



Back ² School

Class is Back in Session

Back to School takes over everything: the shopping, the routines, the reinvention. And as the countdown to Day 1 begins, audiences go looking for a home base.

12M
Canadians
stream on Tubi

53%
of Tubi viewers
Are A18-44

73%
of Tubi viewers
are new parents
A25 - 44

THE BACK-TO-SCHOOL SHOPPER

Tubi households are already shopping for the new school year, and buying more than the national average

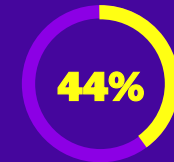
78% Tubi streamers are more likely to have a child starting college in next 12 months

86% of households with children have one under 16

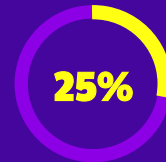
66% Tubi streamers like to browse for a product they see advertise during a TV show or movie

TOP CATEGORY PURCHASE INTENT

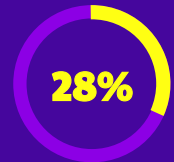
What Tubi households plan to buy this season (next 12 months)



of households with kids plan to buy books in the next 12 months (vs. 38% nationally)



of households with kids plan to buy sports clothing or equipment in the next 12 months (vs. 21% nationally)



of households with kids plan to buy computers, laptops, or gaming consoles in the next 12 months (vs. 22% nationally)