PRODUCT INFO

Premium **Streaming TV**

Your commercial on the networks people pay to watch.

Premium Streaming TV runs only on **non-FAST channels**, the subscription networks viewers pay to watch. Your brand appears side by side with the highest-quality shows and movies, giving your reputation a real boost.

PREMIUM VS. FREE CHANNELS

Non-FAST (premium)

Paid, subscription networks like Fox News, CNN, HGTV, TLC, TBS, Discovery, ESPN, and Hulu. Ideal for protecting brand image and building brand equity.

FAST (free)

Free, ad-supported channels like The Roku Channel, Tubi, and Pluto TV. Great reach at lower cost, but not premium content.

A SAMPLE OF PREMIUM NETWORKS

BENEFITS

- Premium channels only
- Robust targeting
- Data-driven decisions
- Control over the ad experience
- Cross-device attribution
- Brand-safe environment
- Insightful, up-to-date reporting

EXAMPLE RESULTS

Results from test campaigns. Device share: TV screens 92.71%, mobile 5.81%, tablet 1.27%, other 0.21%. Top channels included CNN, Hulu, Travel Channel, ESPN, Haystack News, Newsy, Fox Business, TLC, HGTV, and Food Network.

95.84%
completion rate

92.71%
of impressions on TV screens

112
premium channels delivered