

Education

PREMION



Reaching the Education Audience

Education intenders* + Streaming TV

64%

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

Cord-Cutters: 32%
Cord-Nevers: 32%





PREMION + EDUCATION

Education Intenders*

+ Streaming TV

92% OF US EDUCATION INTENDERS
WATCH AD-SUPPORTED OTT

39%



Stream series that no longer
air on traditional networks

35%



Stream series that are currently
airing on traditional networks

48%



Stream original series
exclusive to service

56%



Stream movies

24%



Stream documentaries/
Informational TV shows

24%



Stream sports

Gender

Male	46%
Female	54%

Age

Avg.	36
18-34	53%
35-54	34%
55+	13%

HH Income

Avg.	\$98K
\$75K+	49%
\$100K+	36%
\$150K+	19%

Residence

Own	49%
Rent	48%

Education

College Grad	38%
--------------	-----

Children in HH

1+	46%
----	-----

Employment

Full-Time	53%
Part-Time	18%

*MRI-Simmons, 2025 March Cord Evolution (Fall24 USA); ad-supported OTT viewers looking to start or return to school in the next 12 months. © MRI-Simmons 2025 The data herein derives from a confidential, proprietary syndicated product owned by GfK US MRI, LLC.

PREMION + EDUCATION

Education Industry Expertise

© PREMION 2025

PREMION VERTICAL EXPERTISE:



475
CLIENTS



3.5K
CAMPAIGNS



1.5B
IMPRESSIONS



15.6K
FLIGHTS
JANUARY 2018 – DECEMBER 2024

SUB-CATEGORIES:

- Colleges & Universities
- Trade Schools
- Private Schools
- Education & Training Services

TARGETING STRATEGIES

- In-Market: Education
- Custom Segments

AUDIENCE FIRST:

- Young Professionals
- Tech-Junkies
- Millennial-Minded

MEASUREMENT STRATEGIES

- Website Attribution
- Linear Reach Extension
- Brand Lift Measurement

Availability will vary by market, and premium targeting may incur additional CPM costs
Data reflects Premion activity Jan 1, 2018 – Dec 31, 2024

PREMION



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

Education Audience Targeting

Choose from over 250 household audiences, or customize from thousands of audience segments to reach education-seekers in all 210 DMAs.



BACHELOR'S DEGREE



SOME COLLEGE



HIGHSCHOOL



POST-GRAD



COLLEGE PLANNING PARENTS



EDUCATION SERVICES



VOCATIONAL SCHOOL



ONLINE EDUCATION



BACK-TO-SCHOOL RETAIL

AUDIENCE FIRST:



YOUNG PROFESSIONALS

AUDIENCE FIRST:



TECH JUNKIES

AUDIENCE FIRST:



MILLENIAL-MINDED



PREMION + EDUCATION | ATTRIBUTION + MEASUREMENT

Reach new Education Customers

ON AVERAGE, PREMION DELIVERED

92%

UNDUPLICATED REACH

When included in a complete Education TV strategy

only **8%** of the CTV/OTT viewers also saw the ad on Linear!



PREMION

PREMION is an award-winning, industry-leading CTV/OTT advertising platform. With the scale to reach streaming TV viewers across all 210 U.S. DMAs, Premion's platform is purpose-built with a local-first approach, delivering CTV and omnichannel advertising with tailored campaign performance that prioritizes premium content, brand safety, advanced targeting, and measurable outcomes.

Let's Do This.

Jason Jones

DIRECTOR, US LOCAL SALES

jjones@premion.com

206.399.7433

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

PREMION