



Automotive

PREMION 

Reaching the Automotive Audience

Auto intenders* + Streaming TV

58%

of **US Auto Intenders** are not watching pay TV

Cord-Cutters: 33%

Cord-Nevers: 25%




PREMION + AUTOMOTIVE


Auto Intenders*

+ Streaming TV


90% OF US AUTO INTENDERS WATCH AD-SUPPORTED OTT

35% 
Stream series that no longer air on traditional networks

31% 
Stream series that are currently airing on traditional networks

45% 
Stream original series exclusive to service

55% 
Stream movies

22% 
Stream documentaries/ Informational TV shows

26% 
Stream sports

Gender		HH Income		Auto Intenders*		Most Recent Purchase/Lease	
Male	50%	Avg.	\$116K	New	61%	Sedan/4 Door	25%
Female	50%	\$75K+	58%	Used	74%	SUV	33%
Age		\$100K+	45%	Lease	22%	Truck/4 Door	10%
Avg.	44	\$150K+	27%	*(In the next 12 months)		Van/Minivan	4%
18-34	34%	Residence		Employment		Education	
35-54	36%	Own	62%	Full-Time	52%	College Grad	44%
55+	30%	Rent	36%	Part-Time	13%	Children in HH	
						1+	42%

*MRI-Simmons, 2024 November Cord Evolution, ad-supported OTT viewers planning to buy or lease a vehicle in the next 12 months; © MRI-Simmons 2024. The data herein derives from a confidential, proprietary syndicated product owned by GfK US MRI, LLC.



Why **PREMION** for Automotive

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



Premium
Content



Precision Targeting

POLK AUDIENCES



Attribution & Measurement

POLK DEMAND SIGNALS



Transparent
Reporting



Expansive
Presence



Unparalleled
Reach + Scale



Tag Certified Against Fraud
+ Tag Brand Safety Certified



Experience
+ Expertise

Polk Audiences

By S&P Global Mobility



MAKE/MODEL



SEGMENT



NEW/USED



LEASE/PURCHASE



VEHICLE AGE



FUEL TYPE



BUDGET/CREDIT



BRAND LOYALTY



COMPETITOR

Best-in-Class Automotive Targeting

Built on the analytics of every new and used vehicle transaction across the US for each make and model over the past 30+ years, **Polk Audiences** leverage the deepest and most robust automotive data in the industry to ensure you are activating audiences that deliver on your OTT marketing strategy.

Polk

S&P Global
Mobility

Polk Signals Audience Measurement

Polk

S&P Global
Mobility

Drive Direct Business Results

Measure how your PREMION OTT campaign drove direct business results with unparalleled automotive measurement insights.

With **Polk Signals by S&P Global Mobility**, dealers can tie their OTT media spend to results that impact their bottom line – new vehicle sales.

- + Aggregated insights from government, OEM & financial data sources
- + Full US coverage for reporting
- + New vehicle transactions are updated daily

Performance Metrics

- Number of Households
- Measured New Car Sales
- Buy Rate
- Number of Impressions
- Campaign Lift
- Audience Segments*
- Creative*

Elapsed Days to Purchase

- Days from First Impression to Purchase

Competitor Analysis

- Competitor Rooftop Sales*
- DMA Rank Lift*

Demographic Profile %

- Gender
- Age
- Income

Make & Model

- Average MSRP*



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.

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