

# HealthiNation and Rovi

Connecting consumers to compelling health videos with targeted advertising and a single click

## At-A-Glance

**Challenges:** HealthiNation wanted to increase awareness and viewership around its special Girl Talk video series.

**Solution:** Rovi's interactive advertising technology was used for one month as part of a special promotional campaign around the Girl Talk series.

**Business Benefits:** For the Girl Talk video titles being promoted on the Rovi platform, viewership was more than 15x greater relative to the previous months. Rovi's interactive advertising technology helped HealthiNation reach a more targeted audience and connect that audience to Girl Talk videos in just one click.

## About HealthiNation

HealthiNation is the premier health video company that educates and inspires people to make healthier choices. The company's targeted programs, developed by a team of leading physicians and media experts, cover disease and condition education as well as lifestyle tips, diet and personal stories. Through its premium partner network and syndicated distribution capabilities, HealthiNation videos reach over 40 million unique users online and more than 28 million cable TV homes.

*Reinventing the way consumers get health information is at the heart of HealthiNation. Helping companies advertise to targeted audiences with interactive program guide (IPG) advertising technology is a focus for Rovi. Recently, HealthiNation decided to use Rovi's interactive advertising platform for a promotional campaign to increase viewership of an original HealthiNation video series. The results were fantastic, with viewership numbers increasing by more than 15x over the previous months.*



IPG Banner leads directly to advertiser content

Obtaining information about major health topics can be a real headache. The information is out there, but it's often difficult to find.

That's what propelled HealthiNation, a New York-based health video company, to begin developing short episodic health and wellness-focused videos to educate consumers and inspire them to make healthier choices. The company's mission when it opened for business in 2005 was to have its videos deliver insightful information from credible medical professionals that would not only attract viewers to tune in, but also keep them watching.

HealthiNation's first videos were launched through a cable partner in 2006, reaching about 500,000 homes. Today, HealthiNation's assorted catalogue of videos reaches over 28 million homes. HealthiNation is also available on news and lifestyle websites and health information portals.

## Navigating Viewership Challenges

Reaching targeted viewers and capturing their attention so they choose to tune-in to a HealthiNation video amidst the vast array of video on demand content available on TV is a big challenge. Add to that a second hurdle — the numerous menu folders that viewers often have to click through to ultimately watch the video. Motivation and interest further diminish in the midst of all the clicks and other content offerings on TV.

That's why HealthiNation decided to use Rovi's interactive advertising technology for one month during a special four month promotional campaign to build awareness around their new video on demand series called "Girl Talk."

Rovi's IPG platform enabled HealthiNation to capture the attention of engaged viewers at the optimal time - when they were actively searching for content on TV, and its highly visible advertising enabled potential viewers to easily connect with HealthiNation's Girl Talk content amidst the many other choices on TV.

"We know that when viewers watch one of our videos they tend to stay and watch more. With Girl Talk, we wanted to increase promotion levels in order to drive viewer traffic to those titles. Working with Rovi, we were able to reach a targeted group of consumers with a promotion that took them directly to one of our episodes, resulting in a significant increase in exposure to all of our Girl Talk titles," said Raj Amin, HealthiNation's CEO.

The Girl Talk promotional campaign ran on cable TV from January through April 2009. For the first three months, HealthiNation videos were promoted on-air on cable TV and online. Interested viewers needed to navigate through special on demand menus, clicking as many as five to seven times to get to the HealthiNation video titles.

#### At the Pulse of Positive Results

In April, Girl Talk was promoted on Rovi's IPG advertising platform through a series of interactive banners that led to a video portal. To get this segment of the campaign underway, the two companies worked together to strategize when the ads would run, when and how often creative messaging would be refreshed, and how to reach the right audience.



Video Portal with Girl Talk video content

With Rovi's interactive advertising technology, viewers were taken directly to the videos via their interactive program guide after just one click on an interactive banner.

Viewership surged. For the Girl Talk video titles being promoted on the Rovi platform, viewership was more than 15x greater relative to the previous months.

According to Amin, promoting the series on Rovi's IPG advertising platform and having the seamless one-click connection to the Girl Talk content were driving forces behind the increase in April's viewership. "Avoiding all the clicks and driving people right to a title plays into the value of Rovi technology. It's a tremendous amount of value in an environment where TV interface requires so many clicks to get to a specific piece of content."

He also credits the Rovi technology for getting the Girl Talk ads to the right target audience. "If you want targeted viewing on specific titles, then this is a great way to get it."

The Girl Talk series received positive viewer feedback, and the high viewership numbers exceeded everyone's expectations, including the sponsoring advertiser who, Amin said, was delighted with the numbers. "Rovi's technology played a big part in allowing us to exceed their expectations."

Amin and his team are passionate about educating people about healthcare in a way that's educational, compelling and convenient. "Our goal, and what we do every day, is to try to make health easier to understand. That includes making content easier to find. Rovi has helped us do that."

And looking forward, Amin says their intention is to continue to work with Rovi. "It was a seamless experience working with the Rovi team. They are very knowledgeable and offered as much assistance as we needed. We were really happy with the results."

Rovi powers the discovery and enjoyment of digital entertainment through innovative, flexible solutions and metadata that captivate consumers. Core to the digital home ecosystem, Rovi enables service providers, consumer electronics manufacturers, content publishers, advertisers and websites to connect with their customers. Learn more at [rovi.com](http://rovi.com).

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