# 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.



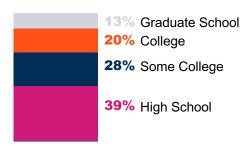
#### **GENDER:**

**50**%

**50**%

# tubi

#### **EDUCATION:**



## AGE:

4% Less than 18 years

**36%** 18-34 years old

**34%** 35-54 years old

26% More than 55 years old

#### **INCOME:**



#### **ETHNICITY:**

69% Caucasian

19% Hispanic

18% African American

4% Asian

#### 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:**



### TOP 5 SERIES TOP 5 MOVIE GENRES: GENRES:

1 Comedy

1 Action
2 Drama

2 Drama 3 Western

3 Comedy

4 Reality

6 Animation

4 Horror
5 Thriller

20% Midwest

17% North East43% South

**20%** West

LIVING IN:

**REGION:** 

29% Suburb

44% Urban

**28%** Rural

#### **POLITICAL LEANINGS:**

32% Democrat

24% Republican

44% Independent

THE STREAM