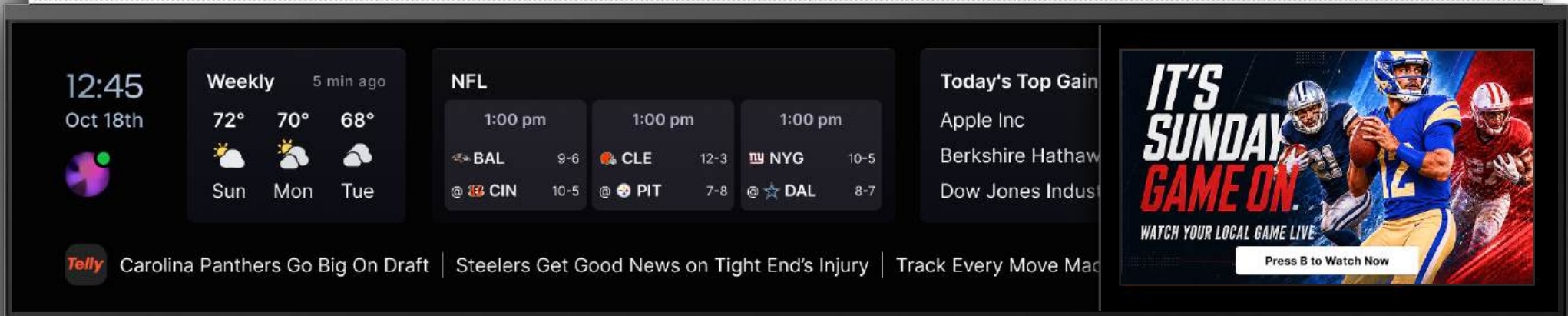
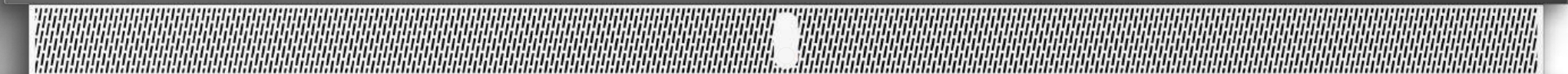




CASE STUDY | TUNE-IN



Telly Smart Home Screen

Drove +157% Lift in Live Sports Tune-In

Without Telly Results

+24%

App usage lift

Live sports without Telly campaign showed limited impact on tune-in

- 👁 Live sports availability alone
- 👁 Passive discovery

The Opportunity Increase tune-in for major live sports on a leading streaming platform by shifting viewers from a linear mindset to an app-first streaming experience.

The Campaign Five-week campaign tested whether high-frequency exposure on Telly's Smart Home Screen paired with real-time discovery tools would drive tune-in and lasting behavior change.

With Telly Results

+157%

↗ Lift

Game-day app launches

Telly Roadblocks plus native widgets drove breakthrough lift

- 🔔 Roadblocks delivered high-impact moments
- ⚡ Real-time native widgets drove discovery
- 📱 Clear “one-click” tune-in paths

4th

App moved from **10th to 4th** in overall launches on game days.

20%

of **viewers were new** or hadn't launched the app in 60+ days.

Behavior Change Persisted Two weeks post-campaign, the app remained the **6th most-launched** during game days, indicating sustained adoption of an app-first viewing habit after paid media ended.

Drive persistent tune-in with Telly today.

✉ advertising@telly.com
🌐 telly.com/advertise