

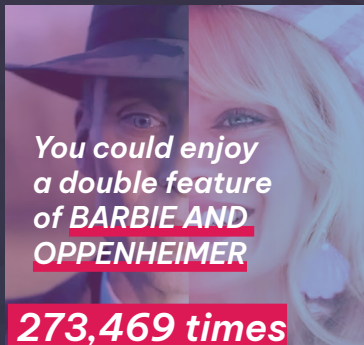
2023 CONSUMER TIME SAVINGS

Infillion ad products specialize in producing premium consumer attention. One key way we do this is by reducing the number of ads in each ad pod – letting users focus on a rich immersive experience rather than a firehose of commercials.

The net effect is better performance. But another, less-talked-about benefit is time savings. ***In 2023, we gave users back 1.34 million hours of time*** that would have otherwise been spent watching commercials.

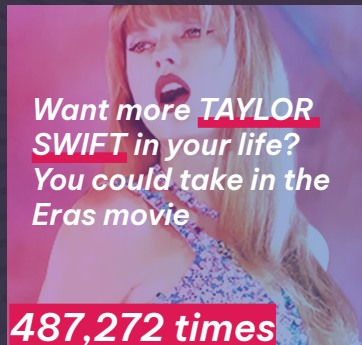
1,340,000 hours is a lot. A number that big can be hard to wrap your head around. So let's compare that number to other large time commitments to see how it stacks up:

IN 1.34 MILLION HOURS, HERE'S WHAT YOU COULD DO



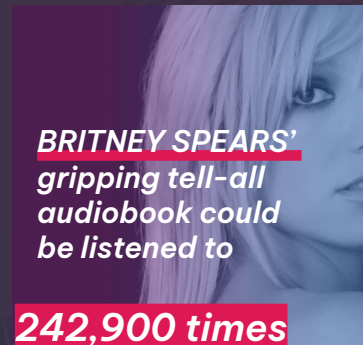
You could enjoy a double feature of **BARBIE AND OPPENHEIMER**

273,469 times



Want more **TAYLOR SWIFT** in your life? You could take in the Eras movie

487,272 times



BRITNEY SPEARS' gripping tell-all audiobook could be listened to

242,900 times



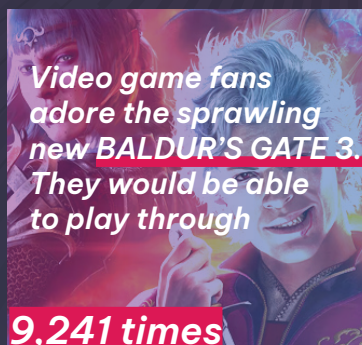
SUITS was a surprise hit on Netflix. Why not binge the entire series

14,285 times?



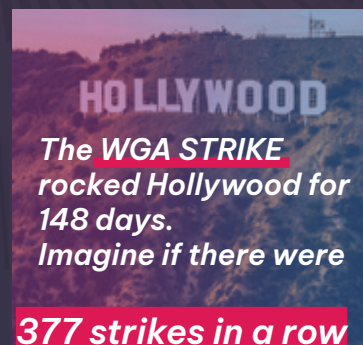
Intrepid explorers could **SAIL AROUND THE WORLD**

588 times



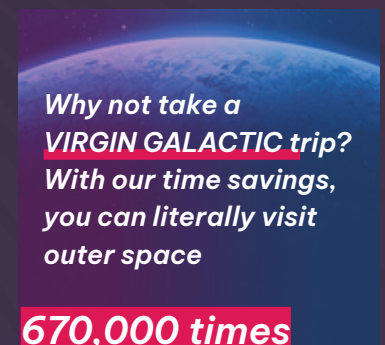
Video game fans adore the sprawling new **BALDUR'S GATE 3**. They would be able to play through

9,241 times



HOLLYWOOD The **WGA STRIKE** rocked Hollywood for 148 days. Imagine if there were

377 strikes in a row



Why not take a **VIRGIN GALACTIC** trip? With our time savings, you can literally visit outer space

670,000 times

All of these numbers can translate to positive sentiment for your brand. After all – you're the one sponsoring their time savings.

Interested in saving consumer time and maximizing attention on your message? Reach out to the Infillion team today.