

TRIVIA

If you are looking to engage television viewers, capture new customers or strengthen an existing relationship, there's nothing more powerful than Canoe's ITV Solutions.

Trivia is an in-program, interactive application that lets marketers create and sponsor relevant in-program trivia questions tied to a show's content. Trivia answers are instantaneous, and with the capability to ask up to 10 questions per hour, it gives brands multiple touch points within a program. This provides new opportunities to communicate marketing messages and to create an impactful brand connection with the viewer. In fact, Trivia in conjunction with a traditional ad spot dramatically increases key brand metrics, including brand recall and purchase intent. Trivia lets marketers engage more deeply with viewers while giving them a fun and rewarding game that lets them connect with their favorite shows.

Engages and Rewards Viewers

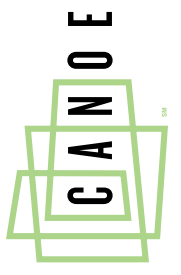
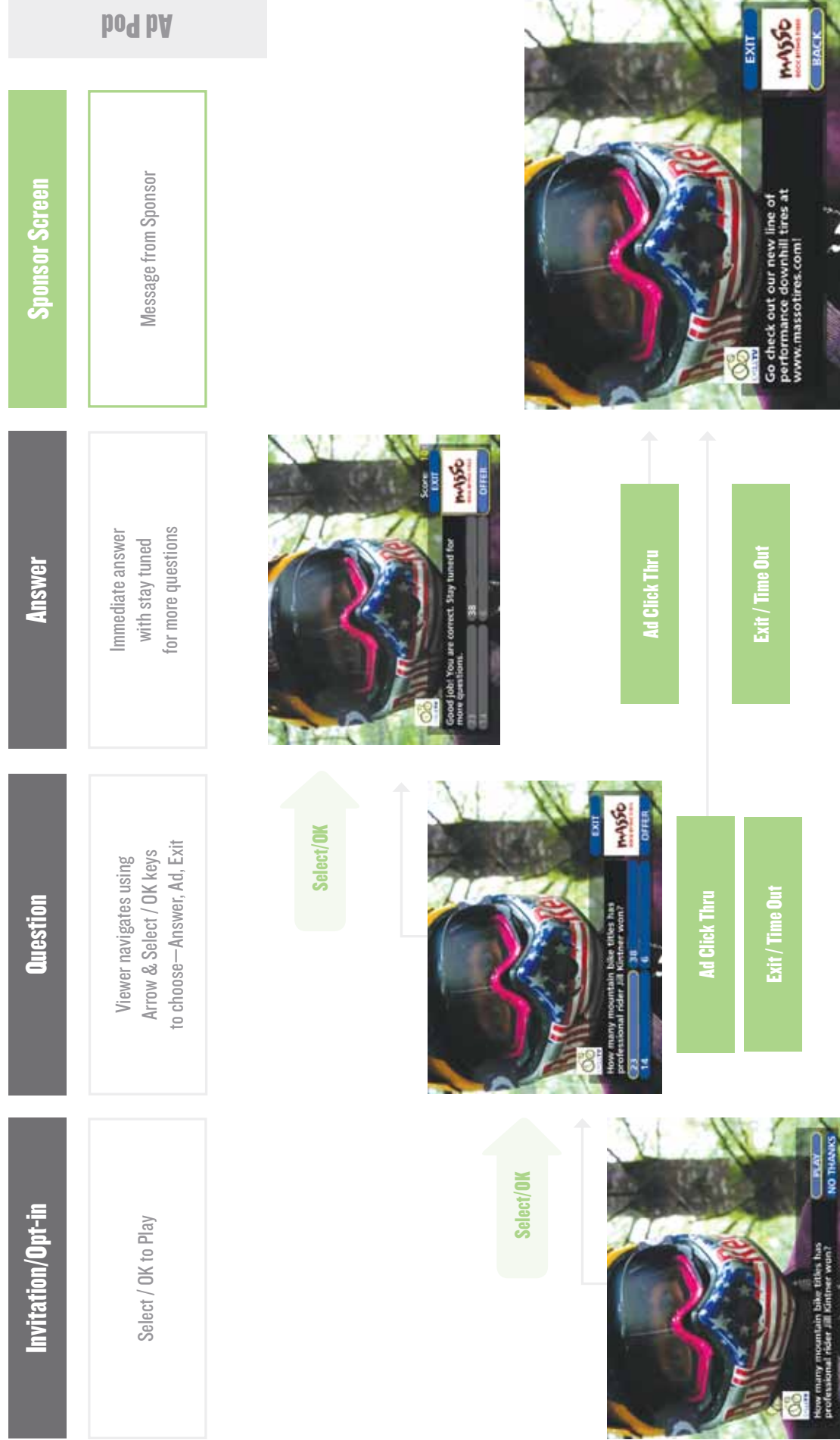
- Trivia enhances viewers' experience by adding simple and rewarding games to the programming they're watching.
- Instant answers lets viewers test their knowledge and satisfy their curiosity.
- Trivia offers viewers an additional layer of entertainment, one that deepens their involvement with the programming they already enjoy.

Adds Value to Brand Messages

- Trivia provides a high-visibility opportunity for advertisers to integrate their brand into programming in a way that is relevant and rewarding for viewers.
- Paired with an ad in a commercial break, research* shows that in-program sponsored interactivity:
 - can increase unaided brand recall by up to 167%
 - can increase intent to purchase by up to 40%
- Trivia delivers performance reporting and analytics of viewer interactions.

* Canoe Ventures Ad Recall Study. April 2010

Trivia User Flow



Technical spec sheets and detailed implementation procedures are available upon request. Call Canoe Ventures at 212-364-3600 or find us at www.canoventures.com and we'll show you how you can take your advertising to the next digital level today.