

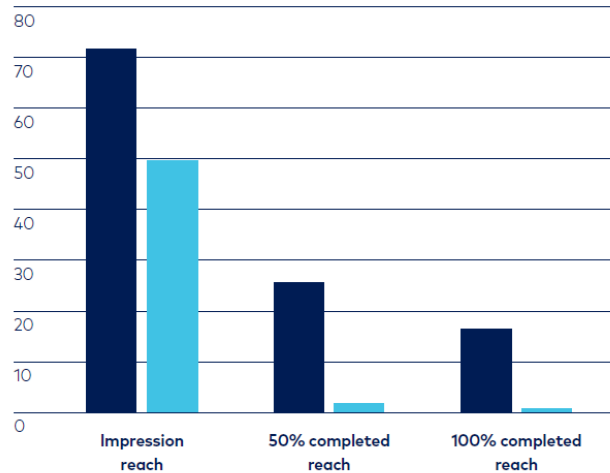
Advertising reach: the importance of completion thresholds

A –disputable– comparison online video vs TV

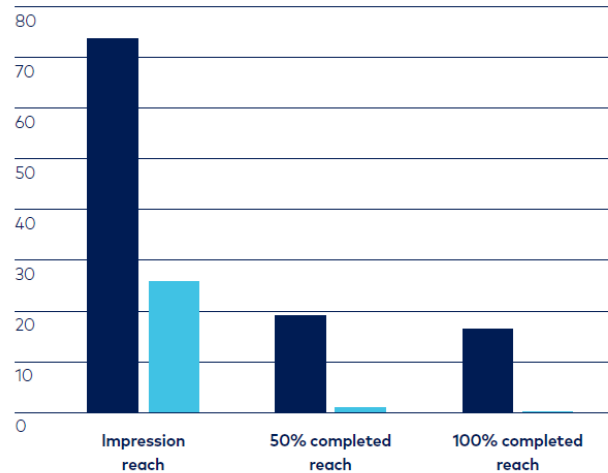


Comparing delivery of YouTube and Facebook at impressions level,
50% completed reach and 100% completed reach

Younger focus advertiser - ads 16-24 reach



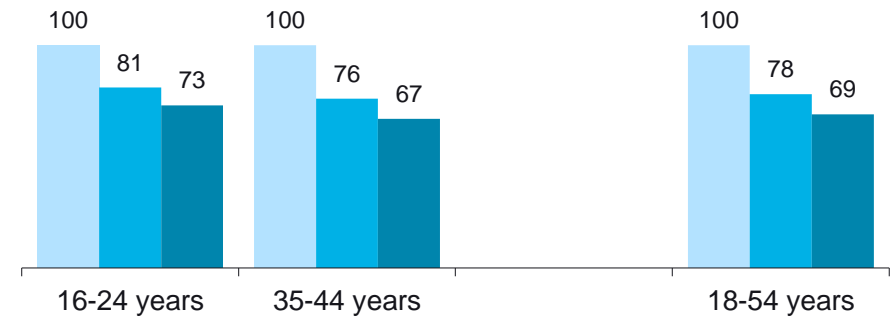
Older focus advertiser - ads 35-44 reach



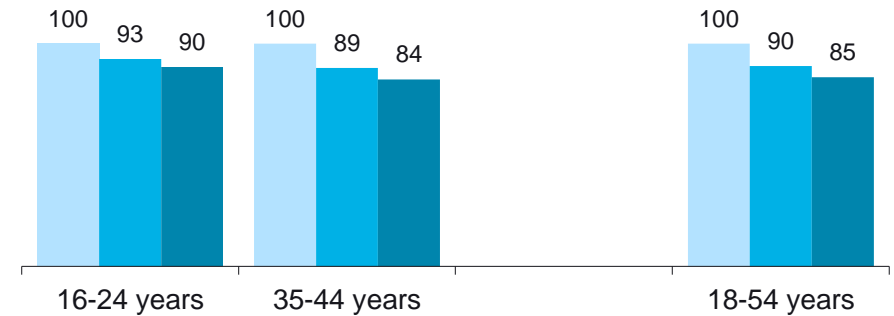
Facebook
YouTube



Reach TV ad breaks North



Reach TV ad breaks South



Any duration 50% completed 100% completed

Index based on average break reach at the different completion levels