

# VIZIO Ads

## Sitcom

### Tune-In Analysis



# VIZIO Ads

## Summary:

- ✓ Campaign was successful in driving **82% lift** vs. the overall control group across both episodes measured.
- ✓ Of the tactics leveraged, the Homescreen Takeover unit generated the highest tune-in (**0.76% tune-in rate**) and the greatest incrementality (**131% lift**).
- ✓ **98%** of audiences exposed to VIZIO media were not reached on Linear TV, highlighting VIZIO's incremental reach.



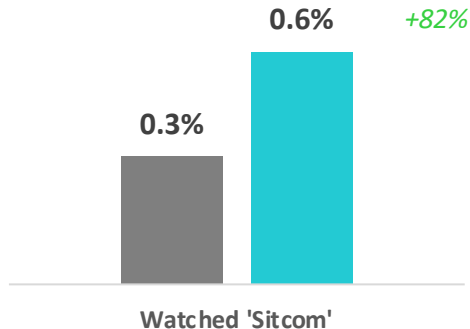
## Campaign Drove Strong Lift to Tune-In

Audiences exposed to VIZIO media overall tuned-in at higher rates when compared to the control group, with the Homecreen Takeover generating the most positive results.

### OVERALL TUNE-IN RESULTS

Control vs. Exposed Tune-In Rates  
*All Targets*

■ Control ■ Exposed



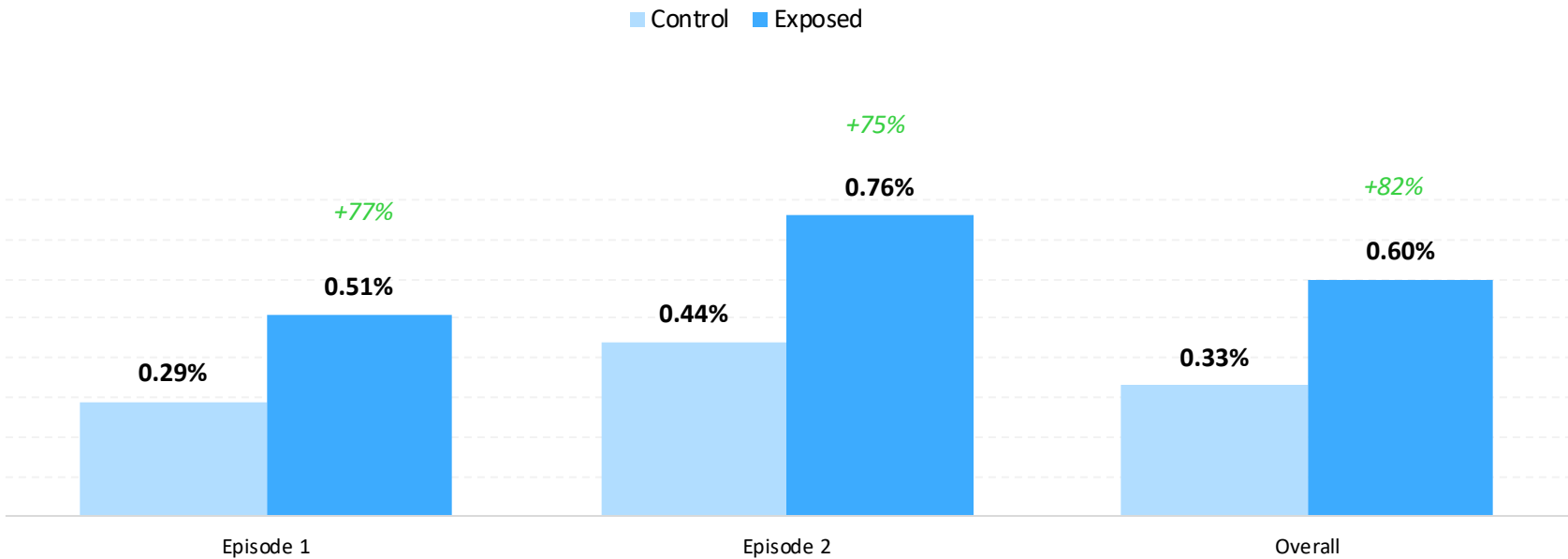
### SUMMARY BY TACTIC

Tactic	Outcome	Exposed Conversion Rate	Control Group Conversion Rate	Lift vs. Control Group
Homescreen: Rotational	Watched 'Sitcom'	0.3%	0.3%	0%
Homescreen: Takeover	Watched 'Sitcom'	0.8%	0.3%	131%
Video: CTV	Watched 'Sitcom'	0.6%	0.3%	69%
Video: HH Connect	Watched 'Sitcom'	0.5%	0.3%	54%



# Media Drove Lift Across Both Episodes

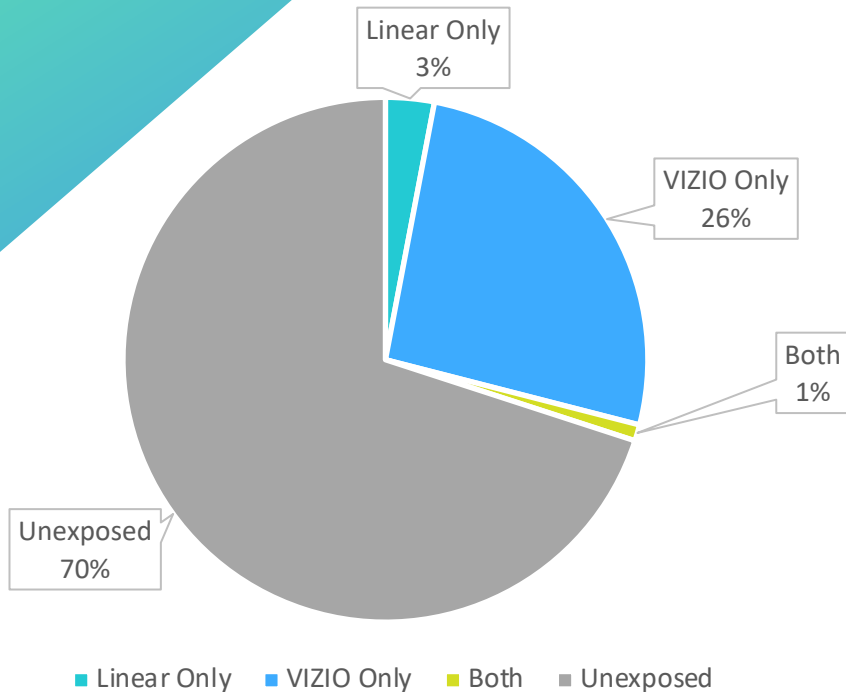
Episode 1 demonstrated slightly greater lift, while Episode 2 demonstrated higher tune-in rates overall (against a smaller exposed group compared to Week 1).





Campaign Reached 30% of  
Active SmartCast Users

Reach of TVs Active on SmartCast



## VIZIO Provided a New, Unique Audience to the Campaign

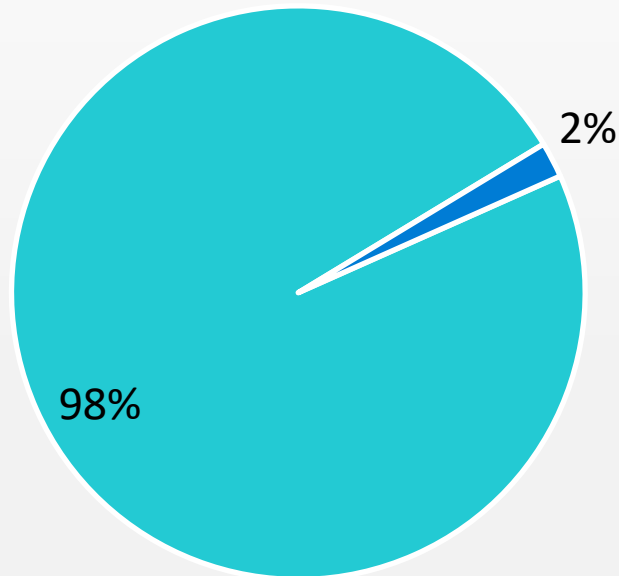


98%

Of TVs Reached by  
VIZIOAds  
Weren't Reached on  
Linear

**VIZIOAds Reach Mix | Unique vs Linear Crossover**  
“Of the TVs reached by VIZIOAds, what percentage were new, unique viewers?”

■ VIZIO Only   ■ VIZIO + Linear

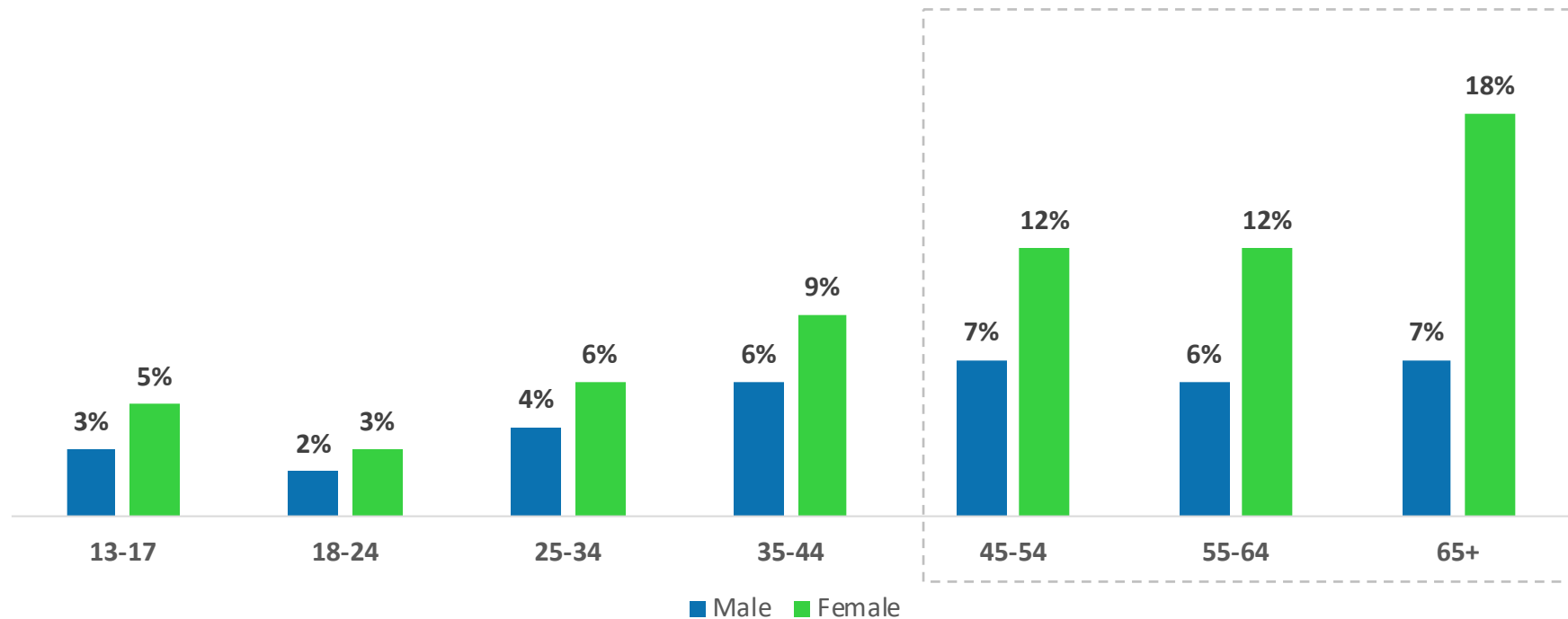




# Viewership Insights



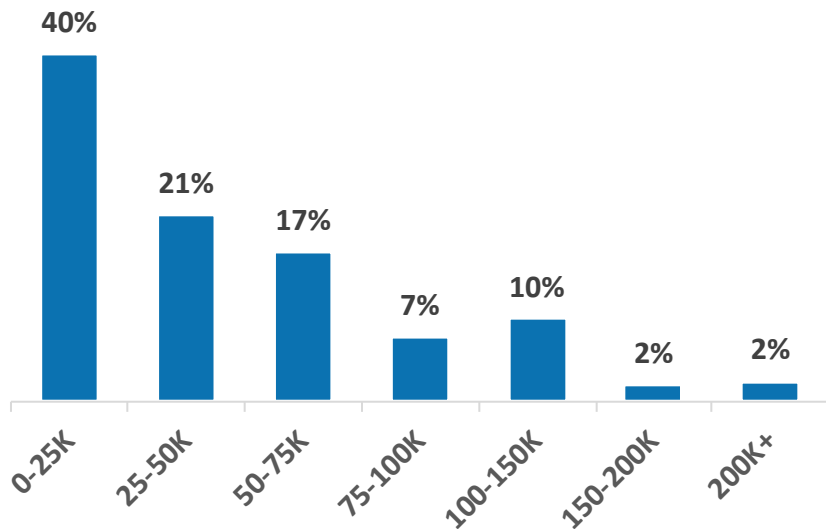
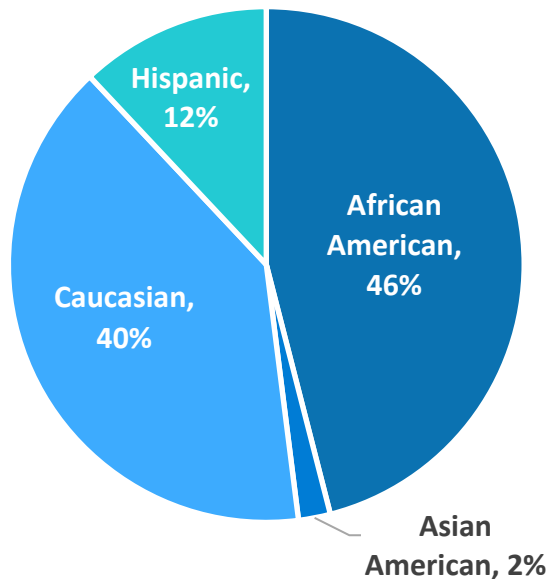
Sitcom over-indexes significantly with older female audiences.







Sitcom over-indexes significantly with African American and lower HHI audiences.



# Thank You

**Peter Mustich**

[Peter.Mustich@vizio.com](mailto:Peter.Mustich@vizio.com)

**Greg Oxenberg**

[Greg.Oxenberg@vizio.com](mailto:Greg.Oxenberg@vizio.com)