

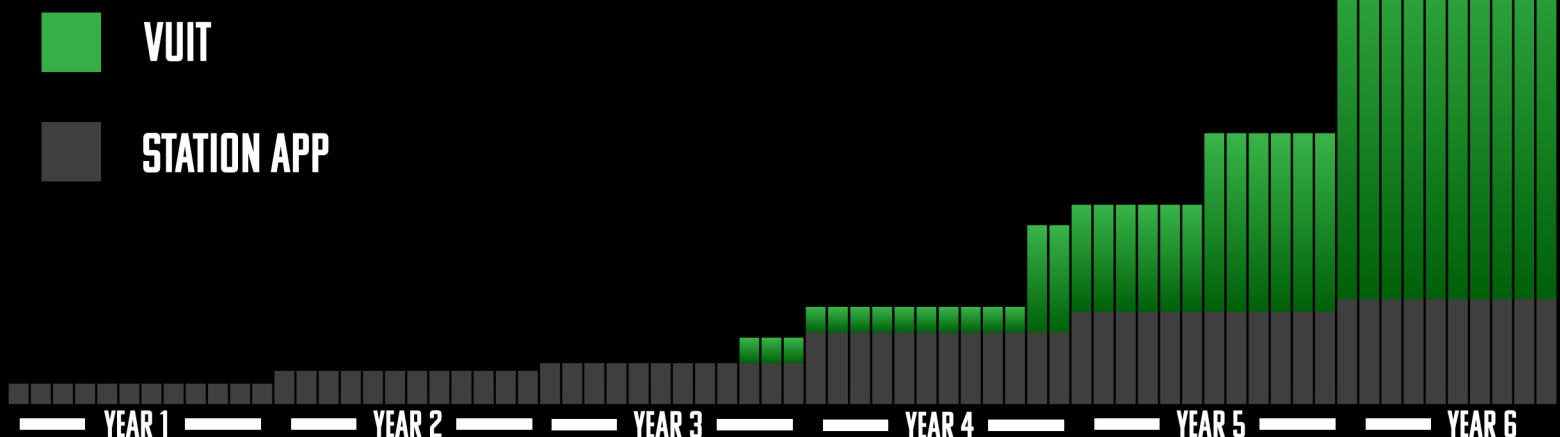
WHY **VUit**: Be Where Viewers Are

Carriage on VUit doesn't require you drop your station app. Station branded apps can and do successfully coexist with VUit, increasing overall viewership and revenue.

Expand Your Reach

An independent station in the fourth largest DMA in the country had a thriving station app but was also attracted to the potential to reach new viewers on every device, including out-of-market viewers interested in watching its original hyper-local programming. Carriage on VUit had no negative impact on the success of the station's app, and the station continues to see tremendous viewership growth on VUit.

HOURS STREAMED



BENEFITS OF CARRIAGE ON VUIT



100%
FREE



INCREMENTAL
VIEWERS



UNLIMITED
REVENUE OPPS



Stations
are earning
\$85K/mo!