

Network Sports Tune-In Report



- VIZIO successfully drove a lift in game day tune-in
- VIZIO brought a new, unique audience to the campaign
- Targeting segment was impactful for tune-in

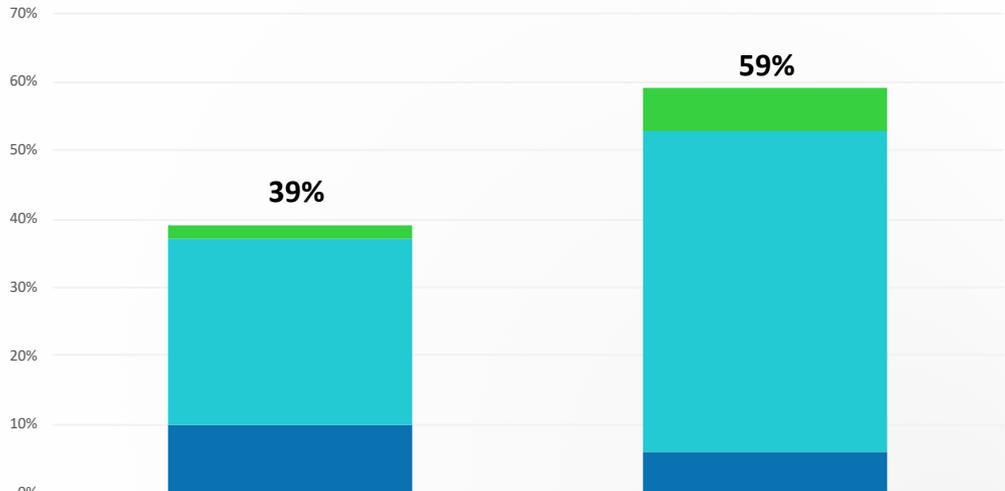


Campaign Reached Majority of IO Target Audience



59% of Football Sports Viewers Reached by Campaign

Campaign Reach

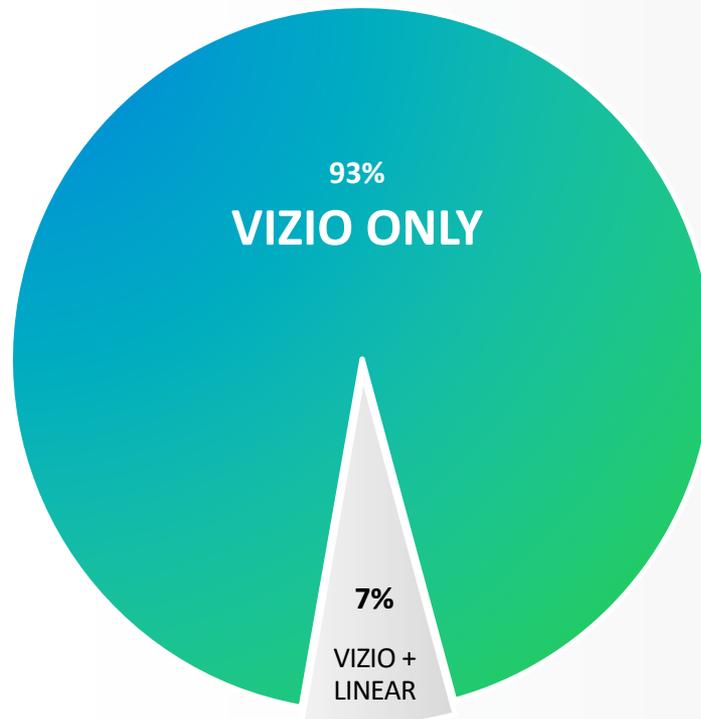


	All SmartCast TVs	Football Sports Viewers
Linear + VIZIO	2%	6%
VIZIO Only	27%	47%
Linear Only	10%	6%

93% Unique Reach

93% of TVs reached by VIZIO campaign weren't reached by linear campaign

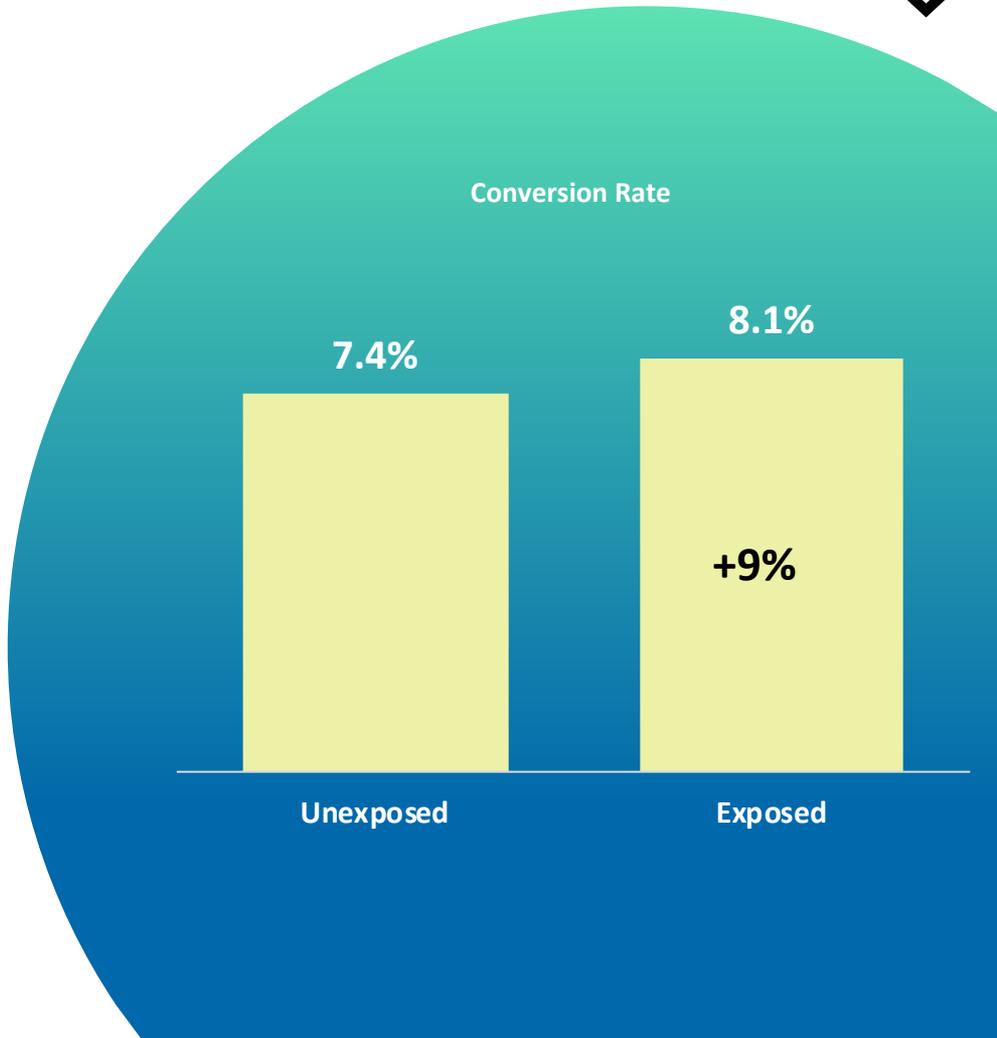
VIZIO Campaign Reach Mix





VIZIOAds Drove 9% Lift

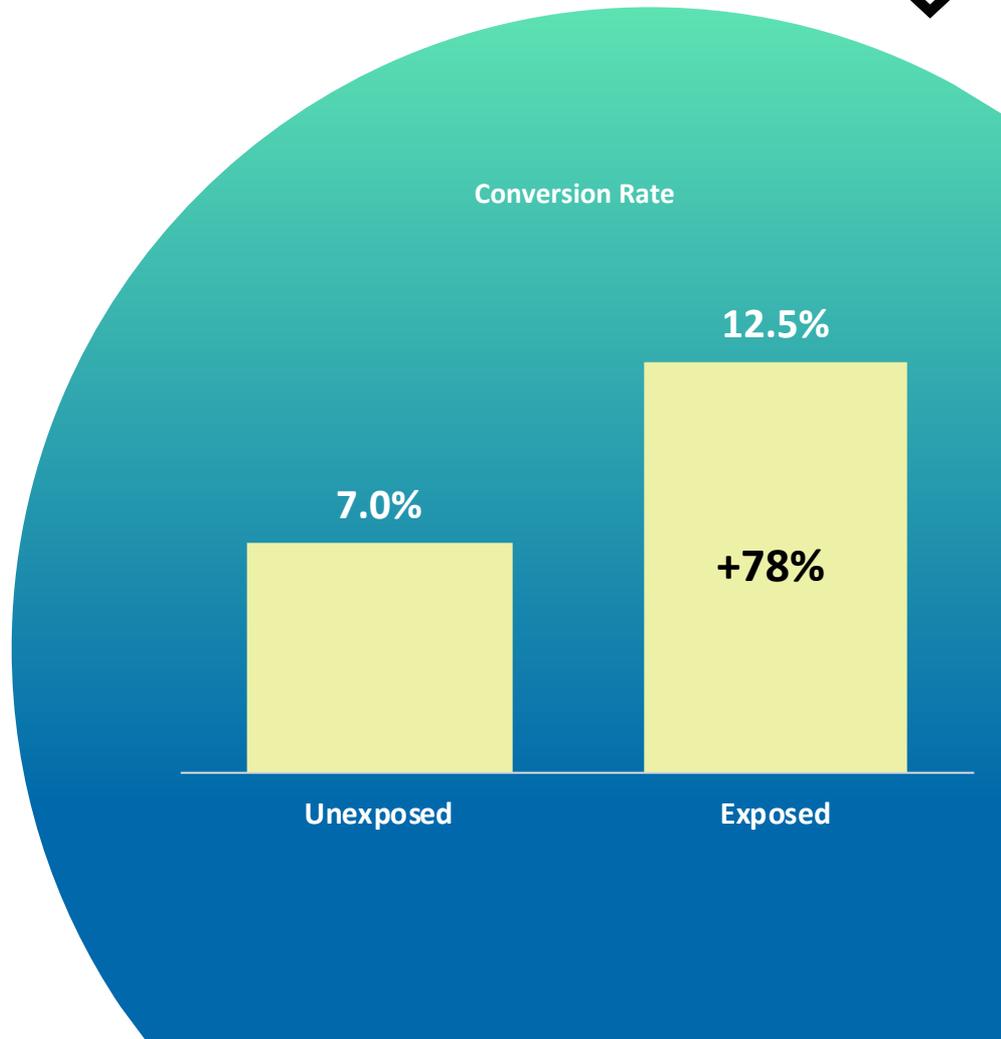
Engaged Smartcast TVs exposed to the campaign were much more likely to tune into the game than those that weren't





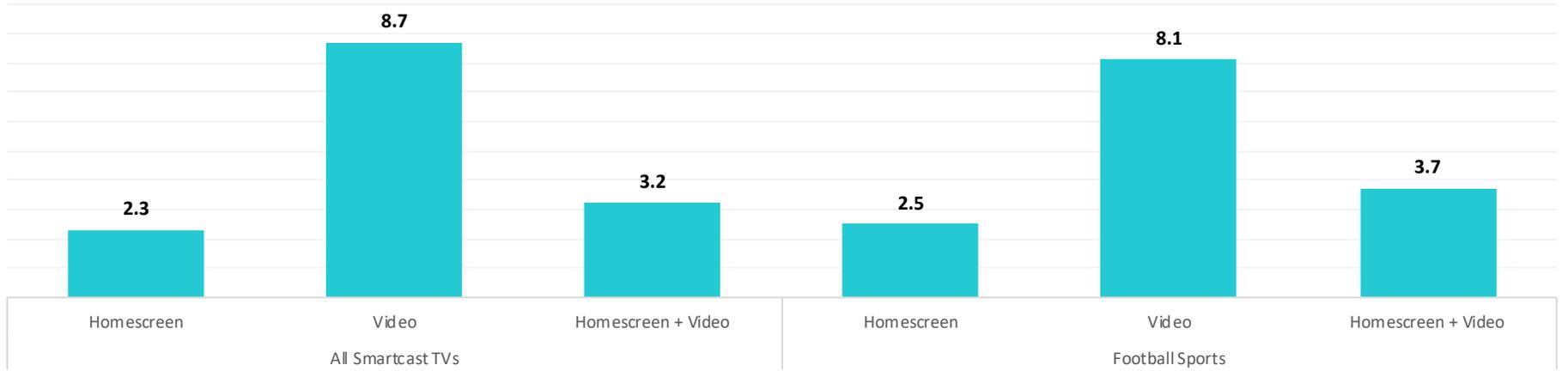
VIZIOAds Drove **78% Lift** Among Football Sports Viewers

Football Sports fans exposed to the campaign were much more likely to tune into the game than those that weren't





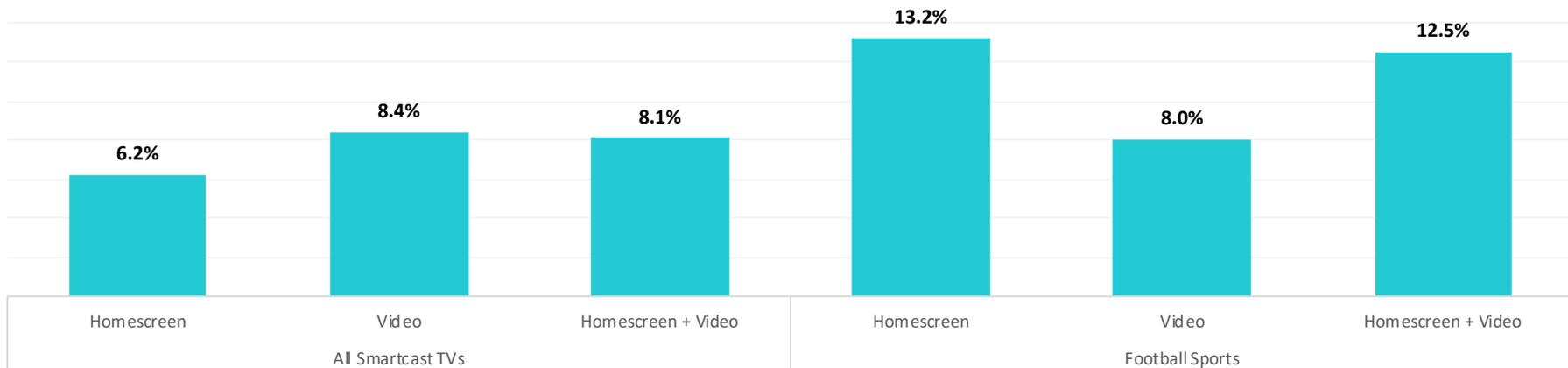
Frequency by Tactic/Target



Video Drove Highest Frequency



Conversion Rate by Tactic/Target



Football Fans Responded Well to
Homescreen Banner



- Exploring targetable rotational homescreen to get higher frequency and better engagement
- Expand CTV video to a 5-day flight vs a 2-day flight for better managed frequency. *(reduce frequency for example from 9 to 5)*
- Continue to do game day homescreen takeovers



Thank You

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