

INNOVATION TECHNIQUES

INSIGHT

Standard ad formats can cause a dulling repetition to advertiser's creative.



INNOVATION TECHNIQUES

IDEA

Provide **smart and consistent visibility** with a brand's target audience through new technology innovations.



THOUGHT STARTERS



Post-Production Passive Placements Geo Targeted served by Freewheel



AR Digital Video Ad Units



Shoppable Display Rich Media Ad Units with self contained shopping experiences



Shoppable Video Ad Units with self contained shopping experiences



Branded Countdown Clocks in premium programming

INNOVATION TECHNIQUES

IMPACT

Increased brand awareness and favorability due to creating a more engaging consumer viewing experience.

NETWORKS & PROPERTIES



Scripted or
alternative
programming



NFL, NHL, Notre
Dame, Deportes,
Premier League,
Tour de France,
NASCAR, IndyCar,
Horseracing



Closing Bell
(CNBC Business
Day), Toast the
Close



Commercial
Offerings