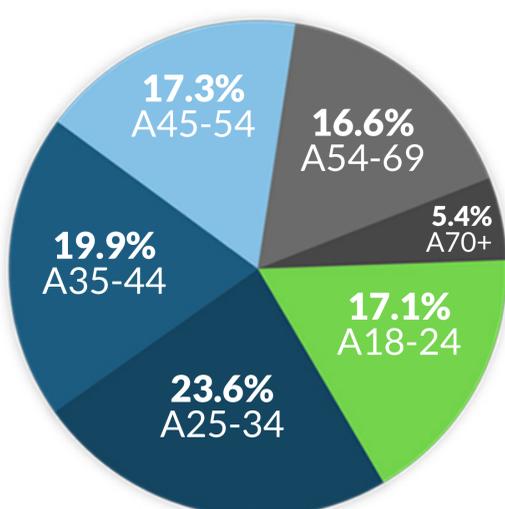


# THE REAL TRUTH ABOUT OTT ADVERTISING

## MILLENNIALS AREN'T THE ONLY ONES WATCHING.

More than **60%** of OTT viewers are **ages 25-54**.

That's more than **90 million** viewers!

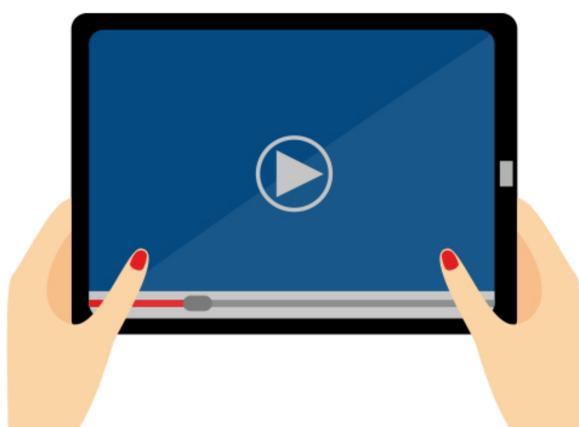


## MORE OTT VIEWERS ARE CONSUMING CONTENT ON CONNECTED TVS.

**Almost 60%** of the U.S. population use a Connected TV each month.

## IT'S NOT JUST CORD CUTTERS BUT CORD EXTENDERS WHO WANT MORE ENTERTAINMENT OPTIONS.

**52%** of U.S. broadband households subscribe to both Pay-TV and OTT services.



## OTT IS NOW MAINSTREAM.

Today, **78%** of U.S. consumers have OTT subscriptions and they're spending more time watching OTT than ever before.

Average weekly time spent watching Over-the-top TV among US internet users, 2014-2020 (hours)



**188 MILLION**

OTT users

**OVER 64%**

access OTT on a streaming device at least once a day

## OTT ADVERTISING IS GROWING RAPIDLY.

OTT is the fastest-growing segment of video advertising views.

OTT ad revenues are forecasted to rise to \$31.5 billion by 2018 from \$8.4 billion in 2015.

**WE MAKE OTT SIMPLE.**

**PREMION**  
A TEGNA Company

**THE ONE-STOP SHOP OTT ADVERTISING SOLUTION**

Place your ads alongside premium long-form on-demand and live content via 100+ top-tier branded content networks and providers.

**PREMIONMEDIA.COM**