



Education intenders* + Streaming TV

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

56%



Stream movies

35%



Stream series that are currently airing on traditional networks

24% ②



Stream documentaries/ Informational TV shows



Stream original series exclusive to service

24%



Stream sports

Gender		HH Income		Education	
Male	46%	Avg.	\$98K	College Grad	38%
Female	54%	\$75K+	49%	Children in HH	
Age		\$100K+	36%	1+	46%
Avg.	36	\$150K+	19%	Employment	
18-34	53%	Residence		Full-Time	53%
35-54	34%	Own	49%	Part-Time	18%
55+	13%	Rent	48%		





PREMION + EDUCATION

Education Industry Expertise

PREMION VERTICAL EXPERTISE:



475

CLIENTS

 $\begin{array}{c|c}
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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





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



Premium Content



Expansive Presence



Precision Targeting



Unparalleled Reach + Scale



Attribution + Measurement



Tag Certified Against Fraud + Tag Brand Safety Certified



Transparent Reporting



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



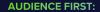
VOCATIONAL SCHOOL



ONLINE EDUCATION



BACK-TO-SCHOOL RETAIL





YOUNG PROFESSIONALS

AUDIENCE FIRST:



TECH JUNKIES

AUDIENCE FIRST:



MILLENIAL-MINDED



PREMION + EDUCATION ATTRIBUTION + MEASUREMENT

Reach new Education Customers

ON AVERAGE, PREMION DELIVERED

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.

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