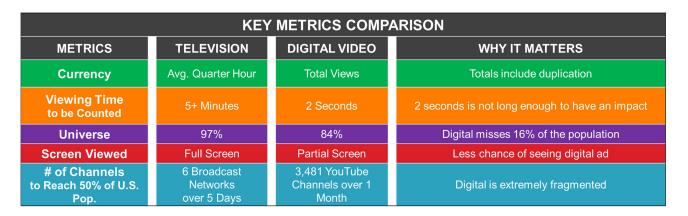


TV INSIGHTS

A DIGITAL CAVEAT EMPTOR – ARE YOU REALLY GETTING WHAT YOU PAID FOR ON YOUR DIGITAL VIDEO BUY?

TV delivers six times faster than YouTube. It takes 3000+ YouTube channels over 31 days to match the reach of 6 broadcast networks over 5 days.

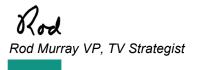
Know your numbers. Differences in the metrics used to measure Digital Video and Television will significantly impact your ad buy and subsequent ROI. Since media metrics are the baseline for every ad campaign, it is important to understand the variances in methodology and delivery.



TV is fully accountable and has a high standard of delivery that is unmatched by Digital Video.

"TV is the giant megaphone. When you want to get a message out, that's still really the most powerful means to do it."

-Isaac Weber, VP of Strategy, MarketShare



Source: TVB, 'Numbers That Measure Up', May 2016.

