

High Key Hits on Tubi

Connect with highly engaged audiences across content that Speaks to the Culture and Communities of Younger Streamers

With a focus on trending, culturally relevant content, Tubi's "High Key Hits" collection of free movies and TV shows is a curated list of titles that have proven to be binged, adored and talked about by GenZ and young Millennial audiences.

- **Data Informed Content Curation:** Leveraging 1st and 3rd party demographic and interest-based data, High Key Hits titles tap into the culture, subcultures, and trending topics younger streamers cares about most

SPONSORSHIP ELEMENTS:

- 100% SOV of pre-roll/Prime pod for sponsored titles
- Custom :06s 'Brought to You By' Billboard stitched to your creative
- Audience Targeted ROS

Sample Trending Topics

2000s Nostalgia
Diversity & Social Justice
Sustainability
Mental Health

