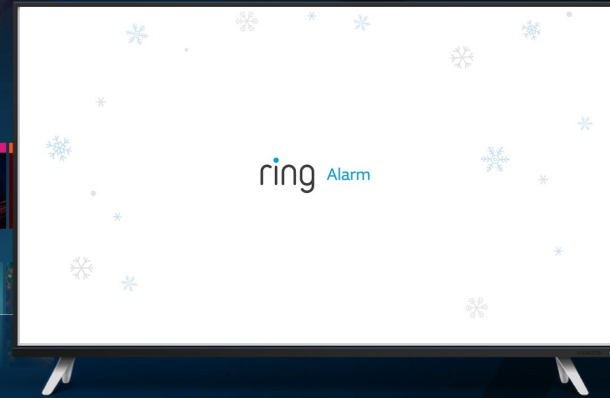
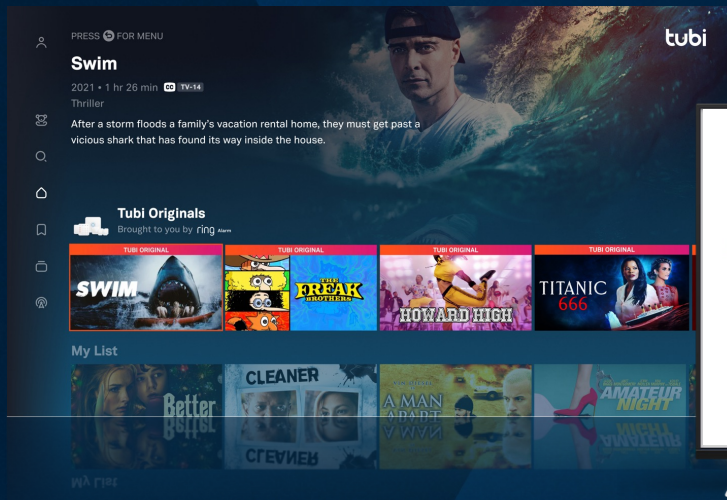


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ORIGINALS

BRAND SPOTLIGHT SPONSORSHIP

Tubi Originals are massive hits with mass appeal and Tubi has the largest free ad-supported collection in streaming. Tubi Originals offer a diverse collection of content including collections spanning across Black Cinema, Seasonal Hits, and Thrilling actions you won't find anywhere else.



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

FEMALE



Tubi Originals viewers are **17% more likely** to be female

GEN Z



Tubi Originals viewers are **37% more likely** to be between ages 18-24

ENGAGED



Tubi Originals viewership increased **21%** quarter over quarter

BRAND SPOTLIGHT SPONSORSHIP



Own the VOD 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

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Source: Tubi Internal Data; Trans Union; MRI-Simmons, 2022 March Cord Evolution Study