

# VIDEO

American adults spend more than 5.5 hours per day consuming video content.<sup>1</sup> Extending your message online through Interactive and Video Pre-Roll advertising placements is a proven way to create awareness across tens of thousands of popular websites where consumers watch, read, browse and chat.



Expand your reach as users shift across screens to a highly engaging, user-initiated online environment.



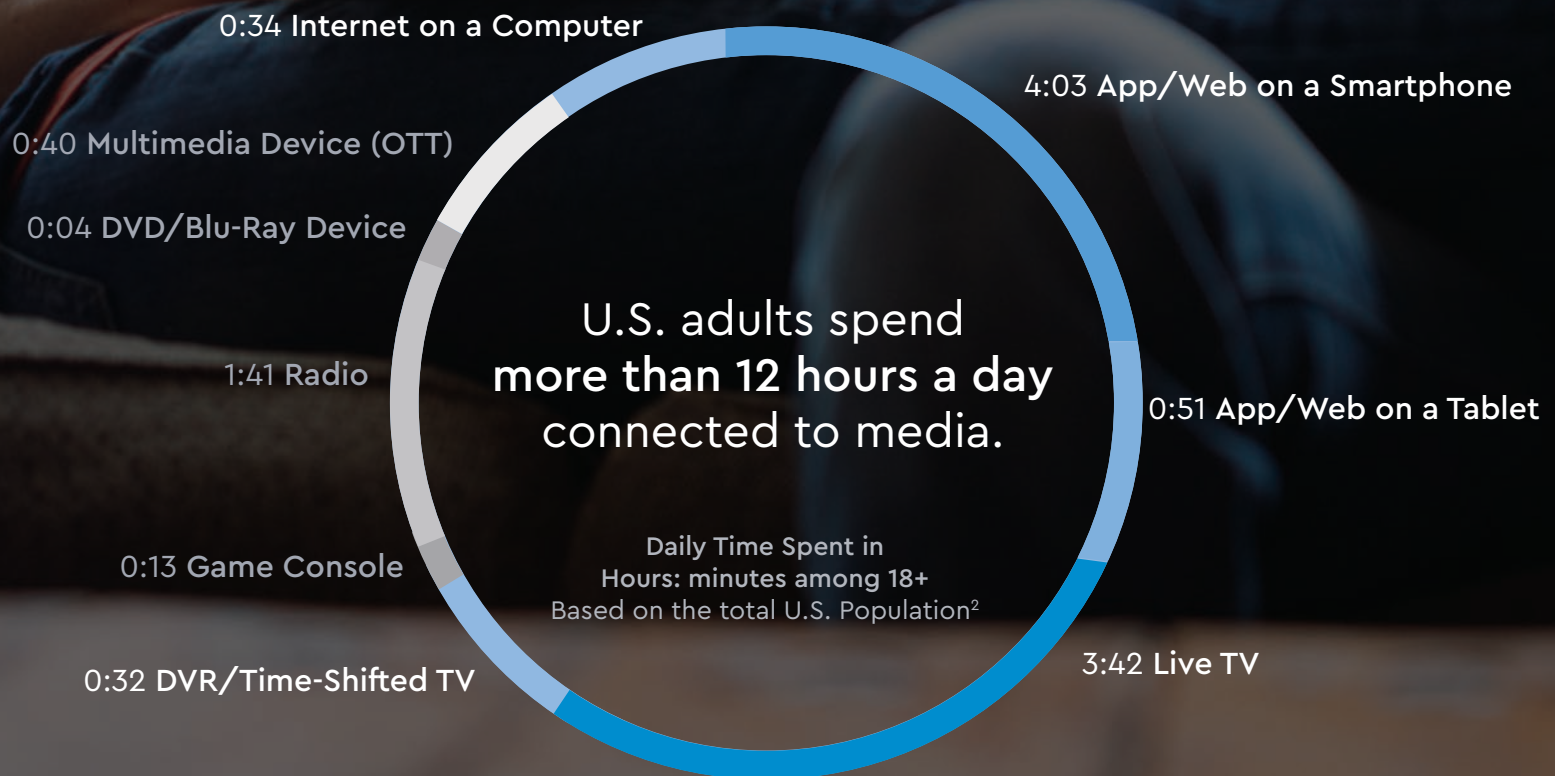
Time digital campaigns to coincide with television flights to maximize reach, awareness and brand recall.



Extend your message on Facebook to generate engagement and drive action.

1. Nielsen April 2020 Total Audience Report; average time spent per Adult 18+ per day on video for Q4 2019, based on total U.S. population.

# VIDEO: EXTEND YOUR ROI



2. Nielsen April 2020 Total Audience Report; average time spent per Adult 18+ per day for Q4 2019, based on total U.S. population