

# **2025 Annual**

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# **Media Work Plan**

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# Executive Summary



One of the strategies the National Highway Traffic Safety Administration (NHTSA) employs to save lives and prevent injuries on America’s roads is public education that encourages safe, responsible driving behavior. To support this strategy, NHTSA regularly utilizes mass media approaches that raise awareness of risky behaviors and publicize coordinated national enforcement on critical traffic safety issues. High-visibility enforcement (HVE) campaigns aim to prevent unlawful traffic behaviors by combining highly visible and proactive law enforcement with a publicity strategy to create a deterrence effect. The goal of this universal traffic safety approach is to educate the public and encourage voluntary compliance with traffic laws. The HVE strategy has proven to be effective in reducing traffic fatalities across multiple dangerous driving behaviors.

The public education component of NHTSA’s approach is supported by paid media plans that rapidly build reach and frequency, ensuring the target audience is exposed to NHTSA’s message

three to five times throughout the campaign flight. Each effort combines an array of media tactics to extend audience reach, deliver strong engagement, balance quality with efficiency, build awareness of campaign messages and maximize the value of media investments.

This media work plan reviews key media and audience trends that will inform the strategic approach for NHTSA’s 2025 media campaigns, which focus on four major behavioral safety factors: distracted driving, seat belt non-use, speeding and impaired driving. According to data from NHTSA’s Fatality Analysis Reporting System (FARS) maintained by the National Center for Statistical Analysis (NCSA), these behaviors are significant contributors to fatalities on our nation’s roads. In response, NHTSA activates campaigns focused on each of these priority areas. Each campaign has dedicated flight timing and budget, and many are activated in coordination with state and local law enforcement mobilizations to promote a year-round traffic safety culture.

Issue	Target Audience(s)	Advertising Period(s)	Planned Budget
Distracted Driving	Adults 18 to 34 Years Old	April 7–14, 2025	\$5 million
Seat Belts	Men 18 to 34 Years Old	May 12–June 1, 2025	\$11.9 million
Speeding	Men 18 to 44 Years Old	July 7–31, 2025	\$7 million
Impaired Driving	Men 21 to 34 Years Old Alcohol-Impaired Driving  Men 18 to 34 Years Old Drug-Impaired Driving  Men 35 to 54 Years Old Alcohol-Impaired Riding (Motorcyclists) (August/Labor Day flight only)	Aug. 13–Sept. 1, 2025 and Dec. 10, 2025–Jan. 1, 2026	\$30.4 million

The core demographic of 18- to 34-year-old men is the common denominator in all four efforts, with demographic and geographic points of emphasis varying from campaign to campaign based on data from NCSA and NHTSA program office strategic input.

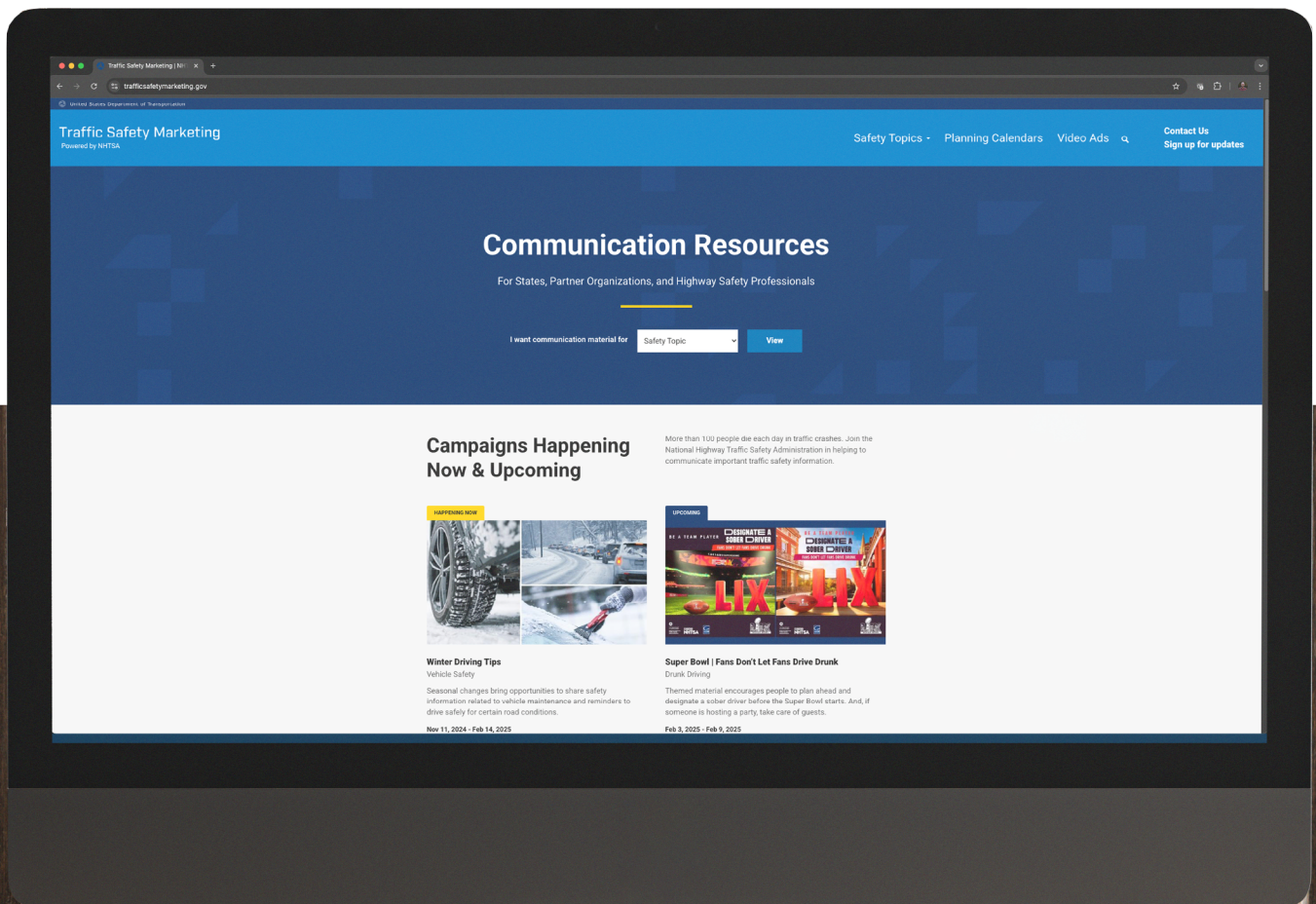
Independent assets for each campaign are created and tested in English and Spanish, and robust campaign coverage is designed to build message reach and frequency among the target audience during each flight. High-impact custom content—assets aligned with the messages that media vendors develop in conjunction with the media buy—are also explored for each campaign flight. This creative rotation aims to promote audience engagement with the message and keep campaigns fresh while minimizing the need for new branded assets every year.

Each campaign will also use commercially available data sets to identify and leverage key audience passion points such as sports, fashion, online experiences and gaming, and

music and film to connect with the target audience. Prior campaigns have demonstrated strong performance from custom content and influencer activations that use these categories to connect with audiences while being delivered across multiple media channels to maximize reach and engagement.

While the ultimate goal is to reduce roadway fatalities, the real-time evaluation will focus on engagement metrics, including video view-through rates (VTRs), social engagements/reactions and click-through rates (CTRs), among others.

Campaign materials are available at [TrafficSafetyMarketing.gov](https://TrafficSafetyMarketing.gov). State departments of transportation (SDOTs), state highway safety offices (SHSOs) and allied highway safety advocates may wish to reference this paid media strategy and subsequent media buy details to develop their media plans during the HVE period or adapt tactics and approaches for their state and local campaigns.

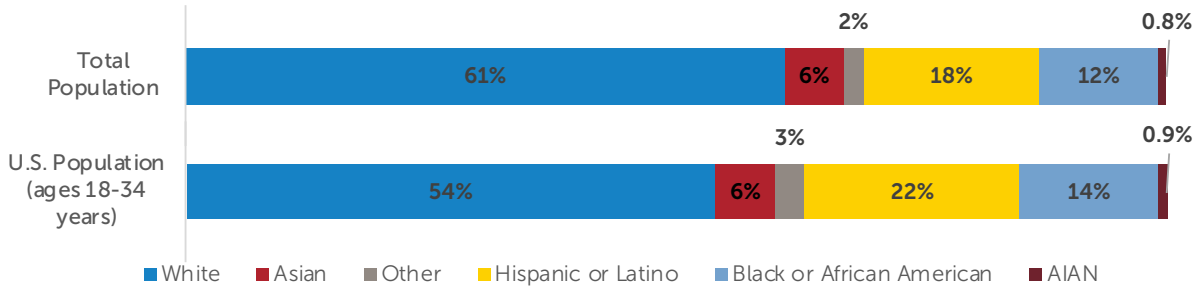


# Integrated Paid Media Approach



Given the strong overlap in target audience across all the paid media campaigns for NHTSA, there are fundamental realities of media consumption and audience affinities that apply somewhat equally across all of NHTSA’s paid media campaigns. This overlap allows us to streamline our paid media planning efforts by first ensuring that our media plans can reach an 18- to 34-year-old male target audience and expand from that core audience as called for by individual campaigns. While easily said, successfully reaching young audiences is challenging for marketers. In addition to existing within the most technologically advanced and saturated media ecosystem in history, the 18- to 34-year-old age demographic in the United States is even more diverse than the overall national population (Figure 1). The combination of these two factors forces national marketers to be exceptionally creative and innovative in their media activations to connect with individuals who have an ever-expanding array of tailored media consumption options.

**FIGURE 1:** Characteristics of U.S. Total and Adult 18–34 Population



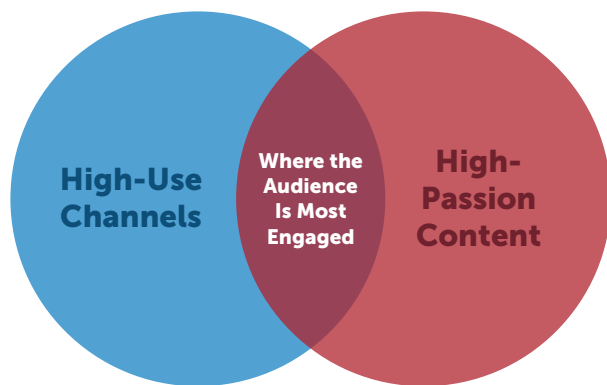
*Note(s): Hispanic or Latino may be of any race; race categories exclude Hispanic origin. Other includes Native Hawaiian and Other Pacific Islander and more than one race.  
Source(s): Census Bureau, Current Population Survey, Annual Social and Economic Supplement, 2021.*

In an attention economy flooded with content proliferating from every device, building a robust public education campaign means making connections where the audience is most tuned in. For this reason, engagement is a crucial performance indicator across NHTSA’s behavioral safety campaigns. By emphasizing engagement metrics that can be used as a proxy measure for audience attention, NHTSA aims to maintain the quality of paid media while utilizing traditional metrics like impressions to measure the quantity of exposure.

Identifying high-engagement opportunities for the media plans rests on addressing two critical factors:

- **Channel:** Where the audience can be reached
- **Affinities:** What content audiences most tune into

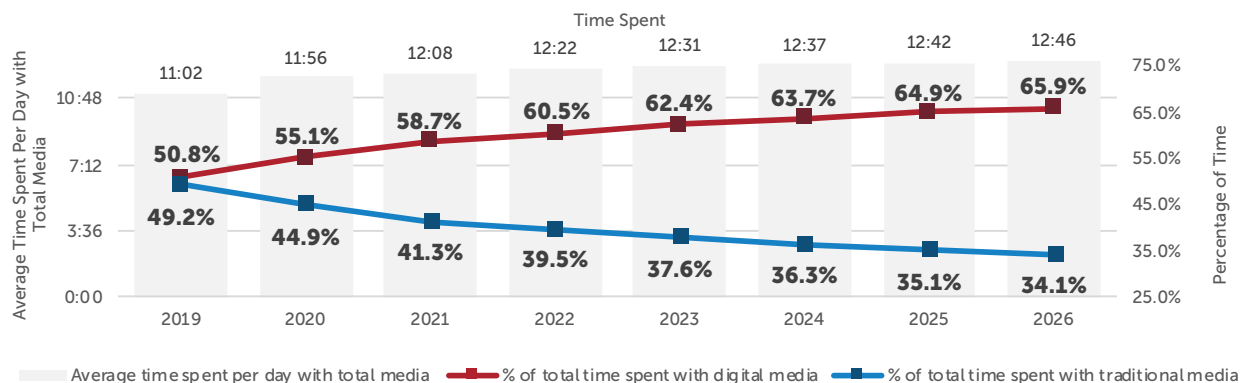
The overlap of channel and affinity becomes the strategic activation point for NHTSA's awareness efforts. Whether placing a branded message in the context of audience consumption or co-creating custom content with influential voices, targeting this overlap helps NHTSA's campaigns appear in relevant and impactful spaces for the target audience, ensuring NHTSA can make the most efficient use of its resources to maximize campaign reach and effectiveness.



## Media Consumption and Trends Impacting All Campaigns

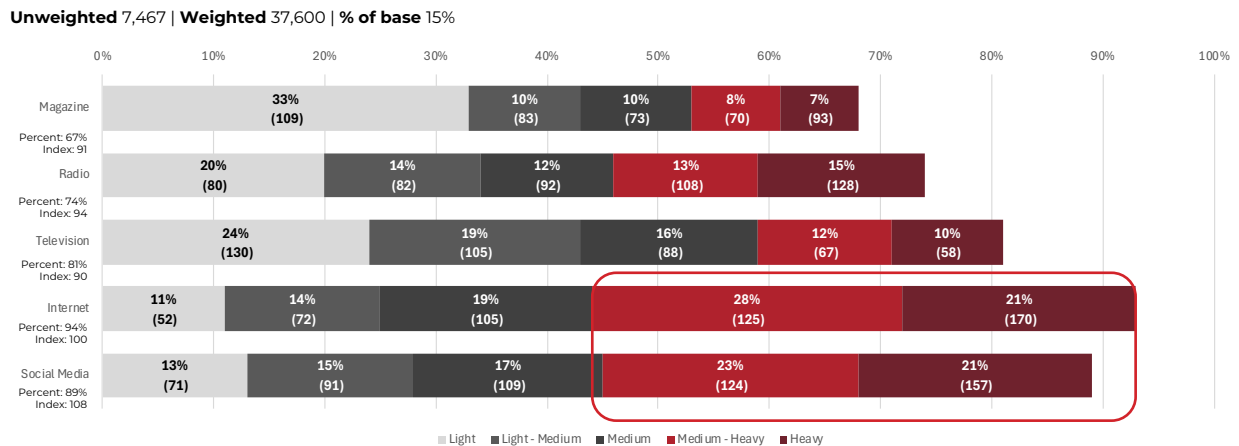
NHTSA's paid activations exist in a complex media ecosystem that is continuously evolving. According to eMarketer's H2 2024 Update report, U.S. adults will spend nearly 12.75 hours per day with digital and traditional media in 2025 (Figure 2). This continues a multiyear trend of increasing total and digital media consumption that has seen total usage grow nearly 16% since 2019. The growth in consumption is even more pronounced when looking at the core 18- to 34-year-old male target demographic for NHTSA's campaigns. As Figure 3 shows, this group is full of heavy internet and social media users, with both channels indexing above 155 for the heaviest users in the audience.

**FIGURE 2:** Average Time Spent per Day With Media



Source: eMarketer H2 2024 Update

**FIGURE 3: Media Usage 18- to 34-Year-Old Men**

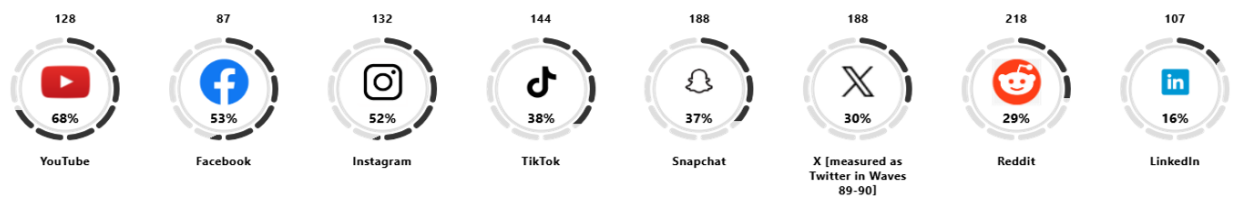


Source: MRI 2024 Summer-Simmons USA

**FIGURE 4: Social Media Usage for Men 18–34**

Unweighted: 7,467 | Weighted: 37,600 | % of Base: 15%

**Top 8 Social Media Services**

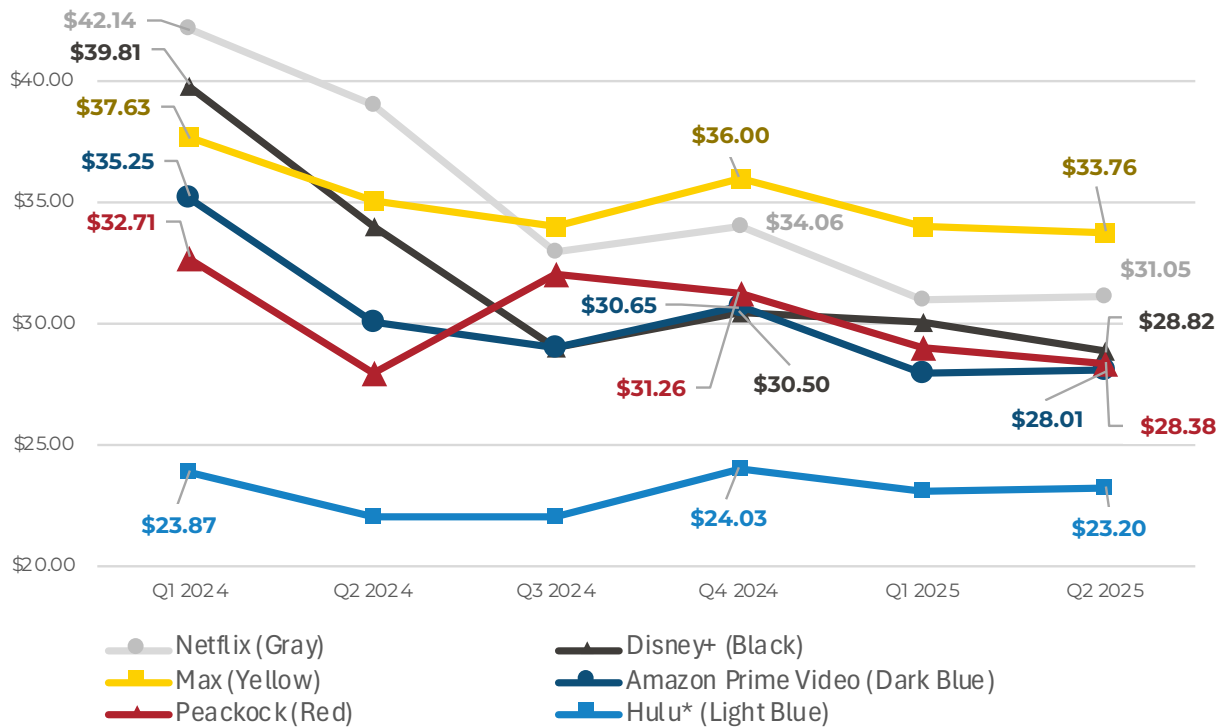


Source: MRI 2024 Summer-Simmons USA

While this all demonstrates the high appetite of the core audience for digital content, that consumption is fragmented and diffused across a multitude of digital/social channels (Figure 4). All of this means that NHTSA’s campaigns continue to require more complex activation plans to reach as much of the target audience as possible, given the wide variety of available platforms, formats and delivery options. This, in turn, requires identifying media vendors who can provide both strong audience reach and efficient delivery. Fortunately, several trends in the media ecosystem support this need.



**FIGURE 5:** Average U.S. Ad-Supported Video-on-Demand (AVOD) CPMs, by Platform, Q1 2024–Q2 2025



Note: Average ad cost per thousand (CPM) is the amount advertisers pay for every thousand impressions of their ads delivered via their ad-supported tier; includes in-stream ads such as those appearing before, during, or after digital video content (pre-roll, mid-roll, or post-roll video ads) and video overlays; appears on desktop and laptop computers as well as mobile phones, tablets, connected TVs, and other internet-connected devices; excludes Hulu + Live TV.

Source: eMarketer KPI Forecast, Sep 2024

## Trend 1:

### Streaming Transition and Expanding AVOD Opportunities

The transition from cable TV to streaming continues for the market in general and the core target audience in particular. There is a strong preference for on-demand content, with major platforms such as Netflix, Hulu and Amazon Prime seeing higher engagement rates. This shift is particularly pronounced among Hispanic Americans, as 78% prefer digital over television<sup>1</sup>, suggesting a decline in traditional TV’s influence in favor of personalized and subscription-based digital content.

As the landscape devolves into more fragmented digital delivery and streaming services, subscription video-on-demand (SVOD) platforms are striving to drive engagement from viewers and brands while offering ad-supported tiers to keep consumer costs down. To do this, traditional streaming players (Netflix, Amazon, YouTube) are adding more live events and sports to their lineups, as well as more commercials. This ad-supported video-on-demand growth is making connected television increasingly look like broadcast television.

The combination of larger inventory and programmatic buying has also affected prices, with eMarketer forecasting that prices will continue to be suppressed for streaming ads through the first half of 2025 (Figure 5). This may open the space to new advertisers and create new opportunities for NHTSA in 2025 and beyond.

<sup>1</sup> <https://www.tvtechnology.com/news/study-78-of-hispanic-americans-prefer-streaming-over-traditional-tv>



## Trend 2:

### Maturing Influencer Economy and Marketplaces

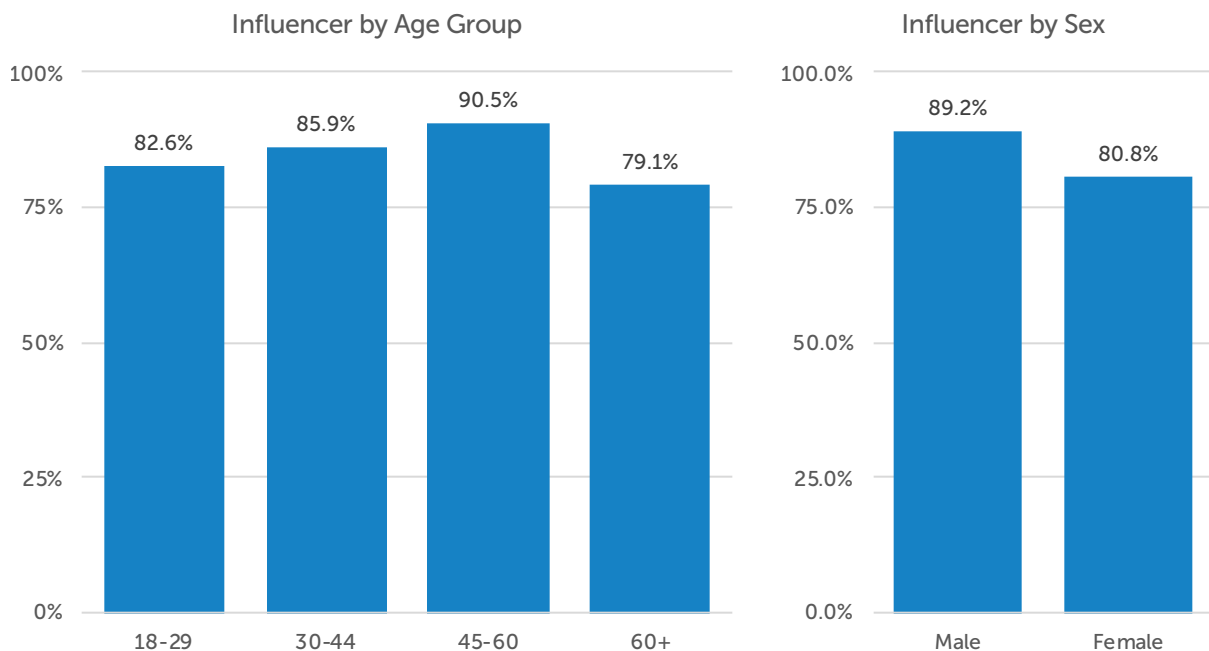
A 2024 Digital Media Trends survey found that nearly half (47%) of Gen Zs say their favorite form of video content is social media videos and live streams. According to IZEA's Insights report, *Trust in Influencer Marketing 2025*, the majority of social media users found influencer content more compelling than content written by a marketing professional, and they're more likely to trust information from an influencer versus an A-list celebrity.

This coincides with the maturing of influencer marketplaces that connect brands with influencers who can speak directly to their followers and fans. In addition to leveraging high-profile social media stars, it's crucial to recognize the growing importance of nano-influencers (<10,000 followers) and micro-influencers (10,000–60,000 followers). These influencers, with their smaller but highly engaged followings, offer a more authentic and relatable connection to their audiences. Recent trends indicate that 43% of marketers have increased their use of micro- and nano-influencers, shifting budgets from macro/mega-influencers to these smaller-scale creators<sup>2</sup>. This shift is driven by the higher engagement rates and trust that micro- and nano-influencers can generate within niche communities.

NHTSA has long worked with social media influencers to carry its safety messages to market and will continue to activate authentic, resonant voices to reach target audiences with traffic safety messaging in 2025.

**FIGURE 6:** Influencer Trust Among Age Groups

**Q:** Are you more likely to trust a sponsored post from an A-List celebrity or a social media influencer?



Source: IZEA Insights Trust in Influencer Marketing 2025

<https://influencermarketinghub.com/july-influencer-marketing-report/#:~:text=In%20our%20latest%20survey%2C%2043,influencers%20have%20with%20their%20audiences>

## Trend 3:

### Audio Fragmentation and Podcasting Growth

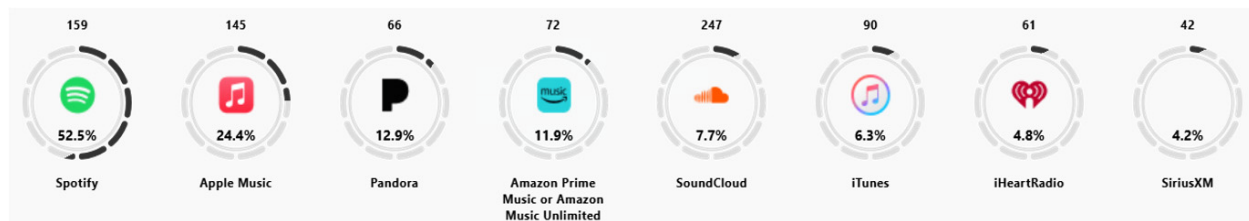
Like the disruption of pay-cable services that streaming introduced, the audio landscape continues to fragment across streaming providers. Streaming audio has grown by 27% in the past five years, with 78% of subscribers reached by ad-supported content<sup>3</sup>. This growth, combined with programmatic buying options to reach audiences efficiently, makes streaming audio an attractive complement to terrestrial radio, providing strong reach potential and cost-efficiency.

Podcasts are fueling the growth and influence of many of these platforms. With a seemingly bottomless variety of content—Spotify’s Q2 2022 shareholder update referenced 4.4 million podcasts on its platform<sup>4</sup> alone—this flexible, curated audio content that can be accessed on the go continues to draw listeners. Recently, video podcasts, interactive podcasts and micro-podcasts have all entered the market, growing listener/viewer engagement and tailoring content durations to fit short windows of attention for news or entertainment. These evolutions all provide opportunities to explore ad formats, integrations and sponsorships that can reach NHTSA’s core and expanded targets to deliver impactful messaging.



**FIGURE 7: Music/Audio Listening for Men 18–34**

#### Top 8 Music Services Listened in the Last 30 Days



Source: MRI 2024 Summer-Simmons USA

## Trend 4:

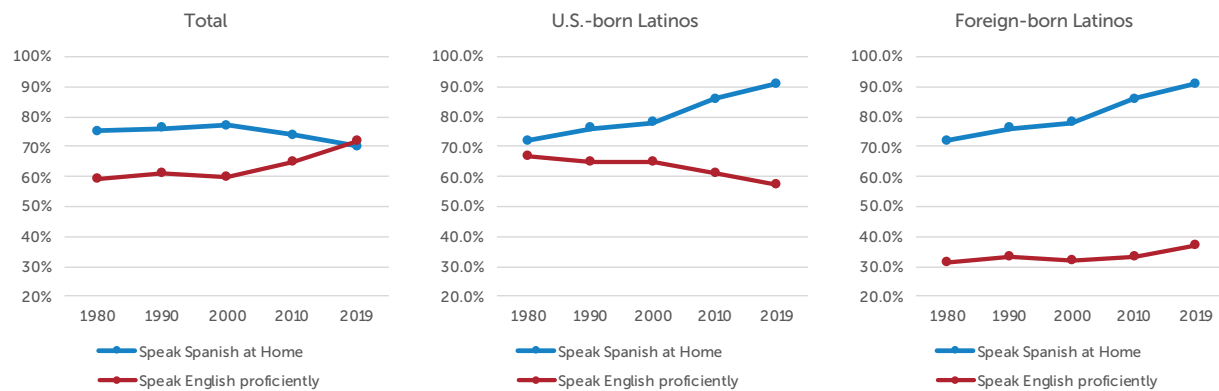
### English and Spanish Media Blend

An important and distinctive part of the cultural heritage that Hispanics share is language. According to the American Community Survey, nearly three-quarters of Latinos speak Spanish in their homes (Figure 8). While English proficiency has risen, particularly for U.S.-born Hispanics, this group has fluid movement between English and Spanish-language media. This unique combination of media consumption is an opportunity for brands to deliver messaging in both English and Spanish to connect with this audience. While Spanish-language advertising is important to reach Spanish-dominant Hispanics, English-first or English-only Hispanics report that Spanish ads show respect for their culture and that they are more likely to prefer and connect with brands that advertise in Spanish.

<sup>3</sup> <https://www.edisonresearch.com/solutions/audio-in-evolution-five-megatrends-from-a-decade-of-streaming-research/>

<sup>4</sup> [https://s29.q4cdn.com/175625835/files/doc\\_presentation/Q2-2022-Shareholder-Deck-FINAL.pdf](https://s29.q4cdn.com/175625835/files/doc_presentation/Q2-2022-Shareholder-Deck-FINAL.pdf)

**FIGURE 8:** For Latinos, English Proficiency Has Increased and Spanish Use at Home Has Decreased



Note: Latinos who speak English proficiently are those who speak only English at home or, if they speak a non-English language at home, indicate they speak English “very well.”

Source(s): Pew Research Center tabulations of 1980, 1990, 2000 censuses and 2010 and 2019 American Community Surveys

## Campaign Audience Affinities and Passion Points

In addition to leveraging high-use channels, focusing on core audience affinities and passion points helps identify opportunities to connect with the target where they are most deeply engaged. Utilizing influencers or placing messaging adjacent to content that speaks to these passion points ensures that the campaign resonates with the audience’s interests, fostering a stronger connection and driving desired behavior.

Among NHTSA’s core audience of 18- to 34-year-olds, several areas emerge as key passion points for campaign engagement and activation: sports, fashion, online experiences and gaming, and music and film. Each area reaches the overall age segment differently, providing strong platforms to connect NHTSA’s messaging with the audience.

### Sports

Few areas of interest connect people as powerfully as sports and they hold a powerful place in the lives of NHTSA’s core audience. The appeal lies in the individual’s visceral connection toward their favorite teams and athletes. Sports fandom offers shared experiences, fostering a collective bond and sense of belonging among otherwise disparate individuals. The unscripted, adrenaline-producing nature of athletic competition, coupled with the drama of victory and defeat, produces strong emotional ties. Passions for sports can run so deep that they form part of an individual’s identity—“I’m a [blank] fan” becomes a part of who they are.

The core target audiences have a diversified interest in sports. College and NFL football command the most significant viewership, but will not be in season during all campaign flights. However, the entire calendar offers exciting sports activation opportunities, including high-profile events with a broad reach spanning basketball, baseball, boxing, hockey, soccer and wrestling (Figure 9).

By aligning campaign messages around sports content, whether through influencer partnerships or strategic ad placements and integrations, NHTSA can tap into the emotional and communal aspects of sports fandom. This approach enhances message relevance and fosters a deeper connection with the audience, as they are more likely to engage with content that resonates with their interests and passions.

**FIGURE 9: Sporting Events Regularly Watched on TV or Online**

Study Universe	18- to 34-Year-Old Men			18- to 34-Year-Old Men (Hispanic or Latino)		
	Weighted Pop. (000)	% of Target	Index	Weighted Pop. (000)	% of Target	Index
	<b>37,918</b>	<b>100%</b>	<b>100</b>	<b>9,972</b>	<b>100%</b>	<b>100</b>
Auto Racing—NASCAR	662	1.75%	60	*229	*2.30%	*80
Auto Racing—Other	728	1.92%	98	*232	*2.33%	*119
Baseball—College	983	2.59%	146	*289	*2.90%	*163
Baseball—MLB Regular Season	3,418	9.01%	97	1,014	10.17%	110
Baseball—MLB Playoffs	3,119	8.23%	98	929	9.32%	111
Baseball—MiLB	760	2.00%	182	360	3.61%	328
Basketball—College	2,119	5.59%	86	353	3.54%	55
Basketball—NBA	3,820	10.07%	146	1,313	13.17%	191
Basketball—NBA Playoffs	4,180	11.02%	142	1,285	12.89%	165
Basketball—NCAA Tournament	2,810	7.41%	93	486	4.87%	61
Basketball—WNBA	675	1.78%	103	*210	*2.11%	*122
Boxing	1,478	3.90%	186	893	8.96%	428
Esports (Video Game Tournament)	527	1.39%	280	*137	*1.37%	*276
Fishing	653	1.72%	133	*139	*1.39%	*108
Football—College Regular Season	5,429	14.32%	90	939	9.42%	59
Football—College Playoff	5,311	14.01%	98	1,071	10.74%	75
Football—NFL Mon/Thurs/Sun Night	8,458	22.31%	101	1,833	18.38%	83
Football—NFL Weekend Day Games	8,026	21.17%	101	1,717	17.22%	83
Football—NFL Playoffs	8,070	21.28%	95	1,728	17.33%	77
Golf—PGA	1,391	3.67%	79	*275	*2.76%	*59
Golf—LPGA	376	0.99%	94	*135	*1.35%	*128
Golf—Other	378	1.00%	172	*112	*1.12%	*194
High School Sports	696	1.84%	73	*247	*2.48%	*98
Hockey—NHL Regular Season	1,658	4.37%	115	267	2.68%	71
Hockey—NHL Playoffs	1,549	4.09%	108	229	2.30%	61
Soccer—MLS	1,205	3.18%	178	681	6.83%	381
Soccer—World Cup	2,450	6.46%	149	1,276	12.80%	295
Soccer—USMNT	1,258	3.32%	169	711	7.13%	364
Soccer—USWNT	751	1.98%	110	405	4.06%	226
Soccer—International	2,037	5.37%	176	1,206	12.09%	396
Tennis—Men's	832	2.19%	83	320	3.21%	122
Tennis—Women's	609	1.61%	64	*257	*2.58%	*103
Track & Field	667	1.76%	102	*154	*1.54%	*89
Ultimate Fighting Championship	1,339	3.53%	201	480	4.81%	274
Wrestling—WWE	1,378	3.63%	163	534	5.35%	240
Wrestling—Other	733	1.93%	171	360	3.61%	319

\* Projection values in this cell are relatively unstable, due to respondent count below 50. Use with caution.

Source: 2024 Fall MRI-Simmons USA

## Fashion

The growing affinity that men aged 18 to 34 years old have around fashion is a developing trend that reflects broader cultural shifts. This demographic is increasingly interested in fashion, not just as a means of self-expression but also as a way to align with their favorite athletes and celebrities. The influence of social media platforms like Instagram and TikTok on this evolution cannot be overstated, as they provide a constant stream of fashion inspiration and trends. Men in this age group are increasingly likely to experiment with different styles and brands, seeking to create a unique look that sets them apart. This trend is also driven by a desire to be seen as stylish and sophisticated, which can enhance their social and professional lives.



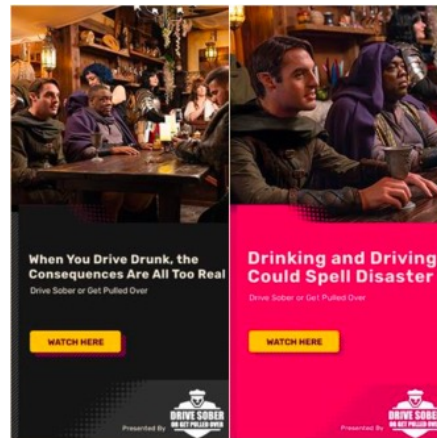
One of the most notable trends within this demographic is the “gameday fit” phenomenon. This trend involves men carefully curating their outfits for sporting events, blending team loyalty with personal style. It’s not just about wearing a jersey; it’s about creating a complete look that includes accessories, footwear and even grooming choices. The gameday fit trend among professional athletes has been amplified by the rise of NIL (Name, Image, Likeness) deals, where college athletes showcase their fashion choices, further influencing their fans. Overall, the gameday fit trend is a powerful example of how fashion and sports intersect, providing young men a platform to express their unique styles and align with their favorite athletes and celebrities.

5 Deloitte Insights, April 2023

## Online Experiences and Gaming

Younger adults generally engage with technology and social media more than older generations, and online experiences play a significant role in the target audience’s lives. Almost half of Gen Z and Millennials in the United States say they spend more time socializing with others on social media than in the physical world, and 40% agree that they socialize more in video games than in the physical world<sup>5</sup>. To many in this audience, the online world is their real world, and the bonds formed in gaming and via the internet are as powerful as those created through in-person interactions.

**FIGURE 10:** 2024 Gaming-Focused Creative Execution for Impaired Driving



This underscores the importance of connecting with the audience via online experiences to reach them where they spend time. The core target audience for NHTSA’s campaigns consumes a wide range of digital content and participates in online experiences that are both real-time (gaming and streaming live content) and time-shifted (listening to podcasts or watching pre-recorded shows and user-generated content).

The gaming world continues to grow rapidly and build pop-culture-defining moments with larger game brands, while smaller, independent games captivate dedicated player communities. This trend in gaming is important because it highlights the growing influence of gaming as a dominant force in both entertainment and culture.

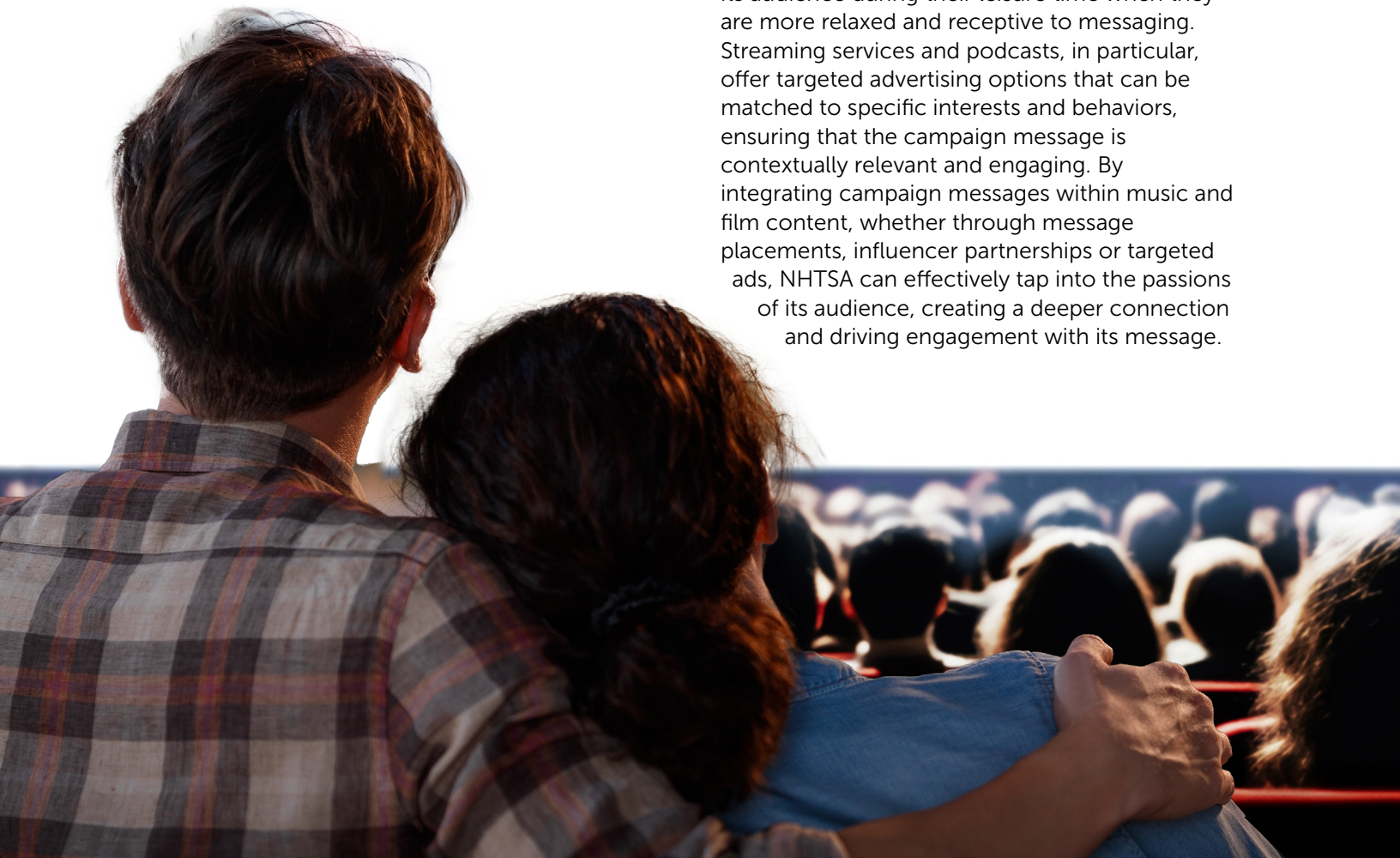
The success of platforms like Fortnite and Minecraft demonstrates that gaming is no longer just about playing; it's about creating, sharing and building connections that extend well beyond the game itself. Real-world communities and competitions have formed to fuel gamers' competitive spirit, with organized teams and leagues worldwide. Esports are now televised and streamed events with production values that rival other professional sports and even feature scholarship support at some U.S. universities.

This cultural influence has even carried gaming into Hollywood. Whereas gaming once drew from television and film properties for inspiration or sat in its own lane within the entertainment industry, adaptations of video games now drive culture by becoming movies and TV shows, making gaming a powerful mainstream cultural force with a global audience. This creates a unique chance for brands to connect creatively with engaged, loyal communities. As gaming continues to shape pop culture, it offers a powerful opportunity to build brand awareness and reach diverse audiences across multiple platforms.

## Pop Culture (Music and Film)

Beyond gaming, music and film are both powerful passion points that resonate deeply with NHTSA's core target audience of 18- to 34-year-old men. These mediums offer a rich variety of experiences that can be leveraged to create impactful and engaging campaign touchpoints. In-person opportunities, such as movie theater screenings and live concerts, provide a unique environment where the audience is fully immersed and emotionally engaged. These settings offer NHTSA the chance to connect with its audience in a memorable way, whether through integrations and sponsorships, branded experiences or exclusive content. The communal aspect of these events is an advantage, as shared experiences can lead to stronger emotional connections and brand associations.

In addition to immersive live events, time-shifted opportunities, such as TV watching, streaming audio and podcast listening, offer flexibility and convenience that align with the target audience's lifestyle. These platforms allow NHTSA to reach its audience during their leisure time when they are more relaxed and receptive to messaging. Streaming services and podcasts, in particular, offer targeted advertising options that can be matched to specific interests and behaviors, ensuring that the campaign message is contextually relevant and engaging. By integrating campaign messages within music and film content, whether through message placements, influencer partnerships or targeted ads, NHTSA can effectively tap into the passions of its audience, creating a deeper connection and driving engagement with its message.



# Campaign Planning Details and Insights



**PUT THE PHONE  
AWAY OR PAY**

## **Distracted Driving:**

### *Put the Phone Away or Pay*

Distracted driving affected an estimated 8% of fatal crashes, 12% of injury crashes and 11% of all law-enforcement-reported vehicle crashes in 2022<sup>6</sup>. NHTSA works to reduce the occurrence of distracted driving and raise awareness of its dangers with the Put the Phone Away or Pay campaign that supports a national law enforcement mobilization during Distracted Driving Awareness Month in April.

<sup>6</sup> National Center for Statistics and Analysis (2024, April) Distracted driving in 2022 (Research Note Report No DOT HS 813 559), National Highway Traffic Safety Administration.

### Target Audience:

Adults (men and women) 18 to 34 years old

*Note: The demographics of the target audience are broad and the media plan will strive to balance delivery to all portions of the audience.*

### Advertising Period:

National paid advertising will run April 7–14, 2025.

### Budget:

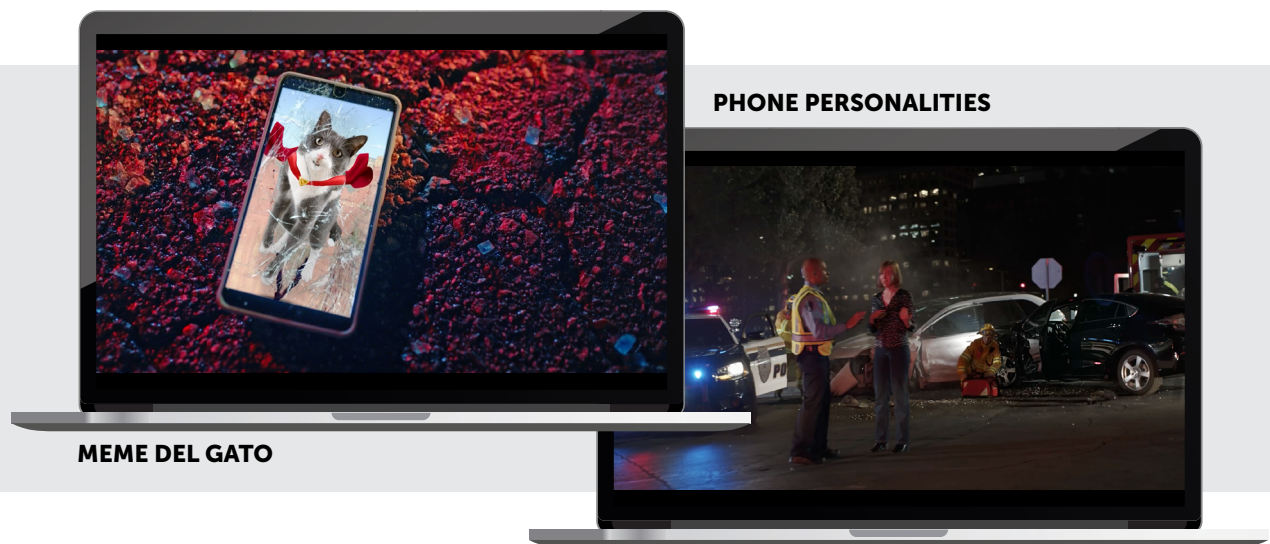
The total media budget for the 2025 Put the Phone Away or Pay campaign is \$5 million.

### Campaign Objective:

The Put the Phone Away or Pay campaign's objective is to increase awareness about the HVE that is in effect to influence drivers to stop using their cell phones while driving

### Planned Campaign Assets:

The campaign will be activated with independent English and Spanish-language campaign assets, including video, audio, out-of-home (OOH), digital display and paid social media.



Campaign materials are available for download and retagging at [TrafficSafetyMarketing.gov](https://TrafficSafetyMarketing.gov).

### Unique Campaign Media Planning Considerations:

The Put the Phone Away or Pay campaign has a few unique aspects among NHTSA's HVE campaigns.

- **Men and women in the target audience.** The distracted driving campaign is the only HVE campaign that includes women in the target demographic, broadening the addressable audience substantially to roughly 77 million adults.





■ **Shortest flight of any NHTSA campaign.**

This campaign is the shortest of the national mobilizations, clocking in at just eight days in 2025. It also occurs during the first week of April when there is a slight lull in sports and entertainment events.

- **Omnichannel digital-first.** Due to the short flight length, it is imperative to establish broad reach and frequency quickly to drive message penetration. Digital tactics will be heavily used in this campaign due to their flexibility and optimization qualities. Including a mix of rich media units and standard units is essential to drive reach and engagement.

**Campaign Timing Opportunities:**

There are events and milestones taking place in or near the 2025 Put the Phone Away or Pay campaign’s flight that can be explored to activate messaging across the target’s passion points, including:

■ **Sport Events:**

- The Masters
- MLB Opening Week
- WrestleMania
- Premier League
- Liga MX
- MLS

■ **Entertainment Events:**

- Coachella Music & Arts Festival
- CMT Music Awards

**Prior Campaign Learnings:**

- **Expanded Affinity Opportunities:** Examination of 2024 performance insights showed potential for expanded placements and integration into fashion and fitness as additional affinity areas to explore for this campaign.
- **Spanish High-Impact:** High-impact digital units were strong performers within Spanish-language sites in the 2024 campaign. Social media performance for Spanish-language messaging generated slightly more engagements (52%) and click-through actions (61%) than in the general market, where women drove more engagements (60%).

**Campaign Planning Priorities:**

In light of these learnings and unique campaign considerations, the 2025 Put the Phone Away or Pay campaign will focus on delivering a highly efficient campaign plan that can activate across multiple channels in as many affinity areas as is feasible, given the constrained campaign flight time and resources. Digital delivery will be heavily featured for its high reach, rapid optimization and flexibility.





## Seat Belts: *Click It or Ticket*

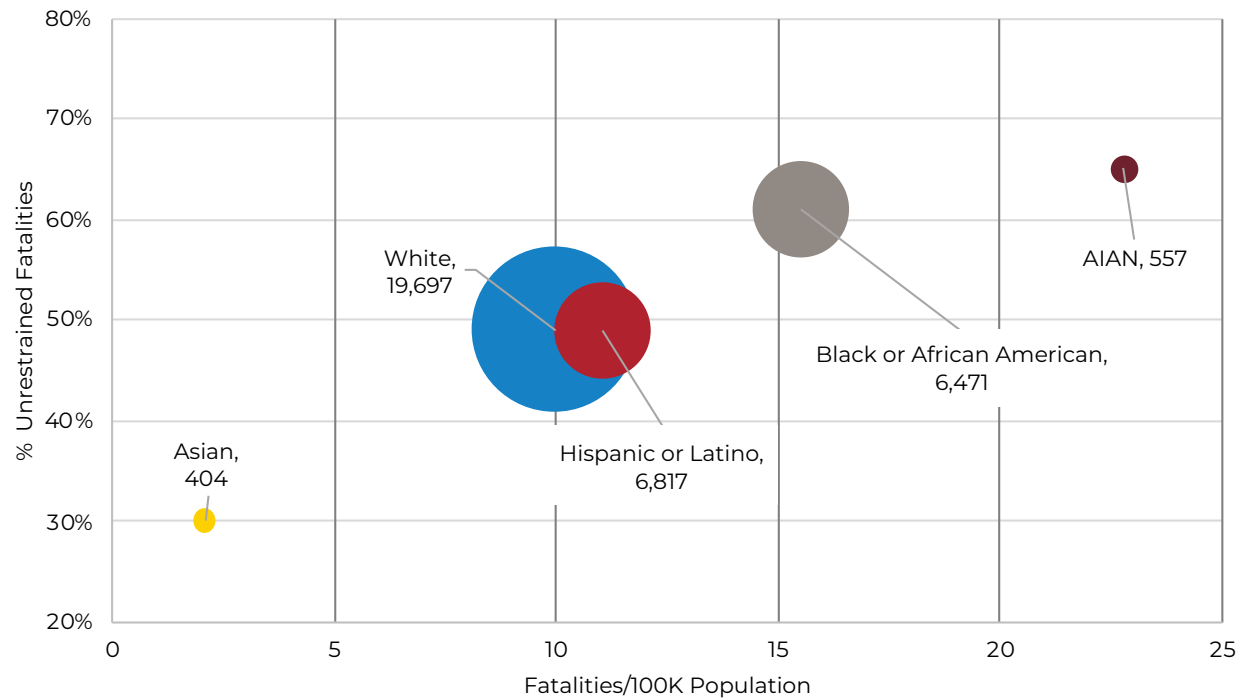
On average, every 47 minutes, someone not wearing a seat belt dies in a car crash. In 2022, FARS data revealed that, among young adults ages 18 to 34 years old killed in passenger vehicle crashes, more than half (60%) were unrestrained—one of the highest rates across all age groups. This highlights a serious and preventable risk for a key demographic.

Men, who account for the majority of traffic fatalities in general, are also overrepresented in unrestrained deaths. In 2022, 54% of men (8,098 individuals) and 41% of women (3,201 individuals) who died in passenger vehicle crashes were not wearing seat belts. This is despite the fact that simply wearing a seat belt reduces the risk of a fatal injury in a crash by 45%<sup>7</sup>.

The Click It or Ticket campaign addresses this issue by raising awareness about seat belt laws and promoting safer driving behavior. Given the alarming number of unrestrained fatalities, this campaign is vital in driving behavior change and saving lives.

7 Kahane, C. J. (2015, January). *Lives saved by vehicle safety technologies and associated Federal Motor Vehicle Safety Standards, 1960 to 2012 – Passenger cars and LTVs – With reviews of 26 FMVSS and the effectiveness of their associated safety technologies in reducing fatalities, injuries and crashes.* (Report No. DOT HS 812 069). Washington, DC: National Highway Traffic Safety Administration.

**FIGURE 11: 2020 Fatalities, Fatality Rate and Percent Unrestrained by Race**



Source: National Center for Statistics and Analysis. (2023, October). Race and ethnicity: 2020 data (Traffic Safety Facts, Report No. DOT HS 813 493). National Highway Traffic Safety Administration.

In addition to the age demographic that the fatality statistics sadly point this campaign toward, some racial groups experience disproportionately higher unrestrained fatality rates. These include Hispanic/Latino and Black/African American vehicle occupants who experienced both a higher fatality rate and a significant number of deaths in 2020 (Figure 11 above).

**Target Audience:**

Men 18 to 34 years old

*Note: The demographics of the target audience are broad and the media plan will strive to balance delivery to all portions of the audience.*

**Budget:**

The total media budget for the 2025 Click It or Ticket campaign is \$11.9 million.

**Advertising Period:**

National paid advertising will run May 12–June 1, 2025.

**Campaign Objective:**

The Click It or Ticket campaign’s objective is to increase awareness about the dangers of driving or riding unbelted and highlight the national mobilization and enforcement of seat belt laws.

## Planned Campaign Assets:



Campaign materials are available for download and retagging at [TrafficSafetyMarketing.gov](https://TrafficSafetyMarketing.gov).

The campaign will be activated with independent English and Spanish-language campaign assets, including video, audio, OOH, digital display and paid social media.

### Unique Campaign Media Planning Considerations:

**Oversample toward key demographics.** Based on the disparity in unrestrained fatalities by race, Black/African American and Hispanic/Latino, special consideration will be taken into account in planning to support campaign message penetration to these groups.

**Oversample toward key geographies.** States with higher unrestrained fatalities at or above the national average based on known use will also be overweighted in planning.

### Campaign Timing Opportunities:

The 2025 Click It or Ticket campaign will be in flight during several potential events that can be considered and explored for ways to activate messaging in conjunction with and adjacent to target audience passion points.

They include:

#### ■ Sport Events:

- NBA Playoffs
- NHL Stanley Cup Playoffs
- PGA Tour (PGA Championship; Charles Schwab Challenge; the Memorial)
- LIV Golf Tulsa
- Indy 500
- NASCAR (All-Star Race; Coca-Cola 600)
- Liga MX
- MLB
- Concacaf Champions Cup

#### ■ Gaming Events:

- DreamHack 2025

#### ■ Entertainment Events:

- Billboard Music Awards
- The ACM Awards
- The Latin Music Awards
- Music Festivals (Sueños Festival; EDC Vegas; Project Glow; Forbidden Kingdom)

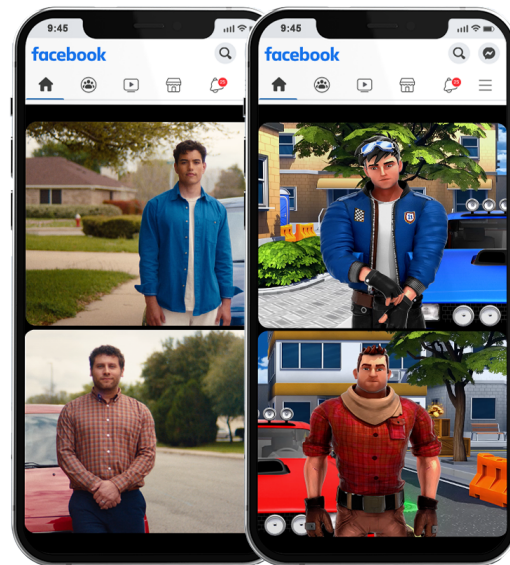
## Prior Campaign Learnings:

- **Custom Content:** Expanded custom content and extensions of the Click It or Ticket brand ad have consistently exceeded benchmarks and engagement in past campaigns. Enhancing and growing content within target affinities is crucial to build on this success. This involves adapting the core brand message to fit platform-specific formats, using recognizable voice talents and familiar connections with the audience. Additionally, shifting paid social media buys to include content creators in media packages will streamline strategy and amplify reach.
- **Creative Testing Insights:** In prior focus groups, concepts that prompt this audience to consider the potential impact of their behavior not only on themselves, but also on others around them, including their loved ones, have proven most impactful. Creative assets and custom content opportunities that reinforce this point will be activated across multiple channels to drive this point home.
- **Social Influencers:** Leveraging authentic, diverse voices that resonate with the audience builds trust and makes the message more genuine and relatable. In the 2024 campaign, NASCAR driver Tom Gilliland lent his voice and platform to our social effort, yielding a 12.3% engagement rate—more than double the benchmark—demonstrating the power of these influencer activations.
- **Traditional Media Paired with Digital:** Traditional media like TV, radio and OOH can be combined with digital and social components to form an effective omnichannel strategy for the campaign. This lends to measurement capabilities, campaign engagement opportunities and extended reach.
- **Audience Passion Points:** Continue activating with multi-channel tactics that align with audience passion points and monitor in real-time how the engagement of those passion points shifts or maintains to optimize with the audience's evolution.

## Campaign Planning Priorities:

To successfully reach audiences that are overrepresented in fatal unrestrained crashes, 2025 campaign planning will explore ways to extend prior successes with custom content that is specifically aligned with those audiences. By refining affinity-based activations to narrow the aperture to focus on those that the campaign most urgently needs to reach, NHTSA will dig into potential activations that resonate with the general 18- to 34-year-old male target while increasing the propensity of the message to reach higher risk groups.

**FIGURE 12:** Custom Content Extending Core Campaign Assets into Familiar Audience Contexts Consistently Overperform



*This example developed in 2024 extended the "Two Guys" creative into anime and gaming contexts across social and digital channels and included a landing page experience that performed more than 300% above benchmarks for time spent.*



## **Speeding:** *Speeding Catches Up With You*

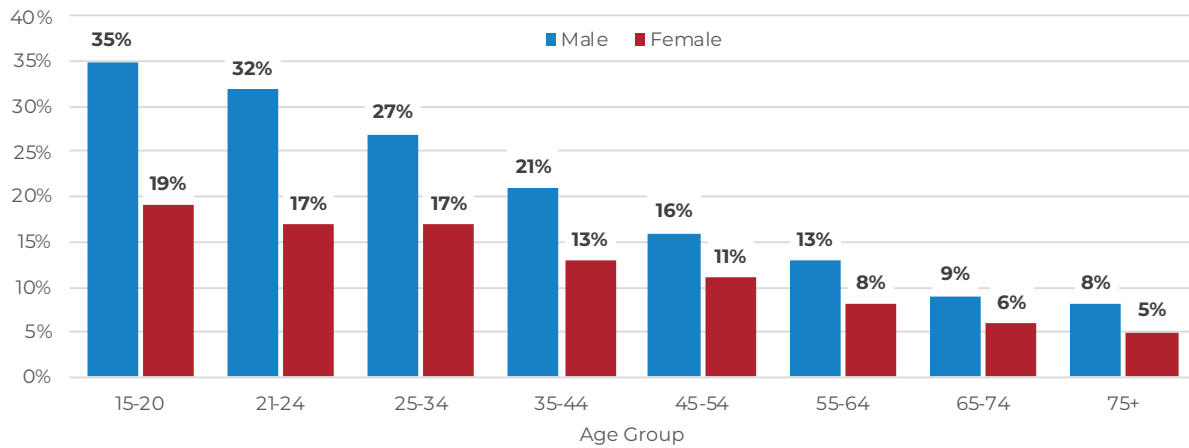
Speeding greatly increases the chances of getting into a crash because it reduces the time for a driver to react to unexpected situations and avoid collisions. When crashes happen at high speeds, the impact is much more severe, causing greater damage to vehicles and a higher risk of serious injuries or death. In 2022, speeding was a factor in 12,151 fatalities, accounting for 29% of all traffic deaths that year<sup>8</sup>.

As Figure 13 shows, the proportion of drivers who were speeding decreased with increasing driver age and is a more frequent feature of fatal crashes with men in every age group. There is also significant variability in the volume and frequency of speeding-related fatalities by state (Figure 14).

NHTSA's Speeding Catches Up With You campaign seeks to raise awareness of the serious risks of speeding and encourage drivers most likely to be involved in a speed-related crash to obey posted speed limits.

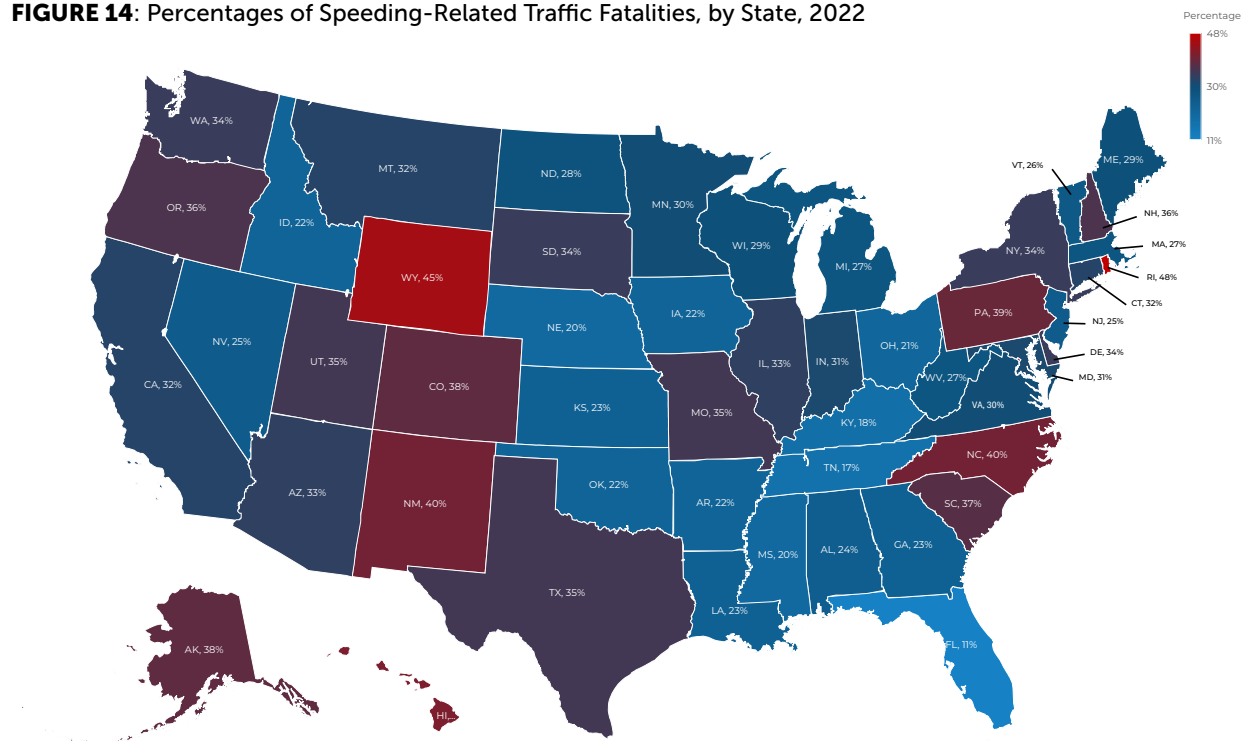
<sup>8</sup> National Center for Statistics and Analysis. (2024, July). *Speeding: 2022 data (Traffic Safety Facts, Report No. DOT HS 813 582)*. National Highway Traffic Safety Administration.

**FIGURE 13:** Percentages of Speeding Drivers Involved in Fatal Traffic Crashes, by Age Group and Sex, 2022



Source: National Center for Statistics and Analysis. (2024, July). Speeding: 2022 data (Traffic Safety Facts. Report No. DOT HS 813 582). National Highway Traffic Safety Administration.

**FIGURE 14:** Percentages of Speeding-Related Traffic Fatalities, by State, 2022



Source: National Center for Statistics and Analysis. (2024, July). Speeding: 2022 data (Traffic Safety Facts. Report No. DOT HS 813 582). National Highway Traffic Safety Administration.

### Target Audience:

Men 18 to 44 years old

*Note: The demographics of the target audience are broad and the media plan will strive to balance delivery to all portions of the audience.*

### Advertising Period:

National paid advertising will run July 7–31, 2025.

### Budget:

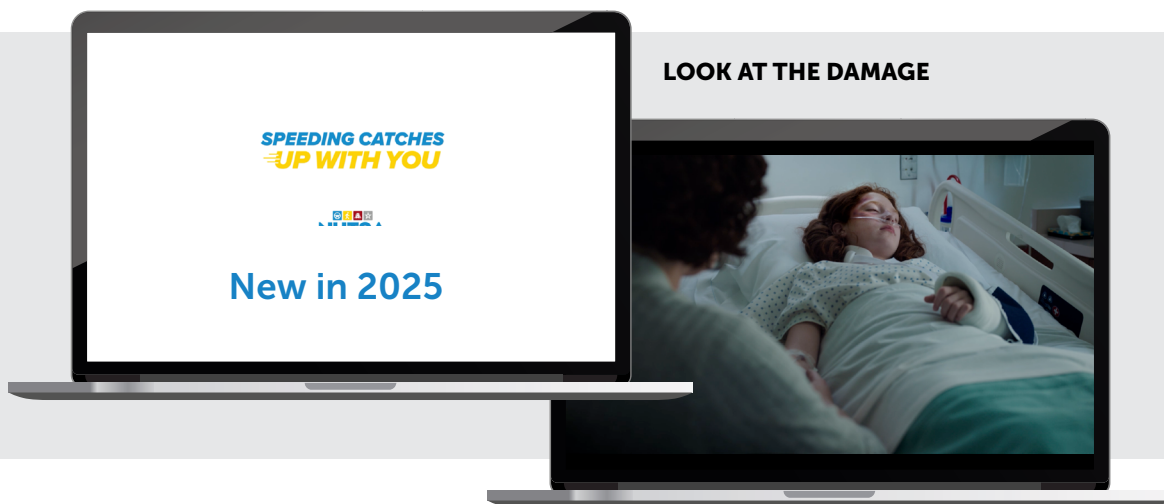
The total media budget for the 2025 Speeding Catches Up With You campaign is \$7 million.

### Campaign Objective:

The Speeding Catches Up With You campaign's objective is to raise awareness and perception of risk to encourage the target audience to always adhere to the posted speed limits, regardless of the road type or their comfort level.

### Planned Campaign Assets:

The campaign will be activated in 2025 with both new and existing English and Spanish-language assets, including video, audio, OOH, digital display and paid social media.



Campaign materials are available for download and retagging at [TrafficSafetyMarketing.gov](https://TrafficSafetyMarketing.gov).

### Unique Campaign Media Planning Considerations:

- **Expanded age range.** The Speeding Catches Up With You campaign expands the target audience's age range to 44 years old, increasing the addressable audience to roughly 58 million people.
- **July is a peak travel month** for road trips, vacations and summer travel, especially with the Fourth of July and more people on the roadways. This offers potential for custom content tie-ins and digital OOH opportunities to explore in recommendation development for this summer travel window.



- **Geographic variance in speeding deaths.**  
Speed-related traffic fatalities vary by state, both as a percentage and in terms of total volume. Geographic oversampling toward areas experiencing higher rates and volumes of speeding-related deaths will be considered in media planning.
- **No campaign-aligned national enforcement.**  
Some states and NHTSA regions have activated concurrent speeding enforcement during the media flight, but in 2025, there is not a nationwide law enforcement mobilization. This shifts the focus of campaign messaging and custom content activations slightly to focus on more social norming messages.

### Campaign Timing Opportunities:

The 2025 Speeding Catches Up With You campaign will be in flight during several events that may provide synergies to activate messaging in conjunction with and adjacent to target audience passion points. They include:

- **Sport Events:**
  - NASCAR (Brickyard 400; Cup Series at Dover; Toyota/Save Mart 350)
  - Indy Car (Iowa Speedway; Streets of Toronto; WeatherTech Raceway Laguna Seca)
  - NBA Summer League
  - MLB All-Star Game
  - PGA (multiple events including Open Championship)
  - X Games
- **Gaming Events:**
  - PAX West

### Prior Campaign Learnings:

- **Media Partner Integration and Synergy:**  
Partnering with media vendors to share and amplify messaging can drive significant engagement. In a previous speed campaign, NHTSA paired a social media influencer vendor with a gaming/pop-culture media vendor, extending the reach and boosting engagement across both platforms. This collaboration strengthened the community connection and supported a more effective omnichannel strategy. Engagement was most robust with social activations, achieving rates three times the benchmark.
- **Digital Unit Storytelling:** Building on 2024 insights, NHTSA will continue testing rich media formats that drive engagement, focusing on storytelling and dynamic creative. Interactive digital display units are most effective for conveying messaging without relying on click-throughs, creating an immersive experience that boosts audience engagement and strengthens brand connection.
- **In-Venue Content Efforts:** Digital OOH efforts can utilize assets tailored for specific in-venue environments, enhancing the event's relevance. In prior campaigns, custom content units were developed to engage viewers in OOH settings and enable successful retargeting afterward, providing a message reinforcement mechanism to promote awareness.



### Campaign Planning Priorities:

In 2025, NHTSA's speeding prevention campaign will seek to build on prior success by focusing on deep partner integrations and custom content that can connect with the target audience. NHTSA will also debut a new core campaign creative, which is under active development at the time of this writing, providing an opportunity to activate media vendors around a fresh look and creative insight to carry the campaign message to the public.

Given the expanded target audience size, duration of the campaign and available resources for paid media, preference will be given to channels and vendors that are able to drive engagement and provide strong contextual targeting within sports, gaming and entertainment, as well as geographic reach in priority areas.





## Impaired Driving:

*Drive Sober or Get Pulled Over*  
*Ride Sober or Get Pulled Over*  
*Drive High Get a DUI*

Impaired driving is a major concern for NHTSA, especially impairment from alcohol, drugs and the combination of the two. While the effects of alcohol on crash risk are well established, alcohol-impaired driving was a factor in 32% of fatal crashes in 2022<sup>9</sup>. Drug-impaired driving, though less well studied, also poses a concern to NHTSA.

In 2020, a prevalence study involving seven trauma centers found that 56% of drivers involved in a serious injury or fatal crash tested positive for at least one drug<sup>10</sup>. Cannabis is especially concerning, with self-reported cannabis use among young adults (ages 19 to 30 years old) hitting 42% in a recent NIH-sponsored study<sup>11</sup>.

The COVID-19 pandemic in 2020 increased substance abuse substantially in the United States. Surveys indicate increases in the consumption of alcohol (10–18% of adults), cannabis (6–8%) and other drugs (3%)<sup>12</sup>. This increase in reported substance abuse coincided with a jump in the volume and rate of alcohol-impaired driving fatalities from 2020–2022 (Figure 15).

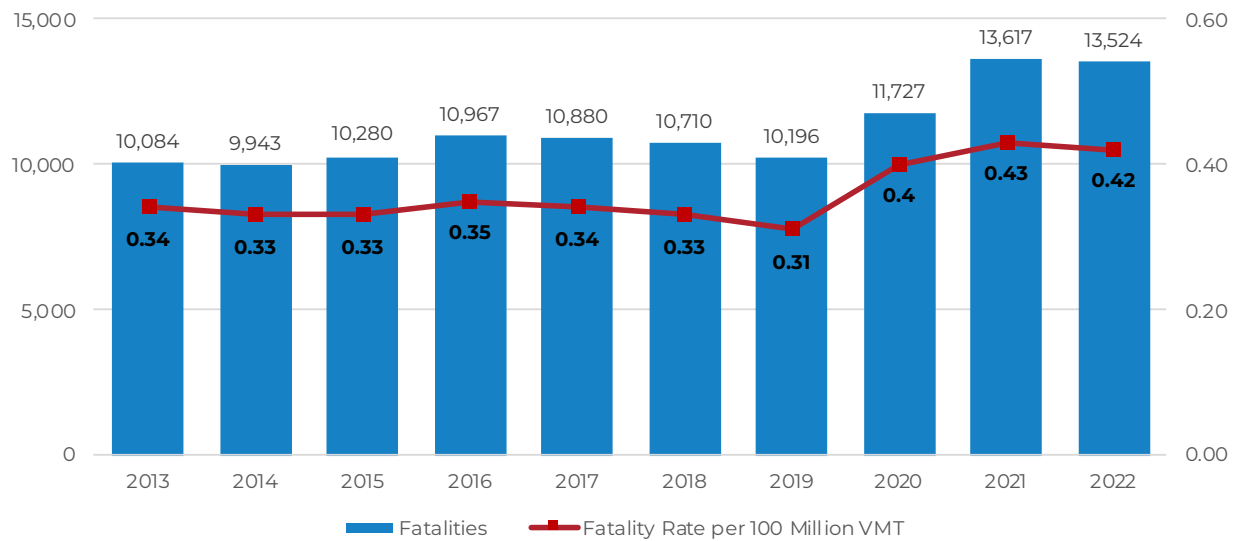
<sup>9</sup> National Center for Statistics and Analysis. (2024, August, Revised). Alcohol-impaired driving: 2022 data (Traffic Safety Facts. Report No. DOT HS 813 578). National Highway Traffic Safety Administration.

<sup>10</sup> Office of Behavioral Safety Research. (2021, June). Update to special reports on traffic safety during the COVID-19 public health emergency: Fourth quarter data (Report No. DOT HS 813 135). National Highway Traffic Safety Administration.

<sup>11</sup> Patrick, M. E., Miech, R. A., Johnston, L. D., & O'Malley, P. M. (2024). Monitoring the Future Panel Study annual report: National data on substance use among adults ages 19 to 65, 1976-2023. Monitoring the Future Monograph Series. Ann Arbor, MI: Institute for Social Research, University of Michigan.

<sup>12</sup> Substance use and abuse, COVID-19-related distress, and disregard for social distancing: A network analysis. Taylor Steven, Paluszek Michelle M., Rachor Geoffrey S., McKay Dean, Asmundson Gordon J.G. Addictive Behaviors. 2021;114:106754. doi: 10.1016/j.addbeh.2020.106754.

**FIGURE 15:** Traffic Fatalities and Fatality Rate per 100 Million VMT in Alcohol-Impaired Driving Crashes, 2013–2022



Source: National Center for Statistics and Analysis. (2024, August, Revised). Alcohol-impaired driving: 2022 data (Traffic Safety Facts, Report No. DOT HS 813 578). National Highway Traffic Safety Administration.

To help combat the issue of impaired driving, NHTSA activates two safety messaging campaigns to raise public awareness and reduce risky driving behaviors. Drive Sober or Get Pulled Over and Drive High Get a DUI are concurrent impaired-driving-awareness activations that are executed on two flights annually. These campaigns both raise awareness of the risks involved in impaired driving and the active national enforcement of impaired driving laws nationwide.

Motorcyclists are also of particular interest to NHTSA as a target audience that is disproportionately affected by alcohol-impaired fatalities. This group is included in the summer (August/Labor Day) impaired effort with customized outreach (Ride Sober or Get Pulled Over) tailored to the motorcycle-riding community.

### Target Audiences:

- Men 21 to 34 years old—Alcohol-Impaired Driving
- Men 18 to 34 years old—Drug-Impaired Driving
- Men 35 to 54 years old—Alcohol-Impaired Riding (Motorcyclists) (August/Labor Day only)

Note: The demographics of these target audiences are broad and the media plan will strive to balance delivery to all portions of the audience segment.

### Advertising Periods:

National paid advertising runs August 13–September 1, 2025 (August/Labor Day) and December 10, 2025–January 1, 2026 (Winter Holiday Season).

### Budget:

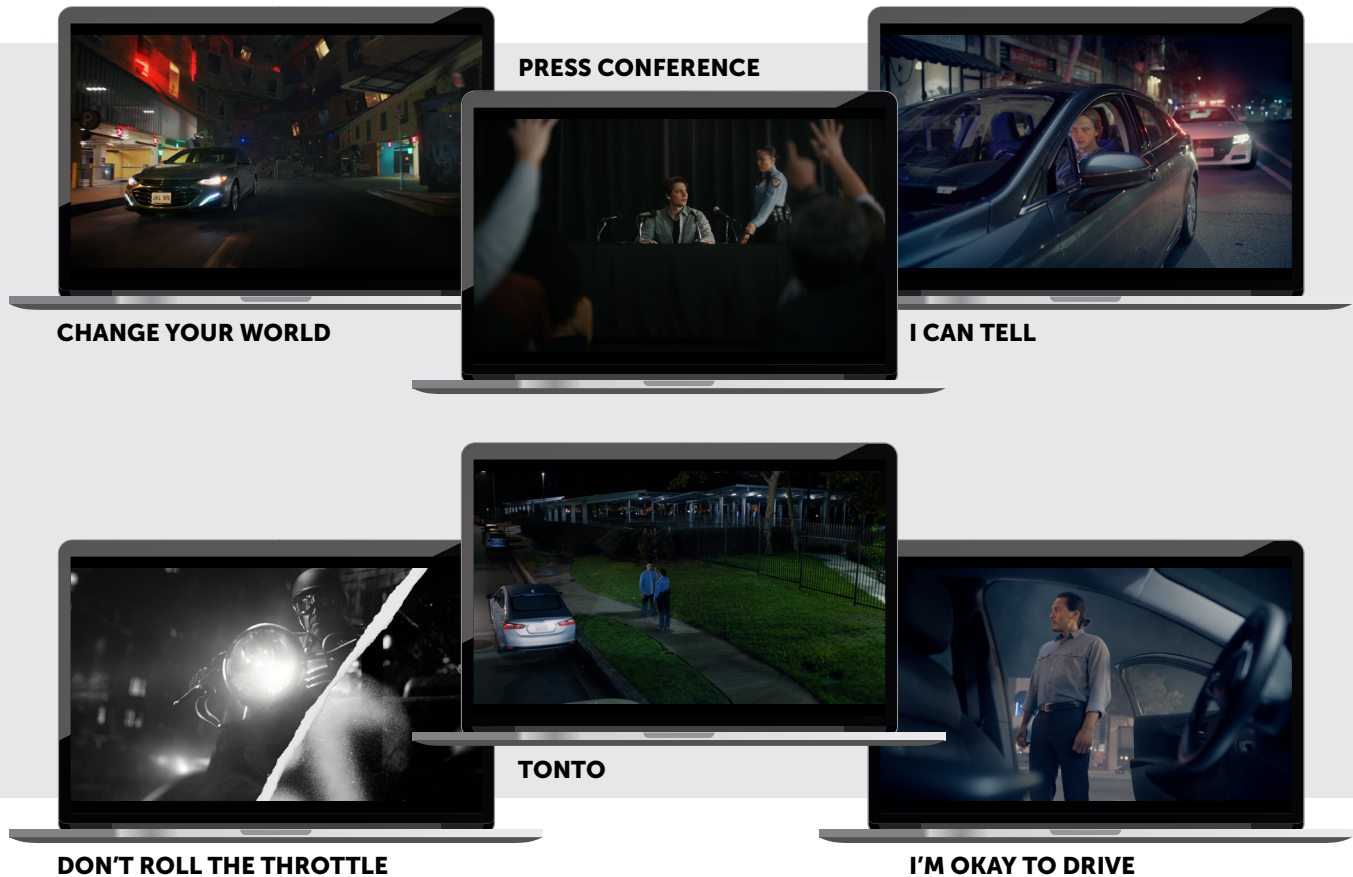
The total media budget for the 2025 impaired driving campaign is \$30.4 million.

## Campaign Objective:

The Drive Sober or Get Pulled Over and Drive High Get a DUI campaigns' objective is to remind drivers that impaired driving is illegal and law enforcement is actively enforcing DUI laws to deter impaired drivers from getting behind the wheel.

## Planned Campaign Assets:

The campaign will be activated with independent English and Spanish-language campaign assets, including video, audio, OOH, digital display and paid social media.



Campaign materials are available for download and retagging at [TrafficSafetyMarketing.gov](https://TrafficSafetyMarketing.gov).

## Unique Campaign Media Planning Considerations:

- **There are two flights.** The impaired driving campaign is the only campaign with two independent flights throughout the year. Activated first at the end of summer leading into Labor Day and again during the winter holiday season leading into New Year's Day.
- **There are three audience messages.** The impaired driving campaign also has three distinct messaging aspects. Alcohol-impaired driving (Drive Sober or Get Pulled Over), drug-impaired driving (Drive High Get a DUI) and alcohol-impaired riding (Ride Sober or Get Pulled Over) each have distinct message points and audiences that need to be addressed within the buy.

- **Holidays.** Drug- and alcohol-impaired messages are crucial during the August/Labor Day and Winter Holiday Season campaigns, as data show these are peak times for usage spikes. Holidays and back-to-school (colleges/universities) represent a high-risk period for increased substance use<sup>13</sup>.
- **Motorcyclists.** Because the motorcycle audience for the Ride Sober or Get Pulled Over campaign skews notably older than other portions of the impaired driving target demo, distinct contextual activations will be required. While a concert or music venue may still be the right delivery vehicle for NHTSA's message, the artist performing that will attract this audience may be very different from an 18- to 34-year-old cannabis consumer target. Special consideration will be given to motorcyclist audiences in media planning that recognizes these distinct characteristics to activate this portion of the campaign.



## Campaign Timing Opportunities:

- **Sports Events (August/Labor Day):**
  - U.S. Open (Tennis)
  - NFL Pre-Season
  - NFL Hall of Fame Game and Ceremony
  - College Football Kickoff
  - Premier League
  - MLB
  - Liga MX
- **Sports Events (Winter Holiday Season):**
  - NBA Regular Season
  - College Basketball Holiday Tournaments & Regular Season Games
  - NFL Playoff Race
  - College Football Bowl Games & CFP Playoffs
  - Premier League Soccer
  - UEFA Champions League
  - Formula 1
- **Gaming Events (August/Labor Day):**
  - Donkey Kong Country Returns HD Game Launch
  - Star Wars: Episode I: Jedi Power Battles Launch
- **Gaming Events (Winter Holiday Season):**
  - First Blood: Persian Legends Launch
  - Video Game Awards (Early December)

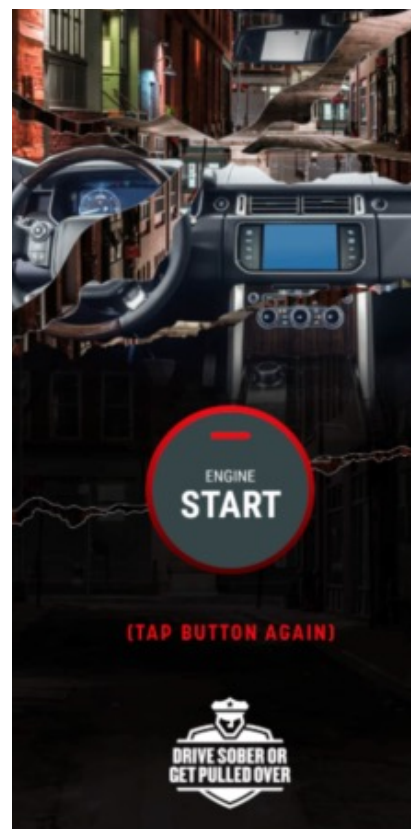
<sup>13</sup> <https://www.psychologytoday.com/us/blog/addiction-outlook/202412/extreme-drinking-on-holidays-and-special-occasions>

## Prior Campaign Learnings:

- **Custom Content Integrations:** Investing in custom content that resonates with niche communities is crucial for driving strong engagement. Tailored messaging for niche and minority groups engages those specific segments and broadens appeal when targeted effectively. For instance, leveraging sports superstars who are motorcycle riders to create custom mash-up videos where the NHTSA brand spot was mixed with custom content resulted in significantly higher engagement on social media and online platforms. These custom videos, running alongside campaign spots on YouTube pre-roll, achieved 30–50% higher engagement than standard units, highlighting the power of well-targeted, personalized content.
- **Spanish-Language Influencer Outreach:** Engaging Hispanic audiences through an influential personality known for creating inspirational and fun content is crucial. The 2024 campaign exceeded engagement benchmarks, with Instagram Reels achieving a 6.2% engagement rate. Positive bilingual comments highlighted the content's broad appeal and targeted outreach to connect with diverse, bilingual audiences effectively.
- **Innovation of Rich Media and Dynamic Display:** Interactive rich media has performed strongly in past campaigns. The alcohol-impaired rich media unit performed well from the start, achieving CTRs of 0.45% (against a 0.18% benchmark) and an average of 18 seconds spent in the unit (compared to a six-second benchmark). This unit, themed "Change Your World," featured a screen-tearing effect as users engaged, with an average of 20 seconds spent interacting. Although engagement was highest with these units, the motorcycle unit saw the most users play through to the end and click through to the campaign website.
- **Omnichannel Trusted Voices:** Engagement metrics and consumption research indicate that Gen Z and Millennials engage differently with content, responding particularly well when it maintains the partner's authentic voice. In 2024, campaigns featuring premium sports

talent focused on messages about impaired driving and introduced a new sports podcast. Custom content ran across linear (traditional) television, CTV, OLV, audio and social media channels. This video series, supported by audio extensions and display assets, generated over 140 million impressions for the impaired driving campaign, exceeding the expected delivery by 15%. The sports podcast and series quickly became a top contender on Apple Sports Podcasts, with the impaired-driving segment featuring Cam Newton surpassing projected reach by over 1 million impressions. Urban Meyer's social following contributed significantly to organic reach, with 492 reshares of the video during the campaign. Terrestrial networks amplified audio reach through radio personality social extensions, creating videos that ran organically across social media channels. Engagement levels were particularly high, especially for content related to drug-impaired driving.

**FIGURE 16:** Rich Media Unit from 2024 Impaired Campaign



- Content Launch Integration:** The 2024 impaired driving campaigns used the launch of “The Lord of the Rings” and “House of the Dragon” shows to integrate the impaired message into the content storyline of these themes blended with the Impaired creative strategy to help engage the target audience and get the brand message across to them through a passion point of pop-culture that resonates with them. This custom unit showed high levels of success both from a reach and engagement perspective, delivering almost 20% over promised impressions and two times the engagement from those within the Dungeons and Dragons community.
- High-Density Location Targeting:** Data from Placer.ai shows that men ages 21 to 34 years old (alcohol), 18 to 34 years old (drugs) and 35 to 54 years old (motorcycles) frequently visit dispensaries, bars and liquor stores, particularly on weekends, late evenings and during special events, making these prime times and locations for geofencing strategies. Using geofences to build anonymized targeting pools can help to narrow the audience and direct our campaign toward consumers of impairing substances to ensure they hear the message.

### Campaign Planning Priorities:

In 2025, NHTSA’s impaired driving prevention campaigns will seek to build on prior success by activating a broad range of partner integrations and custom content across each of the three issue areas comprised by the effort. Preference will be given to channels and vendors that are able to drive engagement and provide strong contextual targeting within sports, gaming, entertainment and other relevant affinities.

NHTSA will also continue to innovate with rich media and dynamic display assets, engage with influencers who can activate across multiple social platforms to reach the target audiences and explore OOH activations that can provide targeted splashes that can be taken to scale nationally.





# Glossary and Terms



## Video

**Advertising-Based Video on Demand (AVOD):** Ad-supported video streaming.

**Audience Targeting:** Using data points to target specific population segments based on demographics, interests and behaviors.

**Automatic Content Recognition (ACR):** ACR is a technology that leverages a content database to recognize and identify video and audio content with which a user is actively engaging.

**Brand Safety:** Keeping a brand's reputation safe when they advertise by ensuring that ads do not run adjacent to content that goes against brand guidelines.

**Connected TV (CTV):** Another term for Smart TV, CTV refers to any TV that can be connected to the internet and access content beyond what is available via the standard offering from a cable provider. CTVs are designed to provide a more immersive experience for TV viewers by delivering interactive features, such as web browsing, social networking, video-on-demand and video streaming as well as regular TV content.

**Linear TV:** TV service where the scheduled program must be watched at a specific time and on a particular TV channel.

**Over-the-Top (OTT):** A device connected to a TV that directly provides streaming media as a standalone product to viewers over the internet, bypassing telecommunications, multi-channel TV and broadcast TV platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and other major gaming consoles.

**TV Everywhere:** TV Everywhere refers to a type of subscription business model wherein access to streaming video content from a television channel requires users to "authenticate" themselves as current subscribers to the channel.

**Programmatic TV:** A TV ad buy that uses data and automation to target specific consumer audiences precisely.

**Subscription Video on Demand (SVOD):** Similar to traditional pay-TV packages, SVOD allows consumers to access an entire content catalog for a flat rate, typically paid monthly. Examples of SVOD include Netflix, HBO Max, Disney+ and Amazon Prime. Typically, they do not offer advertising opportunities.

**Synched:** Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobile devices, and tablets, display ads, ads seen on social media or search marketing.

**Second Screen:** A mobile device used while watching TV, especially to access supplementary content or applications.

**ThruPlay:** The number of times a video is played to completion or for at least 15 seconds.

**TrueView:** A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads viewed in their entirety or until 30 seconds have elapsed.

## | Audio

**Audio Streaming:** Delivering real-time audio through a network connection.

**Average Quarter-Hour (AQH):** The average number of persons listening to a particular station for at least five minutes during 15 minutes.

**Terrestrial:** Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

## | Digital

**Esports:** A multiplayer video game competition played for spectators, often team-based and played for prize money. Esports are live-streamed and involve commentators and analyses like “traditional” sports.

**Free-To-Play Games:** Free-to-play (F2P) is a business model for online games in which the game designers do not charge the user or player to join the game. Instead, they generate revenue from advertisements or in-game sales, such as payment for upgrades, special abilities, unique items and expansion packs.

**Live-Streaming:** A gamer shares their gaming experience with fans/followers by live broadcasting their game. Some streamers consistently play the same games, and others try different games or follow trends.

**Metaverse:** A universal and immersive virtual world.

**Native Advertising:** A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.

**Programmatic Digital:** Automated bidding on advertising inventory in real-time for the opportunity to show an ad to a specific customer within a particular context.

**User Generated Content (UGC):** This refers to any form of content, videos, text, testimonials and audio, that has been posted by users on online platforms.

## | General

**Cost Per Thousand (CPM):** The cost of delivering 1,000 gross impressions.

**Flight:** Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

**Frequency:** The number of times you touch each person with your message.

**Quintile:** Viewers, listeners, readers or consumers of a particular medium are ranked according to their usage and then divided into five equal groups, or quintiles, ranging from the heaviest to the lightest in media consumption.

**Reach:** The number of people you touch with your marketing message or the number of people exposed to your message during a given time.