

# TUBI STREAMERS

**HUGE LIBRARY:** 50,000+ Titles

**TV STREAMERS:** 64M Monthly Active Users

**FULL ATTENTION:** 5.1 billion hours streamed in 2022

**RAPID GROWTH:** 44% YoY growth in calendar  
year TVT.

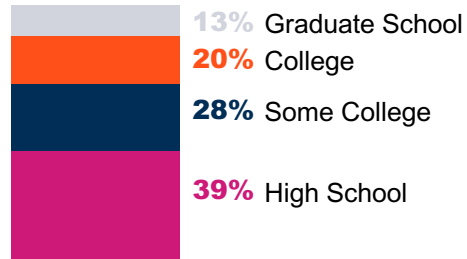


## GENDER:

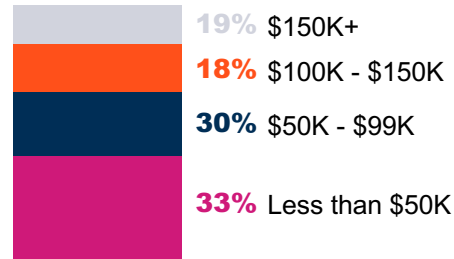
**50%**  
Female

**50%**  
Male

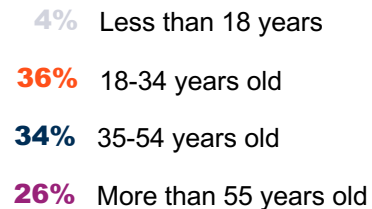
## EDUCATION:



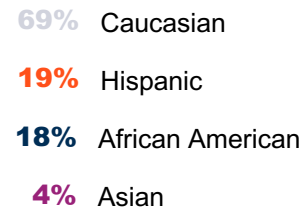
## INCOME:



## AGE:



## ETHNICITY:



tubi

## THE TUBI STREAMER

A young, diverse, nationally representative TV audience, not often reached via linear TV advertising or other AVOD platforms.

**MEDIAN AGE:** 39

**KIDS IN HOUSEHOLD:** 26%

**TV STREAMERS:** 76% watching on a TV

**CO-VIEWING HOUSEHOLDS:** 80% of Tubi Streamers co-view

**CABLE FREE:** 73%

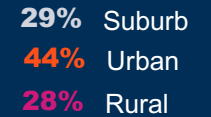
**INCREMENTAL TO LINEAR:** 75+ InnovidXP client studies running on Tubi showed 75%+ incremental reach to their Linear campaigns

**INCREMENTAL TO AVODS:** 27% of Tubi Streamers can't be found on other major, free AVODs

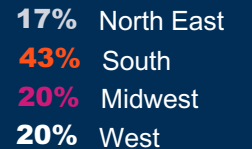
## TOP STREAMING DMAs:



## LIVING IN:



## REGION:



## TOP 5 SERIES GENRES:

- 1 Comedy
- 2 Drama
- 3 Western
- 4 Reality
- 5 Animation

## TOP 5 MOVIE GENRES:

- 1 Action
- 2 Drama
- 3 Comedy
- 4 Horror
- 5 Thriller

## POLITICAL LEANINGS:

