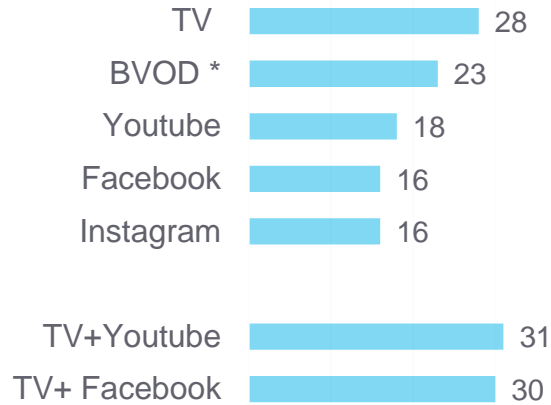


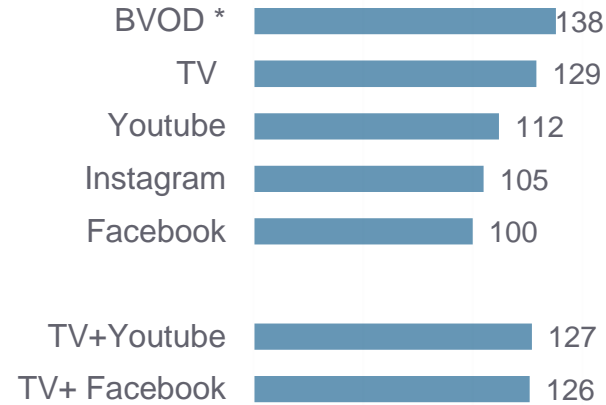
TV reach confirmed as stronger than most online video whether for recall building or consideration



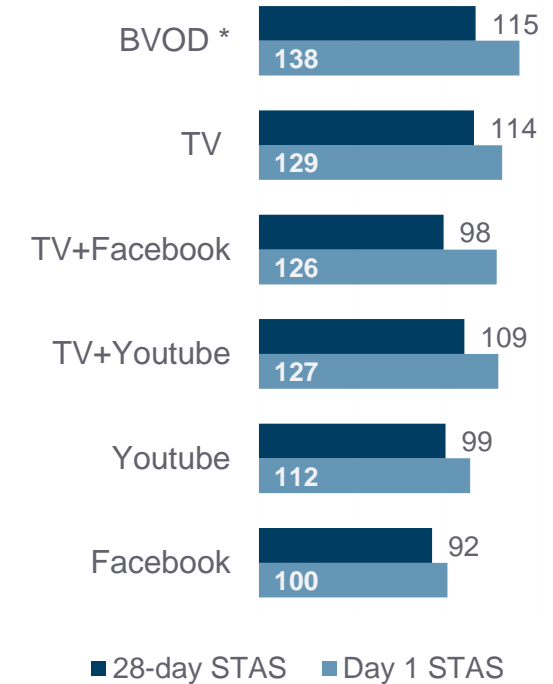
Recall % 1 exposure



STAS ** index 1 exposure

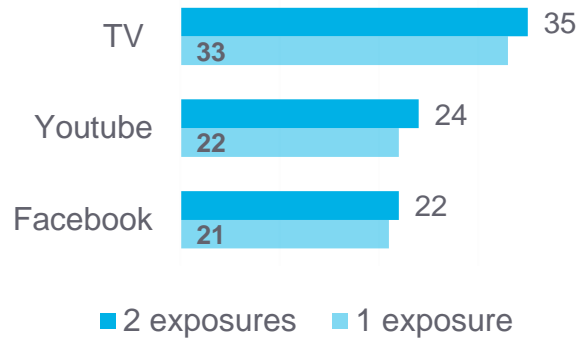


STAS** index development over time



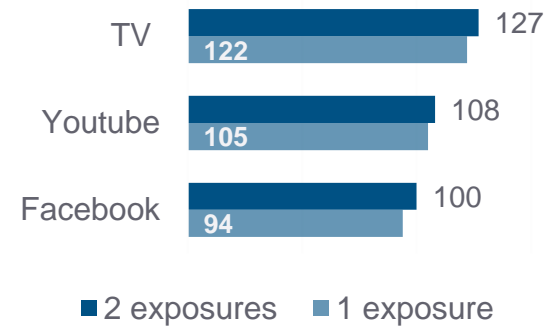
Recall >1 exposure

! smaller brands set



STAS** index > exposure

! smaller brands set



* Broadcaster Video On Demand ** Short Term Advertising Strength: difference in brand choice between exposed and not exposed consumers