

# Rovi Advertising Network

Drive awareness, consumption and revenue with smart TV advertising

## Benefits for Advertisers, Agencies and Brand Marketers

- Reach millions of households via multiple platforms, including the smart TV platform
- Promote your brand, programs, products and services effectively
- Engage consumers while they are in decision-making mode
- Gain sophisticated campaign measurement and reporting

“Television,” as we have come to know it, is evolving rapidly – along with traditional TV advertising. Commercials and the imprecise tools used to measure their effect are no longer as successful due to time shifting and the availability of online content, as well as the changing viewing habits of consumers. In addition, there is continued pressure on marketers to quantify results and prove ROI.

To help advertisers overcome these challenges, Rovi developed Rovi Advertising Network. Rovi Advertising Network delivers measurable, smart TV advertising that helps agencies and brand marketers once again achieve success with living room audiences. With Rovi Advertising Network, you can reach millions of households across multiple TV platforms, including the smart TV platform, to drive awareness, consumption and revenue.

## Why “smart TV” advertising?

Smart TVs – television platforms that allow consumers to access premium content, video on demand (VOD) and applications beyond scheduled programming – create the most interactive TV viewing environment available today. With smart TV advertising, you have the opportunity to target highly engaged consumers with dynamic ads while they are seeking live, recorded, on-demand, cable or network, and even web-based programming. With one consolidated buy, marketers can launch, manage and measure innovative TV ad campaigns and connect deeply with consumers.



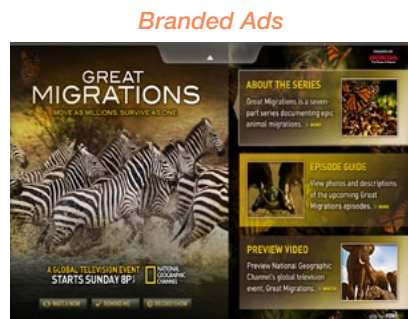
## The Rovi Difference

Rovi Advertising Network is the only advertising network in North America and Europe that consolidates one ad buy across multiple smart TV platforms, including internet-connected devices (e.g., set-top boxes, TV sets, Blu-ray® Disc players) as well as cable and satellite networks. With one of the largest interactive advertising footprints in the U.S. today, Rovi has relationships with more than 200 service providers and multiple consumer electronics manufacturers. Rovi holds fundamental patents and/or copyrights in the areas of TV guidance, digital advertising and entertainment data.



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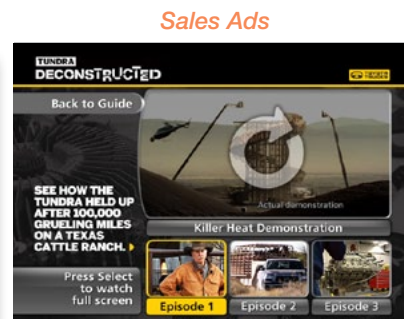
## Advertising Packages and Options



Increase brand awareness through promotions, interactive content and video.



Drive viewership and awareness by associating your brand with content types, categories and programs.



Help consumers discover new content, products and services through tune-in, enhanced listings and interactive features.

### Compelling Creative

With our in-house creative team, we work closely with our clients to develop engaging, relevant ads that appeal to consumers, such as interactive banners, menu enhancements, wraps and skins, and video microsites with retail and social networking tie-ins. We also offer a number of optional interactive enhancements, such as sweepstakes, promotions, commerce, “watch now” video access, polls and more. With Rovi Advertising Network, you can:

- Go beyond the 30-second spot with interactive, multimedia advertising experiences
- Reach consumers when they are highly engaged and in “seeking mode”
- Transcend time-shifting through ads that support recorded or on-demand content
- Gain exposure in an uncluttered advertising environment
- Encourage consumers to tune-in to specific shows or other content
- Prove performance through measurement of targeted campaigns
- Boost efficiency and results with the ability to advertise on multiple platforms with one buy

### Additional Enhancements

**Dealer Locator.** Help customers find the location nearest them.

**Polling.** Enable consumers to vote for their favorite show, product or service.

**Pre-roll.** Embed a brief commercial between entry points and destinations.

**Sponsored Search.** Drive consumers to specific content by filtering results to display specific programs.

**Sweepstakes.** Give consumers the opportunity to win prizes, and have Rovi manage fulfillment – from prize procurement and storage to winner selection, notification and shipment.

**Custom Research.** Measure key attitudinal and behavioral metrics.

**Menu Placements.** Give your paid program a more appealing title that will appear in the guide.

And more!

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For more information,  
visit [roviadvertising.com](http://roviadvertising.com).