



tubi ORIGINALS

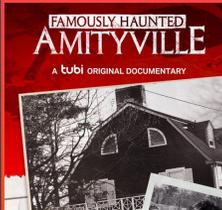
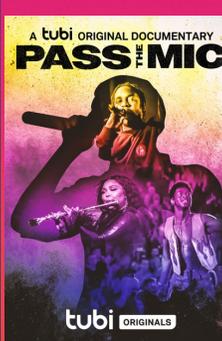
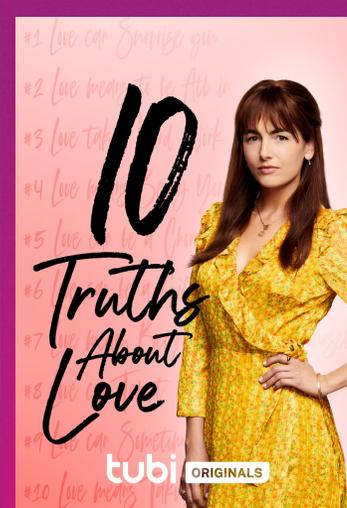
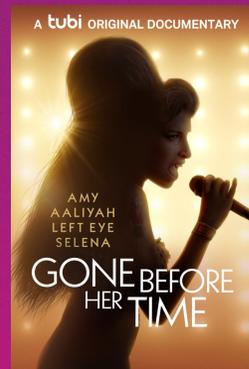
BRAND SPOTLIGHT
SPONSORSHIP

JUNE 2022

tubi ORIGINALS

MASSIVE HITS WITH MASS APPEAL

- Largest free ad-supported original collection in streaming
- Exclusive content you can't find anywhere else
- Diverse and inclusive collection spanning Black Cinema, Seasonal Hits, Thrilling Actions, Comedies and More



tubi ORIGINALS AUDIENCE OVERVIEW

CONNECT WITH YOUNG, DIVERSE AUDIENCES STREAMING TUBI'S RAPIDLY GROWING ORIGINALS COLLECTION

FEMALE



117

INDEX

GEN Z

18-24
YRS

137

INDEX

ENGAGED



21%

INCREASE IN
VIEWERSHIP QOQ

TUBI ORIGINALS SPONSORSHIP

Tubi Originals are strategically built to super-serve highly engaged audiences using data to inform the stories we tell and the talent we feature. Connect with incremental audiences as they stream our catalogue of massive hits from Actions and Thrillers, to Documentaries, Romance, and everything in between.

PARTNERSHIP OVERVIEW

Brand Spotlight Sponsorship

Own the Originals category on Tubi with in-app branding and targeted media

Prime Pod 1A Sponsorship

Custom co-branded Tubi-produced 0:06 pre-roll billboard appears next to all Original content

Social

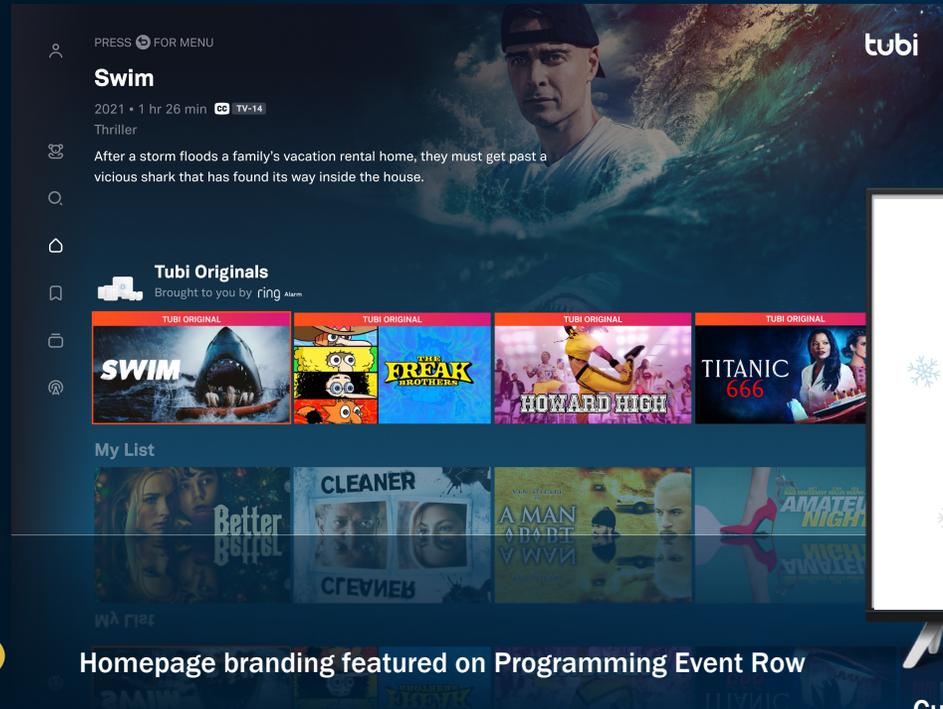
Amplified co-branded promotion across Tubi's Facebook, Twitter, and Instagram



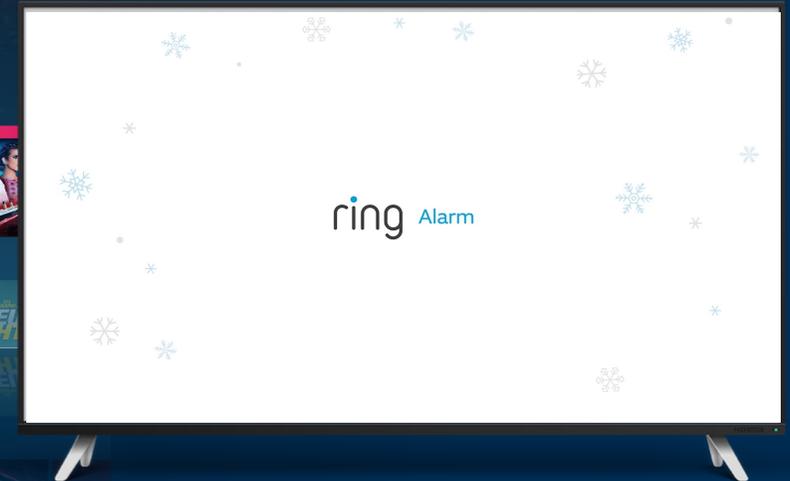
Brand Spotlight Sponsorship example above

BRAND SPOTLIGHT SPONSORSHIP

Tubi delivers organic connections for brands across seasonal Programming Events with premium in-app placements



Homepage branding featured on Programming Event Row



Custom 0:06 Billboard paired with your brand's pre-roll. Click above to view a Billboard Example.



THANK YOU!