



SMARTroll

Media Kit

FINALLY
A WAY TO
TARGET THE
SMARTTV
AUDIENCE.



SMARTROLL IS THE ONLY AD
NETWORK SOLEY FOCUSED ON
AD DELIVERY FOR **SMART TVs**.

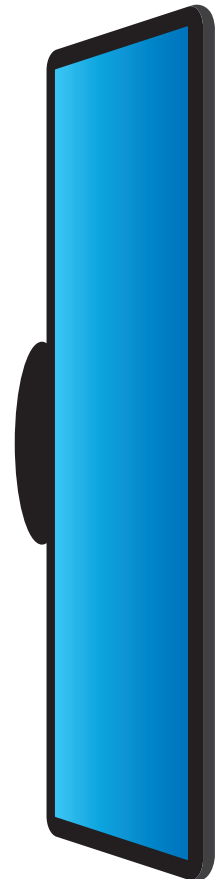
SMART

Advertising
IS **TV** Advertising



All the **BENEFITS** of
Advertising on Cable
and Satellite **PLUS**

All the **BENEFITS** of
Digital Data-Driven
Customer Prospect
Targeting





100%
AD viewability
guarantee



Pay ONLY for the ADs that are actually VIEWED.



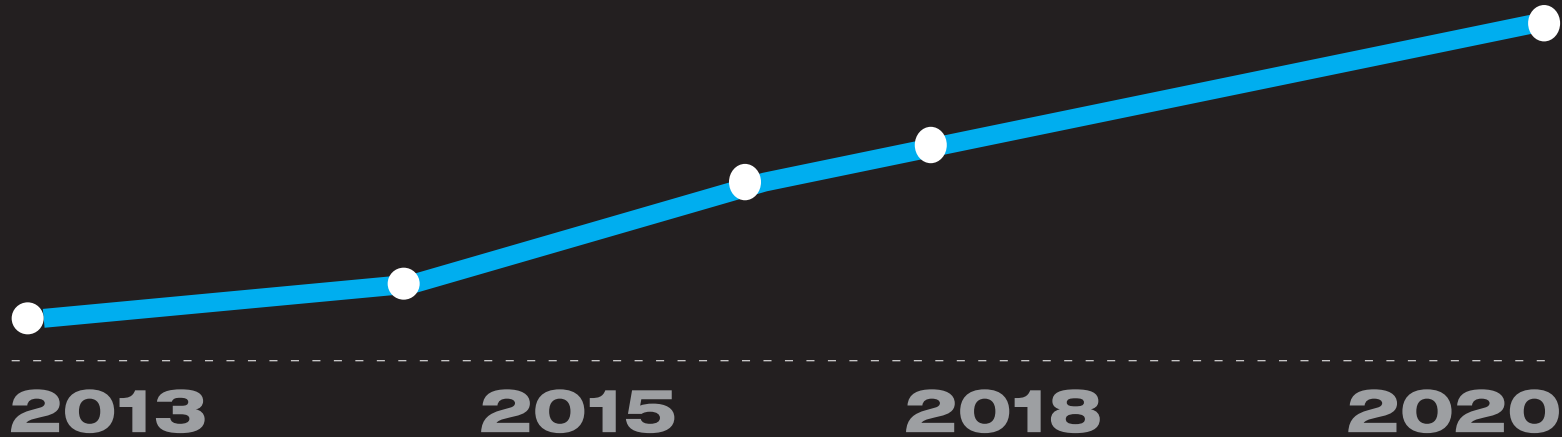
350
MILLION
reasons *to go*
OTT NOW!

SMART TV Reach



BY 2020 ADVERTISING ON
SMART TVs
TV PROGRAMMING WILL
GROW FOUR-FOLD TO:

\$40 BILLION





Smart TV Advertising

- **Guaranteed Viewability**
- Real time stats & analytics showing reach and effectiveness of campaigns
- Target viewers based on their interests and geo-locations
- Reach **innovative** “cord-cutters” who are leaving cable and satellite TV, **including coveted Millennial audiences**

SMART TV STATS

Demographics

 **52%**
Male Viewers

 **48%**
Female Viewers

18-54
Year Olds

14+
Hours per week

35+
Hours per week
for top 25% of viewers

SMART TV STATS *more...*

Key Differentiators *from All Other Channels*

Fastest Growing Active User Base – now larger than many cable and satellite networks

Deeply Engaged – 14 hours per week per user

High Awareness – prominent, uncluttered placements

Highly Effective – 100% viewability

**Reach TV Audiences with the Benefits
of Digital Analytics & Targeting!**

Contact Us



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