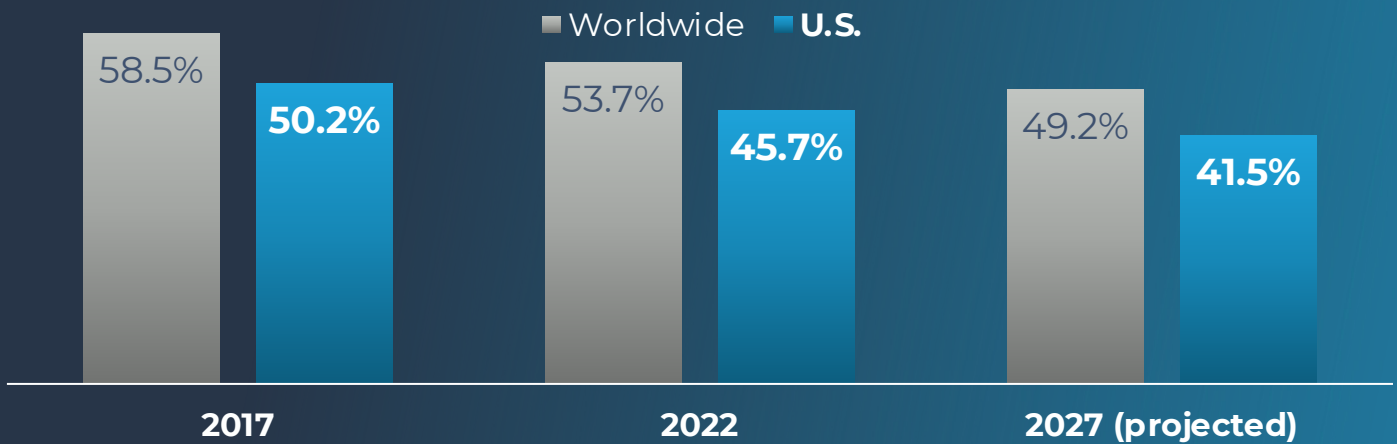


BUILDING SUSTAINABLE INCREMENTAL REACH



Connecting with unduplicated viewers at scale has become a complex challenge in recent years. Even as total consumer time spent with media grows, **share of time spent with ad-supported media continues to erode**:

SHARE OF TIME SPENT WITH AD-SUPPORTED MEDIA
AS % OF TOTAL TIME SPENT WITH MEDIA



And factors including **churn, accessibility, and overall ad avoidance** hinder CTV's ability to reliably reach incremental audiences:

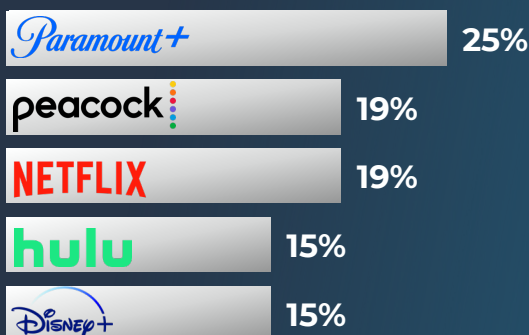


22%

of all TV / video platform viewing is **ad-free**, up from **17%** in 2021

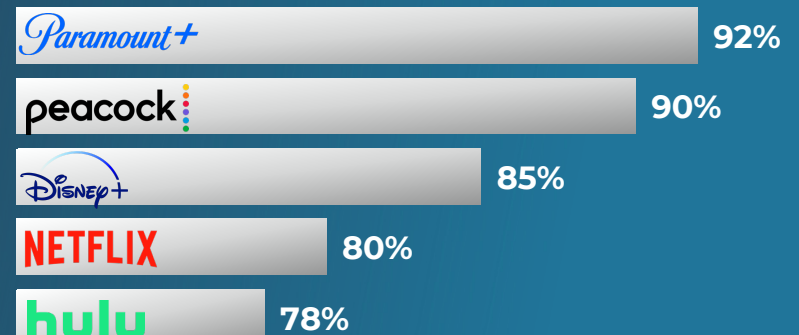
◀▶ Nielsen THE GAUGE

SELECT STREAMING SERVICES:
% OF SUBSCRIBERS
PLANNING TO CANCEL IN 2023



CordCutting

SELECT STREAMING SERVICES:
% OF CURRENT UNAUTHORIZED USERS WHO
WOULD NOT PAY FOR ACCESS IF LOCKED OUT

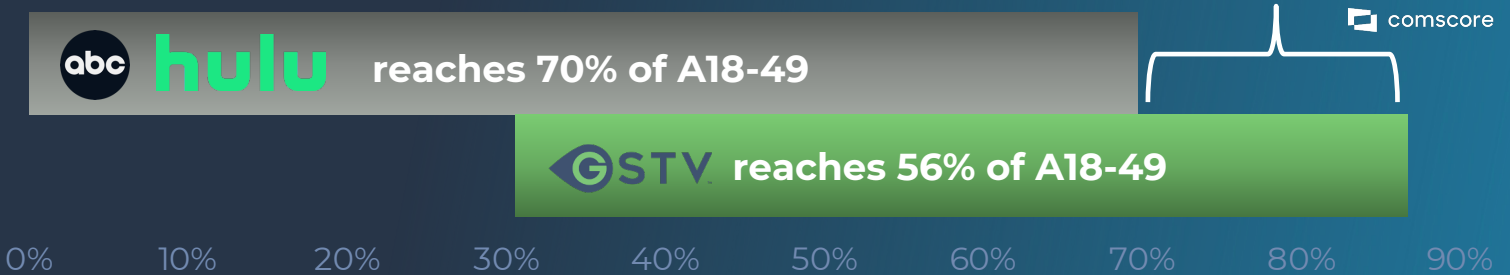


CordCutting

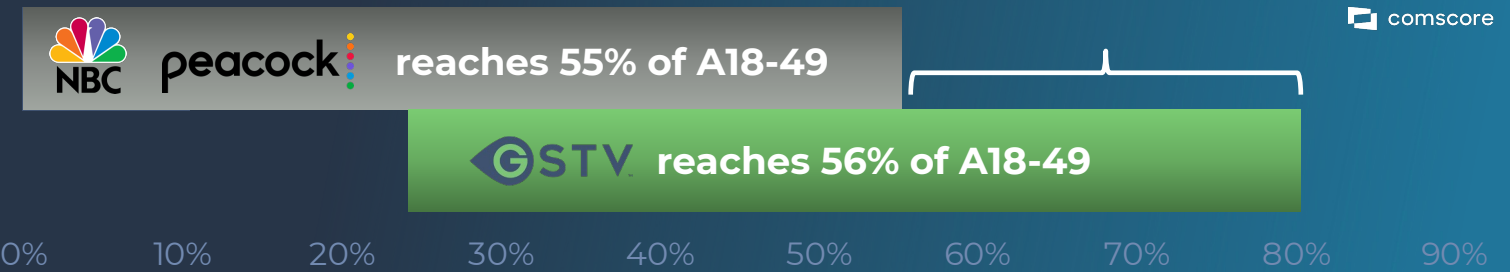
As consumer habits and the media landscape continue to evolve, marketers must find new ways to **consistently and efficiently deliver video messaging** to unique viewers who are growing more sophisticated at tuning out advertising.

GSTV offers endemic engagement with consumers in a distraction-free, non-skippable environment – and **adds incremental reach to any media mix**:

GSTV adds an incremental **17% A18-49 reach** to the unduplicated viewership of ABC and Hulu



GSTV adds an incremental **25% A18-49 reach** to the unduplicated viewership of NBC and Peacock



CAMPAIGN-LEVEL IMPACT:

47%

unique reach at GSTV for a national auto service brand

19%

unique reach at GSTV for a regional QSR

FOURSQUARE

STEADY NETWORK GROWTH:

MONTHLY UNIQUE A18+ (MILLIONS)



QUESTIONS?

REACH OUT TO YOUR GSTV CONTACT TO LEARN MORE!

SOURCES: PQ Media via MediaPost, "Time Spent with Media Continues to Grow...", 4/7/2023. Madison & Wall, "New Netflix Data: Implications for Subscriber and Ad-Free TV Consumption Trends," 5/18/2023. CordCutting.com, "2023 Annual Streaming Media Report: The Year of Churn," 3/15/2023. Comscore total cross-platform reach analysis, May 2022. Foursquare campaign-level cross-platform reach analysis. Nielsen, Comscore audience measurement.