

# FandangoNOW – Premium On Demand Video

FROM THE BIG SCREEN TO YOUR TV SCREEN



Not long ago, “watching TV” meant sitting in front of a screen in your living room, waiting for a favorite program to come on at a set time. Today, the growth of video-on-demand (VOD) programming options have changed the way consumers watch TV and movies. In a recent Nielsen online survey,\* nearly two-thirds of Americans (65%) say they watch some form of VOD programming. These statistics are higher (70%) among consumers ages 15-34.

FandangoNOW, offered by Fandango Rewards, addresses this popular and growing home entertainment trend. It is a lower-cost option to provide consumers an entertainment/movie reward.

Featuring more than 40,000 TV and movie titles, FandangoNOW requires no subscription and can be accessed as a purchase or rental on any Roku, smart TV, tablet or smartphone. TV content from all the major networks and channels are available one day after airing, and movie titles just under three months after theatrical release.

More importantly, your brand can deliver the reward digitally through a promotion code.

\*Nielsen Video-on-Demand Worldwide Study, March 2016

- Addresses a growing consumer trend; 48% of millennials say they watch VOD programming everyday\*
- FandangoNOW is a lower-cost entertainment reward option
- Approximately 40,000 titles are available; 10,000 titles are films
- HD, SD, UHD and 4K formats are supported
- #2 UltraViolet retailer in the world
- No subscription needed; promotion codes delivered digitally

rewardsinfo@fandango.com 775-888-4578

 **FANDANGO REWARDS**  
fandangorewards.com