

Education

PREMION



Reaching the Education Audience

Education intenders* + Streaming TV

66%

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

Cord-Cutters: 33%

Cord-Nevers: 33%





PREMIUM + EDUCATION

Education Intenders*

+ Streaming TV

93% OF US EDUCATION INTENDERS
WATCH AD-SUPPORTED OTT

39%



Stream series that no longer
air on traditional networks

30%



Stream series that are currently airing
on traditional networks

47%



Stream original series
exclusive to service

57%



Stream movies

26%



Stream documentaries/
Informational TV shows

26%



Stream sports

Gender

Male	45%
Female	56%

Age

Avg.	37
18-34	54%
35-54	33%
55+	13%

HH Income

Avg.	\$100K
\$75K+	50%
\$100K+	37%
\$150K+	20%

Residence

Own	49%
Rent	47%

Education

College Grad	39%
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Children in HH

1+	44%
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Employment

Full-Time	52%
Part-Time	17%

*MRI-Simmons, 2025 August Cord Evolution (Spring'25 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.



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
Certifications



Experience
+ Expertise



PREMION + EDUCATION

Thank You!



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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