



Digital Video

Major Markets



PSN Digital Video - Targeted Major Markets

The Public Service Network (PSN) has developed a digital media program with CBS and Comcast in the following major markets nationwide:

- Los Angeles, CA
- Washington, D.C.
- Baltimore, MD
- Sacramento, CA
- Stockton, CA
- Modesto, CA
- San Francisco, CA
- Oakland, CA
- San Jose, CA
- Miami, FL
- Fort Lauderdale, FL
- Denver, CO
- St. Petersburg, FL
- Tampa, FL
- Atlanta, GA
- Chicago, IL
- Indianapolis, IN
- Boston, MA
- Detroit, MI
- Minneapolis/St. Paul, MN
- New York, NY
- Philadelphia, PA
- Pittsburgh, PA
- Dallas/Fort Worth, TX
- Seattle, WA
- Tacoma, WA

PSN Digital Video Highlights

- Guaranteed PSA distribution
- Strong metrics and measurement including digital banner CTR and video playback data
- Reaches target markets via digital video and banner creative on TVs, computers and mobile devices
- Banners may be tagged for digital tracking and analytics
- Digital media networking
- Target by geographic location and other unique identifiers
- Major cable and online network partners

Functionality/Features:

- 15 or 30 second video spots
- Non-Skippable
- Clickable
- Video remains viewable when user scrolls below-the-fold

Reporting:

- Delivered impressions
- Clicks
- Video view completion percentages

CBS streams all local newscasts live on O&O websites and apps. During the commercial breaks of the live stream, spots will run in a non-skippable, and clickable mid-roll position.

