

How **tubi** turns **VIEWING MOMENTS** into **SHOPPING MOMENTS**



Streaming is now a core part of the shopping journey, and Tubi reaches today's connected consumers in the exact moments they're discovering products, forming preferences, and making purchase decisions.

100M+
Monthly Viewers

majority Gen Z and Millennials, nearly half multicultural — a digital-first audience ready to buy

1B+
Monthly Hours Streamed

25%
Lift in Foot Traffic
across all retail campaigns measured

STREAMING SPARKS SPONTANEOUS SHOPPING

Viewers are shopping as they watch.

47% shop spontaneously while streaming

7 in 10 shop online while watching TV or movies

44% say streaming ads inspire their purchases

STREAMING RETAIL ADS INSPIRE DISCOVERY & ACTION

When viewers see something relevant, they respond.

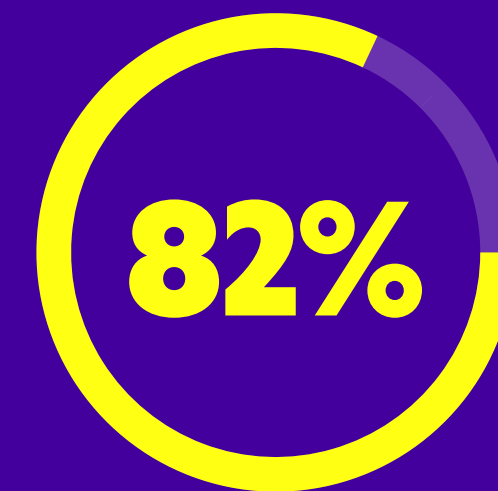
87% take action after seeing an attention-grabbing ad

2 in 3 discover new products through streaming platforms

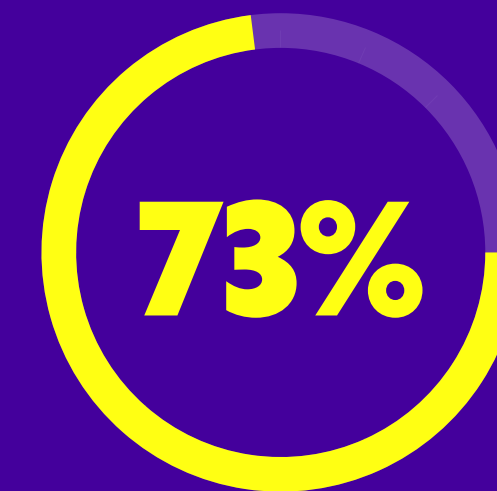
77% are open to retail ads that align with their interests

WHEN ADS FEEL PERSONAL, THEY PERFORM

Authenticity and newstalgia build brand connection.



want ads that feel made for them



say nostalgic content prompts purchases from familiar brands



Authentic storytelling turns connection into conversion