



DISCOVER THE BEST IN ORIGINAL WEB SERIES

Audience Segmentation Analysis

Dynamic Logic

Highlights

- Blip viewers are watching more online video & less TV compared to six months ago.
- Viewers of original made-for-web series respond more positively to advertising than viewers of TV content online.
- The blip audience can be viewed as 6 unique segments.

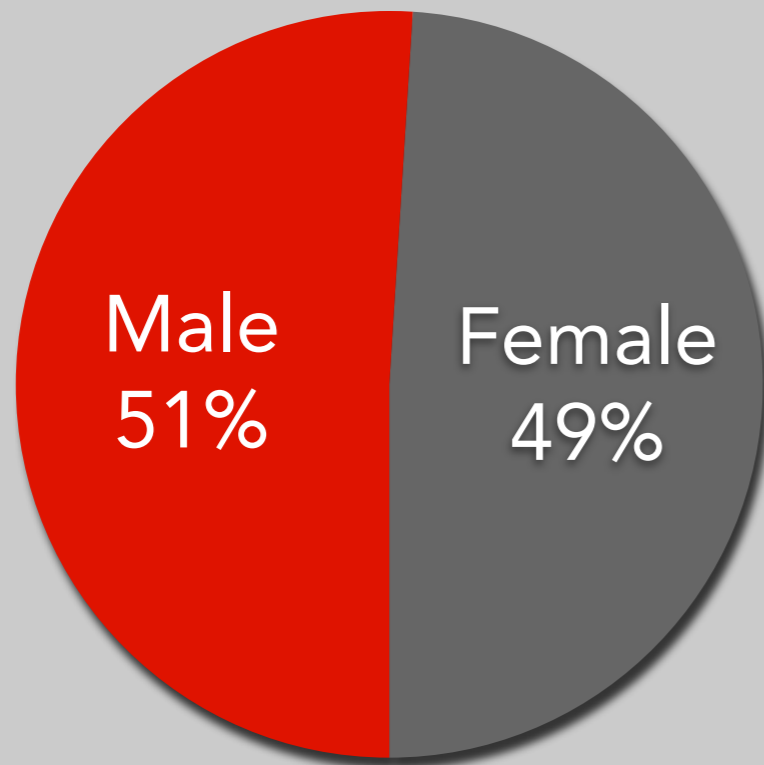
Methodology

- **1,500 Respondents**
- **52 Questions**
- **6 Audience Segments**

Average Blip Viewer

54%
Single

33
Average Age



60%
College +

\$68k
Average Income

Video Viewership

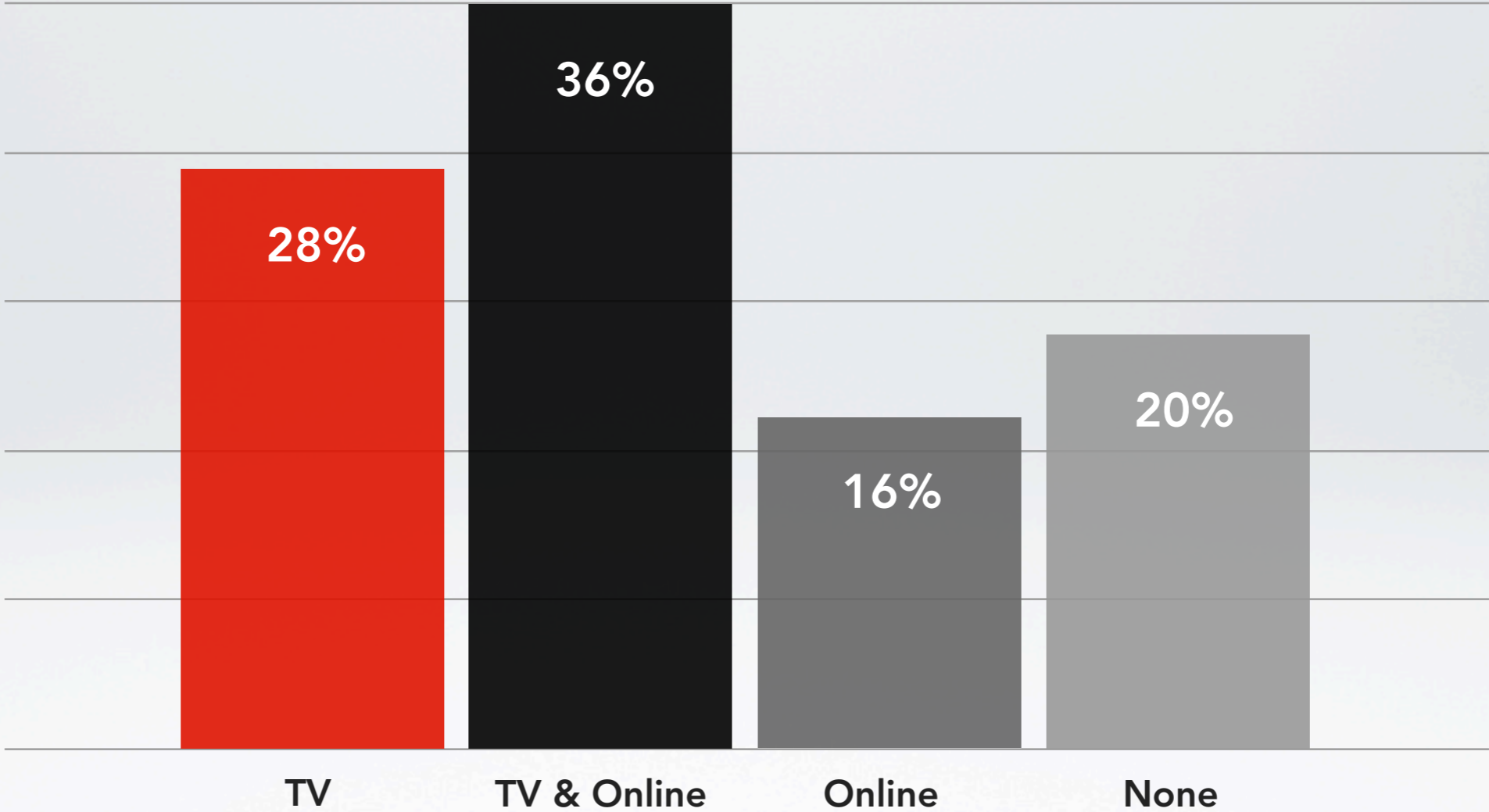
Thinking about your video viewing during a typical week, when do you watch?

| | TV | PC | Mobile | VOD |
|-----------------------|------------|------------|------------|------------|
| 6:00 - 8:59AM | 19% | 13% | 4% | 6% |
| 9:00 - 11:59AM | 18% | 19% | 6% | 8% |
| 12:00 - 3:59PM | 21% | 28% | 9% | 10% |
| 4:00 - 5:59PM | 31% | 33% | 9% | 13% |
| 6:00 - 7:59PM | 49% | 40% | 9% | 18% |
| 8:00 - 10:59PM | 64% | 43% | 10% | 23% |
| 11:00P-12:59A | 30% | 28% | 7% | 14% |
| 1:00-5:59AM | 13% | 17% | 4% | 7% |

Online Video Supplements Tradition TV Viewing

Primetime Viewership

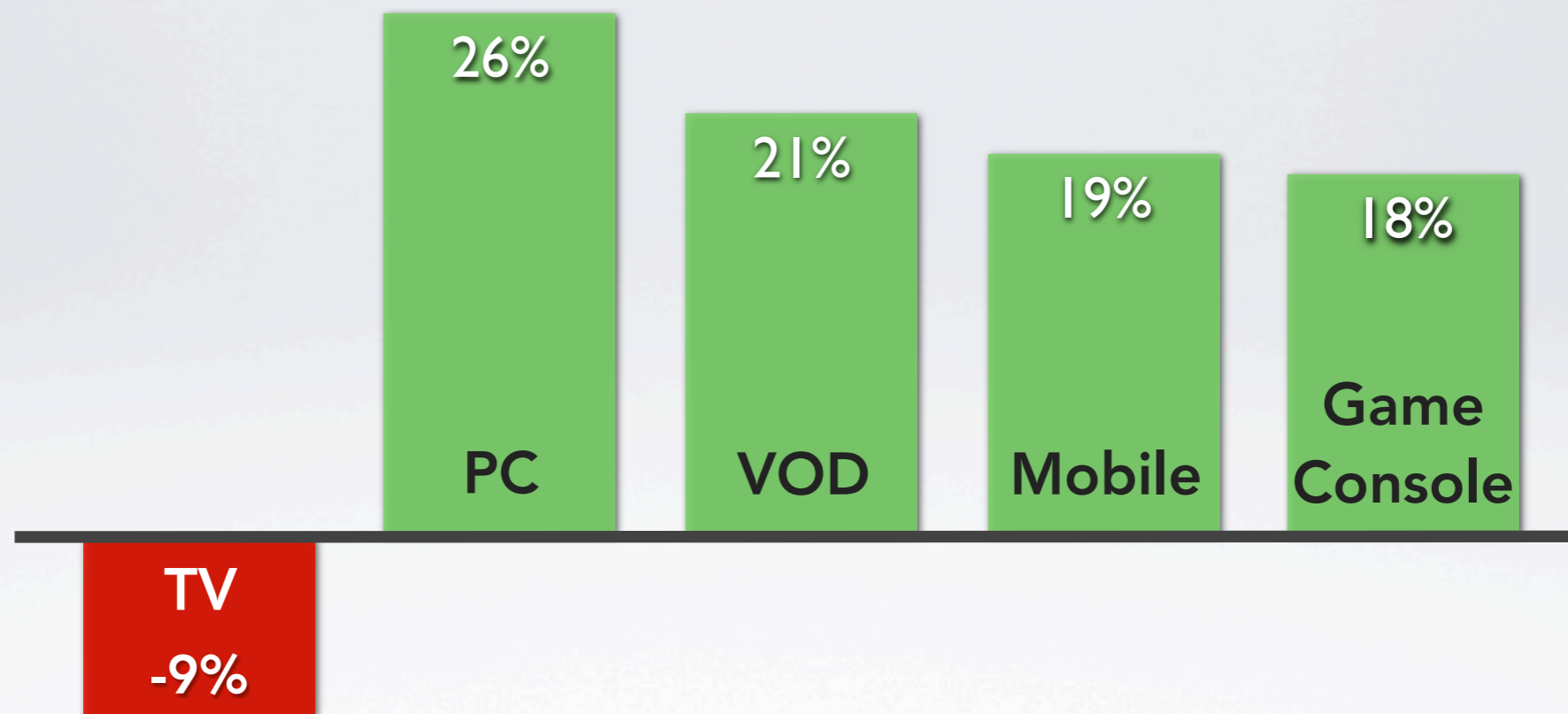
% of Users



The Shift to Digital (a.k.a. "Cord Shaving")

Q

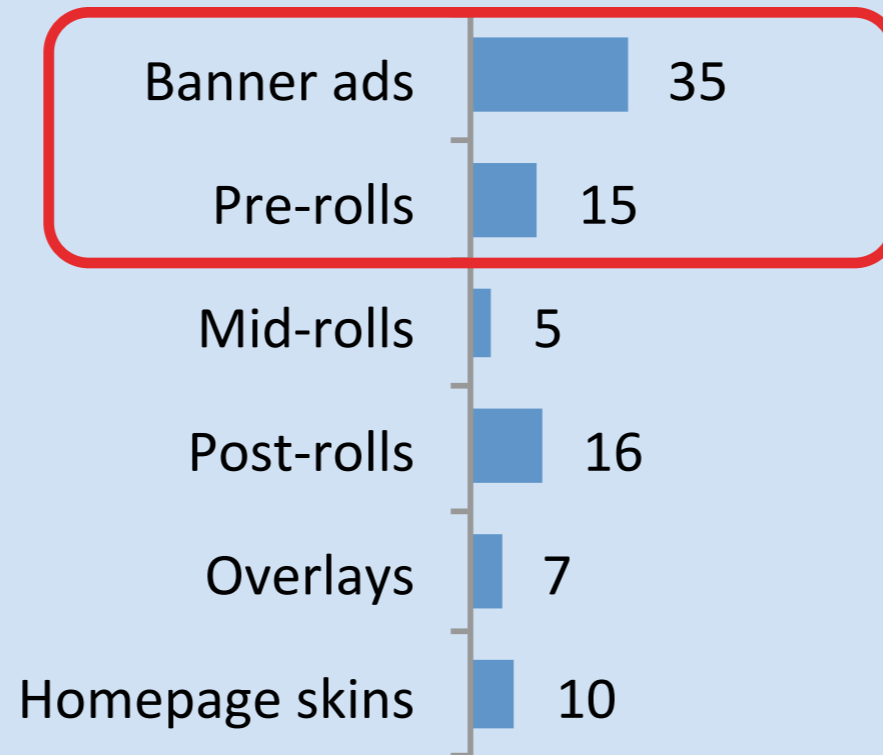
How have your viewing habits changed in the past 6 months?



Ad Unit Preference

Q If an ad absolutely must be there, which type do you prefer?

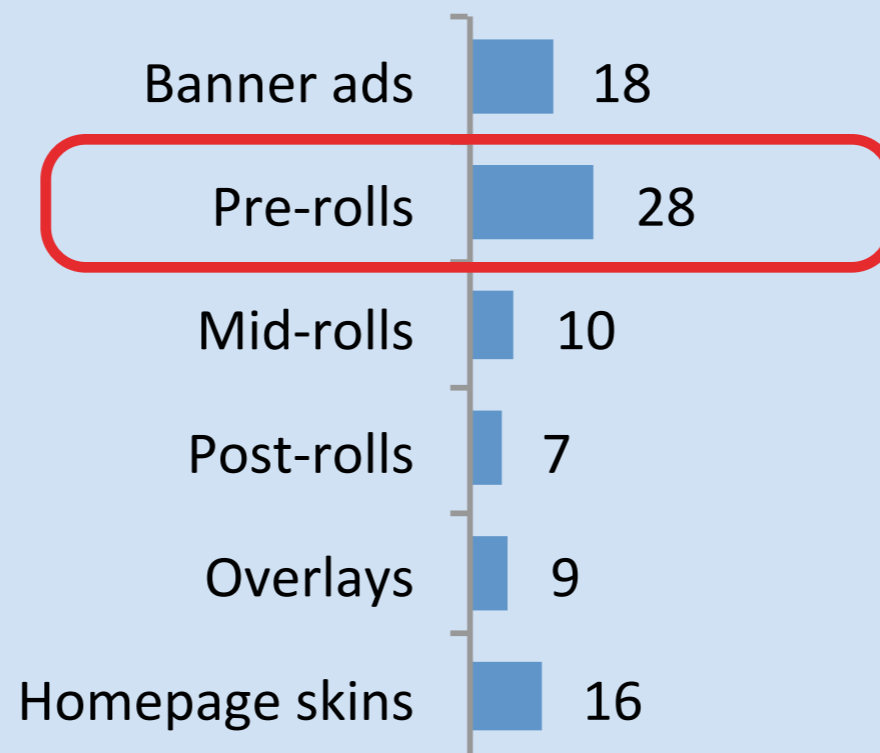
Preferred if has to be there (%)



Ad Unit Preference

Q Of all ad types, which is the most attention grabbing?

Gets the most attention (%)

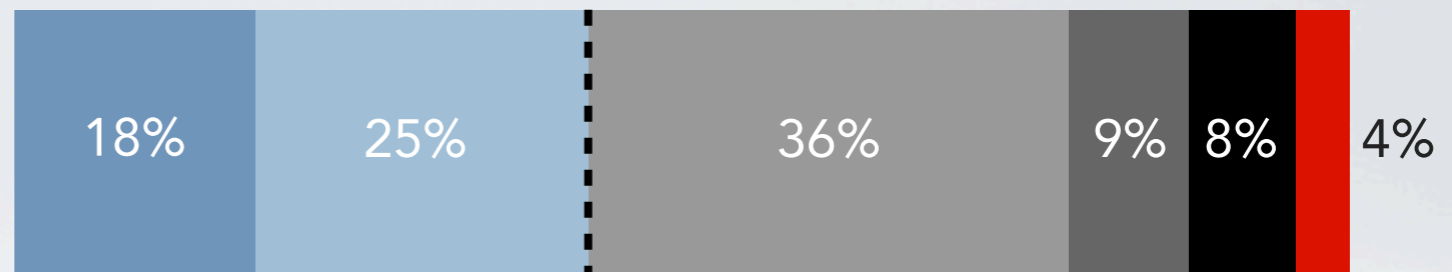


Advertising Preference

How would you characterize your attitude towards advertising in front of original made-for-web series?

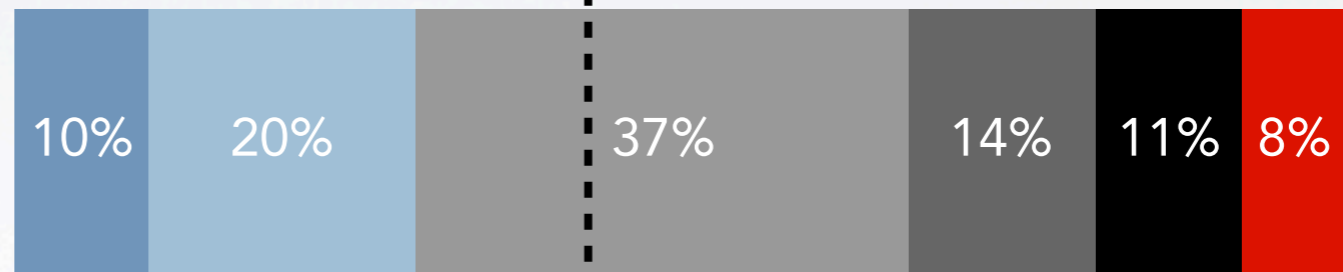
Very Positive Positive Neutral Negative Very Negative Don't Know

Original Made-for-web



+13 pts

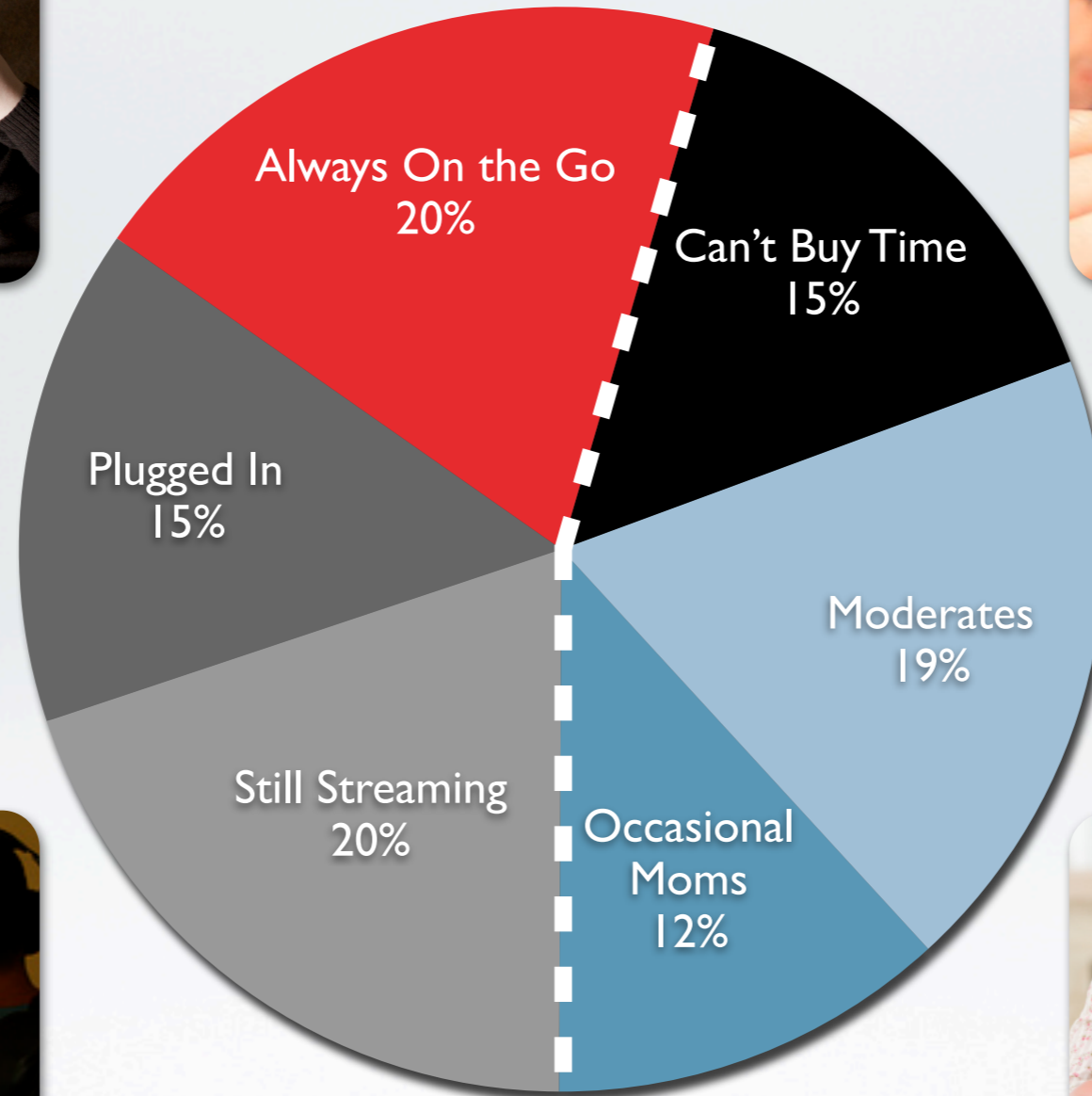
TV Content Online



Audience Segments

Heavy Consumption

Moderate Consumption



Conclusions

Blip viewers are watching more online video and less TV

Blip viewers prefer preroll ads running on original made-for-web content

Blip audience segments help advertisers reach relevant audiences

