

A Premium On-The-Go Video and Retail Network

GSTV is a **retail proximity digital video solution** offering brands an unmatched connection with consumers at a moment of **undivided attention**. Our viewers are informed, entertained, and influenced **moments before a shopping occasion**.

116MM

MONTHLY UNIQUES

28,000

LOCATIONS

205+

DMAs

LIVE 1:1

ENGAGEMENT

- BRAND SAFE
- NON-SKIPPABLE
- NO FRAUD

EFFICIENT REGENCY

GSTV is the last video impression served before our viewers start their consumer journey.

GSTV has 4+ minutes of engaging content and brand ads that grab consumers' attention.



ATTENTION



89%

Watch and listen to the show

TAKE ACTION



81%

Of viewers will continue to spend money today

2.5X More Attentive vs. Linear TV

+4X More Consumer Spend in the 3-hours post fuel-up across top retail channels

PREMIUM CONTENT PARTNERS & ORIGINAL PROGRAMMING

MUSIC

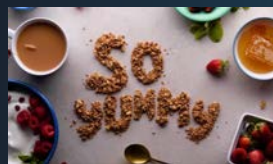
SPORTS

FOOD

LIFESTYLE

TRAVEL

NEWS & ENTERTAINMENT



So Yummy

kiwilimón

Heal Squad
X maria menounos

blossom

MATADOR
network

LIVE NATION

loop

TikTok

STADIUM

cheddar
news

what's
trending

LaLiga

BENZINGA

HOW TO ACTIVATE WITH GSTV

Amplify Omni-Channel Plans: Use existing or build custom creative to broaden your video strategy by reaching GSTV's on-the-go viewers moments before a shopping occasion

Sponsorships & Branded Content: Produce Turnkey solutions and fully customized branded entertainment

Programmatic: Activate across Programmatic Direct, PMP, and Open Exchange

Data-Driven Targeting: Leverage Geo, Demo, Behavioral, 1st Party Data, Retargeting, and Audience Extensions

CONNECT INVESTMENT TO KPI SPECIFIC RESULTS

GSTV PROVEN RESULTS CASE STUDIES

IMACT SALES LIFT CPG Food Brand	+45% Featured Product	+5.2% Brand Portfolio	+\$1.9MM Incremental Sales
GROW AWARENESS CPG Beverage Brand	+46% Unaided Awareness	+62% Message Association	+45% Purchase Intent
SUPPORT PROMO CPG Household Brand	+14% Brand Awareness	+40% Promo Association	+73% Reported Purchase

GSTV WORKS WITH ALL MAJOR DATA PARTNERS TO MEASURE RESULTS

FOURSQUARE Veeva Circana

mfour comscore

ACX IOM KOCHAVA★

Sources: ComScore, 1H 2022 avg., Nielsen audience survey, Q3 2020; GSTV audience insights survey via MFour, 2021; Q2 2020 GSTV watch/listen rate via Nielsen vs. Vision's 2020 TV Performance Report, 20-program average attention to ads. Nielsen audience survey, Q3 2020. GSTV audience insights survey via MFour, 2021; Affinity Solutions, analysis of credit / debit card spend within 3 hours of a fuel transaction, vs. those who didn't make a fuel transaction that day (2021) Campaign analyses via MFour (brand lift), IR1 (sales lift), Catalina (sales lift), Foursquare (foot traffic lift).