



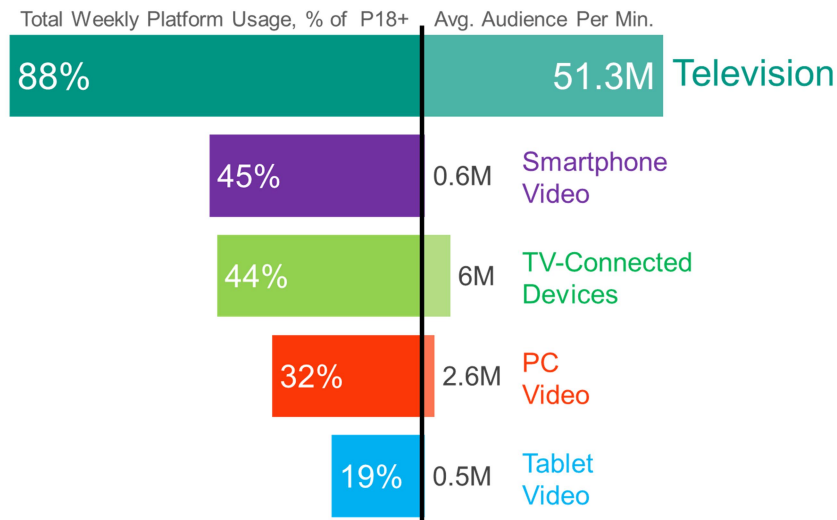
TV INSIGHTS

BROADCAST TELEVISION DELIVERS TARGETED ADS WITH SCALE

Broadcast TV targets your consumers on a scalable platform. From focused market segments up to TV's full bandwidth of 51 Million viewers per minute. No other video platform comes close.

TARGETING WITHOUT SCALE IS LIKE WHISPERING IN A CROWD

Digital video platforms miss anywhere from 55% to 81% of the U.S. Population – BEFORE you even start targeting. That's a lot of potential customers to exclude from your growing business. Nielsen's most recent 'Comparable Metrics' Study shows just how small the portion of the viewing pie is for TV-Connected devices and streaming video on Smartphones, Tablets and PC's. And even though an increasing number of consumers use these devices, actual usage remains low. Video on Smartphones, for example, is only 8 seconds per hour (tablets, only 7 seconds).



Rod

Rod Murray, Katz Media Group

Source: Nielsen Comparable Metrics Report Q1 2016

