



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%



PREMIUM + AUTOMOTIVE

Auto Intenders*

+ Streaming TV

91% OF US AUTO INTENDERS
WATCH AD-SUPPORTED OTT

38%



Stream series that no longer
air on traditional networks

33%



Stream series that are currently airing
on traditional networks

50%



Stream original series
exclusive to service

58%



Stream movies

23%



Stream documentaries/
Informational TV shows

26%



Stream sports

Gender

Male	51%
Female	49%

Age

Avg.	44
18-34	35%
35-54	36%
55+	29%

HH Income

Avg.	\$115K
\$75K+	57%
\$100K+	45%
\$150K+	27%

Residence

Own	62%
Rent	36%

Education

College Grad	44%
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Children in HH

1+	42%
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Employment

Full-Time	52%
Part-Time	14%

Auto Intenders (in the next 12 months)

New	61%
Used	74%
Lease	23%

Most Recent Purchase/Lease

Sedan/4 Door	25%
SUV	32%
Truck/4 Door	9%
Van/Minivan	4%

*MRI-Simmons, 2025 March Cord Evolution (Fall '24 USA); ad-supported OTT viewers planning to buy or lease a vehicle in the next 12 months; © MRI-Simmons 2025. 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

PREMION + AUTOMOTIVE | PRECISION TARGETING

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

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*

Polk

S&P Global
Mobility





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.

Peter Jones

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