



March Madness

TUNE-IN ATTRIBUTION RESEARCH

APRIL 2016

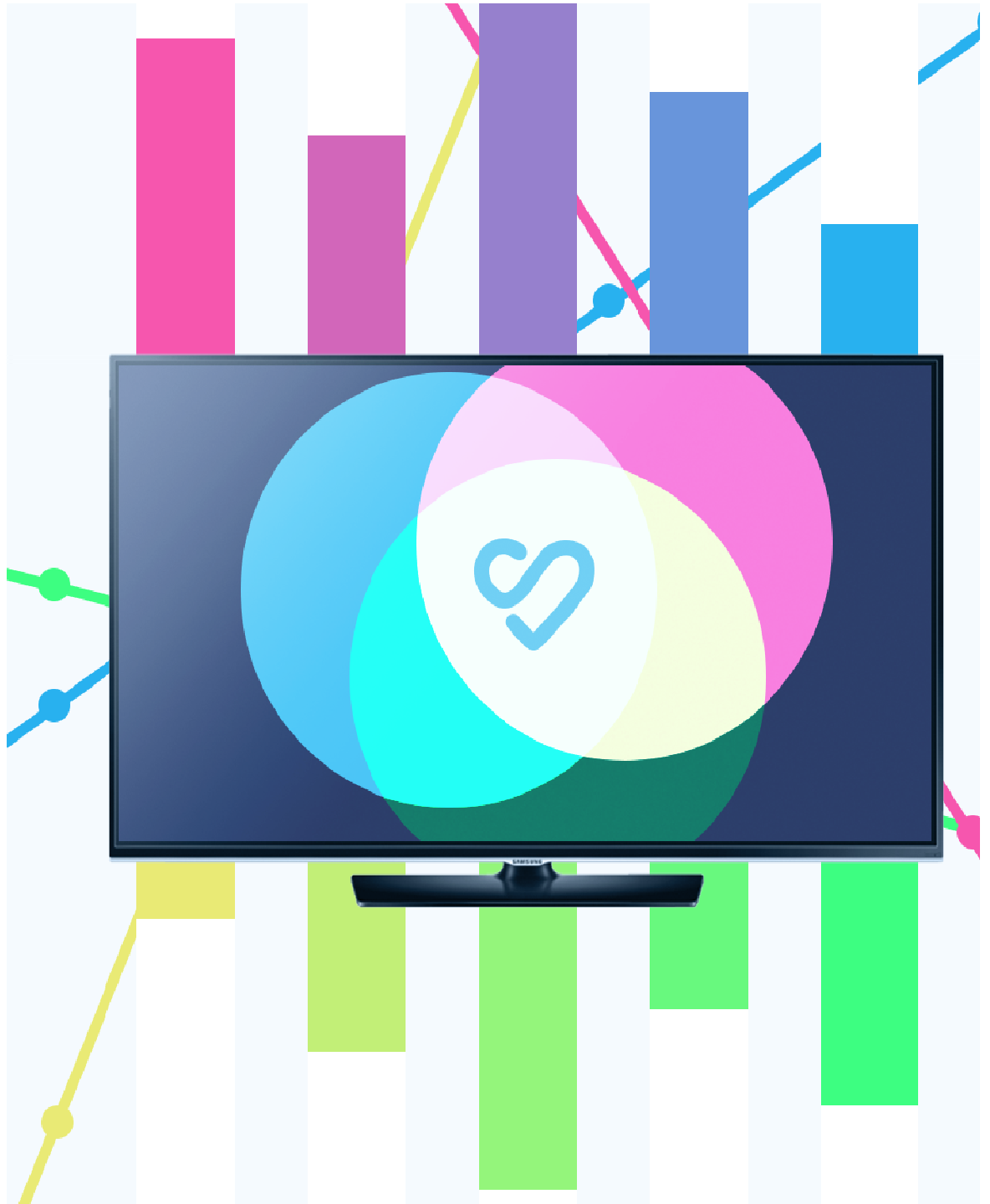


SAMBA TV



MEET SAMBA TV.

We Connect Television and Digital to
Enable Analytics and Addressable
Audience Segments.



SAMBA IS TRULY CROSS PLATFORM


We integrate data from Smart TV, Set-top boxes, Mobile and Web.

Within millions of homes across the US and EU we can measure behavior across TV and digital in one holistics, real-time data set.

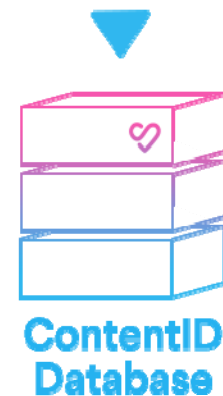


Samba has built its proprietary dataset with two foundational technologies:

- 1) ContentID.
- 2) Device Map.

 **MATCH!**

HOUSEHOLD E1242583586	DATE 7.5.14 9:06P	
SHOW GAME OF THRONES	EPISODE S3: E8	CHANNEL HBOHD
LOCATION LOS ANGELES, CA	DEVICES IN HOUSEHOLD 5 MAPPED	





SAMBA ANALYTICS

BETA SNEAK PEEK

Real-time TV analytics.

		REAL-TIME RATING ?		REAL-TIME TREND ?	ENGAGEMENT ?
1	abc	 THE 48TH ANNUAL CMA AWARDS	4		 70%
2	CBS	 CRIMINAL MINDS	1.5		 82%
3	NBC	 LAW & ORDER: SPECIAL VICTIMS UNIT	1.1		 79%
4	FOX	 RED BAND SOCIETY	0.6		 81%
5	ESPN	 NBA BASKETBALL - INDIANA PACERS	0.6		 55%
6	Univision	 HASTA EL FIN DEL MUNDO	0.5		 80%
7	FOX NEWS	 THE KELLY FILE IN COMMERCIAL	0.4		 80%
8	the	 THE BIG BANG	0.4		 80%



2 Villanova
Wildcats
(34-5)

95 - 51
Final

Oklahoma 2
Sooners
(29-8)



CAMPAIGN SUMMARY

GAMES REPORTED:



OKLAHOMA VS VILLANOVA
Saturday April 2nd, 6:09pm ET



UNC VS SYRACUSE
Saturday April 2nd, 8:49pm ET



MEDIA VENDORS UTILIZED:



YAHOO!

TURNER DIGITAL

AUDIENCE DEFINITIONS:

OVERALL = Households within the Samba TV universe who watched at least one NCAA 2016 tournament game prior to the Final Four.

EXPOSED = Overall households who were exposed to the campaign between the Elite Eight and Final Four games.

CONTROL = Overall households who were not exposed to the campaign between the Elite Eight and Final Four games.



VERIFIED TUNE-IN

HOUSEHOLD VERIFIED TUNE-IN BY MEDIA CHANNEL

OKLAHOMA vs VILLANOVA

The combination of TV and Digital campaign exposure significantly increased viewership lift.

17.04%

OVERALL
UNIVERSE
VTR

13.95%

CONTROL

25.19%

+81%
AUDIENCE LIFT
VS CONTROL
(SIG 99% C.I.)

TV+ONLINE



SAMBA TV

Note: Chart shows households that tuned-in to the Final Four Villanova game for 6 min of cumulative content.

HOUSEHOLD VERIFIED TUNE-IN BY MEDIA CHANNEL

UNC vs SYRACUSE

The combination of TV and Digital campaign exposure significantly increased viewership lift.

19.00%

OVERALL
UNIVERSE
VTR

15.70%

CONTROL

27.11%

+73%
AUDIENCE LIFT
VS CONTROL
(SIG 99% C.I.)

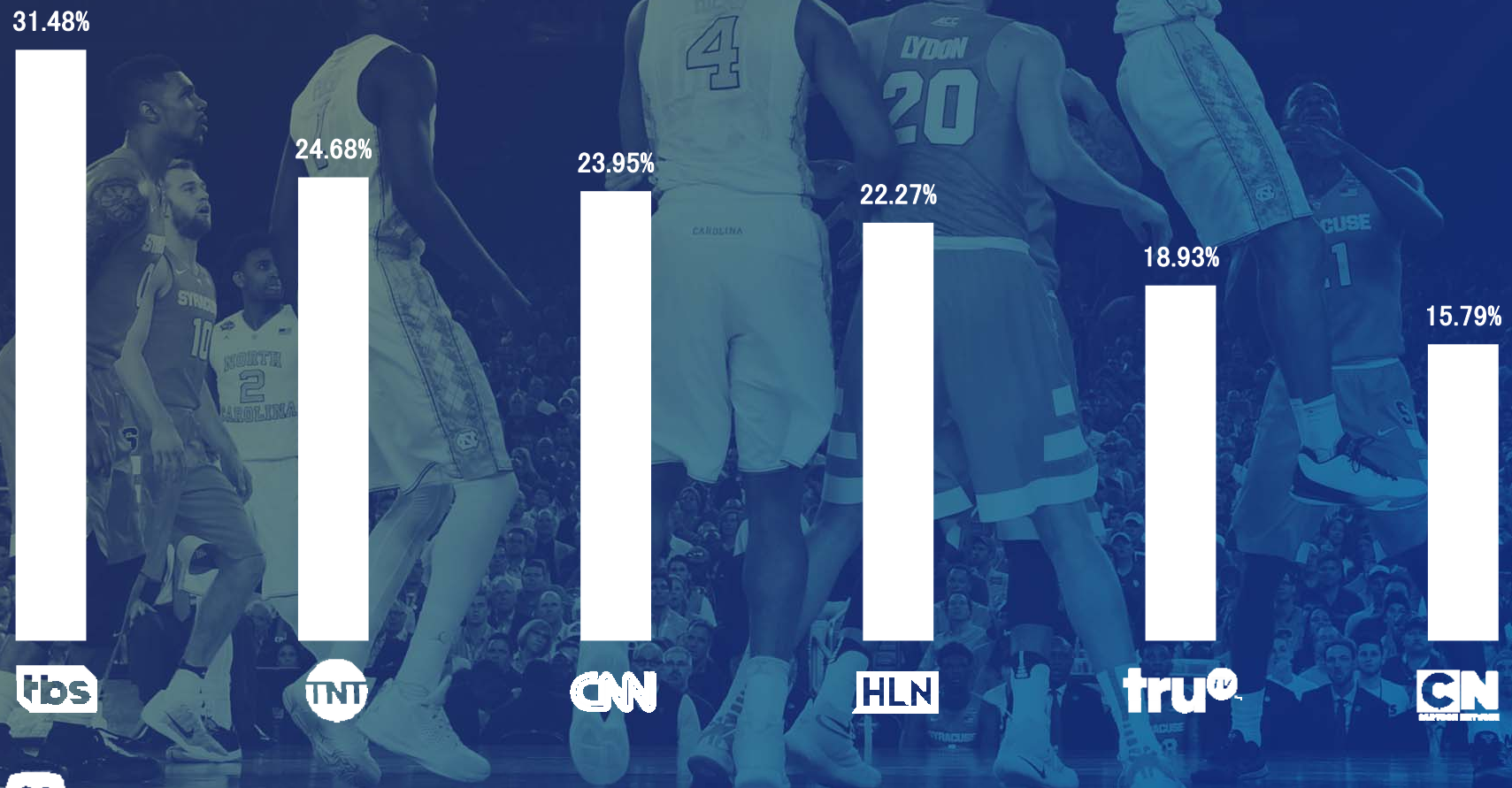
TV+ONLINE



Note: Chart shows households that tuned-in to the Final Four UNC game for 6 min of cumulative content.

HOUSEHOLD VERIFIED TUNE-IN AFTER TV PROMO EXPOSURE BY TV NETWORK

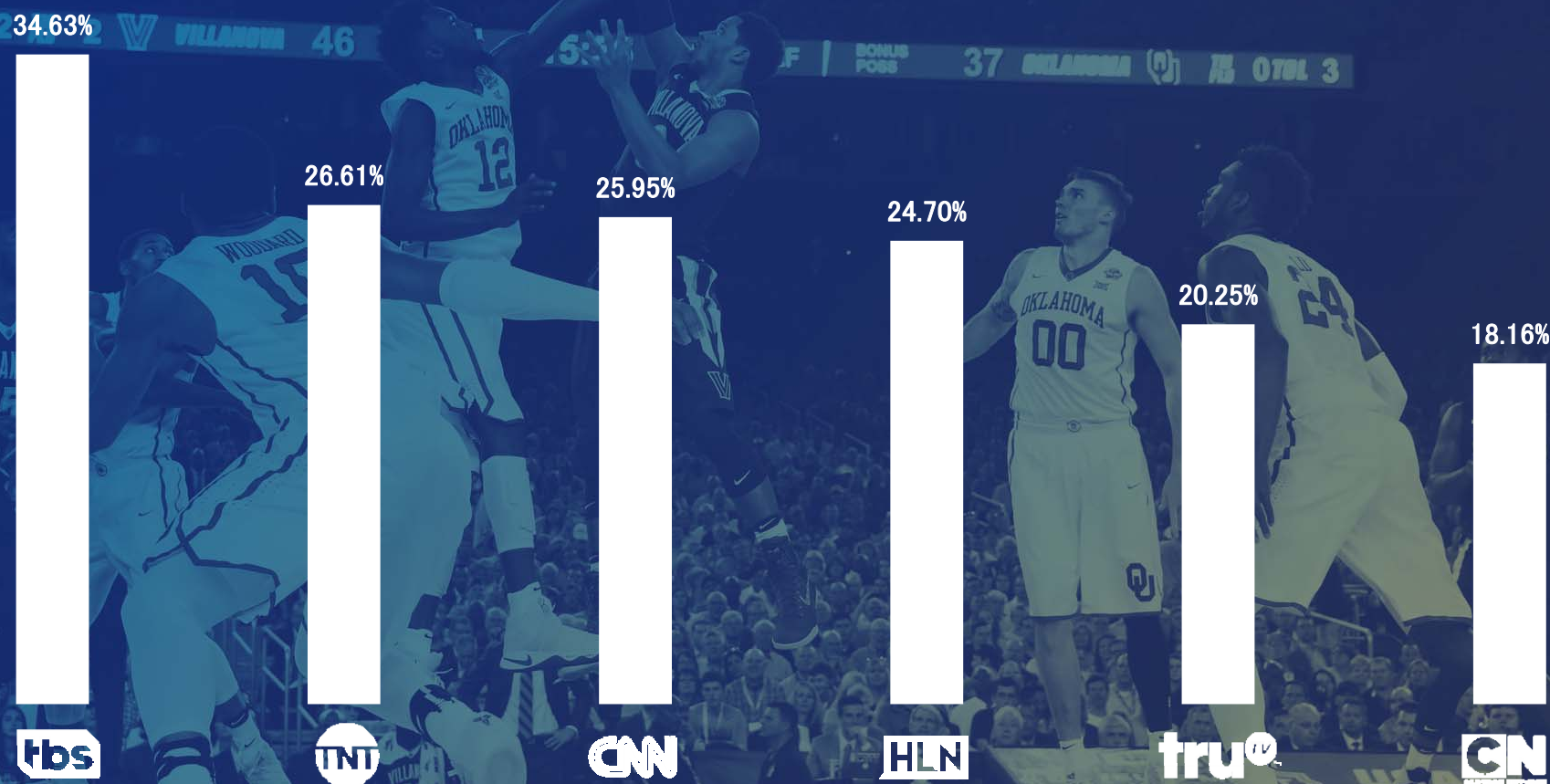
OKLAHOMA vs VILLANOVA



Note: Chart shows households that tuned-in to the Final Four Villanova game for 6 min of cumulative content.

HOUSEHOLD VERIFIED TUNE-IN AFTER TV PROMO EXPOSURE BY TV NETWORK

UNC vs SYRACUSE



Note: Chart shows households that tuned-in to the Final Four UNC game for 6 min of cumulative content.

HOUSEHOLD VERIFIED TUNE-IN BY DIGITAL VENDOR

OKLAHOMA vs VILLANOVA



HOUSEHOLD VERIFIED TUNE-IN BY DIGITAL VENDOR

UNC vs SYRACUSE

17.68%



turner

17.70%



YAHOO!



SAMBA TV

Note: Chart shows households that tuned-in to the Final Four UNC game for 6 min of cumulative content.

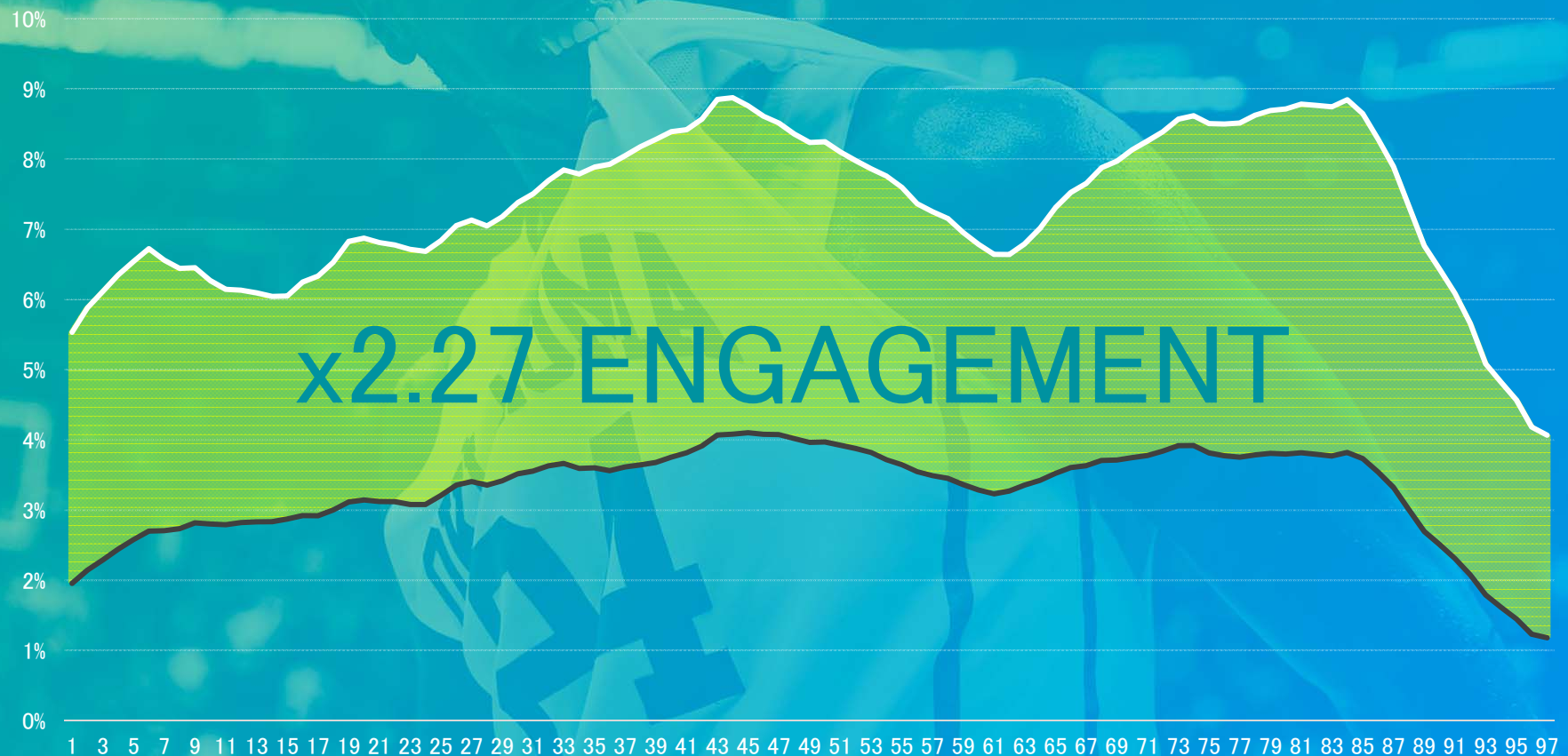
AVERAGE MINUTE RATINGS

AVERAGE MINUTES RATINGS

OKLAHOMA vs VILLANOVA

The promo exposed audience had significantly higher viewership throughout the entire game when looking at average minute ratings.

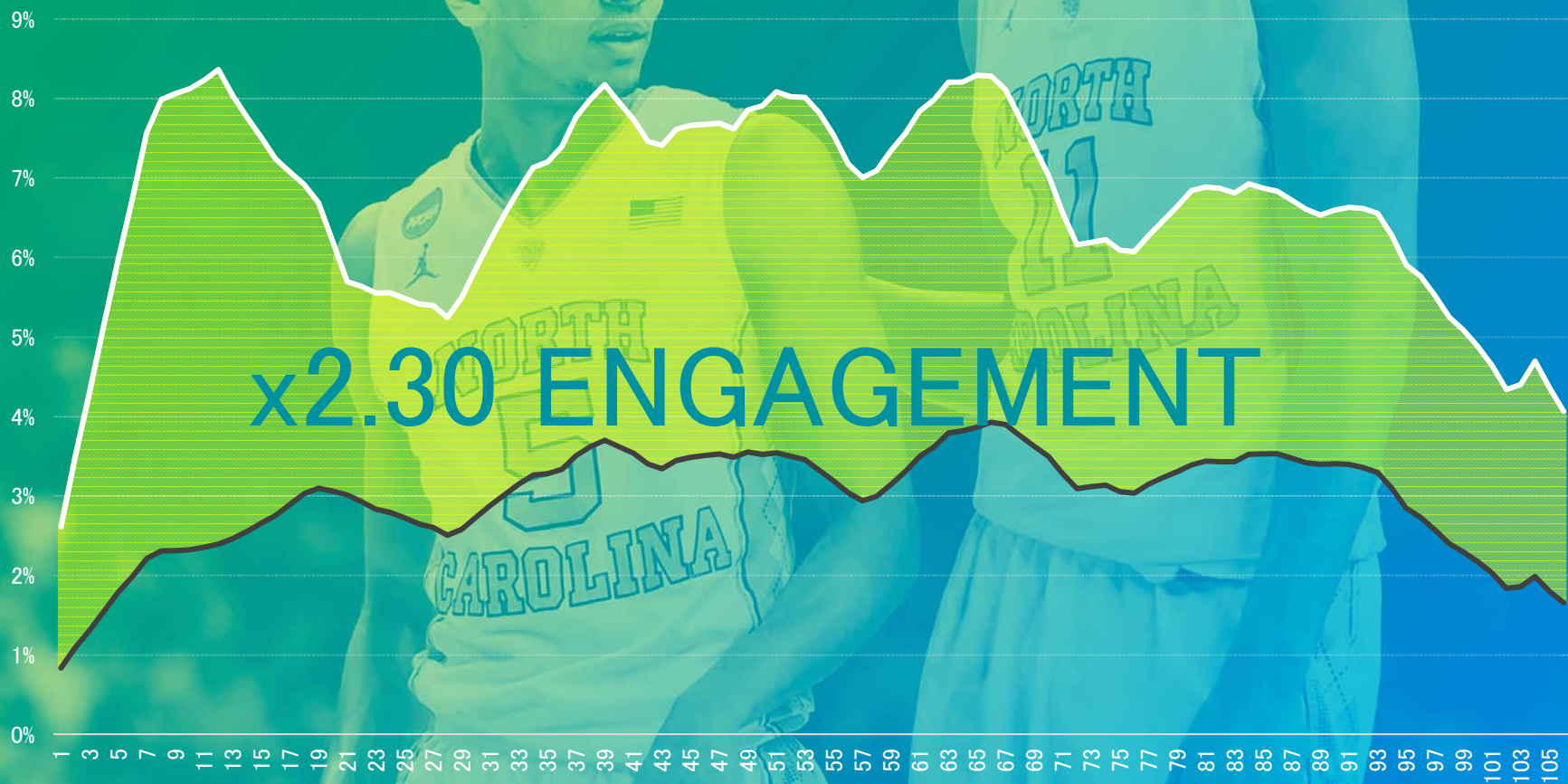
— Exposed — Unexposed



AVERAGE MINUTES RATINGS UNC vs SYRACUSE

The promo exposed audience had significantly higher viewership throughout the entire game when looking at average minute ratings.

Exposed Unexposed



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SAMBA TV

