

SCOPE

Advertisers and media agencies' questions:

Why should I advertise on TV?

Why do I need Online video for advertising?

How to combine TV with Online video?

What impact can I expect from an all screen campaign?

8% INCREMENTAL REACH

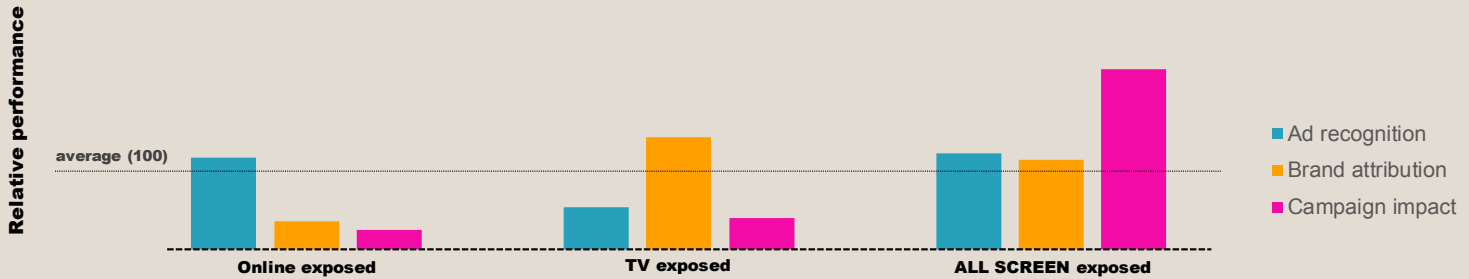
With our online video network we reach 8% extra viewers after 2 weeks



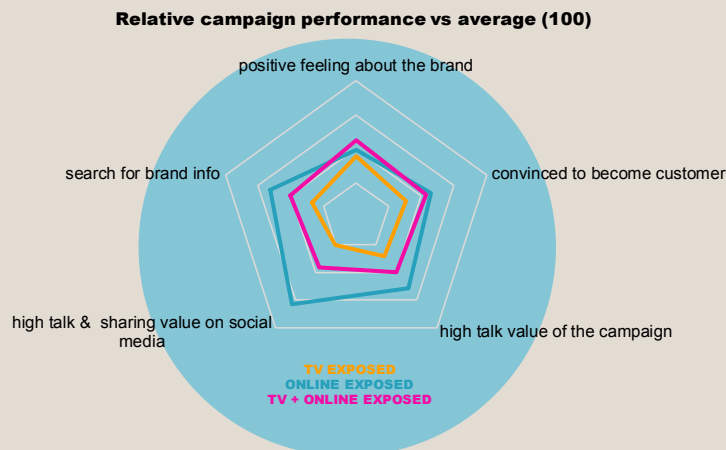
ALL SCREEN EXPOSURE LEVERAGES THE CAMPAIGN IMPACT

Online exposure & ad recognition: personal choice -> attention

TV exposure & brand attribution: if attentive, the role of big screen* -> explicit memory



ALL SCREEN EXPOSURE UPLIFTS BRANDING & CONVERSION



Sources: Ipsos & SBS, ATHENA 2019, Belgium North, 18-54yo

*ThinkTV, The Benchmark Series 2018, Prof. Karen-Nelson Field