

TELEVISION

Television is the foundation of an effective media mix and is the best medium to create awareness. Whether utilizing a thirty-second or fifteen-second commercial, put the power and reach of television to work for your business. Once it's on air, don't second guess if its working. Connect the dots between your television campaign and traffic to your business' website.

REACH

beyond the Cox video subscriber with additional placement opportunities in our partner homes.*

CONNECT

with customers through the iconic networks, "buzz-worthy" programs and live sporting events they love.

TARGET

your unique customers using lifestyle networks like HGTV, Cartoon Network, and Syfy.

PLACE

ads on Connected TV, Over the Top (OTT) and TV-like inventory to reach customers wherever they're watching video content.



* Contact your local Cox Media Consultant for more information

CONTENT PEOPLE CRAVE

Nothing else on TV reaches people quite like sports. With so many options to choose from, it's easy to find an event that attracts your target customer – from millennial males to middle-aged moms. They'll be watching sports programming live, so you know your ads will be seen, not skipped.



Cox Media is home to more than 9,000 live sports telecasts each year – **nearly 90% of all live televised sporting events.**¹

1. VAB analysis of Nielsen NPower data; Total Day; live originals only (Jan. 1-Dec. 31, 2018); excludes Regional Sports Networks, local broadcast airings, and digital airings of sports through MVPD/network TV apps.

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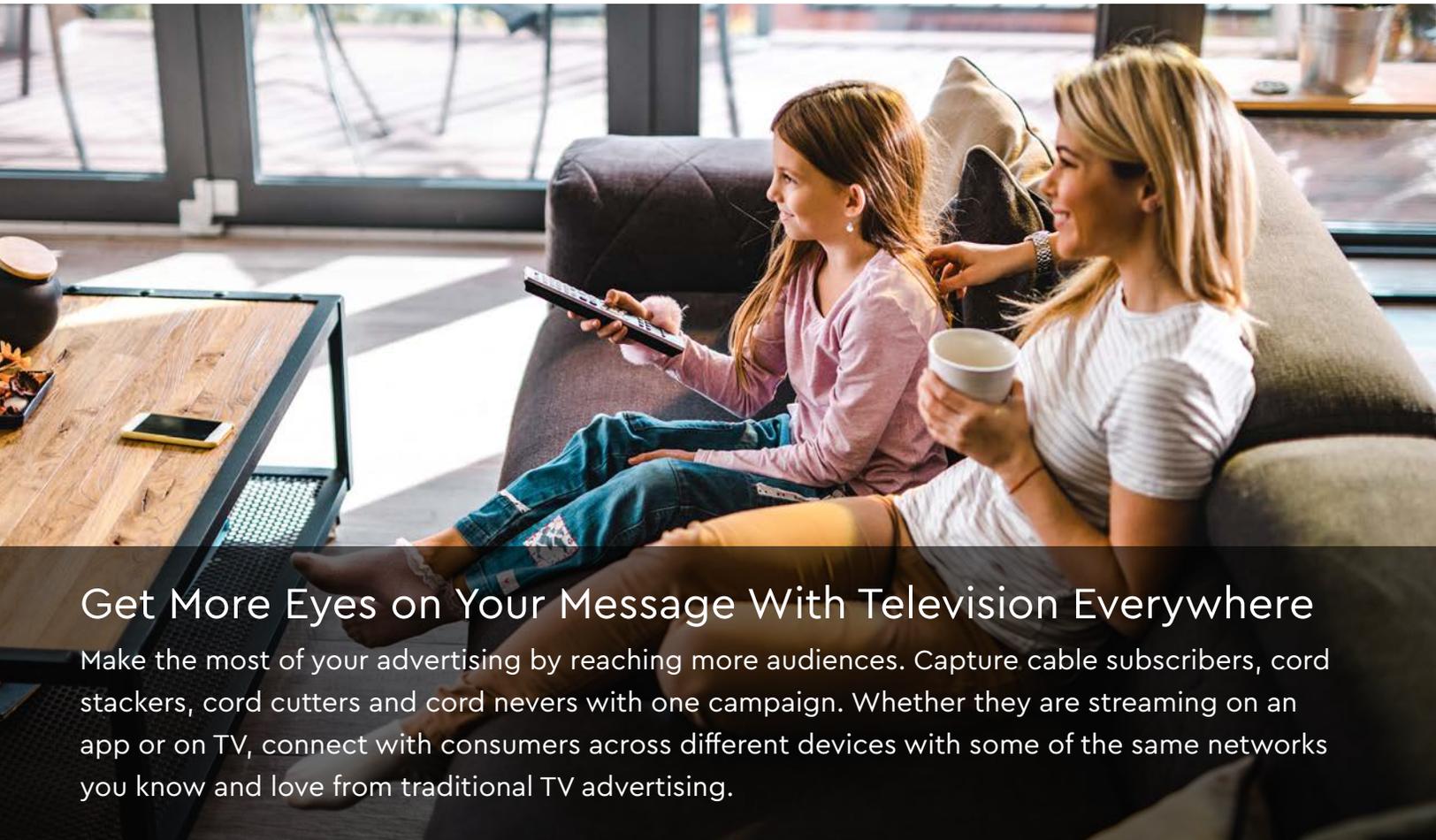
MYTH: Everyone is streaming, no one watches cable anymore.

FACT: 7 out of 10 streaming homes



also maintain a cable/satellite subscription.¹

1. Comscore, State of OTT, 2019



Get More Eyes on Your Message With Television Everywhere

Make the most of your advertising by reaching more audiences. Capture cable subscribers, cord stackers, cord cutters and cord nevers with one campaign. Whether they are streaming on an app or on TV, connect with consumers across different devices with some of the same networks you know and love from traditional TV advertising.

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