

# Premium Streaming TV

Streaming TV ads on premium channels

Premium Streaming TV only advertises on non-FAST channels, meaning your ads only go to premium channels that viewers must pay to watch, giving your brand a reputation boost by pairing it side-by-side with only the highest quality shows and movies.

## DETAILS

Premium Streaming TV allows your commercial to be served across ALL DEVICES on non-FAST channels:

- Non-FAST channels: are premium channels that viewers must pay to watch. Non-FAST channels are used to maintain brand image and increase brand equity.
- FAST channels: are channels like the Roku channel, Tubi, Pluto TV etc. that are free to watch and don't have premium content.

## BENEFITS

- Only non-FAST channels (e.g. Fox News, CNN, HGTV, TLC, TBS, Discovery, ESPN, Hulu etc.)
- Robust targeting
- Data-driven decisions
- Ad experience control
- Cross-device attribution
- Brand-safe environment
- Impactful insights via updated reporting

## EXAMPLE RESULTS






The device share across all devices was:





- CTV 92.71%
- Mobile 5.81%
- Tablet 1.27%
- Other 0.15%
- PC 0.06%

- **92.71%** of the impressions were delivered on CTV devices, while the current set up has a 60/40 split. (two outliers dragged that down; future results should be 95%+)
- The completion rate ended at an impressive 95.84%.

- **112 different channels** delivered on across all test campaigns
- **Top channels used**

### Channel

	CNN
	Hulu
	Travel Channel
	ESPN
	Haystack News

	Newsy
	Fox Business
	TLC
	HGTV
	Food Network