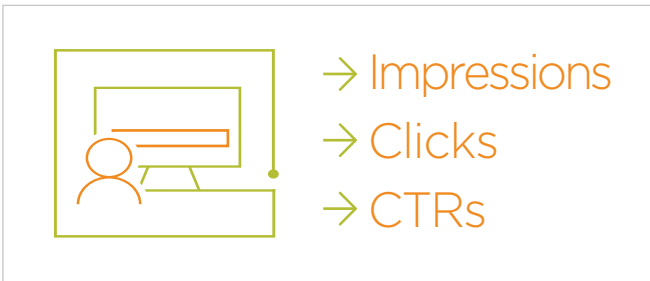




# Lift Analysis from your TiVo Guide Campaigns

TiVo's advertising insights offer a succinct custom analysis of your campaign metrics against your advertising goals. Measured against approximately 1.2 million set-top box samples, our insights provide valuable lift reporting that exceeds traditional analytics for Guide advertising.

## MEASURING ENGAGEMENT



### What You Can Expect:

- Campaign Summary and Performance
- Guide ad-exposed Viewership
- Lift generated from your Guide campaign
- Lift for tune-in and DVR playback for L3/L7

### For past campaigns, we were able to provide clients with insights that included:

- Average Premiere day lift: **47%**
- Lift for Premieres with Advance ads: **53%**
- Average lift for program day tune-in for premieres and following episodes: **42%**
- Program day tune-in lift was as high as **151%**
- Average cumulative lift for all following episodes after a premiere: **57%**
- Average cumulative lift: **63%** for all subsequent episodes with VOD ads airing between episodes
- Average cumulative lift: **61%** for the last advertised episode
- L3 and L7 DVR playback is on average **10x** higher among ad exposed viewers than among non-ad exposed viewers

### FOR EXAMPLE:

