



# 2025 Speed Prevention 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 .....25

6.0 State-Level Campaign Extension Opportunities .....28

7.0 Glossary .....30

## 1.0 Executive Summary

The National Highway Traffic Safety Administration's (NHTSA) 2025 Speed Prevention campaign aims to raise awareness and perception of risk to encourage drivers to always follow the posted speed limits, regardless of the road type or driving comfort level.

This campaign targets 18- to 44-year-old men, a demographic identified by NHTSA's Fatality Analysis Reporting System (FARS) as those most likely to be involved in a speed-related crash. Speeding isn't a concern for this target audience; while they understand its risks, they don't believe they will happen to them.

NHTSA will implement an omnichannel paid media strategy outlined in the 2025 Annual Media Work Plan to engage this audience best. This omnichannel strategy will include video, audio, out-of-home (OOH), digital display and paid social media, aligning with the target audience's consumption habits. There are 21 media vendors supporting this plan that have demonstrated proficiency in reaching the target audience across these channels and utilizing tactics that leverage their passion points. This strategy is pivotal in reaching NHTSA's target audience because it ensures consistent, cohesive messaging and increases the chance of higher reach and engagement where the audience regularly consumes media. Vendors strike a balance between efficiency, high-reach tactics and high-quality content to meet reach, frequency and engagement goals.

The 2025 Speed Prevention campaign runs for three-and-a-half weeks, beginning Monday, July 7, and ending Thursday, July 31, 2025. This media buy summary provides an overview of the specific media vendors for the campaign, along with 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 wish to develop media plans or adapt tactics and approaches for their campaigns during the national flight.

## 2.0 Campaign at a Glance

### 2.1 Planned Campaign Assets

Campaign materials are available at [TrafficSafetyMarketing.gov](https://TrafficSafetyMarketing.gov).

**Figure 1: Campaign Assets**

Language	Asset Title	Types/Lengths	Additional Assets
English	Dog Walker	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	Ve Todo El Daño	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, July 7, and run through Thursday, July 31, 2025.

### 2.3 Working Media Budget

The total budget for the 2025 Speed Prevention campaign is \$7 million.

### 2.4 Target Audience

The target audience is 18- to 44-year-old men. As identified in the 2025 NHTSA Annual Media Work Plan, this is an extended age range, increasing the addressable audience to roughly 58 million people. 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

The goal of the 2025 Speed Prevention campaign is to decrease speeding and speeding-related injuries and traffic fatalities. To increase awareness and visibility of the dangers of speeding, the media plan must quickly build reach and frequency, ensuring the target audience is exposed to NHTSA's message three to five times over the three-and-a-half-week campaign. 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 activate an omnichannel paid media strategy consisting of video, audio, OOH, digital display and paid social media with selected media vendors based on 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**

As referenced in the 2025 NHTSA Annual Media Work Plan, among 18- to 44-year-old men, several areas emerge as key passion points for campaign engagement and activation: sports, fashion, online experiences and gaming, and music and film. These areas reach the target audience differently, providing strong platforms to connect safety messaging to the audience.

Media vendors are selected based on their ability to activate nationally across one or more of the identified channels and their capability to reach the full breadth of the target age group for both primary and secondary audiences. Media vendors must also demonstrate proficiency in activating tactics that effectively and efficiently engage with the target audience within the key passion point areas.

## **4.0 Selected Media Vendors**

The 2025 Speed Prevention national media plan includes the media vendors listed below. Since NHTSA is activating an omnichannel paid media strategy, some vendors will be utilized across multiple channels to maximize reach and ensure optimal message delivery.

**Figure 2: Media Vendor Channel Mix and Measurement Benchmarks**

Channel	KPI Goals	Vendors
<b>Video</b>	<p>Linear TV— Reach and Frequency</p> <p>OLV and CTV/OTT— VTR: 35%+ VCR: 80%+</p>	<p>Adsmovil AdTheorent Canela.TV Fandom IGN Live Nation MiQ MobileFuse My Code Overtime Sabio Sinclair Van Wagner</p>
<b>Audio</b>	<p>Terrestrial Radio— Reach and Frequency</p> <p>Digital Audio— LTR: 85%+ CTR: .05%+</p>	<p>Compass Media Entravision Hispanic Radio Network MiQ Skyview Networks Univision YouTube</p>
<b>OOH</b>	Reach and Frequency	<p>AlloOver Media Live Nation MiQ Van Wagner</p>
<b>Digital Display</b>	CTR: .14%+	<p>AdTheorent Adsmovil AlloOver Media Canela.TV Fandom IGN Live Nation MiQ MobileFuse My Code Sabio Sinclair</p>
<b>Paid Social Media</b>	<p>CTR: .10%+ VTR: 30%–40% ER: .50–15%</p>	<p>Adsmovil Fandom IGN Live Nation Meta My Code Overtime Sinclair Skyview Networks</p>

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

## **Adsmovil—Spanish-Language Market**

Adsmovil is a digital media company specializing in mobile advertising solutions for various markets, including Spanish-language speakers in the United States. Through its network of more than 2,500 premium English and Spanish-language publishers, Adsmovil currently reaches 65% of the Spanish-speaking population, approximately 24.4 million users.

Adsmovil will leverage machine-learning algorithms to analyze online and offline behavior, including search patterns, geotargeting and user app installation, to effectively engage the 18- to 44-year-old male audience through content consumption across health, fashion, sports, music, automotive and the outdoors.

### **Video**

Adsmovil will create a custom dynamic video end card for the brand campaign ad that will be served on mobile app environments, reaching the Spanish-speaking audience on the apps they use most. Users who watch the videos to completion will be immediately presented with the NHTSA-branded end card, which will include high-impact engagement and interaction opportunities, including directing users to learn more on the campaign webpage.

### **Paid Social Media**

Credible, influential voices are shown to be beneficial for raising awareness and earning trust with the target audience. Adsmovil will activate an influencer, such as Jackie Guerrido or Carlos Adyan, on Meta and YouTube for the 2025 Speed Prevention campaign, who will align with the target audience's entertainment and lifestyle affinities and speak in-language to ensure authentic message delivery. For the paid social media campaign, the influencer will create engaging video content highlighting the dangers of speeding, which could include a personal story, educational messaging or a challenge that encourages responsible decision-making. They will also encourage user-generated content (UGC) to include followers sharing their stories and tips or taking pledges to never speed, using the campaign's hashtag.

### **Digital Display**

As added value, Adsmovil will run standard cross-device digital display ads.

## **AdTheorent—General Market**

AdTheorent's cross-channel reach targets 18- to 44-year-old males where and when they are most receptive to brand messaging. The combination of precision targeting based on behavior, interests and location, along with mobile-first, high-engagement ad formats, aligns well with the demographic's media consumption habits and preferences.

AdTheorent's proprietary machine-learning platform analyzes data and predicts engagement outcomes, like video views or clicks. Using custom-built models, it targets audiences based on their interests and assigns a predictive score to each impression. A predictive score is the likelihood that an impression will lead to a successful campaign outcome and encourage behavioral change.



## Video

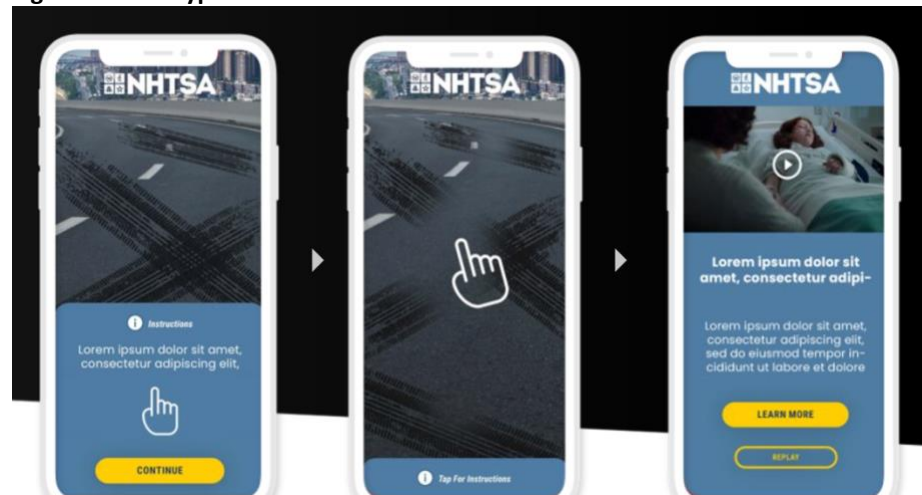
AdTheorent's machine-learning-powered (MLP) video is central to the plan. Its MLP placements using the campaign brand ad will reach consumers across all devices they are most likely to watch, spanning 20 ad exchanges across the digital ecosystem. Placements across live addressable TV—on cable networks with dayparts ranked to identify top placements across over 90 networks that will reach the audience with high efficiency, specific premium inventory like Hulu and Max—will help provide a broad reach for the campaign message. Video inventory will be contextually targeted to men 18 to 44 years old with interests in sports, summer activities, auto and adrenaline.

## Digital Display

Interactive rich media units are key in promoting safety messaging and increasing engagement by targeting men 18 to 44 years old who are sports enthusiasts, summer activity lovers, automotive enthusiasts and who have an affinity for adrenaline. AdTheorent will develop two rich media units for this year's campaign and run standard digital display banner ads across its programmatic properties. The digital display plan will also include added value impressions against the standard banner ads.

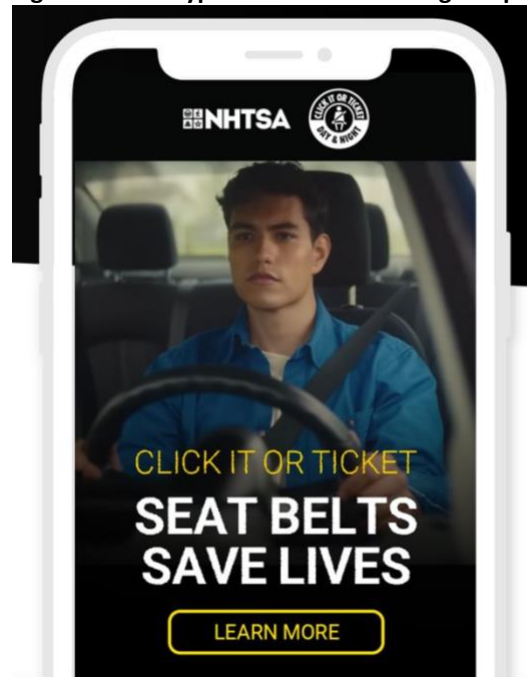
The first rich media unit is a gamification unit with the goal of maximizing the time spent playing the game. The longer someone engages with the game, the more time they will spend engaging with the campaign message, ultimately increasing long-term message retention. The player will be directed to wipe their finger across the screen to interact with the tire marks. As the player swipes, the tire marks illustrated on the road will begin to disappear. Once most (90%+) of the tire marks are gone, the player will advance to the end screen, where they will find the video spot with a replay and learn more call-to-action.

**Figure 3: Prototype of AdTheorent's Gamified Unit**



The second rich media unit is a high-impact interstitial. AdTheorent will create and deploy multiple interstitial units on smartphone and tablet devices. Upon a full-page load, consumers can tap the NHTSA-branded banner ad that will lead them to the campaign landing page.

**Figure 4: Prototype of AdTheorent's High-Impact Interstitial**



## **AlloOver Media—General Market**

AlloOver Media is the largest multi-platform OOH company in the United States. It focuses on nontraditional advertising in locations where people are on the move, including gas stations, convenience stores, restaurants, bars and public transit stations. By placing ads in environments where this audience frequents, AlloOver Media can specifically target the 18- to 44-year-old male demographic. Its data-driven capabilities also allow targeting by geography and lifestyle affinities.

### **OOH**

Digital OOH units using the :15 brand campaign video will be strategically placed at convenience stores, gas pumps and in-store kiosks. Their key partnership locations include Speedway, ACRO, 7-Eleven, Marathon, Shell and CITGO.

**Figure 5: Prototype of AlloOver Media OOH Unit**



## **Digital Display**

AllOver Media will also provide added value in bonus impressions and mobile retargeting by delivering videos to the target audience within a one-mile radius of these locations to increase the frequency of the speed prevention message during the campaign flight.

## **Canela.TV—Spanish-Language Market**

Canela.TV is the first addressable video-on-demand (AVOD) platform for Spanish-speaking audiences in the United States. It curates a large mix of Spanish-language video content from multiple countries and various genres. With a focus on men who primarily speak and consume Spanish media at home, NHTSA will have a presence within authentic Spanish-language content that is not currently available via linear TV vendors. In addition, leveraging first-party targeting of those who have watched 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- and mid-roll videos, NHTSA branded ad units will be contextually aligned with the affinities of the target audience, including sports, music, lifestyle, gaming, action, comedy and entertainment. These ads will run across their owned-and-operated properties and exclusive to Canela.TV's Spanish-language inventory.

## **Digital Display**

As part of the Canela.TV plan, a dynamic countdown rich media unit will run across Futbol sites and during the F1 Belgium race weekend, beginning July 24 and ending on July 27. In addition, the plan will deliver standard digital display mobile and desktop banner ads that contextually align with websites that skew toward the target audience's affinities as added value.

## **Compass Media—General Market**

Compass Media's portfolio includes well-branded audio programs broadcast on thousands of radio stations and emerging digital platforms, reaching millions of listeners daily. Its syndicated radio programming focused on sports, music, pop culture and lifestyle content is highly relevant to the campaign's target audience.

## **Audio**

Compass Media will activate :15 and :30 live reads and produce custom vignettes across syndicated shows, its NHTSA Speed audience-targeted weekday and weekend networks—custom-designed networks that skew heavily toward the 18- to 44-year-old male target audience—its exclusive ABC Audio Music Network and during MLB live play-by-play game coverage. As added value, bonus :30, :15 and :10 live reads will also run across the various shows and networks.

#### **Syndicated shows include:**

- **“The Big D and Bubba Show”**—Country radio’s first successful nationally syndicated morning show with access to top country artists and national celebrities, performing live in the studio or featured at events such as the Annual Country Radio Seminar in Nashville, CMA Fest, CMA Red Carpet and live on-air shows. The plan with Big D and Bubba also features two integrations—a “live” :15 billboard promoting the “Big D and Bubba Pledge to Not Speed” and a NHTSA-sponsored “Finally Friday” feature.
- **“The Free Beer and Hot Wings Morning Show”**—This show offers five hours of live and compelling morning drive entertainment programming. “Funny, relatable and honest” are often the words listeners use to describe the show. Broadcasting from WGRD-FM studios in Grand Rapids, “The Free Beer and Hot Wings Show” celebrates over 15 years on the air and is heard nationwide in a growing number of markets, including Albany and Nashville.

As an added value, ABC Audio and Good Morning America’s (GMA) Ginger Zee, Sam Chapman or Will Ganss will record an audio and social vignette, written and produced in collaboration with NHTSA, promoting the important message of the Speed Prevention campaign. The audio vignettes will run across the national ABC network, and the social video will be posted on GMA’s entertainment-focused social media channels, providing nationwide reach.

### **Entravision—Spanish-Language Market**

Entravision is a key media vendor that reaches the target audience of 18- to 44-year-old Spanish-speaking males. Its broad reach across linear TV, audio and digital platforms makes it particularly effective in reaching the demographic, which often consumes media through multiple touchpoints. Entravision’s programming, which includes sports, music, news and entertainment content, also resonates strongly with young males.

Entravision’s terrestrial and streaming audiences grew by more than 73% between 2021 and 2024, thanks to a jump in digital audio usage that more than doubled compared to three years ago. Entravision has had a 35% growth in listenership, including a 14% growth specifically with the younger 18- to 44-year-old male demographic.

#### **Audio**

Entravision’s plan includes a :30 custom vignette for terrestrial radio and streaming audio. The vignette, titled “Mensajes Con Amor”—or “love messages”—will run with two unique messages during the campaign. These will be voice memos from loved ones that remind the receiver and the audience that their safety is of the utmost importance and that they owe them, as a loved one, and their community, caution so their plans that day and beyond are not thrown away by a ticket or worse. The announcer will pivot to the 2025 Speed Prevention campaign messaging when the message ends.

## Fandom—General Market

Fandom is an entertainment and media company focused on fan-centric content, communities and digital experiences covering gaming, movies, TV shows, anime, comics and sports. Fandom resonates strongly with the 18- to 44-year-old male target audience because it taps into their passion for pop culture, gaming and entertainment while offering a platform for community engagement, creative expression and deep dives into the content they love. They also rank number one in reach among the target audience for top entertainment and gaming sites.

Fandom’s plan includes a multi-part program that will harness the live event, San Diego Comic-Con (SDCC), which takes place July 24–27, and the high-energy fandom and pop culture moment surrounding “Superman: Legacy” and “The Fantastic Four: First Steps”—two new movies that will premiere during the campaign flight. Branded as “The Safety Squad @ SDCC,” the program will spotlight driving at a safe speed as the ultimate act of care through control and will include custom and sponsored content leading up to, during and after SDCC, running from July 7–31.

## Video

Fandom’s video plan will use :06 and :15 campaign brand ads as pre- and post-roll, as well as a cross-platform video takeover and blitz sponsorship package where campaign messaging will be front-and-center on the top-trending communities. It is also highly driven by “The Safety Squad @ SDCC” program, which will feature the following video content:

- **“FanPulse”**—A NHTSA-sponsored episode of the ongoing and successful “FanPulse” content series leading up to SDCC. This will include a custom integration of the dangers of speeding in the series’ pop culture news and trends format.
- **“Alternate Takes”**—A custom two-part video series reimagining iconic pop culture moments, aligning with the summer’s biggest movie releases and exploring the real-life consequences of speed. This will examine what happens when characters known for their speed use their superpowers around ordinary people and illustrate how going too fast can have devastating results on the people viewers care about most.
- **“Movie Fights”**—The most prominent influencers in entertainment will come together to debate the summer’s biggest blockbusters in the lead-up to and during SDCC. One special episode will thematically integrate the campaign message and will be filmed live in studio and released as video-on-demand (VOD) across Fandom channels. This series continues at SDCC, where influencers will act as “Fanbassador” correspondents, capturing the energy and excitement of the event through interactive mini versions of the show with fans on the ground. Content will be compiled into one supercut video to be distributed to fans at home.

Additional placements with “Superman: Legacy” and rotational cross-platform pre-roll targeting will run through the campaign.

## Digital Display

The digital display plan will drive reach across Fandom’s owned-and-operated sites, where the target audience consumes the latest entertainment and gaming content. This includes digital display companion banner ad units accompanying the rotational cross-platform video takeover, custom sticky and adhesion desktop and mobile units, and a rich media skybox featuring a custom video cutdown.

## **Paid Social Media**

As part of “Movie Fights,” two “Fanbassador” influencers will be live hosts with fans at SDCC on the street, capturing the energy and excitement of the event through interactive mini versions of the show with fans at the show. They will share multiple social posts promoting the “Movie Fights” VOD and supercut, as well as cutdowns of “FanPulse” and “Alternative Takes” across their Instagram platforms to authentically connect with the target audience.

## **Hispanic Radio Network—Spanish-Language Market**

Hispanic Radio Network (HRN) is the largest independent radio network and exclusive national audio partner with Estrella Media, covering 95% of the United States with 447 station affiliates nationwide. It connects NHTSA with Spanish-speaking audiences by offering terrestrial and digital audio content on topics that resonate with the target audience, including Latin music, sports (particularly soccer), entertainment and news. HRN tops the rating charts as the No. 1 network in 16 markets for Spanish-speaking men 18 to 44 years old.

### **Audio**

HRN’s audio plan includes running the :30 campaign brand ad on its terrestrial radio network. Programming will span HRN’s network, reaching the target audience with programming that includes entertainment, talk radio, soccer, MLB and other sports updates.

## **IGN—General Market**

IGN is an authoritative voice in mainstream gaming and entertainment. Its extensive audience spans 36 different platforms and will allow NHTSA to get in front of 18- to 44-year-old men, who comprise 82% of IGN’s total audience. With IGN’s scale, NHTSA’s messaging will reach its intended audience across its preferred platforms while aligning with a primary passion—gaming.

IGN is returning to SDCC for live coverage of the top pop culture event of the year. Celebrity interviews, panel coverage, gameplay demos and IGN commentary are the mainstays of IGN@ Live. Using a multi-platform approach, IGN will help NHTSA leverage distinct livestream content to reach the target audience during heightened media cluttered with SDCC.

### **Video**

During SDCC, NHTSA will sponsor two custom segments of IGN@ Live, which will feature IGN hosts or influencers. The videos will include cuts to run as cross-device pre-roll and owned-and-operated run-of-network pre-roll on IGN.com and IGN’s YouTube channels.

### **Digital Display**

IGN will use a quickslider rotating roadblock, which will leverage their video-centric high-impact ad unit that pins to the very top of the page from end-to-end horizontally, as well as a Gecko mobile ad, which is sticky at the bottom of the screen with eye-catching animation and will run on the mobile web version of IGN to drive awareness of the campaign message. IGN will also run standard display ads to boost reach and efficiency, including a desktop billboard, medium rectangle and mobile leaderboard.

## **Paid Social Media**

As an added value, IGN will share two social cuts of the custom segments from IGN@ Live across its social media platforms. The full episode will also be shared across the IGN ecosystem after airing.

## **Live Nation—General Market**

Live Nation is one of the leading live entertainment companies that works with artists to bring their creativity to life on stage and extend cross-channel. Live Nation has a broad reach with the world’s largest fan database and social media properties, including millions of addressable fans who amplify messaging beyond live events.

## **Video**

Live Nation will place the “Play Fast, Drive the Speed Limit” video created for the 2024 Speed Prevention campaign as pre-roll ads across the Live Nation Extension Network, Live Nation’s owned-and-operated network of sites and its partner sites, and SetList.fm to drive awareness, content views and engagement among the target audience. The Live Nation Extension Network will target 18- to 44-year-old male ticket purchasers and browsers of music, sports and over-indexing genres for travelers.

## **OOH**

Utilizing the :10 and :15 “Play Fast, Drive the Speed Limit” videos, Live Nation will integrate the ad into the live music experience with digital video placements on screens at amphitheaters, clubs and theatres nationwide. The :15 non-audio videos will play in a loop before concerts and between sets on screens flanking the venue stages and in high-traffic, extended dwell time areas, like concessions and merchandise stands. The video plays on a loop that is 30 minutes long, running two to three times per show. The :10 non-audio videos will play in a two-minute loop on large-scale digital spectacular video boards in high-traffic areas in the amphitheater plazas and run from when the doors open until the show’s end.

## **Digital Display**

Live Nation will run standard digital display ads and video pre-roll on their owned-and-operated network of sites—event pages, team pages, venue pages and concert listings—and partner sites, targeting men 18 to 44 years old across sports, music and travel.

## **Paid Social Media**

Live Nation’s social reach and specific targeting capabilities to communicate with fans will help meet them where they are already engaged organically. Live Nation will boost social posts of the “Play Fast, Drive the Speed Limit” social video using custom audience segments based on ticket browsers and purchasers of sports, music and over-indexing genres for travelers.

## **Meta—General and Spanish-Language Markets**

Meta is a global technology company that owns and operates popular social media platforms, including Facebook and Instagram. Facebook has a presence among the entire 18- to 44-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 Meta plan for the general and Spanish-language markets will leverage two campaign types on Instagram and Facebook—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 18- to 44-year-old men through Meta’s interest-targeting parameters specific to safe driving. Targeting will also allow lookalikes based on page, ad and site visitors and engagers to entice like-minded individuals to see the campaign message.

Selected placements on Meta’s platforms will include feed placement, 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.

Measuring past performance, NHTSA has the opportunity to test the brand campaign video, as well as carousel or static units, to see if those provide an overall lift in engagement and impressions at lower costs.

## **MiQ—Spanish-Language Market**

MiQ is a programmatic media partner specializing in connecting data from multiple sources to address complex marketing challenges. By leveraging advanced data science and analytics, MiQ enables precise targeting of 18- to 44-year-old males across various digital platforms based on detailed insights into online behaviors, interests and demographics. MiQ’s expertise in programmatic advertising ensures that campaigns resonate with the target audience, delivering impactful and relevant messaging.

### **Video**

MiQ will place the campaign brand ad using programmatic online video to efficiently deliver the speed message to the 18- to 44-year-old male audience, targeting them via connected data points across devices. This will help drive strong performance and delivery and will achieve NHTSA’s goal and objectives of reaching audiences along their consumer journey with relevant content.

### **Audio**

Programmatic audio will use the :30 campaign brand ad and target NHTSA’s target audience through MiQ’s popular streaming inventory when listening to music, news or their favorite podcasts.



## **OOH**

For this campaign, digital OOH placements will be in various locations, such as casual dining spots, billboards, bars, rideshares and urban panels. These placements will help build a complex audience from anonymized cell phone data and identify high-value audience clusters in space and time.

## **Digital Display**

MiQ's plan includes standard digital display banner ads and a high-impact, rich media mobile gamification or quiz unit complementing the cross-channel buy. The mobile gamification unit would be executed within the interscroller and interstitial format and has a history of producing strong engagement. The quiz unit would surround the consequences evoked by speeding within the Spanish-speaking audience.

## **Paid Social Media**

As part of this plan, MiQ will boost existing NHTSA videos or display social creative across Facebook and Instagram, a turnkey solution utilized in past campaigns. These boosted social media posts will allow MiQ to reach the target audience across various devices using contextual, behavioral and keyword audience searches.

## **MobileFuse—General Market**

MobileFuse is a mobile advertising company that delivers programmatic advertising across mobile devices using advanced data targeting and location-based advertising, ensuring ads reach users where they are most active. MobileFuse's geotargeting capabilities are particularly effective for reaching the target audience in places where they live, work and play.

## **Video**

MobileFuse will use both the :15 and :30 campaign brand ad videos and will target the demographic when they visit sports arenas and stadiums, health and wellness-related locations like gyms and fitness classes, travel locations like airports and interstate rest stops, fashion and retail locations like malls and boutiques, outdoor recreation areas and concert venues.

## **Digital Display**

The digital display plan will use three distinct targeting strategies: location data, app usage data and demographic data. A mix of standard mobile display ads and rich media units will be activated.

A playable, rich media interstitial unit will deliver a quick, engaging and memorable experience that reinforces safe driving behaviors. It will simulate real-world scenarios where players must maintain speed and follow speed laws, effectively demonstrating the consequences of speeding while rewarding responsible decisions. With its broad appeal for drivers of all experience levels, this unit promotes safety in an accessible and meaningful way.

**Figure 6: Prototype of MobileFuse Playable Rich Media Interstitial**



A second rich media interstitial will use video and interactive features to emphasize that speeding has more significant consequences than a ticket. The ad will start from the driver's point of view; as their speed increases, they lose control of their vehicle and crash. The user is then asked three simple speeding-related questions before arriving at the end frame, which shows the crashed car.

## **My Code Media—Spanish-Language Market**

My Code is a digital media company in the United States. Their Remezcla media division targets Spanish-speaking audiences and is notable for its deep understanding of their culture and trends. My Code's ability to deliver content in various formats, such as video, display ads and native ads, allows for effective storytelling, which is crucial to reaching Spanish-speaking men.

### **Video**

A mix of :15 and :30 NHTSA-branded ad units will run on premium OTT/CTV and OLV inventory across 50+ publishers using My Code's first-party dataset. Publishers will contextually align with the Spanish-speaking target audience's affinities, including health and wellness, travel and sports.

### **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.

For the 2025 Speed Prevention campaign, NHTSA will also have a custom editorial sponsorship with My Code's Siempre Auto publication, including a sponsored editorial article with links driving back to the campaign webpage. The editorial will also include relevant display and video ads.

### **Paid Social Media**

The Siempre Auto custom editorial will include an in-feed Facebook post and an Instagram story driving followers to the editorial on the Siempre Auto website.

## Overtime—General Market (NEW)

Overtime is a sports media company catering to the next generation of fans through innovative content and platforms. Of Overtime’s more than 100 million fans, most are under 35 years old, falling within NHTSA’s target audience. Overtime’s digital-first approach and targeted advertising capabilities will enable NHTSA to reach the 18- to 44-year-old demographic, delivering impactful messages through the authentic voices of standout athletes and personalities and visually compelling content that resonates with the audience.

### Video

Overtime has a variety of turnkey media products that can be tailored to deliver against priority brand KPIs. For the 2025 Speed Prevention campaign, Overtime will use HIVE, their high-impact video experience, to maximize engagement and reach with NHTSA’s campaign brand assets. Placements will include commercial inventory across YouTube pre-roll and dark posts on Instagram and Facebook.

Overtime’s customized retargeting approach will use a combination of first- and third-party audiences to maximize campaign performance by reaching highly qualified users across platforms. Overtime will use contextual targeting to include the audience’s passion points, including sports, health, fitness, outdoor activities, travel and music.

**Figure 7: Samples of Overtime’s Vignettes**



### Paid Social Media

Overtime will highlight the messages of NHTSA’s 2025 Speed Prevention campaign in “Beyond the Game,” a custom vignette series showcasing how slowing down can lead to a more meaningful and impactful life. This series will elevate NHTSA’s “care for the community” message, emphasizing how fast isn’t always first—whether driving safely or navigating life’s opportunities.

“Beyond the Game” will feature an NCAA or NFL athlete recognized for their exceptional skills, particularly in areas that don’t rely on speed. Potential talent includes Lawayne McCoy (Florida State, WR), Nick Singleton (Penn State, RB), Jahmyr Gibbs (Detroit Lions, RB), Najee Harris (Pittsburgh Steelers, RB) or Luke Kuechly (retired LB). The chosen star will champion the rational and emotional appeal of maintaining the posted speed limit regardless of road type or how comfortable they feel.

This extension will feel natural and engaging, with content amplified through Overtime’s platforms, including short-form videos, Instagram stories and behind-the-scenes clips.

## **Sabio—Spanish-Language Market**

Sabio is an advertising technology company specializing in CTV advertising solutions, enabling brands to effectively reach and engage streaming audiences. Through its proprietary data and advanced analytics, Sabio offers cross-platform audience insights and validation, ensuring precise targeting and impactful campaigns. Their in-house creative team produces engaging ad units tailored for CTV and OTT platforms to drive engagement and awareness. Additionally, Sabio’s audience measurement platform, App Science, combines mobile and CTV data to provide advertisers with rich insights and campaign intelligence, enhancing the effectiveness of marketing strategies.

### **Video**

Sabio’s video plan includes using the campaign brand ad across CTV with an animated custom overlay and a mobile interstitial video unit. The custom overlay will highlight NHTSA’s key message and logo, is completely customizable and will be developed to meet the needs of the NHTSA campaign.

### **Digital Display**

Sabio will deliver mobile retargeting on animated mobile displays as added value.

## **Sinclair Broadcast Group—General Market**

Sinclair operates over 190 television stations across the United States, with a presence in over 100 markets. Its content is delivered via various platforms, including over-the-air, multi-channel 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, all of which are major passion points for 18- to 44-year-old males.

Central to Sinclair’s plan is a branded content series, “Control Your Game: Speed Changes Everything,” which will draw parallels between controlling the pace in sports and speed on the road. This series of thoughtful conversations with Sinclair’s A-list talent will emphasize that true skill isn’t about pushing the limits but maintaining control. This integration ensures high-impact delivery across video, audio, digital and social media platforms.

“Control Your Game” will leverage a multi-tactic approach and feature Sinclair talent, including Landon Donovan and Tim Howard, both former U.S. soccer stars, who will talk about their career-defining moments and how they depended on precision and focus, connecting their on-field experience to the critical decisions drivers face every day.

### **Video**

The “Control Your Game” video series will run across Sinclair outlets and linear TV, including golf, MLB, NASCAR, WWE, tennis, the ESPY Awards as well as premium live sports and entertainment CTV programming.

## **Digital Display**

Sinclair will run standard digital display banner ads and rich media units across their owned-and-operated sites.

## **Paid Social Media**

Two “Control Your Game” branded social cutdowns will be distributed across Sinclair’s Facebook and Instagram accounts. Chosen talent will also share custom segments to their social channels, allowing them to speak directly to their fans and create meaningful, relatable moments that resonate with listeners.

## **Skyview Networks—General Market**

Skyview Networks is a leading broadcast solutions company specializing in audio distribution, network automation and advertising sales. Its strong presence in sports, entertainment and news media allows Skyview to connect brands with engaged audiences across radio and digital platforms.

Skyview’s targeted advertising capabilities will enable NHTSA to reach the 18- to 44-year-old demographic by leveraging sports radio, syndicated programming and digital streaming. Through its partnerships with high-profile broadcasters and sports personalities, Skyview creates authentic and impactful messaging opportunities that resonate with listeners nationwide.

## **Audio**

As part of Skyview’s 360-degree approach to the 2025 Speed Prevention campaign, the audio plan will activate radio stations, on-air talent and broadcast hosts to share NHTSA’s message. This will include “Speed Week” show takeovers, in which each show will do a one-week takeover during the three-and-a-half-week campaign period. During these takeovers, all available features will be sponsored by NHTSA; hosts will include chatter related to the campaign throughout the week and will voice a :30 live read to run during the campaign.

Programming genres include platinum music (albums or singles that have sold at least one million copies), country, sports/talk and multicultural. Additional genres will be news/weather/traffic/sports/entertainment adjacencies that will air from Monday to Friday, 5 a.m.–8 p.m. Dayparts will include Monday to Friday, 6 a.m.–7 p.m.; Monday to Friday, 7 p.m.–midnight; weekends from 6 a.m. –7 p.m.; and Monday to Sunday, 6 a.m.–midnight.

The network plan will include a personality read series called “Parent’s Perspective,” which will entail a one-week takeover once during the flight for on-air talent Dana Cortez, Erik Z and Ed Lover.

The country format will include “Parent’s Perspective,” a B-Dub sponsorship airing in the evenings and country top 40 weekend sponsorships.

A streaming overlay will target young men, country, multicultural and the 18- to 44-year-old male demographic.

Skyview will also look at various integrations for their shows to help maximize engagement and use authentic emotion to deliver the message, including:

- **“Parent Perspective”**—This series builds on the 2024 Click It or Ticket campaign concept, in which influencers with kids who can drive talk about how they would feel if their child were in a crash and hurt (or worse) due to speed. This will be in both the country and multicultural genres.
- **“Sometimes Slow is Better”**—This series will share stories of how slow is better than fast. For example, working at a fast pace can lead to increased stress and burnout; by slowing down, you can create a more relaxed and sustainable workplace, improving overall well-being and production.
- **“Chill Tips”**—This integration features ideas of things people can do ahead of time to avoid being in a hurry, so they can “chill” behind the wheel and not speed.
- **“The Speed of the Game”**—This content will highlight speed in baseball, emphasizing that whether it’s fast pitches or speed on the base paths, speed can be good in the game of baseball, but not when you are behind the wheel. This will air in the sports/talk format and includes rotators airing Monday through Sunday, 6 a.m.–midnight and :10 live reads.

### **Paid Social**

During their takeover, on-air personalities will also share content on their personal social media accounts, including video mentions.

Skyview’s proposed influencers and their shows are Dana Cortez of “The Dana Cortez Show,” Bryan “B-Dub” Washington of “B-Dub Radio,” Erik Zachary of “XYZ with Erik Zachary,” Ed Lover of “The Ed Lover Experience,” Fitz from “Country Top 40” and Adam Reader from “Classic Rock U with the Professor of Rock.”

### **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 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. Univision Radio has a large delivery against the Spanish-language market and is the No. 1 station for the demographic.

### **Audio**

The Univision Audio plan consists of cross-network digital audio on its Uforia Audio Network, which reaches nearly 2.5 million monthly listeners. This includes running the :30 brand campaign ad on streaming and terrestrial radio, including various soccer updates and integrations in live matches. It will also include placements on podcasts like the morning show “El Bueno, La Mala y El Feo.”

## Van Wagner—General Market

Van Wagner is a prominent sports media and entertainment company best known for its work in OOH advertising, particularly in stadiums, arenas and public spaces, where it manages advertising placements and sponsorship opportunities. By leveraging its position in MLB stadiums during the campaign flight, Van Wagner can connect with the active and sports-engaged target audience.

### OOH

Van Wagner will run ads during MLB games to reach 18- to 44-year-old male baseball enthusiasts. Their plan includes home plate signage that will be visible on TV for 75 games and one half-inning of signage per game, averaging 2:45 of TV exposure and 6–12 minutes in stadium. As part of the plan, NHTSA will receive home plate signage for an additional five games and baseline signage for 10 games. As a bonus, the :30 campaign brand ad will run on MLB Extra Innings, an out-of-market cable TV subscription service with national coverage of up to 70 games per week. The campaign logo and messaging will be seen both in-stadium and on the TV broadcasts during all regularly televised games—both home and away TV networks—and select nationally televised games.

NHTSA will receive added value through impressions on post-game highlight shows (ESPN, SportsCenter, local news) and online social media posts (MLB.com, Facebook).

**Figure 8: Example of Speed Prevention Home Plate Signage**



## **YouTube—General Market**

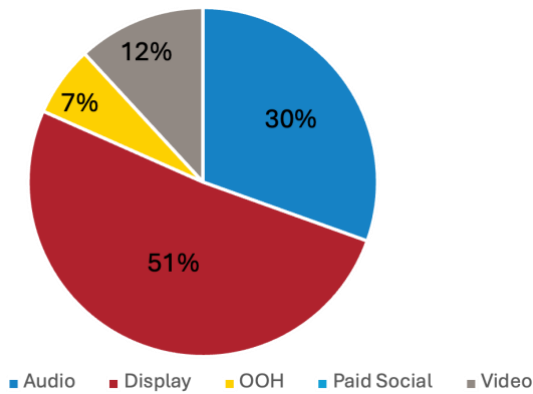
Owned by Google, YouTube is the world’s largest video-sharing platform. It is available globally and has billions of active users who access the platform via desktops, mobile devices and smart TVs. YouTube reaches the campaign’s 18- to 34-year-old male demographic by offering custom and curated targeting across a vast array of entertainment, sports, gaming and lifestyle content in a brand-safe and highly accredited environment. Its mix of UGC, influencers and real-time interaction also makes it one of the most engaging platforms for this audience. YouTube is also the No. 1 most frequently used service for listening to podcasts in the United States.

### **Audio**

This plan will include auction-based buying of YouTube Audio using the :06, :15 and :30 video or audio assets created for the 2025 Speed Prevention campaign and CPM-based bidding, allowing NHTSA to pay a set price for every 1,000 impressions on its ads. The targeted interests for this campaign include sports, health and wellness, travel, fashion and retail, tabletop gaming, NASCAR, car mechanics and related automotive content, the outdoors and music



## 5.0 Campaign Summary



Channel	Tactic	Vendor	2025 Budget	Estimated Paid Impressions	Estimated AV Impressions	Estimated Total Impressions
<b>Audio</b>			<b>\$1,053,870.00</b>	<b>204,609,598</b>	<b>53,451,000</b>	<b>258,060,598</b>
	Radio	Skyview Networks	\$375,000.00	75,800,500	15,632,800	91,433,300
	Radio	Compass Media	\$375,000.00	76,687,900	20,216,900	96,904,800
	Radio	Univision—Spanish	\$89,012.00	25,684,600	9,851,000	35,535,600
	Radio	Entravision—Spanish	\$25,000.00	5,000,000	887,000	5,887,000
	Radio	HRN—Spanish	\$49,999.00	15,051,000	6,581,300	21,632,300
	Podcast	Sinclair	\$93,859.00	3,200,000		3,200,000
	Podcast	Univision—Spanish	\$11,000.00	328,042		328,042
	Digital Audio	Entravision—Spanish	\$25,000.00	2,302,000	282,000	2,584,000
	Digital Audio	MiQ—Spanish	\$10,000.00	555,556		555,556
<b>Display</b>			<b>\$1,768,468.00</b>	<b>138,520,130</b>	<b>85,176,731</b>	<b>223,696,861</b>
	Display	AdTheorent	\$125,000.00	30,120,482	13,600,000	43,720,482
	Display	AdTheorent	\$275,000.00	50,925,926	7,846,153	58,772,079
	Display	AllOver Media			1,785,714	1,785,714
	Display	Fandom	\$720,000.00	15,354,314	8,055,878	23,410,192
	Display	IGN	\$27,000.00	1,632,353	16,500,000	18,132,353
	Display	Live Nation	\$69,000.00	5,000,000		5,000,000
	Display	MobileFuse	\$100,000.00	14,723,104	9,750,000	24,473,104
	Display	Sinclair	\$274,968.00	9,375,000	8,500,000	17,875,000

	Display	MiQ—Spanish	\$45,000.00	3,807,692	8,750,000	12,557,692
	Display	Sabio—Spanish	\$50,000.00	2,272,727	4,090,909	6,363,636
	Display	Adsmovil—Spanish			2,548,077	2,548,077
	Display	Canela.TV—Spanish	\$12,500.00	357,143		357,143
	Display	My Code—Spanish	\$70,000.00	4,951,389	3,750,000	8,701,389
<b>OOH</b>			<b>\$835,000.00</b>	<b>76,044,672</b>	<b>8,282,792</b>	<b>84,327,464</b>
	OOH	AllOver Media	\$225,000.00	16,728,625	1,325,697	18,054,322
	OOH	AllOver Media	\$75,000.00	7,606,491	724,428	8,330,919
	OOH	Live Nation	\$135,000.00	9,930,556	2,916,667	12,847,223
	OOH	Van Wagner	\$300,000.00	35,529,000	3,316,000	38,845,000
	OOH	MiQ—Spanish	\$100,000.00	6,250,000		6,250,000
<b>Paid Social</b>			<b>\$1,200,000.00</b>	<b>85,996,790</b>	<b>16,104,400</b>	<b>102,101,190</b>
	Paid Social	Skyview Networks			554,400	554,400
	Paid Social	Fandom			11,000,000	11,000,000
	Paid Social	IGN			4,050,000	4,050,000
	Paid Social	Live Nation	\$69,000.00	2,300,000		2,300,000
	Paid Social	Meta	\$125,000.00	19,683,346		19,683,346
	Paid Social	Sinclair			500,000	500,000
	Digital Audio	YouTube	\$131,000.00	34,300,000		34,300,000
	Paid Social	Overtime	\$550,000.00	9,821,429		9,821,429
	Paid Social	Meta—Spanish	\$50,000.00	8,106,301		8,106,301
	Paid Social	Adsmovil—Spanish	\$125,000.00	7,500,000		7,500,000
	Paid Social	My Code—Spanish	\$150,000.00	4,285,714		4,285,714
<b>Video</b>			<b>\$2,224,173.00</b>	<b>90,939,467</b>	<b>17,432,428</b>	<b>108,371,895</b>
	Linear TV	Sinclair	\$409,477.00	13,961,039	1,271,428	15,232,467
	Linear TV	Van Wagner			1,836,000	1,836,000
	Linear TV	AdTheorent	\$350,000.00	23,454,000		23,454,000
	CTV	Sinclair	\$222,196.00	7,575,758		7,575,758
	CTV	Canela.TV—Spanish	\$37,500.00	1,071,429		1,071,429
	CTV	Sabio—Spanish	\$100,000.00	3,333,333		3,333,333

	OLV	Canela.TV—Spanish			375,000	375,000
	OLV	Overtime	\$100,000.00	3,000,000	3,412,500	6,412,500
	OLV	AdTheorent	\$100,000.00	7,530,120	3,187,500	10,717,620
	OLV	Fandom	\$30,000.00	1,500,000	7,000,000	8,500,000
	OLV	IGN	\$473,000.00	2,652,112	350,000	3,002,112
	OLV	Live Nation	\$77,000.00	2,671,429		2,671,429
	OLV	MobileFuse	\$225,000.00	19,871,795		19,871,795
	OLV	Adsmovil—Spanish	\$50,000.00	2,380,952		2,380,952
	OLV	MiQ—Spanish	\$20,000.00	1,000,000		1,000,000
	OLV	My Code—Spanish	\$30,000.00	937,500		937,500
Grand Totals			\$7,081,511.00	596,110,657	180,447,351	776,558,008

## **6.0 State-Level Campaign Extension Opportunities**

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

### **Video**

The national plan will use linear and programmatic TV, CTV/OTT and OLV to reach the target audience through entertainment and non-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 terrestrial and digital audio and may run in the 50–90 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 further enhance the message.

### **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 the reach and amplify awareness of NHTSA messaging on state-level plans.

### **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.

### **Paid Social Media**

Social media also plays a significant role in the target audience's life 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.

## **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 low broadband penetration should consider supplementing the national plan with traditional TV, audio and OOH buys. This should only be considered applicable to states with rural market issues.

## 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 their demographics, interests and behaviors.

**Automatic Content Recognition (ACR):** ACR is 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, CTV refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs 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, 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, 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 target specific consumer audiences more 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, HBO Max, Disney+ and Amazon Prime. Typically, they do not offer advertising opportunities.

**Synced:** 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 and 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.

**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.

## 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 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, 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 specific 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.

**DMA:** A designated market area (DMA) is a geographic area that represents specific media markets as defined by, and updated annually by, the Nielsen Company.

**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 that are exposed to your message during a given time.