



A Whole New Level of Geo Targeting

- ***Target Sports Fans with OTT***
- ***Target Sports Fans with Demographics***
- ***Target Sports Fans with CTV***
- ***Target Sports Fans by Keyword***
- ***Target Sports Fans by Email's***
- ***Target Sports Fans by Address***
- ***Target Sports Fans on Every Device***



Sports Media; Any Sport, Any Venue, Any Time™



Comprehensive Data on 250 MILLION Plus U.S. Consumers Device Usage





Reach online and offline conversions to OTT/CTV/GEO campaigns.

Optimize to report on either a browser-based conversion or a physical store visit.

Sports Media associates all of a user's devices with one address, thereby linking their smartphone, tablet, desktop, and OTT/CTV device. When a user is served an OTT/CTV ad, Simpli.fi then tracks conversions from any of the user's devices.

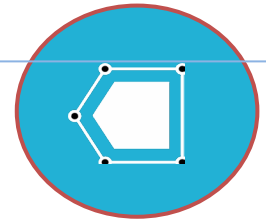
Online conversions:

- When the user visits the URL associated with the online conversion event on their browser within the designated attribution window, the conversion pixel fires.
- The user is counted as an online conversion in Simpli.fi reporting.
- Optimize to and report on Cost Per Action, including form-fills, leads, purchases, and more.

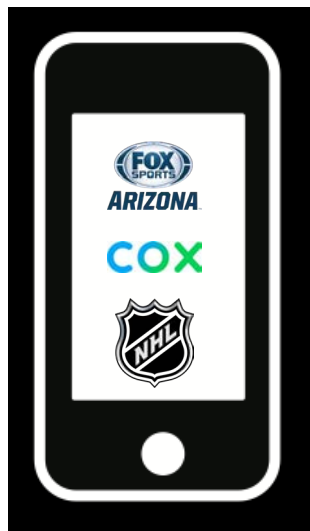


Offline conversions:

- When Sports Media detects the user's mobile device at the physical location of a conversion zone within the designated attribution window, the user is counted as a geo-fence conversion.
- Sports Media Geo-Conversion reporting tracks incremental lift to physical foot traffic from targeted locations. Optimize to and report on Cost Per Visit.



Personal Experience – One Sports Fan Love For The Home Team



Four CTV Audience Targeting Solutions



Addressable

Target individual households, Zip Codes and properties using GPS data to serve OTT/CTV ads with unmatched precision and scale.

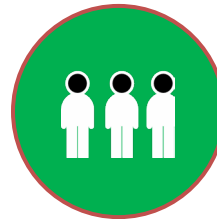
Upload a list and match each address to a plat line. The system geo-fences the exact boundaries of the property.



Email Targeting

Upload your email database and our process targeting OTT/CTV devices on any email connected device.

Build an audience in real time with full Boolean AND/OR logic capabilities.



Custom Curated Addressable

Curate a custom audience based on 500+ location and demographic factors for targeting OTT/CTV devices at the household-level.

Build an audience in real time with full Boolean AND/OR logic capabilities.



Browser Behavior Retargeting

Bring the precision of digital targeting to OTT/CTV with the ability to target users based on keywords, context, and other online behaviors.

The only solution in the industry with keyword-level control and reporting for OTT/CTV advertising.

Address, Email, Keywords, Targeted Demographics Data

Upload a list and we matches each address to a plat ID. The system geo-fences the exact boundaries of the property and identifies the web connected devices within the household property lines.

A screenshot of a web application window titled "New Uploaded Audience". It contains a form with the following elements:

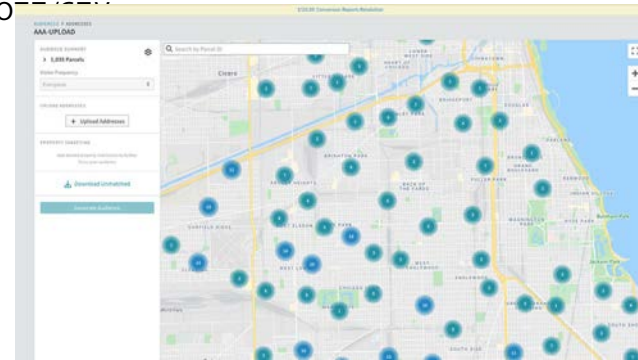
- Audience Name:** A text input field containing "My Client Address List - 3.24".
- Organization:** A dropdown menu showing "Simpli.fi".
- Legal Agreement:** A checked checkbox with the text: "By uploading physical addresses or other data, you warrant and represent that you ('Customer') own the information and have the right to collect and use the information for marketing purposes in accordance with applicable laws."
- Upload CSV File:** A dashed blue box containing a "Drag & Drop CSV File, or Browse" instruction and a "Download sample.csv" link.
- Instructions:** Text below the upload area: "A csv file adhering to our format, see sample above. Required fields: address, city, state, zip. Optional fields: latitude, longitude".
- Buttons:** "Cancel" and "Next" buttons at the bottom right.

Using First-Party Address Data

Addressable Geo-Fencing solution allows advertisers to directly import an unlimited number of address lists. These individual household-level plats can then be targeted across all web-connected devices including O

Address List Loading

- Near 100% Match Rates
- No Onboarding & Storage Fee
- Zip +4-Level Reporting
- Household-Level Precision
- Foot Traffic Conversions



Delivering OTT/CTV To Your Target Audience



Build and activate a custom household-level audience in real time using more than 500 demographic data variables for inclusion or exclusion.

Sample Variables:

Demographics

- Age
- Education
- Gender
- Language
- Marital Status
- Number of Children

Home

- Own/Rent
- Single/Multi Family
- Home Value
- Length of Residence
- Year Built
- Property Size

Household Composition

- Family Position
- Number of Generations
- Number of Adults
- Political Party
- Military Member or Veteran
- Voter

Automotive

- In Market for Auto Loan
- Auto Loan Balance
- Lease Ending
- Auto Work Interest
- Motor Sports Racing Interest
- Cars Interest

Sports

- Baseball
- Basketball
- Football
- Golf
- Hockey
- Tennis

Finance

- Estimated Household Income
- Net Worth
- Wealth Rating
- In Market for Credit Card
- Bank Card
- Retail Card

Outdoor

- Boating/Sailing
- Camping/Hiking
- Fishing
- Great Outdoors
- Hunting
- Snow Skiing

Hobbies

- Arts and Crafts
- Avid Reader
- Bird Watching
- Cooking
- Gardening
- Photography



Browser Behavior Retargeting



Once your addressable audience has been fully curated, you can then generate campaigns, refine the parameters, and activate the campaigns. Addressable audiences can be used across all creative types and across all device types.

Identify, plan and execute video creatives on web connected televisions to households based on their in-browser keyword search and keyword contextual activity from their cross-device match laptops/computers.

Choose Your Creative Types

Video
Display
Native

UI-based Campaign Controls Such As:

State	Number of Times Viewed
Hour	Recency
Day of Week	Domain
Time of Day	City
Company	Region
Advertiser	Country
Cost Type	DMA
Campaign type	Postal Code
Ad Size	Data Provider
Ad Position	Context
Ad Domain	Browser
Ad File Type	Operating System
Keyword	Device Type
Content Type	Geo-Fence
Pacing	Geo-Fence with Recency
Frequency Capping	Viewability
	Mobile App

Mobile Hwy Ads



Unstructured Behavioral Data Collection



Premium inventory featuring the most popular channels and shows on TV, including live sports

Access to the leading providers for OTT/CTV, video, display & native

Sample List

Open X	AOL
Pubmatic	Telaria
Rubicon	FreeWheel
Google	Nexage
AppNexus	MoPub
Smaato	PulsePoint
Index	PilotX
SpotXchange	Q1
Sovrn	Nexstar Digital
inMobi	Verizon Media Video Exchange
Beachfront	

1,000 + private deals with top web, app & TV programmers

Sample List

Pluto	Buzzfeed
Newsy	Popcornflix
Discovery	USA Network
History	Fox News
HGTV	CNN Go
TLC	Xumo
A&E	LifeTime
Fox News	Travel Channel
CBSi	NBC Today
Univision	DailyMotion
Cheddar TV	

Full Reports in out POP Reporting Metrics & Exporting Types

Sample of standard metrics used to customize reports in real-time, at any time.

- Foot Traffic Conversions
- Foot Traffic Lift
- Spend
- Impressions
- Clicks
- Actions
- CTR
- CPM
- CPC
- CPA
- Budget

Or, customize reports using filters, pivot tables, and more than 100 unique dimensions and measures, such as:

Export to following file formats:

- Excel 2007+ Spreadsheet
- Tab-Separated Text
- .CSV (Comma Separated Value)
- JSON
- HTML
- Markdown
- .PNG (for visualization)

- Ad File Type
- Audience Insights (Demographics)
- Goal Type
- Daily Spend
- Max Bid
- Media CPM
- Behavioral Cost
- View Through Visits
- Click Through Visits
- Total Visit Rate
- Daily Total Conversion Zone Visits
- Geo-Conversion Lift
- Video Completion Rate
- And much more...

To protect both advertisers & consumers all household-level addressable campaigns roll reporting up to carrier route level: Zip Code + XXXX

SPORTS PLANNING GUIDE

Any Sports, Any Media, Any Venue, Any Time™

Coverage; Pro, Semi-Pro, Motorsports, Golf, College Sports • Over 25,000 Events • 260+ Million Fans • 2,000+ Events Per Month • CPM Range \$3-\$60

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Indy Car			Season Starts										
15 Indy Tracks • 16 Races • 1+ Million Fans • Average of 14 Races Event Days Per Month • Average CPM \$30													
NASCAR		Season Starts											
28 NASCAR Tracks • Over 90 Races • 10+ Million Fans • Average of 12 Races Per Month 4 DMA • Average CPM \$20													
MLB			Preseason	Season Starts							Playoffs		
32 Major League Baseball Teams • Over 2,500 Games Played • 91+ Million Fans • Average of 12 Games Per Month Per DMA • Average CPM \$20													
MiLB				Season Starts									
200 Minor League Baseball Teams • Over 12,000 Games Played • 46+ Million Fans • Average of 12 Games Per Month Per DMA • Average CPM \$10													
NHL				Season Ends	Playoffs				Preseason	Season Starts			
24 National League Hockey Teams • Over 1,000 Games Played • 16+ Million Fans • Average of 6 Games Per Month Per DMA • Average CPM \$24													
AHL			Season Ends				Playoffs		Preseason	Season Starts			
26 American League Hockey Teams • Over 1,000 Games Played • 5+ Million Fans • Average of 6 Games Per Month Per DMA • Average CPM \$10													
ECHL								Season Starts					
14 East Coast League Hockey Teams • Over 490 Games Played • 3+ Million Fans • Average of 6 Games Per Month Per DMA • Average CPM \$10													
CHL								Season Starts					
14 Central League Hockey Teams • Over 490 Games Played • 3+ Million Fans • Average of 6 Games Per Month Per DMA • Average CPM \$10													
NBA			Season Ends	Playoffs						Preseason	Season Starts		
29 National Basketball Association Teams • Over 1,150 Games Played • 20+ Million Fans • Average of 7 Games Per Month Per DMA • Average CPM \$25													
NCAA Basketball								Season Starts					
180 NCAA Basketball Teams • Over 3,000 Games Played • 21+ Million Fans • Average of 4 Games Per Month Per DMA • Average CPM \$35													
WNBA					Season Starts								
13 Women's Nat'l Basketball Association. Teams • Over 900 Games Played • 1.7+ Million Fans • Average of 5 Games Per Month Per DMA • Average CPM \$25													
NFL	Playoffs		Super Bowl				Preseason	Season Starts					
32 National Football League Teams • Over 320 Games Played • 17+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$60													
NCAA Football								Season Starts					
110 NCAA Football Teams • Over 800 Games Played • 33+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$45													
AFL			Season Starts										
12 Arena Football League Teams • Over 120 Games Played • 1+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$15													
MLS			Season Starts										
20 Major League Soccer Teams • Over 320 Games Played • 3.5+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$35													
NLL		Season Starts											
9 National Lacrosse League Teams • Over 88 Games Played • 1+ Million Fans • Average of 2 Games Per Month Per DMA • Average CPM \$10													
Professional Golf	Season Starts												
52 Events • 260 Event Days • 4 + Million Fans • Average of 5 Day Per Event • CPM \$42													

Reaching Sport Fans in America™

Target Fans with our Sports Calendar

Promotions and Seasonal Product Sales, can help build retail sales or publicity with event specific promotions. The following calendar can help identify specific dates and times of the year which you can build a promotion. Please call us today for more information on a special event promotion.

January <ul style="list-style-type: none"> College football major bowl games and national championship NFL playoffs College basketball conference play NHL All-Star Game 	February <ul style="list-style-type: none"> Super Bowl College basketball conference play NBA All-Star Game NASCAR begins Golf Season begins 	March <ul style="list-style-type: none"> NBA regular season NHL regular season March Madness World Golf Championship Indy Car begins 	July <ul style="list-style-type: none"> Wimbledon Week 2 World Cup (every two years) MLB All-Star Game Triple-A Baseball All-Star Game MLS All-Star Game ESPY's Awards 	August <ul style="list-style-type: none"> U.S. Open (tennis) PGA Championship Summer X Games Arena Bowl NFL Preseason Begins NFL Hall of Fame Game 	September <ul style="list-style-type: none"> College football regular season begins Beginning of NFL season Ryder Cup (every two years) Emmy Awards
April <ul style="list-style-type: none"> College basketball Final Four The Masters MLB Opening Day NBA regular season NHL regular season 	May <ul style="list-style-type: none"> NBA playoffs NHL playoffs Indianapolis 500 MLB regular season 	June <ul style="list-style-type: none"> NBA Finals NHL Finals Wimbledon Week 1 Week 2 of French Open U.S. Open (golf) MLB regular season 	October <ul style="list-style-type: none"> MLB playoffs and World Series Beginning of NBA regular season Beginning of NHL regular season College football regular season 	November <ul style="list-style-type: none"> College basketball begins NBA regular season NHL regular season NFL regular season College football regular season 	December <ul style="list-style-type: none"> College football championships and minor bowls games Heisman Trophy Presentation Baseball Winter Meetings



A dakdan worldwide media company

Other Sports Resources:

- Sports Media Print Publications
- Sports Media OTT
- MLB Radio Network
- Sportrons.com
- Stadium Assets
- Implied Sponsorship Digital & TV

OOH MEDIA USA • Mark Miller • mark@oohmediausa.com • (561) 707-0138
Marilyn Miller • marilyn@oohmediausa.com • (561) 628-5807

