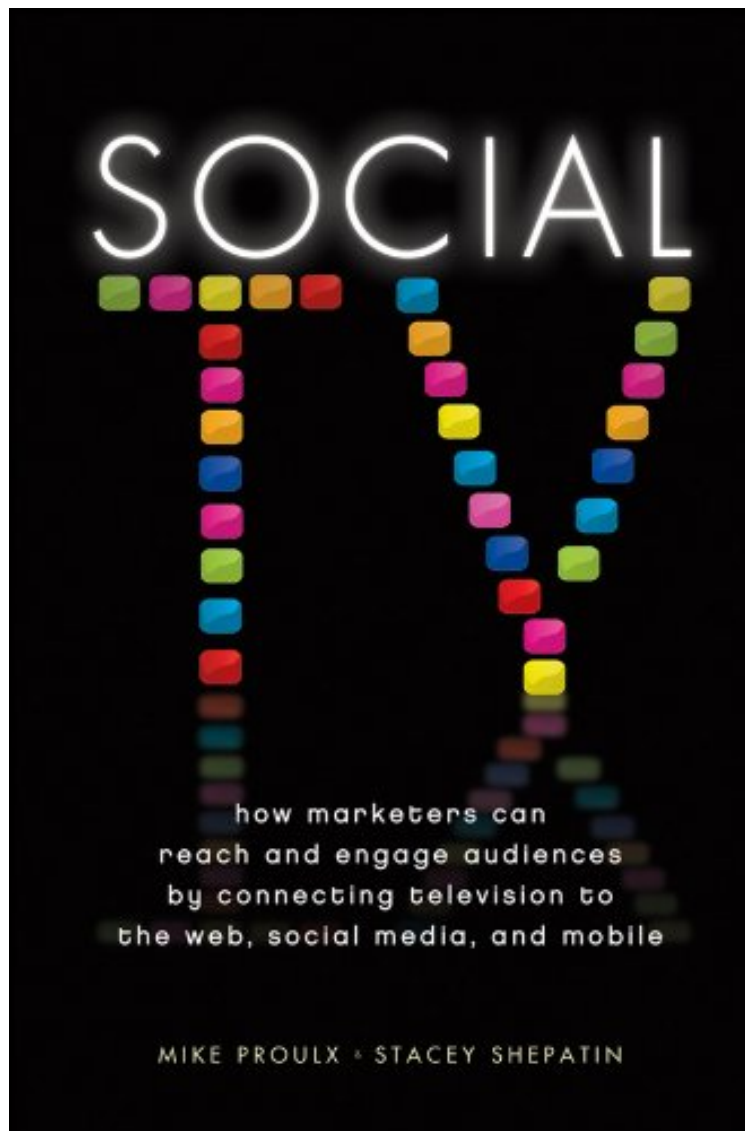


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Social TV: How Marketers Can Reach and Engage Audiences by Connecting Television to the Web, Social Media, and Mobile

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The Internet didn't kill TV! It has become its best friend. Americans are watching more television than ever before, and wersquo;re engaging online at the same time wersquo;re tuning in. Social media has created a new and powerful ldquo;backchannelrdquo;, fueling the renaissance of live broadcasts. Mobile and tablet devices allow us to watch and experience television whenever and wherever we want. And ldquo;connected TVsrdquo; blend web and television content into a unified big screen experience bringing us back into our living rooms. Social TV examines the changing (and complex) television landscape and helps brands navigate its many emerging and exciting marketing and advertising opportunities. Social TV topics include: Leveraging the ldquo;second screenrdquo; to drive synched and deeper brand engagement Using social ratings analytics tools to find and target lean-forward audiences Aligning brand messaging to content as it travels time-shifted across devices Determining the best strategy to approach marketing via connected TVs Employing addressable TV advertising to maximize content relevancy Testing and learning from the most cutting-edge emerging TV innovations The rise of one technology doesn't always mean the end of another. Discover how this convergence has created new marketing opportunities for your brand.

.com From the Authors: Tips for Taking Advantage of the Connected TV Space Take Action: Connected TVs There are a number of ways for your brand to take advantage of the connected TV space. The following are a few points we especially want to underscore: 1. Match the message to the audience. The user base of connected TV devices can vary widely. You must be careful, for example, not to run creative targeted at women on a primarily male-dominated platform. Approach this space with the mind-set that each connected TV solution is a unique opportunity and assess it accordingly. 2. Emphasize the ldquo;connectedrdquo; part. Although the word ldquo;TVrdquo; appears in ldquo;connected TV,rdquo; you are doing yourself and your audience a disservice if you simply run traditional TV commercials. Design your creative with engagement and interactivity in mind. This is the real power that comes from the convergence of television and the Web. 3. Make it your own. An app on a connected TV is a bit like a channel on traditional TV. If your brand has compelling content to share in a consistent serial format, consider creating your own channel that can appear (through partnership integrations) across a variety of connected TV devices.