



Performance

The Best of TV & Digital with **Viewability** you can count on

VIEWABILITY

In partnership with **Moat**, Crackle offers video Viewability across desktop, mobile/tablet app and Connected TV, following consumers across multi screens.

Moat Benchmarks



Crackle Campaign Results



In-App Video View	n/a	100%
2 Sec Video In-View	53.4%	90.4%
Audible & Fully on-screen for 1/2 duration	24.4%	78.0%

95% + Ad Completion Rates

NEW LIVING ROOM GROWTH

Crackle is the **TOP** free streaming TV network for **ALL** adults on Connected TV - *comScore*

62% of Cord-Cutters will replace their TV Service with Connected TV (source: Magid & Assoc. LLC)



Consumers are **60%** more likely to be watching TV with someone or co-viewing content on Crackle (source: comScore).

In 2016, Crackle will be offering **vCE Connected TV co-viewing audience measurement** across multiple devices.