

Simulmedia Presents at ANA's Commercial Ratings Summit

January 22, 2013



COMPANY SNAPSHOT

Who we are

An audience driven ad network for television

Founded

2009

Funded

Avalon Ventures
Union Square Ventures
Time Warner Investments

Based

New York City

Employees

50

Partners

MVPDs
Cable Networks

Clients

Media Agencies
Advertisers



CORE BELIEF

TV is not going to the web; web ad technology business models are coming to TV



BUT THE TV ECOSYSTEM FACES DISRUPTION

Fragmentation

- Twenty years ago the average household had 28 channels.
Today: 165+
- In the 1970s, the average household reach of an 30 second spot was 20%.
Today: Less than 5%
- Rise of **internet, mobile, tablet, digital**
- By 2015, **half of all televisions will have internet connectivity**

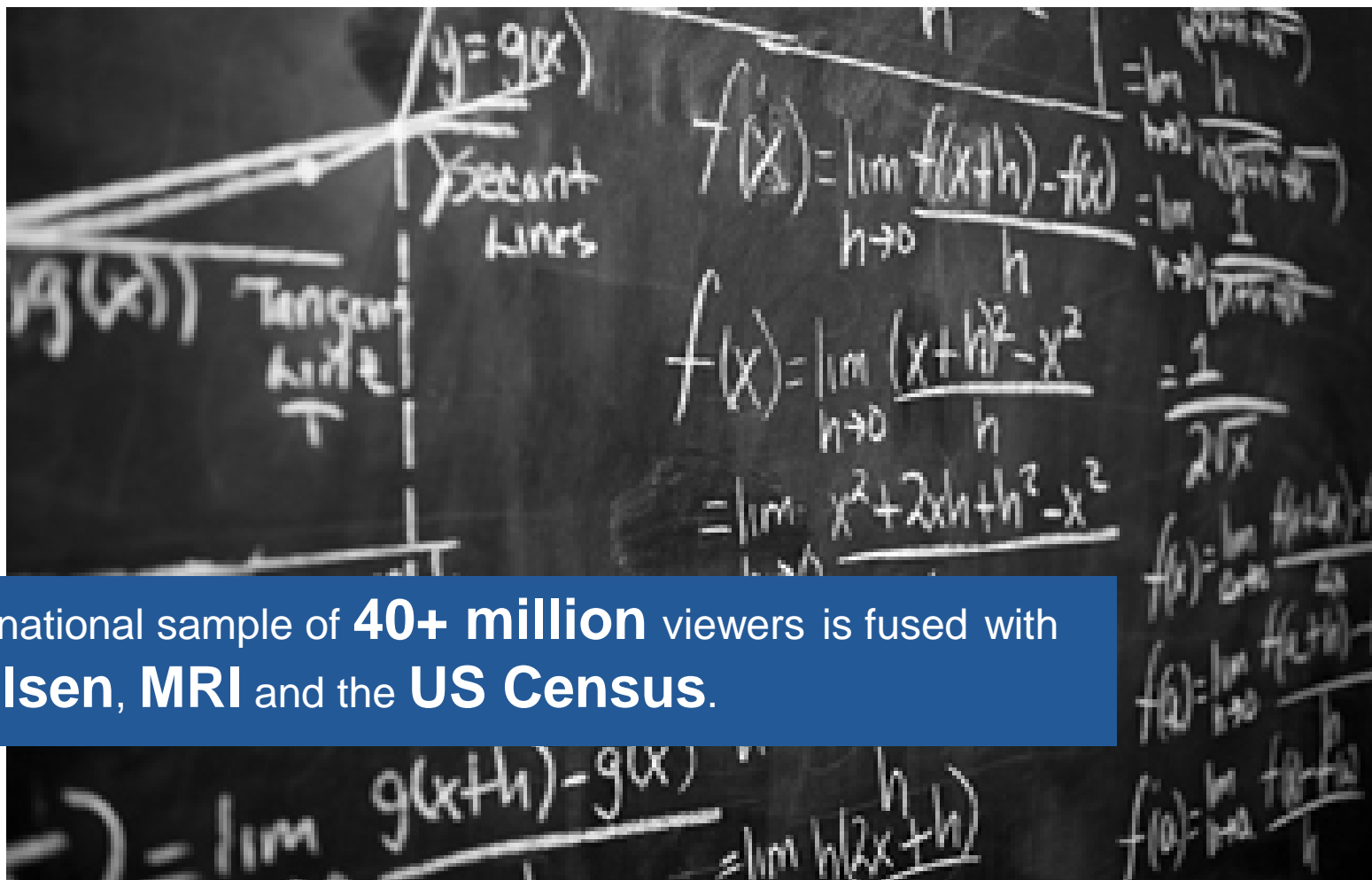
ROI Pressure

- CMOs believe “**ROI on marketing spend will be the number one method for determining the marketing function’s success** by 2015,” according to IBM’s 2012 Global Chief Marketing Officer Study

Source: Nielsen, Magna Global.

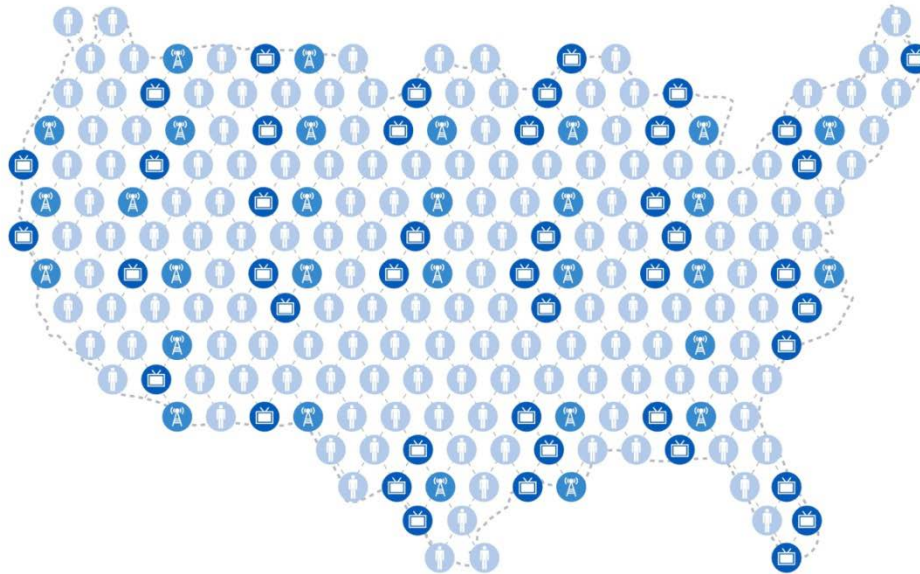


WE PREDICT HOW AUDIENCES WATCH TV



Our national sample of **40+ million** viewers is fused with **Nielsen, MRI** and the **US Census**.

AND SELL MEDIA ON THOSE PREDICTIONS



UNWIRED AD NETWORK:
Simulmedia predicts where and when target audiences watch TV and then packages impressions that reach specific TV audiences.



DATA:

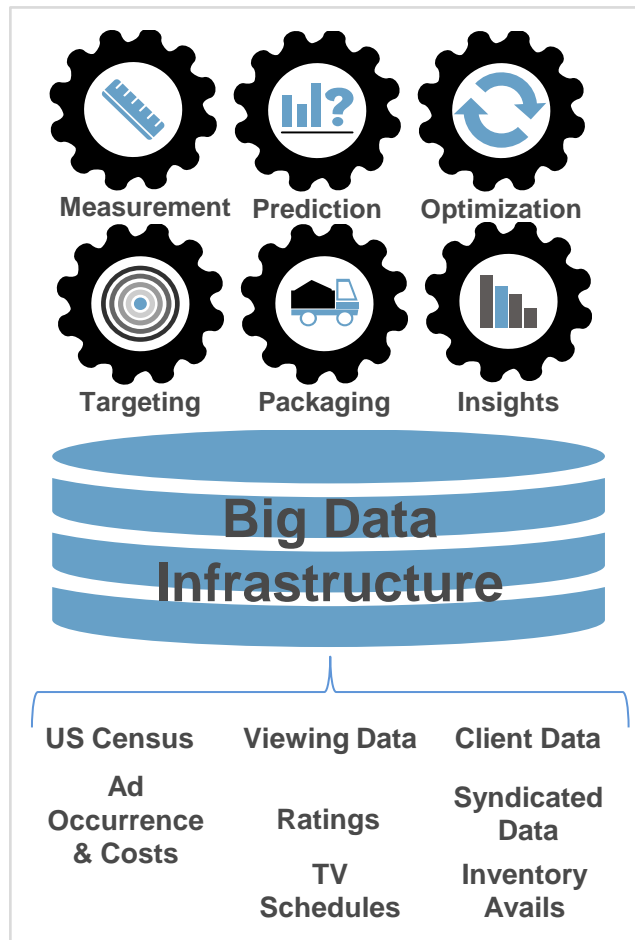
Anonymous set top box data on 40 million viewers combined with Nielsen, MRI and Census data.



MEDIA:

Footprint of 115 million homes from the top Cable, Satellite and Telco Operators and 30 Cable Networks.

SIMULMEDIA'S a⁷ PLATFORM

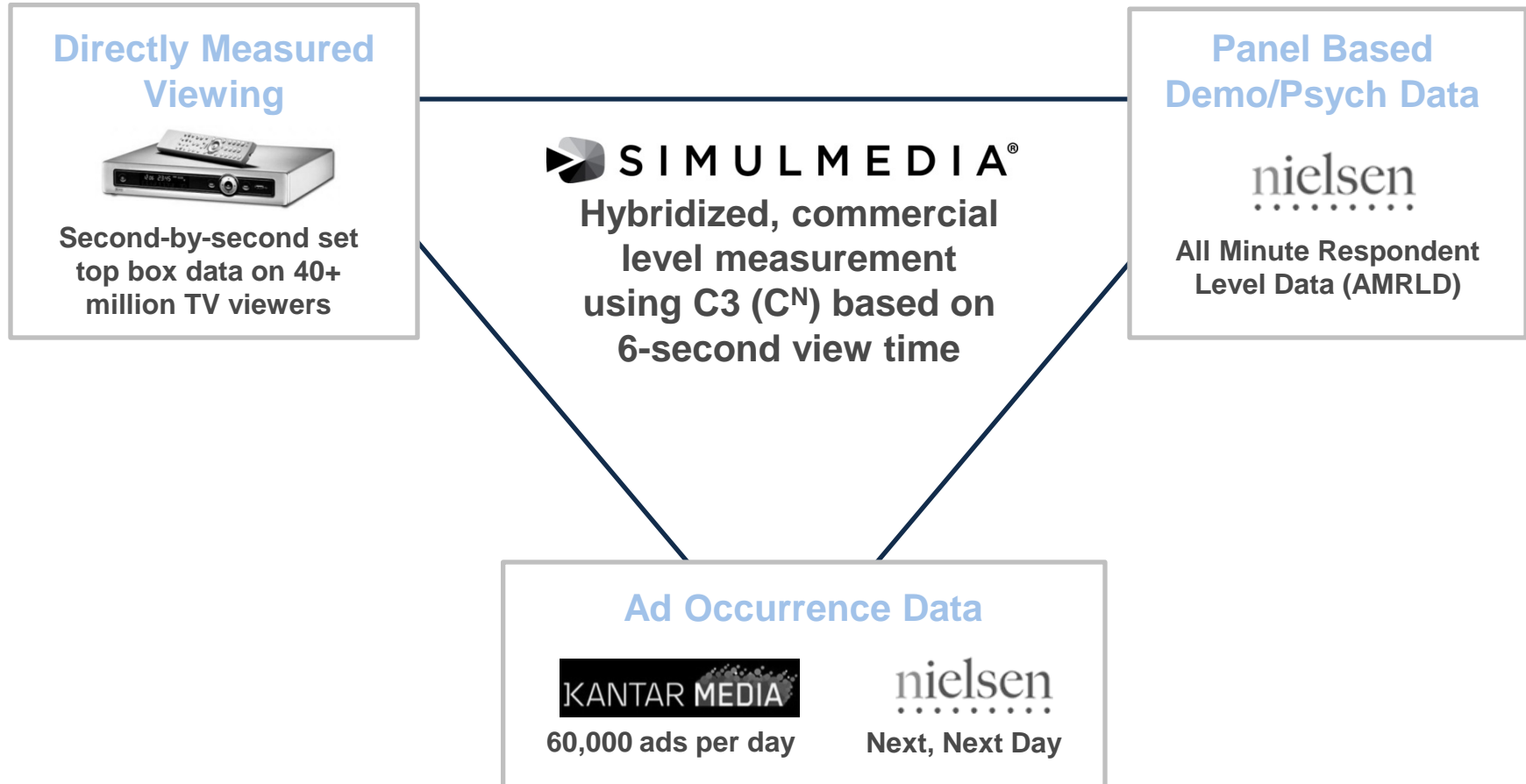


a⁷ combines the largest set of directly measured viewing data in the world with scientific techniques from physics and the financial markets to build and deliver television ad packages with better target audience reach and higher target audience concentration.

A7 by the Numbers:

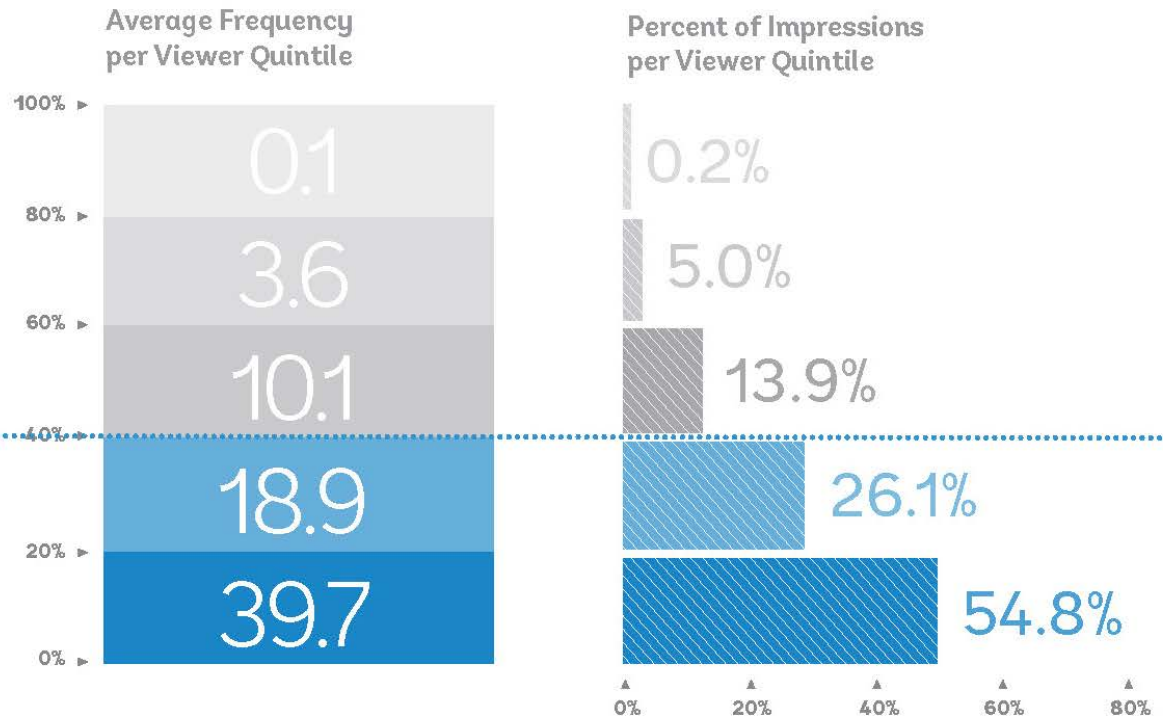
- 500 terabyte infrastructure
- 68,000,000 daily viewing events
- 25,000 person Nielsen sample
- 90,000 commercial avails/week
- 550,000 weekly national TV ads
- 17,000,000 return path data boxes
- 115,000,000 homes reachable with media

SIMULMEDIA SELLS CAMPAIGNS ON COMMERCIAL-SPECIFIC MEASURES...TODAY



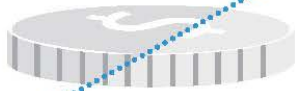
REACH AND FREQUENCY ANALYSIS, A18-54

GEICO®



81%

OF THE TV IMPRESSIONS WENT TO



40%

OF THE TARGET

Source: Simulmedia's Audience Engine & Nielsen



MOBILE SERVICE PROVIDER CASE STUDY: THE SOLUTION

The brand's agency tapped Simulmedia to aggregate the fragmented portion of the brand's target audience. Simulmedia's proprietary Audience Engine packaged over 3,000 targeted ad units across 61 networks; a campaign custom engineered to complement the client's base TV plan.

Simulmedia Audience Network					
% of Client's Budget	Footprint	Targeted Ad Units	# of Networks	A18-49 GRPs	A18-54 with HH income greater than \$60K and are on a family shared plan* GRPs
3%	115 Million Homes	3,325	61	42.48	26.98

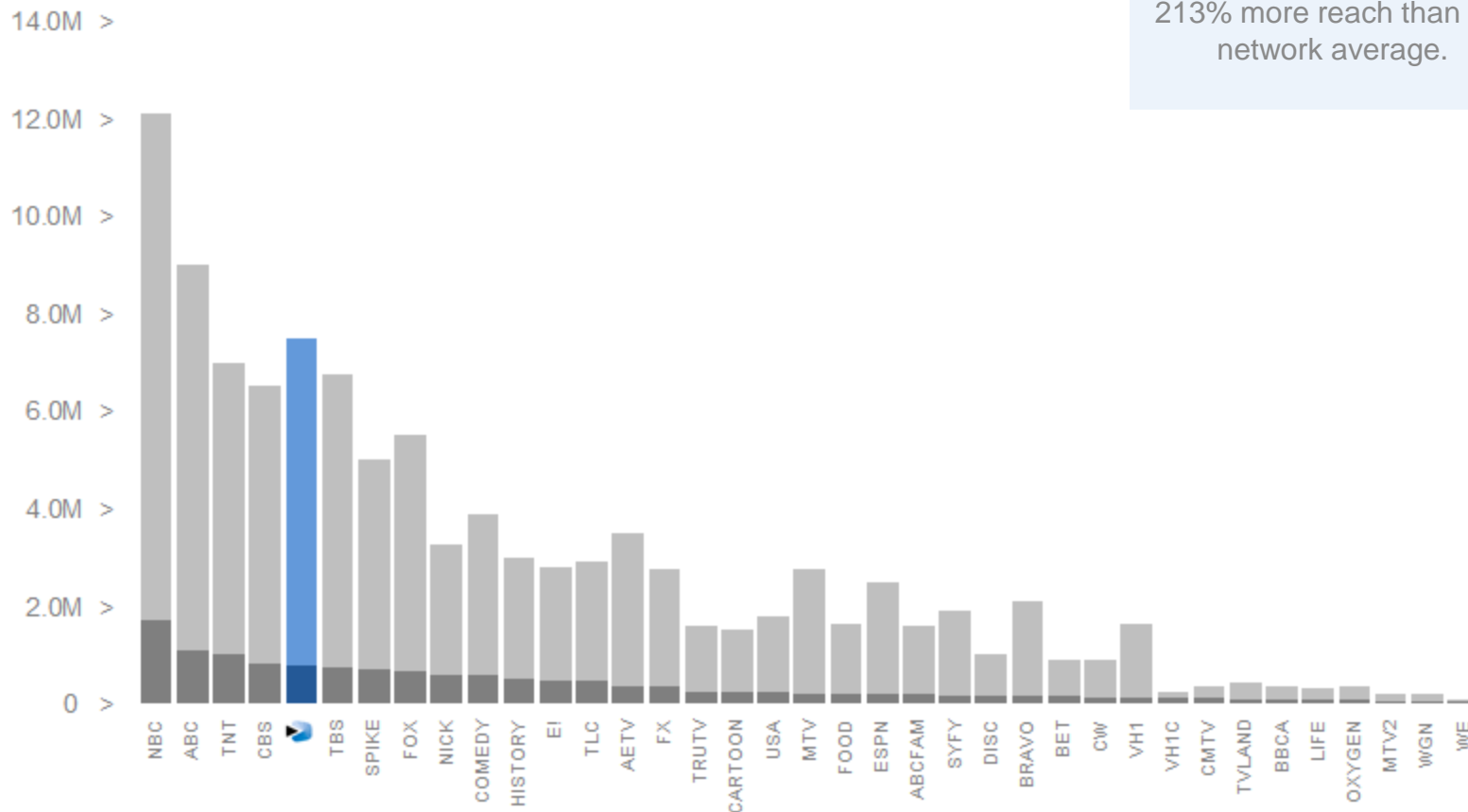
**MRI defined*

MOBILE SERVICE PROVIDER CASE STUDY: NETWORK COMPARISON

Chart shows total and unduplicated reach of A18-54, \$60K+

Unduplicated Reach 
Duplicated Reach 

Simulmedia delivered 213% more reach than the network average.



* Unduplicated reach refers to the total number of different people within the selected demographic that were exposed to the ad.

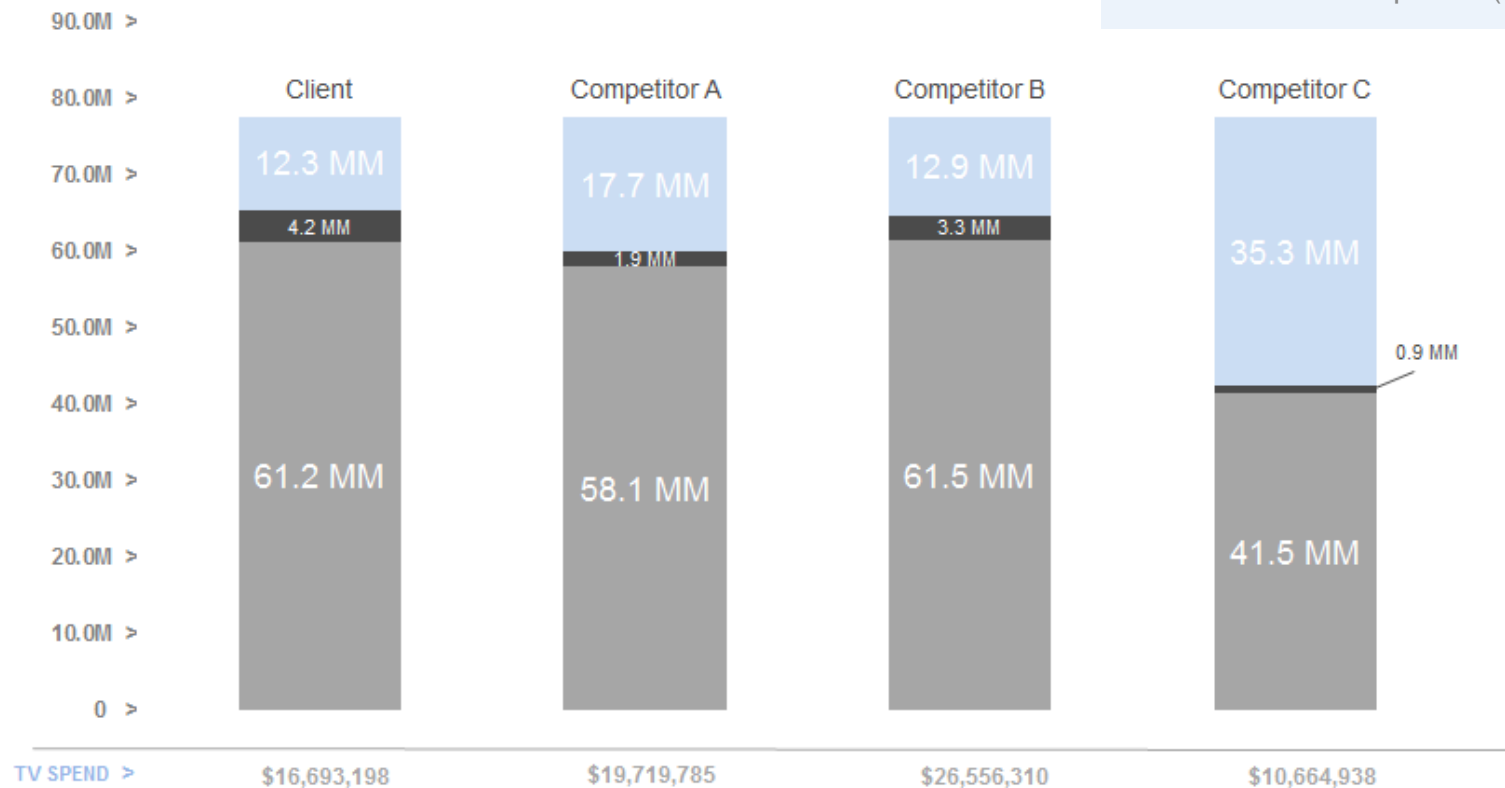
Source: Nielsen, Kantar Media Intelligence and Simulmedia Audience Engine®

MOBILE SERVICE PROVIDER CASE STUDY: COMPETITIVE REACH

Chart shows share of voice versus competitors for A18-54, \$60K+

Unreached Viewer ■
Unduplicated Reach ■
Duplicated Reach ■

The client achieved greater share of voice than the competition and at half the cost of the main competitor (B).



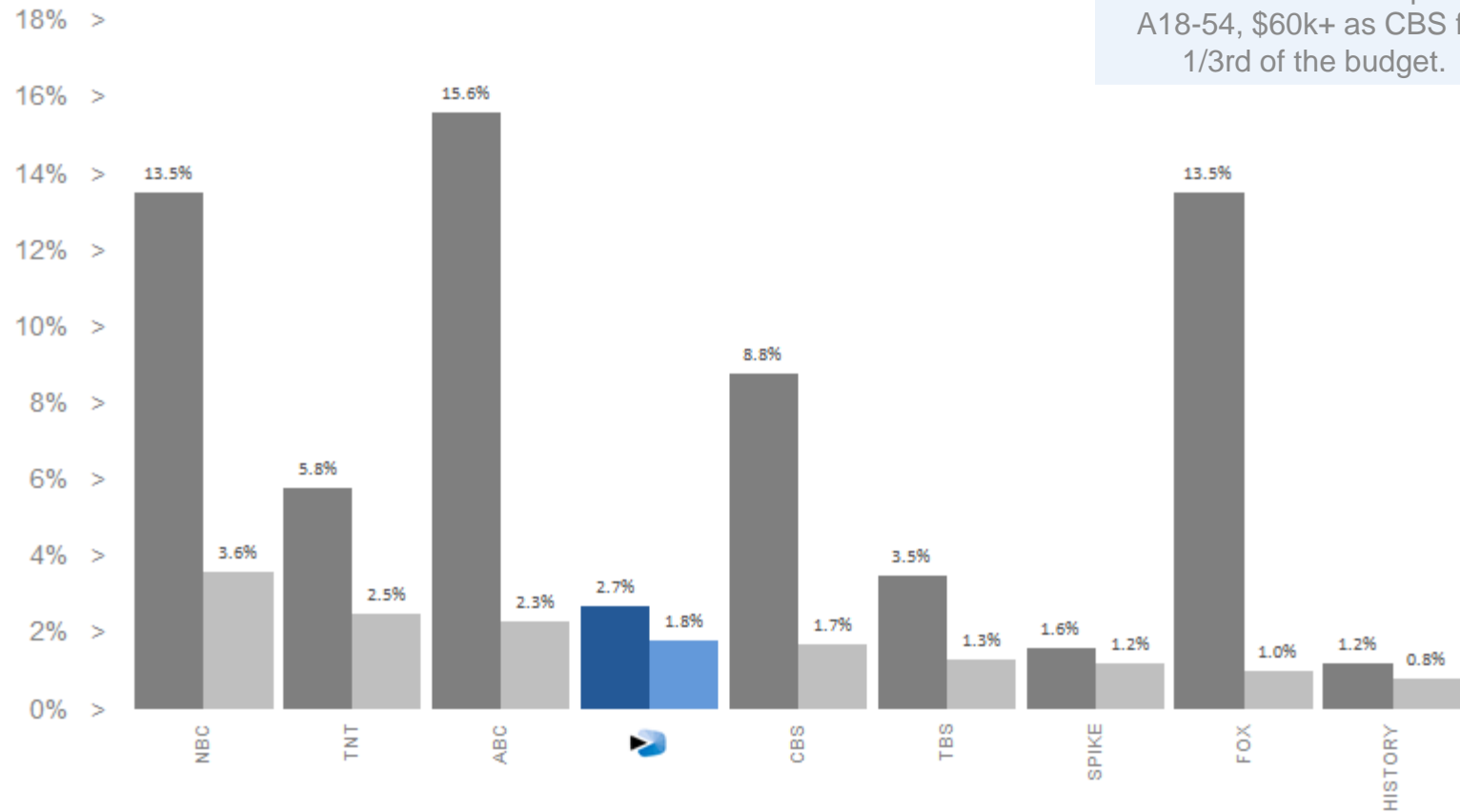
* Unduplicated reach refers to the total number of different people within the selected demographic that were exposed to the ad.

Source: Nielsen, Kantar Media Intelligence and Simulmedia Audience Engine®

MOBILE SERVICE PROVIDER CASE STUDY: REACH AND COVERAGE

Chart shows Percent of client's budget and percent of unduplicated reach of A18-54, \$60K+

Budget Allocation
Audience Coverage



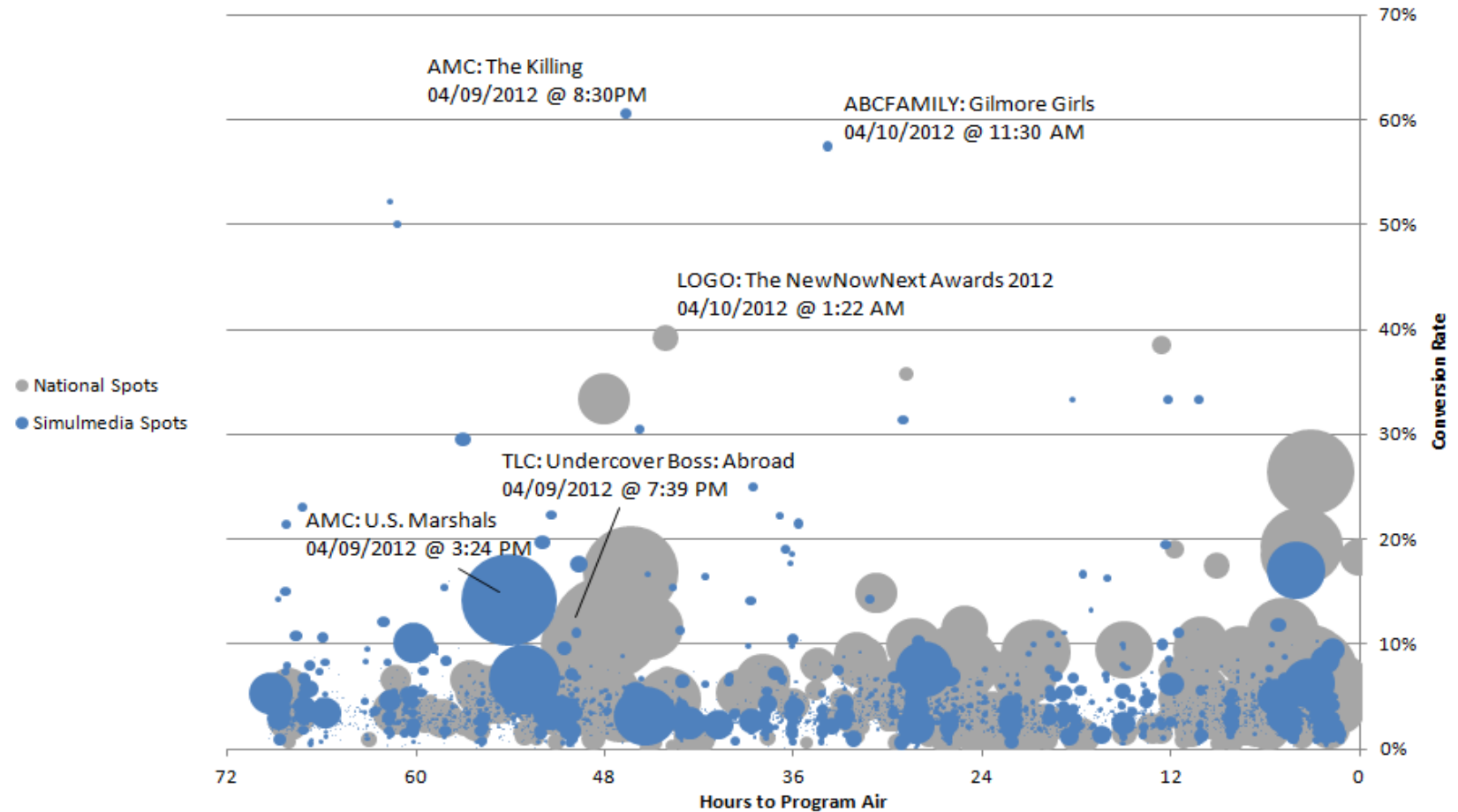
Simulmedia reached the same number of unduplicated A18-54, \$60k+ as CBS for 1/3rd of the budget.

* Networks ranked by A18-54 \$60k+ coverage, most to least **Efficiency measured as the absolute delta between budget allocation and audience coverage

Source: Nielsen, Kantar Media Intelligence and Simulmedia Audience Engine®

CONVERSION RATE BY SPOT/RECENCY

Conversion Rate by Recency for All Off-Channel Promos



Size of bubble represents the number of converted P2+ Viewers in total US
Source: Nielsen, Kantar Media Intelligence and Simulmedia Audience Engine®



KEY TAKEAWAYS

- Commercial and brand-specific ratings (or secondary promises/insights) are critical to understanding advertising efficacy and are available today
- Advertisers can and should demand accountability and more granular measurements across their entire media plan, especially with their TV spend
- More granular measurement/guarantees are essential to long-term power and growth of TV advertising

THANK YOU

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