



FULL EPISODE PLAYER CONTENT

CONNECTING WITH AUDIENCES THROUGH LINEAR TV CONTENT

Extend Reach With Full Episode Player (FEP) Content on Advanced TV

In **2018**, eMarketer projects 3-in-5 people in the US will view over-the-top (OTT) video content¹ — creating new opportunities for marketers to connect their digital video assets with target audiences.

Today, 76% of OTT viewers utilize subscription video-on-demand (SVOD) services.² SVOD is highly desirable for marketers as it offers access to the same quality full episode player (FEP) content as seen on linear TV. With nearly 90% of time spent viewing SVOD happening on the TV “glass,”³ marketers need to have an Advanced TV strategy that extends reach of linear TV buys and a partner that provides a seamless TV extension for ad-supported FEP content.



Delivering Ad-Supported FEP Content at Scale

- Maximize reach across FEP inventory on highly desirable Advanced TV devices and other digital screens
- Leverage FEP content that captivates audiences and delivers high viewability
- Ensure alignment with brand-safe content with direct publisher relationships

Benefit from RhythmOne’s FEP Offering

- Access a one-stop-shop for premium FEP inventory at scale
- Secure FEP inventory on your schedule to extend TV buys and effectively reach cord-cutters/cord-nevers

Get Started Today: To learn more, email AdvancedTV@RhythmOne.com | www.RhythmOne.com.

¹eMarketer, ²eMarketer, ³Nielsen