## 2020 Media Flowchart

### NOTE: All media, except for podcast, content and search, will be weighted the same to align with support of the launch, key seasonality and brand tracker fielding. This is represented in the flowchart above in a gradient system.

#### VIDEO
- **TELEVISION**
- **DIGITAL VIDEO**

#### CONTENT
- **BRANDED CONTENT**

#### AUDIO
- **TERRESTRIAL RADIO**
- **STREAMING AUDIO**
- **PODCAST**

#### SEARCH
- **PAID SEARCH**
- **SOCIAL**
- **PAID SOCIAL**

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- **Discovery**
- **Hulu**
- **ABC**
- **NBC Universal**
- **CBS**
- **FOX**
- **Discovery GO**
- **Premiere Networks**
- **Entercom**
- **Spotify**
- **iHeartRadio**

**2/3 - 9/27**

**2/3 - 12/31**

**1/1 - 3/31**

Coming Soon!

**4/1 - 9/30**

**7/27 - 9/27**

**2/3 - 4/26**

**2/3 - 12/31**

Late-Feb - 9/27

**1/1 - 12/31**

**2/3 - 12/15**