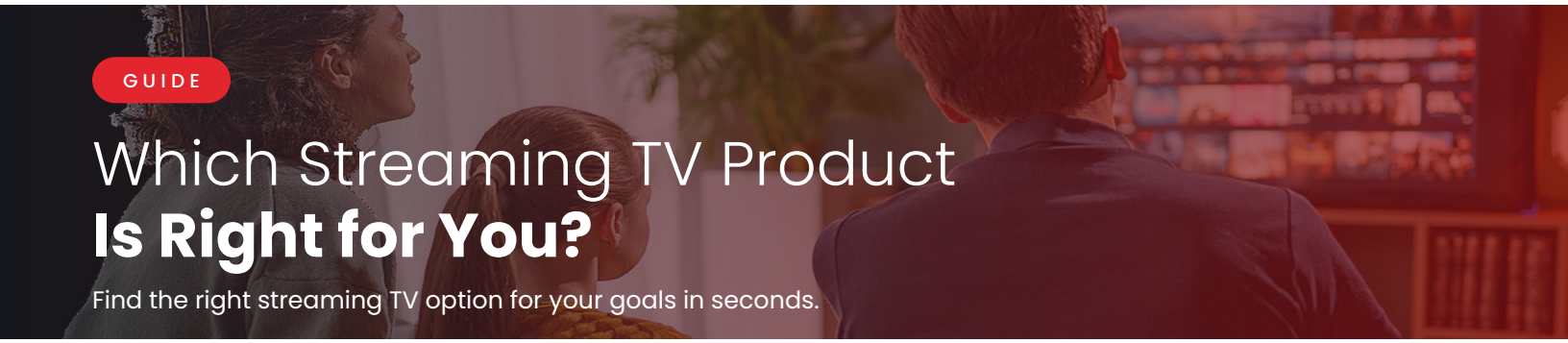


GUIDE

# Which Streaming TV Product **Is Right for You?**

Find the right streaming TV option for your goals in seconds.

## THE QUICK GUIDE

Want lower costs and measurable conversions?

**Streaming TV 60/40**

Want a balanced mix of audiences and stronger brand awareness?

**Streaming TV Plus**

Want to appear only on premium, household-name networks?

**Premium Streaming TV**

Want to target people by where they've been, and measure store visits?

**Addressable Streaming TV**

## EACH PRODUCT EXPLAINED

### Streaming TV 60/40

MOST POPULAR

**Best for:** Budget-minded businesses that still want measurable results. Our go-to for most campaigns.

**How it works:** A 60% large-screen and 40% small-screen mix on free, ad-supported streaming channels (FAST), delivering both reach and conversions.

**What's different:** Lower overall cost per thousand impressions, and drives more clicks than any other package.

### Streaming TV Plus

**Best for:** Businesses focused more on brand awareness, who still want a balance of price and performance.

**How it works:** A blend of free (FAST) and premium (non-FAST) channels, with 88–93% large-screen delivery.

**What's different:** A strong middle ground: broad reach with higher-quality, big-screen inventory.

### Premium Streaming TV

**Best for:** Brands that want to appear only on prestigious, household-name networks and subscription services.

**How it works:** Runs only on premium, ad-supported subscription channels (non-FAST), the well-known networks viewers recognize.

**What's different:** Built for prestige placement and brand building, next to the biggest names in TV and movies.

### Addressable Streaming TV

**Best for:** Location-based targeting, reaching past customers, winning competitors' customers, or driving store visits.

**How it works:** Targets households based on where people have physically been: competitor locations, your own stores, or specific parts of town. Runs on FAST channels.

**What's different:** Focused on real-world visits, with foot traffic attribution reports included.

**Not sure?** Tell us your goals and budget, and we'll recommend the right mix.