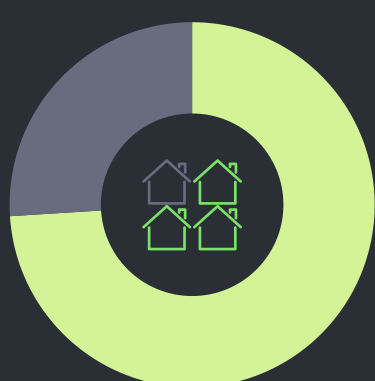


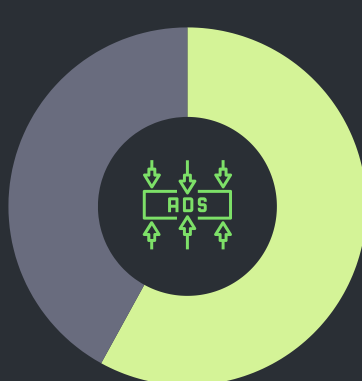
The Next Era of Advertising is Now

The Future in Focus



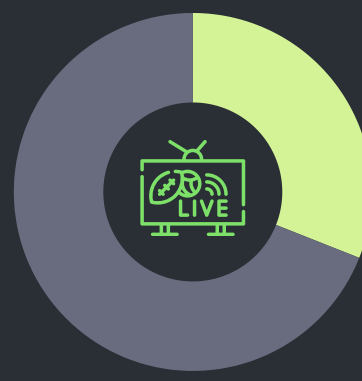
74%

of U.S. households now subscribe to at least one streaming service.



58%

of viewers have canceled a streaming service due to ad overload.



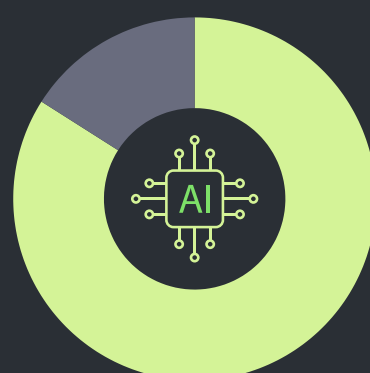
31%

of sports fans subscribe to streaming just to watch their favorite team.



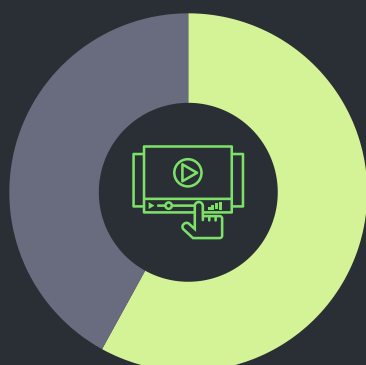
Boost

to engagement seen with AI-powered creative testing.



84%

of marketers say AI has improved campaign efficiency.



65%

of ad spend now goes to social video.



+32%

boost to ROI seen when brands use cross-channel measurement.

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