



2025 Put the Phone Away or Pay Campaign

Media Buy Summary

Table of Contents

1.0 Executive Summary.....	3
2.0 Campaign at a Glance	4
3.0 Media Goals and Strategy.....	5
4.0 Selected Media Vendors	6
5.0 Campaign Summary	28
6.0 State-Level Campaign Extensions	31
7.0 Glossary.....	32

1.0 Executive Summary

The National Highway Traffic Safety Administration's (NHTSA) 2025 Put the Phone Away or Pay campaign aims to raise awareness about the high-visibility enforcement (HVE) in effect during Distracted Driving Awareness Month in April. The campaign focuses on young drivers nationwide who use their cell phones while driving and emphasizes putting the phone away or else risk paying legal, economic or emotional consequences.

The Put the Phone Away or Pay national campaign targets men and women ages 18 to 34 years old, a demographic identified by NHTSA's Fatality Analysis Reporting System (FARS) as the most likely to be involved in a distracted driving crash. They are decreasingly risk-averse to the dangers of distracted driving with low perceived risk of enforcement. To best reach this audience and curb distracted driving behavior, NHTSA will implement an omnichannel paid media strategy outlined in the 2025 Annual Media Work Plan.

NHTSA's omnichannel strategy includes video, audio, out-of-home (OOH), digital display and paid social media, which aligns with the media consumption of young drivers. It is supported by 15 media vendors who have demonstrated proficiency in reaching the target audience across these channels with tactics that speak to the audience's passion points. This strategy is pivotal in reaching NHTSA's target audience because it ensures consistent, cohesive messaging and increases the chances of higher reach and engagement where the audience regularly consumes media.

The 2025 Put the Phone Away or Pay campaign runs for eight days, beginning Monday, April 7, through Monday, April 14, 2025. Due to the shorter flight, media vendor tactics prioritize digital-first approaches that can be optimized in real-time and maximize impact quickly. Media vendors are striking a balance between efficient, high-reach tactics and high-quality content to meet reach, frequency and engagement goals.

This media buy summary provides an overview of each of the specific media vendors for the 2025 Put the Phone Away or Pay campaign alongside the selected paid media channels and tactics that will be activated to reach the target audience. State-level campaign extension opportunities are available for reference in [Section 6.0](#) for state departments of transportation (SDOTs) and state highway safety offices (SHSOs) that may wish to develop their media plans during the HVE period or adapt tactics and approaches for their campaigns.

2.0 Campaign at a Glance

2.1 Planned Campaign Assets

Campaign materials are available at TrafficSafetyMarketing.gov.

Figure 1: Campaign Assets

Language	Asset Title	Types/Lengths	Additional Assets
English	Phone Personalities	Video (:30s, :15s and :06s)	Web banners (available in standard sizes)
		Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	
Spanish	Meme del Gato Portavoz	Video (:30s, :15s and :06s)	Web banners (available in standard sizes)
		Audio (:30 audio spot and live reads copy :05, :10, :15, :30 and :60)	

2.2 Advertising Period

National paid advertising will start Monday, April 7, and run through Monday, April 14, 2025.

2.3 Working Media Budget

The total budget for the 2025 Put the Phone Away or Pay campaign is \$5.04 million.

2.4 Target Audience

The target audience is 18- to 34-year-old adults (men and women). The demographics of the target audience are broad, and the media plan will strive to balance delivery to all portions of the audience.

3.0 Media Goals and Strategy

NHTSA's research shows that HVE combined with high doses of paid media effectively promotes positive behavioral changes for safety campaigns that target distracted driving. The goal is to amplify message reach by exposing the target audience to NHTSA's message three to five times throughout the eight-day flight. Campaign optimization will focus on delivering high-quality impressions and meaningful engagement to ensure the message resonates with the audience.

3.1 Channel Overview

NHTSA will implement an omnichannel paid media strategy that includes video, audio, OOH, digital display and paid social media. This approach will use media vendors tailored to the target audience's media consumption habits outlined in the 2025 NHTSA Annual Media Work Plan.

- **Video**—Video encompasses media placements that use video creative and can run on linear (traditional) TV, connected TV (CTV)/over-the-top (OTT) or online video (OLV) tactics, including mobile video. Since the target audience watches video across multiple platforms, these tactics are planned holistically to consider the viewer's journey with the messaging across platforms. The success of linear TV will be measured by reach and frequency. CTV/OTT and digital video tactics will be evaluated by view-through rate (VTR) and video completion rate (VCR).
- **Audio**—Audio encompasses media placements that include audio creative across terrestrial radio, digital audio (streaming) and podcasts. Since the target audience listens on traditional and digital audio platforms, these tactics are also planned holistically to consider the listener's journey with the messaging across platforms. The success of terrestrial radio and podcasts will be measured by reach and frequency. Digital audio success will be evaluated by listen-through rate (LTR) and click-through rate (CTR) on audio companion banners.
- **Out-of-Home**—Out-of-home (OOH) advertising is a form of advertising that people see as they go about their day outside their homes. Traditionally, this includes billboards, bus shelters, benches, restaurants, gas stations, grocery stores, stadiums and everything in between. The success of these placements is measured by reach and impressions.
- **Digital Display**—Digital display media consists of image ads rendered on websites and apps to reach users across the web. These ads can appear in standard sizes or larger formats with rich media features. Display ad engagement is measured by CTR and, in the case of rich media, by the engagement rate (ER).
- **Paid Social Media**—Paid social media is comprised of visual and video ads on key social networks as users scroll through their feeds and other content. The success of paid social media will be measured by VCR, VTR and ER for video creative and CTR for display.

3.2 Media Vendor Selection Strategy

Activating upon the target audience’s passion points is crucial to building a meaningful connection with them. As referenced in the 2025 NHTSA Annual Media Work Plan, four areas emerge for the target audience as key passion points for campaign engagement: sports, fashion, online experiences and gaming, and music and film.

Media vendors are selected based on the ability to activate nationally across one or more of the identified channels and effectively and efficiently reach the entirety of the campaign’s target audience. Media vendors must also demonstrate expertise in implementing tactics that engage with the target audience within the key passion point areas.

4.0 Selected Media Vendors

The 2025 Put the Phone Away or Pay national media plan includes the media vendors listed below. Given NHTSA’s omnichannel paid media strategy, some vendors are utilized across multiple channels to maximize reach and ensure effective message delivery. Frequency is three to five times across all vendors.

Figure 2: Media Vendor Channel Mix and Measurement Benchmarks

Channel	KPI Goals	Vendors
Video	Linear TV—Reach and Frequency OLV and CTV/OTT—VTR: 35%+/30% VCR: 80%+	<ul style="list-style-type: none"> • AdTheorent • Canela.TV • EXTE • Fandom • IGN • My Code • Sinclair • YouTube
Audio	Terrestrial Radio—Reach and Frequency Digital Audio—LTR: 85%+ CTR: .05%+	<ul style="list-style-type: none"> • AdTheorent • Hispanic Radio Network • AIRE Radio Networks • Sinclair • Univision • Westwood One
OOH	Reach and Frequency	<ul style="list-style-type: none"> • Van Wagner
Digital Display	CTR: .14%+	<ul style="list-style-type: none"> • AdTheorent • Canela.TV • EXTE • Fandom • IGN • My Code • Sinclair
Paid Social Media	CTR: .10%+ VTR: 30%–40% ER: .50–15%	<ul style="list-style-type: none"> • IGN • Meta • Sinclair • Westwood One • X

Additional tactical details for each media vendor are provided in alphabetical order.

AdTheorent—General and Spanish-Language Markets

AdTheorent is a digital media platform specializing in programmatic digital advertising. Its approach to generating successful campaigns emphasizes performance-driven and statistical solutions to reach target audiences when and where they are most receptive to brand messaging. AdTheorent's smart targeting, location-based strategies and ability to connect with audiences across different platforms make it an optimal fit for reaching the campaign's intended audience based on its media consumption behaviors.

AdTheorent's proprietary machine-learning platform analyzes data and predicts engagement outcomes such as a video view or click. Using custom-built models that focus on the audience's passion points, AdTheorent assigns a predictive score to each impression opportunity. These scores illustrate the likelihood an impression will lead to a successful campaign outcome and encourage changed behavior among the target audience.

AdTheorent's past performance across NHTSA campaigns demonstrates that combining live addressable TV, CTV, digital display and audio effectively boosts and reaches engagement targets. By consolidating efforts across both markets, the plan minimizes impression cannibalization and maximizes efficiency during the short campaign flight.

Video

Dynamic CTV is a central part of AdTheorent's partnership with NHTSA. Its CTV placements have a high-performing history for NHTSA's distracted driving campaign, reaching VCRs of 99% in 2024. Branded ads for this year's campaign will feature state-specific messaging to enhance relevance and aim to generate VCRs of 90%. QR codes will be incorporated as an additional mode of engagement for the units.

Placements across live addressable TV and specific premium inventory like Hulu, Max and Netflix will also provide broad reach for NHTSA messaging. AdTheorent will activate across stations such as Vix, EstrellaTV, Discovery en Español and Univision to reach the Spanish-language market.

Audio

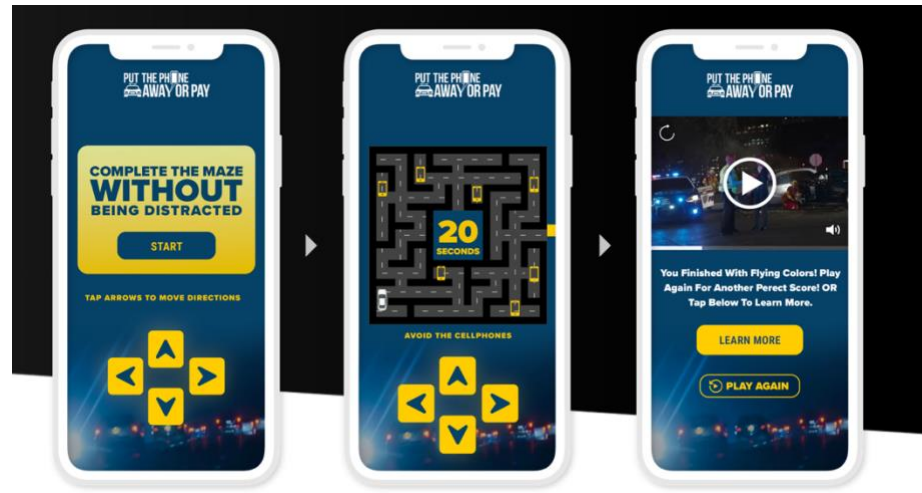
Audio placements play a vital role in helping NHTSA reach its target audience by broadening the channels through which it can connect. AdTheorent's buy will reach NHTSA's audience with digital audio ads across premium properties, including music, talk radio stations and podcasts. Specific premium inventory is allocated for Pandora/SiriusXM and Spotify to reach the audience across digital audio. Podcast inventory will be contextually targeted for interests in beauty, fashion, lifestyle and live entertainment content.

Digital Display

Interactive rich media units are key in promoting safety messaging by increasing engagement. AdTheorent will develop two rich media units for this year's campaign.

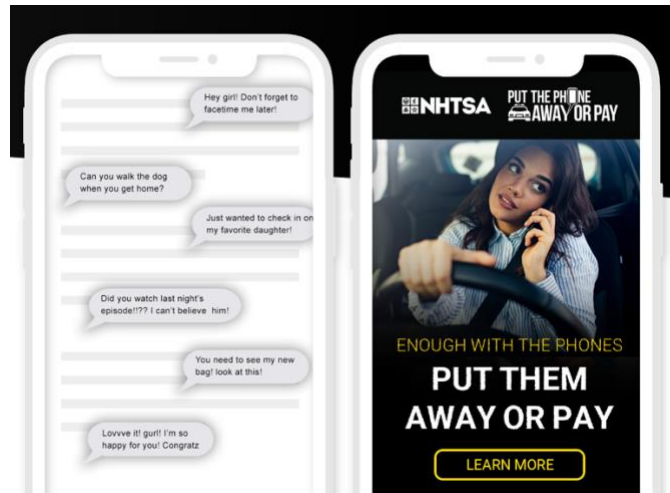
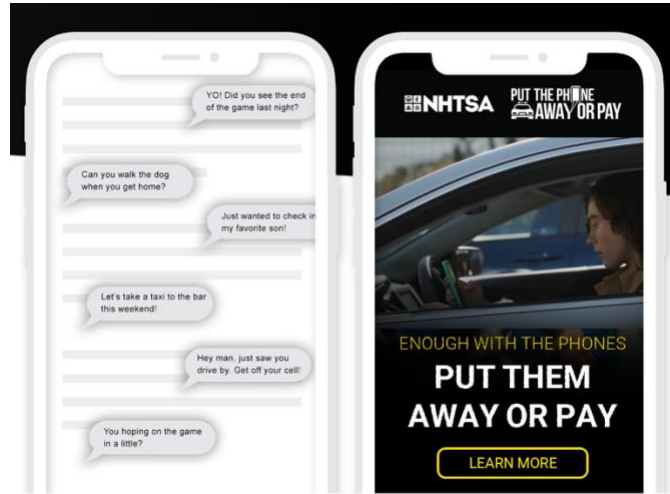
The first is a gamified maze unit that will be tested as both an English and dual-language unit to measure engagement across the general and Spanish-speaking audiences. The unit's goal is to maximize the time spent playing the game. The longer someone engages with the game, the more time they think about and engage with the campaign message, ultimately increasing long-term message retention. Players swipe their fingers to navigate a car through a maze while avoiding distractions like cell phones to reach the end before time runs out. Running into a distraction takes players back to the maze's beginning and the campaign's brand ad. This unit is expected to exceed benchmarks based on AdTheorent's success with previous NHTSA campaigns. In 2024, users spent an average of 9.43 seconds with AdTheorent's distracted digital display unit compared to the benchmark of six seconds.

Figure 3: Prototype of AdTheorent's Gamified Unit



The second rich media unit is a general market high-impact interstitial that plays on the unit from NHTSA's 2024 distracted driving campaign, with "texts" that speak to men and women individually with separate targeting. AdTheorent will create and deploy multiple interstitial units on smartphone and tablet devices. After loading the page, consumers can tap the NHTSA-branded banners to reach the campaign landing page.

Figure 4: Prototype of AdTheorent’s High-Impact Interstitial



Standard display units will also run as part of AdTheorent’s digital display approach.

AIRE Radio Networks (brought to you by SBS)— Spanish-Language Market

AIRE Radio Networks is one of the primary Spanish-language radio networks with many highly rated stations nationwide. The network reaches over 25 million people weekly across 250 affiliates and is the second-largest network in total impressions for Spanish-speaking audiences 18 to 34 years old. AIRE’s multimedia platform offers a range of content, including live radio, podcasts and digital streaming, focusing on lifestyle, sports and entertainment, which resonate with the campaign’s Spanish-speaking target audience. For NHTSA campaigns, AIRE consistently delivers in full or over-delivers in reaching the campaign’s target audience.

Audio

Through the voices of trusted radio personalities, AIRE will reinforce the importance of family, community and personal responsibility. Influential radio personalities will deliver focused :15 and :30 voiced reads for both audio streaming and network radio during peak listening times across programs that hit the target's passion points. The following radio personalities are included as part of AIRE's buy through its Mega DJs 96.3 station:

- **Geegee Guzmán** is an upbeat radio host during the "On-Air" show's weekend slot. The show focuses on music, celebrity interviews and cultural topics.
- **DJ La Melma** is currently on New York's No. 1 Latin radio station, La Mega 97.9 FM, where he hosts the "DJ Carlito y Nilda Rosario" show and the "DJ La Melma" show. He's known for his dynamic mixes across various Latin genres, including salsa, merengue, bachata and reggaeton.
- **Xiomara Lopez** is a producer and co-host of the afternoon show on WXDJ-FM. Lopez is a huge soccer fan, often known as the "soccer goddess" on air. Her experience discussing sports on radio programs makes her a resonating personality for NHTSA's target audience.

Canela.TV—Spanish-Language Market

Canela.TV is the first addressable video-on-demand (AVOD) platform for Spanish-speaking audiences in the United States. NHTSA's Put the Phone Away or Pay campaign will reach adults who primarily consumes Spanish media at home through Canela.TV's curated Spanish-language videos. These videos are from various countries and genres and are unavailable on linear TV and programmatic buying platforms. Leveraging first-party targeting of those who watch specific programs and content on Canela.TV ensures better accuracy and reach of the target across OLV.

Video

Utilizing a mix of :15 and :30 non-skippable pre-roll and mid-roll videos, NHTSA's branded ad units will be contextually aligned with programs that skew toward the target audience's affinities, including sports, comedies, lifestyle, novelas, and entertainment and music, including the Coachella music festival, which kicks off during the flight.

Digital Display

To supplement its TV presence, Canela.TV will deploy standard banner ads across its network of digital display inventory that are contextually aligned with the key interests and passion points listed above.

EXTE—Spanish-Language Market

EXTE is a digital media platform that bridges culture and technology to connect with Spanish-speaking audiences authentically. EXTE leverages its EXTE Hub to identify the target audience and deliver personalized, in-context messaging. Partnering with the world’s best publishers, such as Futbol Total, depor.com, Fox Sports, Mundo Deportivo and others, EXTE ensures access to relevant in-language inventory to allow for maximum reach and influence. Having previously worked with NHTSA for its 2024 impaired campaigns, EXTE exceeded CTR benchmarks and impression delivery, over-delivering on its goal of 0.14% CTR by nearly 79%, reaching 0.23%.

Ads for the Put the Phone Away or Pay campaign will contextually align with the target audience’s interests, such as sports, fashion, beauty, health/wellness, travel, music, outdoor activities, soccer and gaming. Separate high-impact ad units will be tailored for female and male audiences, visually illustrating the impact of a crash.

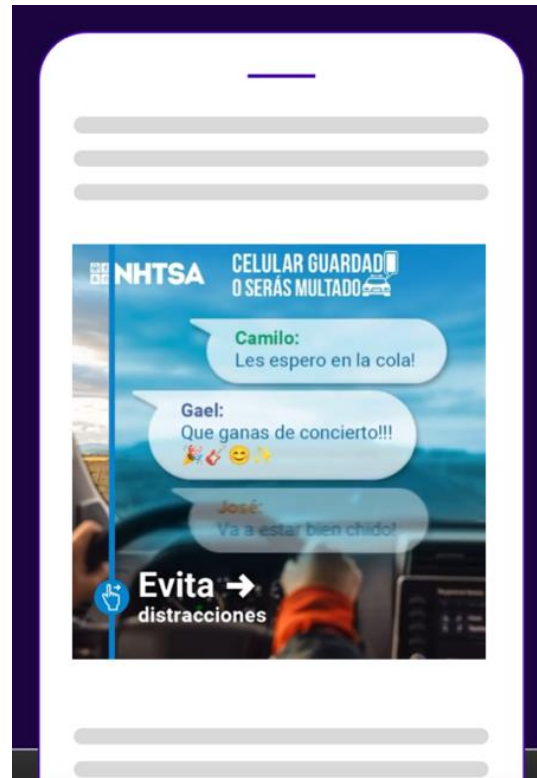
Video

Cross-device standard video assets will run across EXTE’s Spanish-language inventory on affinities the audience highly engages in, with added-value video impressions included.

Digital Display

To extend the video units, high-impact and standard display assets will run across EXTE’s Spanish-language inventory. EXTE’s units will depict scenes that resonate with male and female audiences and align with their interests. Social media windows displaying fashion and sports products will block the driver’s line of sight in the pop-up ad. By dragging the overlay, an alternate reality shows a shattered windshield, indicating a crash caused by distracted driving. The campaign video then plays automatically.

Figure 5: Prototype of EXTE's High-Impact Unit



Fandom—General Market

Fandom is the world’s largest fan-generated entertainment and gaming platform, reaching one in three users ages 18 to 34 years old online monthly. It specializes in hosting wikis focused on entertainment topics, such as video games, TV series, movies and entertainers. Fandom provides a space for NHTSA’s male and female target audiences to be part of a community-driven environment where they can share and explore content related to their entertainment and gaming passion points.

Video

Fandom’s Put the Phone Away or Pay campaign video plan uses a combination of rich media and video creative to engage male and female audiences within the entertainment and gaming ecosystem, specifically in genres like anime, fantasy, action/adventure and role-playing games. Custom-rich media frames will surround NHTSA’s brand campaign ad, “Phone Personalities.” These units are designed to connect with Fandom’s audience by aligning with their passion points. The frames will be static or have basic animation inspired by NHTSA’s video to connect the distracted driving “phone personalities” with the target’s top interests and trending topics during the campaign flight. These units have consistently delivered high CTRs and VCRs, surpassing benchmarks in previous NHTSA campaigns.

Rotational pre-roll video ads will target men and women separately, delivering the campaign’s brand assets across Fandom’s premium online video inventory. This approach ensures the message reaches users within their preferred content categories, increasing the likelihood of engagement with campaign assets.

Digital Display

To maximize impact, a “Trending Topic Blitz” sponsorship will target demographics most relevant to the campaign during the flight. These display ads will align with the target’s interests and trending brand-safe topics to enhance relevance and effectiveness. High-impact stick and adhesion units will run across desktop and mobile platforms to reach the audience on Fandom’s site to promote engagement.

Figure 6: Mockup of “Trending Topic Blitz” Sponsorship Package

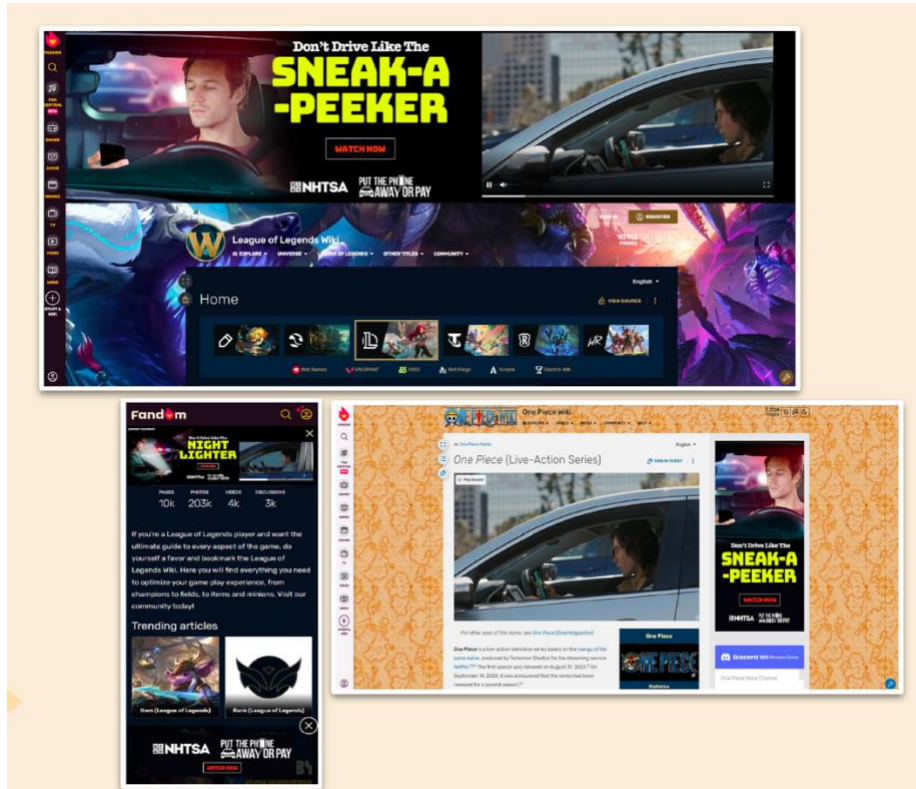
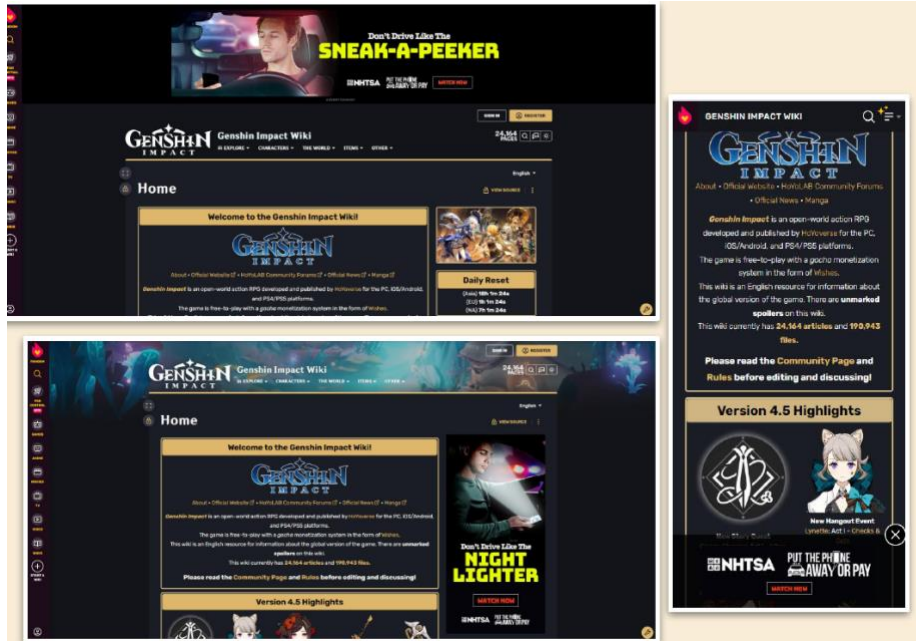


Figure 7: Example of Fandom Sticky and Adhesion Units



Hispanic Radio Network—Spanish-Language Market

Hispanic Radio Network (HRN) reaches 95% of the country through nearly 450 radio stations. It connects brands with Spanish-speaking audiences by creating partnerships with radio personalities and offering digital audio content on topics that resonate with the target audience, including Latin music, sports (particularly soccer), entertainment and news. By combining traditional radio with digital media, HRN ensures brands can engage with Spanish-speaking listeners on platforms they use and trust.

Audio

HRN's audio plan includes running the :30 campaign brand ad on its terrestrial radio network. The plan encompasses popular radio programs such as "Échate Pa'ca" and "Soccer Republic," which have extensive reach and provide coverage of the demographic's passion points.

"Échate Pa'ca" is a daily radio talk show, running midday Monday through Friday, that provides a mix of entertainment, music, celebrity gossip, comedy and host-led interviews. The show covers 89% of the demographic, making it a key radio show to tap into NHTSA's target audience.

"Soccer Republic" is a popular sports talk that provides coverage, commentary and insights into the world of soccer. The program showcases the passion and excitement of the sport on weekdays, Monday through Friday. It often discusses major sports leagues, tournaments and players, offering analysis on both U.S.-based and international soccer.

IGN—General Market

IGN is an authoritative voice in mainstream gaming and entertainment and has an extensive audience that spans 36 different platforms with a potential reach of 76.9 million gamers ages 18 to 34 years old. With IGN's scale, NHTSA's messaging will reach its intended audience across its preferred platforms while aligning with a primary passion—gaming.

The IGN plan will build awareness among young adults to put the phone away or pay via a multi-tactic approach centered on the target audience's hobby of collecting trading cards and collectible toys. IGN's "Collector Series" will take the audience on a safe adventure to discover and acquire the best items. With women representing 68% of avid collectors, men spending more than 20% on collectible toys than women and the sub-genre growing at an average rate of 10% annually, NHTSA will leverage an opportunity to craft a targeted message that resonates with both male and female demographics.

Video

In a two-part video series, IGN hosts with expertise in collecting will drive to relevant stores/locations to find the best collectibles. Each video will be geared toward the target audience's male or female segment and center around toys and collectibles that resonate. NHTSA's distracted driving campaign message will be integrated into the video as the hosts prepare for their collectible hunting journey. As they exit the stores, they will recap their findings and reinforce NHTSA's message before departing their vehicle. This content will be delivered through cross-device, pre-roll ads, running on IGN's owned-and-operated platforms and YouTube.

Digital Display

Digital ads for IGN's strategy will include a variety of formats, including rotating roadblock custom video quicksliders, medium rectangle and mobile leaderboards, and custom mobile gecko ads. The placements will appear on IGN's owned-and-operated sites, offering immersive and visually engaging ad formats that seamlessly integrate into the gaming and collectible content.

Paid Social Media

An accompanying social video cut for each full-length video in the series will focus on a quick snippet about the collectible, mentioning that the hosts could safely find the store/location before they began driving. The social video cuts will be used across Facebook, X, Meta Reels and YouTube Shorts. These social media placements provide additional reach and engagement opportunities by using native ad formats on highly trafficked platforms, amplifying the campaign's visibility among the target audience.

Meta (Facebook/Instagram)—General and Spanish-Language Markets

Meta is a global technology company that owns and operates popular social media platforms, including Facebook and Instagram. While Facebook's overall demographic skews older, it still has a significant presence among the 18- to 34-year-old target audience, where they can engage with sports groups, internet-based communities and event pages. Facebook's targeted advertising capabilities also allow NHTSA to reach specific segments based on interests, activities and online behavior. Instagram is a significant platform for young adults, as this age group engages heavily with its visual-first content, including photos, videos and stories. Instagram is also home to influencers, brands and sports figures who generate authentic and visually engaging content that appeals to the campaign's target audience.

Paid Social Media

The general and Spanish-language market Meta plans will leverage two campaign types on Facebook and Instagram—video views and engagement—to boost the overall impression share and optimize toward engagements and video completions (ThruPlays) for the target audience.

NHTSA will target adults 18 to 34 years old using interest-targeting parameters within the Meta platform specific to safe driving. Targeting will also leverage lookalike audiences based on page and ad engagers, followers and site visitors to entice like-minded individuals to see the campaign message.

Selected placements on the two platforms will include feed placements, reels, in-stream video and video feeds. Creatively, NHTSA will use video units that range in length for the two campaign funnels to ensure multiple varieties of messages are in play for the duration of the campaign, optimizing the top-performing creative units.

After measuring performance for the various promotions throughout the year, NHTSA has the opportunity to test carousels or static units to see if they provide an overall lift in engagement and impressions at lower costs. In addition to NHTSA's campaign brand assets, IGN and Sinclair's custom video series will also run in NHTSA's general market direct buy with Meta to diversify assets. In particular, NHTSA is testing whether the brand campaign ad or an ad that authentically leverages the target audience's affinities and integrates the campaign message performs better.

My Code Media—Spanish-Language Market

My Code is one of the largest digital media companies in the United States. The Remezcla division of My Code targets Spanish-speaking audiences and is notable for its deep understanding of culture and trends. My Code's ability to deliver content in various formats, such as video, display ads and native ads, allows for compelling storytelling, which is crucial to reaching young adults.

Video

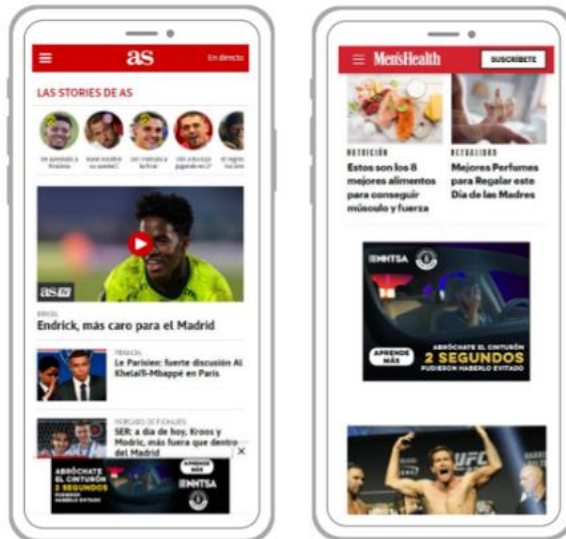
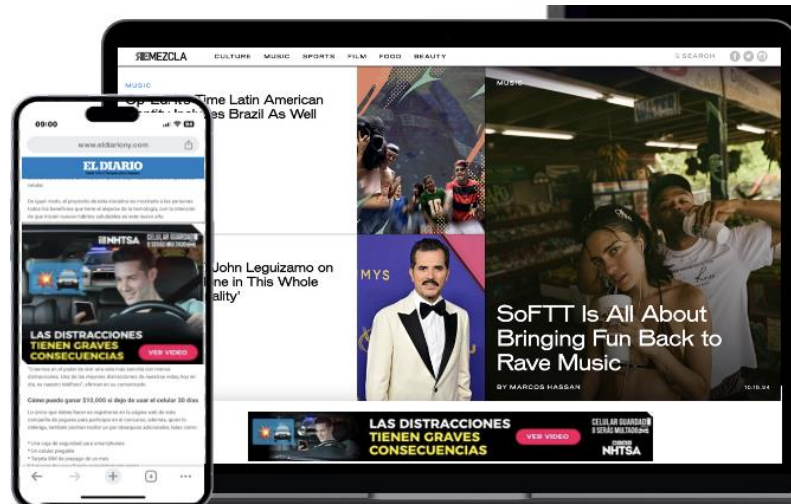
A mix of :15 and :30 NHTSA-branded ad units will run on premium OTT/CTV and OLV inventory across 50+. Publishers will contextually align with the Spanish-speaking target audience's affinities, including sports, health/wellness, travel, fashion/retail, outdoors and music. Videos will run across desktop and mobile devices to maximize reach.

Digital Display

The video plan will be supplemented by standard cross-platform digital display banner ads and rich media high-impact units that are contextually aligned with websites that skew toward the target audience's affinities.¹

¹ While a refreshed rich media scroller and adhesion units will be created for the 2025 Put the Phone Away or Pay campaign, My Code will reuse the 2024 campaign's high-impact skin, which outperformed benchmark by 75%.

Figure 8: Example of My Code Rich Media Scroller and Adhesion Units



Sinclair Broadcast Group—General Market

Sinclair operates more than 190 television stations across the United States, with a presence in more than 100 markets. Sinclair’s content is delivered via various platforms, including over-the-air, multichannel video program distributors and digital streaming. One of Sinclair’s most relevant assets is its sports programming, which provides extensive coverage of professional sports leagues, including the NBA, MLB, NHL and college sports, and is a significant passion for 18- to 34-year-old adults. It also develops news content that consumers rely on during their day-to-day.

The Sinclair plan will encourage the target audience to use its “full focus” as part of a branded series, “Full Focus: Designated Co-Pilot,” incorporating the campaign message into Sinclair’s expansive sports and news environments across multiple channels. This multi-tactic integration ensures high-impact delivery across Sinclair’s video, audio, digital and social media platforms, enhanced by live shows, media outreach and digital extensions.

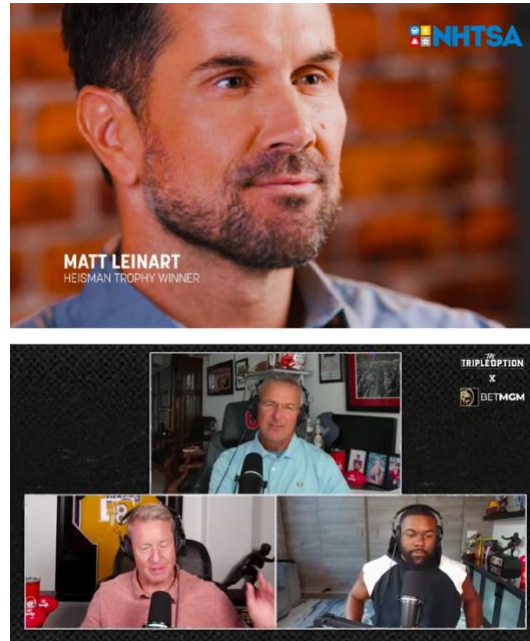
Hosted by Matt Leinart, who was featured in a previous NHTSA campaign, and his friend, Rob Stone, “Full Focus” is a branded content series that emphasizes the importance of always having a designated co-pilot along for the ride. Leinart is a former professional American football player and current sports analyst for FOX Sports. He also co-hosts a podcast titled “Throwbacks” with actor Jerry Ferrara. Stone is a well-known sports broadcaster for FOX Sports and co-hosts “FOX College Football” pre-game and post-game shows with Leinart.

Video

The two-video series will portray relatable scenarios for the target audience, such as changing the music or ordering food while driving. The key message emphasizes keeping phones out of the driver’s hands and letting passengers handle these tasks. This concept will be informative, and the campaign message will be seamlessly woven throughout the videos.

CTV will run across live sports for MLB, NBA, tennis and soccer, as well as live news channels. OLV will encompass live streaming of MLB games for premium coverage.

Figure 9: Example of Sinclair Custom-Segment Video



Audio

Throughout the flight, custom segments and host reads will be placed across Sinclair’s talent-led shows, tailoring each execution to authentically align with the show’s style and the hosts’ personalities.

In “Full Focus” custom audio segments, Sinclair’s sports talent will incorporate Put the Phone Away or Pay messaging into the conversation, bringing awareness to the importance of focusing and driving distraction-free. Custom segments will align with talents’ experiences on and off the field to authentically connect with the target audience. Integrations will run across the following podcasts distributed across podcast platforms and YouTube:

- **“Throwbacks”** (sports and culture) is Sinclair’s new weekly premier show hosted by Jerry Ferrara and Matt Leinart. Ferrara gives sports and pop culture fans a unique point of view through VIP access to sporting events and the relationships he’s built throughout his career. Leinart has numerous stories from his playing days and shares experiences through the lens of a former player. Fans will feel like they are sitting around a sports bar with their close friends, talking about sports, TV, movies, culture and more while getting an inside look at the lives of the hosts and their guests.
- **“The Triple Option”** (football) is a weekly football and culture show hosted by Urban Meyer, Mark Ingram and Rob Stone. The hosts and their special guests discuss the most intriguing stories in these interest areas each week. As a multi-platform program, long-form show content lives as video on YouTube and audio on all podcast platforms, with short-form content cutdowns living across talent, show and Sinclair social channels.

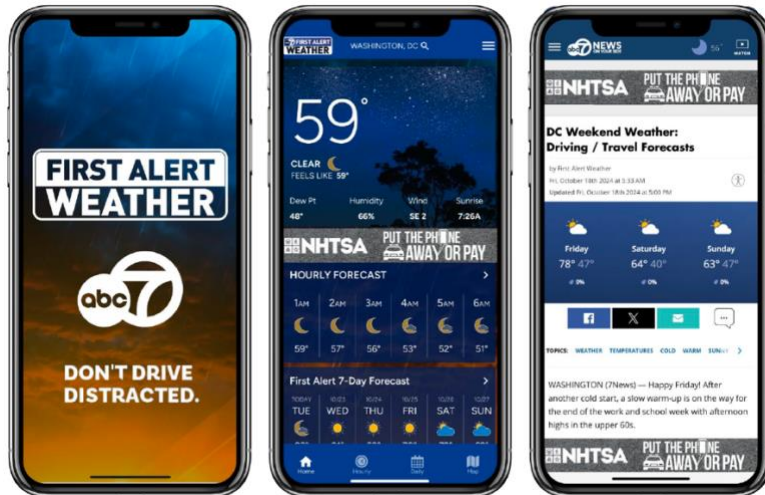
- **“Unfiltered Soccer”** (soccer) focuses on everything related to the sport. Landon Donovan and Tim Howard bring fans everything they want to know about soccer across MLS, the Premier League, the Champions League, International Competition and more. Donovan and Howard share their hot takes, analysis, unique insights and classic stories to bring fans closer to the game than ever.
- **“BFFR”** (women’s soccer) is a multi-platform series hosted by Sydney Leroux and Ali Riley that involves candid conversations with fellow athletes, friends and industry figures. Fans get an inside look at the world of women’s soccer with a blend of personal insights and celebration of the sport’s growing impact.

Each show will include live reads featuring NHTSA campaign branding. Talent will repost these segments on their social media and YouTube channels.

Digital Display

Weather-related content continues to be a powerful, relevant category for NHTSA as people seek timely and accurate information to plan their driving and travel schedules. By advertising in the context of weather reports, NHTSA can ensure that its distracted driving campaign message is timely, relevant and highly visible to the target audience. NHTSA also has the opportunity to dominate Sinclair’s weather and traffic content across the nation with partnerships across real-time breaking news notifications. This strategy aligns NHTSA’s campaign message with real-life moments when drivers check weather and traffic conditions before driving. This sponsorship would include taking over local weather and traffic content across websites and apps on Sinclair’s over 300 hometown digital news and weather channels nationwide.

Figure 10: Prototype of Sinclair Weather and Traffic Sponsorship



Dynamic display units will run across all Sinclair sports properties in addition to the weather sponsorship based on the target audience’s geographic location and gender. This strategy has been used in past NHTSA campaigns to increase CTRs by almost 50%.

Paid Social Media

Leinart and Stone will repost the “Full Focus” content to their social channels, speaking directly to his fans and furthering visibility and organic conversations around distracted driving.

Univision—Spanish-Language Market

Univision is now the largest Spanish-language media company in the world. The company serves a vast Spanish-speaking audience across the Americas, offering a variety of content across television, radio, digital platforms and streaming services. Univision Audio is a division of Univision. It provides audio-based content, including radio programming, podcasts and digital streaming. It delivers comprehensive sports coverage and music programming that is highly appealing to the Spanish-speaking target audience.

Audio

Univision Audio will use its Uforia Audio Network, which reaches nearly 2.5 million monthly listeners. NHTSA campaign ads will run across the following terrestrial radio stations and programs:

- **“El Bueno, La Mala Y El Feo”** is the No. 1 Spanish-language show in the country. The show’s distinct edge lies in delivering personal, honest and native messages that resonate with authenticity.
- **“El Free-Guy”** is an “infotainment” afternoon show that entertains listeners within the campaign demographic. Musical and playful approaches and quick payoff segments help this show stand out.
- **“Por El Placer De Vivir”** is a one-hour program hosted by Dr. Cesar Lozano dedicated to inspiring listeners to embrace the power of life’s positive triggers and secure self-love to live a more fulfilled life.
- **TUDN Radio** is a Spanish-language global sports audio content leader that broadcasts and streams over 1,000 live games annually across Mexican, European and American (North, Central and South) sports.

Digital audio will be incorporated across the Uforia app. Ads placed on the app and podcasts will reach listeners across various digital platforms. Additionally, messages from NHTSA live reads, though not voiced by DJ talent, will be aired during the flight.

Van Wagner—General and Spanish-Language Markets

Van Wagner is a world-leading, full-service sports advertising and entertainment agency that connects brands with audiences through various innovative methods. It specializes in TV-visible signage, placing brand messages in prominent locations during live sports broadcasts, such as behind home plate in baseball or courtside in basketball, ensuring high visibility to in-person attendees and television viewers. In turn, they become rights-holders for in-game signage placements. Van Wagner’s placements tap into NHTSA’s target audience’s sports passion point, delivering the campaign message across platforms the audience will likely engage with.

OOH

Van Wagner will target general and Spanish-language market audiences through highly visible in-stadium and televised signage during major sports events.

To target the general market audience, Van Wagner will provide TV-visible home plate signage during MLB and NBA games. These placements ensure national exposure across home and away team broadcasts, including digital and streaming. The signage will appear during live games and will also feature prominently in video highlights, amplifying the campaign's reach.

For the Spanish-language market, Van Wagner will feature TV-visible field-level LED signage during Liga MX matches, the most popular soccer league in the United States. These placements are designed to engage audiences during widely watched events, ensuring cultural relevance and strong message alignment.

As added value, Van Wagner provides measurement of non-targeted organic social re-postings of videos through official ESPN and teams' channels that include branded messaging. These organic social impressions often double the paid reach of the campaign through TV-visible signage.

Westwood One—General Market

Westwood One, the national-facing arm of Cumulus Media, is one of the largest audio networks in America, engaging over 250 million listeners weekly across an extensive network of more than 8,000 affiliated broadcast radio stations and media partners. It extends its reach with its Cumulus Podcast Network, the fourth-largest podcast network in the United States, across various genres that hit the target audience's passion points of sports and entertainment. Westwood One's ability to target demos, geography and other target audience characteristics makes it an optimal vendor for sharing NHTSA's campaign message.

Audio

Westwood One has consistently provided quality terrestrial and streaming added value to NHTSA's campaign plans. Their exclusive coverage of sports—including MLB, the Masters and the NCAA March Madness tournament taking place during the campaign—along with entertainment, music, podcasting and a strong network of influencers invested in NHTSA's messaging directly engages the audience. Westwood One will tap into its Personality+ Network, a bespoke network offering from Cumulus. It will align its dynamic personality portfolio with NHTSA's campaign message through impactful host reads across terrestrial, podcast, streaming audio and social media to speak directly to the target audience. A branded content series featuring custom vignettes will also be implemented to reach NHTSA's demographic within various music genres and across sports stations. Multichannel distribution via AM/FM stations, SiriusXM satellite radio, TuneIn, Google Assistant and Amazon Alexa guarantees 100% nationwide coverage.

The following are Westwood One personalities NHTSA will activate for this year's Put the Phone Away or Pay campaign. These individuals have been previously approved for previous NHTSA campaigns and will provide NHTSA voiced reads within designated programming and extended across other approved channels.

Sports Ambassadors

- **Kevin Kugler** is the lead play-by-play announcer for the NCAA men's basketball tournament and has called the Final Four since 2008. He will voice NHTSA spots to air within the NCAA men's national championship broadcast.
- **Jim Rome** is a dominant voice in sports talk radio, having hosted a weekday self-titled radio program for over 20 years. In addition to "The Jim Rome Show," Rome hosts two popular podcasts: "The Jim Rome Podcast" and "Jim Rome's Daily Jungle." He will voice NHTSA spots to air live in his show and pass through on X and across the Infinity Sports Network, Infinity Sports Minute and MLB.
- **Tim Emrich** is a play-by-play announcer for Westwood One Sports. He has been the voice for the Masters and PGA Championship coverage for Westwood One and will voice its updates in 2025. He has also voiced Westwood One's U.S. Open and British Open golf updates. Emrich will voice NHTSA spots to air within Masters golf coverage.
- **Rich Eisen** has built a cross-platform empire originating from his radio show, and his podcast network continues to grow. "The Rich Eisen Show" delivers an engaging mix of sports, humor and pop culture while attracting the most recognizable names in sports and entertainment. Eisen's content includes his radio show that airs nationally from noon to 3 p.m. ET, which is produced for other distribution platforms, including SiriusXM satellite radio and the Roku TV Channel, earning him a 2023 Sports Emmy nomination, as well as an on-demand podcast.
- **Today in Women's Sports** highlights the biggest stories in women's sports, including professional and college basketball, soccer, gymnastics, the Summer/Winter Olympic Games and more. On this platform, NHTSA will receive a presenting sponsorship that includes an opening billboard leading into content and a brand spot immediately following segment content.

Music and Entertainment Syndicated Programming

- **"The Bob and Tom Show"** features news, sports, lifestyle content and interviews with today's top actors and newsmakers. This show is also America's leading media outlet for the best and developing comedians on the circuit, with live music performances from musicians of all genres.
- **"The Bert Show"** is hosted by Bert Weiss and crew. It is a high-energy, nonstop morning drive program that features today's hottest music, entertainment news, comedy bits and special guests.
- **"Kincaid and Dallas"** is a four-hour morning drive broadcast from Atlanta. It is an upbeat and comedic country show featuring the morning family of Kincaid and Dallas.
- **"Country Nights Live with Bev Rainey"** covers chart-topping country music and popular country music stars. It delivers the latest news from Music City. Bev's colorful storytelling and lively listener interactions from across the United States create a fun, fast-paced nighttime entertainment show.

- **“Elliott”** is a high-energy weeknight show that engages listeners with content targeting young adults, including today’s hottest hits, celebrity and artist updates, pop culture news, listener calls and extensive social media integrations.
- **“Steve Gorman Rocks!”** is a nighttime radio show hosted by Steve Gorman and April Rose. This nationally syndicated, five-hour rock music radio program airs weeknights from 7 p.m. to midnight on nationwide stations. Gorman is one of the founding members of the band The Black Crowes.
- **“The Daly Download with Carson Daly”** is a weekend radio show that turns weekends into a nonstop music party, playing the most listened-to songs of the week. Driven by exclusive artist interviews and the hottest show features, “The Daly Download” brings a new twist to radio by taking listener interactivity to another level.
- **“Flashback with Matt Pinfield”** is the country’s No. 1 retrospective radio program hosted by influencer, rock insider and MTV legend Matt Pinfield. This program travels back in time and celebrates classics with rockers that defined the time—The Who, Pink Floyd, Led Zeppelin, The Rolling Stones, Eagles and many more.
- **“Weekends with Roula”** keeps listeners moving, laughing and singing along for three hours. Roula’s unique mix of pop culture news and information and hilarious conversations between her kids and her mom are priceless.
- **“American Country Countdown with Kix Brooks”** is hosted by country music superstar Kix Brooks. It is a weekly countdown of the top 40 country songs on the Billboard charts. Brooks keeps the format fresh, and listeners tune in for his insider perspective and captivating stories of personalities in the country music business.
- **“Country Gold with Terri Clark”** is centered around the biggest hits of the 90s, hosted by Terri Clark, Canadian Country Music Association (CCMA) Entertainer of the Year. Clark provides an insider’s insight into this music and the stars, inviting guest artists to the show to share personal stories and favorite songs.
- **“Give Them Lala”** is hosted by Lala Kent. Fans get to know the actress, singer, TV personality and entrepreneur as she dives deep into various lifestyle topics. Kent’s top priority is making her listeners feel heard, understood and inspired.
- **“Inside of You + Talk Ville”** is hosted by Michael Rosenbaum. Rosenbaum has worked with some of the most talented people in the entertainment business and invites fans to get to know him and his guests through his podcast.
- **“Rolling Stone Music Now”** takes listeners inside the biggest stories in music. The show features interviews with favorite artists, what’s playing in the office, expert insight on the week’s biggest music news and more.

Business, Money and Tech

- **“The Ed Mylett Show”** showcases the greatest peak performers across all industries in one place, sharing their journeys, knowledge and thought leadership. With Ed Mylett and featured guests in almost every industry, including business, health, collegiate and professional sports, politics, entrepreneurship, science and entertainment, listeners find motivation, inspiration and practical steps to help them become the best version of themselves.
- **“The Candy Valentino Show”** is hosted by Candy Valentino and runs every Monday. Valentino discusses wealth habits, business models, profit plans, real estate investing and more.
- **“Brown Ambition”** with Mandi Woodruff and Tiffany Aliche helps listeners unapologetically build wealth by saving, investing and making smart career choices on their own terms.
- **“Stacking Benjamins”** with Joe Saul-Shey and OG aims to make financial literacy fun for everyone. Together, they discuss personal finance, investing, saving and other important money trends.
- **“BiggerPockets Network”** is a group of podcasts comprised of the nation’s leading network and community podcasts in the real estate investing space. The network helps listeners find financial freedom through real estate by providing useful tools, education and support.

Branded Content Series

Westwood One will write and produce custom :60 and/or :30 vignettes comparing “good distractions” with “bad distractions” to air across Westwood One audio platforms during the campaign flight. Good distractions are considered positive activities to distract yourself and take a break from daily stresses. Bad distractions take your eyes away from the road, including using your phone while driving.

Well-known voices in the country, rock and Latin music spaces as well as the sports industry will be used to speak directly to individuals with aligned interests in NHTSA’s target audience. Michelle Rodriguez, Steve Gorman and Jim Rome are personalities slated to be part of this series. The vignettes will run across their specific stations.

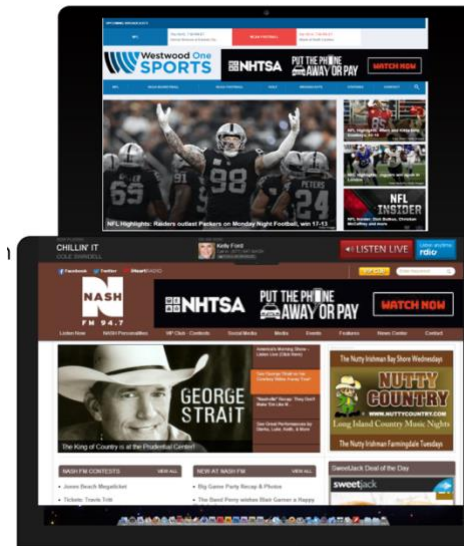
Bonus Inventory

Westwood One is providing bonus inventory on the Urban Advantage Network, Custom Targeted Cumulus Stream Network and “Brown Ambition.” In addition, Westwood One will extend NHTSA’s campaign message with a bonus media schedule of :30 English-language audio placements across the Hispanic Radio Network (Reach, Prime and Weekend). NHTSA will also receive Spanish-language media within Westwood One’s NCAA March Madness broadcast.

Digital Display

Westwood One will include added value standard display banner ad units, combining visual elements with audio components.

Figure 11: Example of Westwood One Added Value Display Units



Paid Social Media

Social media will provide added value amplification via organic posts from radio personalities throughout the flight. These will be turnkey re-postings of approved information.

X—General Market

X is a social media platform that the campaign’s target audience uses to stay updated with news, pop culture and trending topics. X’s ability to provide real-time updates and be a place where celebrities, influencers and thought leaders are active makes it a central hub for fast-moving conversations and interaction.

X’s strategy for the distracted driving campaign builds on past campaign success on the platform, with strong VCRs of 27%.

Paid Social Media

X will target interest-based safe driving qualifiers within the general market demographic and affinity segments such as gaming, food and drink, and entertainment. It aims to achieve strong VCRs and efficient costs per view (CPVs) and costs per mille (CPMs). X will feature campaign brand ad video units of varying lengths to provide a mix of messaging throughout the eight-day flight. These creatives will be optimized in real time to prioritize the best-performing assets.

YouTube—General and Spanish-Language Markets

Owned by Google, YouTube is the world’s largest video-sharing platform. YouTube is available globally and has billions of active users who access the platform via desktops, mobile devices and smart TVs. It reaches the campaign’s 18- to 34-year-old adult demographic by offering custom and curated targeting across a vast array of entertainment, sports, gaming and lifestyle content.

Its mix of user-generated content, influencers and real-time interaction also makes it one of the most engaging platforms for this audience. For the Spanish-speaking audience, YouTube is the primary place where they watch videos, reaching nearly 62% of 18- to 34-year-old adults who primarily speak and consume Spanish media at home.

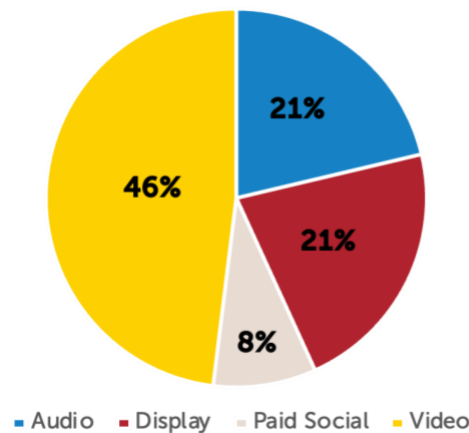
Video

YouTube will harness its dominance as the most-used free platform across Gen Z and Millennials. Reach and views-based campaigns will be used to target general and Spanish-language market audiences. YouTube will deliver NHTSA’s distracted driving message to a broad audience across auto enthusiasts, sports fans and individuals interested in health, wellness, travel, fashion, retail, outdoors and music. This strategy will function to achieve CPVs and CPMs that vary the messaging for the target demographic.

In-stream ads and YouTube shorts will be included in the creative mix. NHTSA will use a combination of the brand campaign ad as well as the new IGN video series and Sinclair video series in its direct buy to analyze the results of each creative as it relates to views, view rate and completion rate. In particular, NHTSA is testing whether the brand campaign ad or an ad that authentically leverages the target audience’s affinities and integrates the campaign message performs better on YouTube shorts and/or in-stream.

5.0 Campaign Summary

Campaign Investment by Channel



Channel	Tactic	Partner	2025 Budget	Estimated Paid Impressions	Estimated Added Value Impressions	Estimated Total Impressions
Audio			\$1,035,247.32	136,072,334	31,261,576	167,333,910
	Radio	HRN—Spanish	\$50,000.00	14,655,400	2,566,500	17,221,900
	Radio	SBS AIRE—Spanish	\$65,000.00	6,621,000	0	6,621,000
	Radio	Univision—Spanish	\$85,000.00	20,107,400	9,626,400	29,733,800
	Radio	Westwood One	\$334,847.50	68,589,400	14,143,500	82,732,900
	Digital Audio	AdTheorent	\$235,000.00	8,993,507	2,411,336	11,404,843
	Digital Audio	SBS AIRE—Spanish	\$10,000.00	1,000,000	0	1,000,000
	Digital Audio	Univision—Spanish	\$67,410.00	6,128,182	951,840	7,080,022
	Digital Audio	Westwood One	\$23,876.50	4,321,538	550,000	4,871,538
	Podcast	Sinclair	\$80,000.00	2,000,000	0	2,000,000
	Podcast	Univision—Spanish	\$2,590.00	95,926	0	95,926
	Podcast	Westwood One	\$41,276.00	2,442,000	1,012,000	3,454,000
	Podcast	AdTheorent	\$40,247.32	1,117,981	0	1,117,981
Display			\$1,067,000.00	121,185,218	55,279,295	176,464,513
	Display	AdTheorent	\$450,000.00	84,134,518	33,230,769	117,365,287
	Display	AdTheorent—Spanish	\$0.00	0	941,176	941,176
	Display	Canela.TV—Spanish	\$0.00	0	200,000	200,000
	Display	EXTE—Spanish	\$75,000.00	4,710,145	181,159	4,891,304
	Display	Fandom	\$235,000.00	9,391,535	2,976,191	12,367,726
	Display	IGN	\$27,000.00	1,632,353	11,750,000	13,382,353
	Display	My Code—Spanish	\$60,000.00	4,666,667	500,000	5,166,667
	Display	Sinclair	\$220,000.00	16,650,000	5,000,000	21,650,000
	Display	Westwood One	\$0.00	0	500,000	500,000
OOH			\$175,000.00	17,111,000	0	17,111,000
	OOH	Van Wagner	\$125,000.00	11,546,000	0	11,546,000
	OOH	Van Wagner—Spanish	\$50,000.00	5,565,000	0	5,565,000

Paid Social		\$425,000.00	74,076,163	1,159,109	75,235,272
Paid Social	Meta	\$300,000.00	35,111,850	0	35,111,850
Paid Social	Meta—Spanish	\$50,000.00	7,184,652	0	7,184,652
Paid Social	Westwood One	\$0.00	0	1,159,109	1,159,109
Paid Social	X	\$75,000.00	31,779,661	0	31,779,661
Video		\$2,338,000.00	196,605,525	4,069,107	200,674,632
Linear TV	Sinclair	\$100,000.00	8,861,855	612,585	9,474,440
CTV	AdTheorent	\$715,000.00	19,131,191	3,000,000	22,131,191
CTV	AdTheorent—Spanish	\$50,000.00	1,851,852	0	1,851,852
CTV	Canela.TV—Spanish	\$70,000.00	2,000,000	0	2,000,000
CTV	Sinclair	\$60,000.00	1,000,000	0	1,000,000
OLV	AdTheorent	\$100,000.00	7,530,120	0	7,530,120
OLV	EXTE—Spanish	\$25,000.00	1,666,667	456,522	2,123,189
OLV	Fandom	\$115,000.00	5,533,395	0	5,533,395
OLV	IGN	\$323,000.00	5,597,112	0	5,597,112
OLV	My Code—Spanish	\$40,000.00	1,250,000	0	1,250,000
OLV	Sinclair	\$290,000.00	4,833,333	0	4,833,333
OLV	YouTube	\$400,000.00	122,200,000	0	122,200,000
OLV	YouTube—Spanish	\$50,000.00	15,150,000	0	15,150,000

6.0 State-Level Campaign Extensions

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

Video

The national plan will use linear, addressable TV, programmatic TV, CTV/OTT and online video to reach the target audience with entertainment, gaming and sports programming. This will run on appropriate cable inventory, network apps via full episode players, OTT services and across the web. The state-level plans can build off this base by including broadcast TV programming that efficiently reaches the target audience, including cable if penetration is sufficient, and geotargeting any problem areas in their local markets.

Audio

The audio plan includes both terrestrial and digital audio (streaming and podcasts) and may run in the 90 GRPs/week range. At the national level, audio 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 Display

The target audience uses digital media heavily, and a digital display 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 or programmatic partnerships. States can consider utilizing rich media units for added display extensions.

Paid Social Media

Social media also plays a significant role in the lives of target audiences and is recommended for state-level plans. Social media plans can include video and/or display creative and are a good complement to enhance reach and engagement for the campaign.

Out-of-Home

One of the main benefits of OOH advertising is its ability to reach a large audience, which can be seen by anyone who passes by an ad. OOH offers the ability to reach people with NHTSA messaging throughout their day and perhaps in critical moments while actively driving. OOH should be considered to extend reach and amplify awareness of NHTSA messaging in state-level plans.

Rural Markets

If state-specific data indicates that the 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, audio and OOH buys. This should only be considered applicable for states with rural market issues to factor into plans.

7.0 Glossary

Video

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

Audience Targeting: Using data points to target specific population segments based on 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 ensuring that ads do not run adjacent to content that goes against brand guidelines.

Connected TV (CTV): Another term for Smart TV, CTV 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, video streaming and 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 directly provides streaming media as a stand-alone product to viewers over the internet, bypassing telecommunications, multichannel 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 other major gaming consoles.

TV Everywhere: TV Everywhere refers to a type of subscription business model wherein access to streaming video content from a television channel requires users to "authenticate" themselves as current subscribers to the channel.

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

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, 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.

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 viewed in their entirety or until 30 seconds have elapsed.

Audio

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 15 minutes.

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 live-streamed and involve commentators and analyses like "traditional" sports.

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

Live-Streaming: A gamer shares their gaming experience with fans/followers by live broadcasting their game. 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 particular context.

User-Generated Content (UGC): This refers to any form of content, videos, text, testimonials and audio, that has been posted by users on online platforms.

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.

Quintile: Viewers, listeners, readers or consumers of a particular medium are ranked according to their usage and then divided into five equal groups, or quintiles, ranging from the heaviest to the lightest in media consumption.

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