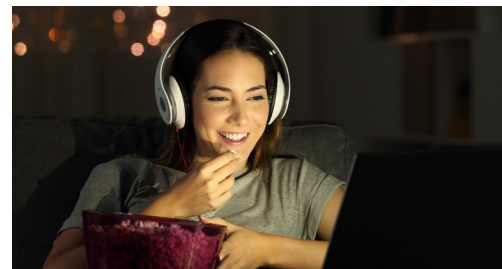
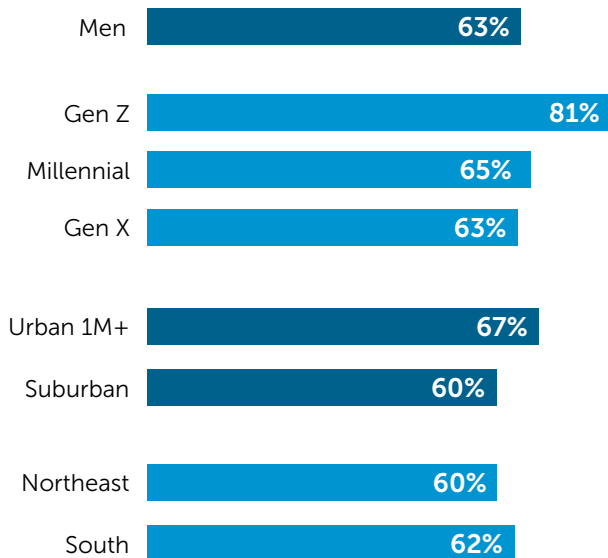




OOH Drives Awareness and Action for TV/Video Streaming Services



59% Recently Recall Seeing OOH TV/Video Streaming Service Ads



82% Who Saw a TV/Video Streaming OOH Ad Engaged

93% Millennials

96% Urban 1M+

Actions taken among those who engaged

Searched for the TV/streaming service online

43%

Visited the TV/streaming service website

37% 51% Northeast

Asked friends and family if they know about the TV/streaming service

28%

Shared by word-of-mouth information about the TV/streaming service

27%

Followed the TV/streaming service on social media

25% 33% Millennials

Purchased/signed up for the product/subscription online

23%

Updated a current subscription to a different package

19%

Purchased/signed up for the product/subscription via app

18% 25% Urban 1M+

Used QR code/SMS text to access information

14%

Contacted the TV/streaming service

14%

OOH Video Streaming Ad Messages Most Likely to Engage Consumers

Among those interested in OOH video streaming ads

New programming

33%

Special or limited time price offers

20% 29% Boomers

Ad supported programming with streaming

14%

TV or streaming specials

30%

New TV or streaming companies

19%

Ease of access to platform/single point of entry

13%

Original programming content

23%

Quantity of programming content

18%

Customer Service

10%

New plan offerings

21% 30% Northeast

Major focus on sports

16% 22% Men

Functionality of content service

9%