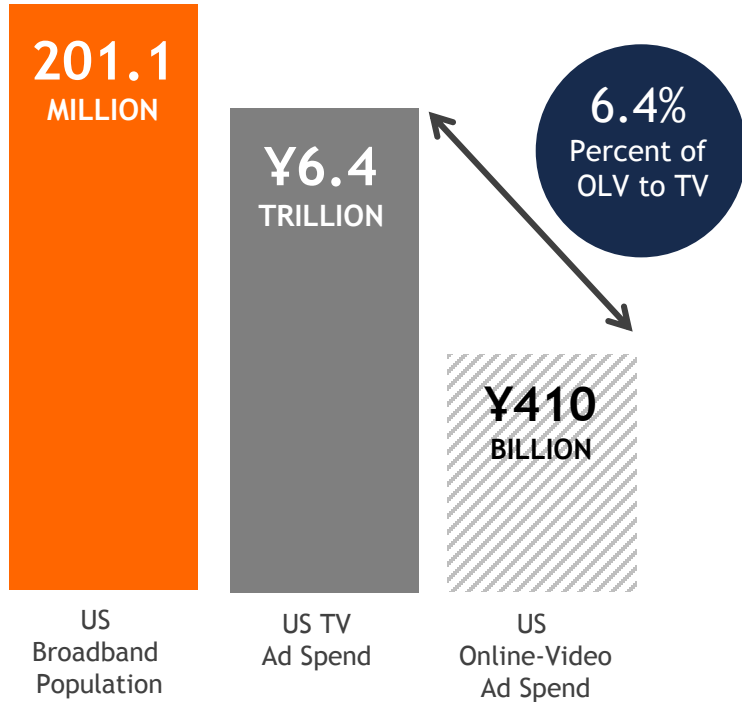


HOW AD DOLLARS ARE SHIFTING



\$1 BILLION OPPORTUNITY WHEN 6% OF TV SPEND SHIFTS TO OLV

