WhatToWatch helps you find the best TV shows and movies out there. Our expert recommendations enhance your viewing on Netflix, Disney+, Prime Video, and more.

WhatToWatch aims to be a lightning rod for conversation by centralizing behind the scenes perspectives, analysis, trivia, hardware recommendations, and more.

446k
Global Monthly Users

348k
US Monthly Users

Google Analytics

637k
Global Monthly Pageviews

484k
US Monthly Pageviews

Google Analytics

Our brand portfolio attracts millions of customers searching for media and entertainment content

**Interests**

- **27M** Value Shoppers
- **89M** Technology
- **69M** Movie Lovers
- **60M** Music Lovers
- **81M** Gamers
- **42M** TV Viewers

Sources: comscore Dec 2020 - Future Site Portfolio
Future Ad Solutions
Partnership Opportunities

High Impact Media | Video | Premium Programmatic | Custom Solutions
---|---|---|---
Live Events | Print | Social Amplification | Newsletters
Homepage Takeover

**Category**
Homepage Takeover

**Available Ad Sizes**
970x250/728x90/970x66 + Skin
300x600/300x250 + 320x50 + Skin

**Ad Size Precautions**
Desktop version only supports 970x250/728x90/970x66 + Skin

**Metrics**
- Viewability
- Clicks
- Impressions

**Additional Opportunities**
First Impression
Homepage Sticky Video

**Use cases**
Strong awareness in short period of time. Great for product releases.
Pre-Roll

A standard IAB video ad unit that runs as a :15 or :30 second prior to Future video content on the majority of our website pages.

In March, Help Musicians set up a £5 million hardship fund to aid artists struggling financially due to the coronavirus pandemic, but it ran dry in a just a matter of days and a second phase of funding was launched in late May.

The cover is based on an YouTube mashup of Living For The City and Paradise City by mashup supremo Bill McClintock, known for unlikely partnerships like Dandig and Donna Summer, Marilyn Manson and Mariah Carey, Sayer and the B-52s, Sayer and George Michael and yes, Sayer and The Bangles. McClintock also plays guitar on the The Gig Economy's version of the mashup.

"The COVID-19 pandemic has robbed musicians of their livelihood, and we'll be the last people to return to work because of social distancing" says Playa. "At the beginning of lockdown a lot of us in The UK were helped out financially... so we'd like to dedicate the performance to Help Musicians."

Donate to Help Musicians.

Client has noted :15/:30 pre-roll assets and seeks high viewability.
Sticky Home Page Video

NEW (in Alpha testing as of 05/05/2020 on TechRadar.com)

A standard IAB video ad unit that runs as a :15 or :30 second prior to Future video content on our Home Pages
Paint your brand on our largest canvas. This space is usually blank on a site, but can be filled with your brand! This product will always be on your side (and ours too!)
Desktop/Tablet Big Top

The Big Top is one of our bestsellers and makes the most of site real estate. Users can experience your brand on their device of choice. Make a strong impact from the top and stays with your users no matter where they are on the page. They won’t be able to miss it.
This ad product gets the last laugh. The footer is sticky, so your user will see it no matter what. You also have the additional option to give your brand a chance at twofold messaging with our expansion feature.

Category
High Impact - Desktop Rich Media

Base Components
n/a

Marketing Objective
Engagement

Metrics
Impressions
Clicks
Viewability

Additional Opportunities
Standard Media
Skin
Mobile Rich Media

Use cases
Client seeks high-impact execution with higher-level interactivity
Desktop Standard Banners

The salt and pepper of your online advertising experience. Get the classic treatment with our standard banners. Versatile page placement and quick implementation.

<table>
<thead>
<tr>
<th>Category</th>
<th>Standard Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Components</td>
<td>n/a</td>
</tr>
<tr>
<td>Marketing Objective</td>
<td>Awareness</td>
</tr>
<tr>
<td>Metrics</td>
<td>Impressions, Clicks</td>
</tr>
<tr>
<td>Additional Opportunities</td>
<td>Skins, Rich Media Units</td>
</tr>
<tr>
<td>Use cases</td>
<td>Client seeks high scale, low cost, targetable, and easy lift campaign</td>
</tr>
</tbody>
</table>
Make a full-screen splash in a prime location, as your user scrolls through the content. This front and center high impact unit will guarantee eyes on your product. Get a bonus parallax effect when you provide two creatives!
Client commissions content but has no explicit control over article. Client then owns display advertising around article.

Content aligns with existing content that’s thematically relevant and to a brand’s product or service. Article written by Future Editorial staff. Content is SEO-driven content!

**Grover Example:**

*How to quickly install guitar strap locks*

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**Category**

Supported Article

**Base Components**

Companion banners  
Facebook ads

**Marketing Objective**

Education

**Metrics**

Page views  
Unique views  
Avg. time spent

**Additional Opportunities**

Additional supported articles  
Sponsored articles  
Custom rich media  
Standard media

**Use cases**

Client product/service aligns with category/topic within Future Edit’s expertise
Client provides Creative Brief and designated writer creates an article leveraging editorial best practices and insights, organically highlight brand’s messaging.

**Ernie Ball Example:**
*Why your choice of bass strings matter – and which Ernie Ball set to choose*
Client has an enticing prize and seeks to drive consumer action like social shares, email address collection, etc. Purpose is to grow awareness, build goodwill and drive engagement to brand’s channels. Giveaway lives in an article.

**GuitarWorld Example:**
[Enter to win this massive winter gear giveaway!](#)
Website Advertising

Connect directly with our engaged audiences

Choose run of site or target specific demographics and content topics to drive engagement with our readers. From high-impact to the standard IAB industry standard size formats in prominent positions around editorial content.

- **Display Formats:**
  - Custom Expandable Big Top Unit (Responsive)
  - Roadblock (Skin + Billboard OR Big Top)
  - Video Pre-Roll
  - Mobile Interscroller
  - Billboard (970x250)
  - Half-Page Unit (300x600)
  - Mid-Page Unit (300x250)
  - Leaderboard (728x90)
  - Mobile Banner (320x50)

**Key Details**

**Big Top**
Maximize real estate by placing a powerful advertising canvas in front of our readers

**Site Skins**
Maximize real estate by placing a powerful advertising canvas in front of our readers

**Interscroller**
Optimized for mobile to deliver full screen ad experience with mixed media

**Key Sizes**
- 970x250
- 300x600
- 320x30

**Metrics**
- Impressions
- Clicks
- SOV %

**High Impact Units**
- Site Takeover Skins
- Interscroller
- Big Top
Control the brand messaging via organic content

We tell your story the way you want it told. You provide the key bullet points and our team of experts will craft a post that’s designed to tell that story in an organic way. We provide drafts for feedback, and you have final say on publishing.

- SEO driven headline/performance
- 2x Homepage reposts included
- Organic Twitter and Facebook promotion included

100% editorial control in native format to a targeted audience.
How To Watch Sponsorship

Drive tune-in through custom sponsored content campaigns

We tell your story the way you want it told. You provide the key bullet points and our team of experts will craft an article that’s designed to tell that story in an organic way. Able to track conversion through affiliate partners such as Fandango.

- SEO driven headline/performance
- Promotion on social media
- Amplification of custom content across the Future site network
- Targeted display on contextually relevant pages and guides
- Video and preroll embeddable within article content
- Custom widget developed as CTA within campaign article(s)

Content that converts intent driven audiences for ticket sales
Insights & Audience Reach
Industry Highlights

66% of streaming service users know what they want to watch when tuning in

92% of U.S. adults listen to radio each week, highest of any platform

Adults 35-49 spend more time per day on smartphones than any other age group

Adults 18-34 spend over half of their daily media usage with digital media

Asian American adults spend 42 minutes per day on Internet connected devices

Black adults spend over an hour per day using TV-connected devices

Half of all adults stream audio through their smartphones each week

28% of U.S. households own a smart speaker

vMVPDS exist in 5.3% of all TV households as of June 2019

56% of moviegoers in the past 7 days are adults 18-34

U.S. Adults spend 11 hours 27 mins. per day connected to media

Source: Nielsen Total Audience Report (2020)
Average time making a selection among streaming service users

When looking for something to watch, how many minutes would you estimate you spend browsing before making a selection?

7.4
9.4
8.4
4.9
5.0

A18+
A18-34
A35-49
A50-64
A65+

Source: Nielsen Total Audience Report (2020)
Media Consumer Segments & Audience

These are the key reader segments of our web platform.

<table>
<thead>
<tr>
<th>Mobile First Viewers (20%)</th>
<th>Power Streamers (20%)</th>
<th>Highly Subscribed (30%)</th>
<th>Hybrid Adopters (20%)</th>
<th>Linear TV Consumers (10%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top services are streaming video, mobile data plans, and home internet. Look to consume content anywhere, anytime on the device of their choice. High percentage have video streaming subscription service (80%). These users are increasingly cutting the cord and moving away from pay TV and broadcast TV. Prolific on social media. Also ardent gamers, participating in eSports. Online reviews and social media best way to reach this group. Willing to share personal info, value transparency for better services.</td>
<td>Love TV, but are using video streaming to move away from linear viewing. Want control over how and when they watch. They prefer the where to be flat-panel TV. Eager to avoid ads, and suspicious of targeted marketing. Install ad blockers and want fewer TV ads. Privacy minded, look to online reviews to make buying choices. Uses streaming services more than other segments.</td>
<td>These users have 5+ complementing services rather than substituting one for another. They adopt the new while keeping the old. Typically they have pay TV and video streaming subscriptions. Willing to pay for premium content on-demand, in-app game purchases, and online news. They love watching sports, want reduced ad durations, have concerns about personal data.</td>
<td>These highly flexible consumers sit right in the middle. They’re able to shift between devices and services across old and new platforms to optimize their discovery. Still active on linear TV, this is the group that likes skinny bundles, OTA antenna, and streaming services as alternatives. Slowly becoming more digitally savvy via smartphones. TVs and phones are their preference. They show the least discomfort toward ad durations. Open to sharing personal data. Mobile or OTT advertising is an effective engagement tool.</td>
<td>Traditionalists, place high value on landline phones, newspapers, magazines, and radio. Extremely averse to targeted ads and are concerned about privacy. Segment continues to shrink as consumers become more digitally adept.</td>
</tr>
</tbody>
</table>
Value Proposition

Listings help viewers search, browse and watch through a streaming search engine built into WTW.

Industry leading editorial coverage from experts and enthusiasts helps viewers stay in the know on their favorite shows and movies.

WTW goes deep on the hardware that enables our favorite streaming services, guiding buyers to the best equipment for media & entertainment.

As digital watching gets more complex, WTW answers questions across the user journey to, from simple help and how to do big platform questions.

World-class SEO means we become the path of least resistance as consumers are looking for answers.

We bring data together from across the industry, paired with our editorial expertise to compete in a 360 environment to bring more value to our audiences.

6 WAYS WE STAND APART
WhatToWatch.com — Binge Smarter

WhatToWatch helps you find the best TV and movies out there. Our expert recommendations enhance your viewing on Netflix, Disney+, Prime Video, and more. We dig deep into the **hardware and services that matter** most so you can binge smarter.

As a **true B2C offering** in the media and entertainment space within the Future portfolio, we finally have a decided home for our media and entertainment clients to conquest to reach key audiences.

We are leveraging the wide breadth of streamers and **enthusiasts across the Future portfolio** to build targeted audiences for advertisers. WhatToWatch is the flagship where they get the most branding and visibility as a launch partner, with the bulk of the delivery being done across the portfolio on sites like **TechRadar**, **TomsGuide**, **GamesRadar** and more!
Media & Entertainment Audience

41.6M

Paid Video Streamers - Amazon Prime Video, Hulu, Netflix, Sling, YouTube

Source: Oracle DMP (formerly BlueKai), 90 days prior to 2-16-2021, directly targetable worldwide visitors to Future's portfolio of websites
Media & Entertainment Audience

42M

Media & Entertainment Enthusiasts

Source: Oracle DMP (formerly BlueKai), 90 days prior to 2-16-2021, directly targetable worldwide visitors to Future's portfolio of websites