

A majestic snow-capped mountain peak, likely Mount Everest, stands prominently in the center of the frame. The sun is low on the horizon, casting a warm, golden glow across the scene and creating a lens flare effect. The sky is filled with soft, wispy clouds, and a thick layer of white clouds fills the valley below the mountain, creating a sense of depth and grandeur. The overall atmosphere is serene and awe-inspiring.

Video Ad Formats

Paramount ADVERTISING

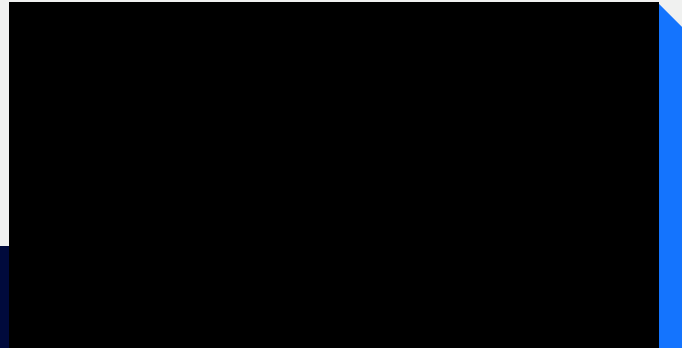
Paramount Video Ad Formats

Paramount uses the latest technologies and compelling storytelling techniques to help brands reach viewers at scale with highly engaging and immersive ad experiences.



Interactive

Custom-built to deliver brand engagement through a viewer's remote



Enhanced

Augment your existing video assets with additional features and branding



Creative

Integrate your brand into IP-inspired content for a low lift creative execution

Measurable Impact

Our interactive and enhanced video solutions are designed to help your brand stand out and tailored to achieve your campaign goals from awareness to consideration and purchase.

1.5X

Higher brand recall vs standard video ads

1.2X

More likely to be discussed vs standard video ads

2.4X

Higher engagement rate vs industry benchmark

Interactive Product Explorer

A high-impact, interactive ad experience designed to further product consideration, engagement and time spent with your brand.

Boost Product Discovery

Streaming-first ad format enables viewers to explore your brand's products and features

Maximize Video Impact

Custom-built to capture viewer's attention and drive action on CTV platforms



Product-level Engagement

Through their remote, viewers can browse product-specific images, details and videos

Extend Time Spent

Expand beyond the standard 30 video asset to increase time earned with your brand

85%

of Paramount viewers
prefer interactive video ads
over standard video ads

1.7x

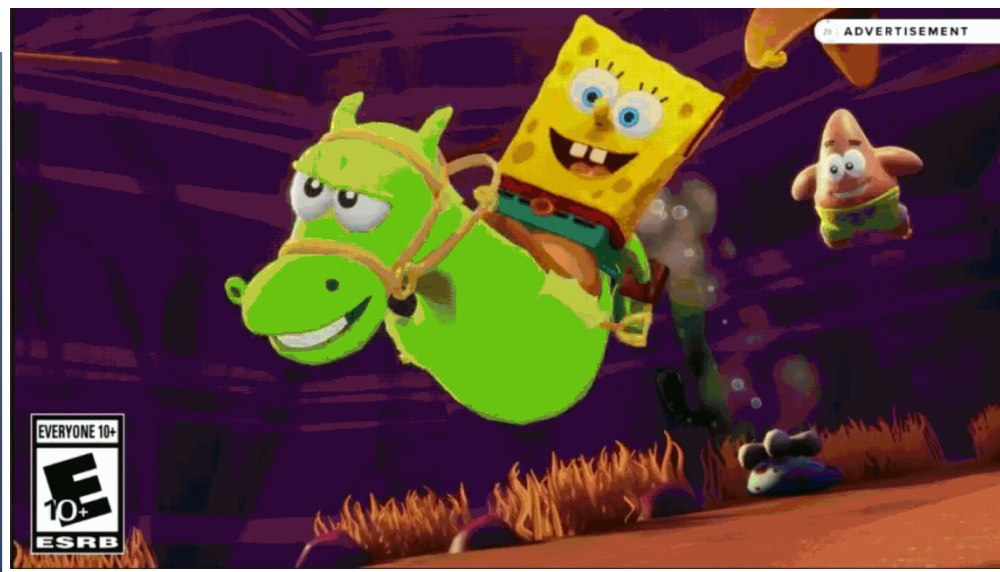
more time earned for
Paramount's Product Explorer
than industry benchmark

Source: Ipsos "Paramount Interactive CTV Ads Study" (Dec 2021), Innovid (2021)



Interactive ADventure

A playfully high-impact video ad designed to entertain kids and adults during the commercial break, increasing brand awareness and affinity.



Maximize CTV Co-Viewing

Exclusive ad format developed for the co-viewing experience on streaming

Playful High-Impact

Designed to bring adults and kids together to capture attention on CTV platforms

Inspire Engagement

Through their remote, adults and kids can interact with your brand through fun activities

Spark Conversation

Create a memorable experience that is more likely to be talked about among viewers

2.5

average Nickelodeon co-viewers
on Connected TV platform

1.4x

higher engagement rate for than
industry benchmark

Interactive Dynamic

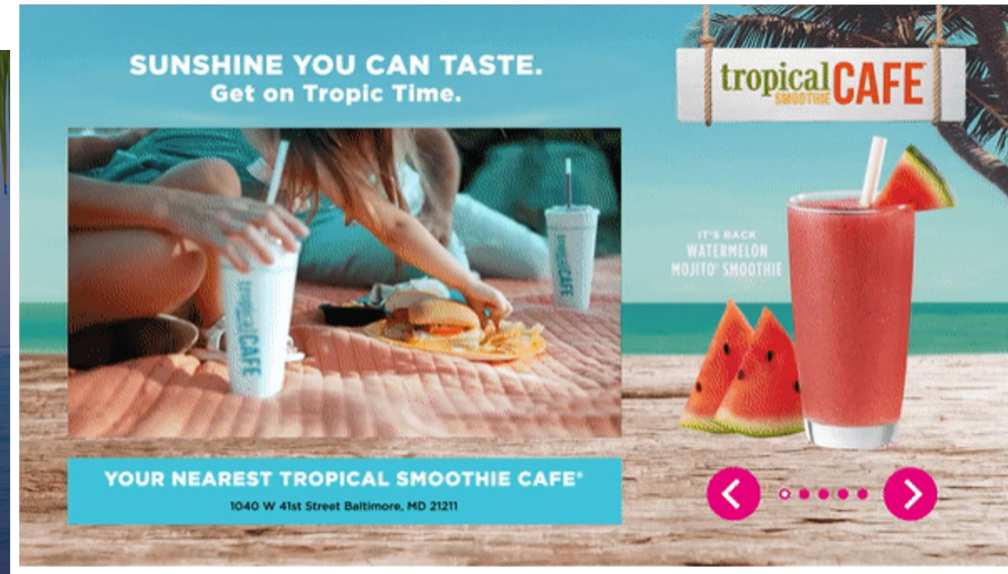
Capture viewer's attention through personalized creative messaging delivered in a CTV environment.

Break-Through Messaging

Reach viewers 1:1 with more relevant creative tailored to them

Data-Driven

Harness the power of CTV by leveraging consumer data signals



Drive In-Store Traffic

Surface the nearest retail location to the viewer to increase foot-traffic

Real-Time Flexibility

Automatically adjust messaging based on product inventory and availability

90%

of Paramount viewers find dynamic ads more engaging than standard video ads

1.4x

higher unaided awareness for dynamic creative than standard video ads

Source: Ipsos "Paramount Interactive CTV Ads Study" (Dec 2021)

Enhanced Highlighter

Pair your branded spot with top moments from the latest games and distribute across EyeQ Sports.

Dynamic Ad Format

Updated with premium highlights from recent games

Immersive Branding

Custom designed to maximize viewer engagement and highlight brand

Contextual Alignment

Create strong association with premium sports and leagues

Reach Sports Fans

Bring the excitement of pivotal in-game moments to sports fans across Paramount

94%

of respondents were able to recall the featured brand

74%

of users recalled specific messaging in brand creative

Source: Nielsen "Fans are changing the game" (2022), Nielsen and TransmitLive (2021)

Enhanced Pause Ad

Non-disruptive format that connects your brand directly with audiences during a user-initiated break in the viewing experience.

Own The Moment

Capture viewer's attention in our most premium streaming environments

Viewer-first Format

Delivered within a natural, user-initiated pause in content



Immersive Creative

Custom produced ad designed exclusively for streaming experience on CTV platforms

Drive Online Sales

Take a viewer from awareness to purchase on their phone with a QR Code

88%

of Paramount viewers watch on TV glass

1x

average pause per show for Paramount viewers

Source: Paramount Internal Data (2022)

Enhanced Shoppable

Frictionless commerce experience that shortens the distance between inspiration and purchase within a CTV environment.

Seamless Checkout

Allows viewers to add products directly to their cart with a scan of the QR Code

Dynamic Substitutions

In out-of-stock situations, alternative products from the brand are surfaced at check-out



Major Retailer Partners

Choose your preferred retailer or empower your customer to choose for themselves

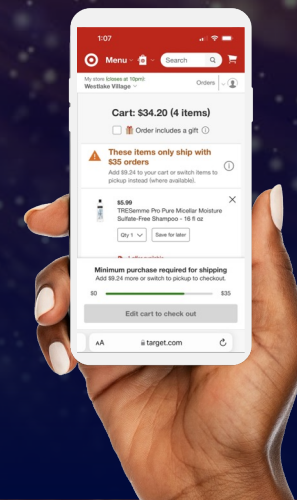
Single To Multiple SKUs

Add up to 6 products to a consumer's online cart with a single action

\$1.06T 55%

projected US retail
eCommerce sales in 2022
(+16% YOY)

of consumers say that
streaming ads provide
shopping inspiration



Source: eMarketer (July 2021), Roku (Sept 2021)

Context Matters

Our creative formats blend your brand's message with entertaining content to deliver contextual relevancy that captures viewer's attention to increase awareness and purchase intent.

36%

Of viewers believe that content relevance is the top driver of brand recall

73%

Of viewers are more likely to purchase when they enjoy the brand experience in the content

Creative Adibles

Create an authentic connection between the Paramount audience and your brand with established creative concepts customized to align with your brand messaging.

Magnetic Messaging

Designed in Paramount's brand tone to reach viewers with relevant creative

Boost Brand Impact

Creative is tailored to incorporate brand messaging and campaign objectives

Expedited Production

Reduce production timelines and costs with pre-developed creative concepts

Attention Grabbing

Proven to capture viewer's attention and create a memorable brand moment

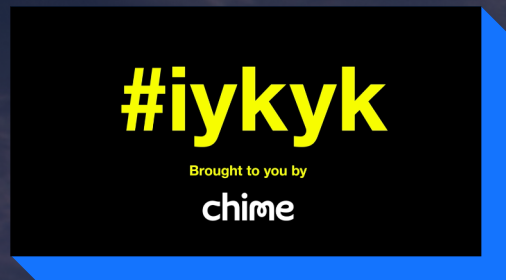
+16%

more likely to take action from a brand featured in an Adible ad experience

+50%

more emotionally engaged with a brand in an Adible vs Billboard ad experience

Adibles Options



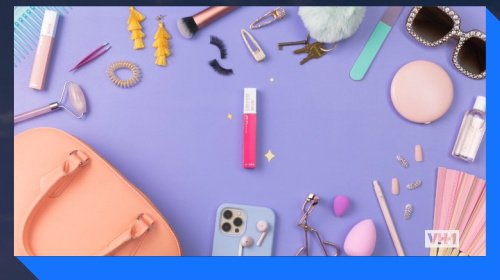
Viewers will wonder how they ever got by without these advertiser themed life hacks and pro tips

#lykyk



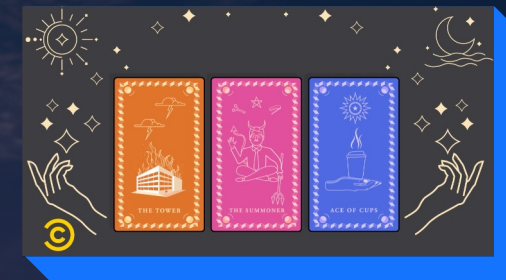
Inspired by the TikTok craze, #Typing, brands can spotlight a hilarious yet relatable confession

Typed Confessions



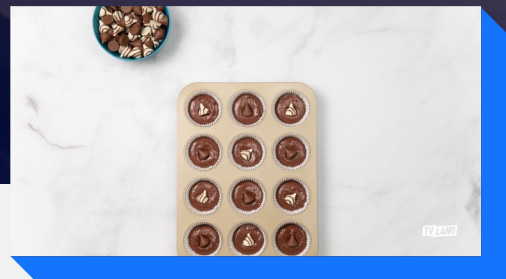
Highlight a must-have item by revealing the contents of a bag and feature your product

What's In?!



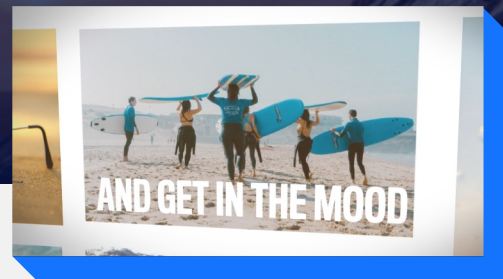
A virtual fortune teller reads customized cards and interprets the meaning to the viewer

In The Cards



Show off an easy recipe featuring your products that will inspire the viewer to try it out for themselves

In The Mix



Help viewers get in the mood for an upcoming holiday, season or other event

In The Mood



Engage viewers with a thematic trivia question and reveal the answer at the end of the break

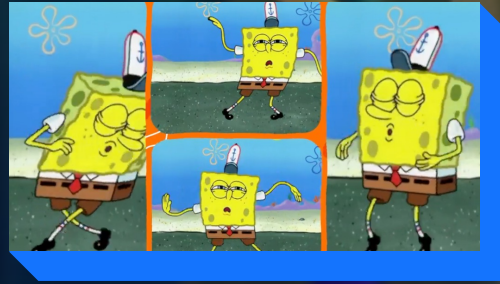
You Gussed It



Make gift-giving easier with helpful tips that highlight your product or brand

Gift Wrapped

Nickelodeon Adibles Options



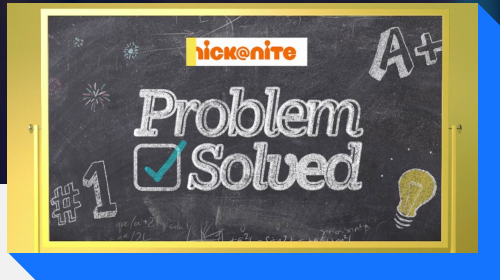
Encourage kids and families to get up and move during the commercial break, presented by your brand

Dance Breaks



Dressed-up kittens with real kid voices hilariously discuss a topic tied to a product or brand

Kiddies



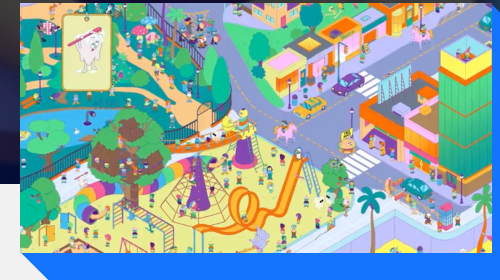
Paired with clips from popular Nick@Nite shows, a character's problem will be highlighted followed by a solution provided by the brand

Problem Solved



Build excitement and hype up a product with fun, high-energy visuals, sound effects and voice overs

Hype Train



Prompt viewers to find a specific product or image hidden inside a richly illustrated visual scene

Nicks & Crannies

Creative Cobranded Promo

Leverage a powerful combination of fan-favorite IP and best-in-class production capabilities to create a thematic connection between your brand and the content you're sponsoring.

Premium IP

Align your brand with iconic IP from Pluto TV and Paramount+

Impactful Messaging

Customized to reinforce your brand messaging and campaign goals

Amplify Sponsorship

Custom produced, high-quality content developed to surround sponsored media

Drive Viewership

Create excitement and generate buzz by promoting sponsored programming

74%

of consumers are open to brands partnering with their favorite shows

46%

of consumers would watch content that features shows and movies they love



Thank You

Paramount ADVERTISING