



Introduction

PSN Entertainment offers government agencies the ability to deliver public service announcements (PSAs) to highly targeted consumers through live entertainment: at concerts and sporting events, in venues and clubs and through live tour marketing, as well as through some of the nation's most visited live entertainment and ticketing websites. Participation in PSN Entertainment can also be leveraged to include associations or endorsements from celebrity performers and professional athletes, to strengthen the impact of the message delivery.

PSN Entertainment reaches consumers who are exploring or attending live entertainment events, in ways that capture their attention and encourage response. Messages are delivered when consumers are in the presence of family or friends, deepening the impact of the delivery, provoking conversation and interaction among those consumers.

PSN Entertainment Highlights

- Top recording artists
- Top entertainment venues
- 111+ million opt-in database
- Access to one of the Top 5 e-commerce sites
- Multimedia, integrated solution
- Ability to target based on demographics

How it works

Your PSA message is delivered to consumers throughout the process of considering and consuming live entertainment:

- While they are searching online for live entertainment options,
- During the online purchase transaction of live entertainment tickets,
- On location at live entertainment venues and clubs, and
- Through media promotions related to live entertainment events.

How it Delivers

Messages can be delivered in a variety of formats, including:

- Digital/online
- Mobile and social media
- Venue based video displays
- Artist endorsement
- Print/collateral materials
- On-site promotions

How it Targets

Messaging can be targeted to audiences by:

- Age group
- Location
- Gender
- Entertainment type
- Ethnicity and/or language
- Musical genre

Impressions

PSN Entertainment campaigns can run over the digital network until specific reach and frequency is delivered, or PSA campaigns can be customized to deliver target audiences through association with specific live entertainment venues, artists and/or tours.