers



Email bluto@bulldogdm.com or call 310.906.0527

