

## ARE YOU READY FOR SOME FOOTBALL?



Over the years, the Big Game has become about more than just football. Audiences worldwide are tuning in for the game, but also for the exciting advertisements they will see, many of which revolve around the automotive industry. One view is just not enough sometimes, so out comes the iPad and smartphone to view the ad again on YouTube, which opens up a great door for dealerships. Are you capitalizing on your YouTube presence right now?

Did you know:

- Minutes watched on YouTube has nearly doubled each year, reaching 500 million in 2017.
- YouTube receives almost 10 million more views on average than Facebook.
- 42% of YouTube ad views during the Big Game came from Auto in 2017.

Make sure you are where the audience is when they are watching, re-watching, sharing and reacting to their favorite game-day ads. Remember that the viewing extends past the day of the game, as audiences and potential buyers continue to view the ads all throughout the month of February. Learn how you can be the real MVP this year.