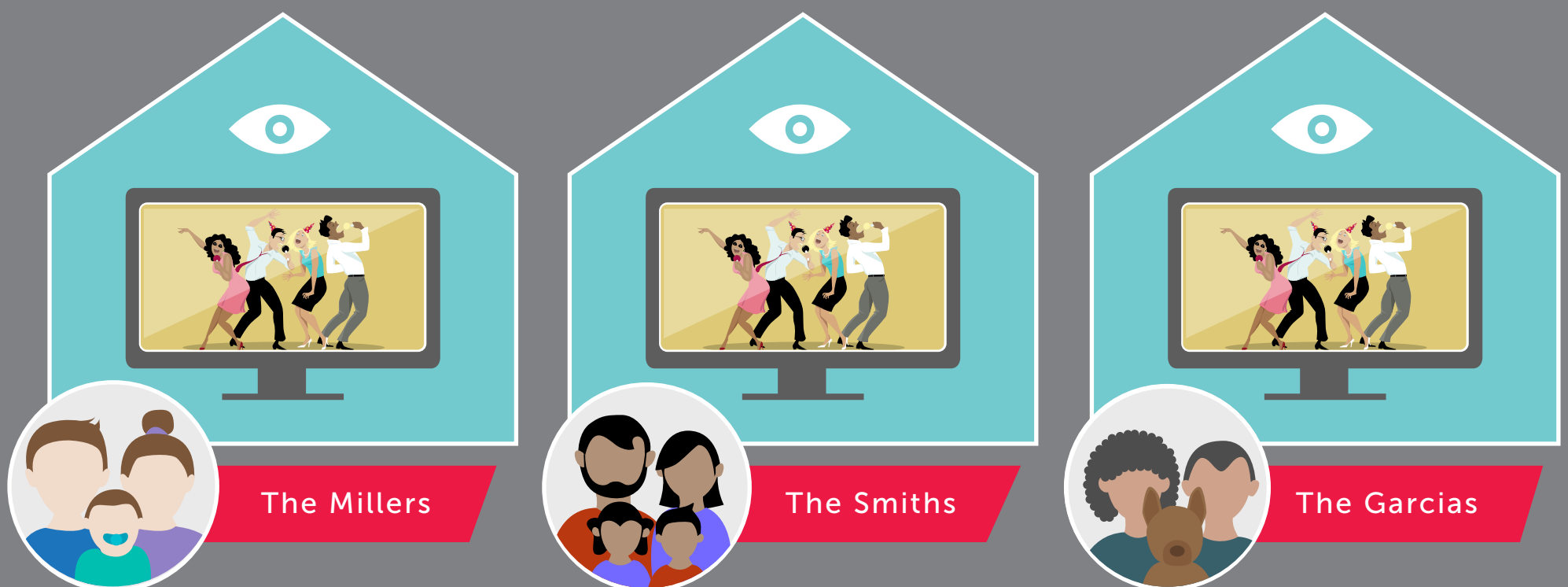


Reduced Waste Zone

Our Addressable Edge only shows ads to viewers of interest to you.

National TV advertisers traditionally use popular shows and Nielsen targets, like Men 25-54, to reach their target consumers. But, a lot can differ between a 25 and 54 year old.

Let's take a look at how three households watching the same popular show can receive separate, relevant ads when brands utilize addressable TV.



The Millers

Matthew Miller, 28, is a new dad researching reliable cars for his new family.

Standard Demo: M25-54

Addressable Targeting:

- Current car lease agreement expires in 3 months
- Household income over \$60,000

The Smiths

Jeff Smith, 39, is a father of two ensuring that his family has nutritious snack options.

Standard Demo: M25-54

Addressable Targeting:

- Shops two times per week in an organic health food store
- Loyalty card holder at sporting goods store



The Garcias

Sam Garcia, 53, is a recent empty-nester, planning a surprise anniversary trip for his wife.

Standard Demo: M25-54

Addressable Targeting:

- Redeemed travel points on previous credit card within last 12 months
- Recently joined new bank