

TUBI UK LAUNCH

TARGET MARKET ELEVATOR PITCH

PRESENTED BY:

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INTRODUCTION

WHAT IS TUBI?

Tubi: A Rising Star in Free Streaming

Tubi is rapidly becoming one of the fastest-growing free streaming platforms worldwide. Boasting over 50,000 titles and known for its bold, unconventional content, its launch in the UK comes at a time when audiences are weary of subscription services and eagerly searching for alternatives. This pitch highlights the most strategic audience for Tubi to focus on, supported by genuine behavioral and market insights.

Overview of Tubi's Offerings

- Free ad-supported streaming service (FAST)
- Over 50,000 titles featuring niche genres, cult classics, and diverse content
- Rapid growth in the US, now making a strong entry into the UK market

The Challenge:

How can Tubi differentiate itself from Pluto TV and Freevee in the UK?



MARKET CONTEXT

UK Streaming Landscape

- Increasing subscription fatigue among viewers
- Audiences are transitioning towards free platforms
- Younger demographics prioritize content diversity over polished mainstream brands
- FAST (Free Ad-supported Streaming Television) services are witnessing significant global growth



COMPETITORS:

- Pluto TV = linear, channel-based, limited discovery
- Freevee = Amazon-backed, Hollywood-centred

SEGMENTATION METHOD



Identifying the Ideal Target Audience with the MOSAIC Segmentation Tool

The MOSAIC segmentation tool was utilized to pinpoint the perfect target audience. MOSAIC provides profound insights into lifestyle patterns, behaviors, digital habits, and socio-economic conditions. In contrast to traditional demographic segmentation, MOSAIC creates a richer, more human representation essential for launching a platform that values attitude as much as content.

TARGET AUDIENCE SEGMENT

Young Urban Renters (MOSAIC: Urban Cohesion Types)

These young adults reside in densely populated cities across the UK, choosing to rent rather than own their homes. They are connected through culture, technology, and a diverse range of social circles. Streaming seamlessly integrates into their daily routines, whether it's background viewing while multitasking, late night binge watching, discovering new content on TikTok, or enjoying shows with friends.



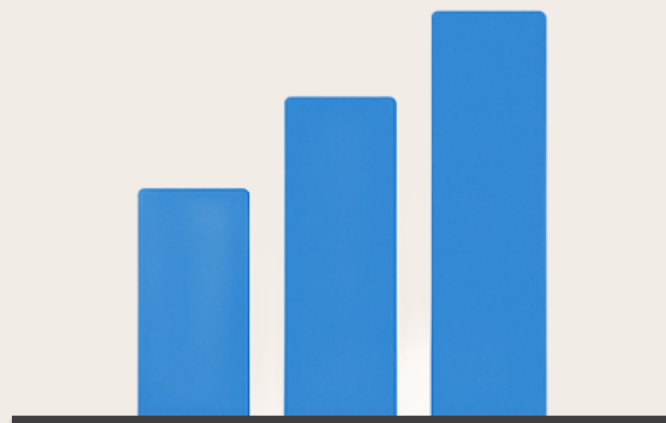
AUDIENCE INSIGHTS



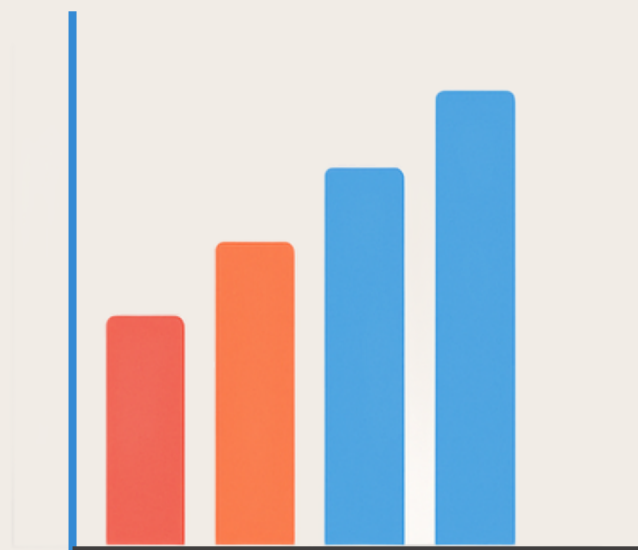
This demographic seamlessly transitions between multiple platforms, with TikTok, YouTube, and Instagram playing a much more crucial role in their content discovery compared to traditional television advertisements. They embody a spirit of adventure and curiosity, indulging in horror marathons one day, anime the next, and nostalgic reality shows soon after. Their ultimate desire is freedom: no commitments, no costs, and no barriers.

On an emotional level, they seek streaming for escapism, humor, cultural expression, and shared experiences. Intellectually, they thrive on the excitement of unexpectedly finding something that resonates personally, rather than merely what algorithms consider safe.

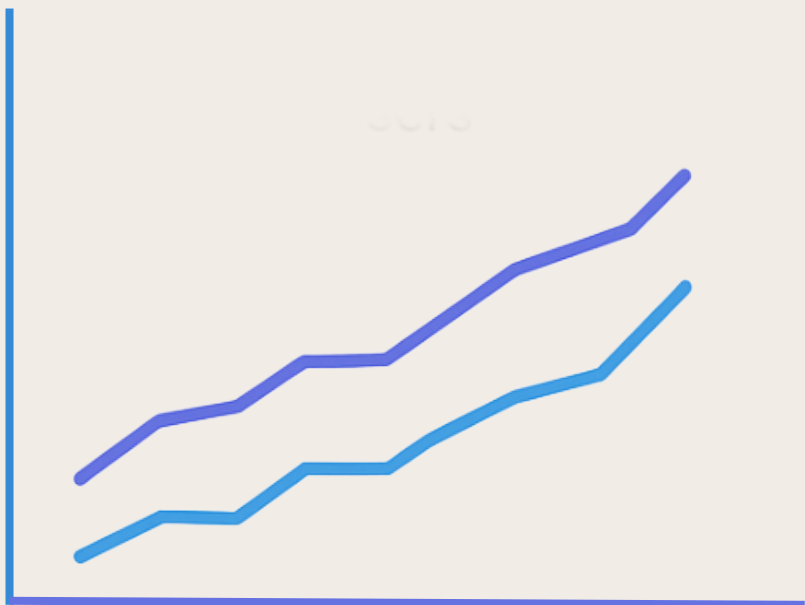
SUPPORTING DATA



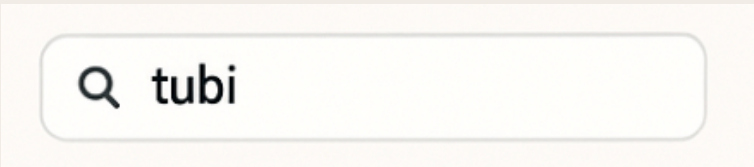
young adults most likely to use free streaming services



monthly active users



UK online streaming users



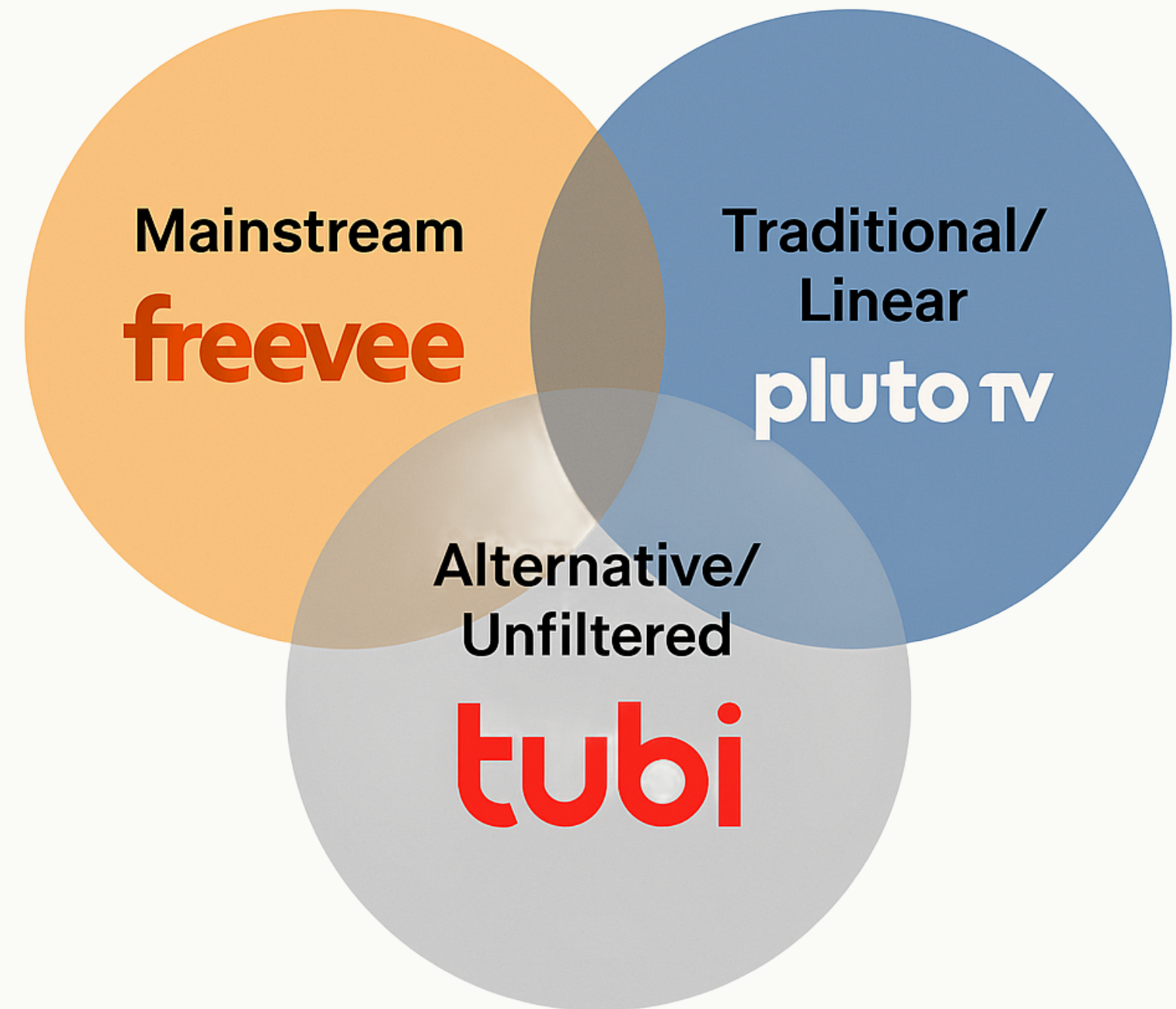
search interest in "tubi"

THE OPPORTUNITY

Positioning Tubi as the Culturally Vibrant Streaming Platform

Pluto TV provides a nostalgic, channel-based experience, but heavily relies on traditional television logic. Freevee, on the other hand, is well-polished, backed by Amazon, and caters to mainstream audiences. However, neither of these platforms truly embodies the dynamic, multicultural, and experimental nature that resonates with young urban renters.

The opportunity lies in establishing Tubi as the free streaming platform that feels culturally vibrant chaotic in a delightful way, unpredictable, and brimming with niche treasures and international content.



POSITIONING STATEMENT

**Tubi is the
free streaming home
for bold, diverse,
unfiltered
entertainment.**

This positioning highlights Tubi's role as the platform where discovery feels exciting rather than overwhelming. It embraces genre depth, cultural variety, and a sense of personality qualities that speak directly to young urban renters who want streaming that feels less corporate and more expressive.

STRATEGIC RECOMMENDATION

Tubi's UK Launch Strategy

Tubi should center its UK launch on the “Young Urban Renter” demographic, embracing a campaign style inspired by TikTok humor. This approach should feature rapid edits, striking visuals, and genre-driven storytelling.

Key Highlights:

Unique Offerings: Emphasize what sets Tubi apart:

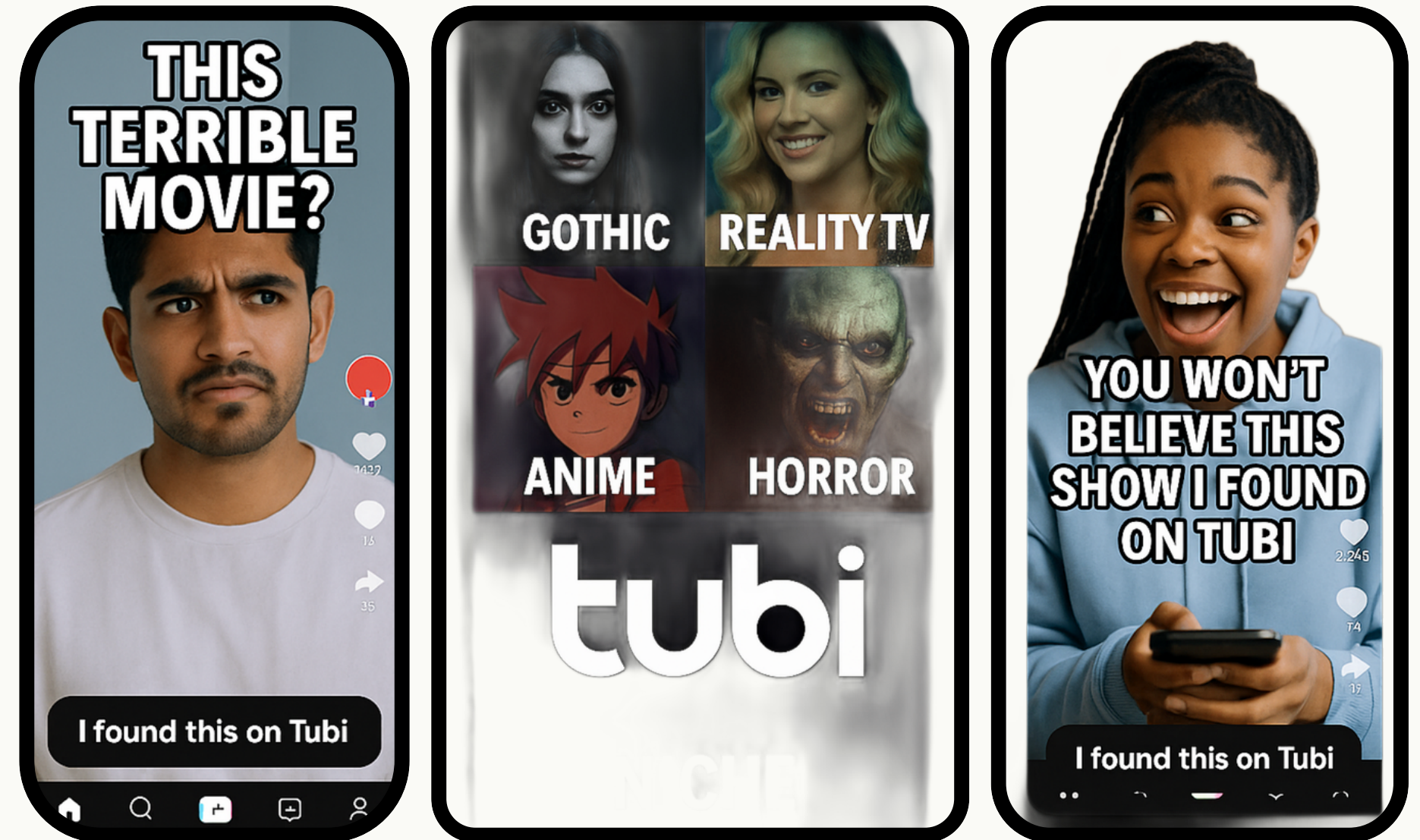
Expansive international catalogs

Cult films

Chaotic reality shows

Anime

Free access without barriers or sign-ups



WHY THIS WINS

Early adopters → Word-of-mouth → Viral visibility

Tubi's Strategic Positioning in the Streaming Landscape

This strategy places Tubi in a unique position that neither Pluto TV nor Freevee occupies: as the culturally relevant, youth focused, free streaming platform. Young urban renters are the trendsetters they are the ones who create memes, make recommendations, and curate watchlists. By capturing their attention early on, Tubi can achieve significant traction in the UK market.

The combination of affordability, cultural diversity, and a playful brand identity provides Tubi with a distinct competitive advantage.

CONCLUSION

By focusing on Young Urban Renters through MOSAIC insights and establishing Tubi as the vibrant, diverse free streaming option, the brand confidently enters the UK market with clear intent. This segment presents significant potential for engagement, rapid adoption, and substantial cultural impact.

Tubi's distinction lies not only in being free but also in the unique experience it offers.

The Tubi logo, consisting of the word "tubi" in a bold, lowercase, sans-serif font.

Not your average
streaming service.

THANK YOU

