



## Introduction

The Public Service Network (PSN) offers government agencies and non-profits the ability to deliver public service announcements (PSAs) to highly targeted consumers via online entertainment sites including Ticketmaster.com and Livenation.com.

PSN Entertainment reaches consumers who are exploring or attending live entertainment events, in ways that capture their attention and encourage response. Messages are delivered when consumers are on digital platforms facilitating click-through traffic to an organization's website or social media network.

## How it works

Your PSA message is delivered to consumers throughout the process of considering and consuming live entertainment:

- While they are searching online for live entertainment options
- During the online purchase of live entertainment tickets
- Through emailed media promotions related to live entertainment events

## How it Delivers

Messages can be delivered in a variety of formats, including:

- Digital/online
- Mobile and social media
- Venue based video displays
- Print/collateral materials
- On-site promotions
- Artist endorsement

## How it Targets

Messaging can be targeted to audiences by:

- Age group
- Gender
- Ethnicity and/or language
- Location\*
- Entertainment type
- Musical genre

## Impressions

PSN Entertainment campaigns will run over the digital network until specific reach and frequency is delivered. PSA campaigns may also be customized to deliver target audiences through association with specific live entertainment venues, artists and/or tours.

\* Included in the base digital program.

## PSN Entertainment Highlights

- Top recording artists
- Top entertainment venues
- 111+ million opt-in database
- Access to two of the Top 5 e-commerce sites
- Multimedia, integrated solution
- Ability to target based on demographics and location

