VOD

Ad Impression

2017 Q3 Insights Report

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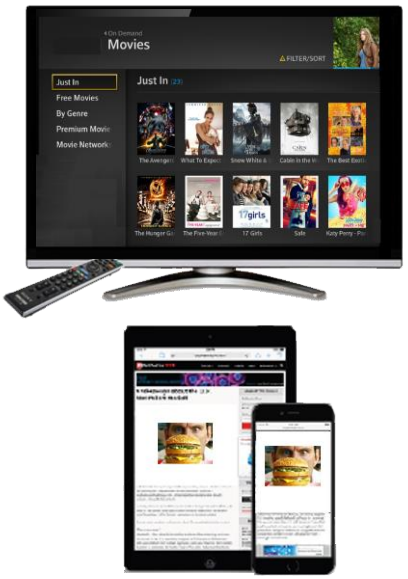
VOD Dynamic Ad Insertion (DAI)

VOD DAI is **National TV Networks** inserting advertising into their Video on Demand programming on MVPDs' VOD platforms

consumer picks TV program from MVPDs' VOD menu



consumer watches TV program

consumer watches ads inserted as ad breaks occur before, during and after the program

***MVPD** is a cable, telco, or satellite company*

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About Canoe VOD DAI

- Canoe provides a quality controlled platform for National TV Networks
  - Ad campaigns route through Canoe
  - Campaigns are monitored by Canoe
  - Accurate, verified reporting returns

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TV Networks Using Canoe Include:

A+E NETWORKS	A&E, Lifetime, History, LMN, FYI, Viceland
AMC	AMC, AMC Premiere, WE, Sundance, IFC, BBC America
CBS	CBS
The CW	The CW
Discovery	Discovery, American Heroes, Animal Planet, Destination America, Discovery Family, Discovery Life, ID, OWN, Science Channel, TLC, Velocity
FOX	Fox, FX, FXX, FXM, FX+, Nat Geo, Nat Geo Wild,
Hallmark Channel	Hallmark Channel
Hip Hop On Demand	Hip Hop On Demand
Kabillion TV On Demand	Kabillion, Girls Rule
Kid Genius	Kid Genius
Music Choice	Music Choice
NBCUniversal	Bravo, E!, NBC, Oxygen, Sprout, Syfy, Telemundo, USA, NBC Sports Net, NBC News, NBC Universo, MSNBC, CNBC, Golf Channel, Golf, Chiller, Olympics
scripps networks interactive	Cooking, DIY, Food, HGTV, Travel
STARZ	Starz, Starz Encore, MoviePlex
turner	TBS, TNT, Adult Swim, CNN, Cartoon Network, HLN, Boomerang, truTV
TV ONE REPRESENT.	TV One
UNIVISION	Univision, Galavision, Unimas, Univision Deportes
viacom	Nick Jr., Nickelodeon, BET, Spike, MTV, CMT, TV Land, VH1, Comedy Central
The Walt Disney Company	ABC, Disney Jr., Freeform, Disney Channel, Disney XD

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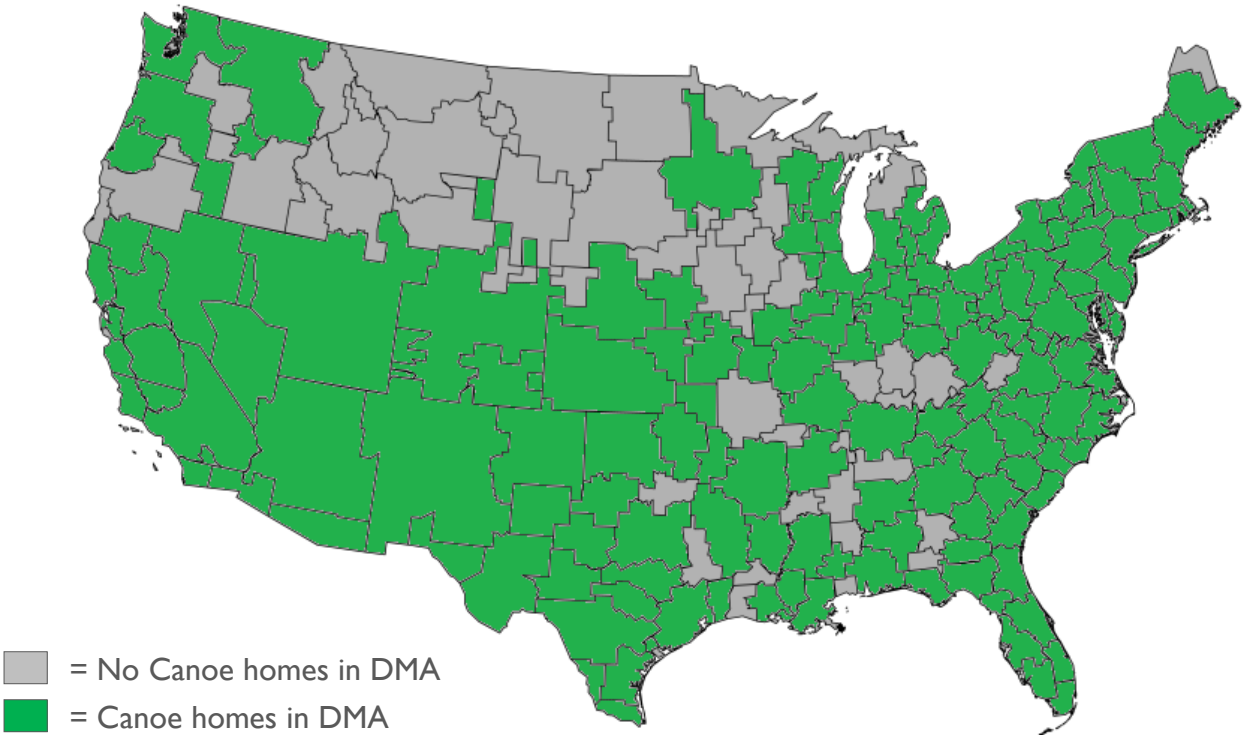
Canoe Footprint

36M HOUSEHOLDS ON:

Charter Spectrum · COMCAST · COX



Additional Households may be available from select Programmers in addition to the Canoe quality controlled Footprint.

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Ad Impressions

Q3 2017 Total

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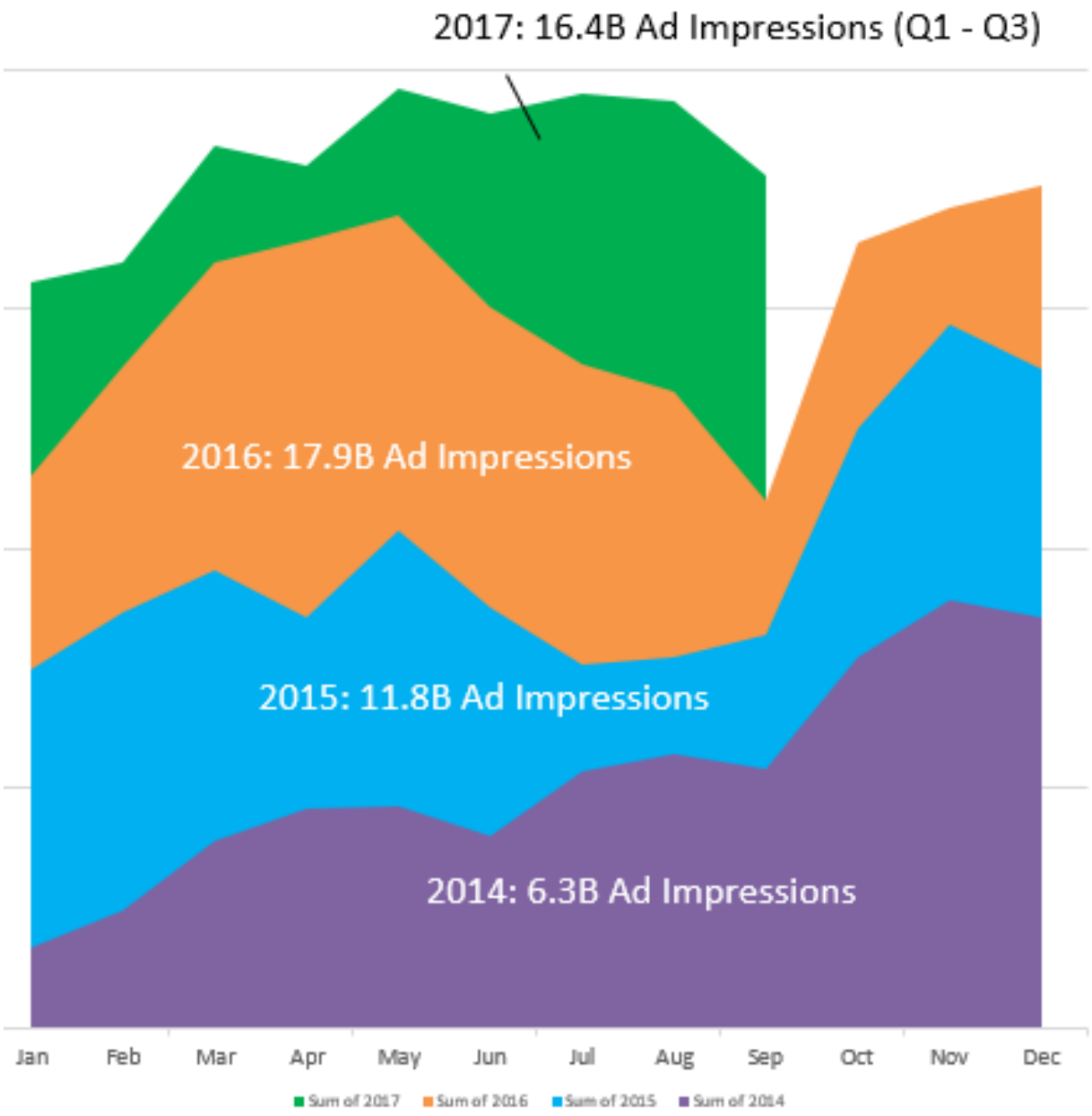
Ad Impressions

2014 through Q3 2017



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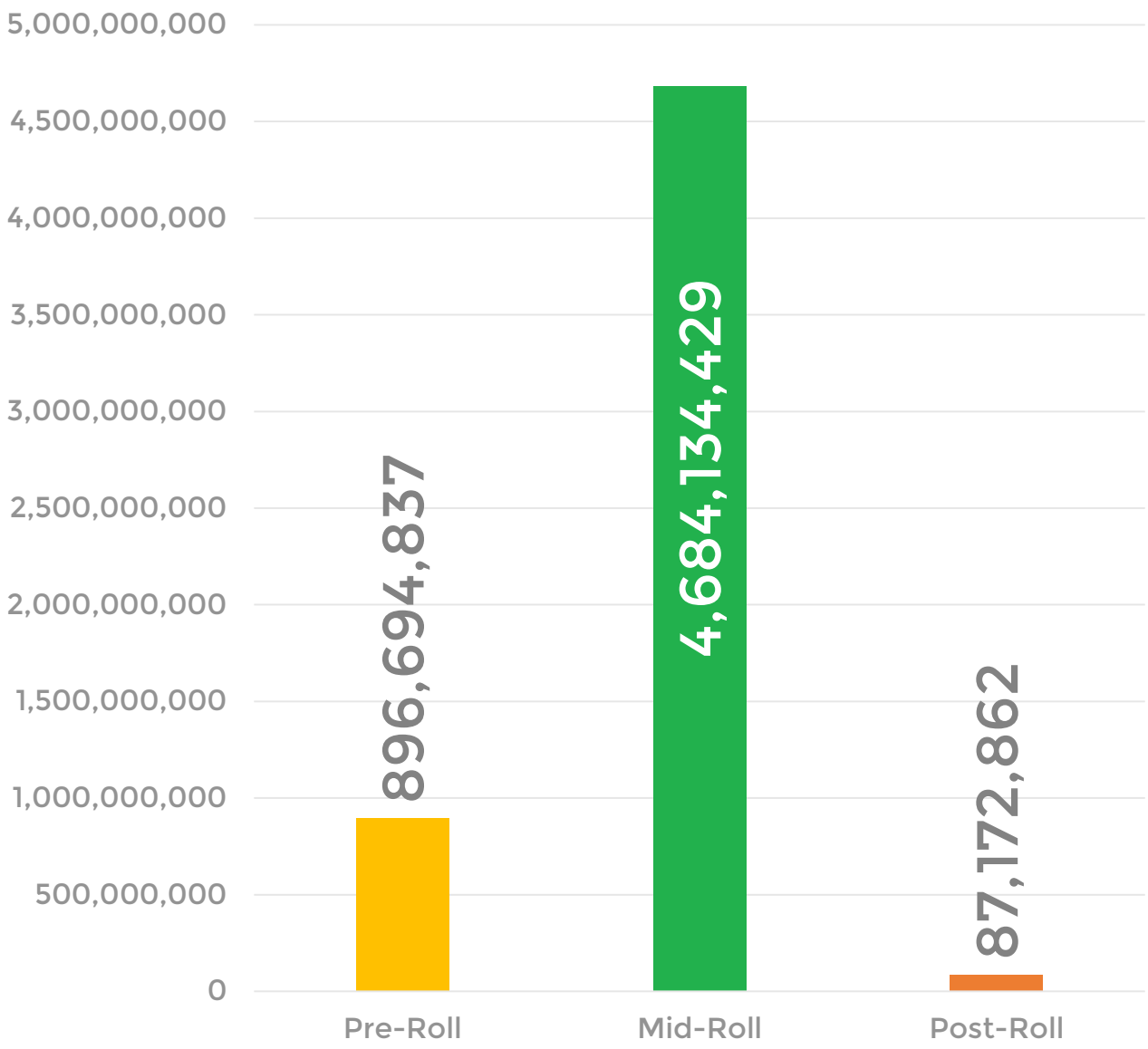
Ad Impressions

Q3 2017 By Break



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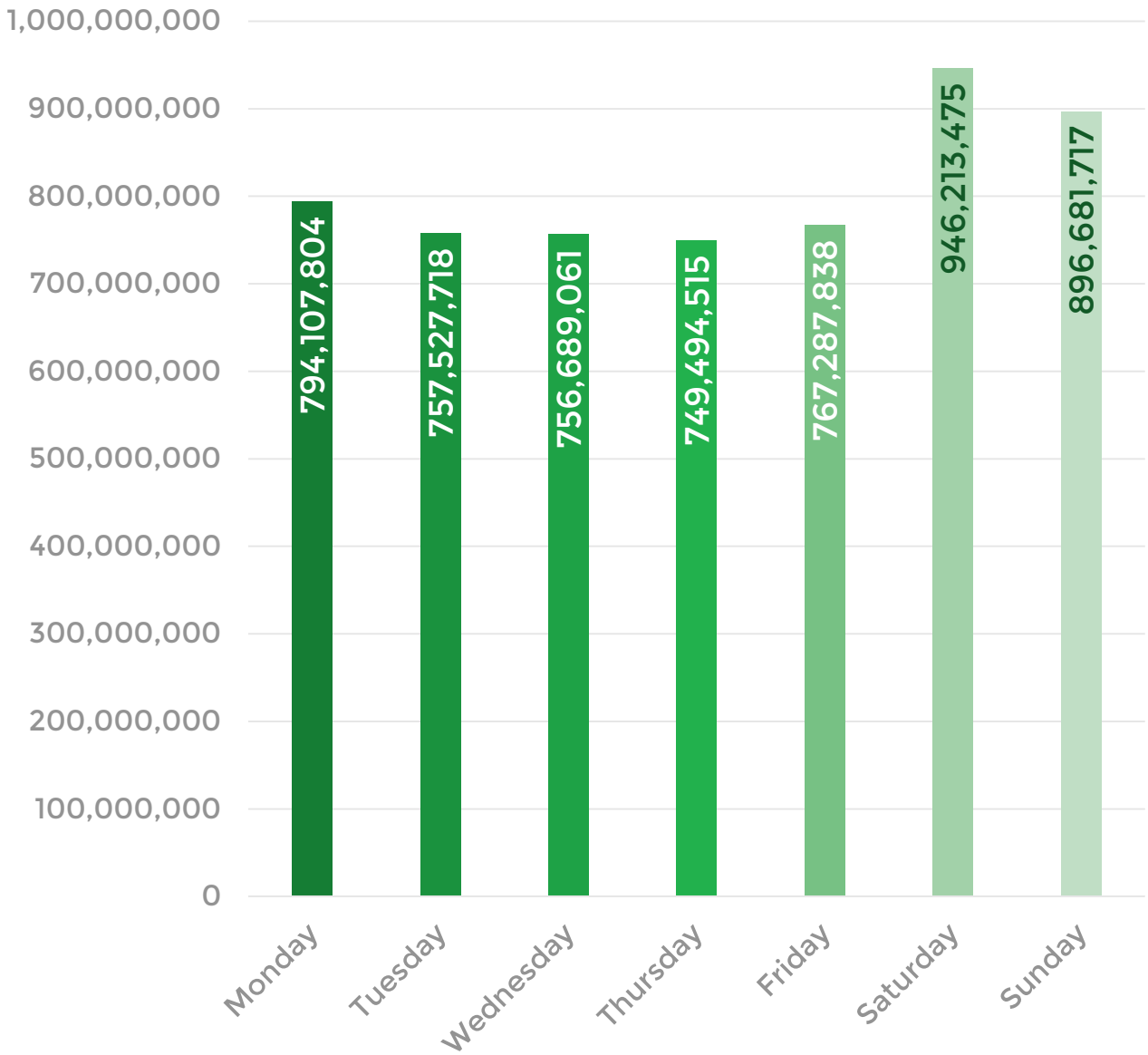
Ad Impressions

Q3 2017 By Day of Week



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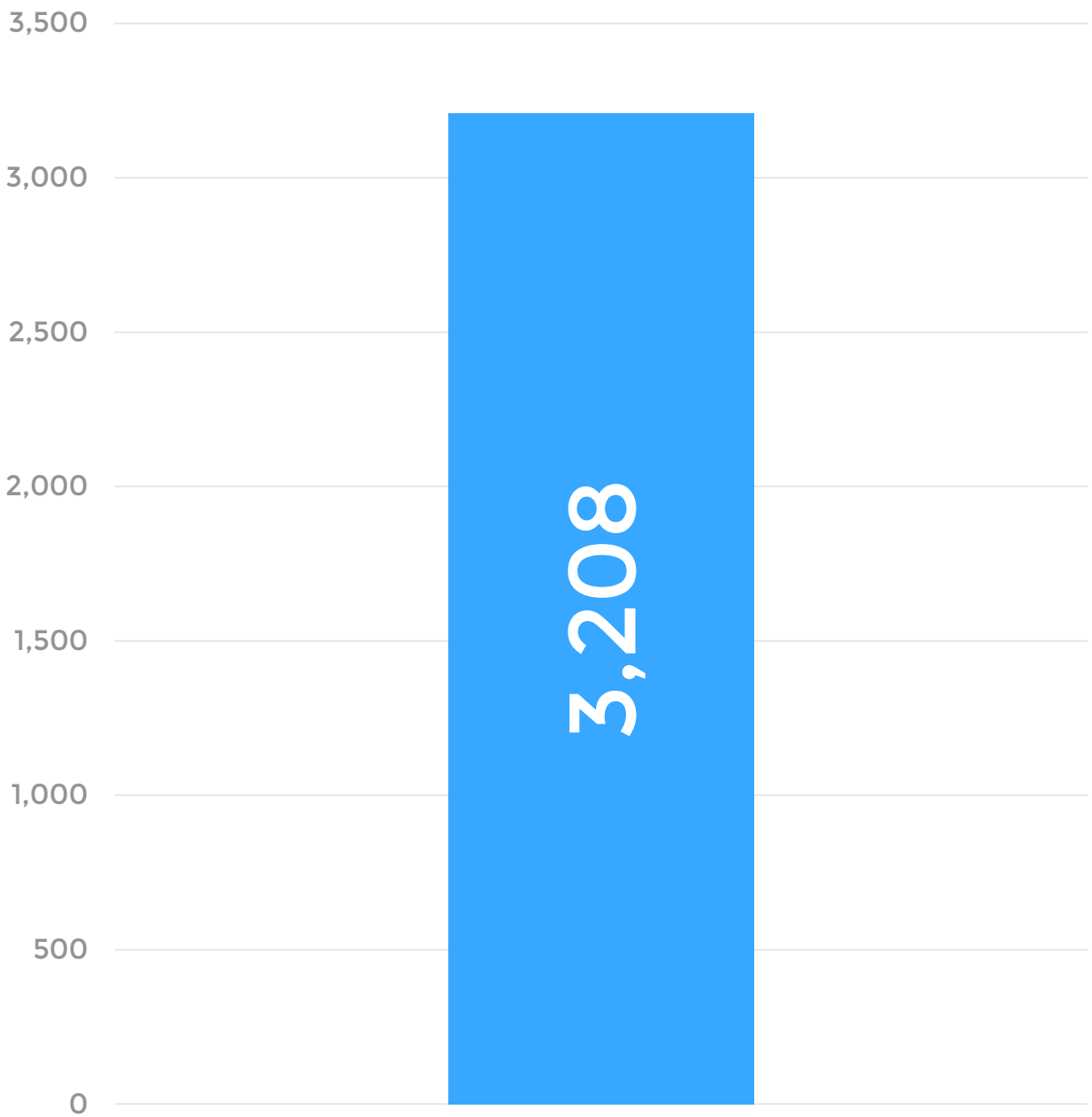
Campaigns

Total Campaigns Running In Q3 2017



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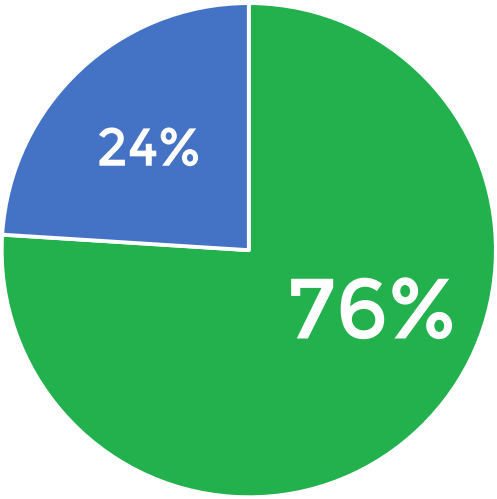
Campaign Types

Campaigns Running in Q3 2017



{ Category Types Include }

Addiction Help, Apparel, Appliances, Armed Forces, Auto Care, Auto Sales, Beds, Beer & Wine, Bridal, Credit Repair, Candy, Dating Services, Diet Services, DNA Testing, Education, Electronics, Energy Drinks, Financial, Fitness, Food, For-Profit University, Gaming, Hard Cider, Health & Beauty, Healthcare, Home Delivery, Home Furnishing, Home Improvement, Hospitality, Housewares, Industrial, Insurance, Jewelry, Lobbyist, Motorcycle Sales, Social Media Sites, OTT Services, Outdoor, Party Stores, Packaged Goods, Pet Care, Pharma, QSR, Real Estate Agencies, Retail, Rent-to-Own, Ride Share Services, Shipping, Spirits, Tax Prep, Technology, Theatrical, Ticket Brokers, Toy, Travel, Tourism

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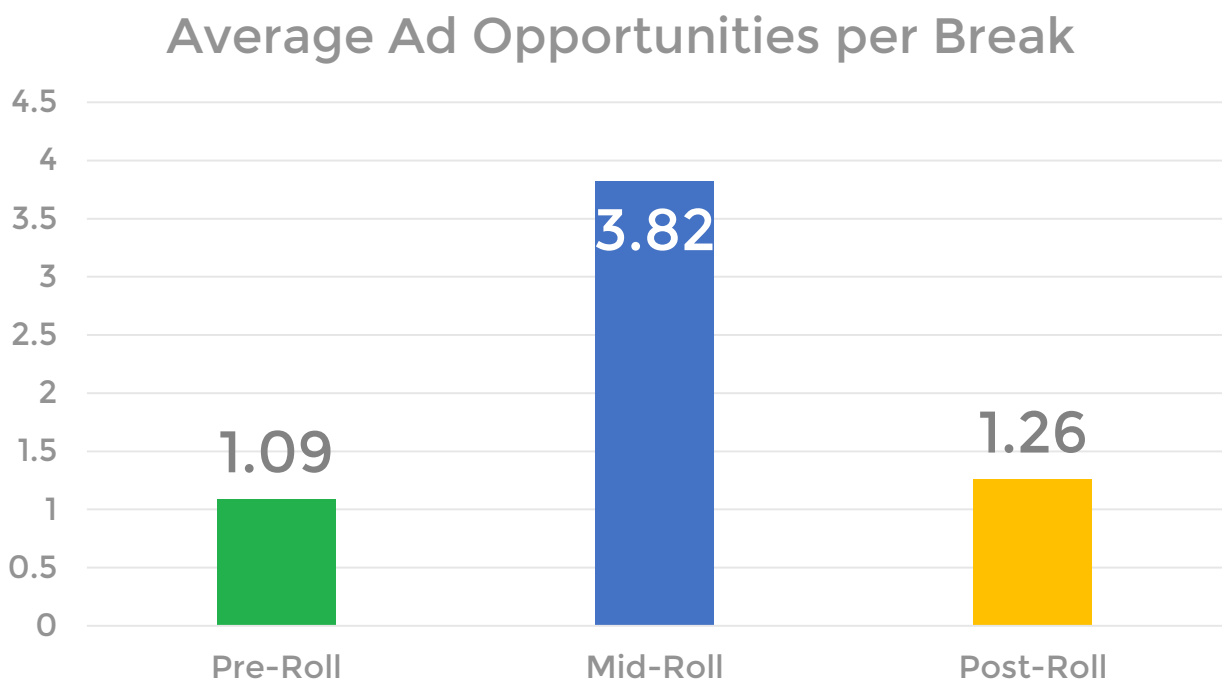
Campaigns

Campaigns Running in Q3 2017



For campaigns that utilize
{ Frequency Capping }
the average campaign caps at

2

Impressions per episode.

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Ad Frequency

Campaigns Running in Q3 2017

BY EPISODE

# of Impressions (by Campaign)	% of HHs
1	69.12%
2	22.37%
3	3.92%
4	2.51%
5	0.86%
6	0.44%
7	0.26%
8	0.18%
9	0.16%
>10	0.17%

BY WEEK

# of Impressions (by Campaign)	% of HHs
1	46.31%
2	26.25%
3	8.64%
4	6.53%
5	3.03%
6	2.39%
7	1.36%
8	1.26%
9	1.39%
>10	2.84%

BY MONTH

# of Impressions (by Campaign)	% of HHs
1	43.92%
2	26.27%
3	6.41%
4	7.35%
5	3.88%
6	3.02%
7	1.60%
8	0.90%
9	1.99%
>10	4.66%

BY QUARTER

# of Impressions (by Campaign)	% of HHs
1	38.77%
2	24.73%
3	9.68%
4	7.54%
5	4.01%
6	3.27%
7	2.04%
8	1.86%
9	2.25%
>10	5.83%

In a month, 44% of the time, consumers see the same ad 1 time

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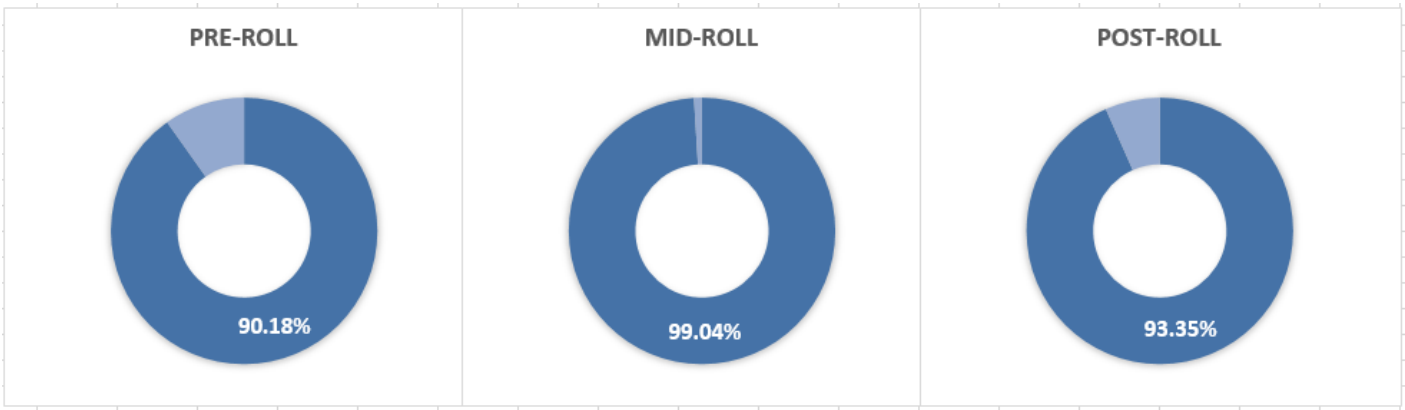
Ad Completion

Campaigns Running in Q3 2017



99% of the time, consumers watch the mid-roll ad to completion

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Definitions and Methodology

Household

Subscriber of the cable service. A household can have one or multiple viewing devices and/or persons.

Cable/MSO/MVPD

Multi-system or multichannel operator (e.g. Comcast, Cox, Charter). Distributor of multiple television networks to the Household.

Ad Impression

One viewing of an advertisement by a single device of the Household. Measured by the first-frame in Play Mode.

Campaign

Coordinated series of advertisements with a single idea or theme. It is typically broadcast through several television networks. A Canoe Campaign is the instruction set for executing a Canoe Order. A campaign may contain one or multiple Campaign Line Items.

DMA

Designated Market Area. A geographic area that represents specific television markets.

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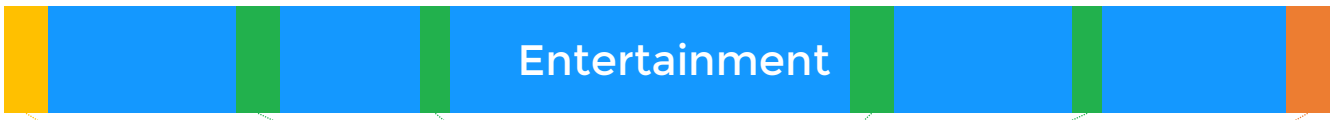
Definitions and Methodology

Break

Grouping of ad placements (e.g. Pre-Roll, Mid-Roll)



Pre-Roll

Group of ads scheduled previous to entertainment content beginning.

Mid-Roll

Group of ads scheduled within the entertainment content.

A VOD session typically has multiple Mid-roll breaks (e.g. Mid-roll 1, Mid-roll 2, etc.)

Post-Roll

Group of ads scheduled following the end of the entertainment content.

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