



If you are looking to reach TV viewers when they are most engaged, Canoe's VOD Dynamic Ad Insertion (DAI) Solution is for you. Advertising within VOD helps marketers to lift key brand metrics including brand awareness, advertising recall and purchase intent.

DAI lets marketers easily schedule and place advertising into Free On Demand (FOD) video content. Currently, national advertising at scale is typically embedded into programming at the same time the content is added to the FOD library. DAI introduces the flexibility to schedule more relevant and timely messages to viewers—whenever they may decide to watch the program.

Creates flexible, high-visibility opportunities

- **New Inventory**—DAI unlocks valuable inventory so marketers can reach highly engaged viewers during self-selected TV time.
- **Greater Flexibility**—DAI provides flexibility not seen to date with FOD—single point of contact across multiple cable operator VOD platforms, reduced lead time for insertion, scheduling by day part, and configurable campaign controls based on program title, series, genre, rating and category.
- **Integrated Cross-Platform Campaigns**—The flexibility that DAI provides enables advertisers to orchestrate and integrate FOD advertising with other campaign activity across platforms.
- **Measurable Engagement**—DAI helps advertisers lift key brand metrics and delivers new proof of performance that supports greater accountability—with reporting to actual ad exposure.

On Demand is in demand by consumers

- U.S. cable provides 46.5M households with VOD service*
- 69% of US consumers with access to FOD used it in the prior three months.**
- 51% of FOD users use it at least once per week.**
- Active VOD users order an average of 16.7 FOD programs per month.**

*SNL Kagan
**Magna, April 2010

Canoe enables a single point of access allowing scalability across multiple cable operators.

