Rogers Sports & Media is advancing ad experiences

ADVANCED ADVERTISING

leveraging data to create the next generation of advertising experiences

ROGERS SPORTS & MEDIA CONNECTED TV

ROGERS BRANDS

#1
Ad Supported
OTT/CTV Reach

6
Premium Brands

REACH

2,300,000
Canadians Reached
Monthly

25%
Incremental Audience
Reach from Linear TV

CONTENT

4,000
Live Sports
Events

76,000
Movies, Shows,
Music Videos

ROGERS CONNECTED TV PRODUCT FEATURES

Reach Canadians who stream video content through a Connected TV service on the big screen and other devices

Access to six top streaming brands;

Citytv, FX, NHL Live, MLB.tv, Tubi, XITE

Available through;

Website
Mobile Apps
CTV Devices
Smart TV Apps

Target by;

Geography
Genre
Rating
Channel
Postal Code

Available transaction types;

Direct IO + Private Auction

Execute non-skippable creative messaging;

10s, 15s, 30s

Measurement + Reporting;

Impressions and Video Completion Rate (VCR);
Creative
Day of week
Geography
Console

Core R.E.D. Audience targeting coming Q4 2020
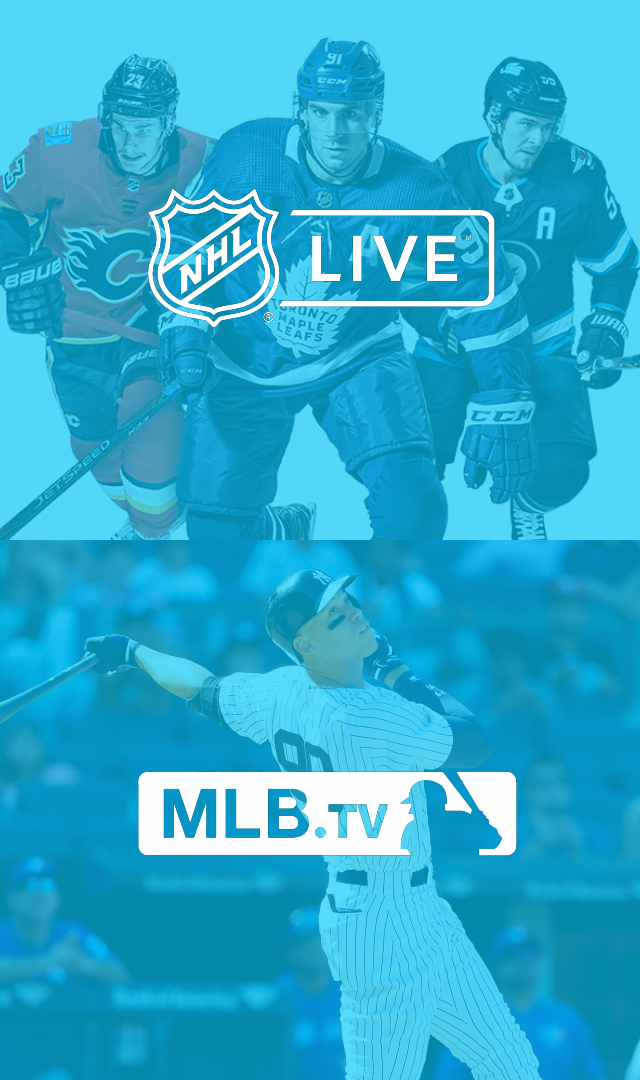
LIVE SPORTS

Over 1,000 Live and on demand hockey games including the playoffs and 2,500 out-of-market MLB regular season games.

Over 1.5M unique viewers monthly
58% of viewing happens on the big screen

Available programmatically through auction deals

Website, Mobile App + Connected TV Devices

TV SHOWS

Premium, Emmy winning, long form content including the *Bachelor* & *Bachelorette, A Million Little Things, Pose, Atlanta* and many more!

- 500,000 Unique viewers per month

Website, Mobile App + Connected TV Devices;

MOVIES

Tubi partners with major production studios to bring premium movie and television content for free to viewers

- 1 Million unique viewers monthly
- 80% of viewing on the big screen
- Average of 3.2 hrs. of viewing per user per month

Available programmatically through auction deals
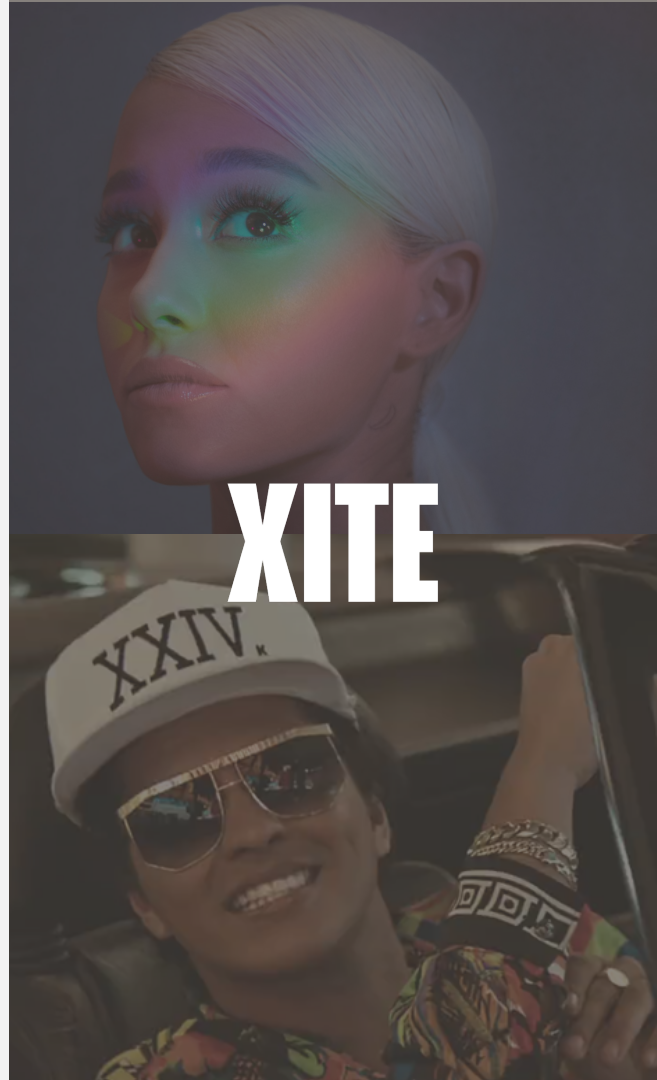
Website, Mobile App + Connected TV Devices;

tubi™

MUSIC VIDEOS

XITE is a fun and easy to use free music video service with over 100 themed channels updated daily by music experts

- Lighter ad loads – first 4 mins are ad free. After that, max 9 mins of ad loud per hour
- Average viewing time is 85 mins per session
- Audience Profile: 80% of audience is aged 18–34, 52% Female, 48% Male

Available to Rogers Ignite TV customers on website, mobile app and through Ignite TV set top boxes.

ROGERS CONNECTED TV TARGETING/ACCESS

BRANDS		MLB.tv	NHL LIVE	tubi	Citytv Now	FXNOW	XITE
WAYS TO BUY	Transaction Type	Direct IO Private Auction	Direct IO Private Auction	Direct IO Private Auction	Direct IO	Direct IO	Direct IO
	Targeting	Geography	Geography Audience (Q4)	Geography Genre Rating Audience (Q4)	Geography Audience (Q4)	Geography Audience (Q4)	Music Channel Custom Channel Postal Code Audience (Q4)
DEVICES/ ACCESS	Website	o	o	o	o	o	o
	Mobile App	o	o	o	o	o	o
	Apple TV (4th generation)	o	o	o	o	o	x
	Fire TV	o	o	o	o	o	
	Samsung TV	o	x	o	x	x	x
	Roku	o	o	o			
	Chromecast	o	o	o	Q3 2020	Q3 2020	x
	Xbox	o	o	o	x	x	x
	PlayStation	o	o	o			
	Android TV	o	o	o	o	o	
	IP Set Top Box	x	x	x	x		o

Updated Q3 2020

ROGERS CONNECTED TV PRODUCT BENEFITS

1   Alignment with **broadcast quality, brand safe video** content ensures brand standards and preferences are fulfilled

2   **Incremental and exclusive** reach over Linear TV audiences

3   User initiated streaming and longer consumption periods means more **engaged and receptive audiences**

4   Uncluttered environments, 100% viewability and non-skippable ads ensure your **message will be seen**

ROGERS CONNECTED TV USE CASES

I'm looking for incremental reach to my linear TV campaign

I'm looking to incorporate digital into my TV media mix (or vice versa)

Viewability and VCR are my main KPIs

I want to reach a younger audience

I want to buy TV screen inventory but have limited budget

I want to reach cord cutters

I want to buy OTT/CTV programmatically

YOUR ROGERS
ACCOUNT TEAM
IS AVAILABLE
TODAY TO HELP
YOU BUILD
YOUR FIRST
ADVANCED
CAMPAIGN

MAKE MORE
POSSIBLE WITH
ROGERS
ADVANCED
ADVERTISING
SOLUTIONS

ROGERS
Sports&Media.