

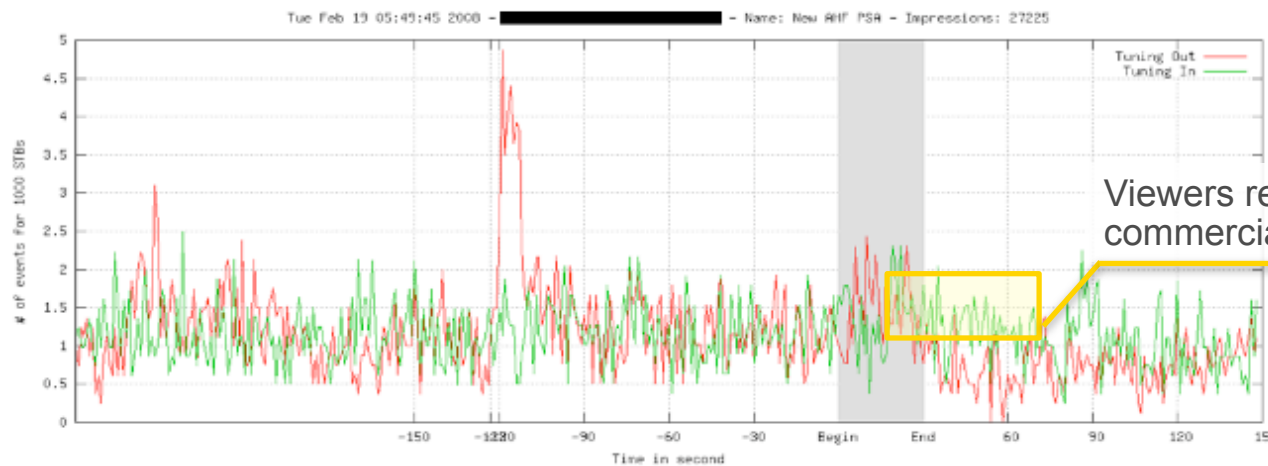
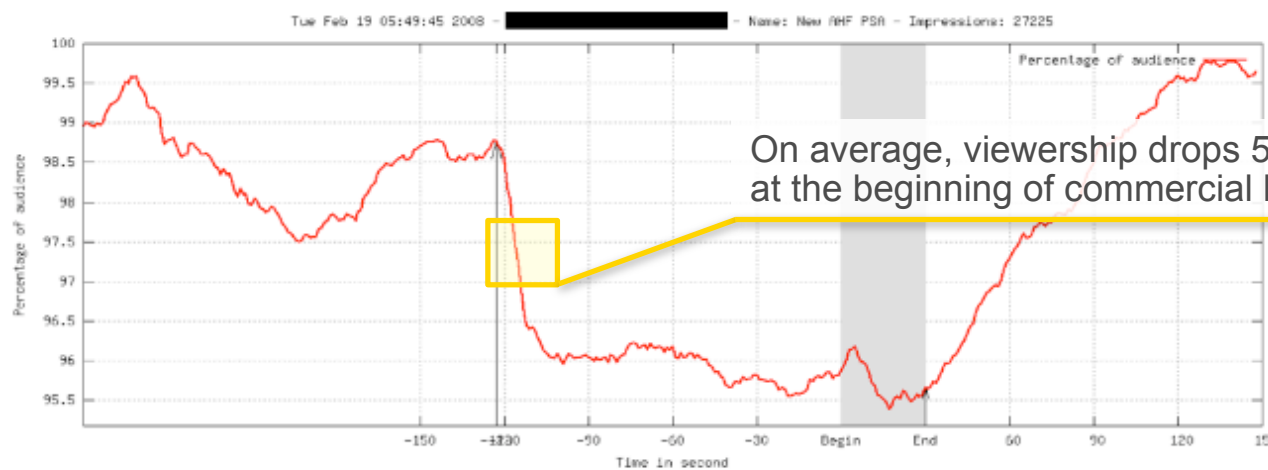


Google TV Ads

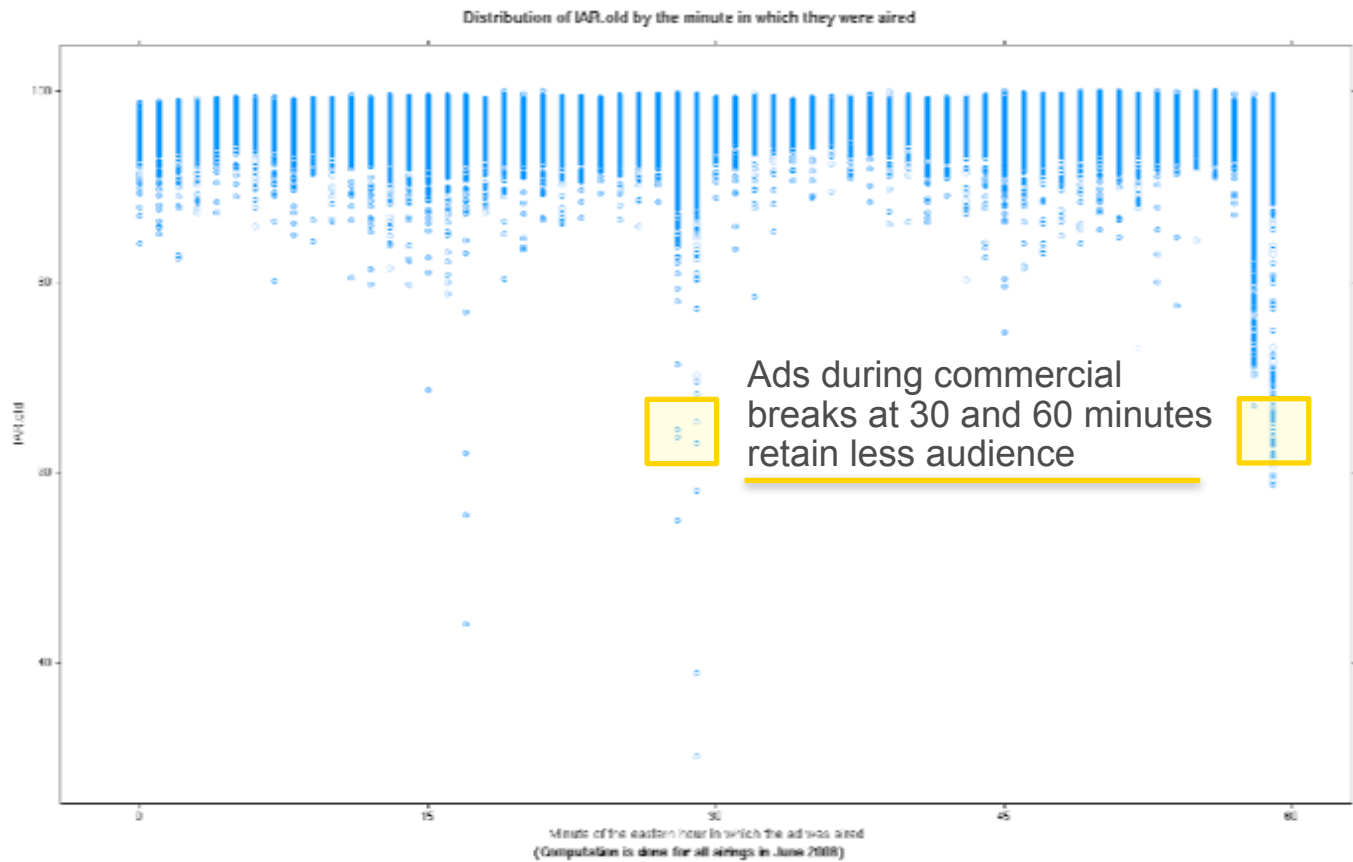
Insights from Set-Top Box Data

February 2009

One Commercial Break, Second-By-Second

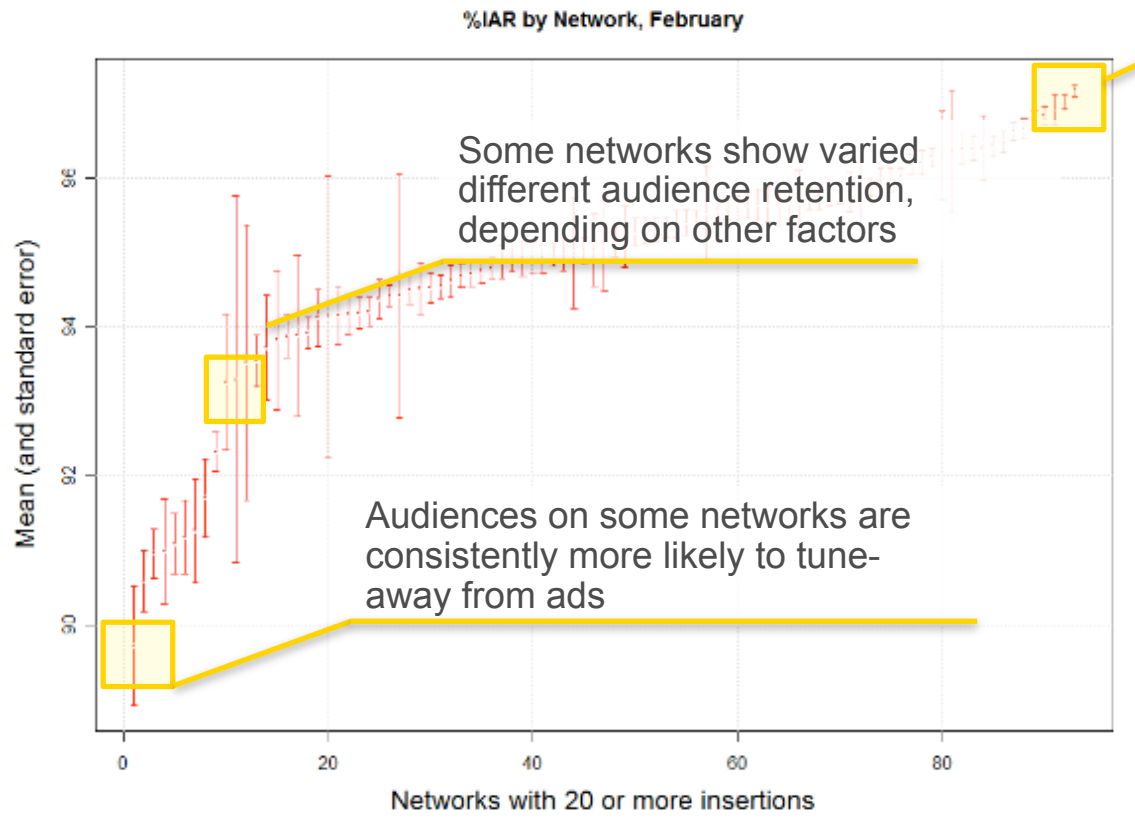


Many Factors Influence Tune-Away



Time during the hour affects tune-away

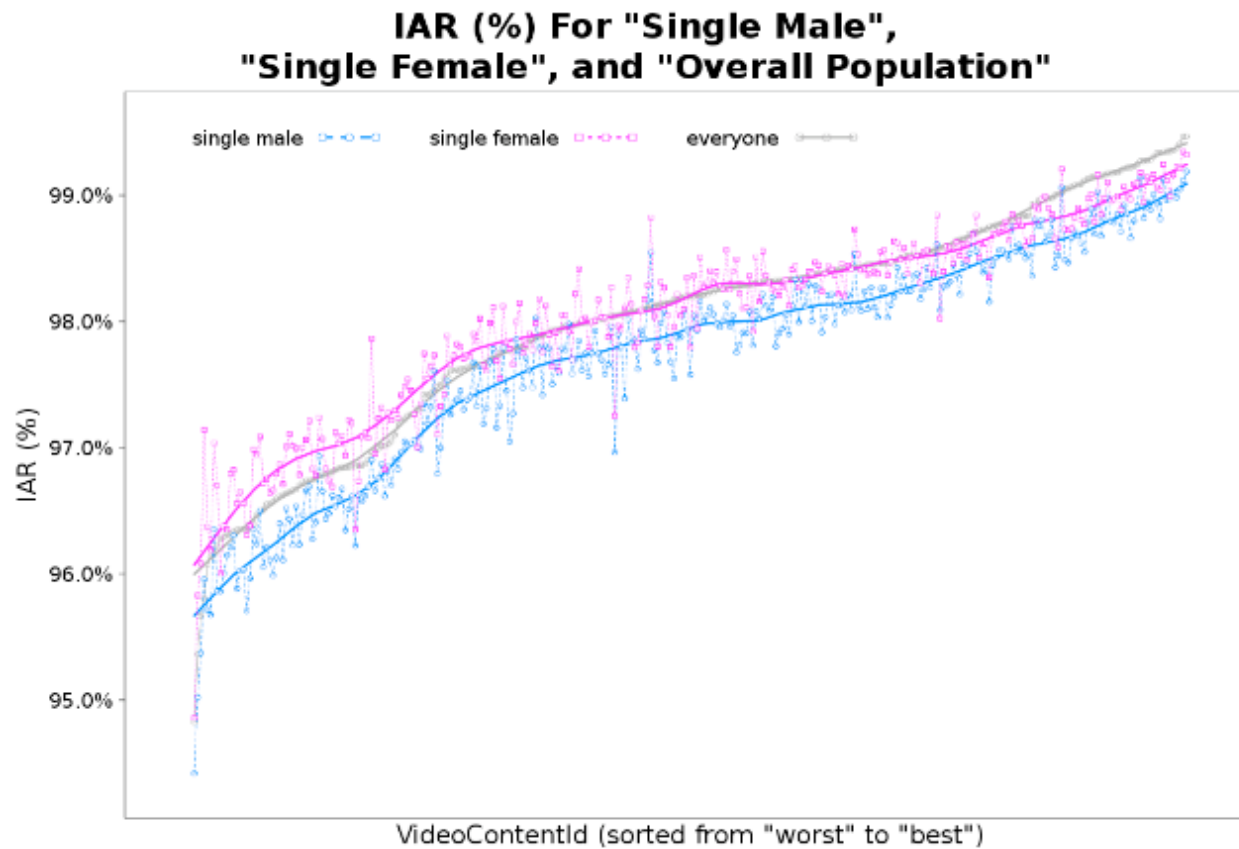
Many Factors Influence Tune-Away



Audiences on some networks are consistently more likely to stay tuned to ads

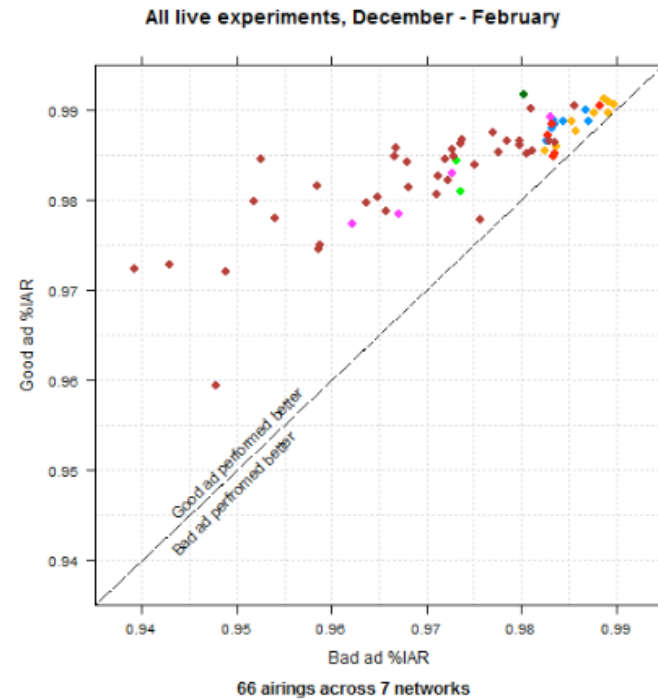
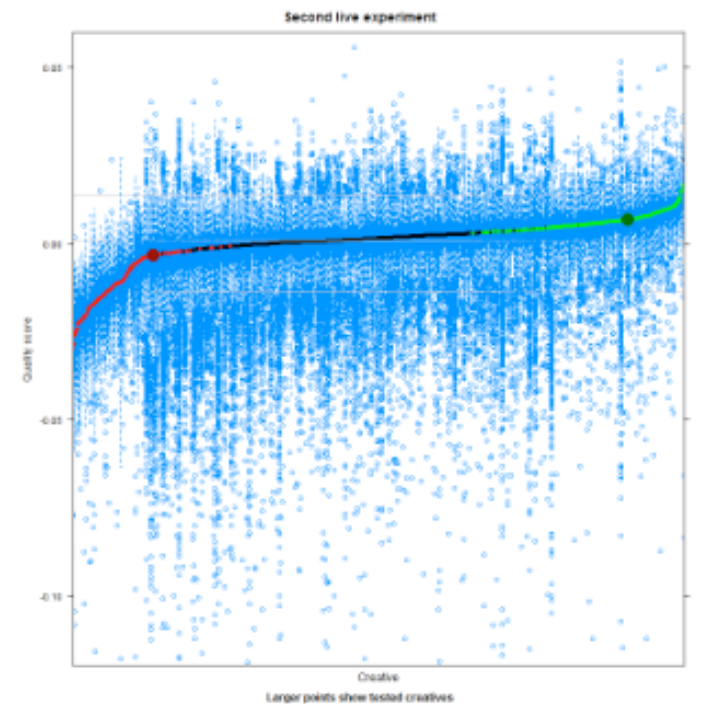
Ads retain audiences differently on different networks.

Many Factors Influence Tune-Away



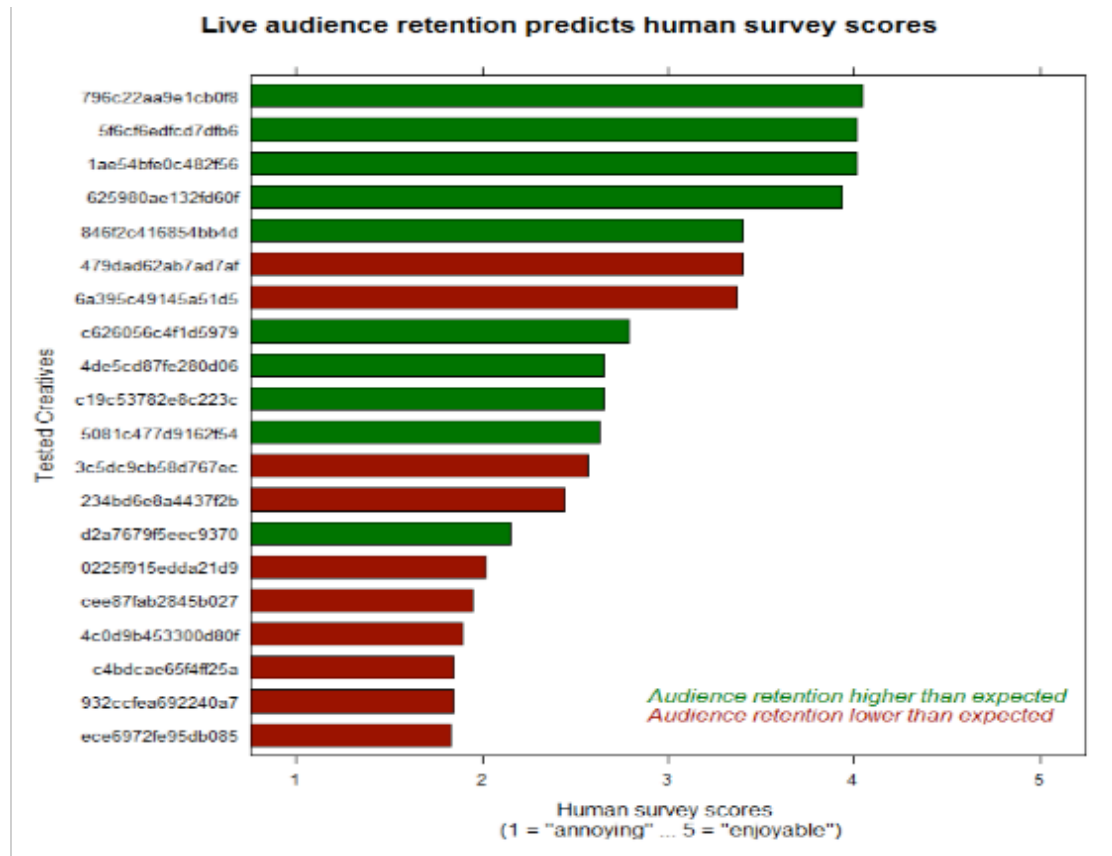
Single Women are more likely than Single Men to stay tuned to ads.

Viewers “vote” with their remote controls



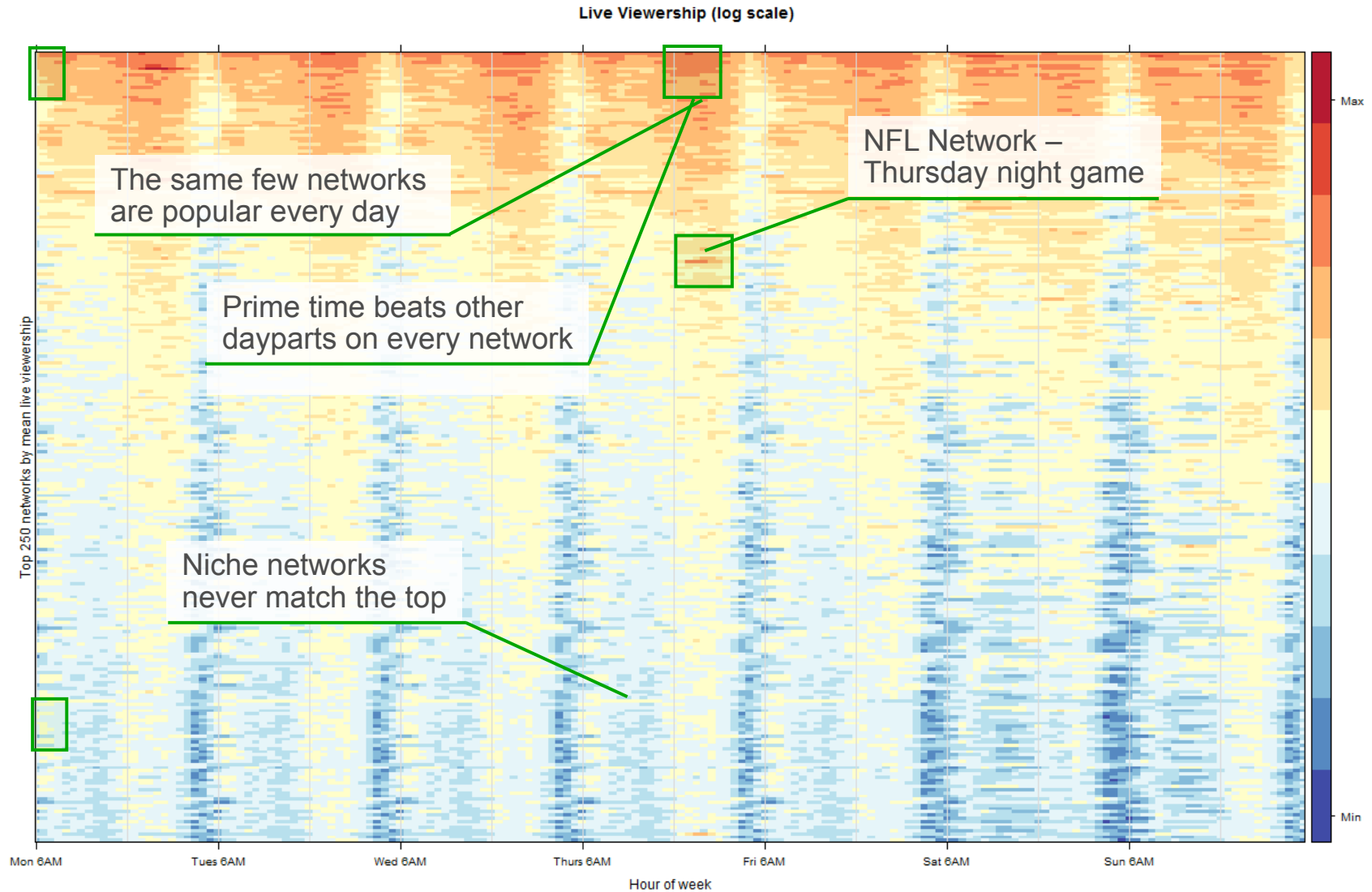
Some ads consistently retain audiences better than others.

Viewers “vote” with their remote controls

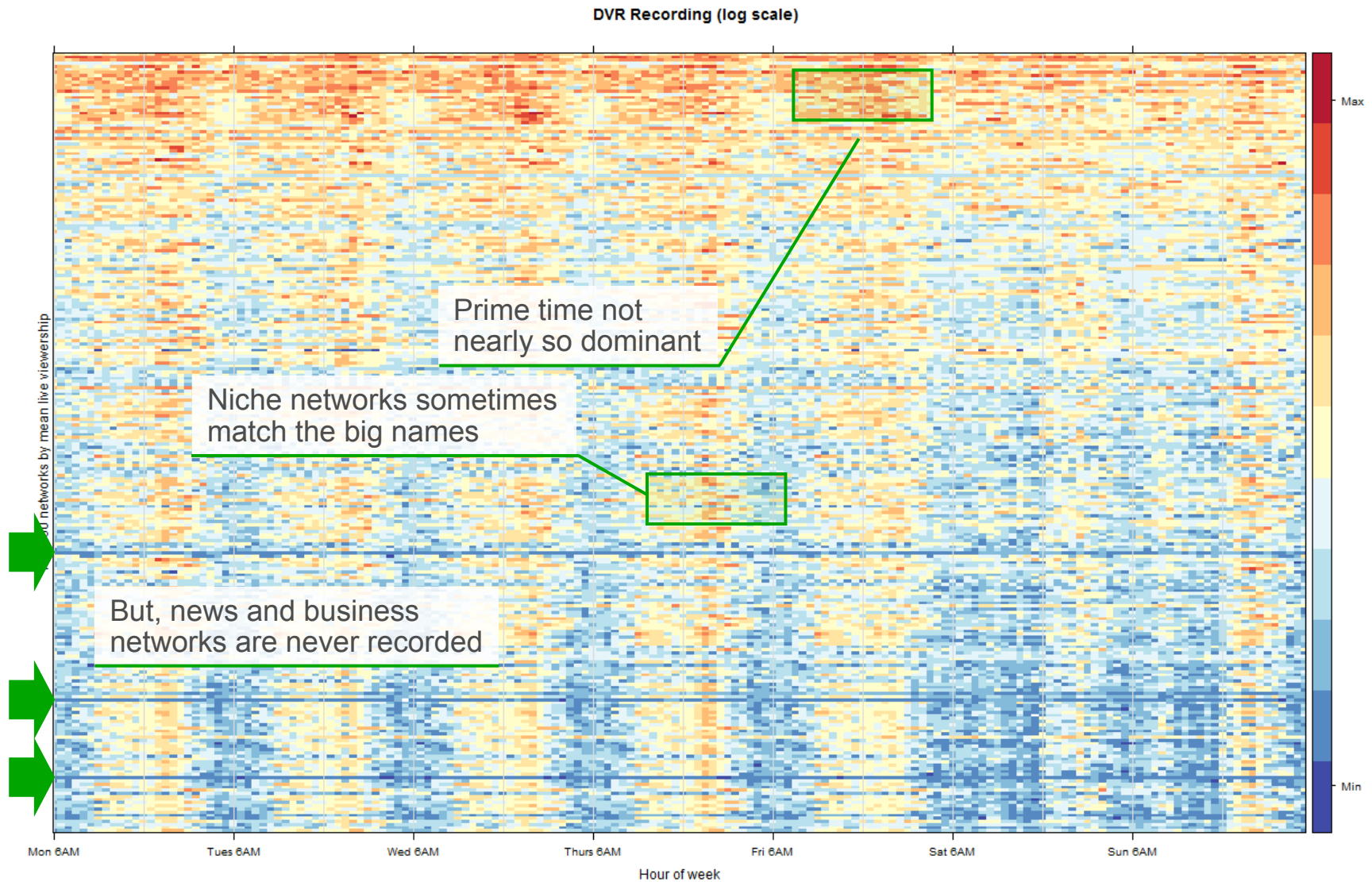


Quantitative Set-Top Box data represents qualitative audience preferences.

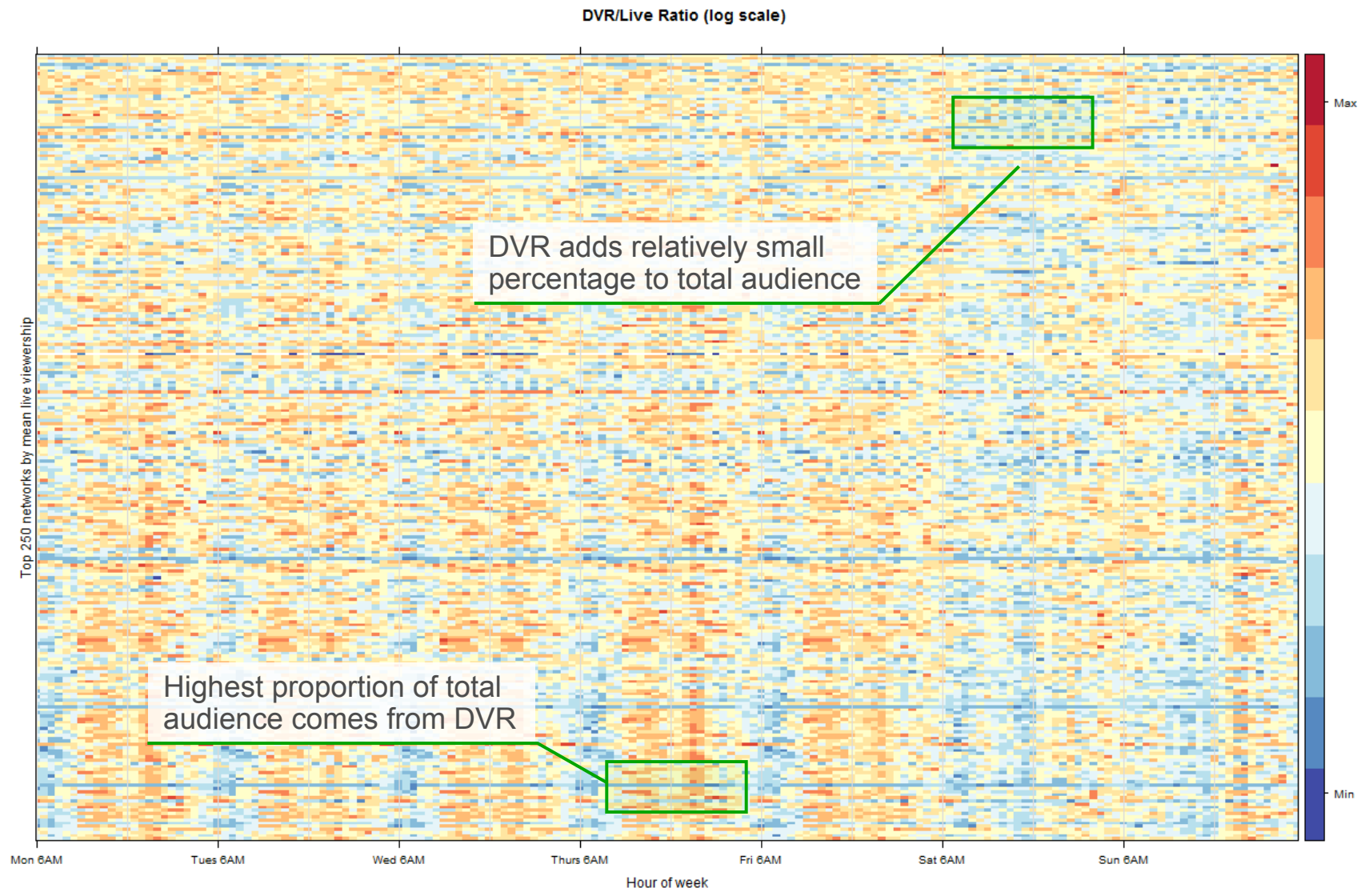
DVR: Live viewing follows clear patterns



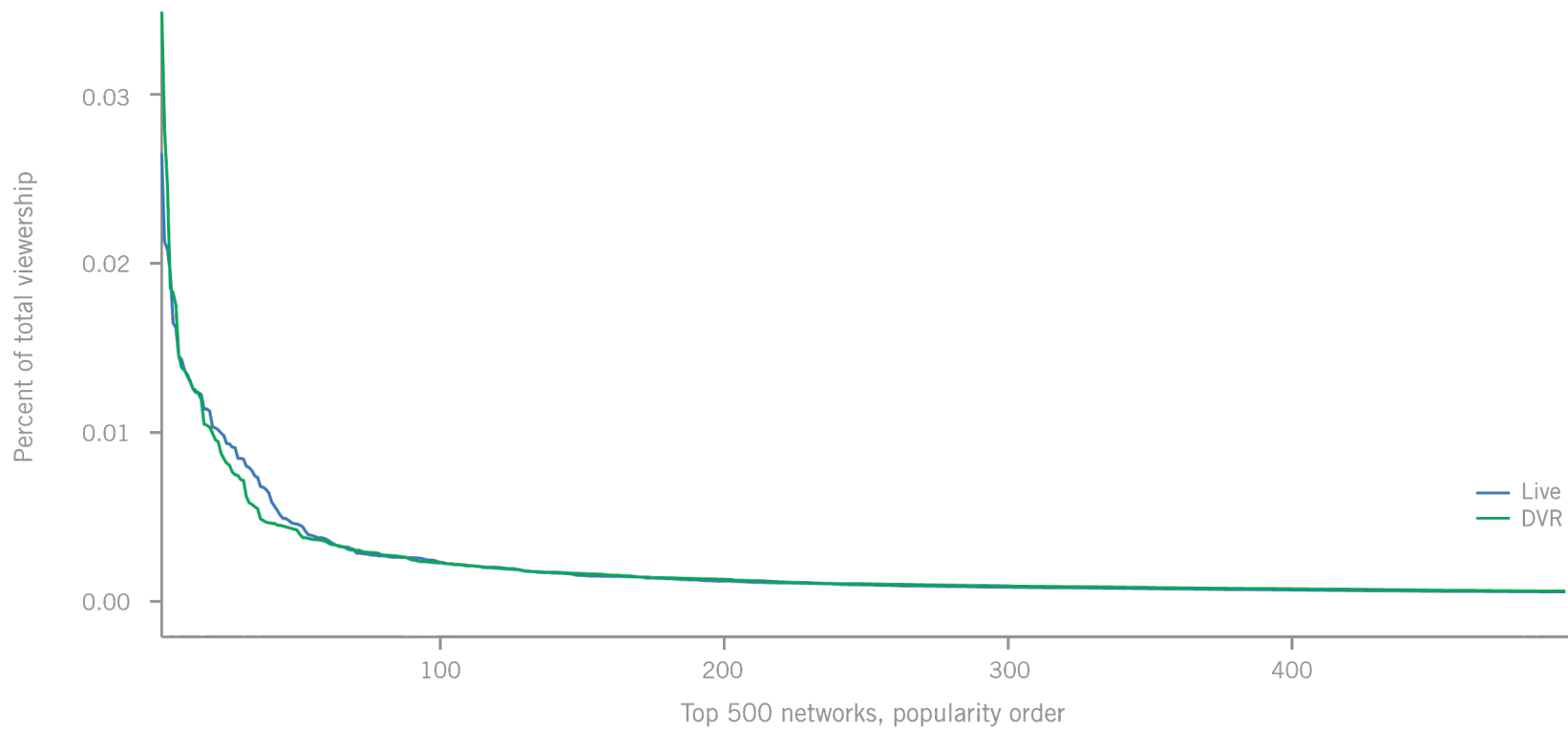
DVR expands viewers' horizons



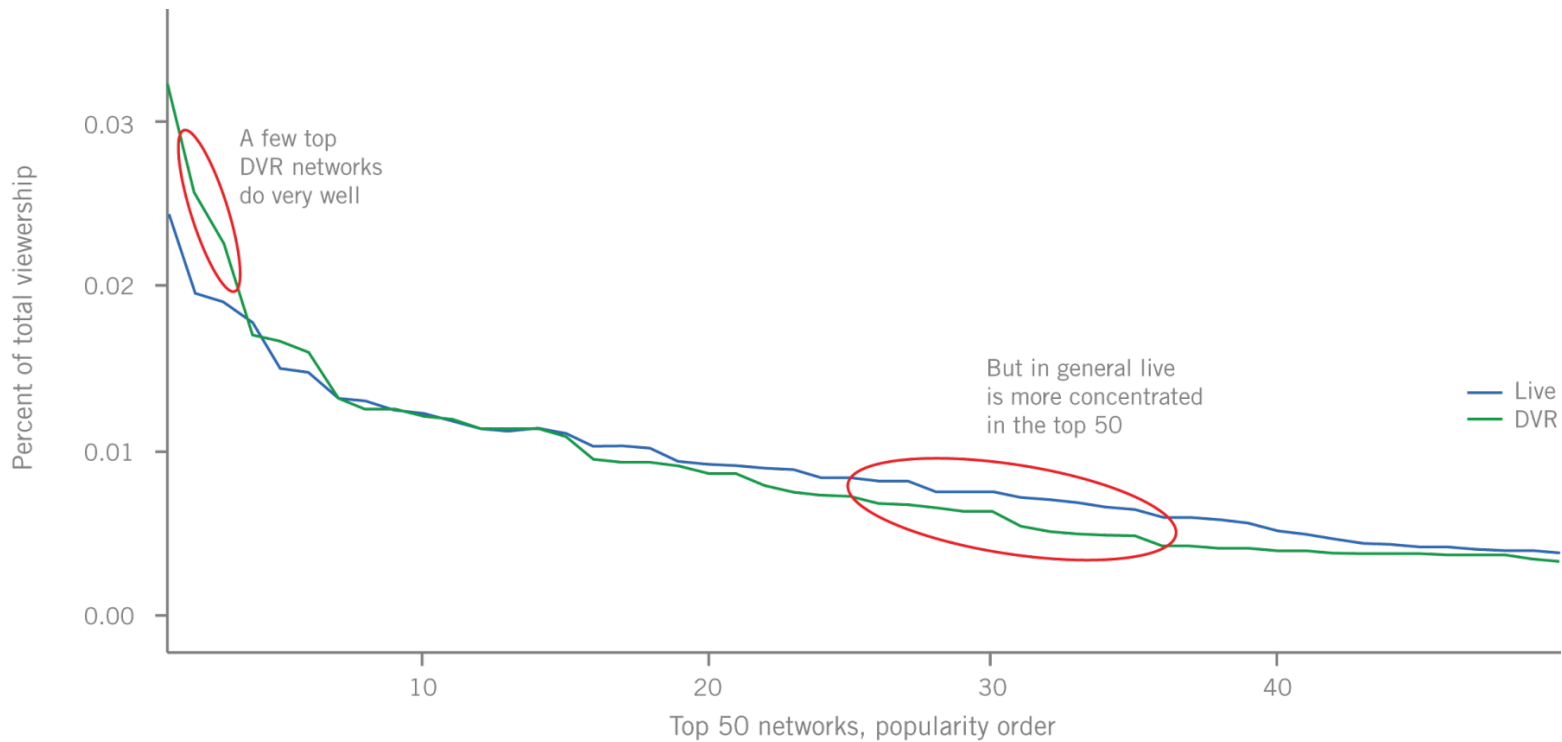
Niche networks benefit from DVR disproportionately



Both live and DVR have a long tail



Live viewing is more concentrated in the top 50



DVR viewership is more dispersed across niche networks

