

Incremental Reach Analysis & Viewership Analysis



VIZIO Ads

August 2021

Cumulative Incremental Reach Analysis



ACR Overview



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1. Antennae



2. Set-top Box



3. Satellite



We have the unique ability to detect commercials across all TV inputs using ACR from 18 million TVs

4. Native TV Apps



Network Apps



Aggregators



Network Apps



Aggregators



Network Apps



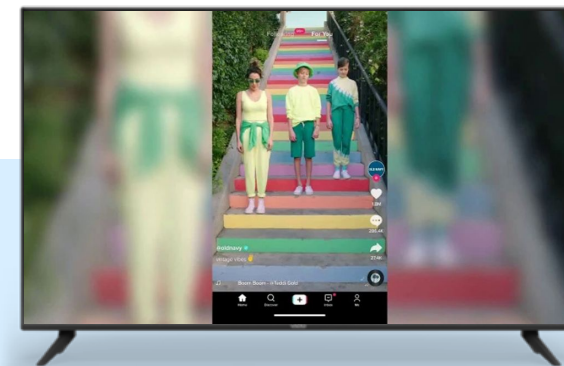
Aggregators



5. 3P Devices



6. Gaming Consoles

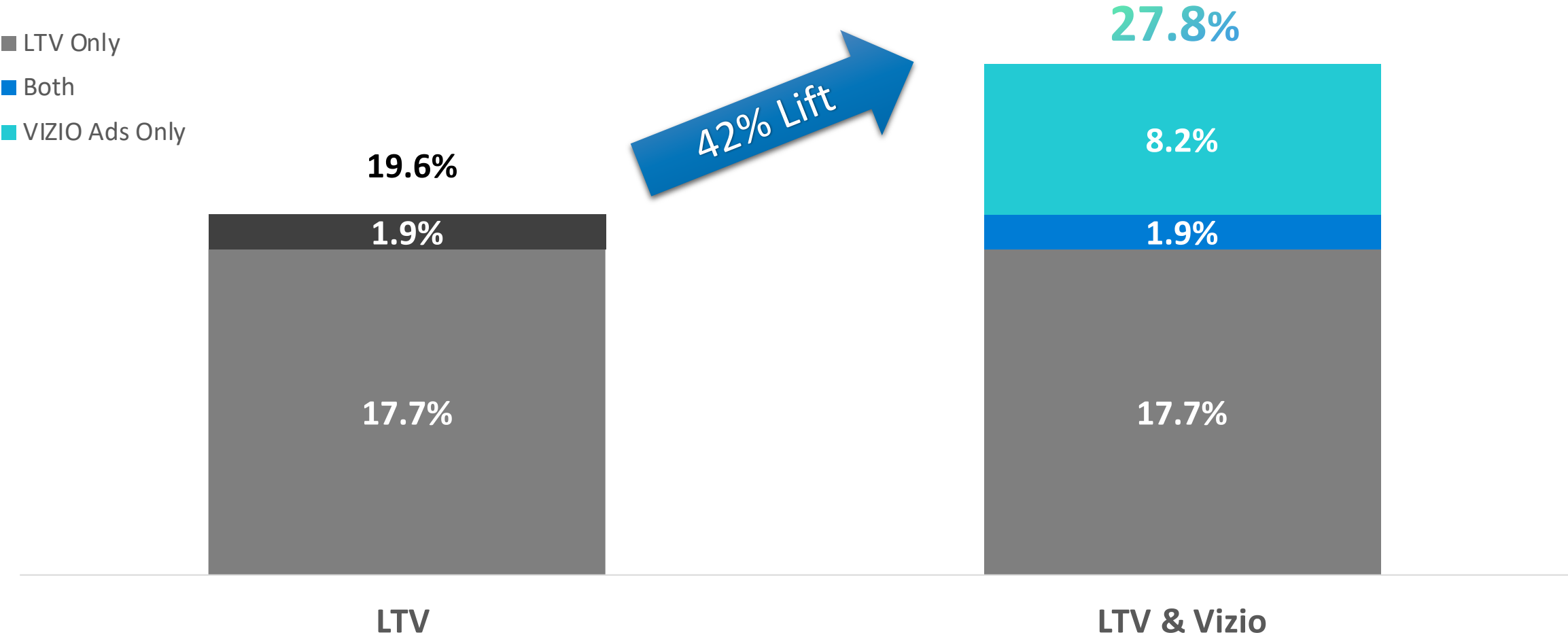


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The Vizio Ads campaign increased the Brand’s reach amongst Vizio TVs by **8.2%**,
a **42% lift in reach** compared to Linear TV by itself.



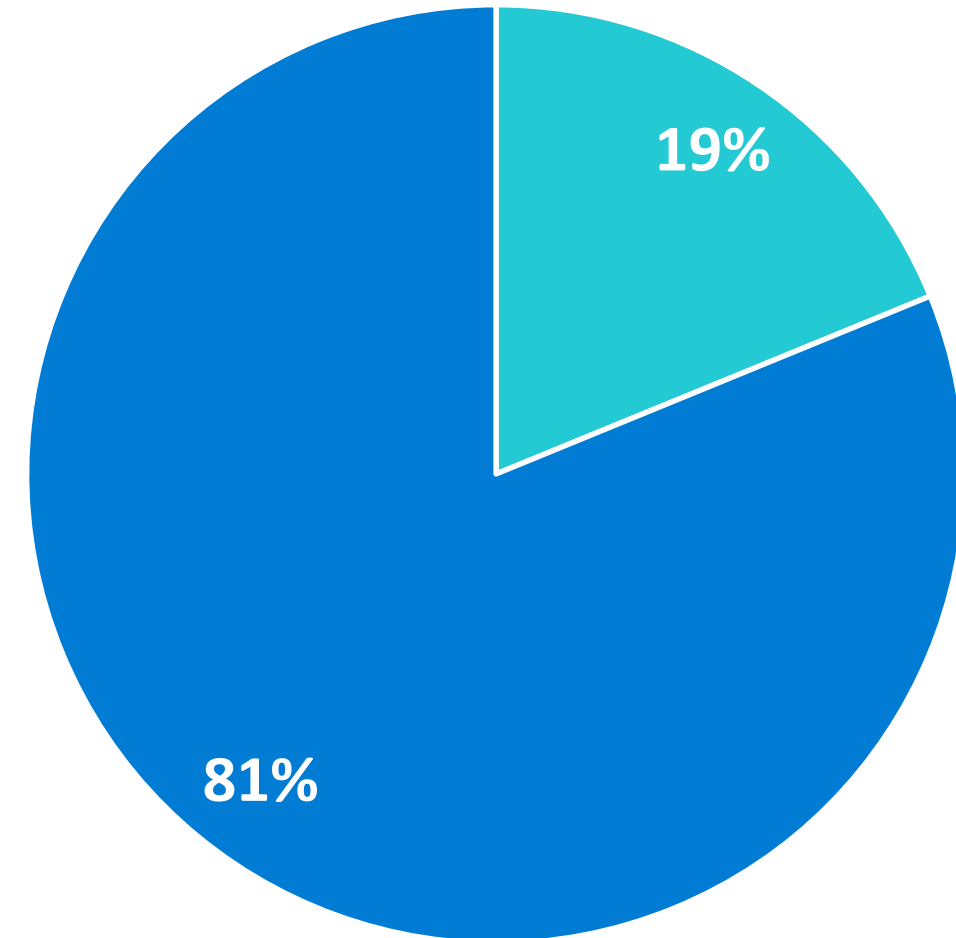


81%

of the Vizio TVs that the Brand
Campaigns reached were
incremental to the Linear
campaigns

% Of TV's Reached By Vizio Ads

■ Linear Duplicated
■ VIZIO Ads Only



Incremental Reach Analysis



Overall Brand campaigns have been able to reach consumers at an efficient **cost per unique viewer of \$.51.**

Reach Type	Cost Per	Unique TVs Reached
Total Vizio TVs	\$0.51	1,599,631
Incremental TVs	\$0.62	1,298,733
Duplicated TVs	\$2.70	300,898

* Estimated Linear TV spend using blended broadcast/cable average industry CPMs

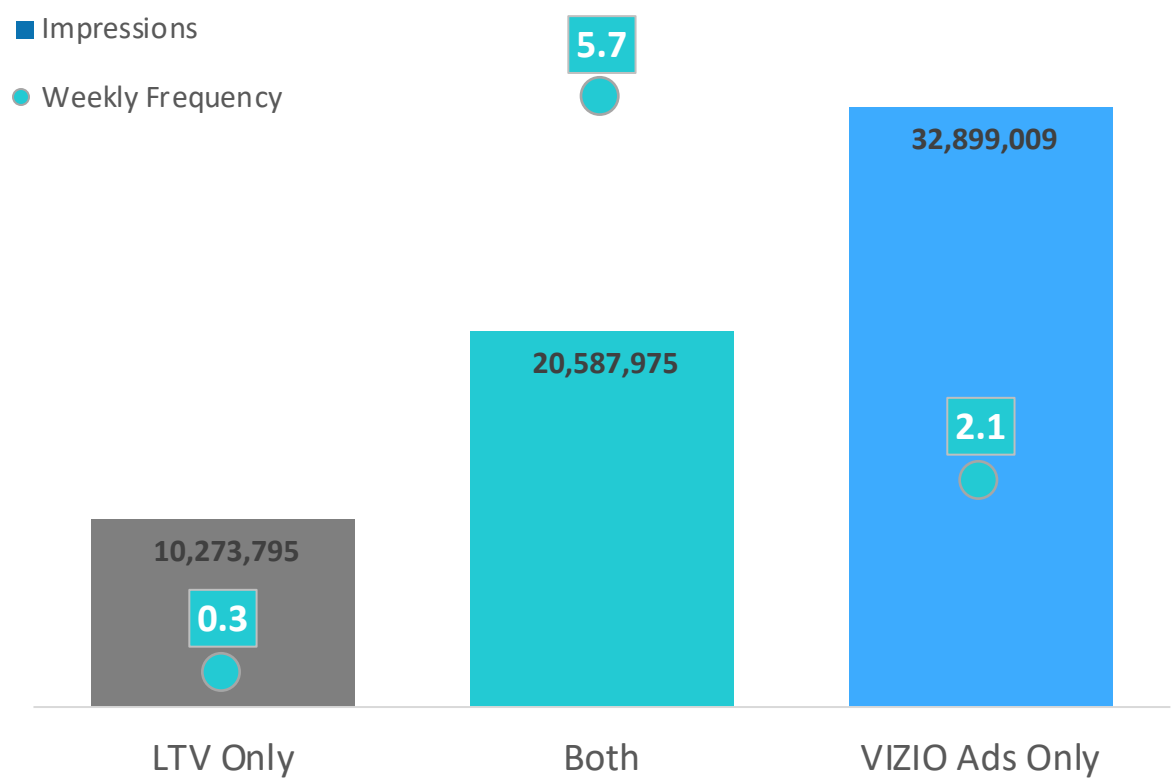


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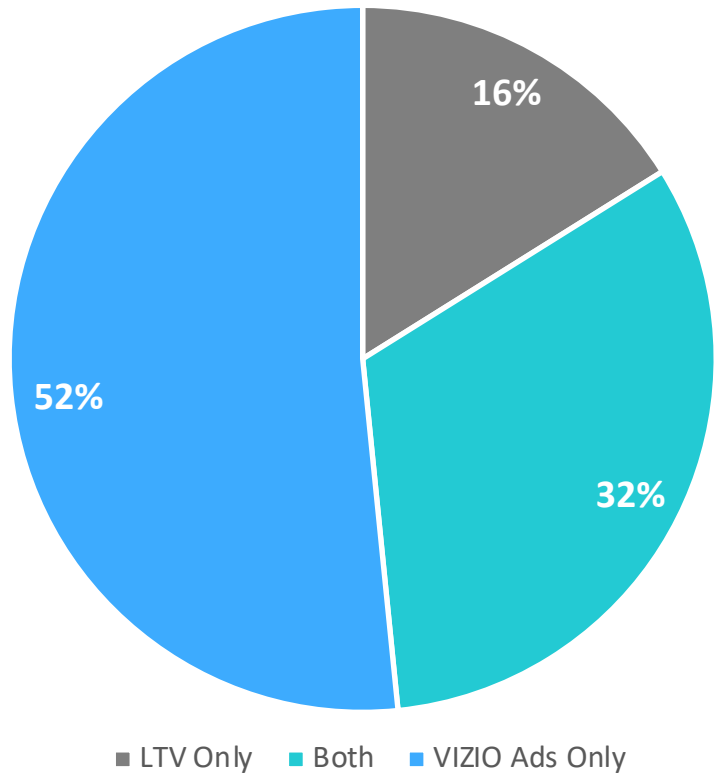


The Vizio Campaign was able to successfully maintain a frequency of 2.1X while making up roughly 52% of the campaign’s total impression.

Total Impressions & Weekly Frequency



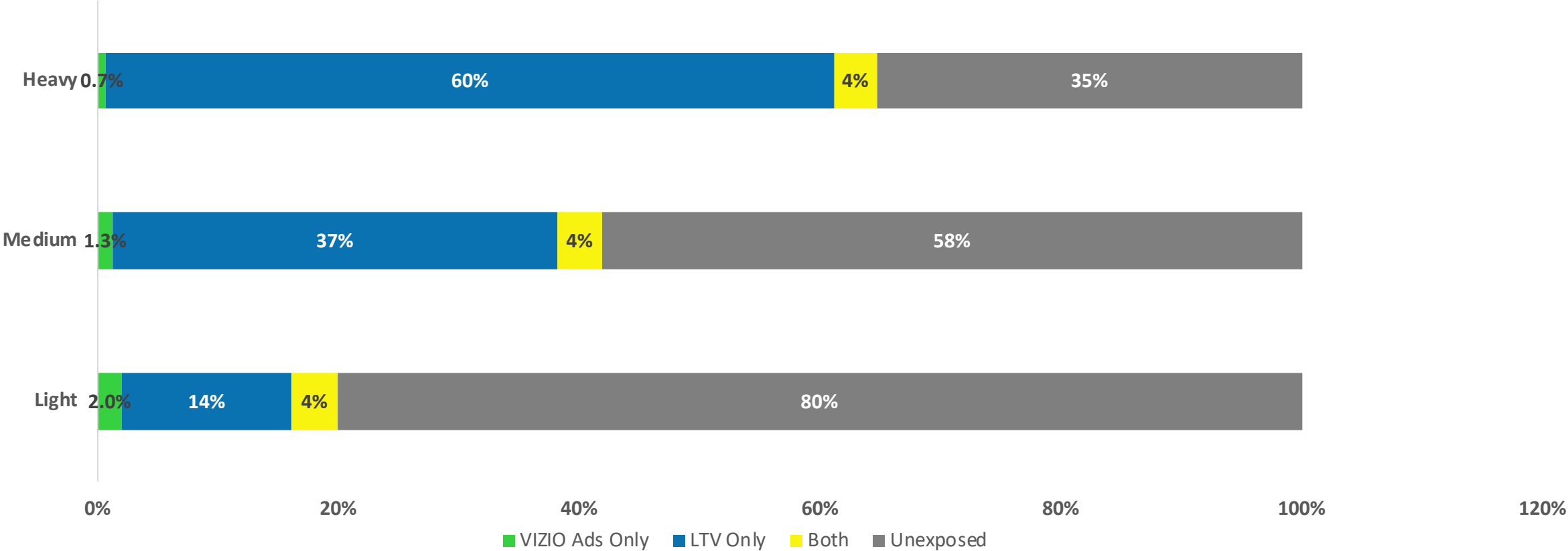
% of Total Impressions





The Vizio Ads campaign reach was strongest with light linear TV viewers

Light Linear TV Viewers are historically a challenging audience to reach via traditional methods because of their media viewing habits. Vizio Ad campaigns can naturally reach these consumers as the Vizio consumer is generally a heavy streamer.





KEY LEARNINGS:

- ✓ The Brand Campaign was able to successfully reach new consumers across the Vizio landscape driving a 42% lift in reach when compared to Vizio TV by itself.
- ✓ This strong lift was driven by effective targeting which ensured that 81% of Vizios TVs reached were incremental to the linear campaign.
- ✓ The campaign was able to reach consumers efficiently, maintaining a low weekly frequency. The LTV campaign appears to have underserved Vizio consumers having a weekly frequency of only .3.
- ✓ The Vizio Ads campaign was most effective at building reach against light linear TV viewers.



Thank You

