



## Introduction

PSN TV is the Public Service Network's channel for television station, broadcast and cable network placement of public service announcements (PSAs) by government agencies and nonprofits.

Public service messaging has increased enormously over the past 10 years, creating unprecedented demand for PSA placement making placement more difficult to secure. PSN TV has established long-standing relationships with station, broadcast and cable networks that have demonstrated their willingness to partner and support public service messaging.

PSN TV builds a customized pitch list for each client to ensure that the stations and networks that are contacted are the ones most likely to air the spot. To build those lists, PSN TV takes into account client preferences, market size, reach, format, the station's history of PSA distribution, and other factors. The PSAs are then electronically distributed nationwide.

On a recent placement campaign for a Federal government client, 76 percent of stations polled took the PSA, generating 41.8 million impressions and an ad equivalency in excess of \$1.8 million (Nielsen verified).

## PSA Distribution

PSN distributes PSAs via HD and SD broadcast downloadable links and through specialty channels determined by networks. This practice solidifies relationships with the media outlets to ensure the best reach and outcomes for client campaigns.

## Tracking and Reporting

PSN TV is a Nielsen partner. Clients have the option to encode their video content for tracking purposes. Monthly usage reports include frequency, time and date of airing; station, network or cable outlet; and DMA. Additional information, including estimated gross impressions and ad equivalency rates, is available for an additional fee.

### PSN TV Highlights

- Customized distribution
- Person-to-person placement requests
- Usage tracking