



INSIGHT

- It is estimated that more than 2 million people will pack the streets of Times Square on NYE.
- The NYE ball descends from a flagpole at the top of One Times Square and can be best seen along Broadway, from 43rd Street to 50th Street and along Seventh Avenue as far as north of 59th Street.
- At least 1 billion people will be watching worldwide and estimated 198 million people in the U.S.
- Coverage by all of the major worldwide broadcasting networks.
- According to Facebook, more than 10 million people used Facebook Live on NYE 2017.
- More than 50 million social media conversations on NYE.
- Dick Clark's Rockin' NYE with Ryan Seacrest has the 2nd largest live entertainment audience on TV behind the Oscars.

RATIONALE

- Target one of the worlds most iconic locations on NYE.
- An extremely high number of people in a receptive mindset – a genuinely mobile outdoor audience fully engaged as they socialize in Times Square.
- An audience with a very high dwell time as they wait for midnight – opportunities to connect with interesting and innovative creative.
- Additional TV and PR coverage of the event, reaching a global audience on a mass scale.
- A wide variety of premium locations in the heart of the action.
- Opportunities to innovate with contextual copy, countdowns, or a focus on new years resolutions for 2019.

THE OPPORTUNITIES

Please contact your Talon account team for further information on Black Friday opportunities that fit your brand strategy.