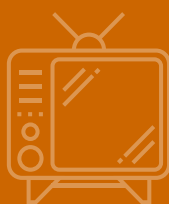
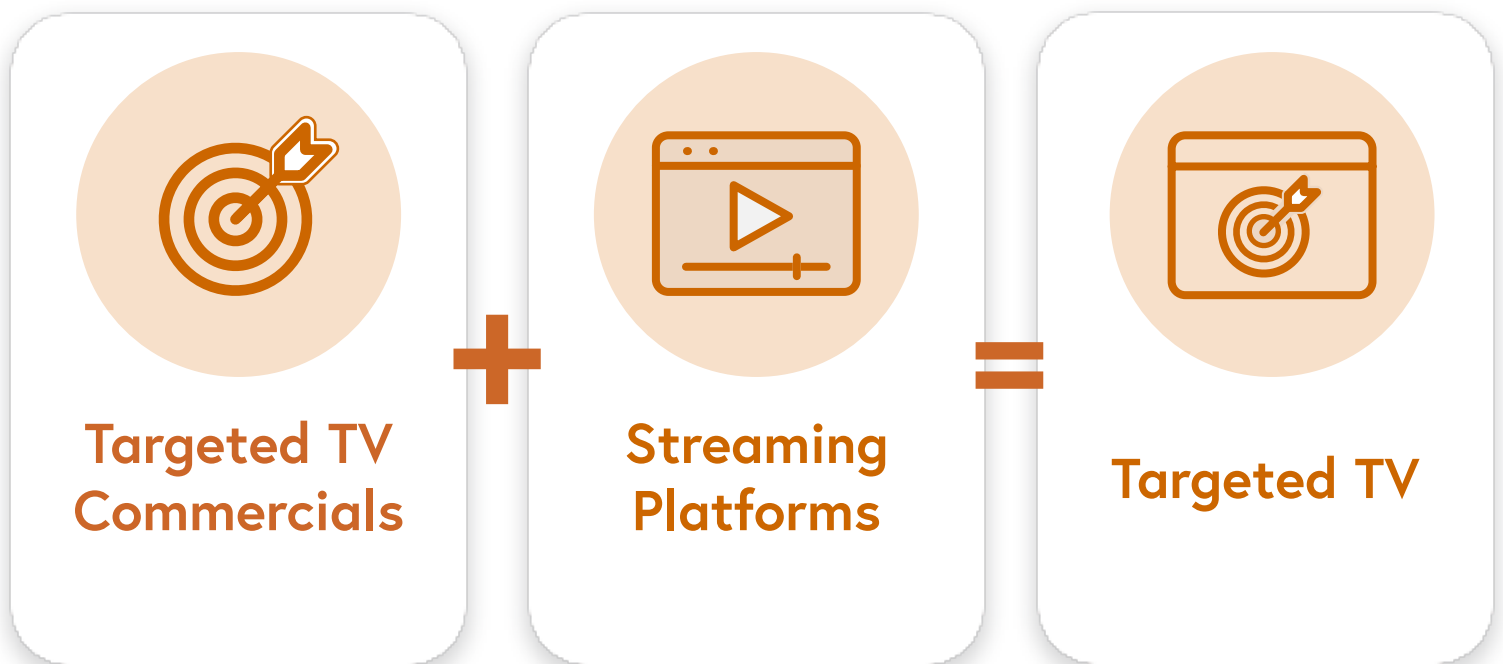




Streaming TV Guide



What is Streaming TV?



Streaming TV is the digital distribution of TV shows, movies, original series, live sports and events, breaking news and other video content on ad-supported streaming television platforms. In contrast to traditional TV, streaming TV puts the viewing experience in the hands of viewers, giving them choice, control and flexibility to choose what they watch whenever they want.



Why Advertise on Streaming TV?

60%

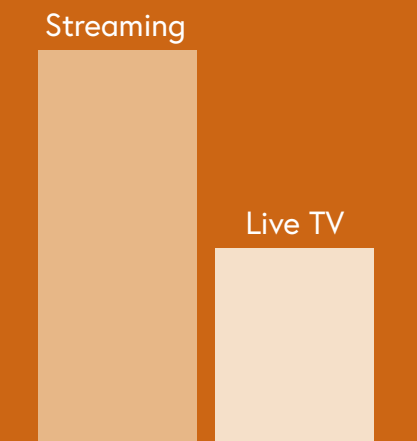
of adults in the U.S. now stream

90%

of 13-54 year olds watch TV on a streaming platform

90%

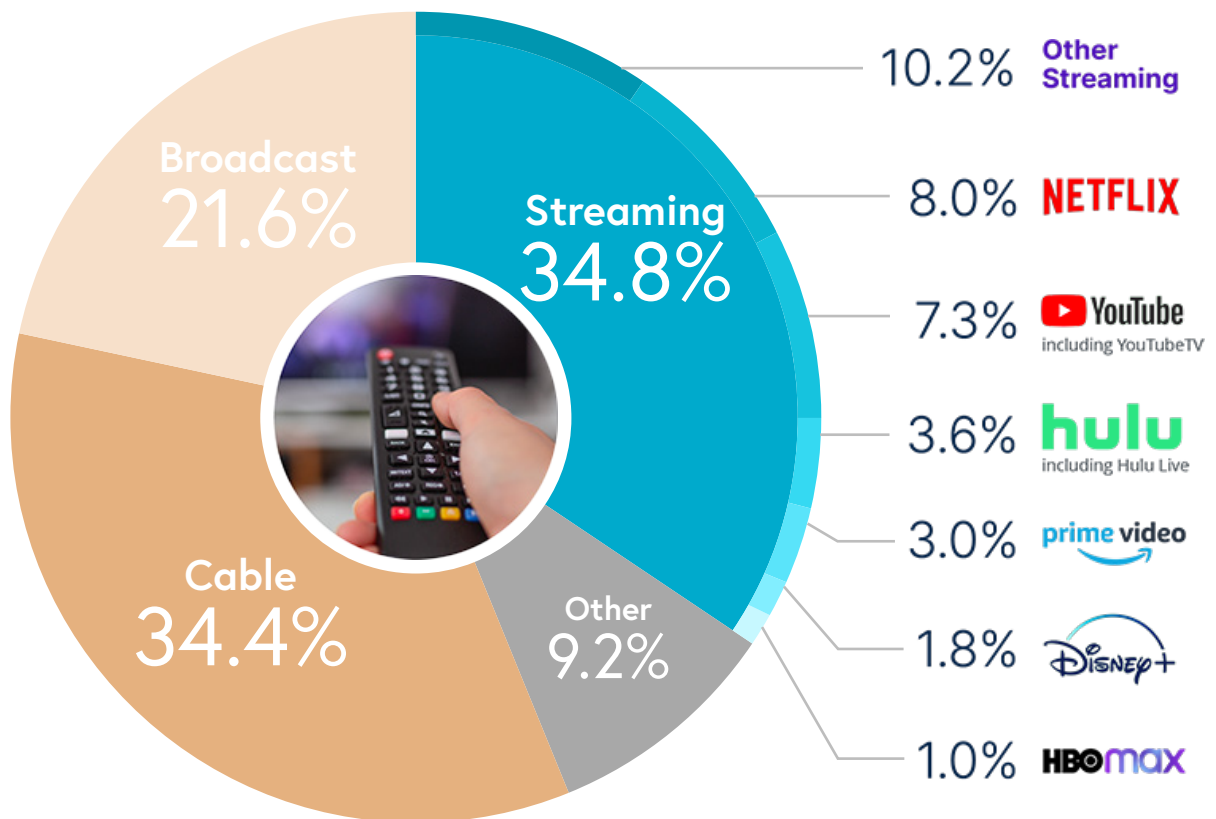
of streaming TV viewers watch ad-supported content



Streaming Viewership Surpassed Cable for the First Time Ever in July 2022

July 2022

Total day
Persons 2+



Source: Nielsen, July 2022

Advantages of TV Commercials

- CTV audiences are twice as likely to make a purchase after seeing an ad
- CTV is the best way to reach households with children
- CTV mirrors America's diversity profile compared to traditional TV

Technology allows advertisers to target by location, demographics and interests/occupation.



What Happened to Traditional TV?



Traditional TV ratings are down

69%

for viewers under 35

Traditional TV ratings have declined overall by

15%

since 2017

AdCritic's Self-Service Solution for Streaming TV



In a Nutshell: AdCritic is a self-serve advertising platform for small businesses that makes it easy to create and manage effective digital advertising campaigns.

**No Contracts. Minimal Spend Requirement.
30 Day Free Trial.**



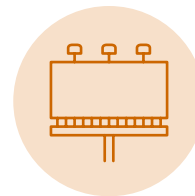
Targeted TV

Use AdCritic to choose, target and deliver your commercial on streaming television networks.



Internet

Use AdCritic to create, target and deliver your ads on the open internet, the 40% not controlled by Google and Facebook.



Billboard

Use AdCritic to promote your brand across a city or region. No long commitments or high minimums.