

Education

PREMION



Reaching the Education Audience

Education-Intenders* + Streaming TV

62%

of **US Education-Intenders** are
not watching pay TV

Cord-Cutters: 31%
Cord-Nevers: 31%





PREMION + EDUCATION


Education-Intenders*

+ Streaming TV


86% OF US EDUCATION-INTENDERS WATCH AD-SUPPORTED OTT

50% 
Stream series that no longer air on traditional networks

42% 
Stream series that are currently airing on traditional networks

53% 
Stream original series exclusive to service

62% 
Stream movies

34% 
Stream documentaries/ Informational TV shows

31% 
Stream sports

Gender

Male	45%
Female	55%

Age

18-34	57%
35-54	31%
55+	11%

HH Income

Avg.	\$98K
\$75K+	46%
\$100K+	35%
\$150K+	20%
Children in HH	
1+	47%

Education

College Grad	38%
Some College	58%
Marital Status	
Married	38%
Not Married	62%

Employment

Full-Time	51%
Part-Time	18%
Residence	
Own	48%
Rent	49%

*MRI-Simmons, 2023 March Cord Evolution; people looking to start or return to school in the next 12 months
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Why PREMION for Education

A complete end-to-end CTV/OTT advertising solution



Premium
Content



Precision
Targeting



Attribution
+ Measurement



Transparent
Reporting



Expansive
Presence



Unparalleled
Reach + Scale



Tag Certified Against Fraud
+ Tag Brand Safety Certified



Experience
+ Expertise



PREMION

With the scale to reach OTT viewers in all 210 US DMAs, PREMION offers regional and local advertisers the opportunity to target their desired audience & expand their reach on high-quality, long-form streaming TV inventory.

Let's Do This.

Brad Buss

Regional Sales Manager

bbuss@premion.com

859.221.7937

[PREMION.COM](https://www.premion.com)

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