

# INTERACTIVE ADVERTISING

DIRECTV is the unrivaled innovator in interactive television and is excited to offer a suite of Emmy® Award winning interactive advertising opportunities. Our interactive platform offers advertisers across all major categories the ability to engage consumers, deliver impactful messaging and obtain measurable results. Receive complete metrics reporting including zip code leads after content airs. Since 2005, our business has grown from three original partners and is now executing campaigns for over sixty brands.

## >> DIRECTV ACTIVE™

DIRECTV ACTIVE is the interactive homepage for DIRECTV subscribers. Advertisers can effectively entice viewers into deeper engagement with their brands by utilizing this technology. Since its re-launch in 2008, DIRECTV ACTIVE™ has had over 523 million total impressions and is available in over 17 million households.

- Features local weather, What's Hot on DIRECTV, lottery results, customer support
- Recently redesigned for a better interactive user experience
- Static and Dynamic Ad Units exclusively showcased
- Averages 2.7 million unique HH visits and 11.5 million total impressions each month

## >> STATIC AD UNIT

Offers a basic and simple level of user interactivity designed to make immediate impact on the viewer. Ideal for call to action messages, one-touch RFI/Lead generation and direct "tune-to" functionality.



## >> DYNAMIC AD UNIT

An advertiser owned channel which offers enhanced user interactivity designed around advertiser long-form video content. An entertaining and enriched advertising venue where consumers are able to interact and spend time with branded video content. The Interactive Advertising Channel has 3 entry-points.



## INTERACTIVE ADVERTISING CHANNEL

The Interactive Advertising Channel is a 24/7 advertiser-owned interactive channel. Viewers can access this channel through a :30 commercial, DIRECTV ACTIVE™, or the EPG. With this exclusive sponsorship, DIRECTV heavily promotes the ad message by driving viewers to the Interactive Advertising Channel through multiple entry points.

### :30 Cross Channel Media

Call to action messaging embedded within an advertiser's :30 spot can prompt viewers to directly tune to the Interactive Advertising Channel.

### DIRECTV ACTIVE™

Accessed by clicking on video banner on the DIRECTV ACTIVE™ channel.

### EPG Access

The Interactive Advertising Channel is a linear channel available to all DIRECTV subscribers. The channel can be accessed via scroll over while channel surfing using Electronic Program Guide.