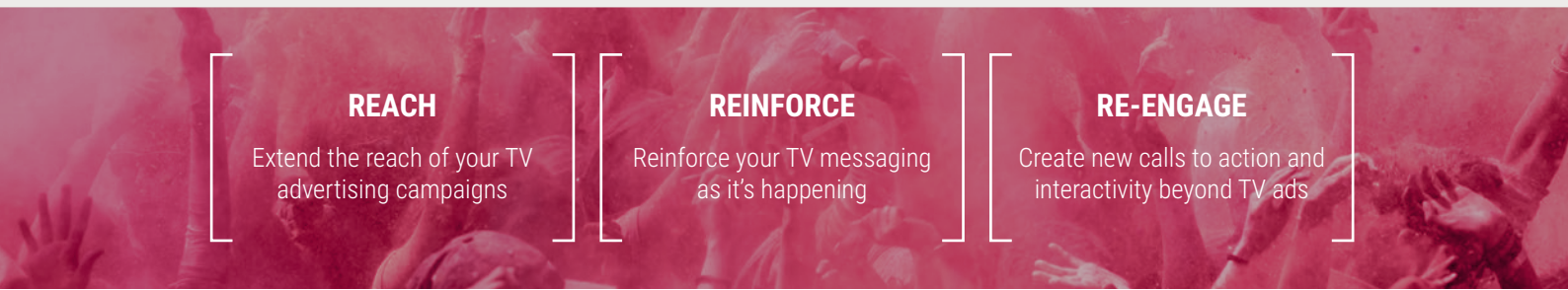


PRODUCT SUMMARY

Adglow TV Sync

Deliver social ads in sync with your TV campaigns



REACH

Extend the reach of your TV advertising campaigns

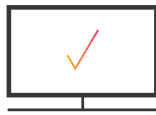
REINFORCE

Reinforce your TV messaging as it's happening

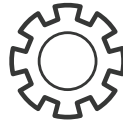
RE-ENGAGE

Create new calls to action and interactivity beyond TV ads

Adglow TV Sync Coordinates Social Ad Campaigns to Run Simultaneously with TV Ads



TV ad goes to air



Social ad campaign is triggered in accelerated mode



Social ads are displayed in sync with TV ads

TV Sync is the Digital Extension of TV Advertising Activity

INTERACTIVITY

Social ad formats enable increased interactivity beyond TV, enriching the user experience and building on the creative concept of the TV ad.

CALL TO ACTION

Digital ads bring the possibility of a direct call to action, converting attention generated through TV ads into tangible results collected online.

LINKING SCREENS

As the user trend for multiscreening reaches it's peak, TV Sync provides advertisers with the opportunity to join up TV and connected devices.

Trends in TV & Internet Usage



CONNECTING DURING AD BREAKS

In the UK survey results indicate that **35%** of adults frequently **use connected devices** during a commercial break



MULTISCREENING

It is predicted that **88%** of all internet users will be **simultaneous internet and TV users** in the USA in 2017

Source - www.emarketer.com

Adglow TV Sync Results

+35%

Adglow TV Sync campaigns typically generate a click through rate that is ~30-35% higher than a standard social advertising campaign.