

Video on Demand (VOD DAI) Programmatic VOD Addressable TV

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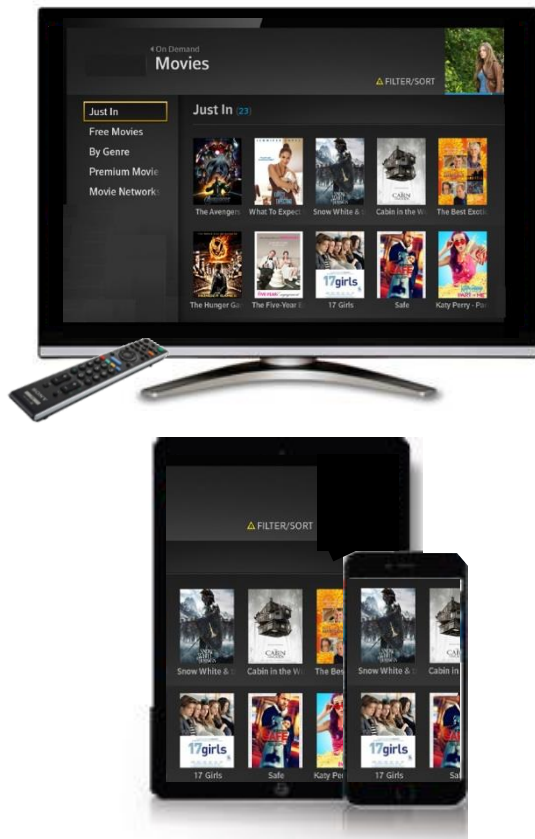
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MVPD Enabled VOD Is

TV Networks and MVPDs inserting advertising into
TV Network's shows on MVPDs VOD platforms

consumer picks TV program
from MVPDs' VOD service



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
VOD Platforms include: traditional QAM set-top-box, IP set-top-boxes,
tablets, laptops, and mobile phones

Quality TV Networks via Canoe

AFROSTREAM

Afrotainment

A+E
NETWORKS

A&E, Lifetime, History, LMN, FYI, Viceland

amc

AMC, WE, Sundance, IFC, BBC America, AMC Premiere

THE CW

The CW

Discovery

Discovery, American Heroes, Animal Planet, Destination America, Discovery Family, Discovery Life, ID, OWN, Science Channel, TLC, Velocity, Discovery en Espanol, Discovery Familia, Cooking, DIY, Food, HGTV, Travel

FOX

Fox

Hallmark
CHANNEL

Hallmark Channel

KABILLION
TV On Demand

Kabillion, Girls Rule

KARTOON
channel!

Kartoon Channel!

MGM

Epix

mc
Music Choice

Music Choice

NBCUniversal

Bravo, E!, NBC, Oxygen, Sprout, Syfy, Telemundo, USA, NBC Sports Net, NBC Universo, MSNBC, CNBC, Golf Channel

REELZ

Reelz

STARZ

Starz, Starz Encore, MoviePlex

WARNERMEDIA

TBS, TNT, Adult Swim, CNN, Cartoon Network, HLN, Boomerang, truTV

TV ONE
REPRESENT.

TV One

UNIVISION

Univision, Galavision, Unimas, Univision Deportes, El Rey

VIACOMCBS

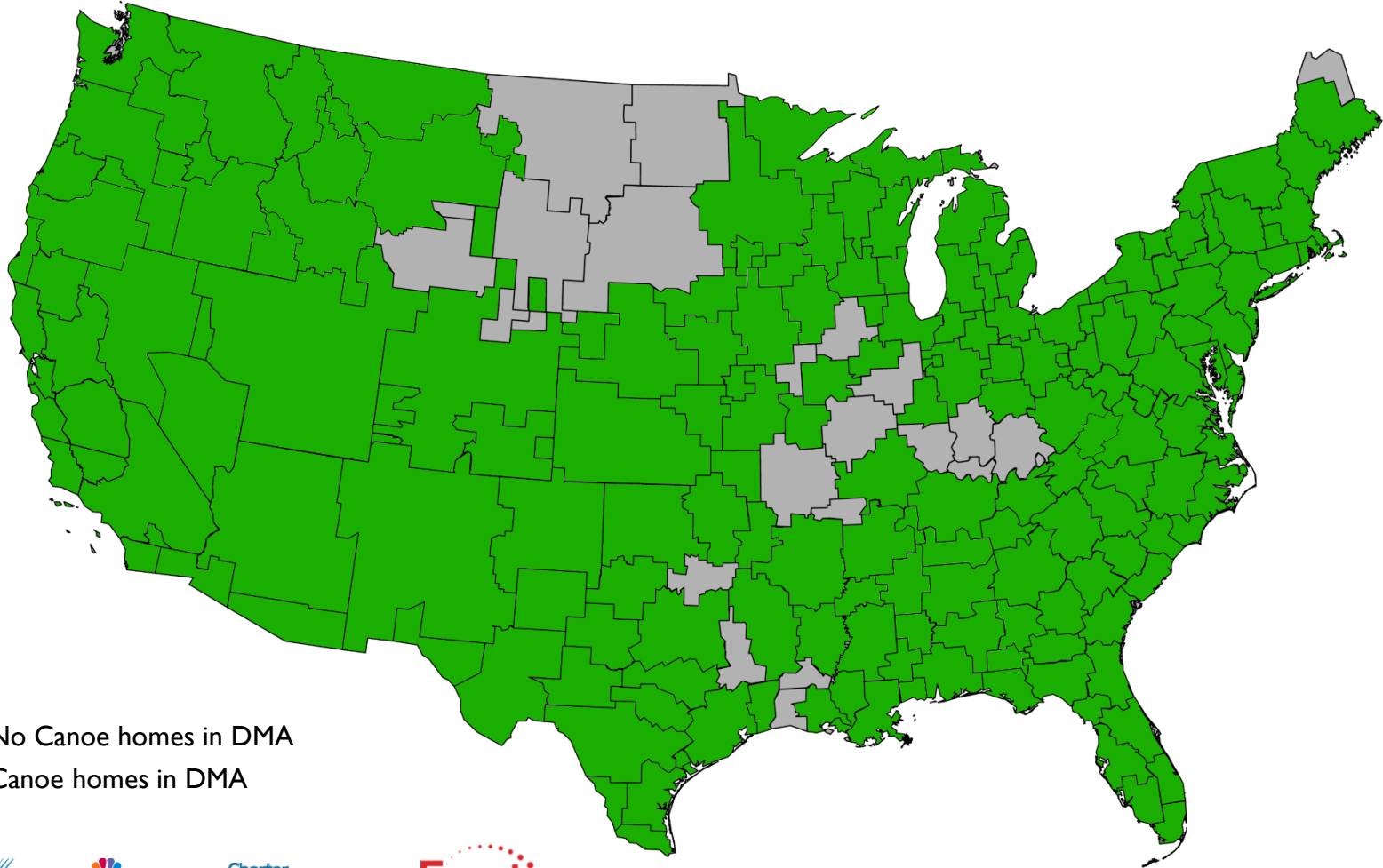
CBS, Nick Jr., Nickelodeon, BET, BET Her, Paramount, Pop, MTV, Showtime, VH1, Comedy Central, CMT, TV Land

The
WALT DISNEY
Company

ABC, Disney Jr., Freeform, Disney Channel, Disney XD, , FX, FXX, FXM, Nat Geo, Nat Geo Wild

MVPD VOD Scale via Canoe

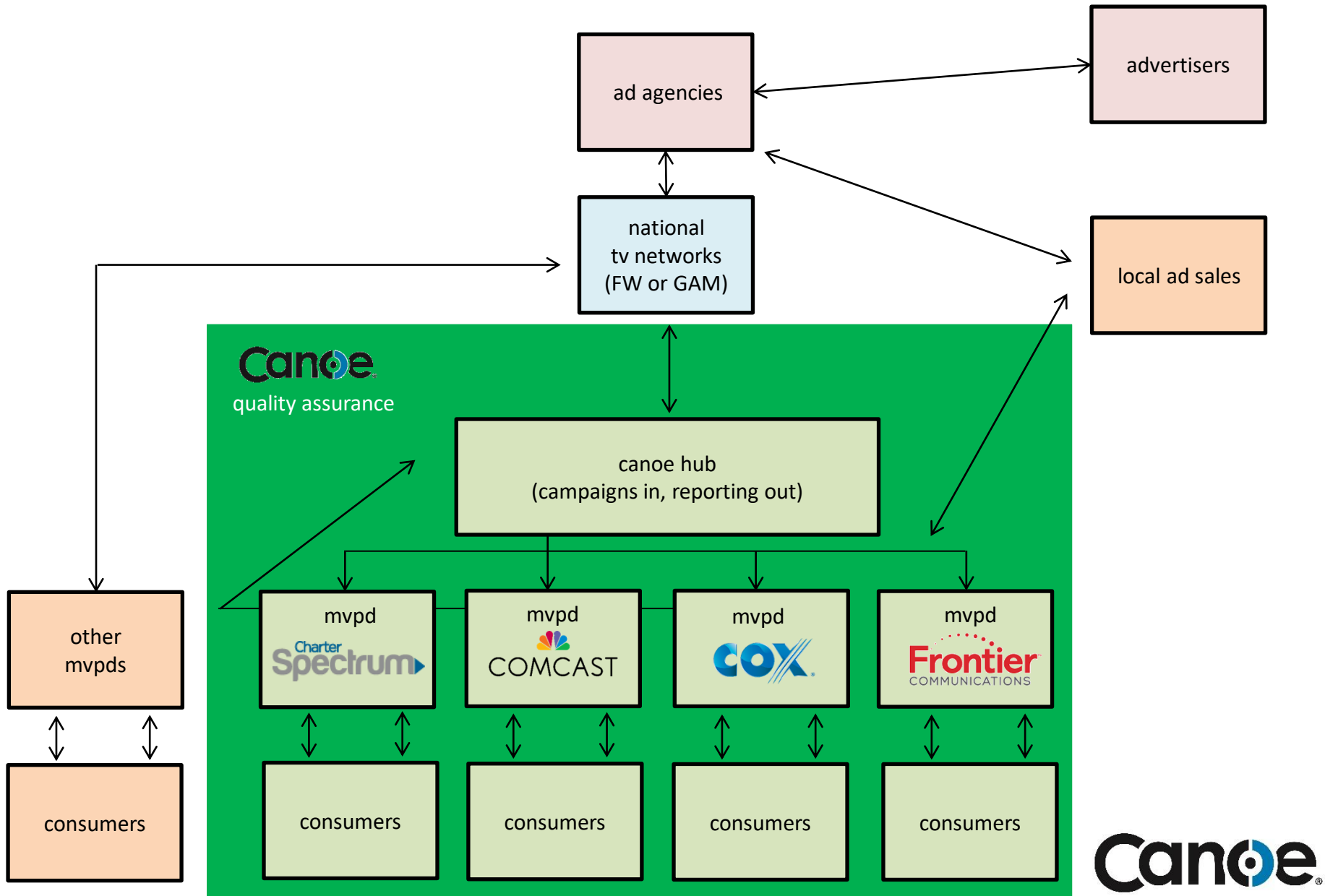
38M Households; Coverage in 150 of the top 150 DMAs



Additional Households may be available from select Programmers in addition to the Canoe quality controlled Footprint. 57M in total.

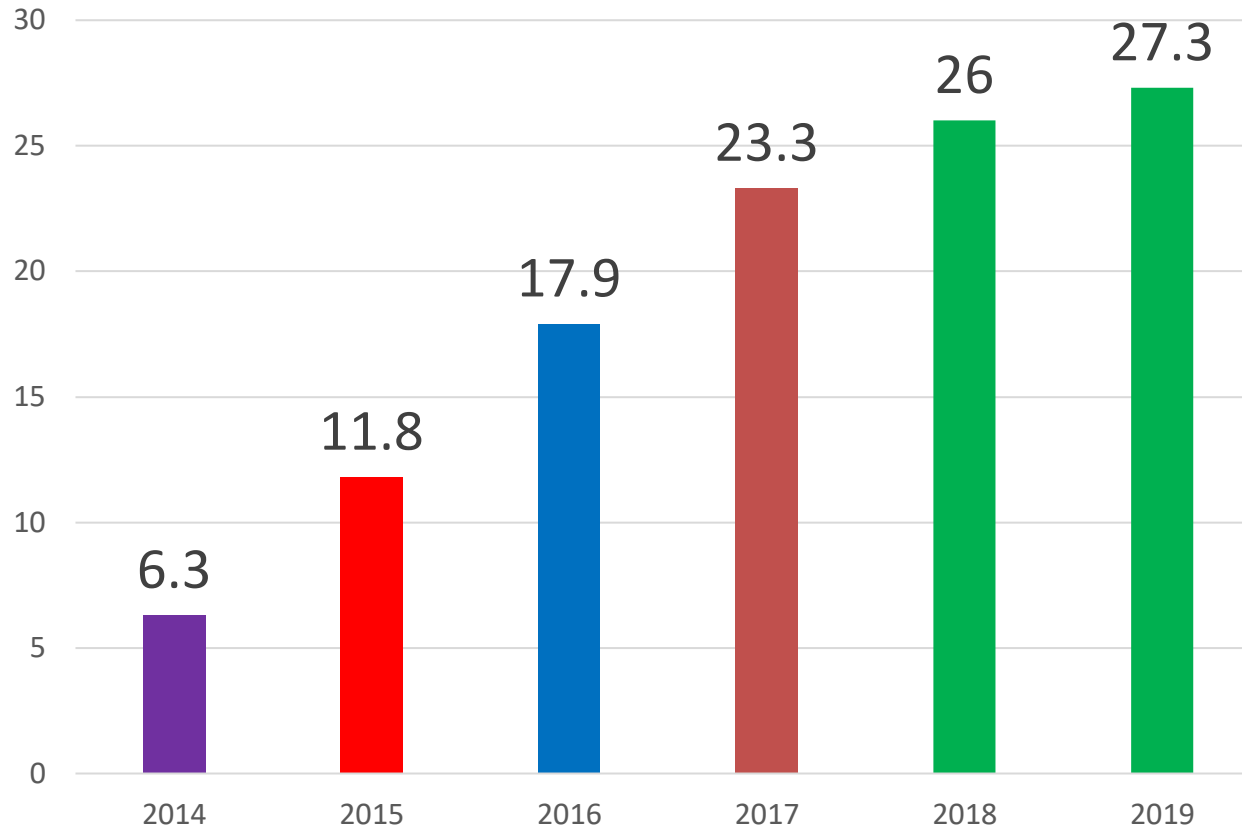


MVPD VOD Scale via Canoe



Canoe VOD Ad Impressions Growth

2014 Through 2019 Growth



Programmatic / Private Marketplace

- Canoe is enabling 2 Programmatic Marketplace (SSPs) Pilots on our national VOD footprint in Q4
 - Freewheel Programmatic Marketplace for TV Networks that use Freewheel
 - Beachfront Marketplace for TV Networks that use Google Ad Manager

On Addressability

Launched at Cannes 2019

Goal is to deliver a scalable and sustainable addressable TV solution that maximizes the value of TV

Canoe is the technical enabler of the
On Addressability initiative

On Addressability (OA) Pilot

Pilot Objectives

- In 2020, identify systems and processes that are required to scale and commercialize On Addressability
- Enable both **VOD** and **Linear** addressable TV advertising on two national TV Network's inventory (**AMC, Discovery**), utilizing different tech-stacks (**FreeWheel & Google Ad Manager**), across three-distributors (**Comcast, Cox, Charter**)

On Addressability (OA) Pilot

Implementation

- Reach over 35M VOD and 23M Linear addressable-enabled households
- Pilot Campaign Capabilities
 - Addressable order can be **one advertiser with multiple creatives (SASO)** or **multiple advertisers (MASO)**
 - Privacy compliant data matching to create Addressable **Audience Segments (LiveRamp)**
 - Post-campaign **Reporting**
 - Potential for third-party **Attribution** reporting

On Addressability (OA) Pilot

Next Steps

- In 2021, commercialization and offer OA capability to every current Canoe TV Network customer
- Continue to grow the OA footprint beyond Pilot distributors
- Continue to grow OA Audience Segment vendors
- Coordinate with other OA industry initiatives for ease of scale
- Enable cross-platform measurement vendors

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