

Key Drivers of Connected TV Ad Campaign Excellence

CONTENT



Where will my
CTV ads run?

TARGETING



What audiences
can I reach?

MEASUREMENT



Is my campaign
performing?

AMPLIFICATION



How can audio
amplify reach?

iHeartCTV

Fully Connected

Publishers	Devices	Data	Platforms	Measurement
                    	       	   	    	    

Represents a sample of primary iHeartCTV partners.

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Connected TV Tailored for Your Needs

Four best-in-class options that are all delivered exclusively on big-screens, complementary to each other and designed to be paired with AUDIO to extend reach and amplify results.

Marketplace

Content: Curated list of 30+ top-tier, recognizable CTV publishers

Targeting: Thousands of 3P audience segments, iHeart genre Marketplaces (News, Sports, etc.), and Psychographic Networks

Measurement: Online Dashboard plus website attribution and linear TV audience lift analysis

Amazon



Content: Mix of Amazon-exclusive and premium 3P streaming TV inventory

Targeting: Unmatched precision via trillions of Amazon shopper signals including In-Market, Life Stage and Lifestyle segments

Measurement: Campaign dashboard, website attribution, incremental reach, interactive video ad insights, and Amazon Ad Tag real-time optimization

Select

Content: Exclusively the most popular CTV providers including Prime Video, Hulu, Disney+, Netflix, Peacock, HBO Max, etc.

Targeting*: 3P data segments or Amazon shopper signals along with geo and contextual options

Measurement*: Dashboard plus website attribution, linear TV lift comparisons and ability to include interactive ad metrics

Location

Content: Expansive list of 40+ popular streaming TV publishers

Targeting: 1P (GroundTruth) mobile visitation patterns and behaviors matched back to in-home Connected TV devices.

Measurement: Campaign dashboard, validated in-store visit tracking, visitation metrics and incremental reach vs. linear TV

*Targeting/measurement options may vary by publisher.

Publisher Ad-Supported Breakdown

Tampa DMA only, iHM can pull for full United States

Scarborough Research

Market/Release: Tampa, FL 2025 Release 1 Current (Aug 2024-Feb 2025)

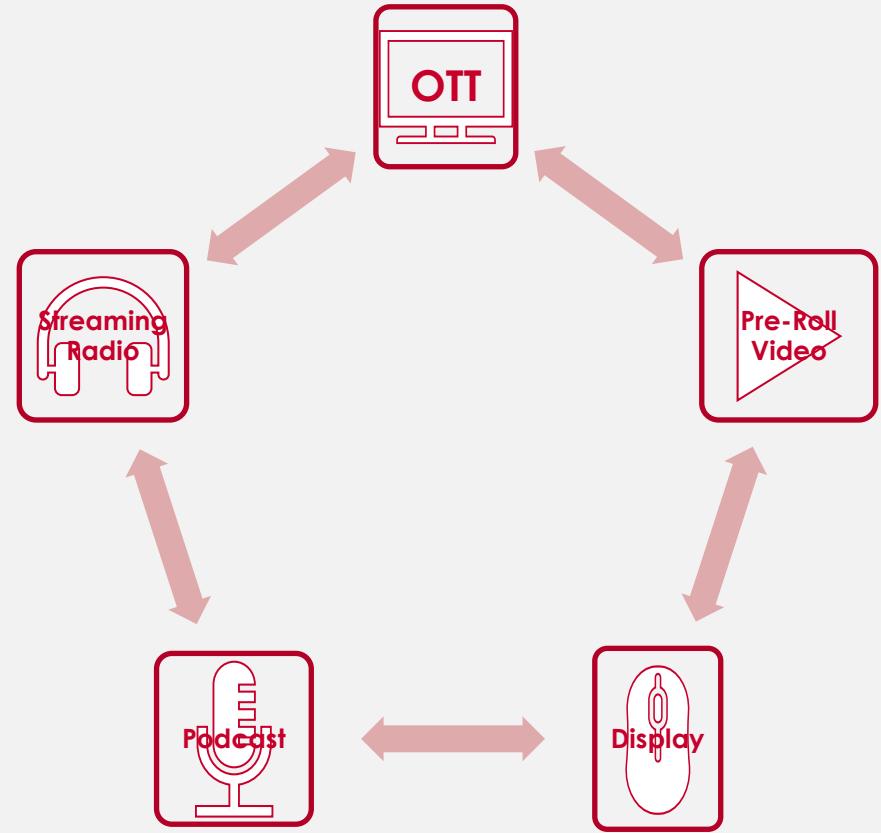
Base Total	Base Total	Target Projected	Target %
Base Total		4,507,082	100.0%
Video streaming services/apps where see ads	Any video streaming service/app where see ads past 30 days (Current Release Only)	3,834,850	85.1%
Video streaming services/apps where see ads	YouTube (free) with ads (Current Release Only)	1,705,032	37.8%
Video streaming services/apps where see ads	Amazon Prime Video with ads (Current Release Only)	1,673,526	37.1%
Video streaming services/apps where see ads	Netflix with ads (Current Release Only)	1,340,212	29.7%
Video streaming services/apps where see ads	Hulu/Hulu + Live TV (any Hulu with ads) (Current Release Only)	1,210,122	26.8%
Video streaming services/apps where see ads	Hulu with ads (Current Release Only)	1,099,552	24.4%
Video streaming services/apps where see ads	Paramount+ with ads (Current Release Only)	858,084	19.0%
Video streaming services/apps where see ads	Disney+ with ads (Current Release Only)	843,608	18.7%
Video streaming services/apps where see ads	Peacock with ads (Current Release Only)	823,634	18.3%
Video streaming services/apps where see ads	The Roku Channel (Current Release Only)	768,738	17.1%
Video streaming services/apps where see ads	Tubi (Current Release Only)	691,448	15.3%
Video streaming services/apps where see ads	Freevee (Current Release Only)	661,494	14.7%
Video streaming services/apps where see ads	Pluto TV (Current Release Only)	591,708	13.1%
Video streaming services/apps where see ads	YouTube TV (paid) (Current Release Only)	574,386	12.7%
Video streaming services/apps where see ads	ESPN+ (Current Release Only)	519,194	11.5%
Video streaming services/apps where see ads	Max with ads (Current Release Only)	408,812	9.1%
Video streaming services/apps where see ads	FOX Local (Current Release Only)	370,438	8.2%
Video streaming services/apps where see ads	Spectrum TV (Current Release Only)	336,172	7.5%
Video streaming services/apps where see ads	Other video streaming service/app (Current Release Only)	321,668	7.1%
Video streaming services/apps where see ads	Samsung TV Plus (Current Release Only)	280,126	6.2%
Video streaming services/apps where see ads	DIRECTV Stream (Current Release Only)	184,812	4.1%
Video streaming services/apps where see ads	Hulu + Live TV with ads (Current Release Only)	182,724	4.1%
Video streaming services/apps where see ads	fubo (Current Release Only)	161,520	3.6%
Video streaming services/apps where see ads	Discovery+ with ads (Current Release Only)	135,916	3.0%
Video streaming services/apps where see ads	LG Channels (Current Release Only)	115,544	2.6%

Cross-Device Remarketing

Adding XDR to your multi-tactic iHeart Digital ad campaigns provides several benefits.

- Expanded Reach
- Increased Frequency
- Consistent Messaging
- Higher Conversion Rates
- Improved Consumer Experience
- Better Attribution and Insights

At iHeartMedia we have multiple XDR options across several strategies and platforms.



How It Works:

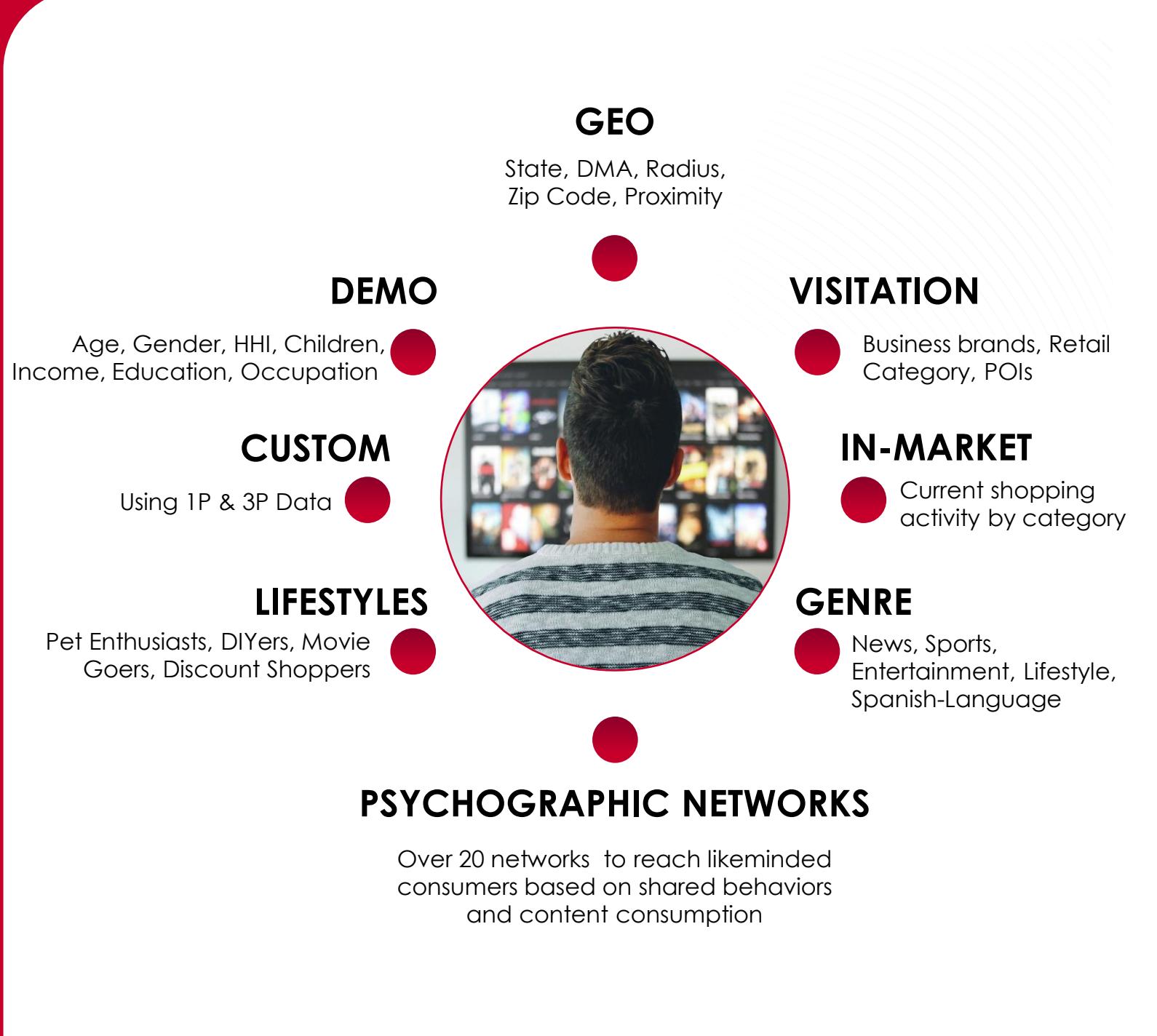
- Multiple tactics within the same platform* will utilize identical target audience data segments.

*i.e., Marketplace OTT and iAN Podcast | Amazon Display and OTT | Location Mobile Video and Display

Targeting

What audiences
can I reach?

iHeartCTV taps into quality data from Amazon, Neustar, Microsoft, GroundTruth, and more to engage consumers by location, demographics, and online/offline shopping behavior.





Certified

Checking all the right boxes

- ✓ **Brand Safety**
- ✓ **Transparency**
- ✓ **Against Ad Fraud**
- ✓ **Ad Authentication**
- ✓ **Against Malware**
- ✓ **Against Invalid Traffic**

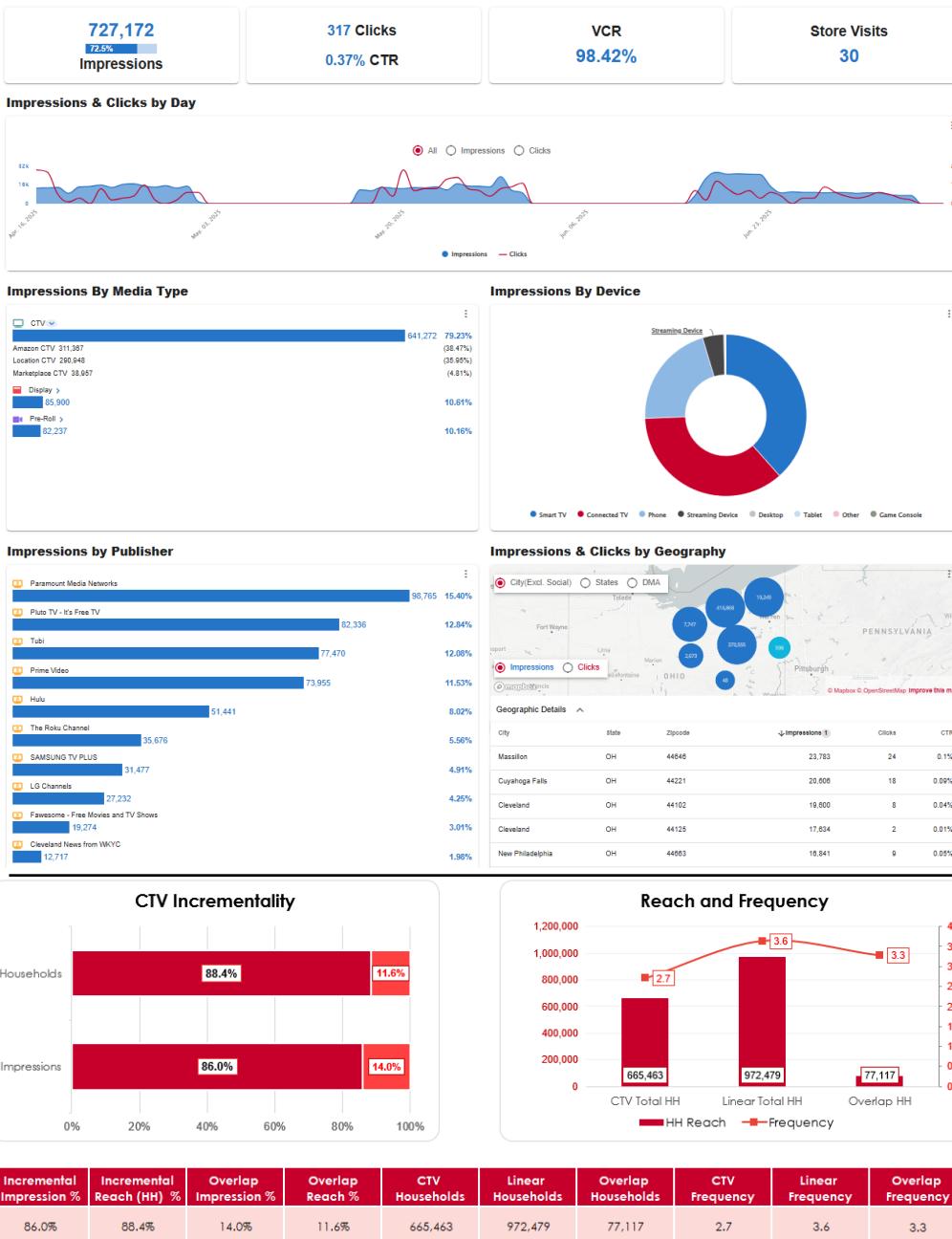
**Marketplace,
Select & Value**
(Xandr/Microsoft)

**Amazon,
Select & Value**
(Amazon)

Location
(GroundTruth)

We have a commitment to transparency and trust which extends to our DSP partners for each of the five iHeartCTV products. Not only do we have direct “hands on keyboard” but we also make sure to only work with partners who take issues like ad fraud and brand safety as seriously as we do.





iHeartCTV Measurement

PROVE

See Your Campaign In Action.

- Client-ready online dashboards with daily updates across every tactic.
- Full-funnel visibility: impressions, reach, frequency, VCR, publisher mix, genres, devices, geo, and more.
- Total transparency into where your ads run—and how they are delivering.

IMPROVE

Turning Insights Into Impact.

- Optimize performance with attribution tied to real-world outcomes: site visits, store traffic, and audience lift.
- Maximize efficiency with cross-platform reach + frequency and incremental Linear TV lift powered by iSpot.
- Smarter decisions. Stronger results. Every step of the way.

Speakers + Screens

Combining Audio and
Connected TV to
increase performance
of your ad campaign



Drive Daily Reach

Reach consumers throughout their day, from “commute to couch”.



Increase Purchase Intent

Combining Audio + CTV advertising can increase purchase intent 3x.



Diversify Demographics

CTV + Audio delivers a broader audience variety vs. traditional TV.



Maximize Memorability

Combine lean-in (audio) and lean-back (CTV) to drive ad recall +32%.



Improve Cost Efficiency

Better results and preferred pricing when combining Audio and CTV.

Sources: Nielsen, Ipsos

Drive Greater Impact with Speakers + Screens

Adding **AUDIO** to CTV/TV increases reach & recall



Adds Incremental Reach to CTV by
81%

Increases TV Ad Recall by
35%



Including **CTV** lifts intent and memorability



Lifts Purchase Intent by
20%

Drives Ad Recall by
25%



Combining **AUDIO + CTV** **AMPLIFIES** your results



Purchase Intent Increases by
3X

Brand Recall Improves by
40%



Appendix

iHeartCTV: Amazon

iHeartMedia harnesses Amazon shopper signals and premium publishers to deliver impactful TV ads to highly targeted households.

01

What it is:

- Leverage millions of 1P Amazon customer signals to **precisely target active shoppers**.
- A 100% CTV (big screen) video advertising tactic delivered on both **Amazon-owned and premium 3P publisher partners**.
- Go beyond just geo and demos to target consumers based on **their life stages, lifestyles, and the active, “in-market” shopping**.

02

When to use it:

- **Target consumers based on real shopping behaviors** within the vast Amazon ecosystem.
- Activate Amazon's Interactive Video Ads to **drive on-screen consumer engagement** through “pop-up” calls to action.
- Optimize flexible audience strategies in real-time to **target high-intent consumers and increase cost efficiency**.

03

How to use it:

- **AMPLIFY iHeartCTV campaigns with our audio tactics** by including broadcast radio, podcasts, and streaming audio:
 - Drive daily reach – from “commute to couch”
 - Increase purchase intent
 - Diversify demos for broader audience reach vs. linear TV
 - Maximize ad recall and brand memorability
 - Improve cost efficiency

Delivering Results for Brands:



A new, plant-based milk brand experienced 10%+ sales growth after 1 month of Amazon CTV and sold out in several grocery stores.



A chain of beauty spas used Amazon-powered CTV ads to increase brand awareness by 50% and purchase intent by 29%.



iHeartCTV: Marketplace

Complement linear TV by delivering incremental reach through a hybrid approach—combining digital precision with curated TV genre targeting.

01

What it is:

- A 100% CTV offering designed specifically to **drive incremental reach** and expand audiences.
- Leverages **multiple targeting options**, including geo, audiences, TV genres, and iHeart's exclusive Psychographic Networks.
- Allows for **cross-device retargeting with digital audio**, specifically iHeart Audience Network Podcasts and streaming.

02

When to use it:

- **Marketplace** is a CTV offering ideal for **complementing traditional TV** campaigns.
- Augment audience data targeting with **advanced TV genre-based placements** across all content publishers.
- Target programming categories like **news, sports, entertainment & lifestyle** to expand audiences.

03

How to use it:

- **AMPLIFY iHeartCTV campaigns with our audio** tactics by including broadcast radio, podcasts, and streaming audio:
 - Drive daily reach – from “commute to couch”
 - Increase purchase intent
 - Diversify demos for broader audience reach vs. linear TV
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Delivering Results for Brands:



A group travel company utilizing Marketplace CTV (alongside podcasts & influencers) realized a 48% YoY revenue increase and an 11% gain in new customers.



A high-end window company leveraged Marketplace CTV to target high-income households and saw a 20% jump in sales after the campaign's first month.

iHeartCTV: Select

Combine enhanced audience targeting with simplified advertiser access to the most popular, high-demand Connected TV content providers.

01

What it is:

- An easy-to-buy **portfolio of high-demand publishers** delivered exclusively on CTV devices and divided into 3 options:
 - Amazon Prime Video
 - Bundle: Hulu, Disney+, HBO MAX, Peacock & Discovery+
 - Netflix*
- Choose from **multiple audience targeting options**, including Amazon's robust shopper signals for both Prime Video and Bundle.

02

When to use it:

- Guaranteed exposure on top-tier publishers** in premium content with high-visibility placements.
- Consolidated access, through a single managed service**, to high-demand CTV inventory.
- Focused on **driving awareness and greater frequency** in premium publisher content.
- Leverage enhanced targeting of Amazon signals** on a "select" group of subscription publishers*.

03

How to use it:

- AMPLIFY iHeartCTV campaigns with our audio tactics** by including broadcast radio, podcasts, and streaming audio:
 - Drive daily reach – from "commute to couch"
 - Increase purchase intent
 - Diversify demos for broader audience reach vs. linear TV
 - Maximize ad recall and brand memorability
 - Improve cost efficiency

Delivering Results for Brands:



A group travel company utilizing Select CTV (alongside podcasts & Marketplace CTV) realized a 48% YoY revenue increase and an 11% gain in new customers.



An NBA franchise used Select CTV - Prime Video (and Amazon CTV) to drive attendance to above-average levels despite an underperforming record.

*Netflix limited to geo, age & gender

iHeartCTV: Location

Target audience at home based on their mobile visitation patterns and align messaging with real-world consumer intent to drive store traffic.

01

What it is:

- 100% CTV advertising using **verified mobile visitation data** as the audience targeting source.
- The go-to Connected TV tactic if driving, tracking, and optimizing **in-store traffic is your primary ad campaign objective**.
- First-party audience and visitation data from the **only accredited (MRC) location ad technology** in the industry – GroundTruth.

02

When to use it:

- To target consumers based on real-world foot traffic** and drive (and track) in-store visits.
- Ideal for advertisers **where off-line shopping habits are strong intent indicators**, like retail, QSR, or event-based businesses.
- Use in conjunction with location-based, mobile in-app display to **leverage retargeting and maximize in-store visit tracking**.

03

How to use it:

- AMPLIFY iHeartCTV campaigns with our audio tactics** by including broadcast radio, podcasts, and streaming audio:
 - Drive daily reach – from “commute to couch”
 - Increase purchase intent
 - Diversify demos for broader audience reach vs. linear TV
 - Maximize ad recall and brand memorability
 - Improve cost efficiency

Delivering Results for Brands:



A sit-down restaurant chain saw a 69% increase in store visits by incorporating Location CTV into a mobile, in-app advertising campaign and leveraging cross-device remarketing.



A large chain of tractor stores generated over \$4MM in attributable sales and repair revenue (and drove 130+ in-store visits) from a combination of Location CTV, Location Display, and an email marketing program.

Select CTV

Unlock simplified access to the most in-demand CTV content providers

Access High-Demand Publishers

Secure guaranteed placements on top-tier publishers like Prime Video, Netflix, and more

Premium Reach

Drive awareness and greater frequency in highly popular publisher content

Simplified Buying Experience

An easy-to-buy portfolio of limited-supply inventory through a single managed service



The Power of Amazon Shopper Signals

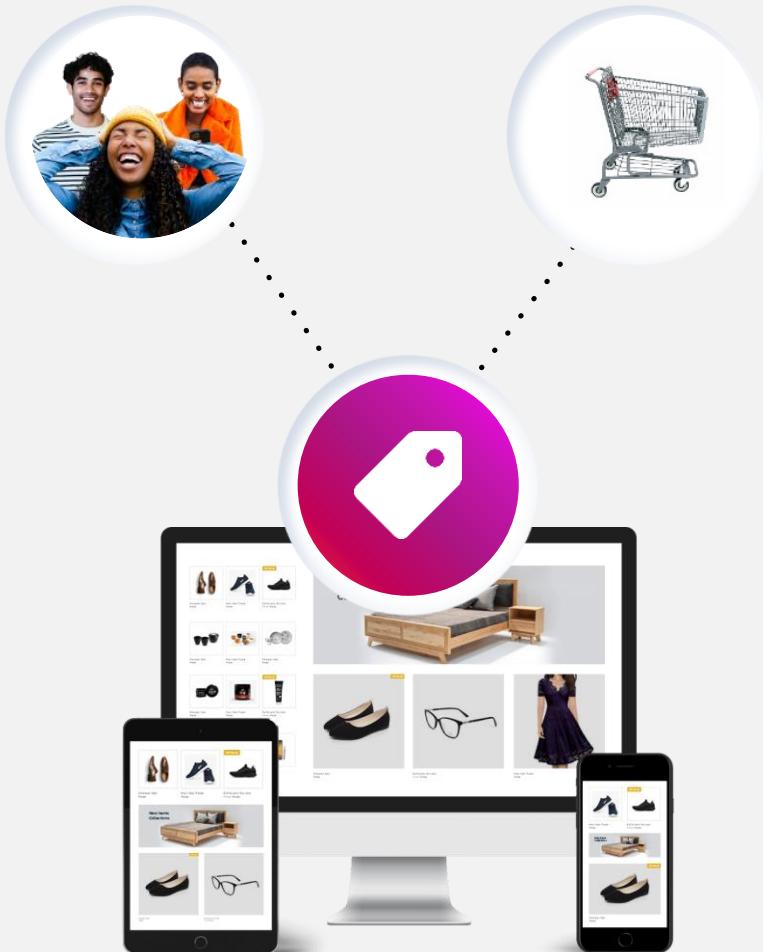
Reach high-intent shoppers with Amazon's powerful consumer signals -driven by real-time browsing and buying behavior.

- **In-Market** is built off just a 30-day lookback for active Amazon shopping signals.
- **Lifestyles** use ~365 days of first party search, browsing and purchase behaviors.
- **Life Stages** look at key consumer defining moments like moving or having a baby.



Amazon Ad Tag

Advanced Campaign Measurement



The Amazon Ad Tag goes beyond what a simple pixel can do.

With this one core tag, advertisers receive improved conversion measurement, Amazon customer audience recommendations and real-time optimization based on their own first-party signals.

Functions within several tag managers for easier deployment.



Google
Tag Manager



Adobe DTM



Launch by Adobe



Deeper conversion metrics and enhanced, real-time optimization including...



Website
Conversions



eCommerce
Conversions



App
Conversions



Creative
Dimensions



ROAS
Optimization

iHeartCTV Marketplace Sports

ALL SPORTS Marketplace

Unlock premium sports-only CTV inventory across top publishers - including multi-genre platforms - with iHeartMedia's direct deals that isolate sports programming. Our curated mix spans sports coverage, news, entertainment, and even live games, ensuring broad reach and relevance.

ALL SPORTS + LIVE SPORTS Bundle

- Take it further with our affordable Sports + Live bundle:
 - Delivery is 75% All Sports, 25% LIVE “in-game” sports
 - Includes guaranteed LIVE streaming sports inventory (Pro & college football and basketball plus baseball, golf, hockey, soccer, tennis, motorsports and Olympics).
 - Live sports mix based on market size and seasonality.
 - All Sports reported at publisher level; Live Sports placements reported by sport to help differentiate delivery.



*Sample of All-Sports Marketplace Publishers shown. All logos and trademarks are the property of their respective owners and are used here for illustrative purposes only.