

# CONNECTED TV ENVIRONMENTS: The Next Iteration of TV Advertising

A Parks Associates Whitepaper *Developed for*

**rovi** ad network

**PARKS**  
ASSOCIATES

**CONNECTED TV ENVIRONMENTS:  
The Next Iteration of TV Advertising**

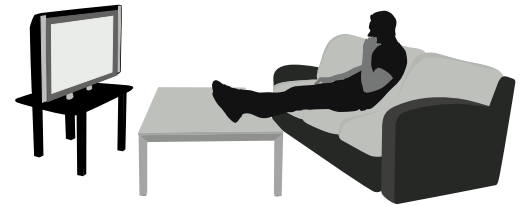
This white paper presents **NEW INSIGHT** on connected TV viewers, with data from multiple studies commissioned by Rovi Corporation globally. It serves as a guide to understanding this attractive new market, including smart TV household growth, connected TV viewer profiles, content engagement levels, and connected TV advertising effectiveness.

**KEY RESEARCH TAKEAWAYS**

- The number of connected TV households will reach **CRITICAL MASS**<sup>1</sup> in North America and Western Europe by 2013
- Connected TV platforms and services **POSITIVELY IMPACT** traditional TV viewing behaviors and social interactions by increasing viewing time and content engagement

Connected TV audiences are **OPEN TO ADVERTISING**  
—they are brand aware and extremely receptive to ads as a content choice

- Connected TV environments are a **NATURAL ENTRY POINT** to successful TV advertising
- Connected TV users are a tech-driven, **INFLUENTIAL**, educated, and **affluent** audience segment
- Search and discovery activities **ELEVATE** connected TV ad campaign effectiveness



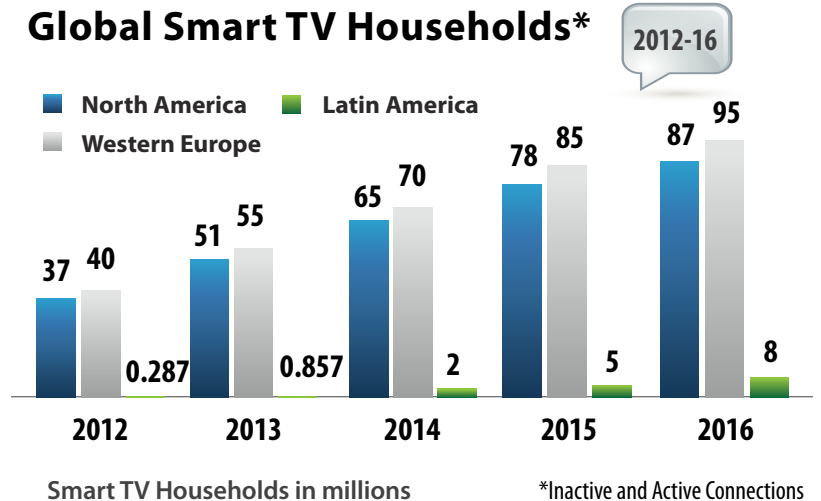
**DEFINING THE MARKET**

- **Parks Associates** uses the term **smart TV** to indicate flat screen high definition televisions (HDTVs) with built-in Internet capability.
- **Rovi** uses the term **connected TV** in this whitepaper to indicate both smart TVs and connected Blu-ray players.

**Smart TV Ownership Goes Mainstream**

Parks Associates has followed the worldwide market for smart TVs for many years and tracked a dramatic increase in device adoption and usage. **Adding connectivity to the television is changing the dynamics of in-home television viewing fundamentally** and pushing the connected video market into the mainstream.

**Global Smart TV Households\***



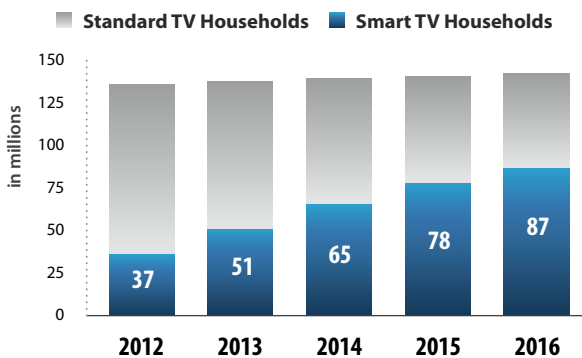
Source: Global Digital Forecast Workbook | © Parks Associates

## From 2012 to 2013

**North American & Western European SMART TV HOUSEHOLDS will INCREASE by 39% & 40%, respectively.**  
**Latin American SMART TV HOUSEHOLDS will SWELL by 199%.**

*These figures include inactive and active Internet connections.<sup>2</sup>*

### NORTH AMERICAN SMART TV HOUSEHOLDS\*



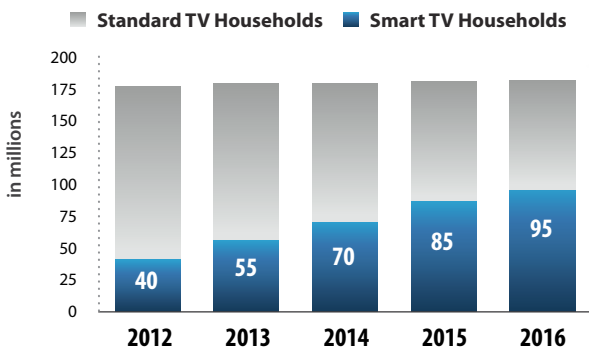
2012-16

Parks Associates projects smart TV households in North America (N.A.) will be 37 million at year-end 2012, increasing by 40% to 51 million homes by 2013. The U.S. smart TV market accounts for 90%, or 33 million, of all N.A. smart TV households. **By 2013, smart TV households will surpass the bar for critical mass, with 38% of all N.A. TV households owning a smart TV set.** Based on these estimates, **62% of all TV homes will have a smart TV by 2016.**

Source: Global Digital Forecast Workbook  
 © Parks Associates

\*U.S. & Canada  
 Inactive and Active Connections

### WESTERN EUROPEAN SMART TV HOUSEHOLDS\*



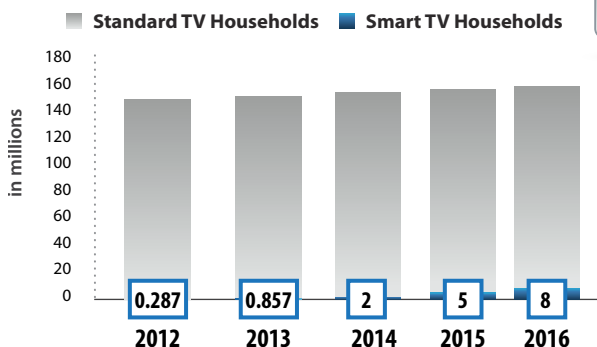
2012-16

The Western European (W.E.) market follows similar ownership patterns to the N.A. market. In 2012, 40 million W.E. homes will own a smart TV, increasing by 39% to 55 million homes in 2013. Parks Associates predicts **smart TVs will be present in 32% of all W.E. TV homes in 2013.** Ownership of a **smart TV will increase** at a healthy rate, **with over 54% of Western European TV homes owning one by 2016.**

Source: Global Digital Forecast Workbook | © Parks Associates

\*U.K., Germany, France, Spain, Italy, Rest of W.E. Inactive and Active Connections

### LATIN AMERICAN SMART TV HOUSEHOLDS\*



2012-16

While the Latin American market is less developed than North America and Western Europe, smart TV households in this region are increasing. Parks Associates estimates **smart TVs will be present in two million Latin American homes** in 2014, reaching **eight million homes** by 2016. The forecast estimates smart TV ownership at less than 1% of the total number of TV households in 2013, **increasing to 5% by 2016.**

Source: Global Digital Forecast Workbook  
 © Parks Associates

\*Inactive and Active Connections

## Snapshot of the Connected TV Viewer

Rovi Corp. surveyed connected TV households in North America, U.K., and Germany to identify the unique qualities of these important audience segments. Results show connected TV owners are engaged and influential consumers, but significant differences across regions highlight the importance of research in developing strategies to reach these households.

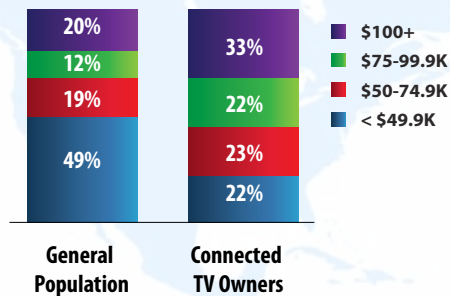


### Profile of the Connected TV Owner in the U.S.

**U.S. connected TV owners<sup>3</sup> are an affluent, influential, and attractive audience segment.** Over one-half, 55%, of connected TV households earn at least \$75,000 annually. Connected TV owners use this buying power to be early adopters of technology products and services—each household owns 11 Internet-enabled devices, on average. They are also strong technology influencers: 53% regularly give advice to guide others, including family and friends, in their technology purchase decisions.

Males	50%
Females	50%
Under 35 yrs old	50%
35 yrs old +	50%
Married/Domestic Partnership	63%
Households with Children	50%

#### U.S. Connected TV Household Income



#### A Well-Educated Audience

Nearly 70% of U.S. connected TV owners have a college degree. They are **2.4 times** more likely than the general population to be college graduates.

Source: Rovi Corporation, Connected TV Advertising Field Study, U.S. Phase 1, 2011 © Rovi Corporation

Source: Rovi Corporation, Connected TV Advertising Field Study, U.S. Phase 1, 2011 © Rovi Corporation

Source: Rovi Corporation, Connected TV Advertising Field Study, U.S. Phase 1, 2011 © Rovi Corporation



### Profile of the Connected TV Owner in Canada

Like their U.S. brethren, Canadian connected TV viewers<sup>4</sup> are technology influencers and early adopters—**71% are the primary decision makers for household technology purchases** and 39% regularly give advice to influence and assist others in their technology purchase decisions. Unlike the U.S., the Canadian connected TV market is predominantly male, and the majority of users are over 35.

Males	69%
Females	31%
Under 35 yrs old	23%
35 yrs old +	77%
Households with Children	37%

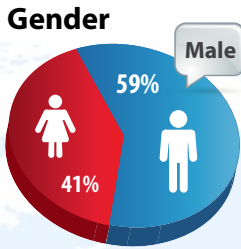
Household Income	
<\$50K	21%
\$50-99K	36%
\$100K+	33%
Education Level	
High School or Less	14%
College/Tech School	48%
University or Higher	38%

Rovi Corporation, Connected TV Advertising Field Study, Canada Phase 1, 2011 | © Rovi Corporation

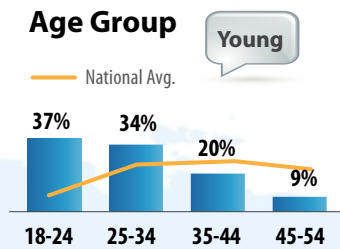


## Profile of the Connected TV Owner in the U.K.

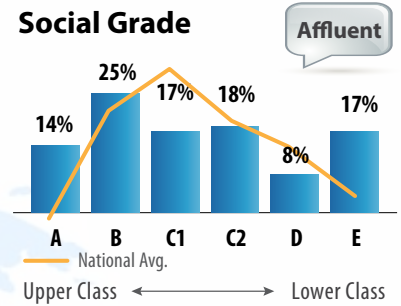
Connected TV owners<sup>5</sup> in the U.K. are young, successful, and more likely to be male when compared to the national average. Nearly 40% are upper-middle class. Over 70% closely follow the latest developments in new technology, and their ownership of other devices such as game consoles and tablets is considerably higher than the national average. For example, these consumers are **7 times more likely to own a tablet** than the average U.K. consumer.



Source: Rovi Corporation, Connected TV Advertising Field Study, U.K. Phase 1, 2011 | © Rovi Corporation



Source: Rovi Corporation, Connected TV Advertising Field Study, U.K. Phase 1, 2011 | © Rovi Corporation



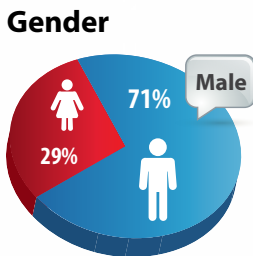
Source: Rovi Corporation, Connected TV Advertising Field Study, U.K. Phase 1, 2011 | © Rovi Corporation



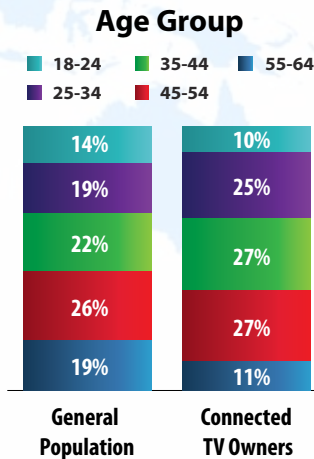
## Profile of the German Connected TV Owner

In Germany, connected TV owners<sup>6</sup> are younger, more likely to be male, and more affluent than the general population. They are technophiles, super-consumers of media content, and they own a variety of tech products. For instance, they are **2.5 times more likely to own a tablet** than the general population.

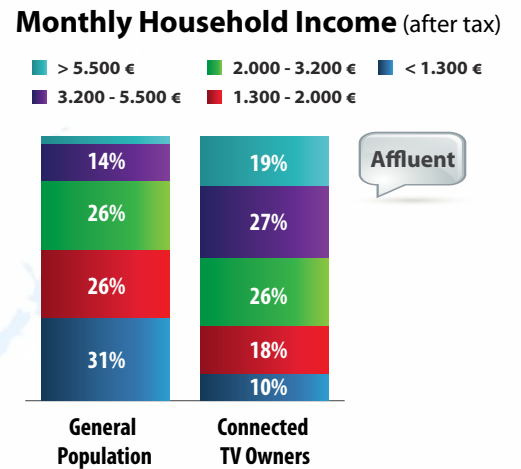
- 67% keep up-to-date with the latest developments in new technology
- 45% are the first among peers to buy new technology products
- 1 in 2 want to watch TV whenever and wherever it is convenient



Source: Rovi Corporation, Connected TV Advertising Field Study, Germany Phase 1, 2012 | © Rovi Corporation



Source: Rovi Corporation, Connected TV Advertising Field Study, Germany Phase 1, 2012 | © Rovi Corporation



Source: Rovi Corporation, Connected TV Advertising Field Study, Germany Phase 1, 2012 | © Rovi Corporation

### Household

**38%** have a university degree **39%** of households have children at home

Source: Rovi Corporation, Connected TV Advertising Field Study, Germany Phase 1, 2012 | © Rovi Corporation



## Evolving Media Strategies to Reach the Connected TV Consumer

Multiple studies commissioned by Rovi on connected TV usage and advertising effectiveness show usage of **connected TV platforms is beginning to influence consumer perceptions and interaction with video content**; this has significant implications for TV ad campaign strategies.

Viewers in Rovi-served TV households<sup>7</sup> are **exceptionally receptive to ads** displayed in connected TV user interfaces. The fact that viewers are open to, notice, and pay attention to ads on smart TVs creates significant opportunities for advertisers; ones that allow consumers to interact with brands and spend more time in immersive brand experiences.

### Connected TV Users are a **HIGHLY ENGAGED AUDIENCE SEGMENT**

#### UNITED STATES

Connected TV device use is positively influencing traditional TV viewership. **Connected TV users are watching more TV** because of this connected device. Overwhelming majorities value the convenience and flexibility enabled by connected TVs. They **rely on connected TV platforms to search for existing TV shows and to provide recommendations in discovering new ones**. They are employing connected TV features such as discovery and scheduling to enhance their “traditional” TV viewing.



#### Consumers Use Connected TV Platforms...

##### Among U.S. Connected TV Owners

49%	When unsure exactly what to watch
43%	When looking for a specific program but don't know where to find it
33%	When planning TV viewing schedules
32%	Every time TV set is turned on

#### Connected TVs Enhance Traditional Viewing

##### Among U.S. Connected TV Owners

74%	I want to watch TV shows whenever, wherever it is convenient
72%	Technology products make TV watching more convenient
65%	Technology makes TV experiences more enjoyable

Source: Rovi Corporation, *Connected TV Advertising Field Study, U.S. Phase 1, 2011* | © Rovi Corporation

Source: Rovi Corporation, *Connected TV Advertising Field Study, U.S. Phase 1, 2011* | © Rovi Corporation

## CANADA



In Canadian connected TV homes, viewers use the **platform as an entry point to find TV content**. The platform features an expanded selection of TV programs, helps users establish individualized TV schedules, and provides viewing convenience.

Consumers Use Connected TV Platforms...	
Among Canadian Connected TV Owners	
44%	When accessing Internet movie / TV show subscription services
31%	To decide what to watch
23%	To look ahead and plan a viewing schedule
23%	To help find a channel airing a particular show
22%	When watching TV with others
21%	When viewing regular TV programming

Source: Rovi Corporation, *Connected TV Advertising Field Study, Canada Phase 1, 2011* | © Rovi Corporation

## UNITED KINGDOM



In the U.K., households with a connected TV use the platform as an integrated part of everyday life. The research proves **connected TV services are changing traditional video-viewing behaviors** by offering interactive content and connecting users to other viewers online.

Impact of Connected TV Services on Video-viewing Activities	
Among U.K. Connected TV Owners	
84%	Use Samsung's Smart Hub platform
55%	Access connected TV content on a regular basis
49%	Watch more traditional TV
60%	More likely to watch in a social viewing environment
58%	Reduce companion device usage while watching TV because they can access apps on the TV

Source: Rovi Corporation, *Connected TV Advertising Field Study, U.K. Phase 1, 2011* | © Rovi Corporation

## GERMANY



**The main reason German viewers use a connected TV platform is to search for and discover TV content.** They are also attracted to the platform's ease of use and its ability to access apps independent of companion devices. **German connected TV owners are active second-screen users;** they regularly interact with smartphones and tablets, often to connect to a social network while watching TV.

Impact of Connected TV Services on Video-viewing Activities	
Among German Connected TV Owners	
80%	Use Samsung's Smart Hub platform
38%	Use when searching for a program to watch
31%	Use when planning TV schedules
24%	Access when looking for a TV show and unsure where to find it

Source: Rovi Corporation, *Connected TV Advertising Field Study, Germany Phase 1, 2012* | © Rovi Corporation

Second-screen Activities	
Among German Connected TV Owners	
79%	Use a companion device to search online for information related to a TV program
51%	Regularly use a smartphone while watching TV
49%	Regularly use a tablet during TV viewing
49%	Use a second screen to access a social network

Source: Rovi Corporation, *Connected TV Advertising Field Study, Germany Phase 1, 2012* | © Rovi Corporation

## CONNECTED TV USERS EMBRACE ADVERTISING

Given the unique qualities of the platform, **connected TVs are innovative and effective outlets to reach and interact with consumers on multiple levels**—from simple ad awareness to immersion within the purchase decision process.

### Rovi Advertising Impacts Consumers at All Stages of the Buying Decision Process



**AWARENESS**



**Attention**

· Rovi ads get noticed

Banners or Web Video Ads

**CONSIDERATION**



**Engagement**

· Rovi invited interaction

Direct to Video

Microsites

**PURCHASE INTENT**



**Immersion**

· Rovi delivers views to deeper brand experiences

Video Embed

ITV

Video

QR Code

RFI

Poll

© Rovi Corporation

**Rovi Advertising Network** delivers measurable, smart advertising to millions of households across advanced TV, web and mobile platforms, helping agencies and brand marketers drive awareness, engagement, and revenue.

- One of the largest interactive advertising footprints in the U.S.
- Relationships with more than 200 service providers and multiple consumer electronics manufacturers
- 7 billion ad impressions monthly delivering high degrees of brand engagement





**As an audience segment, connected TV users are incredibly receptive to ads displayed within the connected TV environment.**



Globally Rovi offers **interactive banner ads within the user interface that lead through a click to a branded destination** where video vignettes can be featured with other interactive elements, such as Request for Information, Polling, Twitter feeds to name a few.

**Viewers notice and remember ads shown on the platform & they often perceive ad content as valuable extensions of the video-viewing experience.**

## UNITED STATES

In the U.S., **81% of connected TV users notice the presence of interactive banner ads** and around one-third respond to the ads. Grabbing consumer attention with retail and sales promotions, introductions of new products or TV series, and offering more information are the most common ad response triggers.

New insights from Rovi's U.S.-based ad impact studies further confirm high ad recall percentages and impressive ad engagement. Connected TV households exposed to Rovi ad inventory<sup>8</sup> are increasingly attentive and responsive to brand advertisers.

- **64% recall a connected TV interactive banner ad and 64% click on the ads**
  - » Rovi connected TV HHs are **1.8 times** more likely to click on an ad than non-Rovi TV homes
  - » Males are **1.6 times** more likely to respond than females
- **81% of Rovi connected TV homes consider these ad experiences to be valuable sources of brand information**
  - » 61% expect to receive coupons and special deals when responding to an ad
  - » 59% like to obtain brand-related content such as TV show promos, movie trailers, food recipes, etc.
  - » 47% seek product information and how/where to purchase/view the product



### Ad Response Triggers

#### Among U.S. Connected TV Owners

61%	Ad caught my attention
46%	Promotions—product, retail, sales, TV series, movies, etc
46%	Interested in buying product
43%	TV show I wanted to watch

Source: Rovi Corporation, *Connected TV Advertising Field Study, U.S. Phase 1, 2011* | © Rovi Corporation

### Reception to Relevant Ad Messages

#### Among Rovi-served Connected TV Households

73%	I would click on ads if I were interested in what's advertised
64%	I like being able to get more information and watch videos if what's advertised is relevant
58%	Advertising in the connected TV platform is a great place to reach me
55%	I pay more attention to IPG ads than I do to ads in other places
46%	I like clicking on the ads to find out more

Source: Rovi Corporation *U.S. Receptivity Study, 2012* | © Rovi Corporation

**CANADA**

The Canadian connected TV advertising market is in its early market stage. As a result, ad recall and response rates have yet to reach the levels achieved in North America. Obtaining product information, general curiosity, and product or service relevancy drive ad responses among Canadian connected TV users.



**31% noticed connected TV interactive banner ads » 11% clicked on banner ad**

Source: Rovi Corporation, *Connected TV Advertising Field Study, Canada Phase 1, 2011* | © Rovi Corporation

**AD RESPONSE TRIGGERS**



**Among Canadian Connected TV Owners**

49%	To obtain product information
49%	Curiosity
44%	Product or service was relevant
33%	Price highlighted was appealing
27%	Promotion or offer was appealing

Source: Rovi Corporation, *Connected TV Advertising Field Study, Canada Phase 1, 2011* | © Rovi Corporation

When testing connected TV ad effectiveness in partnership with a leading Canadian financial institution, **ad recall rates rose to 35%**. Of those who recalled the financial ad, **39% clicked the ad** to gather more information.

**Among the ad responders...**

- Nearly 70% visited the company website
- 60% liked the brand on a social network site after visiting the brand's microsite
- 81% signed up for the product or service

Source: Rovi Corporation, *Connected TV Advertising Field Study, Canada Phase 1, 2011* | © Rovi Corporation

**Ad Response Triggers**



**Among U.K. Connected TV Owners**

47%	Plan to look into the product at a later date
38%	Told a friend or family member about the product
33%	Immediately investigated the product
31%	Visited the brand's website
27%	Purchased the product

Source: Rovi Corporation, *Connected TV Advertising Field Study, U.K. Phase 2, 2012* | © Rovi Corporation

**UNITED KINGDOM**

A large majority of U.K. users reports positive experiences with ads displayed within connected TV platforms. The study reveals an **86% uplift in brand association with key advertisers** among users exposed to connected TV advertising campaigns compared to the non-exposed group. Additionally, connected TV users are more inclined to interact with the brand by clicking through to the branded destination.

- 68% recall a connected TV interactive banner ad
  - » 33% Responded to the ad

Source: Rovi Corporation, *Connected TV Advertising Field Study, U.K. Phase 2, 2012* | © Rovi Corporation

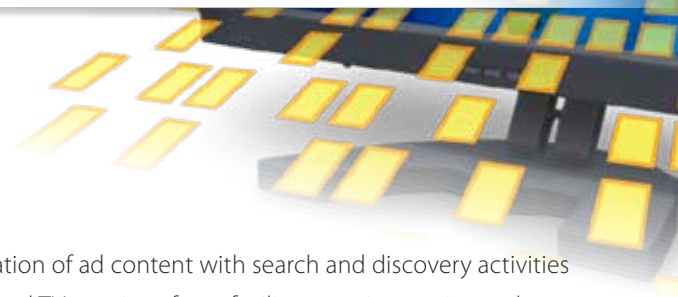
# CONNECTED TV ENVIRONMENT: A Natural Gateway for Advertising



In general, connected TV owners consider ads on the user interface less disruptive and more valuable than traditional ads. Over one-half also consider these ads content, with useful or entertaining information such as movie trailers, TV promos, branded content, video clips, or custom vignettes.

**When TV viewers are on a quest to find something to watch, the right ad delivered to the right person becomes compelling content.**

Connected TV Environments Drive Positive Ad Results	
Among Rovi-served Connected TV Households	
68%	I notice ads while searching for programs to watch
67%	Connected TV video ads are less disruptive than traditional TV ads
58%	Ads are useful information available through the connected TV platform
57%	I am open to ads while I'm searching for a TV program
54%	I think of ads as content



The integration of ad content with search and discovery activities via connected TV user interfaces facilitates an immersive and authentic brand experience that boosts consumer interaction.

Consumers notice and even welcome these ad placements. **As a result, connected TV platforms are a natural gateway to successful TV advertising campaign strategies.**

Source: Rovi Corporation U.S. Receptivity Study, 2012 | © Rovi Corporation

## A Call to Action for Brands Worldwide

Multiscreen video consumption is changing the traditional TV landscape. New data and insight presented in this white paper confirm **viewers perceive advertising on a connected TV as a distinct content choice.** With proper positioning, customized connected TV ads create an ongoing, two-way relationship with consumers, touching them at all stages of the purchase cycle.

The next iteration of TV advertising is the integration of connected TV platforms into existing media campaigns—and the extension of traditional campaigns into the connected TV where deeper brand experiences can be structured for viewers' benefit. **Brand advertisers, and their agencies of record, must proactively develop advertising strategies that leverage this important platform.** Those who fail to do so will miss the immense opportunity to **reach a new kind of video viewer** at a point of **high receptivity.**



- Rovi Advertising Network reaches more than 40 million households globally
- 130 million viewers use Rovi's guide technologies through service provider offerings
- Approximately 219 million consumer electronic (CE) devices use Rovi's CE-guide technologies
- Rovi has information on over 3.6 million TV shows, 28 million tracks, and 500,000 movie titles

## PRIMARY RESEARCH SOURCES

- Rovi Corporation U.S. Receptivity Study, 2012, a U.S. online survey of adults 18 to 54 across Rovi's top 24 DMAs
  - » Sample Base:  $N = 221$  TV households including  $n = 115$  Rovi TV households ( $n = 85$  connected TV households,  $n = 55$  MSO TV households),  $n = 106$  non-Rovi TV households (cable/satellite/IPTV households)
- Rovi Corporation, *Connected TV Advertising Field Study, U.S. Phase 1*, 2011, a U.S. online survey of adults 18 to 54 who own a smart TV or connected Blu-ray player with Rovi-served inventory
  - » Sample Base:  $n = 500$  adults 18-54
- Rovi Corporation, *Connected TV Advertising Field Study, Canada Phase 1*, 2011, a Canadian online survey of adults 18 to 54 who own a smart TV or connected Blu-ray player with Rovi-served inventory
  - » Sample Base:  $n = 407$
- Rovi Corporation, *Connected TV Advertising Field Study, U.S. Phase 2*, 2011, a U.S. online survey of adults 18 to 54 tracking the performance of 3 live campaigns during the month of September 2011 on Samsung Smart Hub and connected TV platforms
  - » Sample Base:  $n = 500$
- Rovi Corporation, *Connected TV Advertising Field Study, Canada Phase 2*, 2011, a Canadian online survey tracking the performance of 1 live campaign during the month of December 2011 on Samsung Smart Hub and connected TV platforms
  - » Sample Base:  $n = 315$
- Rovi Corporation, *Connected TV Advertising Field Study, U.K. Phase 1*, 2011, a U.K. online survey of adults 18 to 54 who own a smart TV or connected Blu-ray player with Rovi-served inventory
  - » Sample Base:  $n = 504$
- Rovi Corporation, *Connected TV Advertising Field Study, U.K. Phase 2*, 2012, a U.K. online survey of adults 18 to 54 who own a smart TV or connected Blu-ray player with Rovi-served inventory
  - » Sample Base: Exposed sample  $n = 124$ ; Control sample  $n = 376$
- Rovi Corporation, *Connected TV Advertising Field Study, U.K. In-home Interviews*, 2012, 6 in-home interviews with connected TV households including both pay-TV and free-to-view TV households
- Rovi Corporation, *Connected TV Advertising Field Study, Germany Phase 1*, 2012, a German online survey of adults 18 to 54 who own a smart TV or connected Blu-ray player with Rovi-served inventory
  - » Sample Base:  $n = 500$
- Parks Associates, *Global Digital Living Forecast Workbook, August 2012 Edition*
- Parks Associates, *Untapped Consumer Opportunities for Mobile Services, 3Q12*, an online survey of 2,500 U.S. broadband household

## END NOTES

- <sup>1</sup> Critical mass: A sufficient amount of adopters of a media innovation exists such that the rate of adoption becomes self-sustaining and creates further growth.
- <sup>2</sup> Inactive: Internet-enabled connected TV device not used to access Internet content. Active: Connected TV device actively connected to the Internet and used to access online content
- <sup>3</sup> Based on Rovi's field study, U.S. connected TV owners include households with a Samsung smart TV, Samsung connected Blu-ray player, or Sony smart TV with access to Samsung's Smart Hub.  
  
Smart Hub is a TV application platform available on Samsung's smart TVs and connected Blu-ray players. Through the platform, consumers can access a variety of smart TV app types.
- <sup>4</sup> Based on Rovi's field study, Canadian connected TV owners include households with a smart TV and/or an Internet-capable DVD or Blu-ray player that is connected to the Internet.
- <sup>5</sup> Based on Rovi's field study, connected TV owners include U.K. households with a Samsung smart TV or connected Blu-ray player with access to Smart Hub.
- <sup>6</sup> Based on Rovi's field study, connected TV owners include German households with a Samsung smart TV or connected Blu-ray player with access to Smart Hub.
- <sup>7</sup> Rovi-served connected TV HHs includes viewers who own a connected TV served by Rovi Ad Network.
- <sup>8</sup> Rovi connected TV HHs include owners of a connected TV served by Rovi Ad Network.



Diverse inventory. Creative messaging.

Consumer engagement. **RESULTS.**



Rovi Ad Network delivers measurable, effective advertising to millions of worldwide households across advanced TV, web and mobile platforms.

We help brands drive awareness, engagement and results with unique ad experiences and rich media branded destinations. Rovi Ad Network reaches “lean-forward” consumers when they are searching for something new to watch – **when your brand messaging can be their content choice.**

## ABOUT ROVI CORPORATION



Rovi Corporation creates innovative technologies that connect people and digital entertainment. All over the world, we help our customers in the consumer electronics, cable, satellite and entertainment and online distribution markets delight consumers with solutions for the delivery, display and monetization of movies, TV shows, music and more.

Rovi holds approximately 5,100 issued or pending patents worldwide and is headquartered in Santa Clara, California, with numerous offices across the U.S. and around the world, including Japan, China, Luxembourg, and the United Kingdom.

For more information about Rovi, visit at [www.rovicorp.com](http://www.rovicorp.com).

### ABOUT ROVI ADVERTISING SERVICE

Rovi Advertising Service allows device manufacturers and developers to offer interactive advanced advertising on connected TVs and mobile platforms to differentiate their offerings and increase revenue. It delivers:

- A cloud-based interactive advanced advertising platform.
- Seamless integration with device user experiences.
- Unified, end-to-end campaign management.

For more information about Rovi Advertising Services, visit [www.rovicorp.com/adservice](http://www.rovicorp.com/adservice).

### ABOUT ROVI ADVERTISING NETWORK

Rovi Ad Network delivers measurable, effective advertising to millions of households across advanced TV, web and mobile platforms, helping agencies and brand marketers drive awareness, engagement and revenue. We are the only advertising network in North America and Europe that consolidates one ad buy across multiple advanced TV platforms, including Internet-connected devices and cable TV service providers.

- One of the largest interactive advertising footprints in the U.S.
- Relationships with more than 200 service providers and the top four device manufacturers—Sony, Samsung, Toshiba and Panasonic.
- 7 billion impressions monthly, delivering mass awareness and increasing degrees of consumer engagement.

For more information about Rovi Ad Network, visit [www.roviadvertising.com](http://www.roviadvertising.com).

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## ABOUT PARKS ASSOCIATES



Parks Associates is an internationally recognized market research and consulting company specializing in emerging consumer technology products and services. Founded in 1986, Parks Associates creates research capital for companies ranging from Fortune 500 to small start-ups through market reports, primary studies, consumer research, custom research, workshops, executive conferences, and annual service subscriptions.

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The company's expertise includes new media, digital entertainment and gaming, home networks, Internet and television services, digital health, mobile applications and services, consumer electronics, energy management, and home control systems and security.

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**SPECIALTIES:** Advanced advertising (TV, Internet, mobile, gaming, social media), consumer advertising effectiveness and preference, advertising metrics and reporting, mobile applications, TV Companion Applications/second screen advertising

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