

## Connect with Escape TV

Mediaocean has partnered with Escape to bring you an all-new television network with movies and series that are daring, sexy and anchored with Dramatic themes with an emphasis on crime and mystery.

Mediaocean's Connect Partner Platform brings together the largest advertising agencies in the world with the latest tools and technologies designed to support them. Through Connect, agencies can discover, customize, and access a complete ecosystem of advertising inventory suppliers, data providers, ad servers, and third-party technologies to help deliver their advertising messages directly to a changing audience, wherever they are.

### **GROWING DISTRIBUTION**

Escape to 85% coverage of the US which represents 99 million homes. Available in several media markets via the digital subchannels of broadcast television stations and on the digital tiers of select cable provider.

### **ENGAGED VIEWERS**

Escape is #2 in Time Spent Viewing in all Ad Supported Cable with originals such as Deep Under Cover and acquired series American Greed, Snapped and Unsolved Mysteries. Also Contemporary Theatricals such as Basic Instinct, Fatal Attraction, to Sleeping with the Enemy,

### **STRONG DELIVERY ACROSS ALL KEY DEMOS**

Year-Over-Year in Summer 2016 Escape is up with record highs: +45% -A18-49, +55% -F18-49, +69% -A25-54, 97% -F25-54. August 2016 P/F 18-49 and P/F 25-54 had Growth reaching nearly +70%.

### **WHAT PLATFORM IS THE PARTNER AVAILABLE ON?**

Escape TV inventory is available in Spectra OX and DS National Broadcast systems.

### **WHAT ARE THE BENEFITS OF UTILIZING THE PARTNER THROUGH THE PLATFORM?**

Connect provides you with the traditional inventory you want, and gives you the research and interaction tools to easily discover, evaluate, and process the supplier inventory that suites your campaigns best.

### **HOW DO I GET STARTED?**

Please contact your Mediaocean account manager to get started today.

For more information, visit [www.escapetv.com](http://www.escapetv.com).

