



# Connect with Bounce

Mediaocean has partnered with Bounce to bring you the fastest-growing cable network, and the only on-the-air broadcast network, for African Americans. With linear and digital options, you can plan and execute a more holistic campaign.

### GROWING DISTRIBUTION

Bounce ranks in the Top 10 cable networks delivering African American (AA) adults 18+. It reaches 94% of all AA TV households and 83% of all US TV households.

### ENGAGED VIEWERS

Bounce is #6 in Time Spent Viewing among all ad-supported cable with scripted originals, specials, acquired favorites, sports, and theatrical releases.

### STRONG DELIVERY

Total Day Delivery has increased YOY: +9% in A18-49 and +8% in A25-54. Bounce also saw three consecutive months of Total Day growth in Q2'17 among key A18-49 and A25-54.

### WHAT PLATFORMS IS THE PARTNER AVAILABLE ON?

Bounce inventory is available in Spectra OX and DS.

### WHAT ARE THE BENEFITS OF UTILIZING THE PARTNER THROUGH THE PLATFORMS?

Connect provides you with the digital and traditional inventory you want, and gives you the research and interaction tools to easily discover, evaluate, and process the supplier inventory that suits your campaigns best.

### HOW DO I GET STARTED?

Please contact your Mediaocean account manager to get started today. Look for Bounce inventory within your existing Spectra log-in.

For more information visit the <http://www.bouncetv.com/> website.

