

A woman with glasses is sitting on a grey sofa, holding a smartphone in her right hand. She is smiling slightly. The background is a blurred living room. A white rectangular box is overlaid on the center of the image, containing the text 'CONNECTED TV PREMIUM' in white, 'BIG SCREEN' in blue, and a blue horizontal line between them.

**CONNECTED  
TV PREMIUM**

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**BIG SCREEN**

85% of Mexican TV households have at least one connected TV device.

Connect with them across all their devices and maximize your reach with advanced targeting capabilities.



# FEATURES

Reach Cord Cutters with Engaging Ads on **CONNECTED TV**



**BIG SCREEN ONLY**



**GEO TARGETING**



**AUDIENCE TARGETING**



**MEASUREMENT & REPORTING**

# KEY BENEFITS



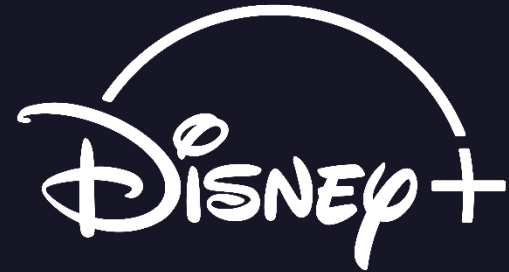
**Completion rates above 95%**

Exclusive CTV audience, measurable results.

**Streaming TV networks  
keep increasing month over  
month, every day!**

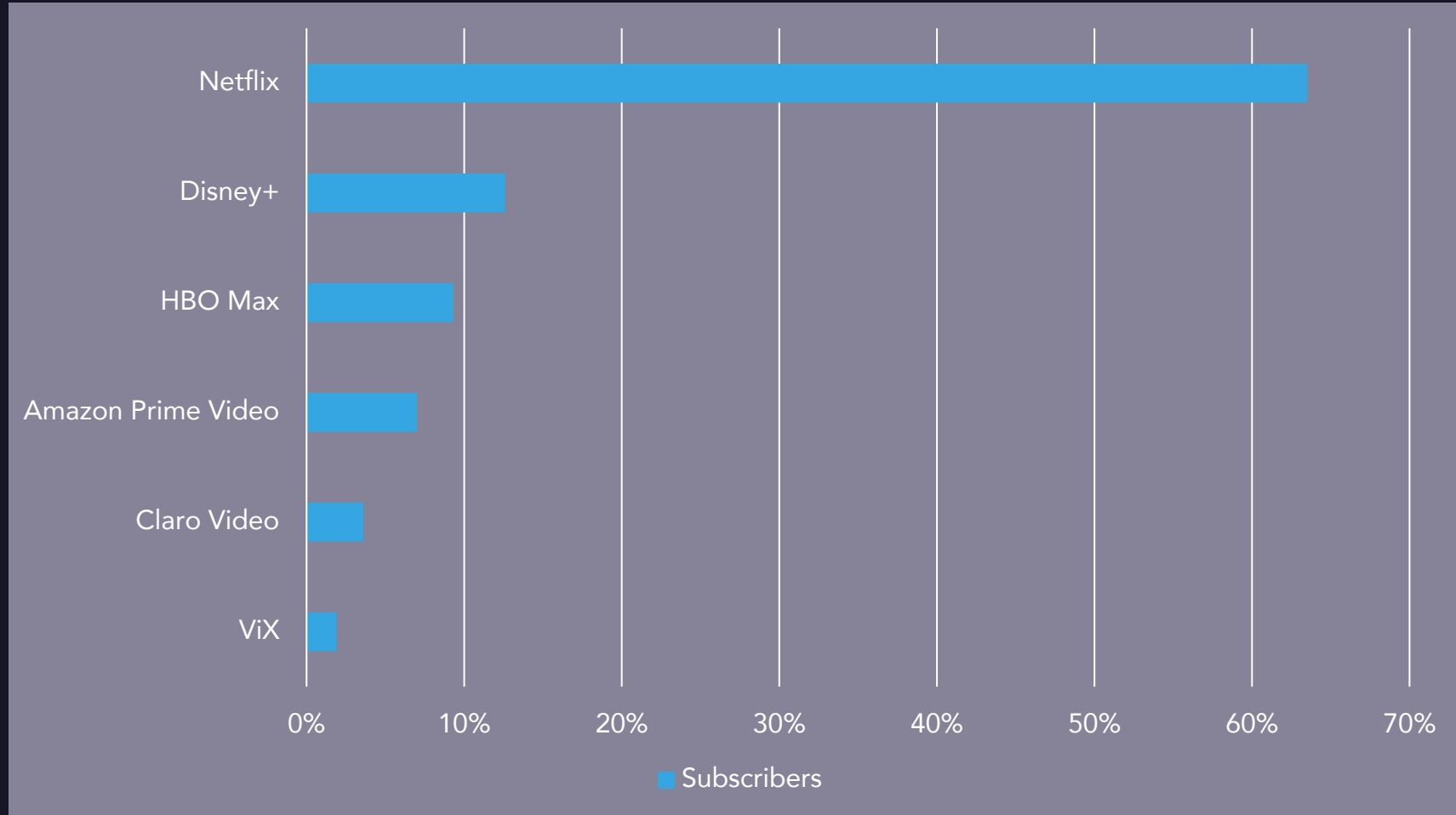
LOW-COST SUBSCRIPTION PLATFORMS  
THAT INCLUDE ADVERTISING

NETFLIX



prime video

# TOP STREAMING SERVICES VIEWED



Source: The CIU, 2021.

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