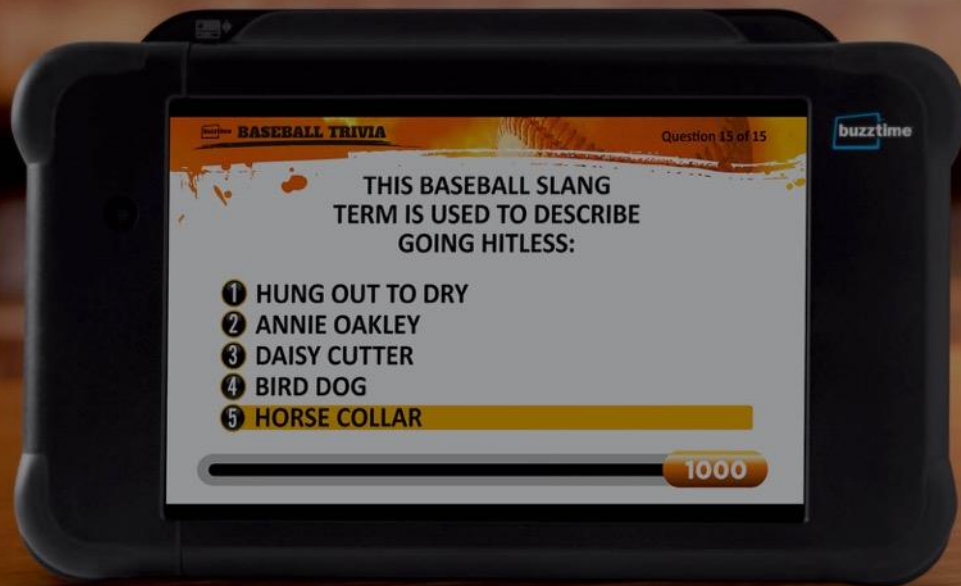


# CATCH THE BUZZTIME® EFFECT



**BRING YOUR BRAND TO THE TABLE.** REACH MILLIONS OF CONSUMERS AT THOUSANDS OF HOSPITALITY VENUES IN AN EXCITING, EFFECTIVE WAY...THE BUZZTIME DIGITAL-OUT-OF-HOME PLATFORM.

# WHAT WE ARE

BUZZTIME GATHERS, ENTERTAINS AND ENGAGES MILLIONS OF GUESTS AT VENUES THEY LOVE.



**247M IN-VENUE  
VISITS YEARLY**



**115M GAMES  
PLAYED PER  
YEAR**



**11M  
REGISTERED  
PLAYERS**



**1,600  
LOCATIONS**

# SOCIAL ENTERTAINMENT:

## Trivia – What We're Famous For!



Games are played using Buzztime Tablets and in-venue TVs

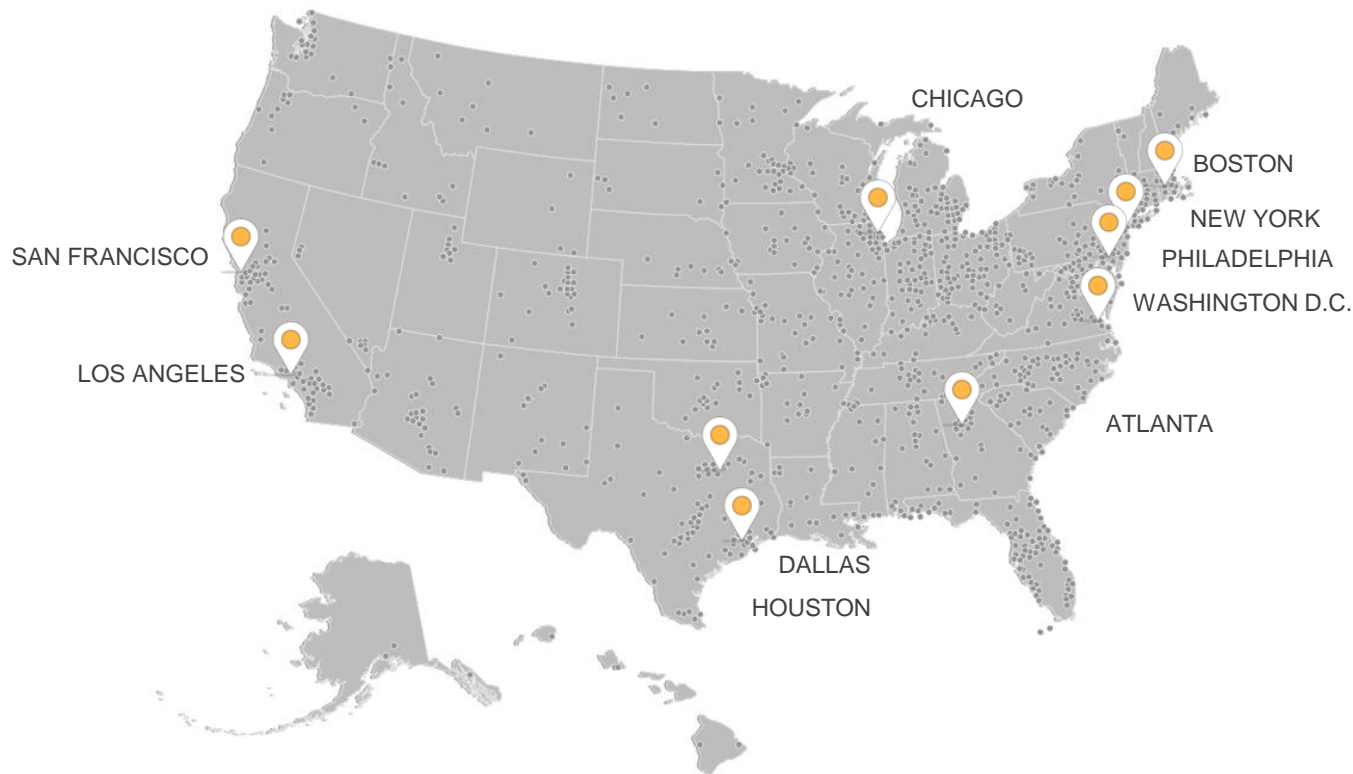


# WHO WE SERVE



# WHERE YOU'LL FIND BUZZTIME:

1,600 VENUES



STRONG  
PRESENCE IN  
TOP 10 MARKETS  
AND AVAILABLE IN  
**200+ DMA'S**  
ACROSS US

# WHO WE SERVE



IN 100 BWW  
LOCATIONS



COMMUNITY OF 1,500  
INDEPENDENT BAR  
AND RESTAURANTS

WHY ADVERTISE WITH  
**BUZZTIME® ?**





# IN-VENUE ENTERTAINMENT

CAPTURE A VALUABLE  
AUDIENCE IN A SOCIAL  
ENVIRONMENT, ON-  
PREMISE AND AT THE  
POINT OF PURCHASE



# BUZZTIME'S DOOH PLATFORM:

REACH MILLIONS OF ENGAGED, SOCIAL CONSUMERS



**Millennials**



**Sports Fans**



**Big Groups**

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**6,400**  
**DOOH**  
**SCREENS**  
PLUS 20K TABLETS

**74**  
**MINUTES**  
AVERAGE  
DWELL TIME

**54.5**  
**PERCENT**  
MALE, AGES  
25-44

**45.8**  
**MINUTES**  
AVERAGE  
AUDIENCE  
ENGAGEMENT

**76%**  
**WATCHED**  
WHILE IN VENUE

\*INDEPENDENT 2019 NIELSEN STUDY



# OUR **AD PRODUCTS**

The night is young,  
anything can happen.

lyft



# LAUNCHER PROMO

- › NEW 6 – 10 SECOND UNIT THAT RUNS AT FIRST TOUCH OF TABLETS
- › ENGROSS CONSUMERS THE MINUTE THE PICK UP A TABLET
- › VIEWED BY MORE THAN 2M UNIQUE CONSUMERS EACH MONTH
- › CLIENTS ARE AT THE FINGERTIPS OF MILLIONS





# STANDARD UNITS

- › **SCHEDULED PROGRAMMING 15 HOURS, DAILY**
  - 6-7 ad breaks per hour
  - 16 minutes inventory per hour
- › **15-SEC AND 30-SEC SPOTS AVAILABLE**
- › **RUN ON TV SCREENS AND TABLETS**
- › **NATIONAL AND REGIONAL FLIGHT OPTIONS**
- › **RUN-OF-SCHEDULE OR DAY PART TARGETING**
- › **EASY ADAPT BROADCASTING SPOTS**
- › **DESIGN TEAM SUPPORT**



# BRANDED GAME SERVICE

- › **CUSTOMIZED TRIVIA GAME FULLY INTEGRATED WITH BRAND LOGOS AND PRODUCT SHOTS**
  - Tailor made trivia questions and customizable content
  - Wide array of scheduling option to reach your target audience
- › **GARNER THOUSANDS OF HOURS OF ONE-ON-ONE GAME PLAY INTERACTIONS WITH YOUR BRAND**
- › **COMPLIMENTARY SOCIAL MEDIA AND MARKETING SUPPORT CREATING AN OMNI-CHANNEL PROGRAM**



# BRANDED GAME SERVICE – PRIZING

- › **ACCESS TO BUZZTIME'S PROMOTIONAL PLATFORM**
  - Ability to prize winners instantly
- › **CO-BRANDED ADVERTISING SUPPORT**
  - Let players know what they can win, when to play and how to get involved with the game
  - Generate millions of DOOH impressions
- › **BRANDED GAME SERVICE OFFERS A 360° EXPERIENCE**



# BUZZTIME'S BRAND PARTNERS:

JOIN US!



NETFLIX







# THANK YOU

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