

# BinnieTV Media Kit





---

Current TV Landscape

---

The Way We Watch TV Now

---

Target Audience and  
Geography



BinnieTV gives you total control to deliver your business's television commercial to consumers watching the total landscape of streaming platforms like Amazon Prime, Hulu, Peacock, HGTV, Food, ESPN, Disney+ and virtually every other ad-supported network and platform.

You choose the target audience, and geography, and wherever they're watching, across networks and platforms, you can reach them.



Cable TV is in only 40% of homes, with broadcast channels relying on cable to get their signals into homes.

People are watching networks like HGTV, ESPN and others, including broadcast stations through streaming television. They have cut the cord.

Reach your target consumer across the entire landscape of apps, networks and platforms, where they are watching more television content than ever before.

Your :15 and :30 second commercials are un-skippable.

Let your target choose the tv content, and we'll deliver your commercials where and when they watch.

**BINNIE**

**TV**



# TV viewers don't stay on one network like Channel 6, or even one platform, like Hulu.

People no longer tune into just



or



They watch television **where** they want to watch, **when** they want to watch.



# How will we setup YOUR campaign to ensure it's effective?



**Geographic.** State, DMA and zip-code level targeting or a radius around your business location.



**Demographic.** Age, gender, household income, homeowners/renters, households with/without children, etc.



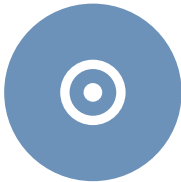
**Lifestyle.** Tap into viewer's online data profiles and select from over 250,000 categories to target the most likely consumers to purchase from your business.



BinnieTV can link **Google Analytics** to match commercial ad times to increased web traffic and foot traffic so you can see results when you are “in campaign” vs “out of campaign.”

# The BinnieTV Advantage

---



## Targeting

BinnieTV is hyper-focused on the specific target you want to reach



## Totality of Audience

BinnieTV differs from other CTV providers by giving you access to the total landscape of streaming TV networks, platforms and services



## Tracking

BinnieTV is a results-driven service with a robust reporting and attribution platform to measure campaign performance and audience response to your commercial.

