

STOP HOPING FOR VIEWS. START BUILDING AUDIENCES.

Amplified Discovery

In a sea of static content, viewers are delighted to discover your live video, creating perfect conversion opportunities. Thrilled by the discovery, they transform into active participants ready to engage for longer watch times.

TUNE IN

Guarantee your reach with premium live video syndication that transforms passive scrollers into high-value participants.

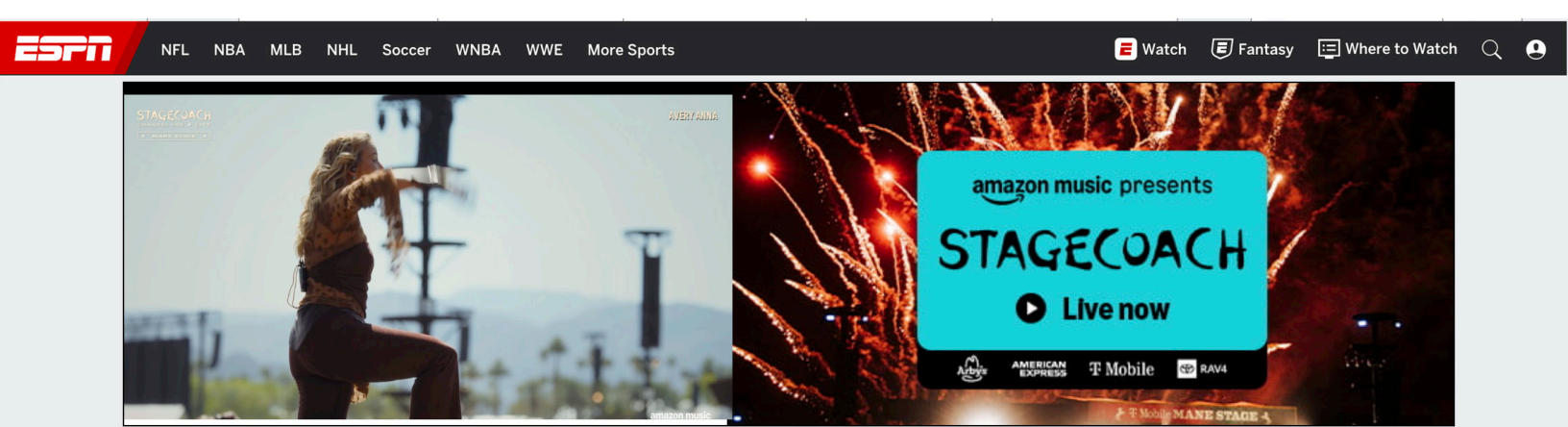
The Tune In Advantage

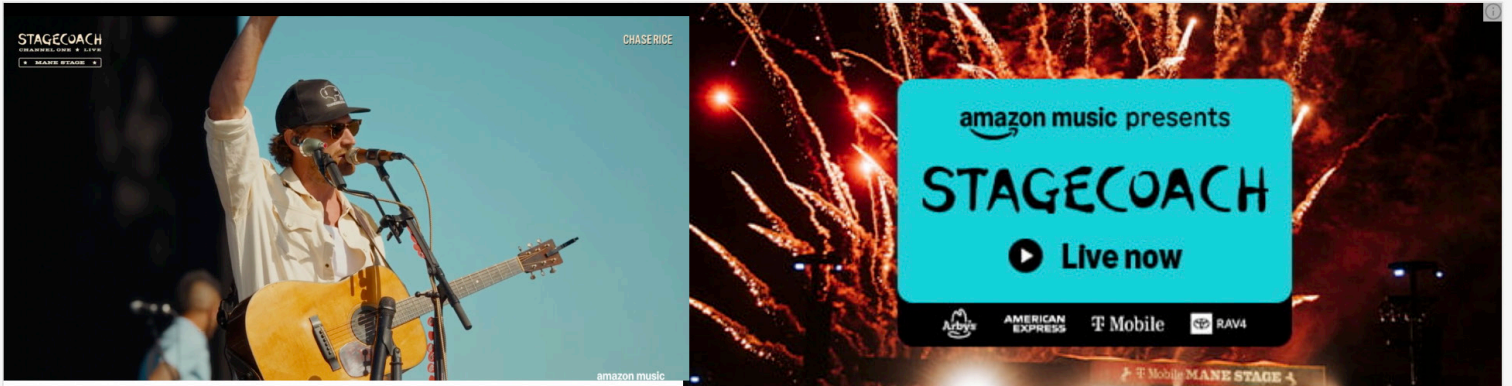
- **Reach massive audiences** of targeted viewers *during* your livestream
- Reach the **right audience** at the **right moment**
- **Eliminate the uncertainty** of low viewership through guaranteed distribution

Our Methodology

- **Transform** We make premium live video a custom rich media ad unit designed for immersive environments
- **Target** We define your audience by Age, HHI, Geography, Job Title, Interests, and Keywords
- **Syndicate** We deploy your live video across a network of high-traffic sites like those shown below
- **Identify** We identify your most engaged viewers to build your audience for future broadcasts

New York Times  msn  billboard  Washington Post



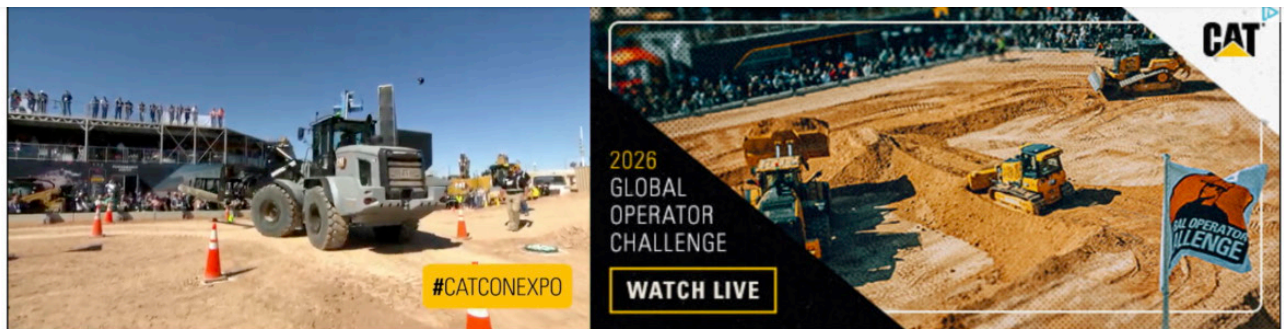


The “True Viewer” Standard

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

- **100% Viewability** The video player must be 100% in view on the desktop screen.
- **Intentional Engagement** The viewer must watch for a minimum of five seconds.

Why it matters. Passive scrollers delight in the discovery of premium live video, converting to active viewers with higher retention rates than standard social feeds.



RollingStone



MUSIC POLITICS TV & MOVIES CULTURE RS RECOMMENDS

Got A Tip?

Log In
Subscribe

Join Slate Plus for \$5 • Sign In

Search Light

SLATE

News & Politics Culture Technology Business Human Interest Podcasts

MOMENTARILY TURNING OUR ATTENTION AWAY FROM COLLAPSE AND DESTRUCTION

FOLLOW US



Ready to amplify your next live experience?
Email bluto@bulldogdm.com or call 310.906.0527

