

# Rovi Advertising Network – Online

Reach millions of consumers as they discover and enjoy music, movies and TV shows

## Benefits for Advertisers, Agencies and Brand Marketers

- Drive brand awareness and revenue through creative, compelling advertising
- Enjoy the convenience of an ad network buy for broader reach and efficiency
- Option to repurpose advertising content across multiple platforms



Rovi Advertising Network, *Online* offers highly targeted online advertising options that can help you reach millions of consumers while they're actively seeking entertainment content. With one consolidated buy, you can launch, manage and measure innovative ad campaigns and connect deeply with consumers as they discover and enjoy music, movies and TV shows online.

Growing in breadth and depth, Rovi Advertising Network currently includes three industry-leading entertainment sites: AllMusic.com, AllRovi.com and SideReel.com.

### AllMusic.com and AllRovi.com

AllMusic.com and AllRovi.com give consumers the chance to dig deep into music and movie data. With the power to browse by *genre*, *decade*, *mood*, or customize searches using *FindR*, visitors to AllMusic.com and AllRovi.com can also sample music, preview movies, and watch videos, as well as get recommendations and ratings.

#### Key Statistics:

- 65-70% age 18-49 years old
- 40% of Rovi audience earns \$75k+
- 48% of traffic is from North America
- 37% of traffic is from Europe
- Up to 3.5M unique visitors a month

### SideReel.com

At SideReel.com, consumers can find, track and watch shows online – from popular TV shows and movies, to hundreds of web series. If it's available online, SideReel.com can tell you where to find it. In addition, visitors to SideReel.com can read recaps, recommendations, news, reviews and gossip for popular shows.

#### Key Statistics:

- 80% age 18-34 years old; 58% female
- \$40-49k median household income
- 12M monthly unique visitors
- 300M monthly page views
- 900M monthly ad impressions
- 3M registered users
- 24,000 shows

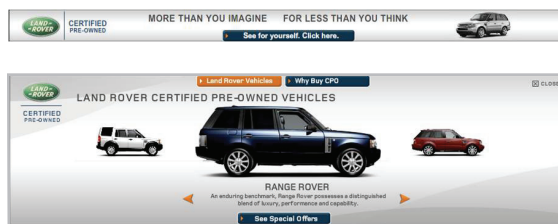
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## Advertising Packages and Options

### Branded Ads

Increase brand awareness through engaging, immersive experiences.

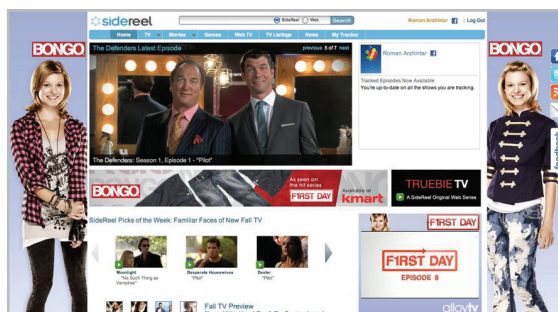
- Standard Units: 300x250, 728x90, 160x600
- Branded Ad options include *rich media*, *roadblocks*, *expandable*, *push down*, *interstitials*, *pop-under*, *click-to-play*, *auto-play*, and more.
- Pre-roll video ads and companion banners are also available.



### Sponsored Ads

Associate your brand with content types, categories and programs.

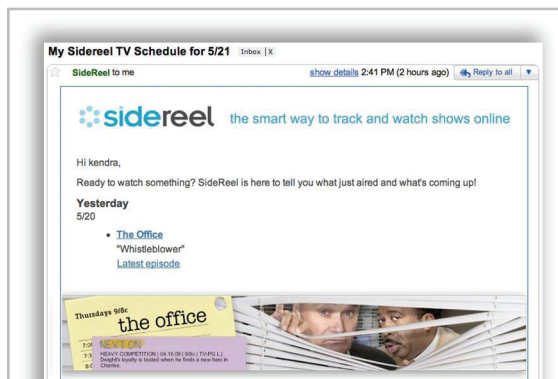
- Sponsored Ad options include *feature block-and-strip*, *unique landing pages*, *sponsored websites* and *skins*, *custom programs*, and more.



### Sales Ads

Help consumers discover your brand and services.

- Sales Ad options include *email campaigns*, *advertorials*, *contests*, *polls*, *trivia*, *games*, *sponsored calendars*, and more.



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