



Go Cross-Device with your TV Ad Buy

Online video is quickly overtaking TV as a more targeted and cost effective way to reach your target audience. Group C is helping our clients publish video campaigns that utilize the latest online video formats and show measurable ROI.

Consumers are increasingly watching online videos across multiple devices. The most **effective TV campaigns now need to include traditional and non-traditional insertion**, or you will risk losing up to 30% of your local audience.¹



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ADVANCED TELEVISION

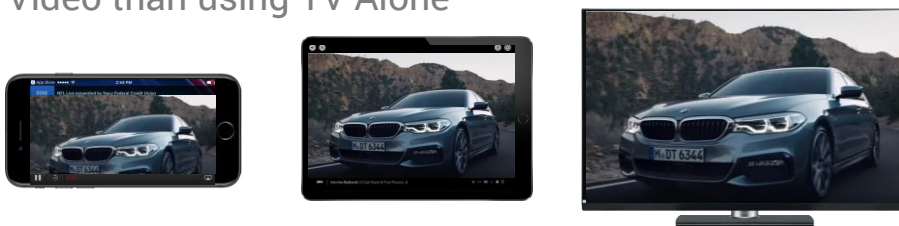
TV is not dying, but viewing habits are changing more quickly than ever. Television content is now being consumed in more places. The digital habits of millennials are influencing the industry, which is responding by creating more individualized experiences that reflect the consumer's expectation for a personalized on demand viewing.

What is OTT?

Over the top (OTT) refers to the delivery of film and TV content streamed directly over the internet to a connected device, bypassing the need for viewers to subscribe to a traditional cable or satellite package.



Gain **45% better message recall** using TV + Online Video than using TV Alone³



1 Source: eMarketer, April 2017

2. Source: IAB, The Changing TV Experience, May 2017

3. Nielsen



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STREAMING VIDEO ADVERTISING

Group C offers a premium video marketplace connecting advertisers to their target audiences through top sites and streaming services that host video content.

- :15/:30 in-stream or out of stream placements
- Verified Inventory & Premium Episodic Content
- Premium Sites
- Superior viewability
- Fraud protection
- Demo & audience targeting available
- 90%+ Completion Rates (Non-skippable inventory)
- Videos run cross platform (smart TVs, desktops, tablets & smart phones)

Sample OTT + Network List:



Pricing Guide

Impressions	Ad Type	Investment
50,000 Commercials	OTT :30 Video	\$2,250 net
100,000 Commercials	OTT :30 Video	\$4,000 net
200,000 Commercials	OTT :30 Video	\$7,500 net