



CASE STUDY

Addressable

TUNE-IN BROADCAST

Objective

Drive viewers to tune into the show premier

Target

Viewers of similar shows excluding heavy viewers of broadcast network

Execution

2-week Addressable TV media campaign

Data Used

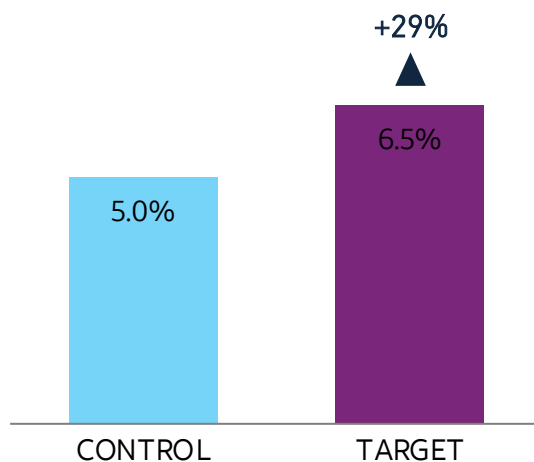
DIRECTV Viewership Data

Campaign flight: Q1 2021
Case study results are based on individual campaign factors. DIRECTV makes no performance warranties.
Source: Third-Party Data Provider

Results

The addressable campaign was successful at driving viewership to the show premier, increasing ratings by 170% versus non-DIRECTV. Those that were exposed tuned-in at a 29% higher rate than those that were not exposed to the campaign.

Overall Conversion



+170

**Ratings Lift
A18-49**

(DTV vs. non-DTV)

+132

**Ratings Lift
A18-49**

(DTV vs. total U.S.)

+23%

**Ratings
Contribution
A18-49**

(exceeding DTV fair share of 10%)