

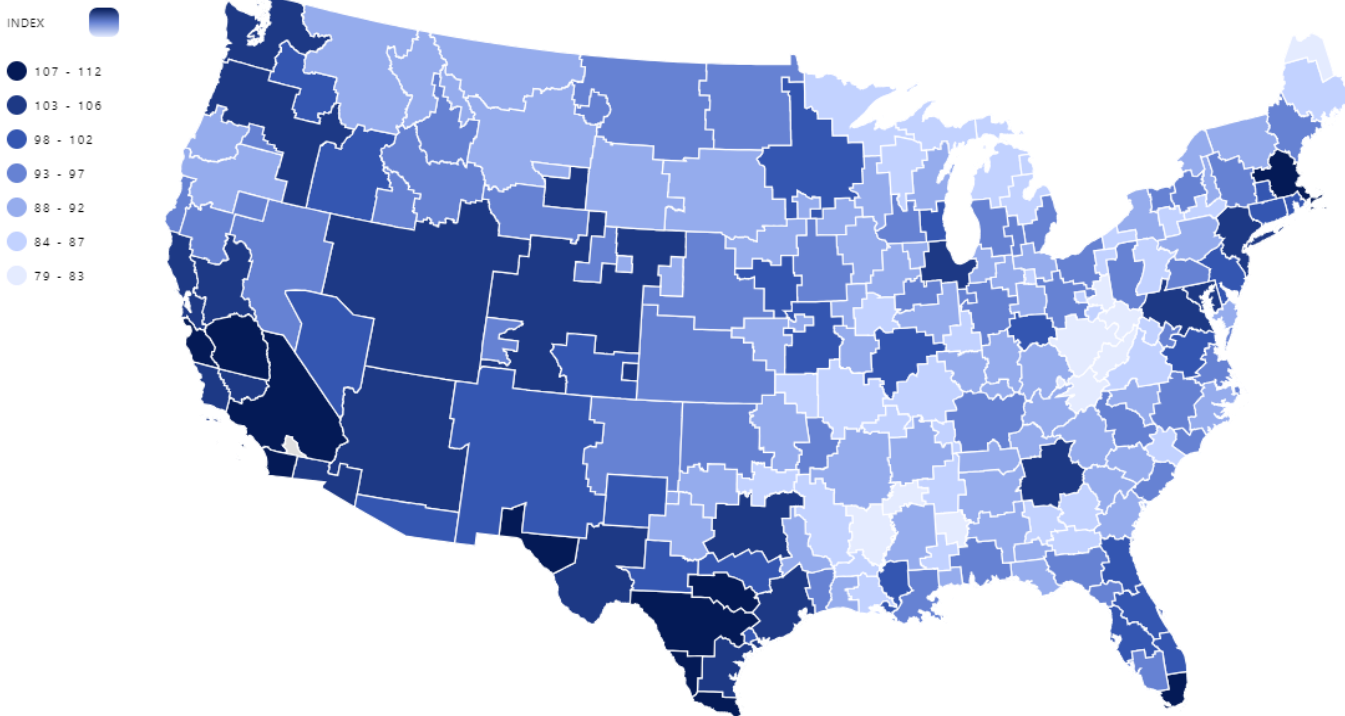
**Reach a highly-engaged audience watching the shows & movies that everyone is talking about, allowing your brand to break through.**

>

# Unlock Massive Reach With Netflix

Global reach. Local precision. Maximum impact.

Television: Streaming Video Services/ Household Subscribes To {HH}\_Netflix



Netflix now brings the world's most engaged viewers to your brand. With precise targeting, deliver your message right to your local audience while tapping into the unstoppable momentum of Netflix's **massive presence**. It's not just advertising — it's amplifying your story to the **right people**, in the **right place**, at the **right time**.

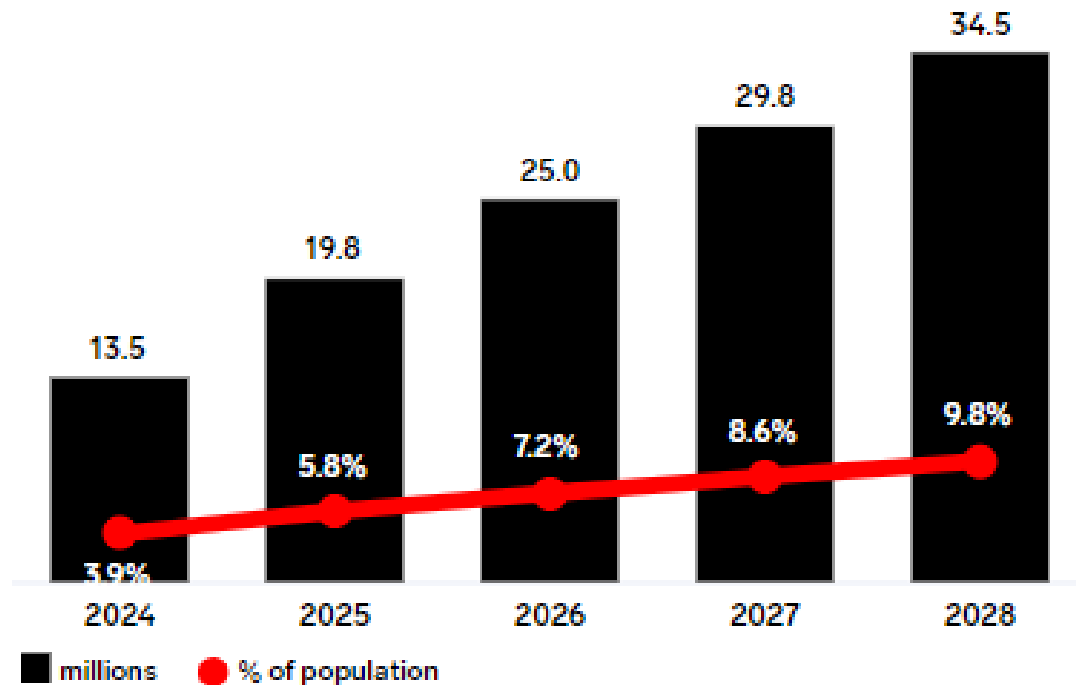
- **278M+ Subscribers** globally (Q1 2024).
- **40M+ Ad-Supported Users** as of mid-2024.
- High engagement: Over **70%** of ad-supported users watch for more than 10 hours/month.
- Local geo targeting makes this global reach local

# Premium Ads in Iconic Content

## Exclusive Ad Spots in Critically Acclaimed Shows and Films

### Netflix Ad-Supported Viewers

US, 2024-2028



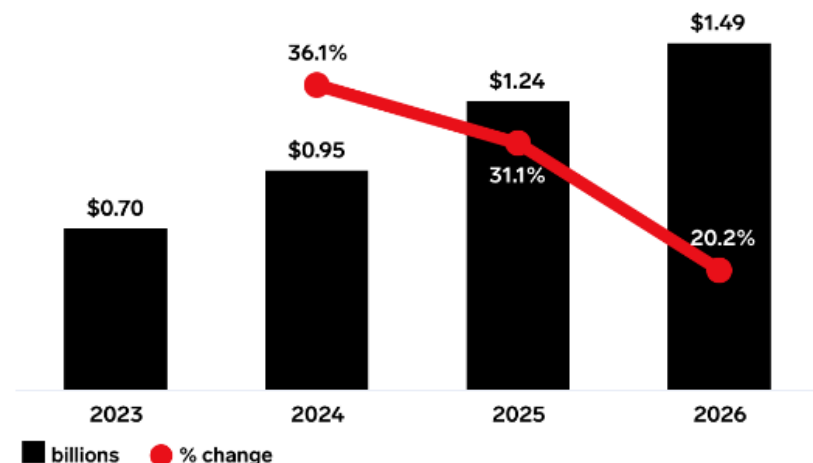
Source: EMARKETER Forecast, February 2024 (see below for notes and methodologies).

EM EMARKETER

- Unskippable Ads ensure your message is seen.
- Ads shown during high-quality content like award-winning series and films.
- Pre-roll and mid-roll ads.
- Multiple Ad Lengths available including :15s and :30s

## Netflix Ad Revenues

US, 2023-2026



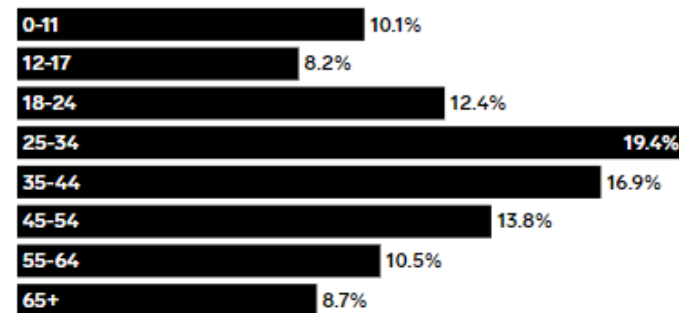
Note: includes in-stream video such as those appearing before, during, or after digital video content on a subscription-based OTT platform (pre-roll, mid-roll, or post-roll video ads) and video overlays; appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices for all formats mentioned

Source: EMARKETER Forecast, March 2024

EMARKETER

## Netflix Viewer Share, by Age

US, 2024, % of total



Source: EMARKETER Forecast, February 2024 (see below for notes and methodologies).

EMARKETER

- **Netflix secured 150% more in Upfront ad sales than in 2023**
- **Netflix will test its in-house ad tech platform in Canada and the US this November**, with a global launch in 2025.
- **Amazon Prime Video's** entry into the ad-supported race has forced Netflix to lower its CPMs.
- Ad-supported subscriptions are strong, accounting for 45% of new memberships in available markets last quarter.

**NETFLIX**ADS



# Precision Targeting, Maximum Impact

Connect with your ideal audience in shows that they love.

Targeting	Description
Sensitive Category Blocks	Prevents ads from appearing in content with sensitive categories.
Industry-Specific Sensitive Content Block	Restricts ads within specific industries to avoid inappropriate placements.
Targeting - Pod Position	Controls the placement of ads within specific commercial pods
Age and/or Gender	Targets specific audience segments based on age and gender demographics.
Interests	Delivers ads based on the viewer's individual interests and behaviors.
Viewing Moods	Targets viewers based on their current emotional state or mood.
Genre	Allows targeting by specific content genres like drama or comedy.
Top 10	Targets ads to content in Netflix's daily top 10 list.

It's not just about reaching millions, it's about reaching **the right audience, every time.**

Harness the power of **advanced targeting** options that go beyond demographics — tap into users' viewing habits, location, and content preferences. Whether your goal is brand awareness or driving conversions, Netflix's targeting capabilities allow you to craft a campaign that speaks directly to your most valuable customers."

# Building Your Media Plan

## Custom Media Solutions for Your Business

Your business is unique, and so is the way we approach advertising. Our **custom-built media plans** ensure that every dollar you spend works harder for you.

We collaborate with you to understand your goals and develop a strategy that aligns Netflix's powerful platform with your specific needs. From initial concept to ongoing optimization, we'll help you turn possibilities into measurable results. Let's craft a plan that doesn't just advertise — it **transforms**."

### Define Clear Business Goals

- We start by understanding what matters most for your business—whether it's increasing sales, brand awareness, or reaching a specific audience. By aligning Netflix Ads with your business objectives, we ensure every dollar works toward measurable outcomes.

### Target the Right Audience

- Using Netflix's robust targeting tools, we reach your ideal customers based on demographics, interests, and viewing habits. Unlike others, our precision targeting taps into real audience data, not just assumptions.

### Simple Setup, Seamless Experience

- We handle the entire process of getting your campaign live—from audience selection to media buying—while you focus on your business. Our seamless integration with Netflix means your brand reaches engaged audiences without any technical headaches.

### Track Results, Achieve Success

- You'll receive regular performance updates so you can see how your ads are driving business results. We focus on transparency and clear metrics, so you understand the value of every campaign we run on Netflix.

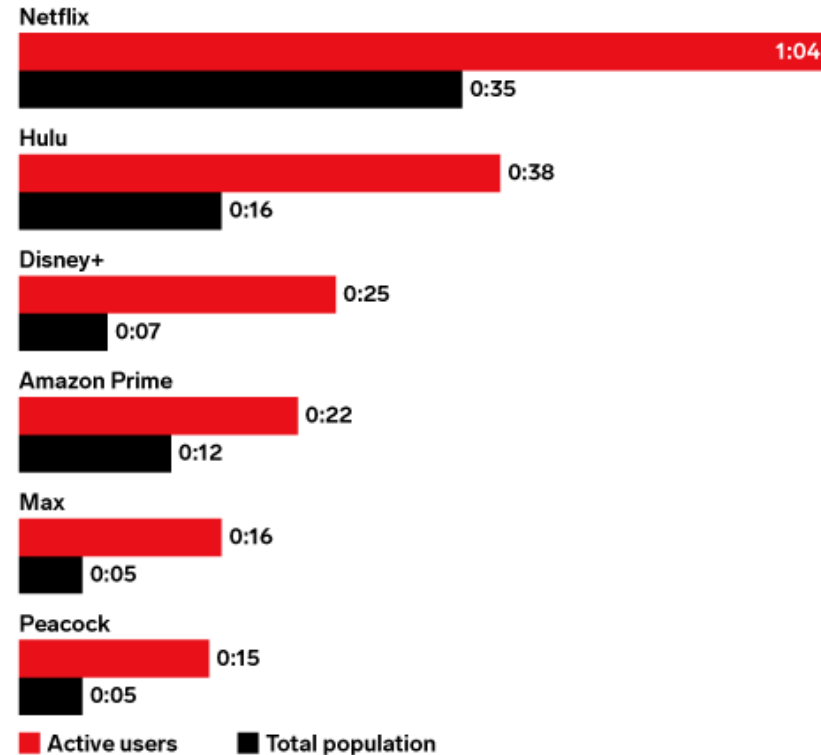
# The Netflix Advantage

## Your Trusted Partner in Netflix Advertising

- Expertise: Proven track record with Netflix Ads and other streaming platforms.
- Holistic Approach: Combine Netflix with other streaming services for a seamless omnichannel strategy.

### Average Time Spent per Day With Select Subscription OTT Platforms Among US Active Users and the Total Population, 2024

hrs:mins



Note: ages 18+; individuals who watch on the referenced subscription OTT video platform via app or website at least once per month; includes all time spent watching video on the referenced subscription OTT platform via any device  
Source: EMARKETER Forecast, June 2024

286520

EM EMARKETER



# NETFLIX ADS

# THANK YOU

# AE NAME

# AE PHONE NUMBER

# AE EMAIL