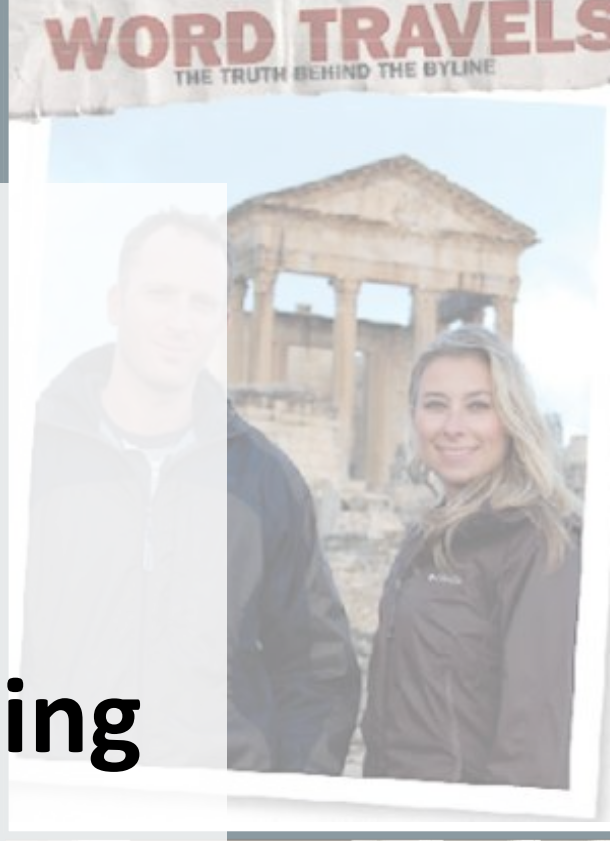
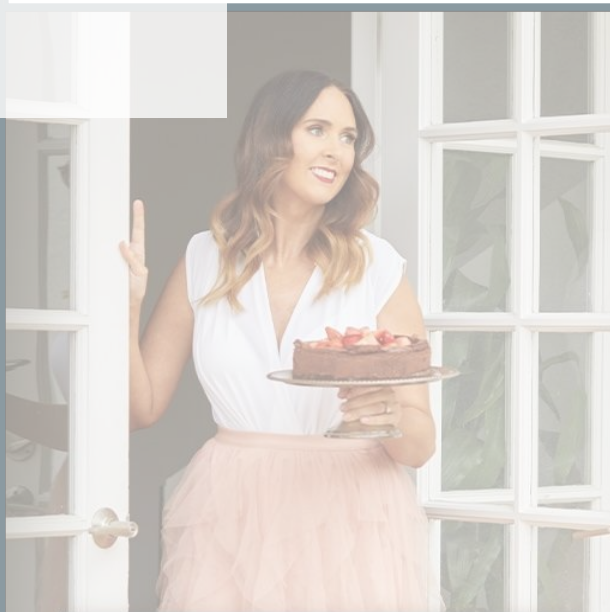
Leap
Media Group

Placing Brands into TV

Webinar - SMBs and TV Advertising

Q1 2026





SMB’s and TV Advertising

1. Quick History of SMBs and TV
2. Why TV
3. Tips on Getting Started
4. What to look for in a TV partner

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Quick History of SMBs and TV

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SMB’s and TV Advertising

TV used to be just for large national brands with large budgets

Or

SMBs who had could only advertise locally

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SMB’s and TV Advertising

So, many SMBs turned to social media and have done a great job exploiting free marketing tools

But they have hit a brick wall in terms of new business growth

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SMB’s and TV Advertising

Now, due to AI technology for TV commercials, and self-service software tools for booking TV campaigns…

TV advertising at scale is more achievable for SMBs

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Why TV

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SMB’s and TV Advertising

Even though SMBs can now advertise on TV, why should you?

When SMBs add TV Advertising to their social media mix, good things happen.

Here are some facts from the Video Advertising Bureau…

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Time spent on social: Gen Z has significantly cut down on how much time they spend on major social media platforms

-25%

A18-24 YoY Total Time Spent on Social Networking Apps

(Snapchat, Facebook, TikTok, X, Instagram)

May - July ‘23 vs. May - July ’24

Source: VAB analysis of Comscore Media Metrix multiplatform media trend data (includes mobile, desktop). Based on A18-24 total minutes spent during a three-month period YoY (May – July ‘23 vs. May – July ’24) across Snapchat, Facebook, TikTok, X and Instagram. Among P13-17, YoY time spent was down -18% across Snapchat, Facebook, TikTok, X and Instagram (desktop only, excludes mobile).

Passion for long-form: Professionally produced, TV content is a common bond among most of Gen Z

Gen Z's Passion for Premium Video Across Screens

Streaming

75%

say that they
'love streaming TV shows'

Linear TV

72%

say that they
'just love watching TV'

Source: VAB analysis of MRI-Simmons August 2024 Cord Evolution, Study/ Based on A18-24 respondents, 'any agree.'

This information is exclusively provided to VAB members and qualified marketers.

Emotional connection: Stronger bonds are formed with TV & streaming characters than social media influencers

% of platform users who 'feel personally connected to a character/personality' on the following platforms

	13-24		25-34		35+	
	%	TV / Streaming vs. Social Media % most likely*	%	TV / Streaming vs. Social Media % most likely	%	TV / Streaming vs. Social Media % most likely
TV / Streaming	39%		41%		38%	
TikTok	32%	+21%	26%	+56%	23%	+67%
snapchat	24%	+63%	22%	+83%	21%	+84%
Instagram	30%	+29%	33%	+23%	26%	+48%
facebook	27%	+47%	27%	+51%	20%	+91%
YouTube	31%	+27%	33%	+23%	27%	+40%

***How to read:** P13-24 are **21% more likely** to feel personally connected to a character/personality from TV or streaming content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the *2023 Video Redefined* report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). P25-34 respondents = 285 (unweighted). P35+ respondents = 995 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms? Based on users of the platform.

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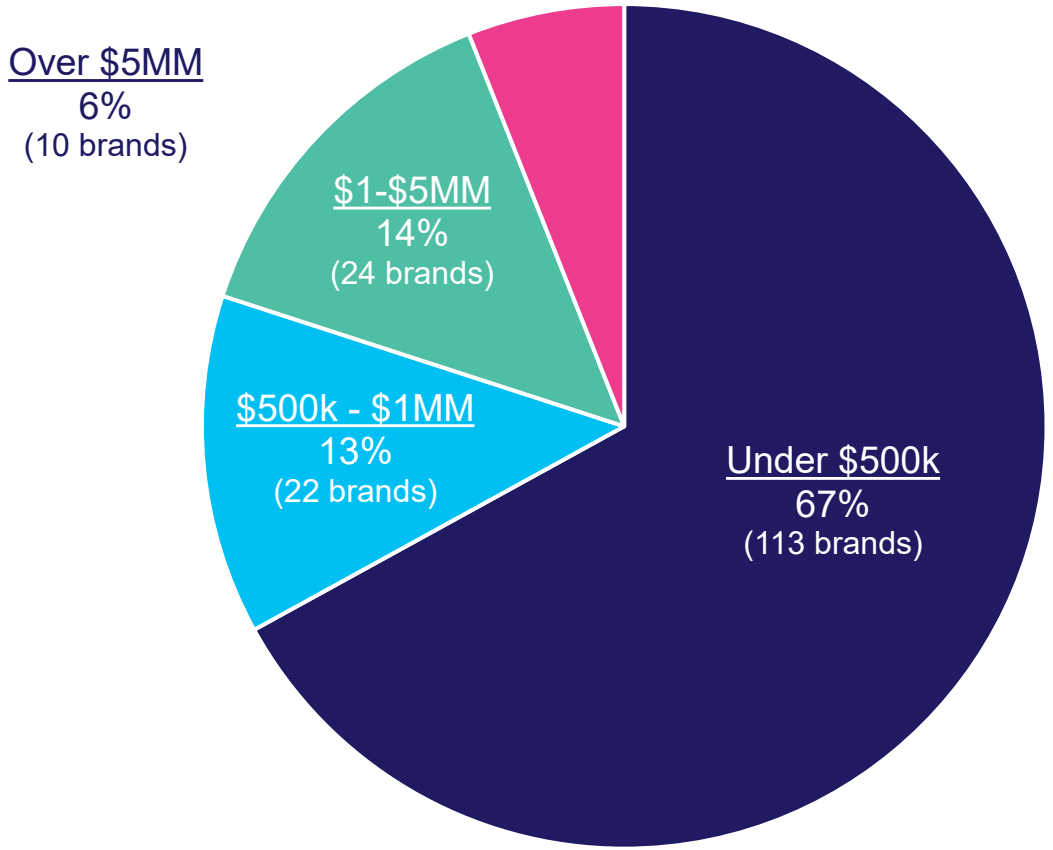
New SMB Advertisers: Brands of all investment levels are launching their first ever TV campaign

1H ’24 New National TV Advertisers by Spend Segment

% of brands within spend buckets



Source: VAB analysis of Nielsen Ad Intel data as of 9/16/24, 1/1/24-6/30/24. TV spend includes national cable TV, broadcast TV, Spanish language cable TV, Spanish language broadcast TV. Brands reflect those with national TV spend over $50K.

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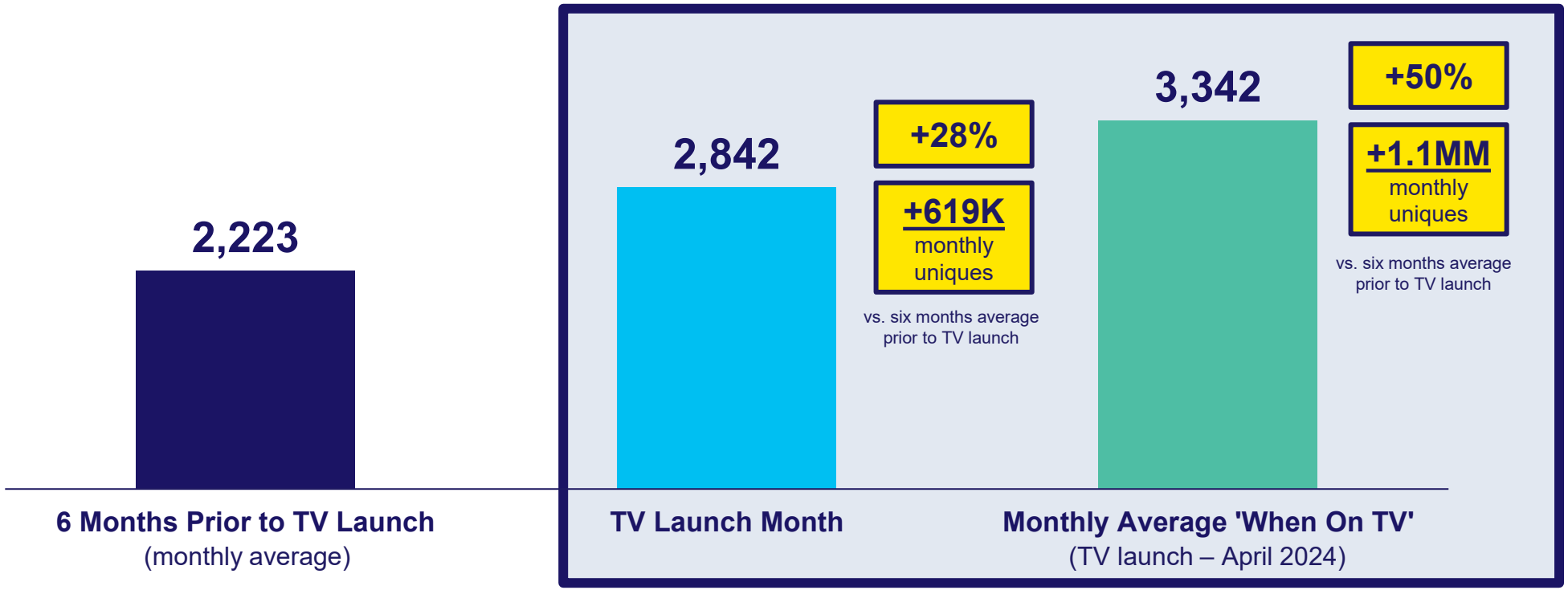
Igniting customer action: SMBs achieve significant lifts in website traffic from their first TV campaign launch

83 'Direct-to-Consumer' Brands Analysis: Average Monthly Website Unique Visitors

Monthly Website Unique Visitors (000) Comparison

based over a four-year time period: Apr '20 – Apr '24



Source: VAB analysis of Comscore mediametrix multiplatform media trend data, P18+. April 2020 – April 2024 (calendar months), figures are based on monthly averages for the 83 brands analyzed. VAB analysis of Nielsen Ad Intel, TV activity based on reported spending across national cable TV, national broadcast TV, Spanish language broadcast TV, Spanish language cable TV, spot TV, syndication TV. 'When On TV' represents the monthly average for brands in months where they spent in TV as measured through Nielsen Ad Intel between January 2021 – April 2024 (calendar months), across the 83 brands analyzed. Note: Direct-to-Consumer is defined by the company's ability to sell their product directly to end customers without third-party retailers, wholesalers or other middlemen.

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Tips on Getting Started

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SMB’s and TV Advertising

Tips for getting your SMB on TV

1. TV Commercial Production
2. TV Media Plan
3. TV Media Execution
4. Reporting

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SMB’s and TV Advertising

Tips or getting your SMB on TV

- TV Commercial Production
  - Reuse what assets are working on other media
  - Get your outline & script in place first
  - Use stock video and stock music
  - Enable AI voice over tools

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SMB’s and TV Advertising

Tips for getting your SMB on TV

- TV Media Plan
  - Establish goals/outcomes
  - TV Networks that match your Age/Sex demographics
  - Audience Segments that match your audience
  - Geographic target that match your sales region
  - Set realistic outcome to dollar budget
  - Set frequency caps

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SMB’s and TV Advertising

Tips for getting your SMB on TV

- TV Media Execution
  - Establish daily data feeds
  - Establish eyes-on-glass monitoring
  - Watch for frequency caps
  - Adjust campaign executions mid-flight as needed

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SMB’s and TV Advertising

Tips for getting your SMB on TV

- Reporting
  - Enable Reporting to match goals/outcomes
  - Match daily reporting to monthly invoicing
  - Address discrepancies as soon as you can

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What to look for in a TV Partner

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SMB’s and TV Advertising

While you could get into TV Advertising utilizing your existing marketing staff, there are 60-years of learnings and experience involved in TV Advertising

Therefore, we recommend utilizing a TV partner…

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What To Look For in a TV Partner

Reliability: Been in business for at least 3-years

Flexibility: Easy to transact with

Premium Inventory: Access to Top TV Networks & Streaming Services

Brand-safety: Transparent placement in premium content

Scale: Distribution in 80M US HHs, 100M Global HHs

Nimbleness: Ensure fast, streamlined decision making

Reporting: Daily aggregated reporting

Pricing: All inclusive

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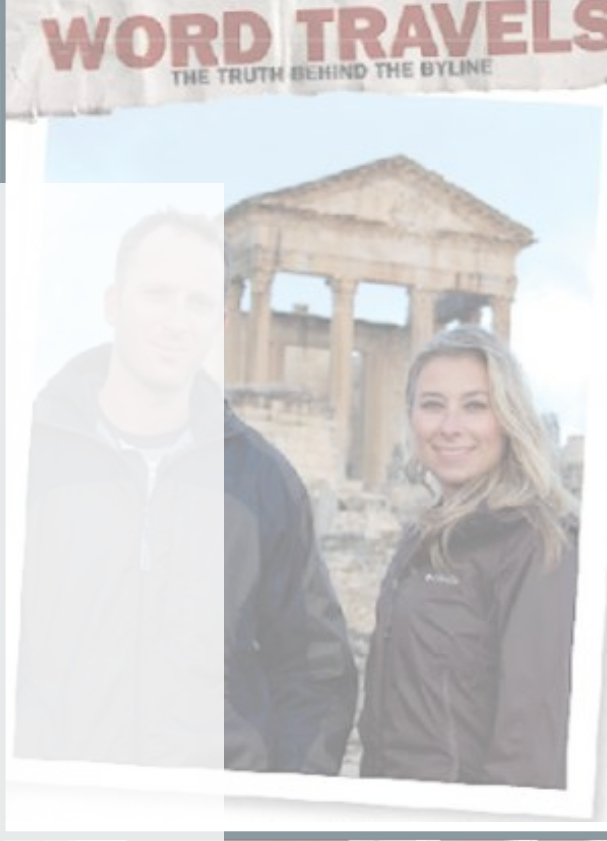
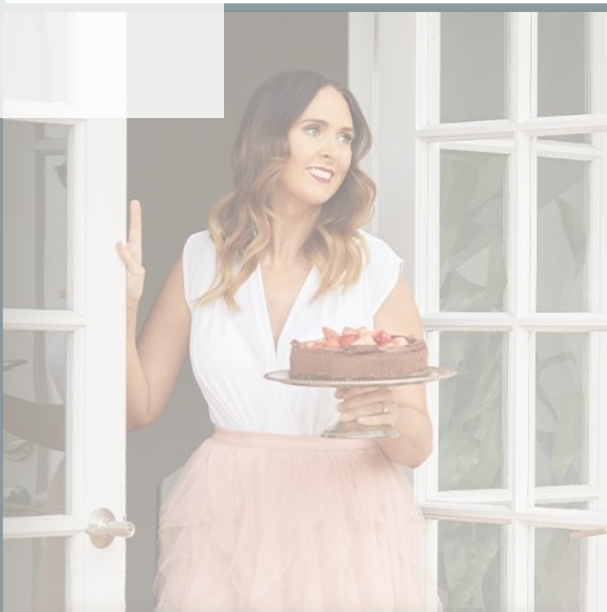
Placing Brands into TV

A Potential TV Partner





Introducing Leap Media Group

Since 2009, a TV Producer, Distributor,
and Buyer of Streaming TV ad inventory.
We offer quality and flexibility at a value price, and
are a trusted partner in driving client business growth.

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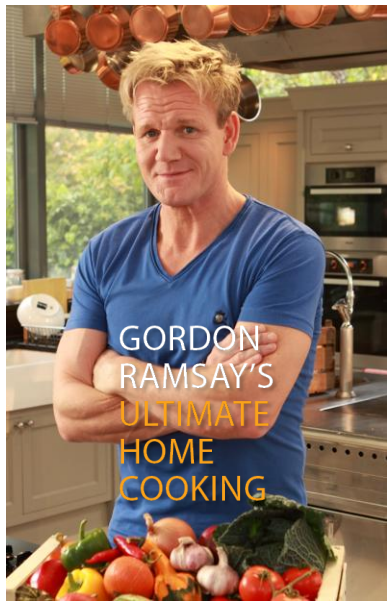
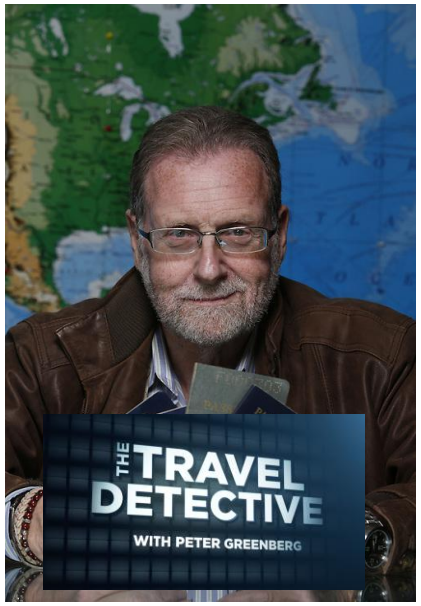
Connections that Drive Success

We enable brands to reach their consumers by:

- Programmatic Insertion of Ads into Streaming TV
- Custom Integrations into Leap's own programming block, Leap Lifestyle™
- Producing Long-Form Branded Engagement® shows





CHARGE!
REELZ
axstv
Lifetime
Samsung TV Plus
amazon
Roku
VIZIO
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The Leap Programmatic Video Marketplace

Access to the best of Streaming TV

Genres

Platforms

amazon
Samsung TV Plus
tv
Roku
LG
hulu
xumo PLAY
pluto tv
tubi FREE MOVIES & TV
fubo TV
Google TV
VIZIO

Networks

HGTV
OWN OPRAH WINFREY NETWORK
HISTORY
food network
Hallmark
A+E NETWORKS
FOX SPORTS
ESPN
NFL
CBS SPORTS
GOLF
beIN SPORTS

- Dedicated Leap Managed Service Account Executive across multiple DSPs and SSPs
- Plan and execute by Platform, Audience, Network
- Set Maximum Buying threshold
- Connect utilizing RTB, VAST or digital file

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Your Brand is the Content

Leap Lifestyle™ ad placement enhancements:

- Brand/Product Placement and Active Usage
- Bottom 1/3's and Custom Graphic Overlays
- Opening/Closing Bumpers
- QR Code Activations

Leap's *Long-Form Brand Engagement*®

- Bold storytelling, carefully interwoven with commercial messaging
- Custom-built with, and for, Brand Partners

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