2023 Speed Campaign

Media Buy Summary

SPEEDING CATCHES UP WITH YOU

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Executive Summary

Speeding endangers everyone on the road. Speed limits are implemented to enhance safety by reducing risks imposed by drivers' speed choices. Unfortunately, only some follow the speed limit and one of the biggest challenges in addressing the danger of speeding is its widely accepted behavior nationwide. A 2014 NHTSA research study concluded that regular speeders use posted speed limits as their "benchmark" or "threshold." They know the risks of speeding, both a citation and a crash. Further, they willingly accept those risks because they perceive both as extremely low.

Habitual speeders often comment on how they make driving decisions depending on weather/road conditions and try to avoid distractions. In general, they believe that they drive safely. They need to be aware that speeding is unsafe and increases crash risk. Once they have that realization, the human impact of their actions becomes more tangible. They don't want to be responsible for inflicting pain and suffering from a crash on others.

Through a national social norming campaign, NHTSA seeks to help states and partners communicate about the dangers and consequences of speeding. The creative will communicate how speeding increases the risk of getting into a crash and the consequences to themselves and others as a result.

MRI-Simmons, a research tool that provides insights into consumer behavior, indicates that males ages 18 to 44 years old are most likely to enjoy risk-taking behaviors and prefer vehicles that offer spirited performance and powerful acceleration. As a result, males in this age group are the primary target audience for this campaign. National paid advertising will run for 22 days, beginning Monday, July 10, through Sunday, July 31, 2023, and will be supported by an $9.6 million paid media budget.

The campaign will use video, audio, digital, paid social media and out-of-home (OOH) media to reach the target audience. Media selection will be based on usage among the target audience and strategies will be considered based on current consumer research.

This document provides an overview of the research and trends that inform NHTSA's national paid media plan for the 2023 Speed Prevention social norming campaign. State departments of transportation (SDOTs) and state highway safety offices (SHSOs) may reference this paid media strategy and subsequent media buy details to develop their media plans. Campaign materials will be made available at TrafficSafetyMarketing.gov.

The campaign will aim to quickly establish broad reach and a high frequency to drive message penetration. Research shows that advertising effectiveness increases as additional media channels are added to the paid media plan. Media universes are not measured equally, nor does the entire target audience consume any single channel, such as digital, radio or TV. Therefore, it is essential to determine a channel mix that will frequently engage the target audiences. NHTSA will use a multi-channel, multi-platform paid media strategy consisting of digital, video and audio tactics and OOH advertising to reach more than 50% of the target audience on their preferred channels multiple times throughout the campaign.

The strategy will focus on the most efficient, high-reach tactics to meet reach and frequency goals. The demographic comprises two distinct generations—Gen Z (18- to 26-year-olds) and Millennials (27- to 42-year-olds). Gen X technically still falls within the targeted demographic, but will age out of the demographic next year and should not be a primary focus of the current plan. The plan will seek to reach each generational audience where they consume media the most, relying on content to connect the Speed message to each specific generation. As we observe the current media environment and usage by the target audience, we see a shift in how time is spent consuming media. At the same time, consumers are using multiple methods to view content. As a result, a well-rounded strategy for reaching the target audience must include a combination of linear (traditional) TV, terrestrial radio advertising and digital media, including streaming video and audio. Mediums selected for campaigns should consist of multiple touch points with consistent creative across each tactic to reach consumers and build brand awareness.

Because nearly 100% of the target audience is connected to the internet, the plan relies heavily on digital tactics. It will be led by mobile delivery methods, with a second-screen strategy to reach the target audience when they are using multiple screens simultaneously, which will aid in generating the maximum number of unduplicated impressions. The digital media plan will explore custom native content via direct publisher partners, programmatic video, display and paid social media channels.

Video viewership continues to cross over linear networks and streaming services, which are key to brand awareness. While linear TV is still needed to reach audiences, particularly in live sports and local programming, connected TV (CTV) and over-the-top (OTT) is becoming the primary placement to reach the target audience. Linear TV will be primarily bought programmatically to reach the target audience on their most-watched networks and programming.

Audio tactics, including terrestrial (AM/FM) radio and digital streaming, are another dominant reach vehicle and will be vital to the campaign. Podcasts will also be considered to reach the audiences in their motor vehicles when they may be speeding.

Finally, OOH options will be utilized to extend the campaign's reach in the places where the target audience lives, works and plays.

Media Strategy and Campaign Details

The 2023 Speed Prevention social norming campaign aims to communicate to 18- to 44-year-old male drivers that speeding is unsafe and increases crash risk. With a relatively short campaign window, the primary media strategy is to quickly build reach and frequency to connect the target audience with our message five to nine times throughout the campaign as was requested on all vendor RFPs. Digital tactics, paid social media and broadcast (audio and video) will all be activated to ensure the campaign meets reach and frequency goals.

Figure 1: Campaign Assets

Language	Asset	Where Used
English	Look at the Damage	Broadcast TV
English	Look at the Damage	Radio
English	Look at the Damage	Banner Ads
English	Look at the Damage	Digital Video
Spanish	Ve Todo El Daño	Broadcast TV
Spanish	Ve Todo El Daño	Radio
Spanish	Ve Todo El Daño	Banner Ads
Spanish	Ve Todo El Daño	Digital Video

Advertising Period

Paid advertising will run starting Monday, July 10, through Monday, July 31, 2023. The campaign is national in scope.

Figure 2: Campaign Calendar

M	T	W	Th	F	Sat	Sun
July						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Working Media Budget

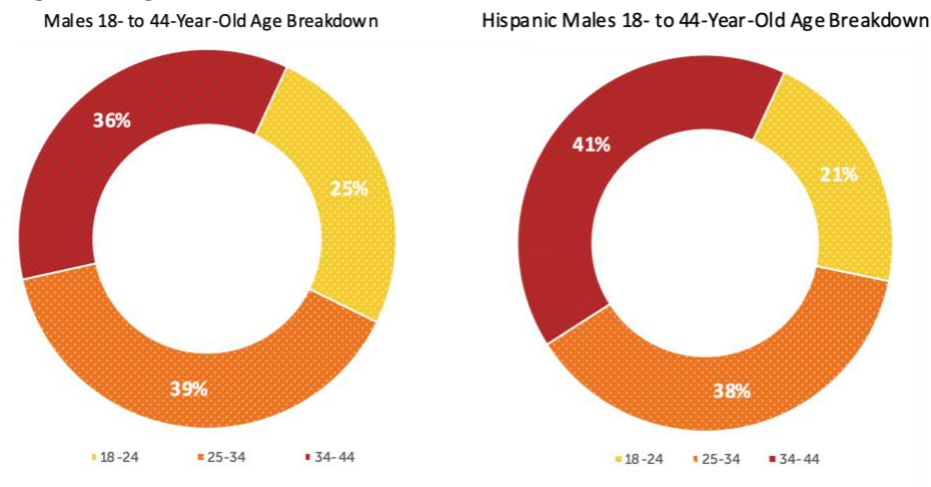The total media budget for the 2023 Speed campaign is $9.6 million.

Target Audience

The primary target audience is 18- to 44-year-old males. The secondary target audience is 18- to 44-year-old Hispanic males who primarily speak and consume Spanish media at home.

Generation Overview

The 18- to 44-year-old adult male cohort is seeing rising generational shifts. Millennials hold a bulk of the Speed campaign audience, but Gen Z now makes up 25.3% of the demographic within the general market and 21.3% within the Hispanic male target audience (Figure 3).
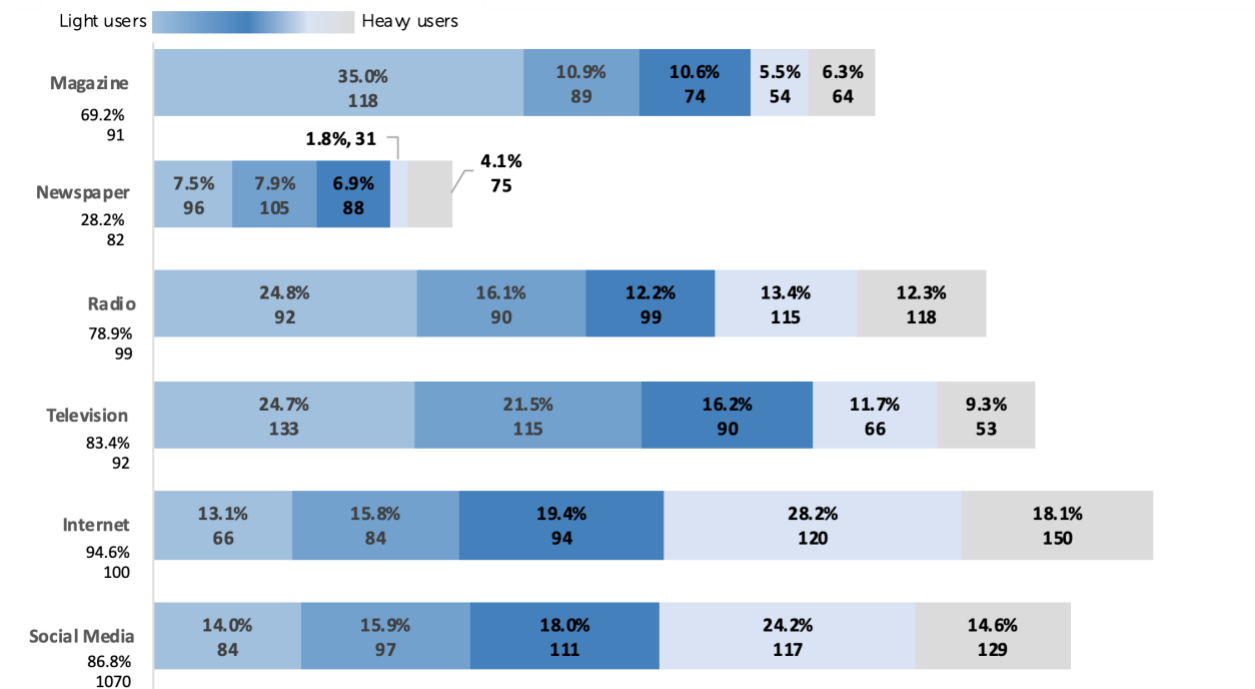
Figure 3: Age Breakdown of 18- to 44-Year-Old Males

Source: 2022 Doublebase GfK MRI Weighted to Population (000)

MRI-Simmons indicates that although media consumption is shifting, the 18- to 44-year-old adult male audience still indexes very high (150) as heavy internet users (Figure 4). Social media is next, with 38.8% of the demographic seeing themselves as heavy social media users. While only 21% are heavy TV users, there is still an 83.4% reach into the target audience. Light viewership indicates that they watch selectively and supports an ongoing strategy of buying specific programming and employing audience targeting, which performed very well in 2022. The internet is the best way to reach the target audience; however, linear (traditional) TV and terrestrial radio are essential players in ensuring NHTSA's message reaches all platforms.

Figure 4: Media Usage General Market 18- to 44-Year-Old Males

Light users ▮▮▮▮▮ Heavy users

Magazine 69.2% 91	35.0% 118	10.9% 89	10.6% 74	5.5% 54	6.3% 64
Newspaper 28.2% 82	7.5% 96	7.9% 105	6.9% 88	1.8%, 31	4.1% 75
Radio 78.9% 99	24.8% 92	16.1% 90	12.2% 99	13.4% 115	12.3% 118
Television 83.4% 92	24.7% 133	21.5% 115	16.2% 90	11.7% 66	9.3% 53
Internet 94.6% 100	13.1% 66	15.8% 84	19.4% 94	28.2% 120	18.1% 150
Social Media 86.8% 1070	14.0% 84	15.9% 97	18.0% 111	24.2% 117	14.6% 129

Source: 2022 Doublebase GfK MRI Weighted to Population (000)

Comparing media usage between the generations shows some nuanced differences (Figure 5, Figure 6) that are important to consider. While both generations consume the internet, social media, radio and TV, in that order, Gen Z is more than twice as likely to be the heaviest users of the internet and social media.

Rapid technological changes lead this generation to gravitate towards digital media more than any previous generation. Gen Z over-indexes as high social media users, at 207, and the internet as a whole at 202 (Figure 5). Millennials are also heavy users of both platforms, but the index for this generation is considerably lower, with social media at 102 and the internet at 133 (Figure 6). Nearly 60% of Gen Z adults consider themselves heavy internet users, while only 42.3% of Millennials are heavy users. That is now a 17.7% difference, which grew from 11% last year. This is significant and indicates this trend will continue as Gen Z ages more into the Speed target demographic.

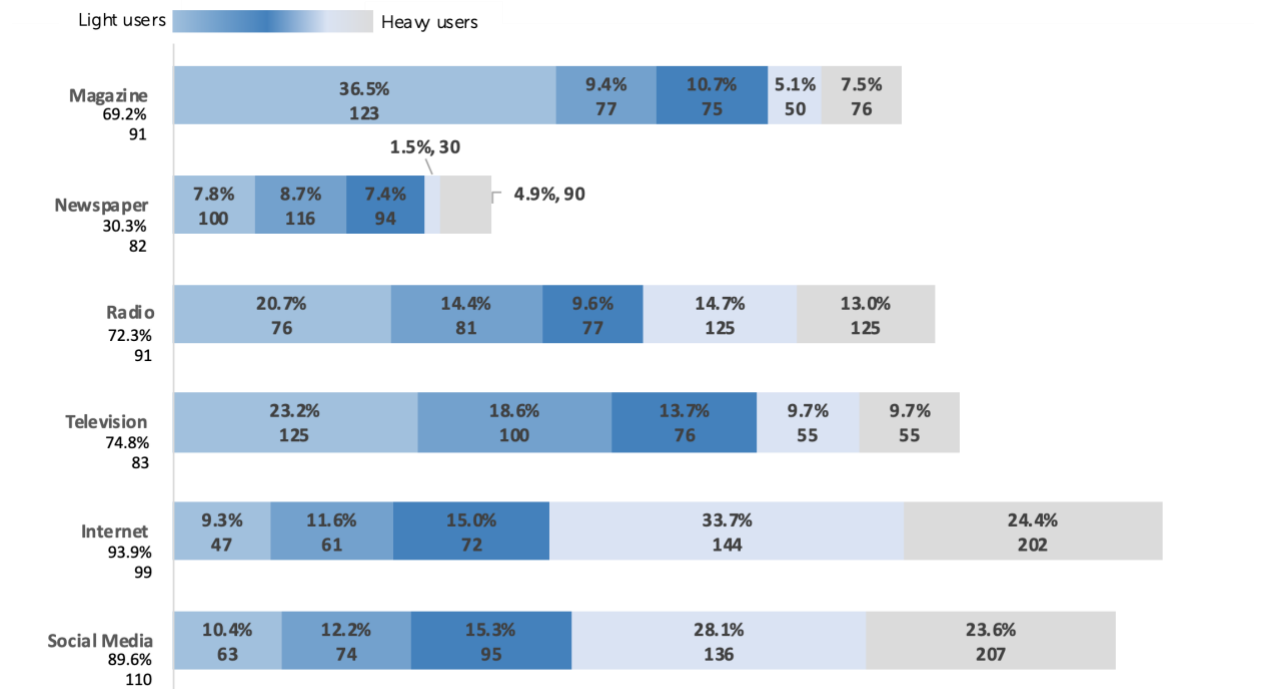## Figure 5: Male Gen Z (Born 1997–2003) Media Usage

Light users ▓▓▓▓ Heavy users

Medium					
Magazine 69.2% 91	36.5% 123	9.4% 77	10.7% 75	5.1% 50	7.5% 76
Newspaper 30.3% 82	7.8% 100	8.7% 116	7.4% 94	1.5%, 30	4.9%, 90
Radio 72.3% 91	20.7% 76	14.4% 81	9.6% 77	14.7% 125	13.0% 125
Television 74.8% 83	23.2% 125	18.6% 100	13.7% 76	9.7% 55	9.7% 55
Internet 93.9% 99	9.3% 47	11.6% 61	15.0% 72	33.7% 144	24.4% 202
Social Media 89.6% 110	10.4% 63	12.2% 74	15.3% 95	28.1% 136	23.6% 207

Source: 2022 Doublebase GfK MRI Weighted to Population (000)

Figure 6: Male Millennials (Born 1977–1996) Media Usage

Light users ▓▓▓▓ Heavy users

Medium					
Magazine 69.2% 91	36.5% 123	9.4% 77	10.7% 75	5.1% 50	7.5% 76
Newspaper 30.3% 82	7.8% 100	8.7% 116	7.4% 94	1.5%, 30	4.9%, 90
Radio 72.3% 91	20.7% 76	14.4% 81	9.6% 77	14.7% 125	13.0% 125
Television 74.8% 83	23.2% 125	18.6% 100	13.7% 76	9.7% 55	9.7% 55
Internet 93.9% 99	9.3% 47	11.6% 61	15.0% 72	33.7% 144	24.4% 202
Social Media 89.6% 110	10.4% 63	12.2% 74	15.3% 95	28.1% 136	23.6% 207

Source: 2022 Doublebase GfK MRI Weighted to Population (000)

Figure 7: Hours Spent on the Internet Comparison Between Gen Z and Millennial Adults

Gen Z Males (born 1997–2003)
Millennial Males (born 1977–1996)

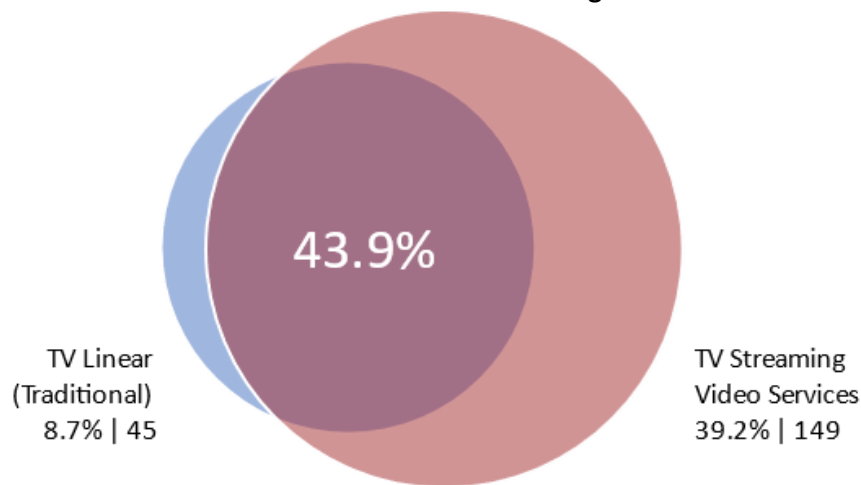*Source: 2022 Doublebase GfK MRI Weighted to Population (000)*

As Millennials still make up over 70% of the 18- to 44-year-old adult male audience, NHTSA will continue to run across digital, TV and radio media platforms due to the diversity of Millennials' preferred forms of entertainment. As Gen Z increases its proportion of the target audience in the coming years, resource allocation may concentrate even more on internet-based tactics to align with their media consumption habits.

To ensure that the entire target audience receives the Speed messaging, NHTSA will select media channels with a slightly higher reach into the Millennial cohort while also seeking specific opportunities that reach Gen Z.

TV—Linear (Traditional) and OTT/CTV

Linear (traditional) TV refers to watching a program on the network it's presented on at its scheduled time. For example, watching "NCIS" on CBS at 9 p.m. on Monday when it premieres is considered a linear (traditional) TV viewing experience. Streaming TV is platform-specific content across CTV, OTT and sometimes even linear (traditional) TV. MRI-Simmons reports that 43.9% of males 18 to 44 years old can be found watching linear (traditional) and streaming TV. In comparison, 8.7% only watch linear (traditional) and 39.2% only watch streaming TV (Figure 8), reiterating that the best way to reach the 2023 Speed demographic will be to run the message on both tactics. Working alongside each other, linear (traditional) and programmatic TV allows the buy to reach the viewer wherever they may be watching while generating high impressions.

Figure 8: Where Men 18 to 44 Years Old Are Watching TV

43.9%

TV Linear (Traditional) 8.7% | 45

TV Streaming Video Services 39.2% | 149

Source: 2022 Doublebase GfK MRI Weighted to Population (000)

General Market Linear TV

Ampersand

Ampersand is a data-driven cable TV advertising sales and technology company that reaches 80 million households, providing viewership insights and planning on 42 million households in 200+ DMAs across more than 165+ networks and in all dayparts.

The plan will be executed and measured to the target audience over a cross-screen TV campaign, meaning they can input on TVs, mobile devices and tablets while also being aware of frequency caps per household. Ampersand offers audience-based buying and automation through a single interface that supports local and national cable TV buying.

The platform supports every step of the media plan to:

- Define and find an audience using Nielsen demo or custom audiences
- Plan and execute with an optimized schedule across the cross-screen TV supply
- Measure and report both reach and frequency to the custom audience

Ampersand will run nationally on high-indexing networks for 18- to 44-year-old males, such as ESPN, TBS and USA. The plan will also include a streaming counterpart to reach viewers beyond the linear (traditional) market.

In addition to running the NHTSA messaging, the Ampersand plan will include a :10 taggable, which will be added to the end of a network ad on FS1 promoting the NASCAR Cup Series. At the end of the spot, NHTSA's 10-second copy will run alongside the campaign's logo to get the message in front of viewers who have an increased interest in racing which ties nicely to the dangers of speed awareness. Wording on the finalized taggable will move away from the word sponsorship and change to a partnership with NHTSA.

Example Storyboard for a high-profile sponsorship

Ampersand will deliver an estimated 6.9 million impressions and 900,000 added value impressions.

In total Ampersand will deliver **7.8 million impressions.**

ESPN

ESPN is still a go-to destination for unmissable live sports moments, storytelling and sports community fandom. The 2023 ESPN Speed buy will reach the target audience by having the message surround high-profile sporting events during the July flight. These events include Wimbledon, MLB: Baseball Tonight, Sportscenter Primetime and the ESPY Awards. Having the message run around the ESPY Awards will be a great way to reach 18- to 44-year-old male fans of other sports that are currently not in season.

The ESPN plan will deliver **4.1 million paid impressions**.

YouTube TV

YouTube TV is a subscription TV service that lets the audience watch live TV from major broadcast and popular cable networks through the YouTube TV app; this is a separate app from the online video Youtube app, focusing on live TV. Viewers can watch local and national live sports, breaking news and must-see shows the moment they air.

YouTube TV offers over 100 channels, including the AMC, ESPN, TNT, TBS, NBC Sports and USA networks. All networks will be utilized to reach the 2023 Speed targeted demographic as these channels over-index with the Speed target audience.
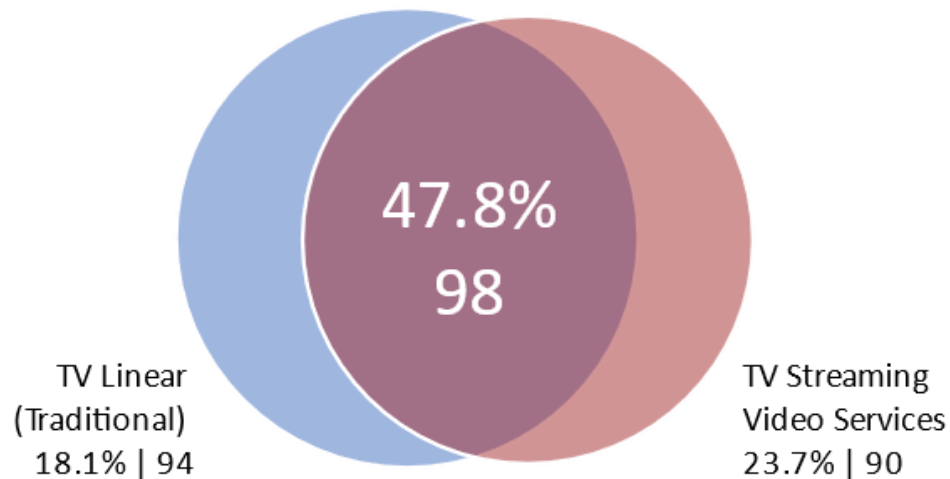
This is the second time NHTSA will be running on YouTube TV, with the 2023 Click it or Ticket campaign being the first, and campaign results will be monitored to ensure success and that the plan KPIs of ad view-throughs are being met.

YouTube TV will deliver **9 million impressions.**

Spanish-Language Linear (Traditional) TV

Linear (traditional) TV is still a vital part of the Hispanic target strategy, as 47.8% of users consume television on both linear (traditional) and digital mediums. The 2023 Speed campaign will utilize a multi-screen video approach to increase visibility by broadening the reach amongst the Hispanic target audience.

Figure 9: Linear (Traditional) Television vs. TV Streaming and Video Services Viewing for 18- to 44-Year-Old Hispanic Males

TV Linear (Traditional) 18.1% | 94
47.8% 98
TV Streaming Video Services 23.7% | 90

NBC Universal—Telemundo

Telemundo will reach the 18- to 44-year-old adult Hispanic male target with 30-second spots. The plan will run spots in commercial breaks across sports and entertainment programming, including highly watched Liga MX soccer matches as well as shows like "Titulares y Más" and "Hoy Dia." The daypart mix includes early morning, day time, early fringe, prime time, late fringe and weekend. Some programing include:

- "Liga MX Chivas" is a famous Mexican professional soccer club with an exclusive agreement with Telemundo to broadcast their home matches across their platforms.

- "Titulares y Más" is Spanish television's number-one sports and entertainment program and runs from Monday through Sunday.

- "Hoy Día" is a popular morning show focusing on entertainment and essential daily news. In its third season, the show is hosted by Adamari López, Penelope Menchaca, Andrea Meza, Lisette "Chiki Bombom" Eduardo and Nicole Suarez.

Telemundo's plan will deliver **1.8 million guaranteed impressions**.

Simulmedia

Simulmedia's plan will exclude Telemundo for unduplicated delivery to broaden the reach of the TV plan across other Spanish-language broadcast and cable networks. The campaign will comprise 85% 30-second units, while the remaining 15% will include 15-second ad units. Spots will be optimized across various networks, including sports like BeIN, ESPN Deportes and Fox Deportes. The daypart mix includes early morning, daytime, fringe, prime time, late night, overnight and weekend, with heavier weight on prime time and weekends.

The Simulmedia plan will deliver **795,000 impressions.**

General Market Over-the-Top/Connected TV (OTT/CTV)

GlassView

GlassView is a digital video advertising platform built to drive measurable outcomes for brands at all levels of the marketing funnel. Through premium inventory, innovative targeting and advanced algorithmic optimizations, GlassView delivers best-in-class video advertising. This platform guarantees 100% viewability; advertisers only pay when users actively engage with the ad.

Throughout the buy, GlassView will utilize its CTV and OTT capabilities to deliver the video to the NHTSA target audience wherever they may be streaming. GlassView will insert the Speed message into premium streaming services such as NBC, Comedy Central and ESPN at lower CPMs than a direct buy.

Glassview is once again being recommended due to the strong performance and in-depth reporting they have provided on past NHTSA campaigns. For the 2023 Distraction campaign, they delivered a video completion rate (VCR) of 97.3% and allowed the message to be watched in full over 16 million times.
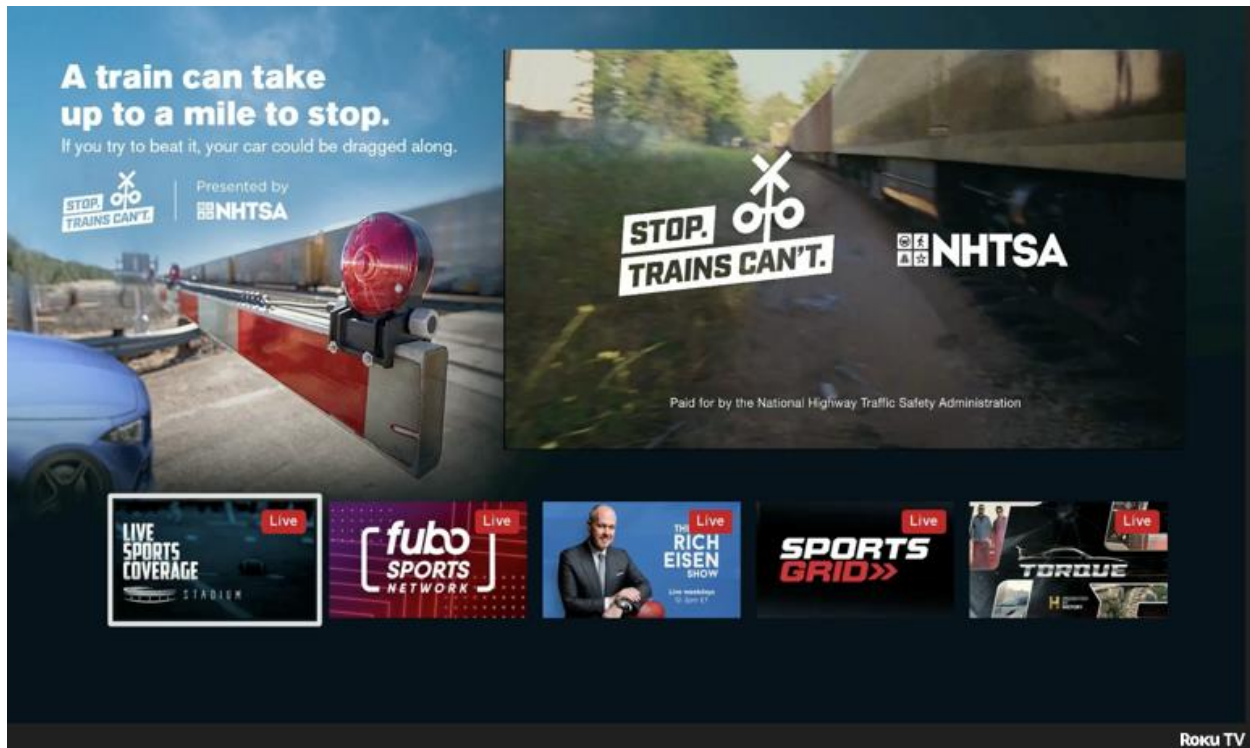
Glassview will deliver **21.7 million paid impressions** and **1 million added value impressions**.

In total, the Glassview plan will deliver **22.8 million impressions.**

Roku TV

Millions of consumers use Roku streaming devices in North America. They connect users to the streaming content they love, and content publishers can build channels that monetize to large audiences. Roku's top streaming channel is The Roku Channel, providing consumers free, ad-supported content. It contains a wide variety of licensed, original, on-demand and linear content. Roku is the number-one TV streaming platform in the United States, Canada and Mexico by hours streamed (Hypothesis Group, Oct 2021).

Roku TV will be utilized during the 2023 Speed campaign to target 18- to 44-year-old males who are movie fans. This will be accomplished through 2023 Speed messaging surrounding Roku's *Go Big Movie Pass*. The pass will allow viewers to enjoy a free blockbuster movie on the Roku Channel with limited interruptions presented by NHTSA. Past Roku NHTSA campaign data has shown that the 18- to 44-year-old male audience over-indexes as movie lovers. Roku will build a custom movie guide to connect the message to the surrounding content. NHTSA will have final approval over the movie and the look of the custom unit. The custom content will be similar to the NHTSA microsite the vendor built for the Rail campaign in 2022.

Example of the Rail 2022 Microsite

Along with the Movie Pass content, the Roku plan will include a title card, Roku channel tile, pause ad and in-content NHTSA video ads, all at added value. Roku will build out all elements, with assets running once they have been approved by NHTSA.

Examples Roku of Ads

Channel Tile Ad

Pause Screen Ads

Screensaver Ads

The 2022 Rail Roku campaign over-delivered on promised impressions and held a video ad view-through rate of 99.09%. Given the strong performance and engagement the past Roku campaign provided, it is recommended to continue hitting the Roku viewer that falls into the NHTSA target audience.

Roku will deliver **20 million impressions**.

Sinclair Sports Group

Sinclair Broadcast Group, Inc. is a diversified media company and national sports and news leader. The company owns and operates 21 sports network brands nationwide, providing services to 185 television stations in 86 markets. Sinclair's content is delivered via various platforms, including over-the-air, multi-channel video program distributors and digital streaming.

Through Sinclair partnerships, NHTSA can run on Bally Sports. Bally Sports is a sports network running across the United States. For the 2023 Speed campaign, ads will run during live-streaming MLB throughout the country.

The Sinclair buy will include ads on the Wave Sports social platforms, Facebook and Instagram. They are a one-stop platform for viewers looking for sports highlights and news. Their videos host 6 billion monthly views and have advanced targeting capabilities, allowing the Speed campaign to directly target males ages 18 to 44 years old who are sports fans. During the 2023 Speed flight, NHTSA messaging will surround MLB and All-Star Game content.

Sinclair Sports Group was first utilized during the 2022 Rail campaign, where they over-delivered on promised impressions by 20%. The 2023 Speed campaign has a similar audience target to the Rail campaign. Sinclair is being recommended due to past performance, proving it is a tactic that can reach the NHTSA target audience.

Sinclair Sports Group will deliver **6.3 million impressions.**

Spanish Language Over-the-Top/Connected TV (OTT/CTV)

Like the general market, the Hispanic target is more likely to be a light television viewer and, as such, the strategy will mirror the general market. Linear TV is still a vital part of the Hispanic target strategy as 47% of users consume television on both linear and digital mediums (Figure 9).

GlassView

GlassView will also be used to target the Hispanic target audience through high-placement CTV ads on Hispanic streaming services such as Univision. This will allow NHTSA to hit popular network inventory at a lower CPM.

Glassview will deliver **6.5 million paid impressions** and **326,000 added value impressions**.

In total, the Glassview plan will deliver **6.8 million impressions.**

MiQ

MiQ is a programmatic media partner that uses Automatic Content Recognition (ACR) partnerships to access over 40 million smart TVs within households nationwide. They identify opportunities to optimize the reach and frequency of NHTSA's existing linear buys with digital impressions.

MiQ's advanced audience targeting allows the buys to target by demographic, behavior and interests. This approach ensures the message is delivered at the right time to the right audience against relevant content to create awareness and engagement with the Speed messaging.

MiQ's technology can identify potentially over-exposed audiences and redirect impressions to those subsequent viewers through connected data and screens, including linear TV, desktop, OTT and mobile devices.

MiQ will deliver more than **2.8 million paid impressions** and **147,000 added impressions** to the Hispanic target audience.

The plan will also include a make-good from the 2022 Speed campaign. Last year, MiQ over-delivered on paid impressions, but did not fully deliver on the added value impressions that were promised. To make good on the promised impressions from 2022, MiQ will run an additional **1.9 million impressions.**

In total MiQ will deliver a total of **4.8 million impressions**.
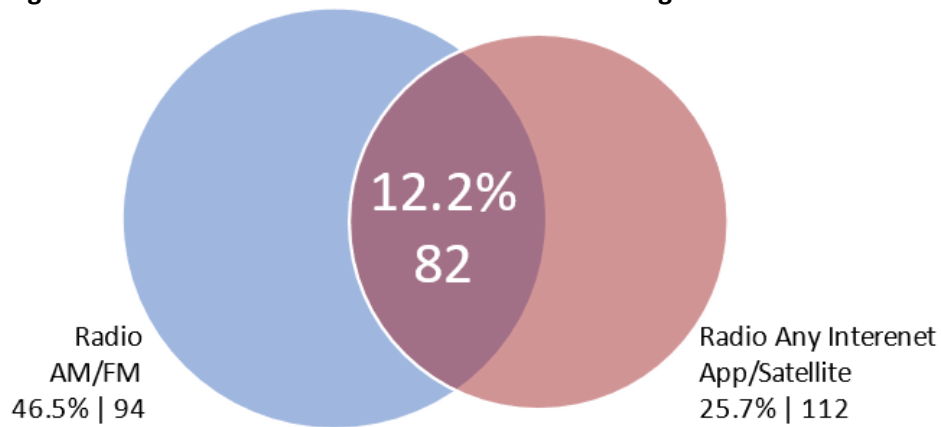
Sinclair Sports Group

Using the Sinclair Wave Sports social platforms of Facebook and Instagram, Sinclair can also target the 18- to 44-year-old Hispanic male audience who are sports fans. The platform has partnerships with Hispanic sports leagues, such as the Premiere Hispanic MMA franchise and, through that, their Hispanic audience continues to grow.

In total, the plan will deliver **1.7 million impressions.**

Radio

Terrestrial radio remains a cost-efficient way to reach the target audience. In addition to low CPMs, it is one of the only remaining tactics where partners can offer large added-value packages to NHTSA in the general and Hispanic markets. MRI Simmons shows that the male 18- to 44-year-old audience can still be found on terrestrial radio, with 46.5% of the demographic listening to AM/FM (Figure 10).

Figure 10: Where Men 18 to 44 Years Old Are Listening to Audio

Radio AM/FM 46.5% | 94

12.2% 82

Radio Any Interenet App/Satellite 25.7% | 112

Source: 2022 Doublebase GfK MRI Weighted to Population (000)

When divided down to the radio formats, Millennial adults over-index across the most popular radio genres, with current hits, country and adult contemporary formats holding much of their listenership. Gen Z adults are much more selective with their music genres, with only current hits, hot adult contemporary, Tejano and urban over-indexing for the generation. Even though Gen Z does not index as high as their Millennial counterparts, across the board, Gen Z listeners can still be found on other formats (Figure 11). This allows the radio buys to continue to have a cross-generational pull.

Figure 11: Top Radio Formats for Gen Z and Millennial Adults

Radio Formats	Gen Z Adults		Millennial Adults	
	(OOO)	Index	(OOO)	Index
Adult Contemporary	3,007	88	10,089	109
Adult Hits	355	60	1,743	108
Alternative	1,030	80	4,272	122
Current Hits	5,238	146	14,536	148
Classic Hits	699	45	2,914	69
Classic Rock	819	47	3,560	75
Country	2,455	68	10,103	103
Hispanic	1,432	94	5,787	139
Hot Ac	1,548	116	4,726	129
Tejano/Ranchera	640	101	2,637	152
Rhythmic	1,436	173	3,574	158
Rock	671	57	4,139	130
Sports	411	42	2,181	82
Urban	2,775	115	8,105	124
Urban Contemporary	2,129	134	6,258	145

Source: MRI Simmons Insights 2022

This cross-generational pull holds with in-car listening as well. MRI Insights showcases that terrestrial radio still has the highest number of in-car listeners for both Speed generations while digital streaming over-indexes for the age groups (Figure 12). The Speed plan focuses on terrestrial and digital audio to extend reach and frequency for a well-rounded audio buy.

Figure 12: What Gen Z and Millennial Adults Listen to in the Car

Audio Platform Listened to in Car	Adult Gen Z		Adult Millennials	
	(OOO)	Index	(OOO)	Index
FM Radio	14,184	83	48,612	104
Siriusxm Radio	1,936	37	9,742	69
Digital Audio Streaming	7,572	127	22,149	136

Source: MRI Simmons Insights 2022

General Market Radio

ESPN Radio

ESPN Radio is an extension of the ESPN TV network where listeners can listen to live sports and sport news highlights. The 2023 ESPN Speed plan will run :30 in-game spots within MLB regular season games and around the All-Star game. Alongside the :30 spots will be :10 and :05 live-reads during the games that connect the Speed message with trusted sports announcers.

ESPN Radio also has numerous sports programming opportunities with high-profile personalities within the sports community. 2023 Speed messages will run in the following programs:

- **"Keyshawn, JWill & Max"** is hosted by the number-one pick in the NFL Draft, Keyshawn Johnson, and number-two pick in the NBA Draft, Jay Williams, as well as Max Kellerman, who set the sports table for the day.
- **"Greeny"** is hosted by Mike Greenberg, who brings his unmatched depth of sports knowledge, fun and entertainment back to ESPN Radio daily.
- **"Bart & Hahn"** is a show in which former NFL linebacker Bart Scott and longtime New York broadcaster Alan Hahn tackle the sports stories that matter most to the sports community.
- **"Canty & Carlin"** put together the talents of Super Bowl champion Chris Canty and Emmy-winning host Chris Carlin to form the duo "Canty & Carlin." Chris and Chris are your tickets to an informative, opinionated, entertaining drive home every weekday afternoon from 3–7 p.m. ET.

ESPN Radio will **deliver 93.8 million impressions** and **32.8 million added value impressions**.

In total, ESPN Radio will deliver a total of **126.7 million impressions.**

ESPN Podcast

Alongside the ESPN Radio terrestrial buy, the plan will also have coverage on high-rating podcasts across the ESPN network. Podcasts are available to listeners through the ESPN Radio website, Apple Podcast, Spotify and SiriusXM. Live-reads with Speed messages that will run in the following podcasts:

- **"Baseball Tonight"** goes through baseball analytics with top ESPN MLB analyst Buster Olney.
- **"The Adam Schefter Podcast"** talks with the biggest names in and around football, taking you inside what makes them tick and how they got to where they are.
- **"Get UP Podcast"** is a show that focuses on Sports news, opinions and analysis with Mike Greenberg and ESPN analysts.
- **"The Mina Kimes Shows"** talks about all things football with her unique humor and insight. Her friends join each episode to talk about the NFL's latest storylines and her football-loving dog, Lenny, making frequent contributions.
- **"Paul Finebaum Show"** is a show in which Paul Finebaum provides his unique takes on the SEC and college football world.
- **"NFL Live"** scoops the latest news and information deep inside the NFL.

- **"Always College Football"** is a show in which ESPN college football analyst Greg McElroy takes a deep dive into the sport with the biggest names on and off the field.

- **"ESPN College GameDay Podcast"** is hosted by Kirk Herbstreit, David Pollack and Kevin Negandhi, joined this year by Matt Barrie, Rece Davis, Paul Finebaum, Booger McFarland and Joey Galloway. From the weekend reaction on Monday mornings to rankings reveals on Tuesday nights to game previews late in the week, ESPN's College Football podcast has it covered by the voices and perspectives you want to hear.

- **"The ESPN Daily"** airs Monday through Friday and is hosted by Pablo Torre, who brings listeners an inside look at the most exciting stories at ESPN, as told by their top reporters and insiders.

With ESPN being owned by Disney, it ensures that the messages will be delivered to the correct demographic with brand-safe talent.

The ESPN Podcast plan will deliver 1.4 million paid impressions and 93,000 added value impressions.

The entire ESPN Podcast plan will deliver **1.5 million impressions.**

Focus 360

Focus 360 brings programmatic audience targeting to the terrestrial radio level using a radio programmatic-based platform, allowing custom-built networks for any target at a national level. Focus 360 also can track individual ad plays, resulting in real-time air checks and reporting. This platform will supplement the traditional radio networks to add highly targeted frequency to the plan.

The terrestrial radio portion of the plan will be bought against the adult 18- to 44-year-old male target audience and optimized to the top-rated genres of rock, adult hits, country and sports.

The plan will include :30 and :15 spots distributed equally across all prime dayparts with the largest audiences. The plan also consists of the SportsMap platform, affiliated with 550 radio stations nationwide.

Focus 360 will deliver an estimated **37 million paid impressions**.

Added Value

Focus 360 is offering sports live reads voiced by the host of the following sports talk shows as added value:

- "Wake up Call" with Tonny D and Ronn Culver

- "Rundown" with Jeff Michael

- "Fred Nation" with Fred Faour and Greg Frank

- "Coast to Coast" with Scott Ferrell

- "Gametime Decisions" with Gabriel Morency and Cam Stewart

The plan will deliver an estimated **8.7 million added value impressions**.

In total, Focus 360 will deliver an estimated **45.8 million impressions.**

Skyview Networks

Once known primarily for sports, Skyview now reaches 113 million listeners each week.

With stations across the country, Skyview is able to hit every radio DMA in the United States. Radio weight will be scheduled nationally through Skyview's music platform via radio personality influencers, sports (MLB), summertime special programs (throwback nation) and short-form content adjacencies.

Multicultural Influencers

Radio personality influencers will provide voiced spots, in-program features and social media posts across Skyview's various lineups. This diverse cast of multicultural personalities reaches across multiple formats and audiences.

- **"La Vale Show"** is hosted by Angelica Vale, a beloved actress, singer, comedian, entertainer and a significant influencer in the Latino community. From her top-rated flagship radio station in Los Angeles, Vale connects to Hispanic consumers in an environment of trust and authenticity, reaching multicultural audiences.
- **"The Dana Cortez Show"** has run successful campaigns for NHTSA, speaking to the general market and Hispanic listener base.
- **"XYZ with Erik Zachary"** creates a multimedia experience through host Erik Zachary, who makes content focused on pop culture and music.

In addition to the music-driven programs listed above, the Skyview plan will also run in MLB games with :10 live reads that relate the ball's speed to speed safety.

The paid portion of the Skyview plan will deliver an estimated **61.2 million impressions.**

Added Value

Added value will be provided through featured content and social media posts from the shows mentioned above, Country Top 40 countdown, B-Dubs Radio (Buffalo Wild Wings digital radio network) and MLB affiliate rotators.

The most recent 2023 Skyview Distraction campaign dedicated the entire week of their show programming to the NHTSA message. This effort showcased a solid partnership in spreading awareness, while also providing low CPMs to stretch the media budget to increase the reach of NHTSA's campaigns.

The added value portion of the Skyview Networks plan will deliver **1.3 million impressions.**

In total, Skyview Networks will provide approximately **62.6 million impressions**.

iHeartMedia

iHeartMedia (iHM) is a leading multi-platform media company offering traditional radio broadcasting through Premiere Networks, online, mobile, digital social media, podcasts, personalities and influencers. iHM serves 150 local markets with 858 terrestrial radio stations and its digital radio platform on 260+ platforms and over 2,000 devices.

This plan is built for efficiency, returning a comparatively low CPM while achieving reach. The terrestrial radio schedule will focus on Premiere Network at a national level and run on stations that index the highest with the targeted audience. Running alongside the terrestrial radio will be the iHeart SmartAudio platform, which is bought programmatically. SmartAudio is created by modeling iHM's first-party digital data and third-party data from social networks to identify what broadcast radio stations the audience listens to. That data is then utilized in an algorithm to reach the target audience wherever they may be listening with brand-safe targeting set by NHTSA.

The paid portion of the iHM plan will deliver approximately **24.4 million paid impressions.**

Added Value

The added value portion of the plan represents 101% of the iHM plan. Added value includes influencer integrations with bonus distribution on the following networks:

- **Summer Safety Experience** will be a PSA radio experience running throughout the speed flight and will extend messaging through live-reads using iHeart-Radio top talent and PSAs targeted to local markets. The talent list will be received closer to campaign launch and will be send to NHTSA for client-approval.

- **Action Network** is a custom network built for the 2023 NHTSA Speed target audience. It will run the campaign's messaging nationally on high-profile sports programming, such as Fox Sports Gametime and The Ben Maller Show.

- **SmartAudio** dual casting extends the reach in the digital space by running the same units within the station's digital audio asset.
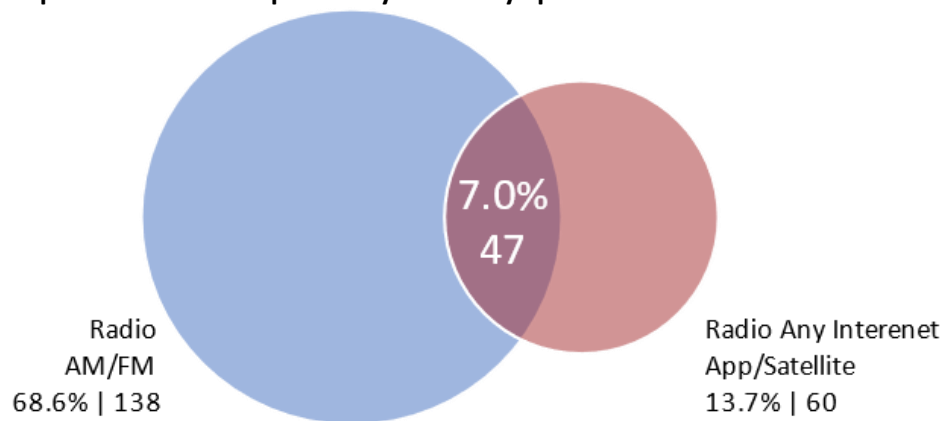
The added value portion of the iHM plan will deliver an estimated **24.5 million impressions.**

In total, iHM will deliver more than **48.9 million impressions**.

Spanish-Language Radio

For the Hispanic market, AM/FM radio is the highest audio source, with 68.6% of 18- to 44-year-old Hispanic males currently listening to terrestrial radio, which is significantly higher than digital radio. Digital currently only holds 13.7% of the Hispanic male target audience.

Figure 13: Radio AM/FM vs. Radio Any Internet App/Satellite Usage Amongst 18- to 44-Year-Old Hispanic Males Who Speak Only or Mostly Spanish at Home

Radio AM/FM
68.6% | 138

7.0%
47

Radio Any Interenet App/Satellite
13.7% | 60

Source: 2022 Doublebase GfK MRI Weighted to Population (000)

SBS AIRE

SBS AIRE allows NHTSA to target the Spanish-speaking target audience across their Advantage, Reach, MEGA and AIRE networks. AIRE will serve ads across top-performing stations like "La Mega," "Latina" and other highly rated shows, such as "Alex Sensation" and "El Terri Show."

- **"Alex Sensation"** is a show hosted by Alex Sensation, an award-winning radio DJ and recording artist who has become one of the most influential taste-makers in the music industry. His weekend show was one of the first syndicated radio programs to feature one of the most powerful Latin DJs, and it spotlights Alex's top Latin and pop music mixes of the week.

- **"El Terri Show"** includes a variety of engaging segments that connect with the Hispanic community. One of the most influential radio personalities, Alberto "El Terri" Cortez, hosts the show. It has become a top Spanish-language morning show across key Hispanic markets.

The paid portion of the SBS AIRE plan will deliver **12 million paid impressions.**

Added Value

The added value of the plan includes the following:

- 120x "El Terri Show"—Presenting Show Sponsor with **360,000 impressions**.
- 279 added value units with an estimated **8.6 million impressions**.

AIRE has been a strong partner on past NHTSA campaigns due to their high-profile talent and the added value they continue to increase with each campaign.

 In total, SBS AIRE will deliver approximately **20.9 million impressions.**

Entravision

Radio formats such as Spanish contemporary, Spanish hits, Cumbias/Grupero and Latin urban are included in the plan to reach the Speed Hispanic target audience. The plan will run :30 spots on "Somos Cultura."

- **"Somos Cultura"** is a year-long, heritage-branded content series that celebrates Hispanic culture's most important and noteworthy aspects.

The paid portion of the Entravision plan will deliver **22.3 million paid impressions.**

Added Value

The added value of the plan includes the following:

- 15 vignette units: Somos Cultura and Nuestra Pachang: **880,000 added value impressions**

In total, Entravision will deliver approximately **23.2 million impressions**.

Hispanic Radio Network

With over 300 U.S. radio affiliates, Hispanic Radio Network (HRN) will reach the 2023 Speed audience at a very efficient CPM. Along with the radio affiliates, the plan will include the "Soccer Republic with Fernando Fiore" show for sports programming coverage to reach the Hispanic target.

- **"Soccer Republic with Fernando Fiore"** is hosted by Fernando Fiore, one of the most recognizable personalities in the Spanish-speaking sports world. "Soccer Republic" dedicates 100% of its content to soccer and covers a variety of international games and events that are extremely popular amongst the Hispanic audience.

 The paid portion of the Hispanic Radio Network will deliver **34 million paid impressions.**

Added value includes:

- 39 units
- 15 units —"Soccer Republic with Fernando Fiore"

HRN will deliver 9.6 million added impressions.

HRN's low CPMs and high-indexing soccer content makes it an excellent choice for the plan. Also, in past campaigns, including 2022 Speed, HRN has delivered in full on promised impressions while providing NHTSA with new tactics year over year.

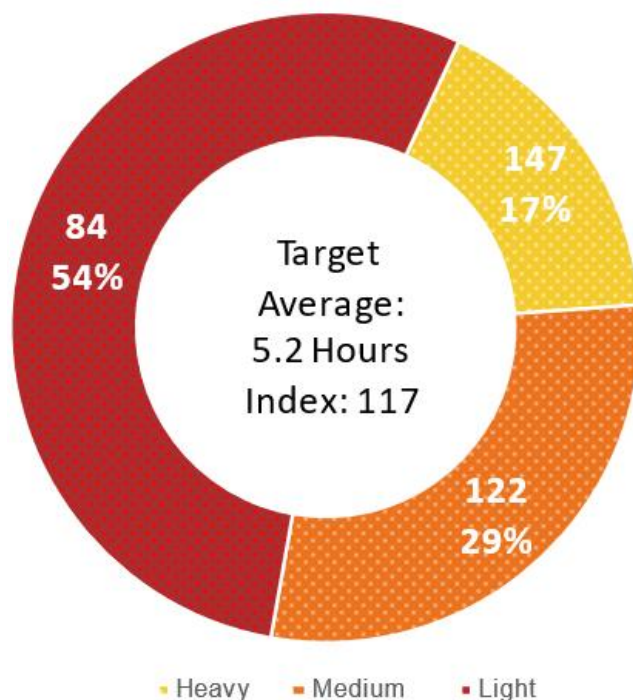In total, HRN will deliver approximately **43.6 million impressions**.

Univision

The Univision plan recommendation includes all major Spanish radio networks, including Futbol Liga Mexicana news coverage, top-indexing music networks and The Univision Deportes Network (TUDN). TUDN covers all things soccer with breaking news, highlights and team standings. For the first time, Liga Mexicana will play in the 2023 Leagues Cup. With its opening group-stage matches starting during the 2023 Speed campaign, Univision will serve the campaign's message to the target audience around a sport they love.

Univision will deliver **23.6 million paid impressions**.

Digital

As a demographic, 18- to 44-year-old males are using the internet, are active on social media and are avid players of video games. On average, 18- to 44-year-old males spend 5.2 hours daily on the internet, with heavy users indexing 147 in usage (Figure 14).

Figure 14: Time Spent Using the Internet by 18- to 44-Year-Old Males

Source: 2022 Doublebase GfK MRI Weighted to Population (000)

General Market Digital

Publisher Direct

Arena Group—NEW VENDOR

In 2022, The Arena Group acquired the brand license to become the digital publisher for Sports Illustrated as part of their media portfolio. The Arena Group is a digital media company that publishes a variety of high-profile digital media brands, including the three featured within this plan: Sports Illustrated, The Street and Men's Journal. These three sites combine for 16.8 million unique visitors each month, which matches the Speed target audience of males 18- to 44-years-old. Targeted in-stream video and the cross-platform display will run across all three sites. Through Sports Illustrated, NHTSA will receive five Daily Cover Sponsorships throughout the flight that surround the top story of that day with display and pre-roll units. Sports Illustrated will also feature a homepage takeover that utilizes all display advertising space to promote awareness of the dangers of speeding.

This will be the first time running with Arena Group on media brands such as The Street and Men's Journal; however, last year, the 2022 Speed campaign ran with Sports Illustrated. Sports Illustrated delivered the speed messaging to 19.3 million viewers, and in-stream video delivered a .10% CTR. Utilizing the homepage takeover, it is the hope to reach this audience again to remind them about the dangers of speeding.

The Arena Group will deliver an estimated **20.4 million paid impressions.**

Added Value

As an added value, Arena will serve an estimated **1 million display impressions**.

In total, the plan will deliver an estimated **21.4 million impressions**.

Bleacher Report

Bleacher Report (B/R) is a collection of sports journalists and bloggers covering NFL, MLB, NBA, NHL, MMA, NCAA, NASCAR, fantasy sports and sports culture. B/R will deliver the Speed message through targeted display and video across all B/R sources, including YouTube. Display media will include the run of site (ROS) and streaming video banner headers.

Bleacher Report will deliver an estimated **3.5 million paid impressions.**

ESPN

The sports calendar for the ESPN campaign will include the PGA 150th Open, Tennis Wimbledon and MLB All-Star Week. ESPN will surround this coverage with non-skippable video-on-demand pre-roll, premium high-impact units and mobile display banners. The assets will run on all cross-devices to reach the target audience.

ESPN will deliver an estimated **7.3 million paid impressions.**

Added Value

ESPN will deliver an estimated **750,000 display added value impressions**.

In total, ESPN will deliver an estimated **8.1 million impressions.**

IGN

IGN is the leader in games and entertainment media, with a cross-platform reach of 57.6 million for the target audience of males 18 to 44 years old. The IGN male 18- to 44-year-old audience also over-indexes for "interest in racing," "consider myself a risk taker" and "car owner." Targeted and high-impact video and the cross-device display will run across the IGN network. For the 2022 Labor Day Impaired campaign, IGN over-delivered 121% of paid impressions on top of the significant added value offered that was pre-negotiated into the plans.

IGN will deliver an estimated **11.5 million paid impressions.**

Added Value

IGN will deliver an estimated **2.7 million added value impressions**.

In total, the plan will deliver an estimated **14.2 million impressions.**

WWE

WWE is a year-round entertainment event popular with the male 18- to 44-year-old target audience. The WWE YouTube channel is one of the most subscribed channels, with 93.6 million subscribers. Speed messaging will reach the target audience with a dedicated WWE YouTube pre-roll video. To further reach the WWE audience online, there is a cross-platform video on all WWE-owned properties, two homepage takeovers and display banners on the WWE website. WWE delivered 115% of paid impressions for the 2022 Labor Day Impaired campaign, including strong performance from the homepage takeover that provided 117% of guaranteed impressions.

WWE will deliver an estimated **7.4 million paid impressions.**

Added Value

WWE will deliver an estimated **1 million added value impressions**.

In total, the plan will deliver an estimated **8.4 million impressions.**

Streaming Audio/Podcasts

Spotify

The Spotify plan will use Audio Everywhere for streaming audio, podcasts and sponsored playlists. The Audio Everywhere package (audio and banner) reaches the target audiences on any device, in any environment, during any moment of the day. The audio ads are played between songs during active sessions. In conjunction with the audio spot, the plan includes a clickable companion display unit that takes users to the desired campaign's landing page.

The companion banners will not appear while a user is driving. Additionally, utilizing Spotify's Podcast Audience Network will allow NHTSA to ensure the target audience is reached with a continuous delivery on budget throughout the campaign. Spotify users reached through podcast ads include both subscribers and non-subscribers. Adding Spotify's Podcast Audience Network increases Spotify's reach in the United States by more than 30%. Spotify became the number-one podcast player in the country last year.

The plan also features two Sponsored Playlists that over-index for the Speed audience: "Top Gaming Tracks" and "Hip Hop Controller." For one week each, the Sponsored Playlists feature the NHTSA logos in-playlist and cross-device display overlays. These also include in-playlist audio spots and companion banners. "Top Gaming Tracks" is one of the most popular playlists for Spotify.

As the top audio platform, Spotify provides consistent delivery with a high reach due to its audience size. In the 2022 Labor Day Impaired campaign, streaming audio had a unique reach of over 2.27 million. The Spotify plan had the highest average click-through rate of any audio element by optimizing towards the top audience segments like automotive and socialites/partiers.

Audio Everywhere/Sponsored Playlist will deliver an estimated **40.1 million impressions;** podcasts will serve an estimated **3.4 million impressions.**

In total, Spotify will deliver **43.5 million paid impressions**.

Pandora/SXM

Pandora is part of the SiriusXM (SXM) audio network that includes Pandora, Soundcloud, SiriusXM's app and a range of digital audio publishers with access to 80% of the digital audio ecosystem. SXM will utilize Streaming Everywhere audio to reach the target audience. Additionally, this tactic will extend the Speed message past mobile to reach Pandora listeners where they are, including on their smart speakers, TV apps and tablets. The plan will consist of an accompanying clickable display banner to help drive traffic to the website and run :30 NHTSA ads. Podcast advertising is also included across the SXM Podcast Network. Subscribers of SiriusXM will have access to podcasts through the SXM app and online only.

The SiriusXM audio network provides significant reach, with 150 million unique users per month between their ad-supported offerings. Utilizing both SXM and Spotify extends NHTSA messaging across all significant audio platforms while maintaining inherently de-duplicated reach between the two based on their separate audio inventory. Pandora and SXM have demonstrated consistent delivery, including 108% of paid impressions on the 2022 Labor Day Impaired campaign and optimization towards unique reach delivering ads to 4.5 million unique users for Impaired.

Streaming Everywhere will serve an estimated **11.9 million impressions,** and podcasts will serve approximately **2.9 million impressions** for an estimated total of **14.8 million impressions.**

Digital Video/Online Video (OLV)

The Trade Desk OLV

OLV will run programmatically to reach the target audience across all sites being consumed to increase the reach and frequency. In addition to the male 18- to 44-year-old targeting, secondary targeting for dating apps, video games, sports and financial news users is included. OLV will be served on mobile apps through the open exchange with access to the majority of inventory and will run on the private marketplace, accessing inventory not available through the open exchange. The Trade Desk does not include Google inventory.

In addition to the standard video, an in-article custom video unit will begin playing when the user scrolls to that piece of content.

Utilizing a real-time bid strategy to secure advertising space through the Trade Desk allows for taking advantage of market efficiencies and often buying inventory at lower rates. When these efficiencies are achieved, media can be purchased at lower CPMs, allowing more impressions for the same investment. As a result, the 2022 Labor Day Impaired campaign achieved 163% of planned impressions for Trade Desk OLV.

TTD OLV will deliver an estimated **16.8 million impressions.**

YouTube

YouTube offers custom and curated targeting to ensure this campaign reaches the adult 18- to 44-year-old target audience through various interests, habits and demographics. During the last decade, YouTube has made strides in brand safety to ensure advertiser ads run in programming that reaches the demographic, but aligns with the client's values. Their brand safety investments allowed YouTube to receive Media Rating Council (MRC) accreditation last year.
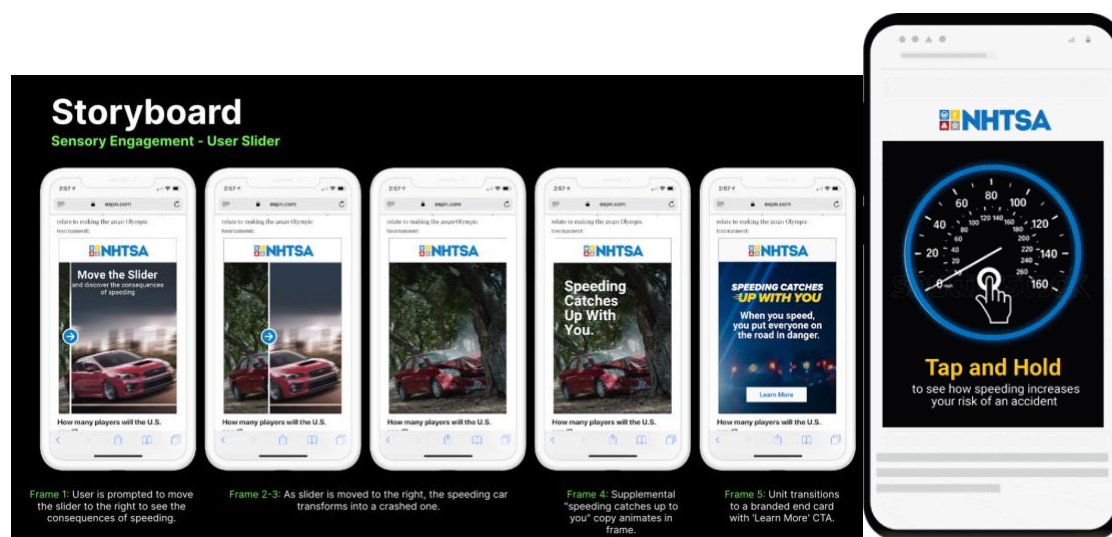
Direct advertising through YouTube utilizes a similar buying strategy as Trade Desk that can result in significant bonus impressions. Within the 2022 Labor Day campaign, YouTube had nearly 2.3 million additional general market impressions.

YouTube will deliver an estimated **18.6 million impressions** to the target audience.

Digital Display

Adludio

Adludio delivers high-impact and high-engagement sensory mobile advertisements. Adludio was first utilized during the 2022 Impaired Holiday Season campaign and provided the largest click volume of any media partner (264,755). Additionally, Adludio delivered 4.5 million bonus impressions during that campaign. Adludio uses its first-party data and a combination of contextual, cross-device, look-alike and interest targeting to reach the right audience with a unique and engaging ad experience while the user is on their mobile device. See below for examples of the two ad units within this plan.

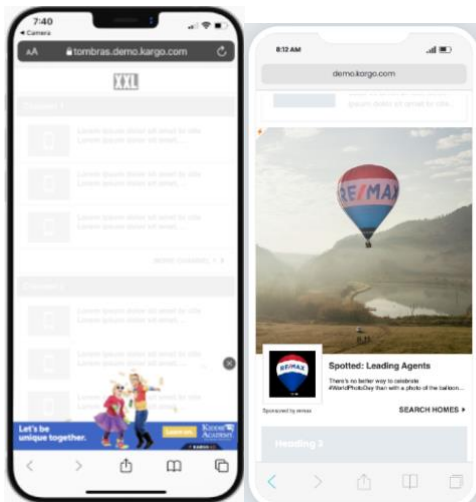The plan will deliver an estimated **7.3 million paid impressions.**

Added Value

Added value as additional impressions for each unit will serve an estimated **733,333 impressions.**

In total, Adludio will deliver an estimated **8 million impressions.**

The Trade Desk

Display banners will be served to the target audience through TTD for potential CPM savings and the ability to optimize cross-channel for optimal results. The targeting for programmatic mobile display will include the target audience and the secondary interest targeting outlined in the OLV section through the open exchange with access to most inventory and utilizing the private marketplace to access inventory not available through the open exchange. In addition to the standard display, the plan has two rich media units. The first begins as a banner at the bottom of the user's screen and then moves to the bottom corner for an easy click after interacting with content. The second is an enhanced native ad appearing in content as the user scrolls down the webpage. Adding these two new units will increase engagement, inherent to rich media units, and display Speed messaging in unique formats to drive interest.

In the 2022 Labor Day Impaired campaign, TTD Display was able to achieve impressive efficiency, adding over 65 million bonus impressions through an optimized bid strategy that secured lower CPMs.

Digital display via TTD will deliver an estimated **29.5 million impressions**.
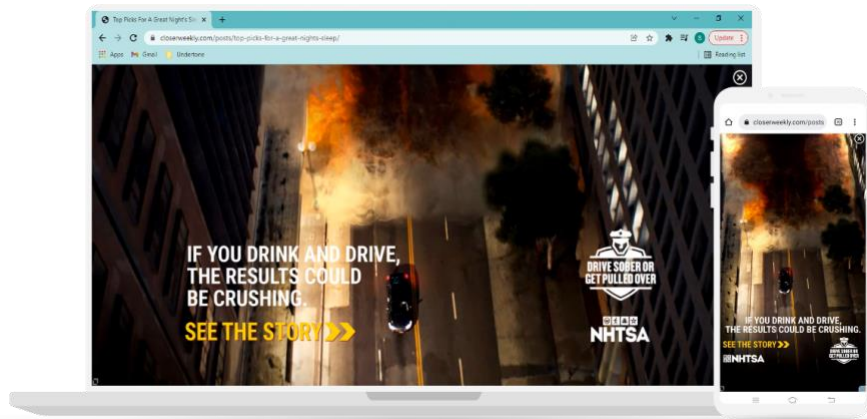
Undertone

Using Smart Optimization of Responsive Traits (SORT) technology, Undertone can create specialty targeting and optimizations to reach the target audience in real-time using cookieless data. SORT places consumers in SmartGroups based on what they are interested in and Undertone's proprietary data. Undertone will utilize this data to serve display ads on high-viewability areas of websites where the message is more likely to be seen while also surrounding premium content.
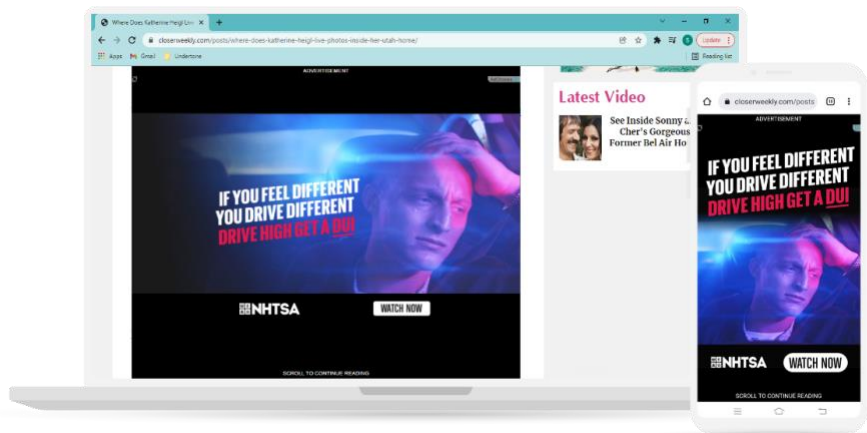
For the 2022 Speed flight, Undertone over-delivered on promised impressions, and the page grabber had a CTR on tablets at 6.27% and 2.23% on mobile devices. Due to its strong showing last year, it is recommended once more to deliver this high-impact tactic to raise clicks and awareness of the campaign.

Undertone will leverage high-impact units to increase awareness and reception of the Speed message. High-impact units will include:
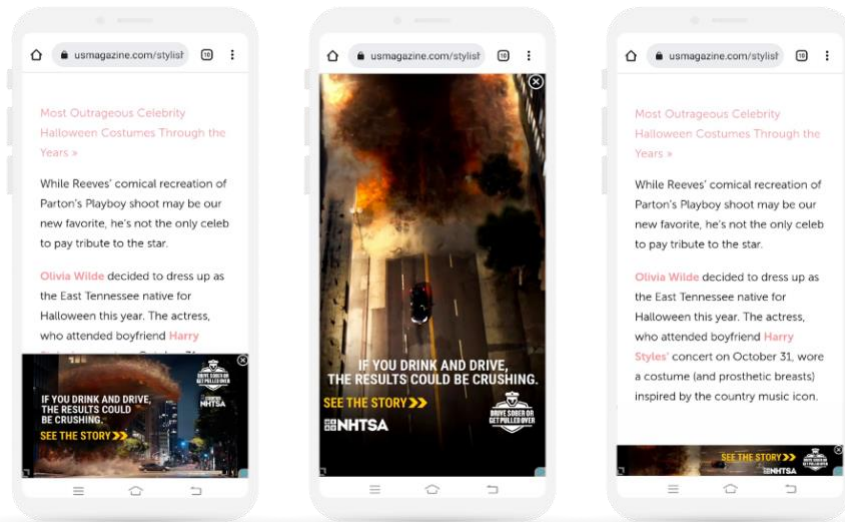
Page Grabber Cross Screen: A cross-screen full-page unit that responds to user interaction.

Brand Reveal: A cross-screen unit that shows upon user-initiated scroll, encouraging interaction with a highly viewable display or video integration.

Expandable Adhesion: A mobile high-impact unit that auto-expands to one-third of the screen before collapsing to a smaller unit that remains as the user scrolls.

These Undertone units can achieve high interaction and engagement time. The three units included here ran on the 2022 Labor Day Impaired campaign. Combined, they reached an average interaction time of nearly a minute per individual and a total of 41.5 weeks of engagement during the flight.

The plan will deliver an estimated **10.2 million paid impressions** and **1 million added value impressions**.

In total, Undertone will deliver an estimated **11.2 million impressions.**

MobileFuse

MobileFuse specializes in mobile advertising and was the first company to develop a "mobile moments" strategy to reach the right audience at the right time. Audience targeting leverages first-party data, exclusive partnerships and real-time triggers like locations and environmental factors to identify key moments based on when the audience is most receptive to the messaging among their user base of over 191 million unique individuals. Targeting for this plan will also include third-party targeting and app affinity targeting for users with phone apps relating to automotive, dating, vehicle insurance, finance, sports and gaming to reach the audience. This plan utilizes standard mobile units and two rich media units: one expandable display ad unit and one interactive ad unit.

The plan will deliver an estimated **20.8 million paid impressions.**
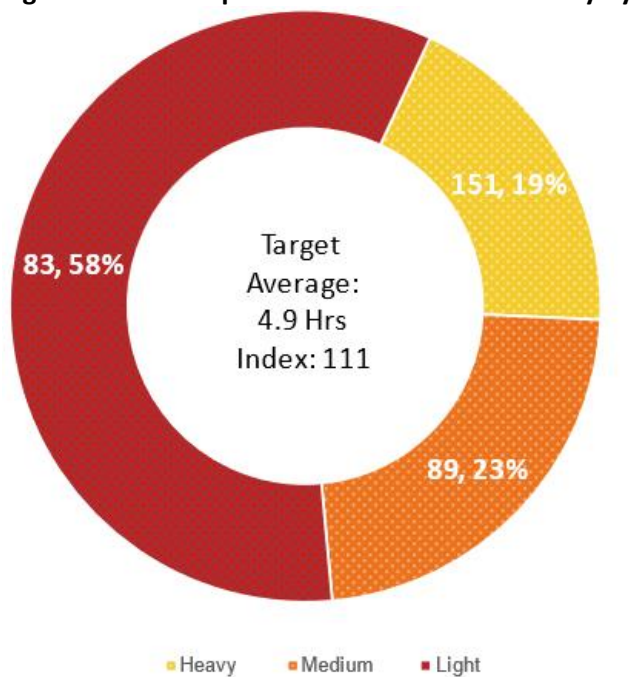
Added Value

MobileFuse will deliver an estimated **2 million added-value impressions.**

In total, the plan will deliver **22.9 million impressions.**

Spanish-Language Digital

Like the general market audience, the Hispanic male target audience is digitally active. Those on the internet are medium to heavy users (Figure 15), spending an average of 4.9+ hours online. Developing a multi-platform digital approach improves messaging awareness by speaking to Hispanic users on the digital sites they actively frequent.

Figure 15: Hours Spent on the Internet Yesterday by Hispanic Males 18 to 44 Years Old

Source: 2022 Doublebase GfK MRI Weighted to Population

Streaming Audio
Pandora/SXM

The Spanish-language plan with SiriusXM (SXM) and Pandora will also use Streaming Everywhere audio to reach males 18 to 44 years old. Inventory sources include Sonos, TuneIn, SoundCloud, Pandora, Spanish Broadcasting System (SBS), Idobi, Audiomack and SiriusXM. Targeting also includes Spanish-language-only audio. As with the general market plan, the assets will consist of audio messages and a clickable 300x250 companion (display) banner. Audio streamed while driving will not feature a display banner. The 2022 Labor Day Impaired campaign delivered 107% of contracted impressions due to the extensive network reach with Spanish-language audio and consistent performance.

The Pandora Spanish plan will deliver an estimated **4 million impressions.**

Spotify

The Spanish-language plan with Spotify will also use Audio Everywhere to reach the target audience wherever they are streaming. Audio streamed while driving will not feature a display banner. Targeting will include Spanish-language audio-only. In the 2022 Labor Day Impaired campaign, Latin streaming audio was the second-most-listened-to genre, including general market audio. Spanish-language also delivered one of the highest click-through rates among genres, indicating a high portion of the target audience is listening to Spotify. Utilizing both SXM and Spotify allows for NHTSA messaging across all major audio platforms while maintaining inherently de-duplicated reach between the two based on their separated audio inventory.

Spotify Spanish will deliver an estimated **3.6 million impressions.**

OLV
MiQ

MiQ will utilize its proprietary multi-leveled targeting technology to reach the Spanish-language audience with an OLV component of its plan. MiQ now has access to "Fanatics" sports retail e-commerce data, allowing additional targeting to sports fans of a specific group to reach a new, highly focused audience. Fanatics is an online retail website affiliated with all major sports teams that serves as the hub to purchase any team-branded gear and accessories. MiQ OLV in the 2022 Labor Day Impaired campaign delivered in total with 106% of the contracted impressions.

MiQ OLV will result in an estimated **2.5 million impressions.**

MyCode Media

MyCode acquired HCode and now owns the HCode first-party Hispanic market data and uses the HCode platform, which has performed successfully on past NHTSA campaigns. In the 2022 Labor Day Impaired campaign, this OLV had the highest click-through rate of any OLV vendor and over-delivered on impressions by 0.64%. HCode has access to over 400 publisher partners to reach over 32 million of the U.S. Hispanic audience. NHTSA will utilize sites that index high for the target audience spanning topics, including food, pop culture and automotive on sites like Kiwilimón, LaVibra and SiempreAuto. Through OLV, MyCode/HCode will reach Hispanic male viewers ages 18 to 44 years old and drive awareness to reduce speeding incidents with premium video units.

MyCode OLV will result in an estimated **1.6 million impressions.**

Unanimo Deportes

Unanimo Deportes is a digital-first, multi-platform media company specializing in sports news and entertainment relevant to Spanish-speaking fans. Unanimo will use its cross-platform digital video surrounding suitable sports, lifestyles and entertainment to reach the target audience. In the 2022 Labor Day Impaired campaign, Unanimo OLV delivered in full to the Spanish sports audience and had a respectable CTR of .15%.

Unanimo OLV will deliver an estimated **800,000 impressions.**

YouTube

YouTube offers custom and curated targeting to ensure this campaign will reach the adult 18- to 44-year-old target audience. It will maintain a cost-effective CPM and brand safety placement. The projected Spanish audience groups for 2023 are sports fans, music lovers, social media apps and vehicle owners. Spanish-language YouTube surpassed the click performance of general market YouTube in the 2022 Labor Day Impaired campaign, including a higher CTR at .1%.

YouTube will deliver an estimated **10.7 million impressions.**

Digital Display

MiQ

MiQ will utilize its proprietary multi-leveled targeting technology to execute a display component of the plan. MiQ now has access to "Fanatics" sports retail e-commerce data, allowing additional targeting to sports fans of a specific group to reach a new, highly focused audience. MiQ consistently delivers in total and provides a guaranteed solution to reach the target audience at scale.

MiQ display will result in an estimated **17.5 million impressions.**

Added Value

Added value for the plan will deliver an estimated **2 million display impressions**.

In total, MiQ display will deliver an estimated **19.5 million impressions**.

MyCode Media

MyCode acquired HCode and now owns the HCode first-party Hispanic market data, and can still use the HCode platform, which has performed successfully on past NHTSA campaigns, including the 2022 Labor Day Impaired campaign that had the highest CTR (0.91%) of any Spanish-language display partner. HCode has access to over 400 publisher partners to reach over 32 million in the U.S. Hispanic audience. NHTSA will utilize sites that index high for the target audience spanning topics, including food, pop culture and automotive, on sites like Kiwilimón, LaVibra and SiempreAuto. MyCode/HCode will reach Hispanic males 18- to 44-years-old and drive awareness to reduce speeding incidents with various display units.

MyCode will deliver an estimated **7 million impressions**.

Added Value

Added value for the plan will deliver an estimated **1 million display impressions**.

In total, the MyCode display will deliver an estimated **8 million impressions**.

Unanimo Deportes

Unanimo Deportes is a digital-first, multi-platform media company specializing in sports news and entertainment relevant to Spanish-speaking fans. Unanimo will utilize its cross-platform digital display surrounding relevant sports, lifestyle and entertainment to reach the target audience. In the 2022 Labor Day Impaired campaign, the Unanimo display was delivered in full to the Spanish sports audience and had a high ad interaction rate of 2.93%.

Unanimo display will deliver an estimated **4.4 million impressions**.

General Market Gaming Publisher Direct

Not only are 18- to 44-year-old males tuning into traditional sports, but they also watch and attend esports tournaments. Gen Z and Millennial males over-index the highest for watching esports, although it is the media vehicle to reach Gen Z the most, with that demographic over-indexing at 319. Gen Z also indexes higher than Millennials when attending and playing in an esport event (Figure 16). When an audience shows indexing that high for a tactic, it shows that the core audience of that tactic falls within that demographic.

Figure 16: How Gen Z and Millennial Males Connect With Esports

	Gen Z Males (B.1997-2010) [Only Includes Respondents Aged 18+]	Millennials Males (B.1977-1996)
	Index	Index
Watched An Esport Event On Tv/Online	319	191
Attended Esport An Event	187	138
Played In An Esport Event	298	167

Source: 2022 Doublebase GfK MRI Weighted to Population (000)

Dexerto

Dexerto is an entertainment media group that engages over 100 million monthly fans in trending topics across gaming, esports, TV, movies, tech and social media. Their team of experienced gaming, esports and entertainment journalists helps millions of fans get the most out of their passion, providing expert assistance with top gaming tips and guides and recommending the best tech that helps players reach the pinnacle of their game, like their favorite esports pros or streamers.

Dexerto speaks directly to the Speed targeted demographic, with 76% of their fans being male and 70% falling between 18 and 34 years old. This allows the campaign to speak directly to the younger part of the Speed targeted demographic. The 2023 Speed plan will have three main tactics to reach the audience: custom video content, coverage around gaming tentpole events and digital amplification. See below for a more in-depth look into these tactics:

Convo In 60 Secs

- Dexerto/NHTSA will team up with video game streamers to shoot three "Convo in 60 Secs" episodes in a studio with the influencers in person. The one-on-one conversation between the Dexerto host and influencer will cover many topics, from entertainment to lifestyle, hitting contextual themes that align with the Speed messaging, like the importance of protecting their success and others that have helped them get there on their journey.

- Talent will be given a series of rapid-fire questions to uncover insights into their success, challenges and advice for aspiring content creators. The project aims to inspire individuals to embrace a more thoughtful approach to achieving their goals/destinations rather than constantly seeking the fastest path.

- Dexerto understands the importance of brand-safe influencers and will engage some of the biggest influencers within the esports and gaming community while keeping brand safety in mind.

Livestream Activations: "Slow Ride: Take It EZ Streams"

- Dexerto and NHTSA will team up with video game streamers personalities who specialize in speed runs, commonly referred to as speed runners. A speed run is when gamers try to beat a game as quickly as possible, usually finding glitches in games that help them skip ahead. These streams receive millions of views as players try to beat personal or world records.

- During the streams, the speed runners will share their experiences and insights on the speed-running community and how speed is better left to the digital landscape. They will highlight the importance of safety on the road and the consequences of speeding.

Editorial Alignment—"Lan Speed Records"

- Dexerto will offer five written editorials running around Dexerto.com and their social media platforms. The editorials will seamlessly tie in with the NHTSA Speed message and highlight content creators/gaming influencers holding the fastest or unbeatable speed run records. This series of editorials will be named *Lan Speed Records,* and NHTSA will have 100% media SOV across the published articles onsite for the duration of the 2023 Speed flight.

Speed Prevention Landing Page

- The Dexerto plan also includes a custom-made Speed Prevention landing page to give all assets their own hub on Dexerto.com.

Digital Amplification: Targeted Video and Display Ads

- Dexerto will target 18- to 44-year-old males on the main webpage through :15 pre-roll and standard display ads. All tactics will have over 71% viewability as a benchmark.

- The plan will also include a more prominent display unit called the Skybox that will take over the top of the page of a Dexerto news article, allowing for 90% viewability. This ad can be animated.

- Lastly, the display units will include an interscroller ad. These are ads that readers must scroll through to continue reading an article. This tactic also has a benchmark of 90% viewability and can be animated.

With these tactics, NHTSA will cover all of Dexerto's brand-safe social sites. For custom content, Dexerto will work closely with NHTSA to ensure creators, videos and shows have client approval before running.

Dexerto will deliver **42.2 million paid impressions** and **6.5 million bonus impressions**.

In total, Dexerto will deliver **48.7 million impressions**.

Game Informer

Game Informer is the top gaming digital magazine and one of the leading gaming websites, reaching over 4.4 million unique visitors. The plan features a variety of tactics across Game Informer properties to get the Speed target audience, including cross-device display overlays and a rotational takeover targeting the homepage and category pages, standard display banners, video targeting trending news content and sponsorship of "The Game Informer Show" and "All Things Nintendo." These two shows are available on the Game Informer website, YouTube and all podcast platforms. Show sponsorships include a pre-roll and mid-roll live read with the NHTSA logo. Additionally, the plan consists of a full-page spread promoting the Speed messaging in the magazine's digital edition on July 28 that reaches their database of over 5 million readers. Those impressions are not included in the total below, as Game Informer cannot provide audience demographics for the digital edition due to cookie changes on the website. Based on a readership survey, the digital edition has a 72% male audience, with 51.3% aged 18- to 34-years-old and 44.7% aged 35-years-old and above. Within the 2022 CIOT campaign, Game Informer achieved a high CTR among clickable units of .52%, which the mobile overlay unit headlined at a 2.39% CTR.

Game Informer will deliver an estimated **1.3 million paid impressions.**

Added Value

The buy will also include a display ad on their weekly newsletter that is delivered to Game Informer subscriber inboxes that highlights gaming news. This will deliver an estimated **320,000 added value impressions**.

In total, the plan will deliver an estimated **1.7 million impressions.**

GlassView

In addition to CTV, the Glassview buy will include English and Spanish displays integrated into in-game video environments. Glassview can input standard banner ads into iOS, PC and console games. Below is an example of how the ads will look while playing the game. Glassview understands that ads must run in brand-safe games, and the buy focuses on sports and puzzle games that connect with the target audience.

This tactic allows the Speed message to be integrated organically into a captive gaming audience. Games will be chosen based on how well they tie back to the campaign's messages with a focus on racing and sports games.

Glassview will deliver **6.7 million paid impressions** and **338,000 added value impressions** to the general market and **2 million paid impressions** and **101,000** added value impressions to the secondary Hispanic target**.**

In total, the Glassview gaming display plan will deliver **9.2 million impressions.**

Go Media

Go Media is a premium digital publishing company that houses brand sites focusing on viewers' passions, lifestyles and pop culture. Across their brands, Go Media has received 99 million unique visitors, 334 million video views and 46 million social followers. The 2023 Speed plan will target 18- to 44-year-old males who are gamers and sports enthusiasts. Run of site video pre-roll and banner ads will run throughout the campaign on the Go Media sites of Deadspin, Kotaku, Gizmodo, and Jalopnik. See below for brief overviews of each site:

- **A.V. Club**—The A.V Club is pop culture obsessives writing for the pop culture obsessed with the site focusing on all things film and TV.

- **Deadspin**—Deadspin is the ultimate fan-first destination for comprehensive sports coverage, delivering daring sporting scoops and game analysis.

- **Kotaku**—Kotaku examines video games, game creators and players through their inescapable influence on culture and is committed to proving that gaming is for everyone.

- **Gizmodo**—Gizmodo covers the world of tech, science and design with insights and technical accuracy—including io9, a designated hub for all things gaming and geek culture.

- **Jalopnik**—Jalopnik is the ultimate destination for auto enthusiasts, going beyond makes and models to cover the culture that matters to car lovers.

In addition to the run of site assets, the campaign will include multiple high-profile first impression takeovers. NHTSA messaging will hold high-visibility placements for the entire day; an example can be seen below. The plan consists of one day of takeovers on Deadspin, Jalopnik, Gizmodo, AV Club and Kotaku. All of these topics are of interest to the 2023 Speed 18- to 44-year-old demographic, allowing the message to meet the target audience when they are looking for news and highlights about their favorite sports/hobbies. Dates will be picked closer to the flight to ensure takeovers are running during key dates during the flight, including the MLB All-Star game, significant game/movie releases and esporting events.

Example of First Impression Takeover Placements

Go Media will deliver **17.1 million impressions**.

General Market Gaming OLV

Twitch

Twitch is a leading platform for e-gaming and entertainment streams among young adults. Twitch reaches people within the target audience with an affinity to gaming and esports, utilizing non-skip premium video ads directly in broadcasts. Each placement is layered with Amazon audience targeting to reach 18- to 44-year-old adult males on age, lifestyle, interest and in-market data. Amazon will also leverage its streaming TV network to reach gamers not actively on Twitch. During the 2022 Labor Day Impaired campaign, Twitch delivered 107% of contracted impressions and a 96.28% VCR, showing strong engagement with the audience.

Twitch will deliver an estimated **6 million paid impressions.**

Added Value

Added value for the campaign will include in-stream, lower-third display ads that will deliver **1.6 million impressions**.
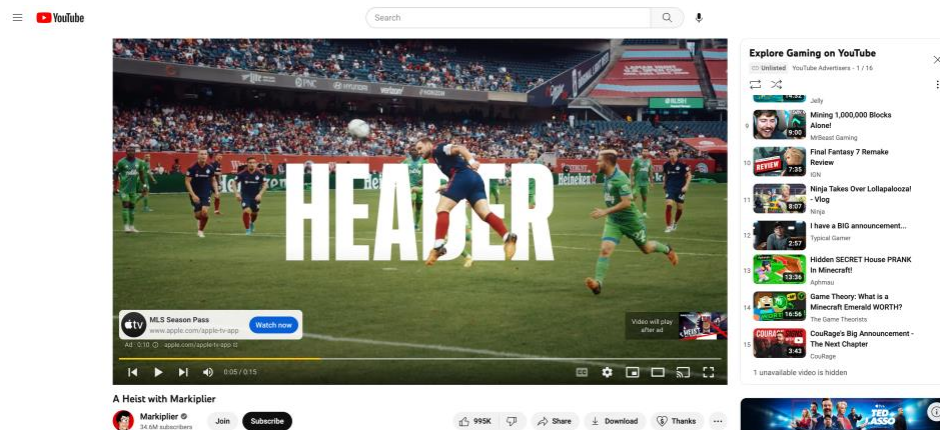
In total, the plan will deliver **7.7 million impressions.**

YouTube Gaming

The YouTube Select Gaming lineup allows video advertising to run within gaming-related content on the YouTube Gaming-specific webpage. This gaming content hub only contains the top 5% of gaming content that YouTube curates based on popularity, passion and suitability. YouTube Gaming is where viewers can come to watch video game live streams, learn game tips and follow gaming news of their favorite games. Further content restrictions will be in place to ensure ads only run within content that meets the NHTSA suitability criteria. YouTube Gaming also uses the Entertainment Software Rating Board (ESRB) to ensure that ads will only be served to games with a G, PG and Teens rating.

Examples of suitable content include gaming videos related to FIFA, Madden, Rocket League and more.

Utilizing Twitch and YouTube Gaming allows NHTSA Speed messaging to be seen on two of the top sites gaming fans use to watch their favorite streamers and gaming videos.

YouTube Gaming will deliver an estimated **2.8 million impressions.**

General Market Paid Social Media

Facebook/Instagram

To drive retention of the Speed message during the campaign, NHTSA will promote content on Facebook and Instagram, driving video views across platforms. Reach and impressions will be used as a secondary KPI to measure efficiency. Within the audiences, the campaign will auto-optimize across the different creative units based on performance to allow for optimal budget distribution to maximize the reach of the Speed message.

Facebook/Instagram will be implemented to broaden the speed campaign's reach and frequency, and the campaign will be optimized toward video completion rates (VCR). Last year, the top-performing Speed post saw a view rate of 82%, meaning viewers watched the ad for at least three seconds and had a VCR of 6.58%. The goal for this year is to grow the VCR number from the view rate.

The general market Facebook/Instagram plan will generate an estimated **24.6 million total impressions.**

Twitter*

NHTSA will promote content on Twitter to drive retention of the Speed message during the campaign, driving video views across platforms. Reach and impressions will be used as a secondary KPI to measure efficiency. Within the audiences, the budget will auto-optimize across the different creative units based on performance to allow for optimal budget distribution to maximize the reach of the Speed message.

The 2022 Twitter Speed campaign delivered 11.4 million impressions and saw a VTR of 6.53%. Twitter will be used to reach the audience since the campaign showed last year it is a platform that still holds the 18- to 44-year-old audience, and the 2023 campaign will be optimized to increase the VTR from year to year.

The general market Twitter plan will generate an estimated **15.6 million total impressions**.

Twitter will continue to be monitored, and the budget can shift to another platform due to current events.

Spanish-Language Paid Social Media

Facebook/Instagram

As with the general market plan, Facebook/Instagram will be used to drive message retention of the Speed message during the campaign by leveraging the video view objective on Facebook and Instagram.

Like the general market, the top-performing Hispanic post saw a view rate of 80% and a VCR 6.58%. The goal for this audience will also be to increase the VCR from last year.

The Facebook/Instagram Hispanic market plan will generate an estimated **9.2 million impressions.**

Out-of-Home

General Market Out-of-Home (OOH)

MRI Insights showcase that OOH media strongly resonates with 18- to 44-year-old males, even when divided between the two generational cohorts. OOH video ads over-index for the demographic across many points of retail, with bars indexing the highest with Millennials and gyms for Gen Z, showcasing that they are aware of OOH ads when they are out and about.

Figure 17: Out-of-Home Video Ads Seen in the Last 30 Days by Gen Z and Millennial Males

OOH Video Ads Seen In The Last 30 Days	Gen Z Males		Male MILLENNIALS	
	Weighted (000)	Index	Weighted (000)	Index
Video Ads In Grocery Stores	2,964	136	8,300	128
Video Ads In Drug Stores	1,609	137	4,236	120
Video Ads In Convenience Stores	1,890	147	5,124	133
Video Ads In Large Discount/Department Stores	1,779	146	4,431	122
Video Ads In Warehouse/Club Stores	1,817	131	4,935	119
Video Ads In Other Stores	1,523	164	3,523	127
Video Ads In Shopping Malls	2,100	168	4,865	130
Video Ads In Shopping Mall Food Courts	1,460	160	3,602	132
Video Ads In Bars/Pubs	1,476	176	3,901	155
Video Ads In Fast Food Or Family Restaurants	2,370	159	5,779	129
Video Ads In Coffee Shops, Cafes Or Delis	1,583	159	3,916	131

Video Ads In Gym/Health Clubs	1,635	198	3,620	147
Video Ads In Medical Offices	1,862	112	4,605	93
Video Ads In Office Building Lobbies	1,064	166	2,620	137
Video Ads In Office Building Elevators	1,018	169	2,372	132
Video Ads In Movie Theater Lobbies	1,243	182	2,725	133
Video Ads In Airports	1,311	155	3,510	139
Video Ads In Taxis	882	190	1,905	137
Video Ads At Gas Stations	4,159	117	13,205	124

Source: 2022 Insights MRI

Live Nation

As the world's leading live entertainment company, Live Nation works with venues to bring shows to life on stages across the United States. With their unmatched audience of engaged live music goers and ability to target them, NHTSA has the opportunity to partner with Live Nation across venues nationwide and use their online targeting to drive safe speeds awareness among 18- to 44-year-old males. The Live Nation music venue signage plan includes the NHTSA messaging running in 143 shows throughout the Speed flight. The message will be delivered to concert attendees before leaving the venue to remind them of the importance of driving at safe speeds. Venues will be solidified closer to the Speed flight dates.

Before the show, two :15 digital ads will run on a 30-minute loop alongside other advertisers on large digital boards near the stage.

In addition to the digital boards, eight venues in the plan will include digital spectacular boards. These boards are usually located near concession stands where attendees wait to be served their food and drink. One :10 digital ad will run every two minutes.

Example of Digital Spectacular boards.

With the world's largest fan database for digital and social media properties, Live Nation can amplify a client's message far beyond the live event. Live Nation can directly target video, display and social posts to 18- to 44-year-old males. Ads will run on YouTube, Ticketmaster and Live Nation's social media platforms.

Given the 2023 Speed flight runs during the summer concert season, this will be a great place to find the 18- to 44-year-old male audience. Also, the NHTSA messaging will be connected to the venue itself and will not be running while the artist is performing, thus reaching fans or artist audiences that are usually beyond NHTSA's reach due to brand safety concerns.

Live Nation will deliver **10.6 million impressions** to the targeted demographic.

Van Wagner—In-Stadium Signage

Van Wagner is the national leader in TV-visible OOH sports signage and works with professional sports nationally. Major League Baseball (MLB) will be in the middle of the season during the 2023 Speed campaign and will be one of the few professional sports running within the flight. The OOH national effort for this campaign will include TV-visible home plate signage placement during 42 MLB games using teams around the country to give NHTSA national visibility across MLB telecast. NHTSA will receive one half-inning of signage per game, an average of 2:45 minutes of TV exposure and 6–12 minutes of exposure in-stadium. Brand logo and messaging will be seen on TV during all regionally televised games on home and away TV networks and on select national TV games; the message will run in 126 telecasts during the flight.

NHTSA buys with Van Wagner have delivered and an average of 30% in over-delivery for impressions. In addition to live-game viewers, the campaigns have resulted in over a million organic social media views due to home run highlights. Placements like this allow the message to run alongside historical sports moments with the 2022 Labor Day NHTSA signage running behind Aaron Judge of the Yankees when he hit his 50th homer of the season.

This plan will deliver more than **10.3 million impressions.**

Campaign Summary

Vendor	Estimated Paid Impressions	Added Value	Estimated Total
English and Spanish TV			**23,720,072**
Ampersand	6,968,806	900,000	7,868,806
ESPN	4,160,000	0	4,160,000
Youtube TV—Sports	9,000,000	0	9,000,000
Simulmedia—Spanish	795,266	0	795,266
Telemundo—Spanish	1,896,000	0	1,896,000
English and Spanish Radio			**397,107,759**
Skyview	61,278,000	1,332,090	62,610,090
Focus 360	37,082,500	8,782,400	45,864,900
ESPN	93,848,500	32,853,800	126,702,300
ESPN - Podcast	1,421,911	93,590	1,515,501
iHeart	24,412,576	24,540,092	48,952,668
AIRE—Spanish	12,030,000	8,955,000	20,985,000
HRN—Spanish	34,028,000	9,617,600	43,645,600
Entravision—Spanish	22,332,200	880,200	23,212,400
Univision	23,619,300	0	23,619,300
English and Spanish CTV			**62,710,933**
Glassview	21,739,130	1,086,957	22,826,087
Sinclair Sports Group	6,346,154	0	6,346,154
Roku	20,000,000	0	20,000,000
MiQ—Spanish	2,821,939	147,059	2,968,998
MiQ—Spanish 2022—Make Good	0	1,936,154	1,936,154
Glassview—Spanish	6,521,739	326,087	6,847,826
Sinclair Sports Group—Spanish	1,785,714	0	1,785,714
English Publisher Direct			**55,826,970**
Arena Group	20,425,490	1,000,000	21,425,490
Bleacher Report	3,575,000	0	3,575,000
ESPN	7,397,049	750,000	8,147,049
IGN	11,507,353	2,750,000	14,257,353
WWE	7,422,078	1,000,000	8,422,078
English and Spanish Gaming			**87,375,871**
Dexerto	42,203,493	6,500,000	48,703,493
Go Media	17,156,796	0	17,156,796
Game Informer	1,380,000	320,000	1,700,000
Glassview	6,767,077	338,354	7,105,431

Glassview - Spanish	2,030,123	101,506	2,131,629
Twitch	6,099,706	1,666,667	7,766,373
YouTube - Gaming	2,812,149	0	2,812,149
English and Spanish Digital Video			**51,226,350**
The Trade Desk	16,852,450	0	16,852,450
YouTube	18,628,790	0	18,628,790
MiQ—Spanish	2,500,000	0	2,500,000
MyCode—Spanish	1,666,667	0	1,666,667
Unanimo Deportes—Spanish	800,000	0	800,000
YouTube—Spanish	10,778,443	0	10,778,443
English and Spanish Streaming Audio			**66,056,179**
Pandora	11,904,761	0	11,904,761
Spotify	40,177,964	0	40,177,964
Pandora—Podcast	2,941,176	0	2,941,176
Spotify—Podcast	3,409,090	0	3,409,090
Pandora—Spanish	4,000,000	0	4,000,000
Spotify—Spanish	3,623,188	0	3,623,188
English and Spanish Display			**103,770,611**
Adludio	7,333,333	733,333	8,066,666
MobileFuse	20,838,095	2,083,810	22,921,905
TTD	29,583,333	0	29,583,333
Undertone	10,231,148	1,023,115	11,254,263
MiQ—Spanish	17,500,000	2,000,000	19,500,000
MyCode—Spanish	7,000,000	1,000,000	8,000,000
Unanimo Deportes—Spanish	4,444,444	0	4,444,444
English and Spanish Paid Social			**49,528,228**
Facebook/Instagram	24,633,778	0	24,633,778
Twitter	15,685,782	0	15,685,782
Facebook/Instagram—Spanish	9,208,668	0	9,208,668
Out of Home			**20,995,666**
Live Nation	10,626,666	0	10,626,666
Van Wagner	10,369,000	0	10,369,000
Grand Totals	**805,600,825**	**112,717,814**	**918,318,639**

Inventory is only guaranteed once insertion orders have been issued; therefore, all impressions are estimates only.

State-Level Campaign Extension Opportunities

The state-level plans can execute several strategies to build upon the base paid media reach provided in the national plan.

TV

The national plan will use linear and programmatic TV and OTT/CTV to reach the target audience with

entertainment, non-sports programming. This will run on appropriate cable inventory, network apps via full episode players and OTT services. The state-level plans will build off this base by including broadcast TV programming that efficiently reaches the target audience, including cable if penetration is sufficient, and geo-targeting any problem areas in their local markets.

Radio

At the national level, radio will be used for its efficiency and, due to its in-vehicle strength, its ability to build frequency. States can consider local radio buys that allow local on-air talent to lend their voices and social networks to enhance the message further.

Digital

The target audience uses digital media heavily, and a digital effort should be a significant part of state-level plans. This can include using publisher-direct efforts outside of those sites on the national plan, online video, CTV/OTT, audio streaming, podcasts and display. Social media also plays a significant role in the life of the target audiences and is recommended for state-level plans

Rural Markets

If state-specific data indicates that the Speed campaign should include rural areas, attention should be paid to broadband penetration to ensure adequate reach into those areas for digital tactics. States and regions with areas of low broadband penetration should consider supplementing the national campaign with traditional TV, radio and OOH buys. This should only be considered applicable for states with rural market issues to factor into plans.

Glossary

TV

Advertising-Based Video on Demand (AVOD): Ad-supported video streaming.

Audience Targeting: Using data points to target specific population segments based on their demographics, interests and behaviors.

Automatic Content Recognition (ACR): ACR is a technology that leverages a content database to recognize and identify video and audio content with which a user is actively engaging.

Brand Safety: Keeping a brand's reputation safe when they advertise by taking steps to ensure that ads do not run adjacent to content that goes against brand guidelines.

Connected TV (CTV): Another term for Smart TV; refers to any TV that can be connected to the internet and access content beyond what is available via the standard offering from a cable provider. CTVs are designed to provide a more immersive experience for TV viewers by delivering interactive features, such as web browsing, social networking, video-on-demand and video streaming, in addition to regular TV content.

Linear TV: TV service where the scheduled program must be watched at a specific time and on a particular TV channel.

Over-the-Top (OTT): A device connected to a TV that provides streaming media as a stand-alone product directly to viewers over the internet, bypassing telecommunications, multi-channel TV and broadcast TV platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming consoles.

Programmatic TV: A TV ad buy that uses data and automation to precisely target specific consumer audiences.

Subscription Video on Demand (SVOD): Similar to traditional pay-TV packages, SVOD allows consumers to access an entire content catalog for a flat rate, typically paid monthly. Examples of SVOD include Netflix, HBO Max, Disney+ and Amazon Prime. Typically, they do not offer advertising opportunities.

Synched: Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobile devices, tablets, display ads, ads seen on social media or search marketing.

Radio

Audio Streaming: Delivering real-time audio through a network connection.

Average Quarter-Hour (AQH): The average number of persons listening to a particular station for at least five minutes during a 15-minute period.

Terrestrial: Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

Digital

Esports: A multiplayer video game competition played for spectators, often team-based and played for prize money. Esports are also live-streamed and involve commentators and analyses like "traditional" sports.

Free-To-Play Games: Free-to-play (F2P) refers to a business model for online games in which the game designers do not charge the user or player to join the game. Instead, they bring in revenue from advertisements or in-game sales, such as payment for upgrades, special abilities, special items and expansion packs.

Live-Streaming: A gamer shares their gaming experience with fans/followers by live broadcasting the game they are playing. Some streamers consistently play the same games, and others try different games or follow trends.

Metaverse: A universal and immersive virtual world.

Native Advertising: A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.

Programmatic Digital: Automated bidding on advertising inventory in real-time for the opportunity to show an ad to a specific customer within a specific context.

Second Screen: A mobile device used while watching TV, especially to access supplementary content or applications.

ThruPlay: The number of times a video is played to completion, or for at least 15 seconds.

TrueView: A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads that are viewed in their entirety or until 30 seconds have elapsed.

General

Cost Per Thousand (CPM): The cost of delivering 1,000 gross impressions.

Flight: Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

Frequency: The number of times you touch each person with your message.

Reach: The number of people you touch with your marketing message or the number of people exposed to your message during a given time.