

PREMIUM
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Boost Primetime Reach

March 7, 2018

The Premium i Time Opportunity

- Offset and expand the flattening reach curve of Prime television with Premium i Times' proprietary optimization tools
- Quantify benefits of a simple 10% substitution using Premium i Time while maintaining use of creative video assets

A Simple Proposition

- Compare metrics of different investment scenarios:
 - 100% prime network vs. 90% prime network/10% Premium i Time
 - Low level \$5MM spend rate and \$50MM high level spend rate
- Average SQAD costs used to determine A18-49 GRP levels for television
- Premium i Time evaluation of top 35 sites used to determine which combination provides strongest Reach levels and lowest CPM

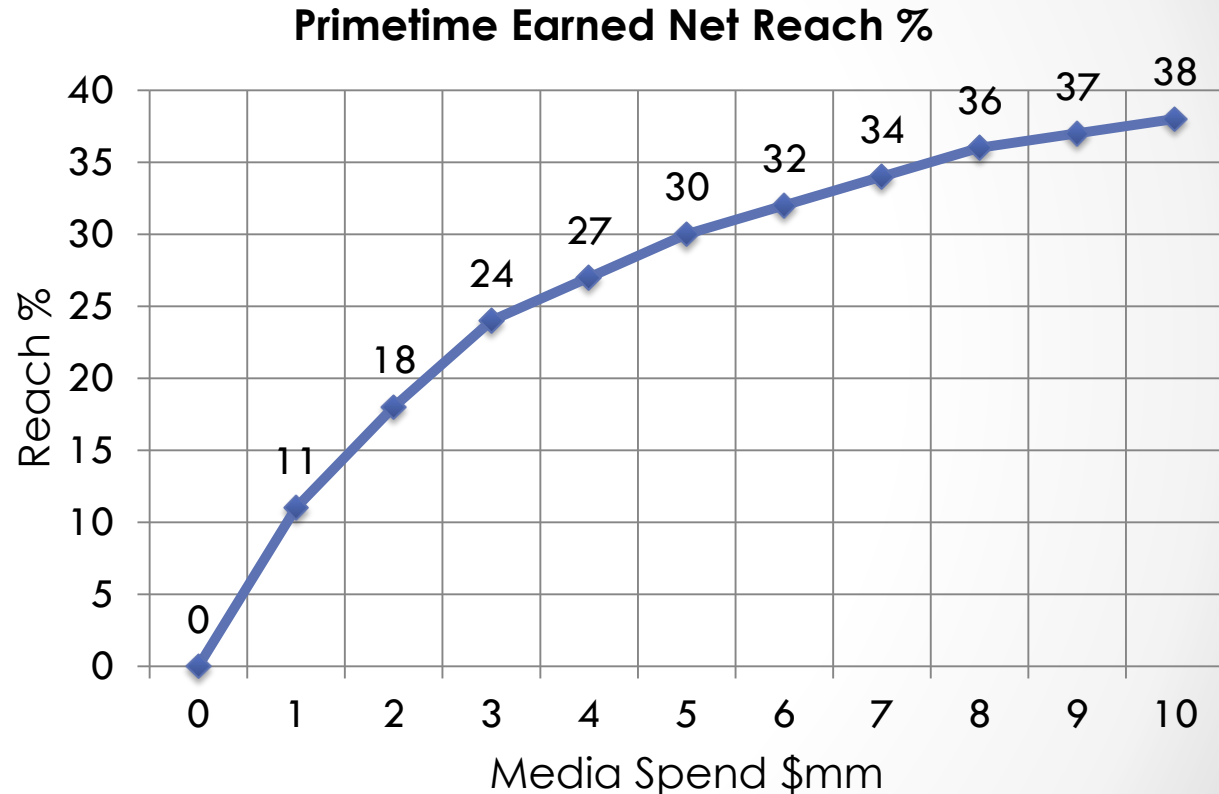
Premium i Time Optimization Process

- Only top 35 US sites as measured by comScore are considered due to Reach boosting priorities
- Premium i Time corporately negotiated websites are examined based on efficiency, target delivery, and reach potential
- Select high performance sites are chosen and integrated with broadcast investments to determine metrics

Measuring the effects at the \$10MM spend level

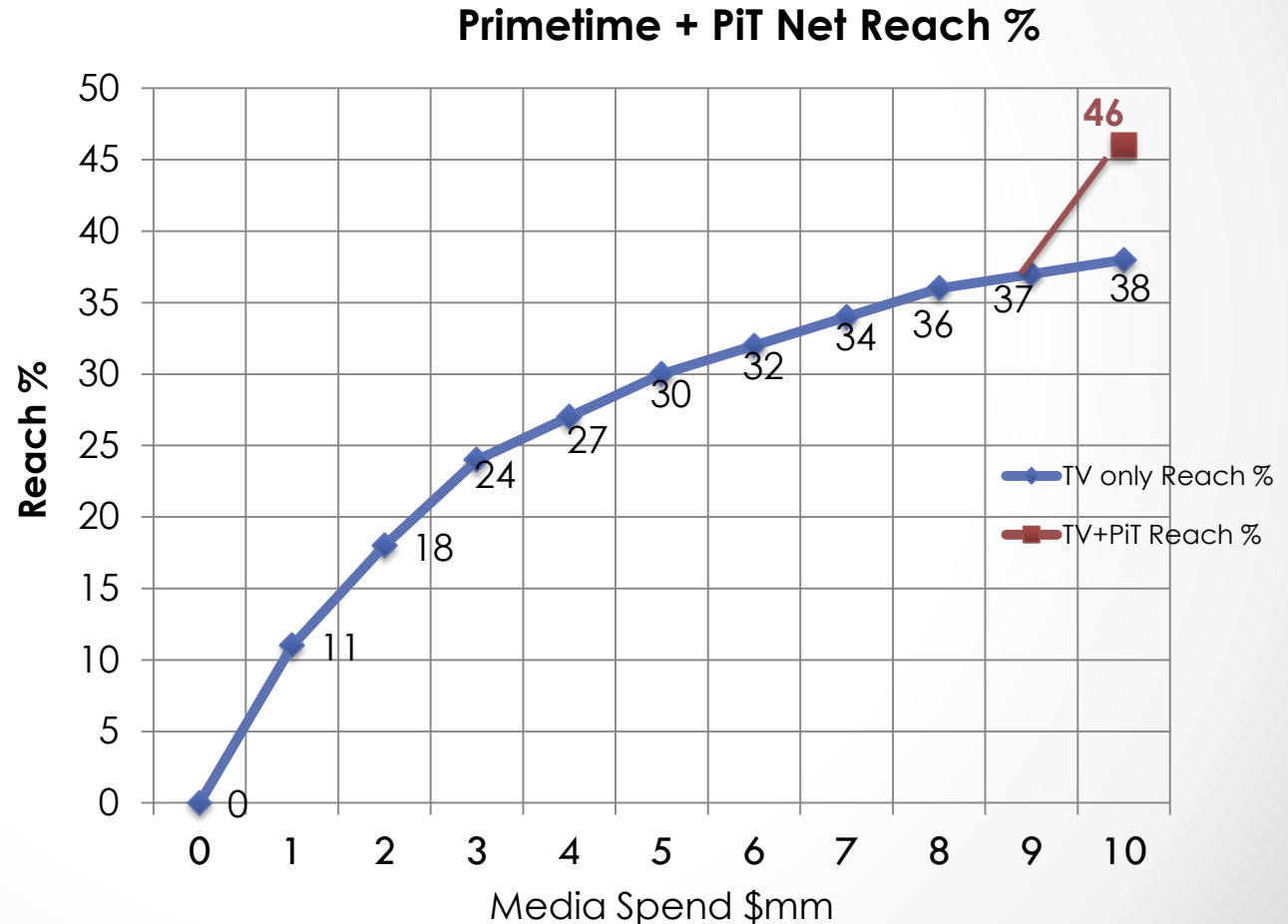
\$10MM All Prime Investment

- Affords 158 A18-49 GRP's
- Generates a target R/F of 38/4.1
- We can see the beginning of reach deceleration at the \$6MM level



\$1MM Premium i Time Substitution

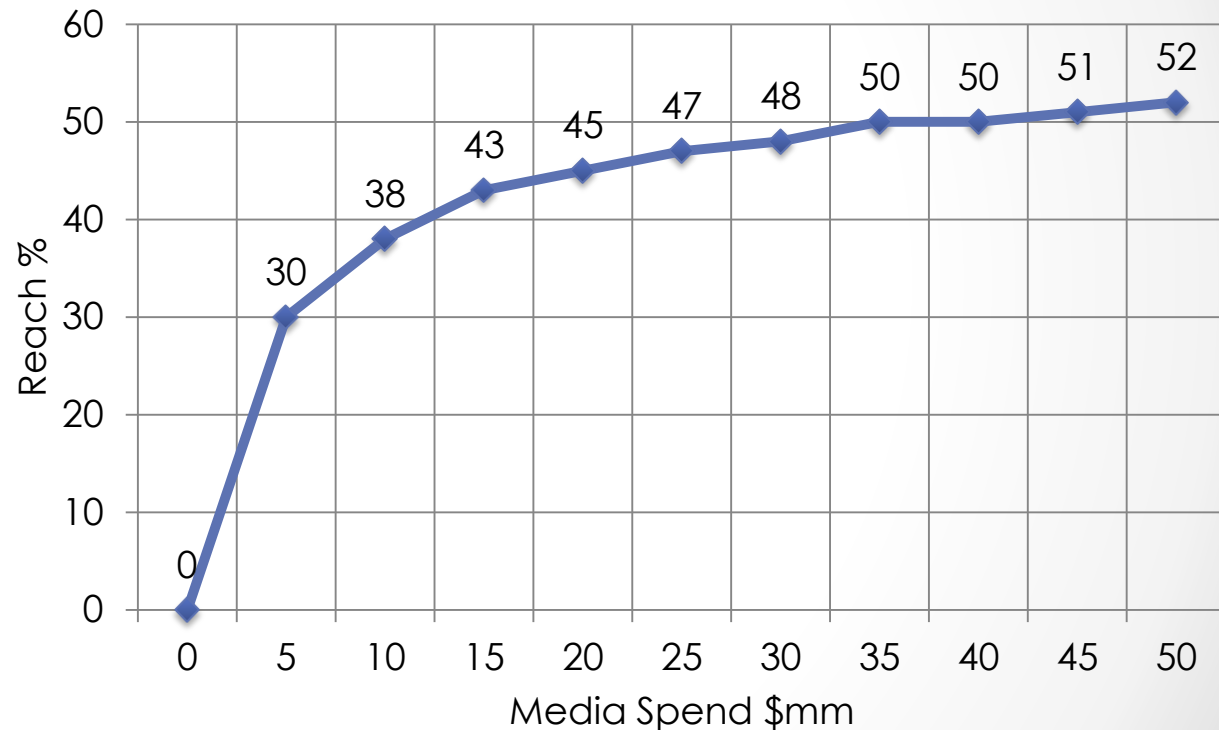
- PiT adds 35 A18-49 GRP's
- Generates a combined target R/F of 46/3.9
- Boosts net reach by 24% when added to the \$9MM all Prime effort, specifically from 37 to 46



Measuring the effects at the \$50MM spend level

\$50MM All Prime Investment

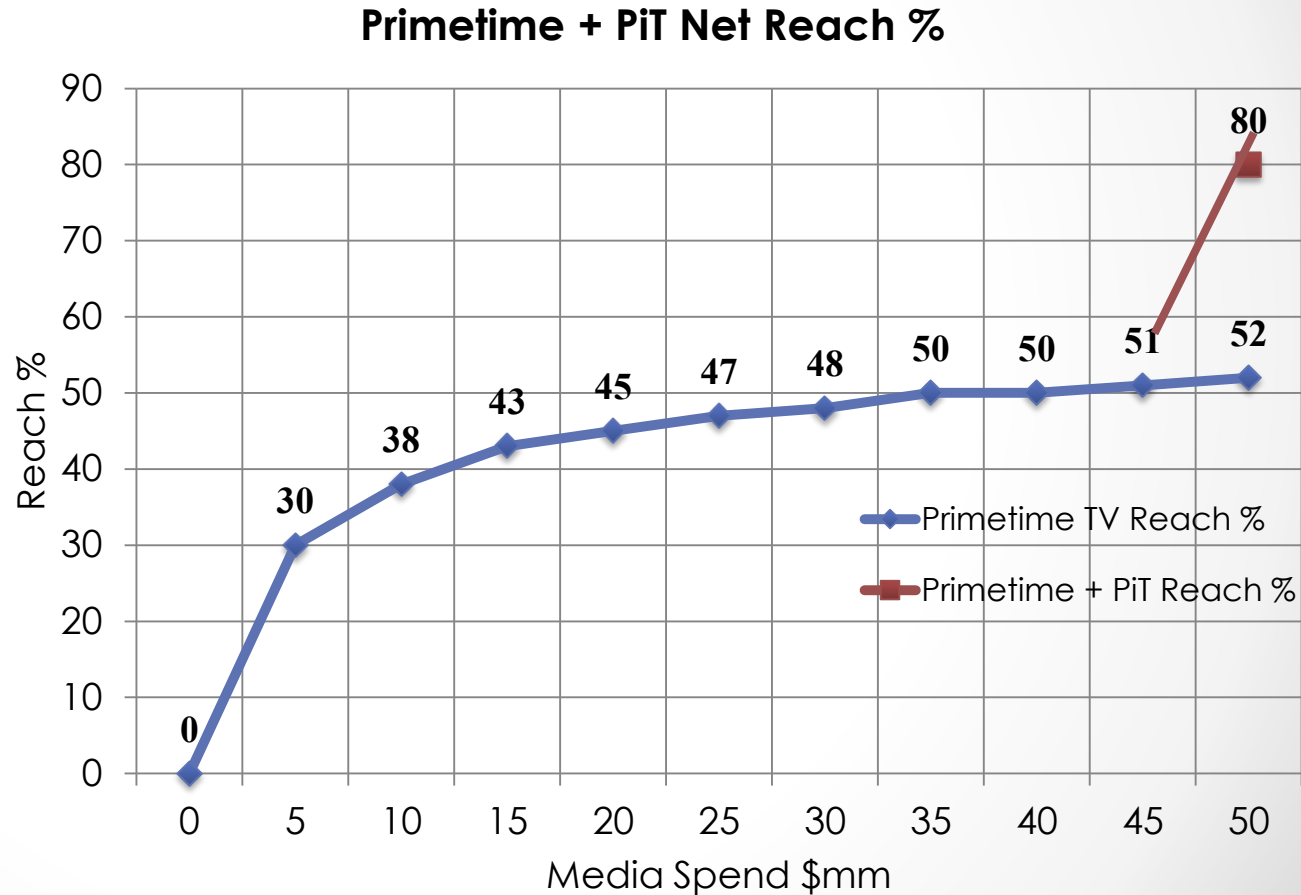
Primetime Earned Net Reach %



- Affords 790 A18-49 GRP's
- Generates a target R/F of 52/15.3
- We can see the beginning of reach deceleration at the \$15MM-\$20MM level

\$5MM Premium i Time Substitution

- PiT adds 131 A18-49 GRP's
- Generates a combined target R/F of 80/10.5
- Boosts net reach by 57% when added to the \$45MM all Prime effort, specifically from 51 to 80



The 10% solution

- A nominal \$1MM reallocation within the \$10MM budget plan expanded net reach by 21% from 38 to 46 while keeping the overall budget unchanged
- At the \$50MM level, even greater reach benefits are attained as net reach is expanded by 54% from 52 to 80 while keeping the overall spend rate intact

Premium iTime

Using 8 sites to Boost net Reach

- Six top rated sites were selected to extend the reach of the \$10MM plan; a total of eight were used at the \$50MM plan rate





STATE FARM CHAMPIONS CLASSIC

1 **DUKE** 3-0 **88** ◀ Final **81** 2 **MSU** 1-1



Duke's Bagley exits vs. MSU after eye poke

The No. 1 freshman in the country, Duke forward Marvin Bagley III, left in the first half against Michigan State after getting poked in the eye and won't return.

• Live updates from Champions Classic

Top Headlines

- Kanter to LeBron: You're not the king of N.Y.
- Lovullo, Molitor named Managers of the Year
- Jones won't back off in Goodell contract fight
- Pop heartened by some reaction to political talk
- Friends, family remember 'beautiful' Halladay
- U.S. eyeing event with World Cup outcasts
- Toughest, easiest roads for NFL contenders

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VIDEO

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MINI-GUIDE

TRENDING

QUIZZES

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Sundance 2017 Awards
Full list of winners



IMDb STARmeter Award
Peter Dinklage thanks fans



Sundance Acquisitions
All the deals from Park City

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Sundance 2017: Mini-Guide

- Premieres
- Documentary Premieres
- U.S. Dramatic Competition

In Focus: 2017 STARmeter Award Winner Peter Dinklage

View photos of 2017 STARmeter Award winner [Peter Dinklage](#) at Sundance 2017. Plus, look

- Come visit our Discord Server!
- Official EA Website for Battlefront II
- EAStarWars Twitter page

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3



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


REMINDER - This Wednesday is NOT a Wrist Rocket

Wednesday (self:StarWarsBattlefront)

submitted 8 hours ago by **Mod** [ScorchRaserik](#)  PC RC-1262 "Scorch" - announcement

116 comments

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The Sum of the Parts

- A modest 10% shift of the prime investment into Premium i Time dramatically boosts important net reach
- Creative assets for both media remain constant and include 100% video
- The proprietary Premium i Time platform provides comprehensive transparency and validation levels unavailable elsewhere
- Both media are measured on the GRP metric for seamless integration and evaluation of KPI's