



# THE AD-SUPPORTED OTT DIRECTORY

A "Who's Who" Within The Competitive Video Ecosystem

☰ 1Q '18 REPORT

# Directory

<b>Summary</b>	<b>3</b>
<b>OTT Video Ecosystem Overview</b>	<b>4-6</b>
Definition	4
Access Points	5
OTT Video Landscape	6
<b>Ad-Supported OTT Video Ecosystem Detail</b>	<b>7-91</b>
Ad-Supported OTT Video Ecosystem	8-10
Ad-Supported OTT Video Services	11-25
Ad-Supported OTT Devices	26-47
<i>Overview</i>	27
<i>Internet Streaming Players</i>	28-37
<i>Smart / Connected TVs</i>	38-42
<i>Game Consoles</i>	43-47
vMVPDs	48-67
Ad-Tech Networks & Platforms (SSPs / DSPs)	68-91
<b>Contact Information</b>	<b>92</b>

# Summary

With 820 million connected video devices in the U.S. and hundreds of different streaming services, the OTT video ecosystem provides consumers with the promise of “more”...*more* distribution, *more* content, *more* choice, *more* convenience and *more* advertising opportunities.

Advertising opportunities are growing as more ad-supported services and devices enter the marketplace, led by premium, multi-screen TV content providers.

In this *members' only release*, the VAB has compiled a comprehensive ad-supported OTT competitive guide for those who wish to further educate themselves on the video ecosystem.

This competitive analysis includes key usage and audience stats, positioning, partnerships and advertising capabilities of the major competitive streaming services (excluding TV networks & MVPDs), connected TV devices and ad-tech platforms.

As a summary, the following is examined in detail:

- **Ad-Supported OTT video streaming services** such as *Hulu, Crackle, Pluto.TV* and *Crunchyroll*
- **Streaming players** such as *Roku, Amazon Fire TV, Chromecast & Apple TV*
- **Smart TVs** from manufacturers like *Samsung, Vizio* and *Sony*
- **Game consoles** from *Playstation, Xbox* and *Nintendo*
- **vMVPDs** such as *Sling TV, Playstation Vue, Hulu with Live TV* and *YouTube TV*
- **Ad-tech platforms** such as *Yume, Brightline, FreeWheel, Telaria, Brightroll, Videology*

# What is OTT (Over-The-Top)?

**Definition:** Premium long form video content that is streamed over the internet through an app or device onto a TV (or PC, Tablet, or Smartphone) without requiring users to subscribe to a wired cable, telco or satellite TV service.

**OTT consumer journey:** OTT leverages “apps” to stream video content to a television via an internet connection. Viewing methods include: (a) on-demand where viewers select and watch content when they choose to, and (b) linear/live - where viewers watch at the particular time, channel or app (live content is streamed in real time as the event happens)

Viewers stream TV content from the Internet using either a smart TV, OTT device, connected game console or IP set top box that received signals from digital video ad server

All major networks are making their content available either through their own app or via a virtual MVPD like Hulu or Sling TV

Content is streamed and plays instantly in full-screen and can be ad-supported if the network chooses



# OTT Content Can Be Accessed In Several Ways And Falls Primarily Into Two Groups

## Devices

Connected Devices allows the streaming of specific, selected content.

Devices include Streaming Players/Sticks (e.g. Roku/Amazon Fire TV), Gaming Consoles (e.g. PS4), and Smart TVs

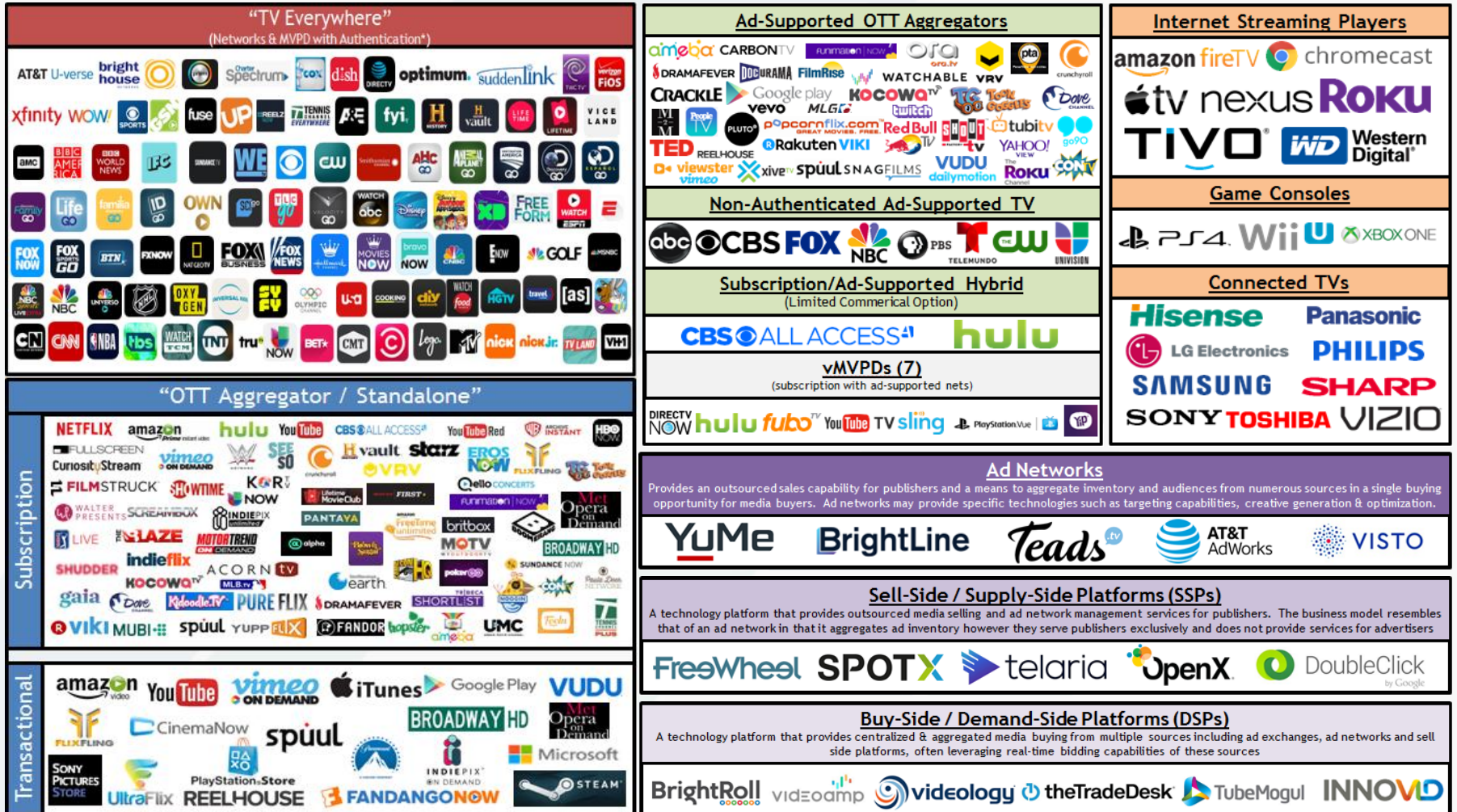
## Streaming Services

Means of access are ad-supported, subscription, rental, or purchase.

These access points can take the form of OTT content aggregators (e.g. Crackle), Standalone apps (e.g. ABC), or virtual MVPDs (e.g. Sling).

Streaming services and devices often work in tandem. For example, streaming Hulu content from a mobile phone to the television via Google Chromecast.

# OTT Streaming Services & Devices Ecosystem

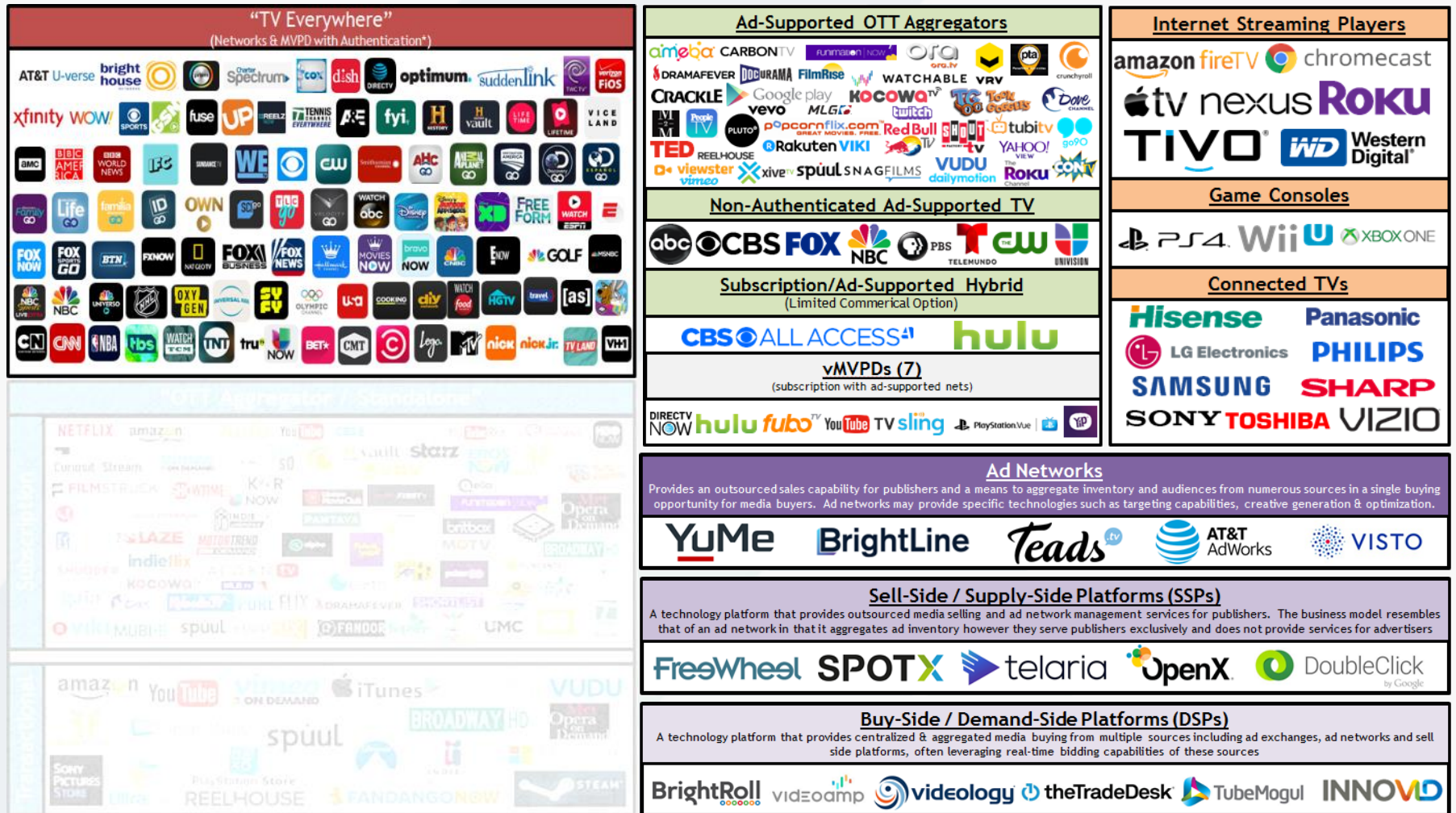


VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

Note: the above reflects a representative sampling of services and devices and each segment does not necessarily reflect every offering available.

# Ad-Supported OTT Video Ecosystem - Detail (Services, Devices & Platforms)

# Ad-Supported OTT Streaming Services & Devices Ecosystem



VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

Note: the above reflects a representative sampling of services and devices and each segment does not necessarily reflect every offering available.

# There Are Dozens Of Authenticated “TV Everywhere” TV Network & MVPD Apps



VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

Source: 2017 SNL Kagan, a division of S&P Global Market Intelligence

# Beyond “TV Everywhere,” There Are Dozens Of Services & Devices Within The Ad-Supported OTT Ecosystem

## Services

## Devices / Platforms

**Ad-Supported OTT Aggregators**

**Non-Authenticated Ad-Supported TV**

**Subscription (with “limited commercial” option)**

**vMVPDs**  
(subscription with ad-supported nets)

**Internet Streaming Players**

**Game Consoles**

**Connected TVs**

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



Source: 2017 SNL Kagan, a division of S&P Global Market Intelligence. Note: this chart does not include “authenticated” apps from TV networks or MVPDs.

# A More Detailed Look At “Competitive” Ad-Supported OTT Video Services

\*excluding VAB members / TV Network-based services

# Let's Take A Look At The Ad-Supported Aggregators + Hulu

## Services

### Ad-Supported OTT Aggregators



### Non-Authenticated Ad-Supported TV



### Subscription (with "limited commercial" option)



### vMVPDs

(subscription with ad-supported nets)



## Devices / Platforms

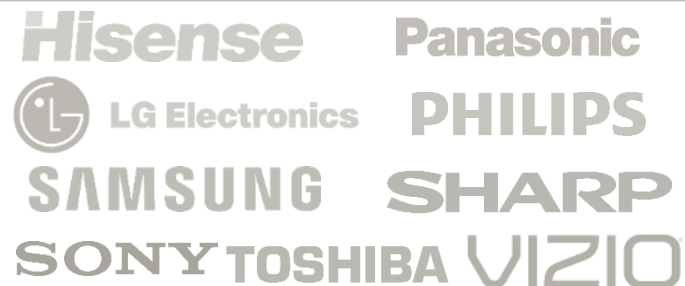
### Internet Streaming Players



### Game Consoles



### Connected TVs



VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



Source: 2017 SNL Kagan, a division of S&P Global Market Intelligence. Note: this chart does not include "authenticated" apps from TV networks or MVPDs.

# Top Ad-Supported OTT Services

These top services are measured on comScore and have a decent ranking in the App Store

OTT Service	Service Name	Tagline	Parent	Location	Genre	Content Partners	Archive Size Notes	Distribution Devices Supported	Device Name	Subscription Option?	Roku's "Most Watched" App Ranking*	Oct-17 As of 12/6/17 As of 12/6/17 As of 12/7/17			
												comScore Monthly UVs	FB Followers	Twitter Followers	App Store Ranking**
	<b>Hulu</b>	All Your TV In One Place	21st Century Fox Inc., NBCUniversal Media LLC, Time Warner Inc., Walt Disney Company	NYC	General Entertainment (TV + Movies)	various	Thousands of movies and TV shows	Connected TV, Game console, Internet streaming player, Pay TV set-top box, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Android TV, Apple TV, Chromecast, LG Electronics, Nexus Player, Playstation 3, Playstation 4, Roku, Samsung Electronics, Sony Corp., TiVo, VIZIO, Wii U, Xbox 360, Xbox One	\$11.99 per month (no commercials); \$7.99 per month (limited commercials); \$8.99 - \$14.99 per month (Premium add-on)	1	48,184	2,623,586	517,345	5
	<b>Pluto.TV</b>	It's Free TV	Pluto, Inc.	LA	General Entertainment (TV + Movies)	various including CBSN, Food, Cheddar, NBC, Bloomberg	100+ of channels; live sports & news	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Android TV, Apple TV, Chromecast, Nexus Player, Playstation 3, Playstation 4, Roku, Samsung Electronics, Sony Corp., VIZIO, Xbox 360	N/A	4	7,924	80,067	17,931	39
	<b>VUDU Movies on Us</b>		Wal-Mart Stores Inc.	Sunnyvale, CA	General Entertainment (Movies)	various; movie studios	Thousands of movies and TV shows	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Apple TV, Boxee TV, Chromecast, Hisense, LG Electronics, Panasonic, Philips, Playstation 3, Playstation 4, Roku, Samsung Electronics, Sharp, TiVo, Toshiba, VIZIO, Western Digital, Xbox 360, Xbox One	Purchase/Rent - Movies: \$4.99 - \$29.99 per title; TV Shows: \$1.99 - \$2.99 per episode; TV Shows: \$16.99 - \$43.99 per season	3	5,105	227,989	168,578	104
	<b>Tubi TV</b>	Movies, TV, Free	adRise, Inc.	San Francisco	General Entertainment (Movies + TV)	200+ including Lionsgate, Paramount, MGM, Starz	Thousands of movies and TV shows (over 7,439 titles)	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Apple TV, Chromecast, Playstation 4, Roku, Samsung Electronics, Sony Corp., TiVo, Xbox 360, Xbox One	N/A	5	3,473	198,487	8,467	35
	<b>Crunchyroll</b>	The Official Source of Anime & Drama	Otter Media Holdings, LLC, TV Tokyo Corp.	San Francisco	Japanese Anime & Asian content	leading Asian media producers	Thousands of hours of content (25K+ episodes; 15K+ hours)	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Android TV, Apple TV, Chromecast, Playstation 3, Playstation 4, Roku, Wii U, Xbox One	\$11.95 per month for Premium+ membership; \$6.95 per month for Premium membership	9	2,692	2,633,345	626,320	67
	<b>DramaFever</b>	Bringing the world closer to you	Warner Bros. Entertainment	NYC	Korean (Dramas) & Spanish (Telenovelas), Asian TV & Movies	KBS, MBC, SBS Korean broadcasters	13K+ episodes from 60 content partners across 12 countries; movies also available	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Apple TV, Chromecast, LG Electronics, Playstation 3, Playstation 4, Roku, Samsung Electronics, Xbox One	\$4.99 per month for Idol Premium membership (ad-free); \$49.99 per Year for Idol Premium membership (ad-free)	10	1,327	4,738,201	212,202	199
	<b>Crackle</b>		Sony Corp.	LA	General Entertainment (TV + Movies + Digital Videos)	various	Hundreds of movies, TV shows & original digital content	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Android TV, Apple TV, Chromecast, LG Electronics, Playstation 3, Playstation 4, Roku, Samsung Electronics, Sony Corp., VIZIO, Xbox 360, Xbox One	N/A	6	1,253	1,304,378	75,892	88
	<b>VRV</b>	Watch the best stuff ever	Otter Media Holdings, LLC	San Francisco	General Entertainment	various	Thousands of hours of content - anime, gaming, tech, cartoons, etc	Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Chromecast, Playstation 4, Roku, Xbox One	\$2.49 - \$6.95 per month for individual subscriptions; \$9.99 per month for "Combo Pack" that includes 10 subscriptions	N/A	1,077	85,349	13,782	150

\*Ranking based on universe of OTT ad-supported services (list above) and doesn't factor in apps like Netflix & YouTube

\*\*App Store Ranking (iPhones), based on entertainment category, as of December 7th, 2017

# “Mid-Sized” OTT Services

Most of these mid-sized services are either measured in comScore or ranked in the App Store; a few are measured / ranked in both but don't have big numbers

OTT Service	Service Name	Tagline	Parent	Location	Genre	Content Partners	Archive Size Notes	Distribution Devices Supported	Device Name	Subscription Option?	Roku's "Most Watched" App Ranking*	Oct-17 comScore Monthly UVs	As of 12/6/17 FB Followers	As of 12/6/17 Twitter Followers	As of 12/7/17 App Store Ranking**
TED		Ideas worth spreading	Sapling Foundation	NYC	Educational / Conversations (tech, cultural, academic)	independent	2,500 + talks	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Android TV, Apple TV, Chromecast, Nexus Player, Roku, Samsung Electronics, Xbox One	N/A		6,450	10,323,720	10,752,767	N/A
Ora TV		Big Names, Big Conversations, Big Personalities	América Móvil S.A.B. de C.V.	NYC	Personality-driven, conversations (TV)	Larry King, Jesse Ventura, Haylie Duff, William Shatner	28 shows	Internet streaming player, PC or Mac	Roku	N/A		4,086	37,647	36,943	N/A
Viewster		Discover Originality	Viewster AG	Switzerland	Niche Entertainment (anime, web shorts, movies)	various; independents	12K+ titles - anime, documentary films, comedy, independent films from around the world; online film festival	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Apple TV, Chromecast, Hisense, LG Electronics, Panasonic, Philips, Roku, Samsung Electronics, Sharp, Toshiba, Xbox 360	N/A		2,581	374,406	24,675	474
Red Bull TV			Red Bull Media House GmbH	LA	General Entertainment / Lifestyle / Action	independent	Hundreds of videos; live events also available	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Android TV, Apple TV, Chromecast, Hisense, LG Electronics, Nexus Player, Playstation 3, Playstation 4, Roku, Samsung Electronics, Xbox 360, Xbox One	N/A		906	2,374,895	38,576	N/A
Rakuten Viki		Global TV Powered by Fans	Rakuten Inc.	NYC	General Entertainment (TV + Movies)	various (BBC, NBC, A&E, MSN, Hulu, etc); emphasis on Asian countries	Thousands of movies and TV shows; subtitled by fans in more than 200 languages	Connected TV, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Android TV, Apple TV, Chromecast, Roku	\$4.99 per month for Viki Pass Standard subscription; \$49.99 per Year for Viki Pass Standard subscription; \$9.99 per month for Viki Pass Plus subscription; available in select devices only; \$99.99 per Year for Viki Pass Plus subscription; available in select devices only		402	5,902,311	353,704	N/A
Popcornflix		Movies. TV. Free.	Screen Media Ventures, LLC	NYC	General Entertainment (Movies + Webisodes)	primarily independent films many from Screen Media's library	Thousands of movies and TV shows	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Apple TV, Chromecast, Playstation 3, Playstation 4, Roku, Samsung Electronics, Xbox 360, Xbox One	N/A		79	110,981	10,384	381
SnagFilms		Philanthropic Movies and TV Shows Online	SnagFilms Inc.	Washington, DC	Philanthropic / Social Causes Entertainment & Documentaries	independents	2,000+ movies and TV shows	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Android TV, Apple TV, Chromecast, Panasonic, Playstation 4, Roku, Samsung Electronics, Roku, Samsung Electronics	N/A		41	80,765	32,760	752
The Roku Channel		Hollywood hits. On the house.	Roku Inc.	NYC	General Entertainment (Movies + Digital Video)	various (Lionsgate, MGM, Sony, WB, FilmRise, YouTube, etc)	Hundreds of movies and digital videos	Internet streaming player	Roku	N/A	2	N/A	718	N/A	23
Google Play			Google Inc.	Mountain View, CA	General Entertainment (Movies + TV)	various	Thousands of movies and TV shows	Connected TV, Internet streaming player, PC or Mac, Smartphone, Tablet	Android TV, Chromecast, LG Electronics, Nexus Player, Philips, Roku, Samsung Electronics, Sharp, Sony Corp	Purchase/Rent - Movies: \$1.99 - \$29.99 per title; TV Shows: from \$1.99 per episode; TV Shows: from \$3.99 per season	8	N/A	1,994,983	6,871,365	37
FunimationNow		Stream Anime. Anytime. Anywhere	FUNimation Entertainment Ltd.	Texas	Anime	various; partnership with Crunchyroll	Hundreds of titles	Game console, Internet streaming player, PC or Mac, Smartphones, Tablet	Amazon Fire TV, Apple TV, Chromecast, Playstation 3, Playstation 4, Roku, Xbox 360, Xbox One	\$5.99 per month ; \$59.99 per Year		N/A	1,888,499	601,282	176
KOCOWA		Korean content at its finest	KCP	LA	Korean Drama, variety, K-pop shows	KBS, MBC, SBS Korean broadcasters	TV Shows: hundreds	PC or Mac, Smartphone, Tablet	Roku, Samsung Electronics, Xbox One	\$0.99 per day ; \$6.99 per month ; \$69.99 per Year		N/A	83,661	534	311
CarbonTV		Premium Video Content For All Outdoor Enthusiasts	Carbon Media Group LLC	Michigan	Outdoors - fishing, hunting, shooting	independents	180 + shows (video clips & episodes)	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Roku, Samsung Electronics, Xbox One	N/A		N/A	105,299	5,489	974
PeopleTV			Time Inc.	NYC	Celebrity & Entertainment	People, Entertainment Weekly, Time	Hundreds of hours of programming	Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Apple TV, Chromecast, Roku	N/A		N/A	61,777	9,269	1,209
Dove Channel		Handpicked Entertainment For Your Whole Family	Cinedigm Corp, Dove Foundation	LA	Family-friendly, Christian-based	various, in conjunction with The Dove Foundation	300+ hours of new & original content, classics from TV & film	Internet streaming player, PC or Mac, Smartphone, Tablet	Apple TV, Chromecast, Roku	\$11.99 per 3 months ; \$39.99 per Year ; \$4.99 per month		N/A	35,446	4,202	1,465
FilmRise			FilmRise	NYC	General Entertainment	feature films, indie films, documentaries, TV series	Thousands of movies and TV shows (Roseanne, Third Rock From The Sun, Unsolved Mysteries, etc)	Internet streaming player	Roku	N/A	7	N/A	12,345	35,543	N/A

\*Ranking based on universe of OTT ad-supported services (list above) and doesn't factor in apps like Netflix & YouTube TV

\*\*App Store Ranking (iPhones), based on entertainment category, as of December 7th, 2017. From App Annie

# Niche OTT Services

These niche services aren't measured in comScore or ranked in the App Store

OTT Service										Oct-17 As of 12/6/17 As of 12/6/17 As of 12/7/17				
Service Name	Tagline	Parent	Location	Genre	Content Partners	Archive Size Notes	Distribution Devices Supported	Device Name	Subscription Option?	Roku's "Most Watched" App Ranking*	comScore Monthly UVs	FB Followers	Twitter Followers	App Store Ranking**
<b>Spuul</b>	Be Entertained	Spuul Pte Ltd.	Singapore	Indian (Movies + TV)	various (mainly Indian production companies)	"10,000 hours of your favorite Bollywood movies & TV shows"	Connected TV, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Android TV, Apple TV, Chromecast, LG Electronics, Samsung Electronics	\$4.99 per month ; \$49.99 per Year		N/A	1,365,027	4,526	N/A
<b>Made to Measure</b>		WME IMG, LLC	NYC	Fashion	various, original content, classic fashion films, runway shows from top designers	Hundreds of films and episodes	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Android TV, Apple TV, Nexus Player, Philips, Roku, Sharp, Sony Corp., Xbox 360, Xbox One	N/A		N/A	631,756	50,649	N/A
<b>CONtv</b>		Cinedigm Corp, Wizard World, Inc.	LA	Comic-Con	various, in conjunction with Wizard World Comic Con	Thousands of hours of movies and TV shows - horror, sci-fi, anime, fantasy, grindhouse	Connected TV, Internet streaming player, PC or Mac, Smartphone, Tablet	Roku, Samsung Electronics	From \$4.99 per month		N/A	48,119	2,365	N/A
<b>Shout! Factory TV</b>		Shout! Factory	LA	Pop Culture / Contemporary Cult Favorites	various (Marvel, Hasbro, Nick, MGM, Universal, etc)	Hundreds of films and series	Connected TV, Internet streaming player, PC or Mac	Amazon Fire TV, Apple TV, Roku, Samsung Electronics	N/A		N/A	9,258	32,793	N/A
<b>Docurama</b>		Cinedigm Corp	NYC	Documentaries	various	1,200+ titles: full-length & short-film documentaries, non-fiction TV, behind-the-scenes interviews	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Roku, Samsung Electronics, Sony Corp., TiVo, Western Digital, Xbox 360	N/A		N/A	15,325	2,942	N/A
<b>XiveTV</b>		Alliant Content		Documentaries (history, science, civilization)	independents	Thousands of hours of content	Internet streaming player, PC or Mac, Smartphone, Tablet	Apple TV, Chromecast, Roku	N/A		N/A	11,591	2,839	N/A
<b>Ameba TV</b>	Free Kids TV	Ameba Inc	Winnipeg, CA	Children's	N/A	Thousands of kids shows - educational, cartoons & music videos	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Chromecast, LG Electronics, Roku, TiVo, Xbox 360	\$3.99/mth		N/A	3,820	1,491	N/A
<b>Reelhouse</b>	Movies directly from the creators	Eight Solutions Inc.	LA	General Entertainment (Video)	independent filmmakers, Warner Bros, Sundance	Thousands of films	PC or Mac, Smartphone, Tablet		Purchase/Rent: \$1.00 - \$20.00 per title		N/A	3,186	1,198	N/A
<b>Toon Goggles</b>		Toon Goggles, Inc.	LA	Children's	independents / animators	Thousands of kids shows - educational, cartoons, games & music videos	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Android TV, Apple TV, Chromecast, Hisense, Panasonic, Philips, Roku, Samsung Electronics, Sharp, Sony Corp., TiVo, VIZIO, Western Digital	\$4.99 per month		N/A	1,357	2,248	N/A
<b>PlanesTrains+Auto mobiles</b>	Eat, Play, Stay	PTA Networks Inc		Travel	various	6 original series; half hour UHD formats, programming that appeals to the young & modern traveler	Internet streaming player, PC or Mac	Amazon Fire TV, Roku	N/A		N/A	2,377	513	N/A
<b>Yahoo View</b>	The Newness Is Real	Verizon Communications Inc.	NYC / Sunnyvale, CA	General Entertainment (TV + Movies)	Hulu partnership to stream recent TV episodes from ABC, NBC & FOX (5 most recent episodes, added 8 days after broadcast) and archived programs from various distributors	Thousands of video content	PC or Mac, Smartphone, Tablet		N/A		N/A	491	N/A	N/A

\*Ranking based on universe of OTT ad-supported services (list above) and doesn't factor in apps like Netflix & YouTube

\*\*App Store Ranking (iPhones), based on entertainment category, as of December 7th, 2017

# Top Services: Hulu

**Hulu's Positioning:** Hulu is a leading premium streaming service that offers instant access to live and on demand channels, original series and films, and a premium library of TV and movies to more than **47 million total unique viewers** in the U.S. Since its launch in 2008, Hulu has consistently been at the forefront of entertainment and technology. Hulu is the only streaming service that offers both ad-supported and commercial-free current season shows from the largest U.S. broadcast networks; libraries of hit TV series and films; and acclaimed Hulu Originals including Emmy Award-winning series *The Handmaid's Tale*, *The Mindy Project*, *The Path*, *11.22.63*, and Golden Globe® nominated comedy *Casual*, as well as upcoming series *Future Man*, *Castle Rock*, *Marvel's Runaways* and *The Looming Tower*. In 2017, Hulu added live news, entertainment and sports from 21st Century Fox, The Walt Disney Company, NBCUniversal, CBS Corporation, The CW, Turner Networks, A+E Networks and Scripps Networks Interactive to its offering - making it the only TV service that brings together live, on-demand, originals, and library content all in one place, across living room and mobile devices.

**Founded:** 2007

**Based:** Los Angeles, CA

**Owned by:** Disney (30%), FOX (30%), Comcast (30%), Time Warner (10%)

**Advertising Revenue:** \$900 million annually

**Website:** [www.Hulu.com](http://www.Hulu.com)

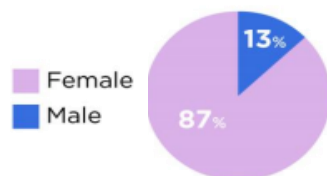
**Apple App Store Rating:** 2.0 Stars, 8.2K Reviews

## Audience Composition

**Audience Size:** **9,996,750**

**Largest Age Group** **25-34**

**Most Over-Indexed Age** **55-64**



## Content

Hulu offers a mix of original series (*The Handmaid's Tale*, *Future Man*, *11.22.63*, *The Path*, etc.) and TV content via streaming partnerships with major networks (21<sup>st</sup> Century Fox, ABC-Disney, NBCUniversal CBS, CW, Turner, A&E, & Scripps).

**Overall 2017 Content Budget:** **\$2.5 Billion**

## Advertising

They offer a variety of advertising options for brands. Options range from video ads (long-form pre-roll or standard commercial breaks) to brand placement to interactive ads. They like to give viewers options on how they view ads.

### Ad Revenue Distribution:

70% Ad Content Provider  
10% Distribution Provider  
20% Hulu Keeps

[Trying to target younger audiences, especially with recent partnership with Nintendo Switch](#)

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

# Advertising on Hulu

## Samples of Advertising Types

<p><b>Ad Selector</b></p> <p>Inform your creative strategy by giving viewers the option to choose which ad creative they want to watch.</p>	<p><b>Branded Entertainment Selector</b></p> <p>Benefit from the positive "halo effect" and strong ownership presence by sponsoring a limited commercial experience.</p>	<p><b>Custom Integrated Commercial</b></p> <p>Hulu's in-house creative team can produce custom content that aligns your brand seamlessly with Hulu's.</p>	<p><b>Page Brand Placement</b></p> <p>The Page Brand Placement offers advertising clients the opportunity to integrate their branding with any one of Hulu's genre or channel pages.</p>	<p><b>Premium Slate</b></p> <p>Set the stage for the show with animation and sound in a branded .07 second introduction.</p>	<p><b>Slate</b></p> <p>A Slate is a custom branded title card that appears before the advertiser's video creative in the first pod before the beginning of a show.</p>
<p><b>Interactive Interstitial</b></p> <p>Make traditional commercials and media work harder for you by enabling rich media functionality that can help a viewer develop stronger consideration for your brand.</p>	<p><b>Interactive Interstitial Template (DR)</b></p> <p>Our Direct Response Interactive Interstitial template is a rich-media unit that runs with a traditional video ad, and delivers greater viewer interaction within the player space.</p>	<p><b>Masthead Brand Placement</b></p> <p>The Masthead Brand Placement offers advertising clients the opportunity to integrate their branding with one of Hulu's homepage mastheads.</p>	<p><b>Spotlight</b></p> <p>Achieve impact and reach for a theatrical release, TV tune-in, or video game launch by aligning with a fan favorite.</p>	<p><b>T-Commerce</b></p> <p>Enable transactions in the Living Room by providing users with a complete purchase experience for your product. Hulu is developing a solution for movie tickets and will expand into additional categories.</p>	<p><b>Video Commercial</b></p> <p>The Video Commercial includes placement of your advertiser's video creative into any one of Hulu's standard long-form content commercial breaks.</p>

### [Click-Thru to See Ads](#)

Hulu offers advertisers a variety of options. These include pre-roll and mid-roll video ads, custom integrated commercials, brand placement, and interactive ads. Timing ranges from short :07 second ads to more long-form videos, sometimes depending on the viewer's selection. They also offer creative partnerships, contextual sponsorships and custom integrated commercials.

# Top Services: Pluto.TV

## Pluto.TV Positioning

Pluto TV is a free online television service broadcasting over 75 live channels full of the TV shows, movies and Internet videos you love, all on one dial.

- 100+ Channels From CBSN To Food TV
- 1000's of Free Movies & TV Shows anytime
- Watch LIVE: News, Sports & More
- Works on Roku, Amazon Fire, Laptops, iOS & Android

## Partnerships



Founded: 2013

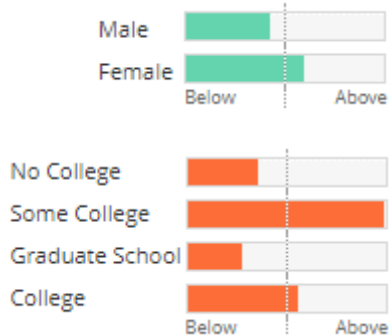
Based: Los Angeles, CA

Funding: has raised \$51.8 million to date

Website: [www.Pluto.tv](http://www.Pluto.tv)

Apple App Store Rating: 4.7 Stars, 3.6K Reviews

## Audience Composition



5 Million Active Monthly Users

## Content

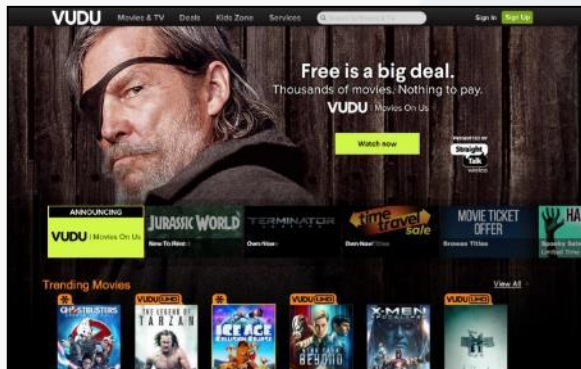
Pluto TV offers an array of content directly from the distributors, including live sports, news, comedy and movies. No original content. Offers live streaming and VOD. They curate their own channels with a mix of free online content and content from partners.

## Advertising

Split ad revenue with distributors, but there is no public info available on the split. Ads are sold directly from the service or through ad networks.

Commercial breaks are similar to linear TV with mid-roll ad breaks with multiple ads served from Pluto. The number of ads varies from 1 to 3-4 ads. In the summer of 2017, their CEO was [quoted](#) as saying they're in the early phases of personalizing ads based on user's viewing preferences.

# Top Services: VUDU Movies



Vudu was bought by Walmart in 2010. Walmart has since created “Vudu Movies on Us” as a way to break into the on-demand streaming market. They cite that 42% of U.S. consumers prefer to stream free ad-supported movies and TV.

**Founded:** 2016

**Based:** Santa Clara, CA

**Website:** [www.Vudu.com](http://www.Vudu.com)

**Apple App Store Rating:** 2.4 Stars, 661 Reviews

## Audience Composition

Competing for users of other free ad-supported video platforms like Yahoo View (home of content from what was formerly Hulu’s free service) and Sony Crackle.

## Content

Library includes critically-acclaimed films, family-friendly features, date night movies, thrillers, documentaries, etc. Offers more than 3,000 HD movies for free. Original titles included “Mad Max”, “True Grit”, “Abudction” and “School of Rock”

## Advertising

Pre- and mid-roll advertising. They have some partnerships with movie studios to get content. Ads are sold directly by the service or through ad networks.

Recently partnered with company called [SpotX](#) to power their programmatic system.

# Top Services: Tubi TV



## Tubi Positioning

Watch amazing movies and TV shows for free. No subscription fees, and no credit cards. Just thousands of hours of streaming video content from studios like **Paramount, Lionsgate, MGM, and more.**

**Founded:** 2014

**Based:** San Francisco, CA

**Advertising Revenue:** Since 2014, online video ad sales have increased 20% annually

**Website:** [www.tubitv.com](http://www.tubitv.com)

**Apple App Store Rating: 4.5 Stars, 2.9K Reviews**

**On TV:** *“Advertisers get to reach an audience they can no longer reach through traditional TV commercials - the cord cutters and cord nevers of the world,” explains [Founder and CEO, Farhad] Massoudi. “That’s a big deal,” he says.*

### Audience Composition

Their goal is to target cord-cutters. Users are said to be mostly tech-savvy Millennials with a household income of \$100K. Evenly split between men and women.

### Content

Library offers content from over 200 partners, including **Lionsgate, MGM, Paramount and Starz.**

### Advertising

Ad-breaks are similar to Hulu or traditional linear TV, ranging from 15 seconds to 2 minutes.

Ads are sold directly by the service or through ad networks. They also work with Brightline to provide interactive ads.

# Top Services: Crunchyroll



## Crunchyroll Positioning

Crunchyroll is the leading global video service for Japanese Anime and Asian media.

Crunchyroll is a leading global destination and platform for Japanese anime and Asian content. Crunchyroll delivers more than 25,000 episodes and 15,000 hours of officially-licensed content from leading Asian media producers directly to viewers translated professionally in multiple languages within minutes of TV broadcast, through applications including Crunchyroll for iPhone, iPad, Android, Kindle, Windows Phone, Playstation®3, Playstation®4, Playstation®Vita, Xbox LIVE® on Xbox 360 and Xbox One, AppleTV, Roku, Nintendo WiiU, Internet-enabled TVs, set-top boxes, and more.

Crunchyroll's majority investor is Otter Media. Crunchyroll has offices in San Francisco, Los Angeles and Tokyo, and is a member of the Association of Japanese Animations (AJA).

## Some of Their Partners



**Founded: 2006**

**Based: San Francisco, CA**

**Website: [www.Crunchyroll.com](http://www.Crunchyroll.com)**

**Apple App Store Rating: 3.3 Stars, 1.7K Reviews**

### Usage Stats

They have over 1 million paid subscribers and 20 million registered users.

Users currently stream more than 1.5 billion minutes of video per month, with a per-user average of about 30 minutes per day.

### Content

Crunchyroll offers Japanese Anime and other Asian media including manga, drama, music, electronic entertainment and content.

[They announced over the summer that they are planning to produce their own anime with NBCUniversal Japan.](#)

### Advertising

Pre- and mid-roll video ad-breaks with several ads in one break. Ads are sold directly from the service or through ad networks.

# Top Services: DramaFever



**Bringing the world closer to you**

We are the largest online video distributor of international televised content streaming the world's best movies, documentaries and TV shows on demand with professional subtitles.

**Our Service**  
Enjoy a free ad supported version or upgrade to DramaFever Premium for HD viewing without interruptions

**Watch Anywhere**  
Bring your favorite shows to the living room or enjoy them on the go with our growing selection of apps.

**An Ever-Expanding Library**  
Never run out of shows to watch: 13,000+ episodes from 60 content partners across 12 countries

## DramaFever Positioning

DramaFever was launched in 2009 by co-founders Seung Bak and Suk Park out of a New York City apartment beginning with just one Korean Drama series. In just a few short years, DramaFever has grown to become the leading online destination for the best TV shows and movies from around the world.

Today, DramaFever offers hundreds of series, variety shows, movies and even kids programming in multiple languages. Our

## Our Story

passionate audience is rapidly growing around the world, and DramaFever is available in more countries than ever before.

Fans across the globe from New York City to Buenos Aires to Melbourne visit DramaFever every day for their daily fix of must-see entertainment. In 2016, DramaFever became a proud subsidiary of Warner Bros.

**Founded: 2009**

**Based: New York, NY**

**Website: [www.DramaFever.com](http://www.DramaFever.com)**

**Apple App Store Rating: 4.7 Stars, 3.1K Reviews**

## Audience Composition

Majority of users are young, urban and educated. Females make up 65% of viewers and among these, the 18-34 range is most significant. Over 80% of their estimated 3.5 million monthly viewers are non-Asian.

## Content

DramaFever offers on-demand streaming of documentaries, movies and TV shows with subtitles. Their current library includes Korean Dramas, Latin American Telenovelas, and a wide selection of Asian TV shows and movies for free.

## Advertising

Pre-roll and mid-roll video ads. They also offer display ads on their website. Advertising is sold directly from the service or through ad networks.

[DramaFever Advertising](#)

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



# Top Services: Crackle

**Make Crackle your source for free streaming entertainment.**

Crackle delivers popular, award-winning TV, movies and originals. With no limit to how much you can watch across all your devices, you can binge all you want, wherever you want.

[SIGN UP NOW](#)

**Crackle Positioning**



**Founded:** 2004

**Based:** Culver City, CA

**Website:** [www.Crackle.com](http://www.Crackle.com)

**Apple App Store Rating:** 2.4 Stars, 358 Reviews

## Usage Stats

Used by 18 million monthly viewers.

“Demographics are good, but psychographics are better,” said Eric Berger, the evp of digital networks for Sony Pictures Television (owner of Crackle) and general manager of Crackle at the event. “Beliefs and values can predict intent better than age or gender.”

## Content

Crackle offers an array of original content and series like “Snatch” and “The Art of More”, as well as on-demand TV shows and movies. In 2016 they cut their first distribution deal with Comcast, allowing them to distribute Crackle’s original content.

## Advertising

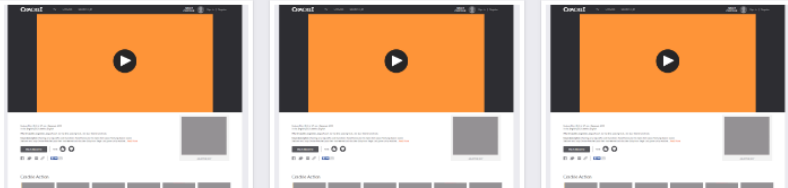
Pre-roll and mid-roll video ads, video “promercials”, interactive ads. They also offer advertisers sponsorships and branded content that can be integrated into their original content.

[Crackle Advertising](#)

# Advertising on Crackle

## Samples of Advertising Types


### Video



Video Pre/Mid-Roll      Video Sponsorship Billboard      Video Promercial

**Video Promercial is like an interstitial ad**

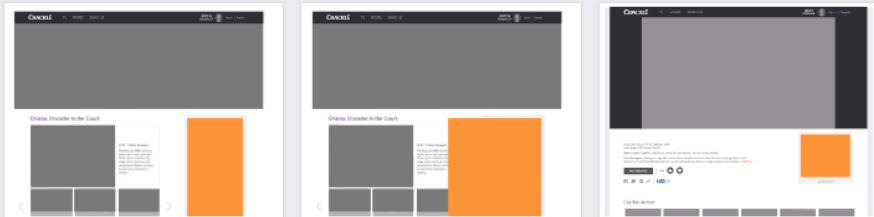
### Interactive Video




cRoll

**cRoll is an interactive video ad unit that provides users with more content and information about the film if they chose to interact with it.**

### Brand Placement



Desktop Half Page Banner      Half-page Expandable Banner      Desktop Medium Rectangle Display



Slideshow Integration      Mobile Splash      Tablet Splash

[Click-Thru to Learn More](#)

# Top Services: VRV



## VRV Positioning

**WATCH THE BEST STUFF EVER**

The best in anime, gaming, tech, cartoons, + more! Create a free account to keep watching across our apps, build a watchlist, or go premium to sync & watch videos offline.

VRV is a new video experience bringing the best of anime, animation, gaming, comedy, fantasy, and technology to U.S. fans in one unified environment.

### Channels Available

Crunchyroll, Funimation, Rooster Teeth, Cartoon Hangover, Geek & Sundry, Shudder, Nerdist, MONDO, Tested, CuriosityStream, MUBI, CollegeHumor and VRV Select

Founded: 2016

Website: [www.VRV.co](http://www.VRV.co)

Apple App Store Rating: 3.0 Stars, 585 Reviews

### Usage Stats

1.5 million subscribers and 1 million active monthly users who have watched over a billion minutes of video.

### Content

Streams anime, cartoons, horror, other niche interests. Is partnered with online channels and allows subscribers to subscribe in bundles or a la carte. San Francisco animation company Mondo Media has created originals for the platform. Has exclusive rights to show *Harmonquest*.

### Advertising

Users can opt out of ads via a premium subscription. It appears their ads are mostly pop-ups which [can be blocked with an ad-blocker](#). Ads are sold directly by the service or through ad networks.

# A More Detailed Look At The Top Ad-Supported OTT Video Devices

# Next Let's Look At The OTT Devices & Platforms

## Services

### Ad-Supported OTT Aggregators



### Non-Authenticated Ad-Supported TV



### Subscription (with "limited commercial" option)



### vMVPDs

(subscription with ad-supported nets)



## Devices / Platforms

### Internet Streaming Players



### Game Consoles



### Connected TVs



VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

Source: 2017 SNL Kagan, a division of S&P Global Market Intelligence. Note: this chart does not include "authenticated" apps from TV networks or MVPDs.

# Internet Streaming Players

Internet Streaming Player		OTT Service			%
Device Name	Parent	Type	Ad-Supported Services	Revenue Model	Penetration
<b>Roku</b>	Roku Inc.	Catch-up TV / OTT Aggregator	Catch-Up: ABC, FOX, NBC, PBS, Telemundo, The CW. OTT Aggregator: Ameba TV, CarbonTV, CONtv, Crackle, Crunchyroll, Docurama, Dove Channel, DramaFever, FilmRise, FunimationNow, Google Play, Made to Measure, Ora TV, PeopleTV, PTA, Pluto.TV, Popcornflix, Rakuten Viki, Red Bull TV, Shout! Factory TV, SnagFilms, Spuul, TED, The Roku Channel, Toon Goggles, Tubi TV, Viewster, VRV, VUDU Movies on Us, XiveTV	Advertising	15%
<b>Amazon Fire TV</b>	Amazon.com Inc.	Catch-up TV / OTT Aggregator	Catch-Up: ABC, CBS, FOX, NBC, PBS, Telemundo, The CW. OTT Aggregator: Ameba TV, Crackle, Crunchyroll, Docurama, DramaFever, FunimationNow, Made to Measure, PeopleTV, PTA, Pluto.TV, Popcornflix, Rakuten Viki, Red Bull TV, Shout! Factory TV, SnagFilms, Spuul, TED, Toon Goggles, Tubi TV, Viewster	Advertising	10%
<b>Chromecast</b>	Google Inc.	Catch-up TV / OTT Aggregator	Catch-Up: ABC, CBS, FOX, NBC, PBS, Telemundo, The CW. OTT Aggregator: Ameba TV, Crackle, Crunchyroll, Dove Channel, DramaFever, FunimationNow, Go90, Google Play, PeopleTV, Pluto.TV, Popcornflix, Rakuten Viki, Red Bull TV, SnagFilms, Spuul, TED, Toon Goggles, Tubi TV, Viewster, VRV, VUDU Movies on Us, XiveTV	Advertising	9%
<b>Apple TV</b>	Apple Inc.	Catch-up TV / OTT Aggregator	Catch-Up: ABC, CBS, FOX, NBC, PBS, Telemundo, The CW. OTT Aggregator: Crackle, Crunchyroll, Dove Channel, DramaFever, FunimationNow, Made to Measure, PeopleTV, Pluto.TV, Popcornflix, Rakuten Viki, Red Bull TV, Shout! Factory TV, SnagFilms, Spuul, TED, Toon Goggles, Tubi TV, Viewster, VUDU Movies on Us, XiveTV	Advertising	9%
<b>TiVo</b>	TiVo Corp.	OTT Aggregator	Ameba TV, Docudrama, Toon Goggles, Tubi TV, VUDU Movies on US	Advertising	1%
<b>Nexus Player</b>	Google Inc.	OTT Aggregator	Google Play, Made to Measure, Pluto.TV, Red Bull TV, TED	Advertising	N/A
<b>Western Digital</b>	Western Digital Corp.	OTT Aggregator	Docudrama, Toon Goggles, VUDU Movies on US	Advertising	N/A

\*% Penetration based on TiVo Q2 2017 Video Trends Report, P18+.

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

Note: % penetration based on A18+ population

# Top Devices: Roku



**ROKU**



## About Roku

### Roku Positioning

Roku pioneered streaming to the TV. We connect users to the streaming content they love, enable content publishers to build and monetize large audiences, and provide advertisers with unique capabilities to engage consumers.

We believe all TV content will be available through streaming. The rapid adoption of TV streaming has disrupted the traditional linear TV distribution model creating new options for consumers and new opportunities for content publishers and advertisers. Roku is capitalizing on this large economic opportunity as a leading TV streaming platform for users, content publishers and advertisers.

Roku operates the number one TV streaming platform in the United States as measured by total hours streamed, according to a survey conducted in the second quarter of 2017 by Kantar Millward Brown.

**Founded: 2002; First Gen Released in 2008**

**Website: [www.Roku.com](http://www.Roku.com)**

**Apple App Store Rating: 4.3 Stars, 4.0K Reviews**

Roku CEO says they want to power every TV in the world. In an interview with [CNBC](#) this year, he discusses how people leave the traditional Pay TV ecosystem because they want a better, cheaper experience.

**[15 Million Monthly Active Users, 7 Billion Hours Streamed in First Half of 2017; 38.9 Million Overall U.S. Users](#)**

**Partnered with Hulu, Amazon, Netflix, “all content providers” to distribute content**

	Three Months Ended		Nine Months Ended	
	September 30, 2017	October 1, 2016	September 30, 2017	October 1, 2016
Net Revenue:				
Player	\$ 67,254	\$ 64,789	\$ 184,583	\$ 183,905
Platform	57,528	24,264	139,919	67,404
Total net revenue	124,782	89,053	324,502	251,309

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

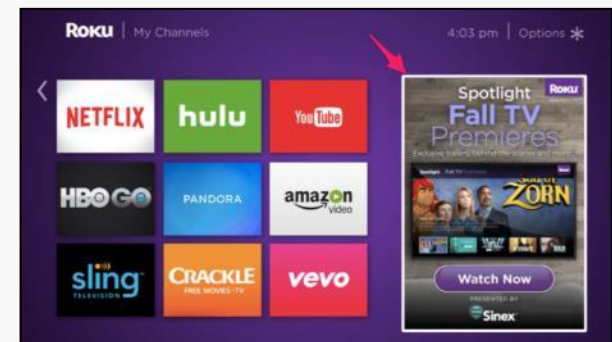
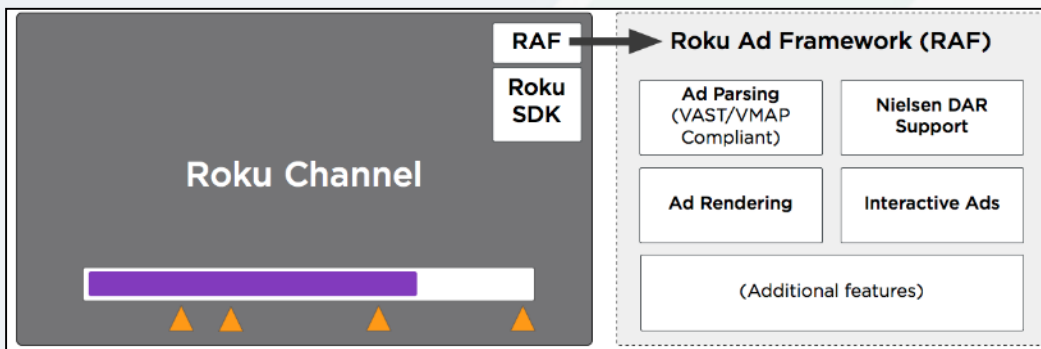


# Advertising on Roku



## Advertising on Roku

- Advertising opportunities are sold directly through Roku
- Of the 6.7 billion hours streamed over Roku devices and Roku TVs in the first half of FY 2017, a full 43% were ad supported. 41% of its total revenue for that same period came from advertising.
- Sells video inventory to advertisers across a couple of hundred channels available on its platform. Ad-supported programming accounts for half of the viewing on the top 250 most-viewed channels.
- Selling advertising like traditional TV, based on audience guarantees from Nielsen's Digital Ad Ratings
- Roku collects money two ways: by selling hardware, which it calls "players"; and by selling advertising and taking a cut of revenues from the video publishers on its platform (% split is agreed upon with each publisher).
- They offer display ads on the homepage of the app, as well as pre-roll and mid-roll video ads and interactive ads



VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

Based on company data.



## Roku Users are Ad-Supportive

54%

“I’m willing to watch ads if that means I get free movies or TV shows” (Top 2 Box)

Free

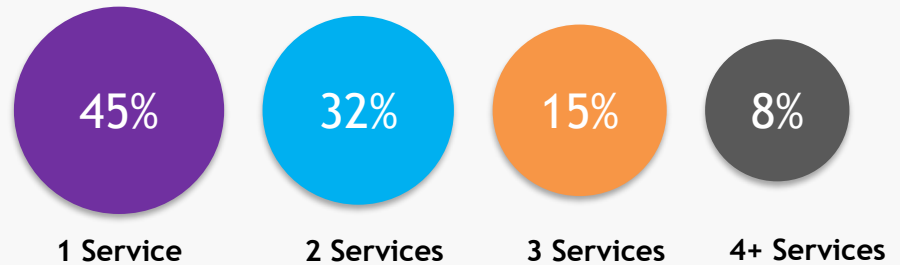
The #1 search term on Roku.com

67%

“Access to ad-supported local TV news on my Roku is important to me” (Top 2 Box)

## Roku Users Also Enjoy Testing Out Digital TV Services on Their Device

How Many Digital TV Services Have you Tried in the Last six Months?



**55%**  
of Users Tried 2+ Services

# Top Services: Amazon Fire TV



## Amazon Fire TV Positioning



## Your entertainment, your TV.

With access to tens of thousands of channels, apps, and Alexa skills, Fire TV brings all the live TV and streaming content you love off of your laptop and onto the big screen. Easily find what to watch next with favorites and recommendations based on your viewing habits, delivered right to your home screen. Plus, with universal search, get even more suggestions from over 190 channels and apps.

Released: 2003

[35.8 Million Active U.S. Users](#)

[Partners include Hulu, Showtime, Sony's PlayStation Vue, CBS All Access, NBC, Bravo, CNBC and NBC News](#)

# Advertising on Amazon Fire TV



## Fire TV

Fire TV offers advertisers an opportunity to reach customers as they browse and discover new entertainment.

In order to make sure customers have the best experience possible on Fire TV, we work with our clients to run ads that are appropriate for all audiences. All Fire TV ad content must conform to Amazon's [Creative Acceptance guidelines](#). Amazon requires that advertisers review their content with these guidelines in mind before submitting.

## Ad Formats

### Inline



Inline ads appear as selectable rows in each major browsing section of Fire TV.

[Learn more](#)

Currently, it's believed that the only form of advertising they offer are inline ad banners that can be seen by users while they browse for content. In a new update, it appears they've made these ads hard to avoid to the dismay of [some users](#).

# Top Devices: Chromecast chromecast

## Chromecast Positioning

### Stream entertainment from your device to your TV.

Chromecast plugs into your TV's HDMI port. Simply use your device and the TV you own to stream TV shows, movies, games and more. Chromecast works with iPhone®, iPad®, Android phone and tablet, Mac® and Windows® laptop and Chromebook.<sup>1</sup>

The Chromecast works differently than the Amazon Fire TV, the Roku, and the Apple TV, the other major streaming devices. Those players all have on-screen interfaces that display the channels/apps that can be played through them and they all come with remotes to navigate through the interface. With the Chromecast, you find the content you want to watch/listen to/play on your Android or iOS mobile device or in your Chrome browser and then “cast” it to your TV through the player. (You're not actually sending the full signal to the Chromecast from your device; you're just sending the URL and it picks it up directly from the Internet.)

**First Generation Released: 2013**

**Apple App Store Rating: 4.4 Stars, 11.1K Ratings**

### **Advertising on Chromecast**

It does not appear like they sell advertising for Chromecast directly, however ads appear within the apps. For instance, if you are using Hulu with ads, the ads would appear.

# Top Devices: Apple TV



## Apple TV Positioning

From TV shows to movies to games, it's all available on Apple TV. Enjoy content from iTunes and apps like Netflix, Hulu, and ESPN — or use the Siri Remote to find just what you want. And you can even use the Siri Remote as a controller for the Apple TV games available on the App Store.

**First Generation Released: 2007**

**Website: [www.apple.com/tv/](http://www.apple.com/tv/)**

**[21.3 Million Active U.S. Users](#)**

**[Partners include A&E, ABC, Amazon, CBS, NBC, NBA, Netflix, NHL, NFL Now, Bloomberg, PBS, Crunchyroll, Starz, HBO, etc.](#)**

## **Advertising on Apple**

The Apple website does not have any information on direct advertising, however ads appear within the apps. For instance, if you are using Hulu with ads, the ads would appear. At the end of 2016, [Facebook was discussing selling ads on Apple TV apps.](#)

# Top Devices: TiVo



Hi. We're TiVo.

## TiVo Positioning

We're always innovating to create the ultimate entertainment experience. We touch the lives of binge-watching, music-loving, entertainment fanatics every day by delivering beautiful user experiences and enabling the world's leading media and entertainment providers to nurture more meaningful relationships with their audiences.

Our technology inventions run deep – from the creation of the interactive program guide to the DVR – and we continue to revolutionize how people find content in a chaotic, fragmented media landscape. It's this “content chaos” and insatiable demand for media and entertainment that keep us inspired – to create products and licensable technology that ultimately enable people to find and enjoy the TV, movies and music they love.

Through innovation, design, audience insights and customer dedication, we're not only creating the next generation of entertainment. We're creating the next generation of TiVo.

**First Generation Released: 2009**

**Website: [www.TiVo.com](http://www.TiVo.com)**

**Subscribers: 7.4 Million**



	Three Months Ended September 30,		Nine Months Ended September 30,	
	2017	2016	2017	2016
Revenues, net:				
Licensing, services and software	\$ 188,031	\$ 148,509	\$ 577,545	\$ 390,998
Hardware	9,867	4,612	34,675	5,752
Total Revenues, net	197,898	153,121	612,220	396,750

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



# Advertising on TiVo



## TiVo Ad Sales

### TiVo marketing solution

- Engages the viewer during TV programs, not just during ad breaks
- Enhances and protects TV spots, and therefore the spend
- Reaches influential leaders in groups: affluent, 18-54, families and avid consumers
- Activates direct response, coupons and requests for more information (RFI)

### TiVo ad inventory

- TiVo Central Homepage Gold Star Sponsorship
- Interactive TV Spot Tags and RFI
- Fast-forward billboards
- Record tags for TV shows
- In program placements – before, during and after

**TiVo offers advertisers targeted audience delivery and ads come in a variety of forms.**

# Smart / Connected TVs

Connected TV		OTT Service			2017
Device Name	Parent	Type	Ad-Supported Services	Revenue Model	Mrkt Share
<b>Samsung Electronics</b>	Samsung Electronics Co.	Catch-up TV / OTT Aggregator	Catch-Up: FOX, NBC. OTT Aggregator: CarbonTV, CONtv, Crackle, Docurama, DramaFever, Google Play, Pluto.TV, Popcornfix, Red Bull TV, Shout! Factory TV, SnagFilms, Spuul, TED, Toon Goggles, Tubi TV, Viewster, VUDU Movies on Us	Advertising	33%
<b>VIZIO</b>	VIZIO, Inc.	OTT Aggregator	Crackle, Pluto.TV, Toon Goggles, VUDU Movies on Us	Advertising	30%
<b>LG Electronics</b>	LG Electronics Inc.	OTT Aggregator	Ameba TV, Crackle, DramaFever, Google Play, Red Bull TV, Spuul, Viewster, VUDU Movies on Us	Advertising	10%
<b>Sony Corp.</b>	Sony Corp.	OTT Aggregator	Crackle, Docurama, Google Play, Made to Measure, Pluto.TV, Toon Goggles, Tubi TV	Advertising	7%
<b>Sharp</b>	Sharp Corp.	OTT Aggregator	Google Play, Made to Measure, Toon Goggles, Viewster, VUDU Movies on Us	Advertising	4%
<b>Panasonic</b>	Panasonic Corp.	OTT Aggregator	SnagFilms, Toon Goggles, Viewster, VUDU Movies on Us	Advertising	3%
<b>Hisense</b>	Hisense Electric Co Ltd	OTT Aggregator	Red Bull TV, Toon Goggles, Viewster	Advertising	< 3%
<b>Philips</b>	Koninklijke Philips N.V.	OTT Aggregator	Google Play, Made to Measure, Toon Goggles, Viewster, VUDU Movies on Us	Advertising	< 3%
<b>Toshiba</b>	Toshiba Corp.	OTT Aggregator	Viewster, VUDU Movies on Us	Advertising	< 3%

\*Share of smart TVs by OEM in U.S. Wi-Fi households, April 2017 based on statista.com

# Top Devices: Samsung Smart TV



## Samsung Smart TV Positioning

Reach your audience through meaningful experiences

Today's fragmented viewing landscape is a challenge for many advertisers. Anchored in TV insights, Samsung Ads delivers a connected audience and enables marketers to convey meaningful experiences across Smart TV, mobile and desktop.



## Third-party data partnerships

Samsung Ads only partners with trusted and leading third-party data providers. Through these partnerships, we enrich audience profiles with consumer attitudes, contextual interests and brand conversions.

## Advertising

Samsung sells advertising directly, offering banner display ads, video ads and tune-in notifications on the homepage. An update in 2016 made it so that users are unable to avoid the ads ([consumers weren't too happy about this update](#)). They have partnerships with third-party research companies to monitor ads.

## Top Devices: VIZIO

# VIZIO



It doesn't appear that Vizio Smart TVs offer advertising directly, however it is unclear if there is any revenue share with ad-supported apps.

Vizio had to pay \$2.2 million to settle charges related to collected viewing data in the past without consumers' knowledge

# LG Smart TV

# LG SMART TV



## Advertising

LG offers advertising opportunities via display ads, as well as banner and pre-roll/mid-roll/post-roll video ads. Their first use of banner and pre-roll ads was in 2011 with embedded YuMe smart-TV SDK. In 2016, LG partnered with OTT services provider Xumo and launched a streaming service, Channel Plus, which is automatically installed on every smart TV and contains video ads. They do collect consumer data but they say that they do not sell this information to third-party vendors.



# Game Consoles

Game Console		OTT Service			2016
Device Name	Parent	Type	Ad-Supported Services	Revenue Model	Unit Sales
Playstation 4	Sony Interactive Entertainment	OTT Aggregator	Crackle, Crunchyroll, DramaFever, FunimationNow, Pluto.TV, Popcornflix, Red Bull TV, SnagFilms, Tubi TV, VRV, VUDU Movies on Us	Advertising	5,130,000
Xbox One	Microsoft Corp.	Catch-up TV / OTT Aggregator	Catch-Up: CBS, FOX, NBC, Telemundo, The CW. OTT Aggregator: CarbonTV, Crackle, Crunchyroll, DramaFever, FunimationNow, Made to Measure, Popcornflix, Red Bull TV, TED, Tubi TV, VRV, VUDU Movies on Us	Advertising	4,750,000
Wii U	Nintendo Co., Ltd.	OTT Aggregator	Crunchyroll	Advertising	460,000
Xbox 360	Microsoft Corp.	Catch-up TV / OTT Aggregator	Catch-Up: FOX, NBC, The CW. OTT Aggregator: Ameba TV, Crackle, Docurama, FunimationNow, Made to Measure, Pluto.TV, Popcornflix, Red Bull TV, Tubi TV, Viewster, VUDU Movies on Us	Advertising	240,000
Playstation 3	Sony Interactive Entertainment	OTT Aggregator	Crackle, Crunchyroll, DramaFever, FunimationNow, Pluto.TV, Popcornflix, Red Bull TV, VUDU Movies on Us	Advertising	130,000

\*2016 unit sales of game consoles in U.S. based on statista.com

# Top Devices: PlayStation 4

## Playstation 4 Positioning

### THE DEFINITIVE GAMING PLATFORM DELIVERING ENTERTAINMENT, NEWS AND COMMUNITY!

With over 64MM registered users in North America, PlayStation Network allows users to play online multiplayer games, watch full-length movies and TV shows, learn about the latest in gaming and connect with millions of other gamers and entertainment enthusiasts.



#### PLAYSTATION® STORE

A true entertainment portal, with high-impact ad units, video and branded destinations, the PlayStation Store integrates entertainment and gaming content, delivering a one-of-a-kind digital entertainment experience.

A rich and immersive social platform that allows users to engage with each other and explore through a personalized social feed. The PS4 system also enhances social spectating by enabling you to broadcast your gameplay in real-time.

#### PLAYSTATION® SOCIAL



#### UNPARALLELED CONSUMER ENGAGEMENT

With thousands of entertainment and gaming options, PlayStation Network provides unparalleled consumer engagement, reaching one of the most connected and socially active audiences in entertainment.

*Playstation 4 Released in 2013*



- #1** Gaming Console
- 64MM+** Registered users (NA)
- 18** Average hrs per week gaming
- 6** Average hrs per week entertainment usage
- 50MM** Active Followers on all PlayStation social



VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

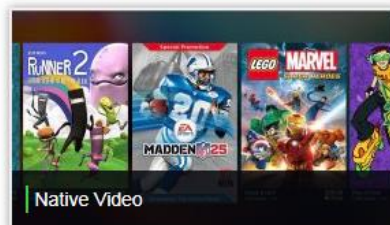
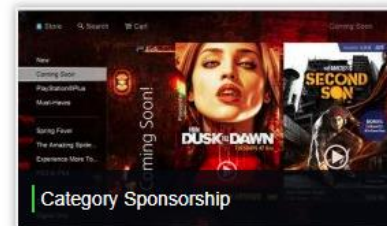
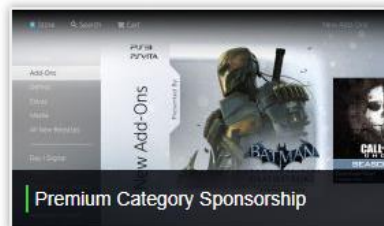
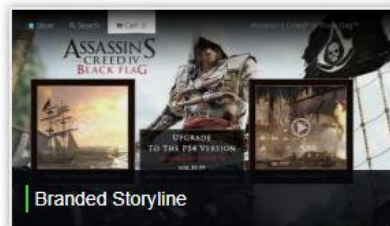
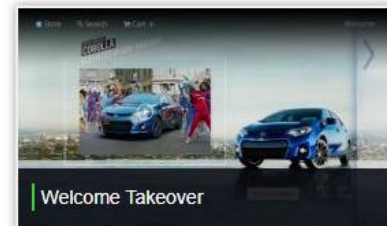
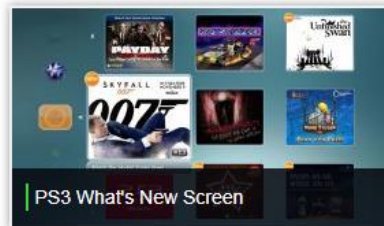
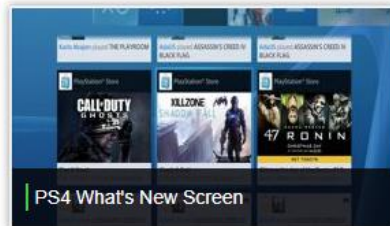
Positioning and usage stats based on company data.

# Advertising on PlayStation 4



## OPPORTUNITIES

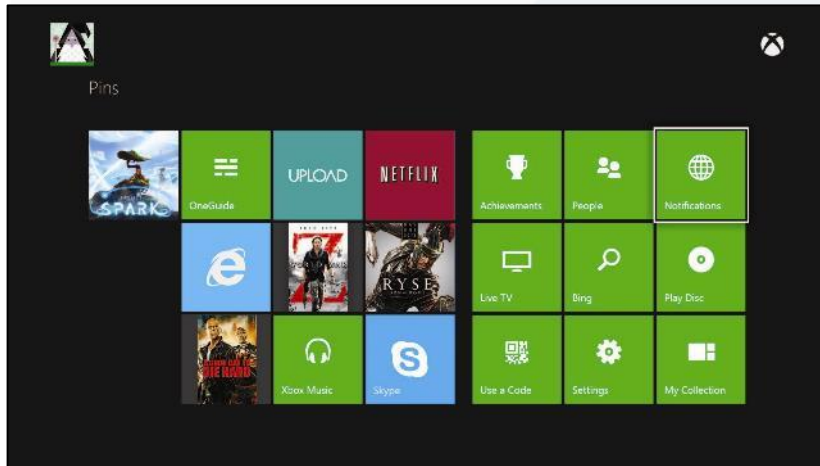
Target 64MM+ registered users on the PlayStation Network with interactive entertainment opportunities



Sony offers a variety of advertising opportunities through the [PlayStation Network](#). Ad opportunities range from video and display ads to branded content and sponsorships. Ads can appear on the main screen when users turn on the console and in the store when they are browsing for new games. They are also now offering ads through original series that they are creating with Crackle.



# Top Devices: Xbox One



## Xbox Owner Demographics



Xbox One: Released 2013  
 Xbox One S: Released 2016  
 Xbox One X: Released 2017

### Advertising

Ads for Xbox are sold through Oath (a Verizon company), who deal with all Microsoft consumer properties (MSN, Outlook.com, Skype, Windows, Xbox). For [Xbox one products](#), they offer banner ads and video ads.



# Top Devices: Nintendo - Wii U / Switch



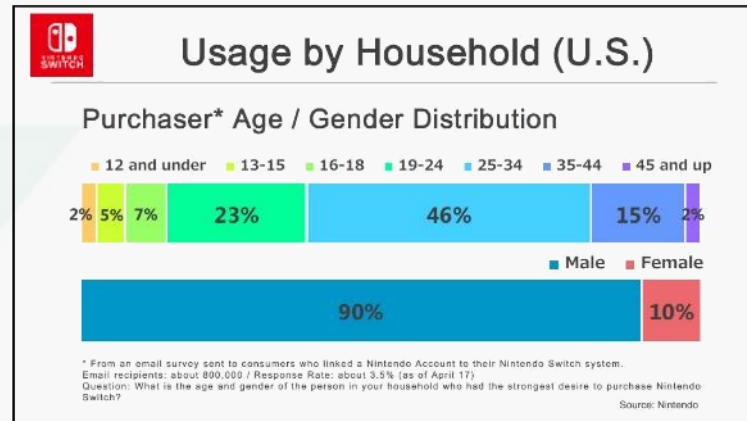
Nintendo Wii U: Released 2012



Nintendo Switch: Released 2017



Advertising on the consoles is limited to the game store and is only for games. They recently added Hulu as their [first streaming app](#), which have ads. Otherwise, it does not appear that they sell advertising directly.



# A More Detailed Look At vMVPDs

\*excludes VAB members

# Separately, We Also Looked At The Major vMPVDs

## Services

### Ad-Supported OTT Aggregators



### Non-Authenticated Ad-Supported TV



### Subscription (with "limited commercial" option)



### vMVPDs

(subscription with ad-supported nets)



## Devices / Platforms

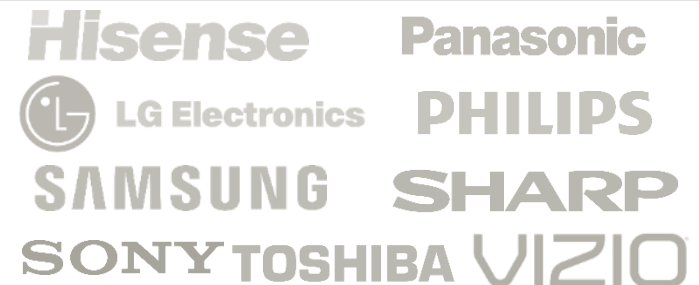
### Internet Streaming Players



### Game Consoles



### Connected TVs



VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

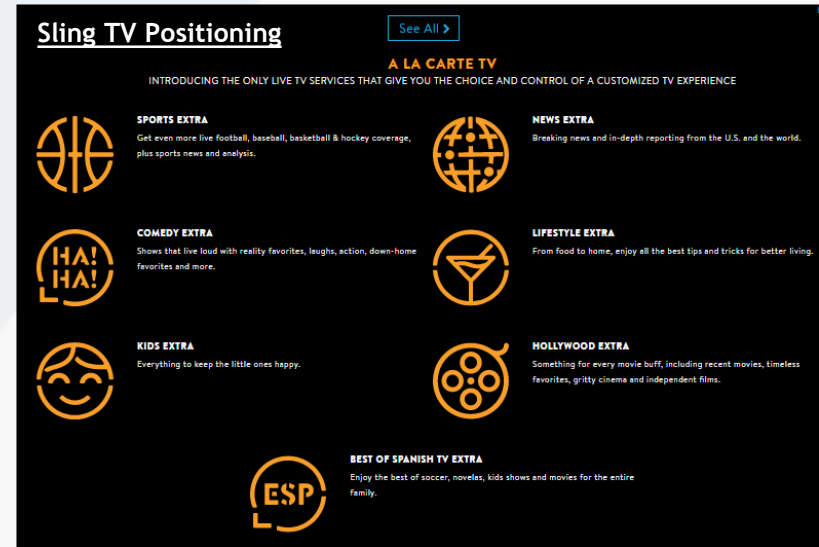
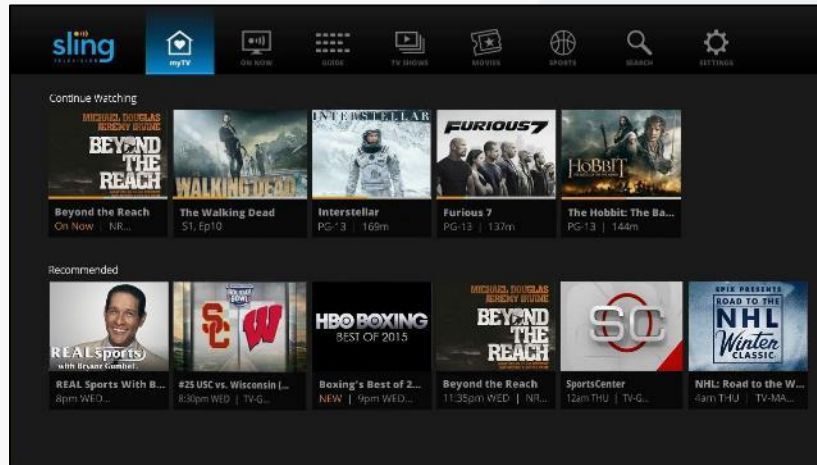
Source: 2017 SNL Kagan, a division of S&P Global Market Intelligence. Note: this chart does not include "authenticated" apps from TV networks or MVPDs.

# vMVPDs (Virtual): A Snapshot

Virtual Service Provider		OTT Service				OTT Device		Oct-17 As of 12/7/17 As of 12/7/17 As of 12/7/17						
Service Name	Parent	Language(s)	Revenue Model	Revenue Model Notes	Archive Size Notes	Distribution Devices Supported	Device Name	Roku's "Most Watched" App Ranking*	comScore Monthly Uvs (000) **	FB Followers	Twitter Followers	App Store Ranking***	US Online TV App Download Share	Subs (000) (est.)
<b>Sling TV</b>	DISH Network Corp.	Arabic, Bengali, Chinese, English, French, German, Hindi, Italian, Kannada, Malayalam, Marathi, Polish, Portuguese, Punjabi, Spanish, Tamil, Telugu, Urdu, Vietnamese	<u>Subscription</u>	\$20.00 per month for Sling Orange; \$25.00 per month for Sling Blue; \$40.00 per month for Sling Orange + Sling Blue; \$5.00 - \$15.00 per month for add-on channel packages specific to each bundle	Linear Channels: Sling Orange: 25+; Sling Blue: 40+; Orange+Blue: 50; add-on channel packages specific to each bundle, VOD Titles: 10000 + hours	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Android TV, Apple TV, Chromecast, LeEco (formerly LeTV), LG Electronics, MiBox, Roku, Sharp, Sony Corp., VIZIO, Xbox One	3	5,508	774,093	45,294	60	65.8%	2,210.0
<b>PlayStation Vue</b>	Sony Interactive Entertainment	English, Spanish	<u>Subscription</u>	\$39.99 - \$74.99 per month for four standard packages; add-ons to base packages from \$1.99-\$21.99 per month	Linear Channels: 90 +, on-demand content also available	Connected TV, Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Android TV, Apple TV, Chromecast, Playstation 3, Playstation 4, Roku	5		38,477,722	15,113,615	269	8.5%	455.0
<b>Hulu with Live TV</b>	Hulu, LLC	English	<u>Subscription</u>	\$38.99 per month for Live TV Only plan; \$39.99 per month (add-ons from \$8.99 per month)	Linear Channels: 50 +, on-demand content also available	Game console, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Apple TV, Chromecast, Xbox 360, Xbox One	2	48,184	7,754,709	517,969	N/A	0.7%	450.0
<b>YouTube TV</b>	Google Inc.	English, Spanish	<u>Subscription</u>	\$35.00 - \$39.99 per month	Linear Channels: at least 40, on-demand content also available	Connected TV, Internet streaming player, PC or Mac, Smartphone, Tablet	Android TV, Chromecast	1	226,659	83,447,270	55,819	6	15.8%	300.0
<b>fuboTV</b>	fuboTV	English, Portuguese, Spanish	<u>Subscription</u>	\$14.99 - \$49.99 per month for basic packages	Linear Channels: at least 60, VOD Titles: thousands of hours	Connected TV, Internet streaming player, PC or Mac, Smartphone, Tablet	Amazon Fire TV, Android TV, Apple TV, Chromecast, Roku		1,603	124,543	4,464	N/A		70.0
<b>YipTV</b>	YIPTV Inc.	English, Spanish	<u>Subscription</u>	\$14.99 per month ; \$49.99 per Year	Linear Channels: at least 60, VOD Titles: 30 +	Internet streaming player, PC or Mac, Smartphone, Tablet	Chromecast			19,122	2,939	N/A		N/A

\*Ranking based on universe of OTT VSP subscription services (list above) and doesn't factor in apps like Netflix. Hulu & YouTube rankings reflect figures for the entire platform, not just Hulu with Live TV or YouTube TV.  
 \*\*comScore Monthly Uniques - Hulu & YouTube reflects figures for the entire platform, not just Hulu with Live TV or YouTube TV  
 \*\*\*App Store Ranking (iPhones), based on entertainment category, as of December 7th, 2017. From AppAnnie  
 US Online TV App Download Share - June 2017, Business Insider 10/6/17 article; source - Instinet, June 2017, based on 9.6MM app downloads  
 Subscriber counts are based on company data and analyst estimates as reported in TechCrunch (2/20/18)

# Top vMVPDs: Sling TV



**Founded:** 2015

**Headquarters:** Meridian, CO

**Subscribers:** 2.21 million subscribers as of December 2017

**Website:** [www.Sling.com](http://www.Sling.com)

## Advertising

Dish offers targeted advertising via Sling TV with measurement and analytics data reporting. Ads are set up through their live TV offering, as well as through ad-supported apps.

## Content Partners

Sling TV offers content from a range of ad-supported networks and offers access to many platforms including Apple TV, Amazon Fire TV, Roku, Chromecast, Xbox One, LG, etc.



# Sling TV - Packages



<p><b>SLING ORANGE</b></p> <p>Watch for only \$20/mo.</p> <p>Introducing A La Carte TV. Start with Sling Orange and stream your favorite live shows, sports, news &amp; more instantly. Next, personalize your channel lineup with Extras.</p>	 ESPN	 AMC	 CNN	 HGTV	 Comedy Central	 Cartoon Network	 History Channel	 Disney Channel	 ESPN2
	 ESPN3	 ACC Network Extra	 TNT	 Food Network	 TBS	 BBC America	 Freeform	 IFC	 EPIX Drive-In
	 Tribeca Shortlist	 A&E	 ViceLand	 Lifetime	 Travel Channel	 AXS TV	 Newsy	 cheddar	 Bloomberg Television
	 Local Now	 Flama	 Galavisión						
<p><b>SLING BLUE</b></p> <p>Watch for only \$25/mo.</p> <p>Introducing A La Carte TV. Start with Sling Blue for local favorites and regional sports and more. Plus, Fox Regional Sports &amp; NBC Regional Sports where available. Next, personalize your channel lineup with Extras.</p>	 FOX	 NBC	 FOX RSNs	 NBC RSNs	 NFL Network	 AMC	 FX	 CNN	 HGTV
	 Comedy Central	 USA	 Cartoon Network	 History Channel	 TNT	 Bravo	 Food Network	 FOX Sports 1	 FOX Sports 2
	 NBC Sports Network	 TBS	 BBC America	 FX	 SYFY	 Nick Jr.	 IFC	 EPIX Drive-In	 Tribeca Shortlist
	 A&E	 El Rey	 ViceLand	 truTV	 Lifetime	 Travel Channel	 AXS TV	 BET	 National Geographic
 Nat Geo Wild	 Newsy	 cheddar	 Bloomberg Television	 Local Now	 Univision	 UniMás	 Flama	 Galavisión	

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

Based on company data as of December 2017.



# Sling TV - Add-Ons



<p><b>CLOUD DVR</b></p> <p>Add for only \$5/mo.</p> <p>More Info +</p>	<p><b>SPORTS EXTRA</b></p> <p>Add for only \$10/mo.</p> <p>More Info +</p>	<p><b>COMEDY EXTRA</b></p> <p>Add for only \$5/mo.</p> <p>More Info +</p>	<p><b>KIDS EXTRA</b></p> <p>Add for only \$5/mo.</p> <p>More Info +</p>	<p><b>NEWS EXTRA</b></p> <p>Add for only \$5/mo.</p> <p>More Info +</p>
<p><b>LIFESTYLE EXTRA</b></p> <p>Add for only \$5/mo.</p> <p>More Info +</p>	<p><b>4 EXTRAS DEAL</b></p> <p>Add for only \$10/mo.</p> <p>More Info +</p>	<p><b>HOLLYWOOD EXTRA</b></p> <p>Add for only \$5/mo.</p> <p>More Info +</p>	<p><b>HEARTLAND EXTRA</b></p> <p>Add for only \$5/mo.</p> <p>More Info +</p>	<p><b>HBO®</b></p> <p>Add for only \$15/mo.</p> <p>More Info +</p>

<p><b>CINEMAX</b></p> <p>Add for only \$10/mo.</p> <p>More Info +</p>	<p><b>STARZ</b></p> <p>Add for only \$9/mo.</p> <p>More Info +</p>	<p><b>SHOWTIME®</b></p> <p>Add for only \$10/mo.</p> <p>More Info +</p>	<p><b>EPIX</b></p> <p>Add for only \$5/mo.</p> <p>More Info +</p>	<p><b>WILLOW CRICKET MINI</b></p> <p>Add for only \$5/mo.</p> <p>More Info +</p>
<p><b>HINDI MINI</b></p> <p>Add for only \$3/mo.</p> <p>More Info +</p>	<p><b>FRANÇAIS MINI</b></p> <p>Add for only \$3/mo.</p> <p>More Info +</p>	<p><b>DEUTSCH MINI</b></p> <p>Add for only \$3/mo.</p> <p>More Info +</p>	<p><b>ARABIC MINI</b></p> <p>Add for only \$10/mo.</p> <p>More Info +</p>	<p><b>BRAZILIAN MINI</b></p> <p>Add for only \$15/mo.</p> <p>More Info +</p>
<p><b>PANTAYA</b></p> <p>Add for only \$6/mo.</p> <p>More Info +</p>	<p><b>CURIOSITYSTREAM</b></p> <p>Add for only \$6/mo.</p> <p>More Info +</p>	<p><b>UP FAITH &amp; FAMILY</b></p> <p>Add for only \$5/mo.</p> <p>More Info +</p>		

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

Based on company data as of December 2017.



# Sling TV - Available Markets

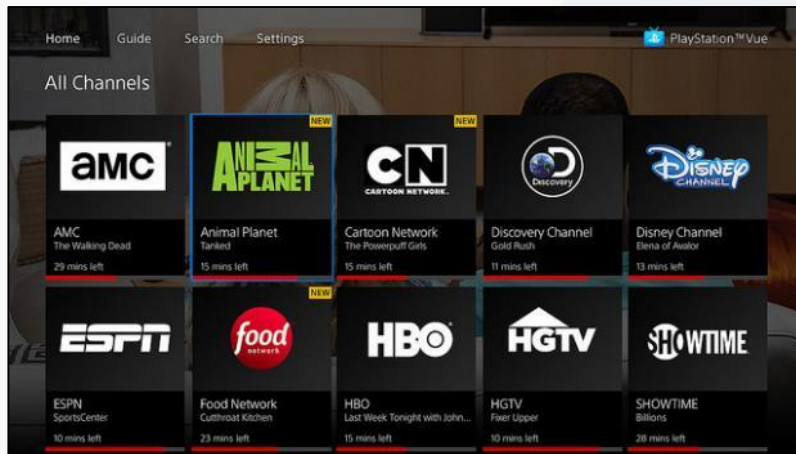


- Chicago
- New York
- San Francisco/Oakland/San Jose
- Los Angeles
- Philadelphia
- Houston
- Dallas/Fort Worth
- Washington D.C.
- Fresno/Visalia
- Raleigh/Durham
- Orlando/Daytona Beach/Melbourne
- Tampa/Saint Petersburg
- Phoenix
- Atlanta
- Austin-TX
- Gainesville
- Minneapolis/Saint Paul
- Detroit
- Charlotte
- Miami/Fort Lauderdale
- San Diego
- Hartford/New Haven
- Boston
- Harlingen/Weslaco/Brownsville/Mcallen
- San Antonio
- Denver
- El Paso
- Yuma/El Centro
- Albuquerque/Santa Fe
- Sacramento/Stockton/Modesto
- Cleveland
- Fort Myers/Naples
- Corpus Christi
- Odessa/Midland
- Oklahoma City
- Wichita/Hutchinson
- Laredo
- Colorado Springs/Pueblo
- Salt Lake City
- Tucson/Sierra Vista
- Bakersfield
- Palm Springs
- Yakima/Pasco/Richland/Kennewick
- Reno
- Seattle/Tacoma
- Portland-Oregon
- Monterey/Salinas
- Las Vegas
- Santa Barbara/Santa Maria/San Luis Obispo

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



# Top vMPVDs: PlayStation Vue



## Playstation Vue Positioning

PlayStation™Vue is a live streaming TV service with sports, news, and your favorite must-watch shows. Experience premium channels, a powerful cloud DVR (available in your home and on the go),\* streaming on up to five devices at once,\* and no annual contracts.

**Founded:** 2015

**Headquarters:** San Mateo, CA

**Subscribers:** Approx 455,000 subscribers as of December 2017

**Website:** [www.vue.playstation.com/watch/](http://www.vue.playstation.com/watch/)

## Advertising

Ads on PlayStation Vue are similar to traditional TV with commercial breaks while viewing real-time content and during on-demand content. It's reasonable to think that ads are sold directly through the [PlayStation Network](#) although there is no mention of PlayStation Vue on the site.

## Content Partners

PlayStation Vue offers content from networks ranging from CNN to ESPN, along with DVR-like features and on-demand programming.

# PlayStation Vue - Packages



Access Package (\$39.99/mo): Popular Live TV



Elite Package (\$54.99/mo): Movies, Sports, Popular Live TV



Ultra Package (\$74.99/mo): Movies, Sports, Premiums



Core Package (\$44.99/mo): Sports, Popular Live TV



## Add-On Channels

**Sports Pack**  
\$10.00/mo\*

Requires Core, Elite or Ultra Plan  
Channel availability subject to seasonal programming and area blackouts. Read details and see included NBC Sports channels.

**epix**  
\$3.99/mo\* | \$2.99/mo\*

**Español Pack**  
\$4.99/mo\* | \$3.99/mo\*

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



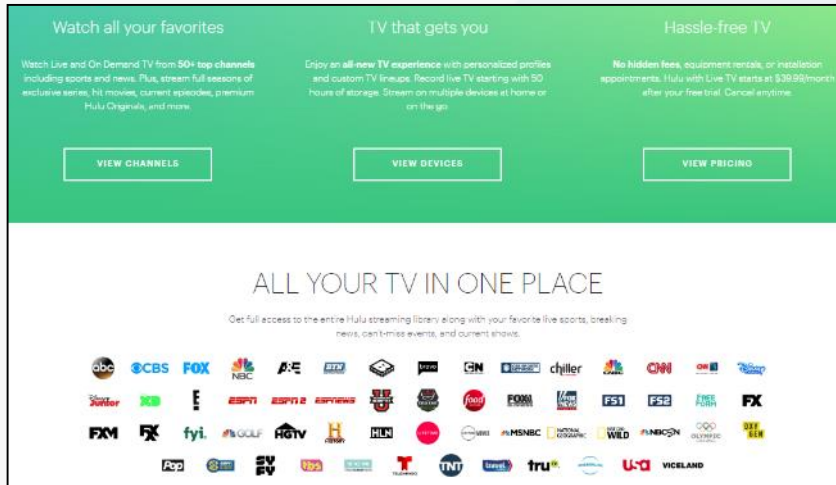
# PlayStation Vue - Available Markets PlayStation Vue

Albany (GA)	Cheyenne-Scottsbluff	Ft. Myers-Naples	Laredo	Oklahoma City	Salisbury (MD)	Toledo
Albany-Schenectady-Troy (NY)	Chicago	Gainesville	Las Vegas (NV)	Orlando-Daytona Beach-Melbourne	Salt Lake City	Topeka
Alexandria (LA)	Cincinnati	Grand Rapids-Kalamazoo-Battle Creek	LeXington	Paducah-Cape Girardeau-Harrisburg	San Antonio	Traverse City-Cadillac-Sault Ste. Marie
Amarillo	Cleveland-Akron (Canton)	Greensboro-Winston-Salem	Los Angeles	Palm Springs	San Diego	Tucson (Sierra Vista)
Atlanta	Colorado Springs-Pueblo	Harlingen-Weslaco-Brownsville-McAllen	Louisville	Panama City	San Francisco-Oakland-San Jose	Tulsa
Augusta-Aiken	Columbus (OH)	Harrisburg-Lancaster (PA)	Meridian (MS)	Parkersburg	Santa Barbara-Santa Maria-San Luis Obispo	Twin Falls
Austin (TX)	Dallas-Ft. Worth	Hartford-New Haven	Miami-Ft. Lauderdale	Philadelphia	Savannah	Waco-Temple-Bryan
Baltimore	Dayton	Hattiesburg/Laurel (MS)	Milwaukee	Phoenix (Prescott)	Seattle-Tacoma	Washington DC
Baton Rouge	Denver	Honolulu	Minneapolis-St. Paul	Pittsburgh	Sherman-Ada	Wausau-Rhineland
Bend (OR)	Des Moines-Ames	Houston	Monroe-El Dorado	Portland (OR)	Shreveport	West Palm Beach-Ft. Pierce
Biloxi-Gulfport	Detroit	Idaho Falls-Pocatello-Jackson	Monterey-Salinas	Portland-Auburn (ME)	South Bend-Elkhart	Wichita Falls & Lawton
Boston (Manchester)	Dothan	Indianapolis	Montgomery-Selma	Presque Isle (ME)	Springfield (MO)	Wichita-Hutchinson
Burlington-Plattsburgh	El Paso (Las Cruces)	Jackson (TN)	Nashville	Raleigh-Durham	Springfield-Holyoke (MA)	
Cedar Rapids-Waterloo-Iowa City-Dubuque	Elmira (Corning)	Jacksonville	New Orleans	Reno (NV)	St. Louis	
Charleston (SC)	Erie	Kansas City	New York	Roanoke-Lynchburg	Tallahassee-Thomasville	
Charlotte	Fargo-Valley City	Knoxville	North Platte	Rockford (IL)	Tampa-St Petersburg (Sarasota)	
Charlottesville	Flint-Saginaw-Bay City		Odessa-Midland	Sacramento-Stockton-Modesto		
	Fresno-Visalia					

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

# Top vMVPDs: Hulu with Live TV

## Hulu with Live TV Positioning



**Released:** 2017

**Headquarters:** Los Angeles, CA

**Subscribers:** Approx 450,000 subscribers as of Dec 2017

**Ad Revenue:** Analysts believe Hulu Live could pull in \$474.3 million a year in ad revenue

**Website:** [www.hulu.com/live-tv](http://www.hulu.com/live-tv)

### Advertising

Hulu with Live TV has regular commercial breaks that air alongside their live content. There is a “No Commercials” option for viewers, but that only applies to the ads included in the Hulu on-demand library, and will not impact the commercials viewers see during live TV, videos recorded to Cloud DVR, or the additional on-demand shows and movies made available by the networks as part of their live TV service.

According to MoffettNathanson, Hulu with Live TV service could generate annual advertising revenue of \$71.1 million and \$568.3 million in subscriber fees. At the high end Hulu Live could pull in \$474.3 million a year in ad revenue and \$2.27 billion in annual subscriber revenue.

MoffettNathanson says advertising avails for Hulu will come from its media partners: NBC, ABC, Fox and Time Warner. Those new deals would also include addressable targeted audience advertising. -[MediaPost](#)

# Hulu with Live TV- Available Channels



ALL YOUR TV IN ONE PLACE

Get full access to the entire Hulu streaming library along with your favorite live sports, breaking news, can't-miss events, and current shows.

The image displays a grid of logos for various television channels available on Hulu with Live TV. The logos are arranged in four rows. The first row includes ABC, CBS, FOX, NBC, A&E, ESPN, CNN, Disney, and others. The second row includes Disney Junior, XFL, E!, ESPN, ESPN 2, ESPN NEWS, FOX Sports, FOX Business, FOX News, FS1, FS2, Freeform, and FX. The third row includes FXM, FX, fyi, NBC Golf, HGTV, History, HLN, Lifetime, Lifetime Movies, MSNBC, National Geographic, Nat Geo Wild, NBCSN, Olympic Channel, and Oxygen. The fourth row includes Pop, ESPN SportsCenter, E! 24/7, FBS, E! News, Telemundo, TNT, Travel Channel, truTV, Universal Kids, USA, and Viceland.

The channels available to users of Hulu with Live TV depend on the area they live in. By entering your zip code, you can see what local channels are available. Overall, users can watch live and on-demand TV from 50+ top channels (including sports, news, and any available local TV channels), and also get unlimited access to the Hulu streaming library - with full seasons of exclusive series, Hulu Originals, hit movies, and more.

# Hulu with Live TV - Available Markets



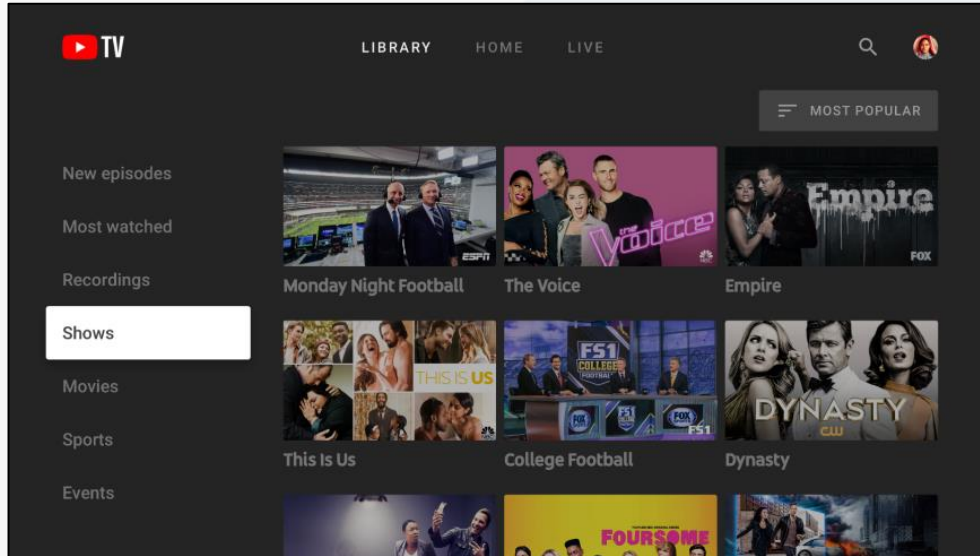
Abilene-Sweetwater	Boise, ID	Colorado Springs-Pueblo	Eugene, OR	Harrisburg-Lncstr-Leb-York	Lafayette, LA	Monroe-EI Dorado	Phoenix (Prescott)	Savannah, GA	Tyler-Longview (Lfrk&Ncgd)
Albany, GA	Boston (Manchester)	Columbia-Jefferson City, MO	Eureka, CA	Harlingen-Wsico-Brmsv-McA	Lansing	Monterey-Salinas	Pittsburgh, PA	Seattle-Tacoma	
Albuquerque, NM	Bowling Green, KY	Columbia, SC	Evansville, IN	Harrisonburg, VA	Laredo, TX	Montgomery-Selma	Portland - Auburn, ME	Sherman-Ada	Utica, NY
Alexandria, LA	Buffalo, NY	Columbus-Tupelo-West Point-Houston	Fairbanks, AK	Hartford & New Haven	Las Vegas, NV	Myrtle Beach-Florence	Portland, OR	Shreveport, LA	Waco-Temple-Bryan
Amarillo, TX	Burlington-Plattsburgh	Columbus, GA (Opelika, AL)	Fargo-Valley City	Hattiesburg/Laurel, MS	Lexington, KY	Nashville, TN	Presque Isle, ME	Sioux City	
Anchorage, AK	Butte-Bozeman	Columbus, OH	Flint-Saginaw-Bay City	Honolulu, HI	Lima, OH	New Orleans, LA	Providence-New Bedford	South Bend, IN	Washington, DC (Hagrstwn)
Anchorage + Juneau	Casper-Riverton	Corpus Christi, TX	Ft. Myers-Naples	Houston, TX	Lincoln & Hastings-Krry (Grand Island)	New York	Raleigh-Durham (Fayetteville)	Spokane, WA	Watertown, NY
Atlanta, GA	Cedar Rapids-Wtrlo-IWC&Dub	Dallas-Ft. Worth, TX	Ft. Smith-Fay-Sprngdl-Rgrs	Huntsville-Decatur (Flor)	Little Rock-Pine Bluff	Norfolk-Portsworth-Newpt Nws	Reno, NV	Springfield-Holyoke, MA	Wausau-Rhineland
Augusta-Aiken	Champaign	Davenport-R.Island - Moline	Gainesville, FL	Idaho Falls-Pocatello (Jackson)	Los Angeles	North Platte, NE	Richmond-Petersburg	Springfield, MO	West Palm Beach - Ft. Pierce
Austin, TX	Charleston-Huntington, WV	Dayton, OH	Grand Junction Montrose	Indianapolis, IN	Louisville, KY	Odesa-Midland	Roanoke-Lynchburg	St. Joseph	Wheeling-Steubenville
Bakersfield, CA	Charleston, SC	Denver, CO	Grand Rapids-Kalamazoo-Battle Creek	Jackson, MS	Macon, GA	Oklahoma City, OK	Rochester, NY	St. Louis, MO	Wichita Falls & Lawton
Baltimore, MD	Charlotte, NC	Des Moines-Ames	Great Falls, MT	Jackson, TN	Madison, WI	Omaha, NE	Rochestr-Mason City-Austin	Tampa-St. Pete (Sarasota)	Wichita-Hutchinson Plus (Ensign/Goodland/Hays )
Bangor, ME	Charlottesville, VA	Detroit, MI	Greensboro-H.Point-W.Salem	Jacksonville, FL	Mankato, MN	Orlando-Daytona Beach-Melbourne	Rockford, IL	Terre Haute, IN	
Baton Rouge, LA	Chattanooga, TN	Dothan, AL	Greenville, NC	Jonesboro, AR	Memphis, TN	Paducah-Cape Girard-Harsbg	Sacramento-Stockton-Modesto	Toledo, OH	Wilkes Barre-Scranton-Hztn
Beaumont-Port Arthur	Cheyenne-Scottsbluff	Duluth-Superior (Chisholm)	Greenville, SC	Joplin-Pittsburg	Meridian, MS	Palm Springs, CA	Salisbury, MD	Topeka, KS	
Bend, OR	Chicago	El Paso	Greenwood-Greenville, MS	Juneau, AK	Miami-Ft. Lauderdale, FL	Panama City, FL	Salt Lake City	Traverse City-Cadillac (Sault Ste. Marie)	Wilmington, NC
Billings, MT	Chico-Redding	Greenville, SC	Lafayette, IN	Kansas City, KS	Milwaukee, WI	Parkersburg, WV	San Antonio, TX	Tri-Cities, TN-VA	
Biloxi-Gulfport	Cincinnati	Greenwood-Greenville, MS		Knoxville, TN	Minneapolis-St.Paul	Peoria-Bloomington	San Diego, CA	Tucson (Sierra Vista)	Youngstown
Binghamton, NY	Clarksburg-Weston	Erie, PA		La Crosse-Eau Claire	Mobile-Pensacola (Ft Walt)	Philadelphia	San Francisco-Oakland-San Jose	Tulsa, OK	Yuma-EI Centro
Bluefield-Beckley-Oak Hill	Cleveland-Akron						Santa Barbara-Santa	Twin Falls, ID	

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



Based on company data as of December 2017.

# Top vMVPDs: YouTube TV



## YouTube TV Positioning

- Watch live TV from 40+ networks
- Cloud DVR with no storage limits
- 6 accounts per household included

**Released:** 2017

**Headquarters:** San Bruno, CA

**Subscribers:** Approx 300,000 subscribers as of Dec 2017

**Website:** <https://tv.youtube.com/welcome/>

## Advertising

Video ads on YouTube TV appear when viewers are watching Live TV, video on-demand and YouTube videos through the service. As of now, it is believed that advertisements are from the networks themselves, but this is subject to change.

# YouTube TV - Available Channels



**What's included for \$35/month**  
Some channels not available in all areas.

The included channels are: abc, CBS, FOX, NBC, AMC, BBC AMERICA, BBC WORLD NEWS, BTN, bravo, SPORTS NETWORK, CNBC, Sports, CW, Disney Junior, XD, Disney Channel, E!, ESPN, ESPN2, ESPN3, FX Sports U, FOX, FOX NEWS CHANNEL, FOX Sports, FREE FORM, FS1, FS2, FX, FXM, FX, Golf Channel, IFC, MSNBC, NFL WILD, NATIONAL GEOGRAPHIC, NBCSN, NESN, newsy, OGD OLYMPIC CHANNEL, OXY GEN, Pop, SEC ESPN NETWORK, SUNDANCE TV, SYFY, TELEMUNDO, TENNIS CHANNEL, UNIVERSAL HD, UNIVERSO, USA, and WE.

**Add-on networks**

The add-on networks and their prices are: SHOWTIME (\$11/mo), FOX SPORTS PLUS (\$15/mo), S (\$5/mo), and S/N (\$7/mo).

# YouTube TV - Markets

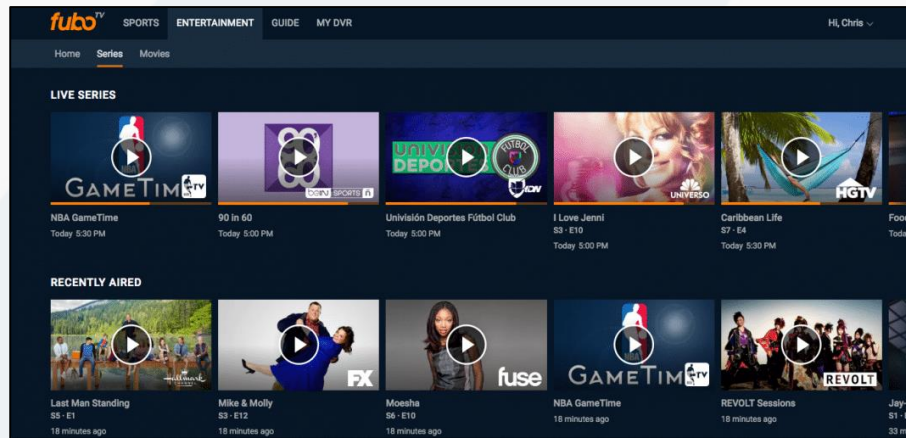


- |   |   |  |
|---|---|--|
| <ul style="list-style-type: none"><li>• Albany</li><li>• Albuquerque</li><li>• Atlanta</li><li>• Austin</li><li>• Baltimore</li><li>• Baton Rouge</li><li>• Birmingham</li><li>• Boston</li><li>• Buffalo</li><li>• Cedar Rapids</li><li>• Charlotte</li><li>• Chattanooga</li><li>• Chicago</li><li>• Cincinnati</li><li>• Cleveland</li><li>• Colorado Springs</li><li>• Columbus</li><li>• Dallas-Fort Worth</li><li>• Denver</li><li>• Des Moines</li><li>• Detroit</li><li>• Flint</li><li>• Fresno-Visalia</li><li>• Ft. Myers-Naples</li><li>• Ft. Smith-Fayetteville-Springdale-Rogers (Arkansas)</li><li>• Grand Rapids</li><li>• Green Bay</li><li>• Greenville (North Carolina)</li><li>• Greenville (South Carolina)</li><li>• Greensboro</li><li>• Harrisburg</li><li>• Hartford</li><li>• Houston</li><li>• Huntsville-Decatur (Alabama)</li><li>• Indianapolis</li><li>• Jackson (Mississippi)</li></ul> | <ul style="list-style-type: none"><li>• Jacksonville</li><li>• Kansas City</li><li>• Knoxville</li><li>• Las Vegas</li><li>• Little Rock</li><li>• Los Angeles</li><li>• Louisville</li><li>• Madison</li><li>• Memphis</li><li>• Miami-Fort Lauderdale</li><li>• Milwaukee</li><li>• Minneapolis-Saint Paul</li><li>• Nashville</li><li>• New Orleans</li><li>• New York City</li><li>• Norfolk</li><li>• Oklahoma City</li><li>• Omaha</li><li>• Orlando-Daytona Beach-Melbourne</li><li>• Paducah-Cape Girardeau-Harrisburg</li><li>• Philadelphia</li><li>• Phoenix</li><li>• Pittsburgh</li><li>• Portland</li><li>• Portland-Auburn (Maine)</li><li>• Providence</li><li>• Raleigh</li><li>• Roanoke-Lynchburg (Virginia)</li><li>• Rochester (New York)</li><li>• Sacramento</li><li>• Salt Lake City</li><li>• San Antonio</li><li>• San Diego</li><li>• San Francisco Bay Area</li><li>• Savannah</li><li>• Seattle</li><li>• Shreveport</li></ul> | <ul style="list-style-type: none"><li>• South Bend-Elkhart (Indiana)</li><li>• Spokane</li><li>• Springfield (Missouri)</li><li>• St. Louis</li><li>• Tampa</li><li>• Toledo</li><li>• Tucson</li><li>• Tulsa</li><li>• Waco</li><li>• Washington DC</li><li>• West Palm Beach</li></ul> |
|---|---|--|

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



# Top vMPVDs: fuboTV



## fuboTV Positioning

fuboTV is a sports-centric Internet TV streaming service with the world's most popular live sports and entertainment content. The service offers access to national and regional networks via TVs, tablets, mobile devices, and desktop computers.

**Founded:** 2015

**Headquarters:** New York, NY

**Subscribers:** Over 100,000 subscribers as of October 2017

**Website:** [www.fubo.tv](http://www.fubo.tv)

## Advertising

fuboTV does have advertising, however available information is limited. Since it is a live streaming service, it's believed that advertisements are from the networks themselves, but this is subject to change.

## Content Partners

NFL, MLB, NBA, NHL, FOX, NBC, HGTV, A&E, Bravo, etc.

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



# fuboTV - Packages



## fubo Premier

**\$19.99/mo**  
\$44.99/mo after 3 month promotional rate

80+ channels  
Watch on your mobile apps and TV  
**GET 7-DAYS FREE**

## fubo Português

**\$19.99/mo**  
After your 7-Day Free Trial

## fubo Latino

**\$17.99/mo**  
After your 7-Day Free Trial

80+ channels  
Watch on your mobile apps and TV  
**GET 7-DAYS FREE**

## Additional Packages

**Sports Plus**  
15 channels • \$8.99/mo

**Portuguese Plus**  
3 channels • \$14.99/mo

**Mundo Plus**  
5 channels • \$5.99/mo

**fubo Latino**  
0 channels • \$12.99/mo

**The Blues**  
1 channel • \$5.99/mo

**Cycling Plus**  
1 channel • \$8.99/mo

**Kids Plus**  
1 channel • \$2.99/mo

# fuboTV - Available Markets



BROADCASTER	CALL SIGN	DMA	FOX (Affiliate)	WFOX	Jacksonville, FL	FOX (FOXNet)	FNEOKLA	Oklahoma City, OK	Independent (CBS Owned)	KICU	San Fran.-Oakland-San Jose, CA
CBS (Affiliate)	KIRO	Seattle-Tacoma, WA	FOX (Affiliate)	WFXR	Roanoke, VA	FOX (FOXNet)	FNEOTTU	Ottumwa, IA	Independent (CBS Owned)	KTXA	Dallas-Fort Worth, TX
CBS (Affiliate)	KWTV	Oklahoma City, OK	FOX (Affiliate)	WFXT	Boston, MA	FOX (FOXNet)	FNEPANA	Panama City, FL	Independent (CBS Owned)	WLNY	New York, NY
CBS (Affiliate)	WBNS	Columbus, OH	FOX (Affiliate)	WGHP	Greensboro, NC	FOX (FOXNet)	FNEPARK	Parkersburg, WV	My Network TV (CBS Owned)	WBFS	Miami, FL
CBS (Affiliate)	WJAX	Jacksonville, FL	FOX (Affiliate)	WGMB	Baton Rouge, LA	FOX (FOXNet)	FNEPITT	Pittsburgh, PA	My Network TV (CBS Owned)	WSBK	Boston, MA
CBS (Affiliate)	WKMG	Orlando-Daytona Bch-Melbrn, FL	FOX (Affiliate)	WITI	Milwaukee, WI	FOX (FOXNet)	FNEPRES	Presque Isle, ME	NBC (O&O)	KNBC	Los Angeles, CA
CBS (Affiliate)	WLKY	Louisville, KY	FOX (Affiliate)	WJW	Cleveland, OH	FOX (FOXNet)	FNESANA	San Angelo, TX	NBC (O&O)	KNSD	San Diego, CA
CBS (Affiliate)	WTVF	Nashville, TN	FOX (Affiliate)	WNAC	Providence, RI	FOX (FOXNet)	FNESHER	Sherman, TX	NBC (O&O)	KNTV	San Francisco-Oakland-San Jose, CA
CBS (Affiliate)	KHOU	Houston, TX	FOX (Affiliate)	WPMT	Harrisburg, PA	FOX (FOXNet)	FNESYRA	Syracuse, NY	NBC (O&O)	KXAS	Dallas-Fort Worth, TX
CBS (Affiliate)	KPHO	Phoenix, AZ	FOX (Affiliate)	WSVN	Miami, FL	FOX (FOXNet)	FNETOLO	Toledo, OH	NBC (O&O)	WBTS/WMEF	Boston, MA
CBS (Affiliate)	WGCL	Atlanta, GA	FOX (Affiliate)	WVIC	Hartford, CT	FOX (FOXNet)	FNEWAUS	Wausau, WI	NBC (O&O)	WCAU	Philadelphia, PA
CBS (Affiliate)	WOIO	Cleveland, OH	FOX (Affiliate)	WVBT	Norfolk, VA	FOX (FOXNet)	FNEWILM	Wilmington, NC	NBC (O&O)	WMAQ	Chicago, IL
CBS (Affiliate)	WTSP	Tampa-St. Pete, FL	FOX (Affiliate)	WVUE	New Orleans, LA	FOX (FOXNet)	FNEWPB	West Palm Beach, FL	NBC (O&O)	WNBC	New York, NY
CBS (Affiliate)	WUSA	Washington, D.C.	FOX (Affiliate)	WXIN	Indianapolis, IN	FOX (FOXNet)	FNMBOS	Boise, ID	NBC (O&O)	WRC	Washington, DC (Hagerstown, MD)
CBS (O&O)	KCBS	Los Angeles, CA	FOX (Affiliate)	WXMI	Grand Rapids, MI	FOX (FOXNet)	FNMRAPD	Rapid City, SD	NBC (O&O)	WTVJ	Miami-Fort Lauderdale, FL
CBS (O&O)	KCNC	Denver, CO	FOX (Affiliate)	WZDX	Huntsville, AL	FOX (FOXNet)	FNMTUCS	Tucson, AZ	NBC (O&O)	WVIT	Hartford-New Haven, CT
CBS (O&O)	KDKA	Pittsburgh, PA	FOX (FOXNet)	FNEABIL	Ablene, TX	FOX (FOXNet)	FNMTWIN	Twin Falls, ID	NBC (Affiliate)	KPRC	Houston, TX
CBS (O&O)	KOVR	Sacramento, CA	FOX (FOXNet)	FNEALPE	Aplena, MI	FOX (FOXNet)	FNPMEDF	Medford, OR	NBC (Affiliate)	WDIV	Detroit, MI
CBS (O&O)	KPIX	San Francisco, CA	FOX (FOXNet)	FNEANTO	San Antonio, TX	FOX (FOXNet)	FNPSPOK	Spokane, WA	NBC (Affiliate)	KSL	Salt Lake City, UT
CBS (O&O)	KTVT	Dallas-Forth Worth, TX	FOX (FOXNet)	FNEAUGU	Augusta, GA	FOX (FOXNet)	FNPHYAKI	Yakima, WA	NBC (Affiliate)	WRAL	Raleigh-Durham-Fayetteville, NC
CBS (O&O)	KYW	Philadelphia, PA	FOX (FOXNet)	FNEBALT	Baltimore, MD	FOX (O&O)	KDFW	Dallas-Fort Worth, TX	Telemundo (O&O)	KBLR	Las Vegas, NV
CBS (O&O)	WBBM	Chicago, IL	FOX (FOXNet)	FNEBING	Binghamton, NY	FOX (O&O)	KMSP	Minneapolis-St. Paul, MN	Telemundo (O&O)	KDEN	Denver, CO
CBS (O&O)	WBZ	Boston, MA	FOX (FOXNet)	FNEBIRM	Birmingham, AL	FOX (O&O)	KRIV	Houston, TX	Telemundo (O&O)	KEJT	Salt Lake City, UT
CBS (O&O)	WCBS	New York, NY	FOX (FOXNet)	FNEBOWL	Bowling Green, KY	FOX (O&O)	KSAZ	Phoenix, AZ	Telemundo (O&O)	KHRR	Tucson (Sierra Vista), AZ
CBS (O&O)	WCCO	Minneapolis, MN	FOX (FOXNet)	FNEBUFF	Buffalo, NY	FOX (O&O)	KTBC	Austin, TX	Telemundo (O&O)	KNSO	Fresno-Visalia, CA
CBS (O&O)	WFOR	Miami, FL	FOX (FOXNet)	FNECHVL	Charlottesville, VA	FOX (O&O)	KTTV	Los Angeles, CA	Telemundo (O&O)	KSTS	San Francisco-Oakland-S. Jose, CA
CBS (O&O)	WJZ	Baltimore, MD	FOX (FOXNet)	FNECINC	Cincinnati, OH	FOX (O&O)	KTVU	San Fran.-Oakland-San Jose, CA	Telemundo (O&O)	KTAZ	Phoenix, AZ
CBS (O&O)	WWJ	Detroit, MI	FOX (FOXNet)	FNECLAR	Clarksburg, WV	FOX (O&O)	WAGA	Atlanta, GA	Telemundo (O&O)	KTLM	Harlingen-Weslaco-Brownsville, TX
FOX (Affiliate)	KCPQ	Seattle, WA	FOX (FOXNet)	FNECOLG	Columbus, GA	FOX (O&O)	WFLD	Chicago, IL	Telemundo (O&O)	KTMD	Houston, TX
FOX (Affiliate)	KDVR	Denver, CO	FOX (FOXNet)	FNECOLO	Columbus, OH	FOX (O&O)	WJKB	Detroit, MI	Telemundo (O&O)	KVDA	San Antonio, TX
FOX (Affiliate)	KLRT	Little Rock, AR	FOX (FOXNet)	FNEDOTH	Dothan, AL	FOX (O&O)	WJZY	Belmont, NC/Charlotte, NC	Telemundo (O&O)	KVEA	Los Angeles, CA
FOX (Affiliate)	KRQE	Albuquerque, NM	FOX (FOXNet)	FNEHARG	Harrisonburg, VA	FOX (O&O)	WNYW	New York, NY	Telemundo (O&O)	KXTX	Dallas-Fort Worth, TX
FOX (Affiliate)	KSTU	Salt Lake City, UT	FOX (FOXNet)	FNEJACK	Jackson, MS	FOX (O&O)	WOFI	Orlando-Daytona Beach-Melbourne, FL	Telemundo (O&O)	WNEU	Boston (Manchester), MA
FOX (Affiliate)	KSWB	San Diego, CA	FOX (FOXNet)	FNEKNOX	Knoxville, TN	FOX (O&O)	WOGX	Ocala, FL/Gainesville, FL	Telemundo (O&O)	WNJU	New York, NY
FOX (Affiliate)	KTVI	St. Louis, MO	FOX (FOXNet)	FNELAKE	Lake Charles, LA	FOX (O&O)	WTTG	Washington, D.C. (Hagerstown, MD)	Telemundo (O&O)	WSCV	Miami-Fort Lauderdale, FL
FOX (Affiliate)	KTXL	Sacramento, CA	FOX (FOXNet)	FNELUBB	Lubbock, TX	FOX (O&O)	WTVT	Tampa-St. Petersburg-Sarasota, FL	Telemundo (O&O)	WSNS	Chicago, IL
FOX (Affiliate)	KWKT	Waco, TX	FOX (FOXNet)	FNEMARQ	Marquette, MI	FOX (O&O)	WTVT	Tampa-St. Petersburg-Sarasota, FL	Telemundo (O&O)	WWSI	Philadelphia, PA
FOX (Affiliate)	KXRM	Colorado Springs, CO	FOX (FOXNet)	FNEMINO	Minot-Bismarck, ND	FOX (O&O)	WTXF	Philadelphia, PA	The CW (FOX Owned)	WPWR	Gary, IN/Chicago, IL
FOX (Affiliate)	WDAF	Kansas City, MO	FOX (FOXNet)	FNENASH	Nashville, TN	Independent (CBS Owned)	KCAL	Los Angeles, CA			
FOX (Affiliate)	WDRB	Louisville, KY	FOX (FOXNet)	FNENORT	North Platte, NE						

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



Based on company data as of December 2017.



# Top vMVPDs: YipTV

## YipTV Positioning

**The One and Only Integrated Entertainment App**

**Live TV**  
A combination of 60+ channels from Latin America, Caribbean, Spain, and the United States. Watch what you love, anytime, and anywhere!

**Live Music**  
Listen to the sounds and dance to the rhythms of your favorite music with a great selection of genres like Bachata, Salsa, Merengue, Tropical, Regional Mexican, Top 40 and many more!

**Love to share?**  
We do too! We will allow you to share your account with five family members.

**VOD**  
Our new feature Video On Demand (VOD) will transport you to explore more than thirty of the best blockbuster movie titles from **Cine Sony**, and that is not all! Our library of movies is refreshed monthly to provide you with the latest movie titles, so you don't miss the action.

**Watch on your TV**  
Sit back and relax in the comfort of your living room by projecting directly to your TV screen with Google Chromecast and Apple AirPlay.

Available on Android, iOS, Smart TV, Laptop and Desktop.

**Founded:** 2012  
**Headquarters:** West Palm Beach, FL  
**Website:** [www.yiptv.com](http://www.yiptv.com)

**Advertising**  
 Information on advertising is limited, however since it is a live streaming service, it's believed that advertisements are from the networks themselves, but this is subject to change.

## Available Channels

Sports	News	Music	Entertainment
<ul style="list-style-type: none"> <li>beIN Sports (Coming Soon)</li> <li>beIN Sports ñ (Coming Soon)</li> <li>Fantasy Sports Network</li> <li>Fast &amp; Fun Box HD</li> <li>Fightbox HD</li> <li>Fight Network</li> <li>motorsport.tv</li> <li>TyC Sports</li> </ul>	<ul style="list-style-type: none"> <li>El Financiero Bloomberg TV</li> <li>Bloomberg TV US</li> <li>CB24 Noticias</li> <li>Euronews English</li> <li>MeioNorte</li> <li>Newsmax</li> <li>NTN24</li> <li>RT</li> <li>RT Español</li> <li>Telesur</li> </ul>	<ul style="list-style-type: none"> <li>360 Tune Box</li> <li>Azteca Clic</li> <li>El Cantinazo</li> <li>Kino Polska Muzyka</li> <li>Mi Gente TV</li> <li>Mi Musica</li> <li>Mi Musica Pop</li> <li>Mi Musica Tropical HD</li> <li>Video Rola</li> <li>TRACE Africa</li> <li>TRACE Gospel</li> <li>TRACE Toca</li> <li>TRACE Tropical</li> </ul>	<ul style="list-style-type: none"> <li>Atreseries</li> <li>Antena3</li> <li>AZ Cinema</li> <li>Azteca Corazón</li> <li>Canal 52 MX</li> <li>Canal Antiestres</li> <li>Canal Sur</li> <li>Centroamérica TV</li> <li>Cinelatino</li> <li>Cine Sony</li> <li>CubaMax TV</li> <li>Docubox HD</li> <li>Dominican View</li> <li>FilmBox Art House</li> <li>FilmBox Russia</li> <li>iHola! TV</li> <li>Kino Polska International</li> <li>Mis Películas</li> <li>Pasiones</li> <li>RCN Novelas</li> <li>RT Documentary</li> <li>Show Business TV</li> <li>Sony Movie Channel</li> <li>Supercanal</li> <li>Tele El Salvador</li> <li>Televisión Dominicana</li> <li>Teleformula</li> <li>TRACE Sport Stars</li> <li>Vibrant</li> <li>YouToo America</li> </ul>
<ul style="list-style-type: none"> <li>Arirang TV</li> <li>Bolivia TV</li> <li>France 24</li> <li>Telefe</li> <li>TV Chile</li> </ul>	<ul style="list-style-type: none"> <li>BizTV</li> <li>Destinos TV</li> <li>FashionBox Live</li> <li>Latin Angels</li> <li>Trendy</li> </ul>	<ul style="list-style-type: none"> <li>Gametoan Box HD</li> </ul>	<ul style="list-style-type: none"> <li>General</li> <li>HITN</li> </ul>

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



# How Do Others Support The AVOD OTT Ecosystem?

# Major Ad Networks & Tech Platforms That Incorporate Ad-Supported OTT Services Into Their Offerings

## Ad Networks

Provides an outsourced sales capability for publishers and a means to aggregate inventory and audiences from numerous sources in a single buying opportunity for media buyers. Ad networks may provide specific technologies such as targeting capabilities, creative generation & optimization.

**YuMe**

**BrightLine**

*Teads*.tv

 **AT&T  
AdWorks**

 **VISTO**

## Sell-Side / Supply-Side Platforms (SSPs)


A technology platform that provides outsourced media selling and ad network management services for publishers. The business model resembles that of an ad network in that it aggregates ad inventory however they serve publishers exclusively and does not provide services for advertisers

**FreeWheel**

**SPOTX**

 **telaria**

 **OpenX**

 **DoubleClick**  
by Google

## Buy-Side / Demand-Side Platforms (DSPs)

A technology platform that provides centralized & aggregated media buying from multiple sources including ad exchanges, ad networks and sell side platforms, often leveraging real-time bidding capabilities of these sources

**BrightRoll**

 **videoamp**

 **videology**

 **theTradeDesk**

 **TubeMogul**

**INNOVLD**

# Let's Take A Look At Some Of The Top Ad Networks Within The OTT Space

## Ad Networks

Provides an outsourced sales capability for publishers and a means to aggregate inventory and audiences from numerous sources in a single buying opportunity for media buyers. Ad networks may provide specific technologies such as targeting capabilities, creative generation & optimization.



## Sell-Side / Supply-Side Platforms (SSPs)

A technology platform that provides outsourced media selling and ad network management services for publishers. The business model resembles that of an ad network in that it aggregates ad inventory however they serve publishers exclusively and does not provide services for advertisers



## Buy-Side / Demand-Side Platforms (DSPs)

A technology platform that provides centralized & aggregated media buying from multiple sources including ad exchanges, ad networks and sell side platforms, often leveraging real-time bidding capabilities of these sources



VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

Note: the inventory managed by an SSP is usually purchased by aggregate buyers, either demand-side platforms (DSPs) or ad networks.

# AT&T AdWorks



## AT&T AdWorks Positioning

Don't leave your message targeting to chance. Maximize return on your ad spend by targeting unique DIRECTV households on the nation's largest addressable platform – AT&T AdWorks.



MORE SCALE



MORE TARGETED



MORE SCREENS

## Content Partners



### Linear TV

**Clusters**  
Run your ad on the most popular, demographically targeted networks. AT&T AdWorks offers placement within 100+ top-tier networks across traditional dayparts.

**Super Spots**  
Super Spots lock you into season premieres, finales, and other marquee programming.

**Video on Demand**  
Serve ads to actively engaged customers via non-skippable ad units in premium Video on Demand content.



### Audience Targeting

**Addressable TV and Cross-Screen Addressable**  
Serve ads to your target audience with the largest linear addressable TV platform. Find the same consumers on mobile and desktop across tens of billions of impressions with Cross-Screen Addressable.

**Data-Driven Linear**  
Unbundle clusters for a smarter, targeted linear buy. Utilize advanced, anonymized set-top-box data to index the networks and dayparts that best reach your target audience across all verticals.



### Sports

**NFL SUNDAY TICKET and Live Sports**  
Tap into the most passionate fans with NFL SUNDAY TICKET, exclusively on DIRECTV.

We can guarantee premium placement in sports programming events year-round and sponsorships within our Sports Apps.



### Interactive TV

**Overlays and iChannels**  
Engage viewers beyond the traditional :30 spot and allow them to interact with your content directly on screen. Interactive overlays and iChannels offer viewers a fully custom-branded experience.



### Multi-Screen

**DIRECTV NOW and TV Everywhere**  
Whether your audience is at home or on the go, connect with them across screens and within premium TV content.

## Data Partners

Measure the impact and effectiveness of your Addressable campaign. We deliver an unparalleled level of campaign insights and analytics across all categories and verticals. We proudly work with Axiom, comScore, Crossix, Experian, Nielsen, Polk and other leading data providers to deliver custom data that verifies and validates our insights as well as the metrics you define at the outset of your campaign.



Website: <http://adworks.att.com>

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



**YuMe** YuMe Positioning

## About Us

YuMe is your partner for video advertising leadership and innovation. We reach valuable, data validated audiences on any connected TV or digital screen with programmatic brand advertising solutions that increase brand favorability and sales. Our software and technologies combine with unrelenting service to help brand advertisers engage audiences wherever they interact with content that matches their needs and interests.

Our brand solutions incorporate data-driven audience insights to help brand advertisers reach and influence their most promising audiences. Brand advertisers benefit from higher awareness, positive perception, purchase intent and sales.

**Innovation is in our DNA**  
We are a proven video advertising innovator, with leading edge offerings in CTV, mobile and cross-screen campaign optimization.

**Leading the Next Wave of Programmatic**  
We are leading the next wave of programmatic video, driven by our decade of success in video advertising and emerging screens.

**Client Relationships Built on Trust**  
We deliver brand-safe, premium quality, high value campaigns to our clients globally. We believe transparency is essential.

**Our Service Team is Here to Work for You**  
We are true partners in our clients' success. Our priority is to help you brand better - together.

**Founded: 2004**

**Headquarters: Redwood City, CA**

**Website: [www.yume.com](http://www.yume.com)**

## Partnerships

- **Premium Partners:** market collaborators that share joint customers with YuMe



- **Technology Partners:** offer technology and intelligence that enhance YuMe solutions and services by integrating with our SDK or multi-platform solutions



- **Media Partners:** work with YuMe are leading the market and innovating in the digital advertising space.



Fiscal year is January-December. All values USD millions.		2012	2013	2014	2015	2016
+ Sales/Revenue		116.74M	151.13M	177.78M	173.25M	160.41M

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

# YuMe- Platforms, Products & Technologies




## Platforms

### For Advertisers

YuMe for Advertisers (YFA), our demand side platform, provides the latest technology and tools needed to plan, target, buy, measure and optimize your video ad spend.

### For Marketplace

YuMe Marketplace delivers best of breed video experiences. We work with quality publishers across desktop, mobile, tablet and connected TV devices to align their content with receptive audiences. The foundation of our marketplace is our proprietary SDK, which allows for more effective monetization for publishers, high performance in brand safe environments for our advertisers and enhanced ad experiences for consumers.



**Scalable Global Video Supply**  
YFA is integrated with all the leading 3rd party supply partners for video advertising including:



## Products



**People-Based Marketing Suite**  
Personalized Cross-Device Solutions To Reach Today's Multi-Screen Consumers

**Household Targeting**  
Branding Synergy Across Household Screens

**YuMe Audience Segments**  
Intelligent Audience Solutions Target and Engage Your Most Promising Audiences

**Multi-Screen Audience SDKs**

**Ad Gallery**

## Technologies

**Brand Safety**  
Providing our Partners Peace of Mind

**Traffic Quality**  
A Commitment to Delivering Brand Safe Environments

**Viewability and Measurement**  
Enabling Verification Tools that Improve Your Brand Metrics

Click-Thru Pictures for More Info

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



## Brightline Positioning

**BrightLine was the first company to pioneer dynamic television ad solutions for brands.**

Today BrightLine offers InCAST, the industry's most powerful Advanced TV technology suite that gives marketers a plug-and-play solution to take advantage of the entire scale of Over-The-Top and Smart TV advertising opportunities.

**Founded: 2004**

**Headquarters: New York, NY**

**Website: [www.BrightLine.tv](http://www.BrightLine.tv)**

**Our media partners.**  
Meet some of the 80+ partners who are already BrightLine enabled.

**Where BrightLine ads work.**  
Our ad products are served across the following Connected TV platforms.

**Enhanced Ad Formats to Fit Any brand KPI**

**Dynamic Overlay**  
Audiences are served personalized spots, tailored to their location, behavior, or interests.  
*Examples: Store Locator, Local Weather, Local Sports Team Info*

**In-Stream Scrollable Overlay**  
Viewers engage with brand creative in-stream, during enhanced commercials.  
*Examples: Product Gallery, Character Gallery, Builder*

**Click to Full-Screen Microsite**  
Viewers click from a spot to a full screen immersive experience, featuring long form and additional brand content.  
*Examples: Video Gallery, Image/Product Gallery, Thiva*

**So what can they do?**  
All the amazing things you can do in Digital, but on TV!

**Unified Ad Platform**  
Expand the reach of your ads to multiple media partners across devices with our build once, run anywhere ad products.

**Real-time TV Analytics**  
BrightLine's ad solutions come armed with IQ™ - the only measurement platform built exclusively for Connected TV/OTT, enabling real-time monitoring and optimization by media vendor and device.

## Teads.TV Positioning

Teads, founded in 2011, is the inventor of outstream video advertising and the leading native video advertising marketplace.

Publishers work with Teads to create brand new outstream video inventory, monetizing it through **programmatic** buying, their own sales force, or third parties including Teads Demand.

Teads pioneers advertising experiences that respect the user, creating unprecedented levels of premium inventory which previously didn't exist.

Brands, agencies and trading desks can access this top-tier, premium inventory, available on the web and on mobile, in the Teads Marketplace. Through our managed services capabilities, the Teads team execute on their client's behalf using its platform.

Teads has a team of over 500 employees, 100 of which are in the innovation team, across 27 global offices.

**Founded:** 2005  
**Headquarters:** New York, NY  
**Website:** [www.teads.tv](http://www.teads.tv)

## Products

### Premium Native Video Advertising Solutions

Teads offer innovative outstream video advertising solutions that sit within premium editorial content and run across all devices. We champion the user experience. Our video advertising formats are never forced, and entirely respectful of user choice.



### Discover the inRead suite



Allows clients to create video, mobile & display interactive ads. Delivers ads across any platform and device. Offers detailed campaign analytic reports.

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

## At the Center of Programmatic Media

Visto is dedicated to bringing transparency, interoperability and accountability to programmatic advertising.

### Visto Positioning

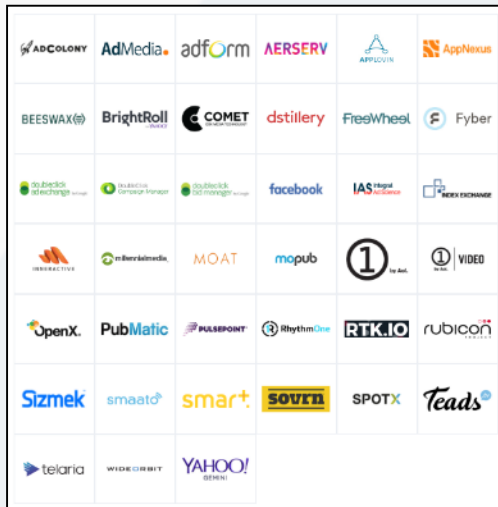
The Visto™ Enterprise Advertising Hub is a vendor-agnostic platform that unites all of your programmatic media technologies in a single user-friendly interface. Gain ease of control over disparate systems and more transparency into performance analytics to optimize ad spend, drive efficiencies and increase ROI.

Founded: 2005

Headquarters: New York, NY

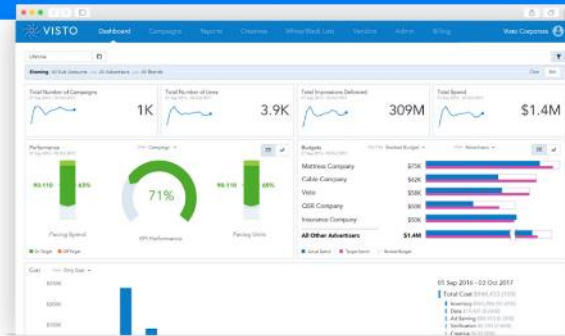
Website: [www.vistohub.com](http://www.vistohub.com)

### Partners



### The Visto Platform

The Visto platform is an all-in-one tool for your programmatic needs. With Visto, you gain complete control and interoperability throughout your advertising technology partners.



### Visto Features

The Visto platform offers solutions to unify the programmatic ecosystem and identify the most efficient and effective path to delivery. From a single entry point, you can manage all of your programmatic media technologies, and effortlessly optimize and test new ones. Visto features include:

- ONE UI
- PARTNER DIVERSITY
- MULTI-PLATFORM DISTRIBUTION
- UNIFIED CREATIVE MANAGEMENT
- TRANSPARENCY
- UNIFIED DATA & ANALYTICS
- BILLING RECONCILIATION

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

# Canoe Ventures



## Canoe Ventures Positioning

Canoe is an **advertising technology company** dedicated to providing software and services to national TV programming networks.

The company has **successfully delivered** a superior dynamic advertising insertion (DAI) platform for TV programs available on U.S. cable operators' VOD platforms at scale.


Canoe has now broadened its services to **stewarding quality DAI** across more MVPDs and additional premium video platforms.




Canoe is owned by Charter, Comcast, and Cox, and is based in Denver, Colorado.

Founded: 2008

Headquarters: New York, NY

Website: [www.CanoeVentures.com](http://www.CanoeVentures.com)

 **35M+ HOUSEHOLDS ON:**

**130+ DMAs {50 OF THE TOP 50}**

PROGRAMMERS

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



# Canoe Ventures - Services



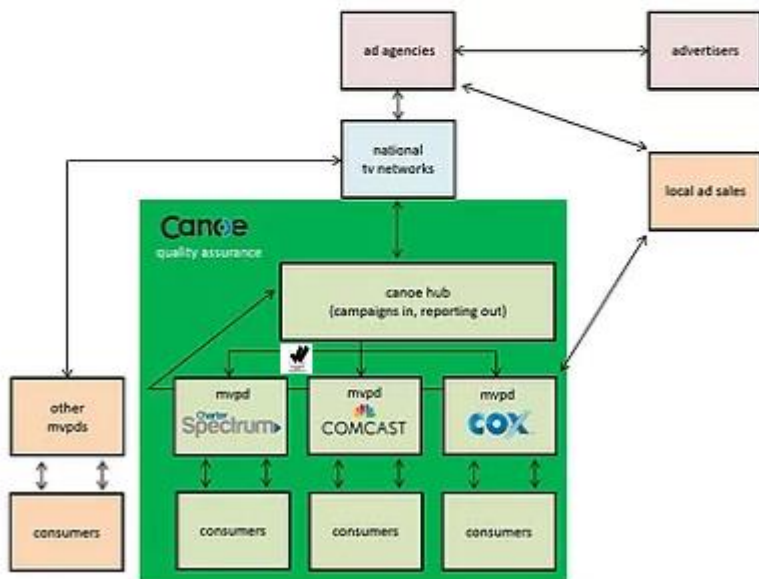
## TECHNICAL INTEGRATION

### INTEGRATION ECOSYSTEM

The Canoe ecosystem interoperates with products from VOD distribution vendors including: **Arris, Cadent, Concurrent, Ericsson, Seachange, and THIS Technology.**

And products from program network vendors including: **Comcast Wholesale, Clearleap, Google DFP, FreeWheel, Sintec, Telestream, Vela, and Vubiquity.**

Canoe Utilizes CableLabs® Metadata 1.1, 3.0, SCTE, and IAB VAST.



## INTEGRATION SERVICES

Maintain the Flow of Session Information

Canoe's Service Assurance systems and staff provide monitoring of VOD session activity in real-time

- Current activity against historical averages
- Current activity established minimum activity alarm points
- For Programmers, defined by Programmer, network and provider to enable granular performance evaluation
- ADM/Operator and VBOD are used to monitor MVPD footprint

Facilitate and Monitor the Distribution of Signaling Metadata

Canoe's Service Assurance supports the distribution of signaling metadata (CSV Break Point files) from the Programmer to each MVPD

- Insures the files are properly formatted, consolidated, validated and adjusted
- Monitors MVPD's systems to assure that signaling metadata exists for each entertainment asset
- Canoe reports discrepancies to the Programmer and MVPD for corrective action

## SERVICE ASSURANCE

Our Service Assurance processes cover the cable VOD ecosystem. We monitor ad performance and targeting throughout the footprint and can identify when parts of the footprint need intervention to continue successfully inserting ads.

Our monitors check insertion and impression benchmarks, metadata availability, asset availability, and system health.

## REPORTING & ANALYTICS

Programmers can monitor their DAI performance through Canoe's suite of reports:

AD  
PERFORMANCE  
REPORTS

ENTERTAINMENT  
PERFORMANCE  
REPORTS

PACING  
REPORTS

AGENCY  
REPORTS

INVENTORY  
INSIGHT REPORTS

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



# Next, Let's Look At Some Of The Top Supply-Side Platforms Within The OTT Space

## Ad Networks

Provides an outsourced sales capability for publishers and a means to aggregate inventory and audiences from numerous sources in a single buying opportunity for media buyers. Ad networks may provide specific technologies such as targeting capabilities, creative generation & optimization.



## Sell-Side / Supply-Side Platforms (SSPs)

A technology platform that provides outsourced media selling and ad network management services for publishers. The business model resembles that of an ad network in that it aggregates ad inventory however they serve publishers exclusively and does not provide services for advertisers



## Buy-Side / Demand-Side Platforms (DSPs)

A technology platform that provides centralized & aggregated media buying from multiple sources including ad exchanges, ad networks and sell side platforms, often leveraging real-time bidding capabilities of these sources



## FreeWheel Positioning



**Founded:** 2007

**Headquarters:** San Mateo, CA

**Website:** [www.FreeWheel.tv](http://www.FreeWheel.tv)

### FREOWHEEL PUBLISHERS

The most effective platform to manage advertising in The New TV Ecosystem.

Purpose-built for premium publishers and distributors to maximize the value of inventory and audiences across all screens and sales channels.

### FREOWHEEL MARKETS

The leading convergent programmatic linear and online video solution.

Enables video publishers to maximize the value of their video assets across digital and linear screens, every ad format, buying method, and transaction type. Optimizes value for both sellers and buyers of premium inventory while ensuring seamless and relevant consumer video experiences.

### FREOWHEEL ADVERTISERS

Global, cross-media platform for the media buying industry.

Formerly known as Strata, FreeWheel Advertisers is transforming the way media is purchased, placed, and tracked. Offering a best-in-class campaign management process for all media through automation, open integrations, and data-driven insights.

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

## SpotX Positioning

SPOTX IS THE TRUSTED VIDEO AD SERVING PLATFORM FOR MEDIA OWNERS



### MEDIA OWNERS

SpotX is a video ad serving platform providing media owners and online publishers with monetization tools for desktop, mobile and connected devices. SpotX gives media owners the control, transparency and actionable insights needed to understand buyer behavior, manage access and pricing, and maximize revenue.



### ADVERTISERS

SpotX gives advertisers a better way to buy video, providing a direct pipeline to premium supply. Work with our managed services and programmatic teams to develop your video advertising strategy and buy video based on your needs through public, private and Curated Marketplaces.

The SpotX Platform features modern ad serving and programmatic infrastructure, and other monetization tools, like solutions for OTT and outstream video ad units, to give media owners complete control and actionable insights to maximize revenue.

### At Our Core

SpotX functions with five main principles at our core, influencing how we build and deploy our platform.



**Programmatic**  
Automate your trading of media and streamline workflow



**Cross Screen**  
Deliver campaigns across any device using flexible & interactive ad units



**Open & Extensible**  
Our open platform relies on standards based protocols, robust API support and interoperable solutions



**Global**  
Leverage a global solution for accessing premium & select video inventory and get support worldwide



**Customer Centric**  
Our account teams provide best in class support and multiple touch points for communication

POWERING 600+ MEDIA OWNERS



Founded: 2007  
Headquarters: New York, NY  
Website: [www.SpotX.tv](http://www.SpotX.tv)

## Ad Units

### In-Stream



Similar to a linear TV commercial break, our in-stream ad unit offers the ability to play an ad before, during, or after video content in a desktop environment.

[Open In-Stream Demo](#)



### In-Content



Open new opportunities for cross-screen video ads with the outstream In-Content Ad Unit. Viewable by design, the ad only begins playing when it comes into view and pauses when out of view. Place outstream ads seamlessly within content to create contextually relevant opportunities, a format highly sought after by advertisers.

[Open In-Content Demo](#)



### Interstitial



Our interstitial ad unit is a full screen ad experience that covers the entire interface. The ad may appear at natural transition points such as between levels during a game or upon entering a site.

[Open Interstitial Demo](#)



VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

## Telaria Positioning

The essential data-enriched platform to monetize video inventory.

You knew us as Tremor Video, a pioneer in digital advertising. Today, as Telaria, we lead the way again as an independent, pure-play, supply-side software company.

We offer the essential data-enriched platform to monetize video inventory with the greatest speed, control, and safety, wherever and however audiences are watching. Whether connected TV, desktop, or mobile video, our live analytics capture revenue opportunities in real time.



Premium Content Partners

Over 30 plugged-in demand partners count on Telaria's premium inventory

<p><b>Solve for advanced TV</b></p> <ul style="list-style-type: none"> <li>• Future-proof software</li> <li>• First programmatic live TV</li> <li>• First-to-market updates</li> <li>• Device-specific reporting</li> <li>• OTT &amp; CTV specific features</li> </ul>	<p><b>Unlock inventory value</b></p> <ul style="list-style-type: none"> <li>• Floor recommender tool</li> <li>• Monitor buying patterns</li> <li>• Act on trends as they spike</li> <li>• Confirm and control campaign and auction delivery</li> <li>• Diagnostic tools ensure revenue capture</li> </ul>	<p><b>Higher yield</b></p> <ul style="list-style-type: none"> <li>• Zero-latency software</li> <li>• Live insights</li> <li>• Letter revenue decisions</li> <li>• Server to server connections</li> <li>• Simultaneous competition among demand sources</li> <li>• Campaign diagnostics</li> </ul>
<p><b>PMP and custom deals</b></p> <ul style="list-style-type: none"> <li>• Merchandize PMP and custom deals</li> <li>• Manage and communicate campaign performance</li> <li>• Custom audiences</li> <li>• Inventory packages</li> <li>• Enhanced discoverability</li> </ul>	<p><b>Brand safety</b></p> <ul style="list-style-type: none"> <li>• Review and approve ad creative</li> <li>• No crappy ads</li> <li>• Maintain publisher brand integrity</li> <li>• Protect user experience</li> <li>• Inventory quality assurance</li> <li>• Rated #1 on PwC's Video Seller Trust Index</li> </ul>	<p><b>Open RTB 2.5</b></p> <ul style="list-style-type: none"> <li>• Allow demand to better value inventory (2.5 focused on advanced TV)</li> <li>• Communicate demand requirements</li> <li>• Radical transparency into actual bid and response</li> </ul>

**Founded: 2005**  
**Headquarters: New York, NY**  
**Website: [www.Telaria.com](http://www.Telaria.com)**

### Third Quarter and Year-to-Date Results Summary *(in millions, except per share amounts), (unaudited)*

	Three Months Ended			Nine Months Ended		
	September 30,	September 30,	%	September 30,	September 30,	%
	2017	2016	Change	2017	2016	Change
Revenue	\$12.7	\$ 7.6	67%	\$28.8	\$18.7	54%
Gross profit	\$12.0	\$ 7.1	68%	\$26.3	\$17.3	52%
Net loss from continuing operations	(\$3.3)	(\$4.1)	20%	(\$19.6)	(\$20.8)	6%
Adjusted EBITDA	\$0.4	(\$2.0)	NM	(\$9.6)	(\$10.9)	12%
Net loss per share from continuing operations	(\$0.06)	(\$0.08)	25%	(\$0.39)	(\$0.40)	3%

## VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

## OpenX Positioning

### Why We Exist

We create programmatic marketplaces where premium publishers and app developers can best monetize their content by connecting with leading advertisers that value their audiences.



CLIENTS

**Publisher focused, buyer aligned**

Clients work with OpenX because of our commitment to quality, our ability to deliver highly efficient and scalable marketplaces and our superior partner service.



TECHNOLOGY

**Innovating the future of digital advertising**

Investment in high-quality teams and technology enables us to transact ever increasing value for clients as the industry expands to new platforms and screens.



QUALITY

**Ranked first in quality worldwide**

We are ranked as one of the cleanest supply sources for high-quality inventory in the world across both desktop and mobile app.

### Our Mission

We create awesome programmatic marketplaces.

By remaining focused on creating powerful and effective publisher solutions, we have created a highly efficient programmatic platform that provides optimal value for both sides of every transaction.

**Founded: 2008**

**Headquarters: Pasadena, CA**

**Website: [www.OpenX.com](http://www.OpenX.com)**

OPENX SOLUTIONS FOR PUBLISHERS

## Driving Superior Monetization

Creating Quality Programmatic Advertising Markets That Drive Superior Monetization for Publishers & App Developers

OPENX SOLUTIONS FOR DEMAND PARTNERS

## Maximizing Value for Brands & Marketers

Creating Quality Programmatic Advertising Markets That Maximize Value for Brands & Marketers

Click-Thru Pictures for More Info


VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

## DoubleClick Positioning

Find the solution that fits


Our holistic platforms bring it all together to make digital work harder for your business in every way.  
Discover the one that's right for you.

**Digital Marketing**



Reach today's always-connected consumers wherever they are with our integrated digital marketing solutions.

**Revenue Management**



Take charge of your ad sales across screens and channels with our complete revenue management solutions.







**Founded: 1996**

**Headquarters: New York, NY**

**Website: [www.doubleclickbygoogle.com](http://www.doubleclickbygoogle.com)**

Make digital work on your own terms

DoubleClick's integrated solutions have you covered. Connect to a world of possibilities while focusing on the areas that you care about most.

<p>Creative</p> 	<p>Measurement</p> 	<p>Mobile</p> 	<p>Programmatic Buying</p> 	<p>Search Management</p> 	<p>In-stream video</p> 
---	--	---	--	--	--

# Finally, We'll Look At Some Of The Top Demand-Side Platforms Within The OTT Space

## Ad Networks

Provides an outsourced sales capability for publishers and a means to aggregate inventory and audiences from numerous sources in a single buying opportunity for media buyers. Ad networks may provide specific technologies such as targeting capabilities, creative generation & optimization.



## Sell-Side / Supply-Side Platforms (SSPs)

A technology platform that provides outsourced media selling and ad network management services for publishers. The business model resembles that of an ad network in that it aggregates ad inventory however they serve publishers exclusively and does not provide services for advertisers



## Buy-Side / Demand-Side Platforms (DSPs)

A technology platform that provides centralized & aggregated media buying from multiple sources including ad exchanges, ad networks and sell side platforms, often leveraging real-time bidding capabilities of these sources



VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

Note: the inventory managed by an SSP is usually purchased by aggregate buyers, either demand-side platforms (DSPs) or ad networks.

**BrightRoll  
Positioning**

## REACH THE RIGHT AUDIENCE AND BOOST ROI

Programmatic advertising can help you make the most of your digital ad dollars. Whether you're looking to reach the right users or just need access to premium inventory, a partnership with BrightRoll can help.

**Founded: 2006**

**Headquarters: San Francisco, CA**

**Website: [www.BrightRoll.com](http://www.BrightRoll.com)**



### BRIGHTROLL DSP

With proprietary data from Yahoo, sophisticated targeting capabilities, and access to premium inventory, the BrightRoll DSP is uniquely positioned to help your ad campaigns succeed.

- Use Yahoo Audience Data for more accurate targeting throughout your campaigns
- Reach viewers across devices through video, display, and native ads
- Complete control over your media buys, with transparent reporting

LEARN MORE →



### BRIGHTROLL EXCHANGE

Grow your business with the BrightRoll Exchange, one of the industry's largest marketplaces connecting publishers and advertisers to video, display, and native digital advertising.

- Premium, highly viewable supply from Yahoo and thousands of top-tier publishers and apps
- A comprehensive inventory quality process ensures high-quality, brand-safe inventory
- Best-in-class support delivers customized programmatic solutions and exclusive deals

LEARN MORE →

## CLIENTS

Used by the most recognized advertisers in the world.



## VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY

# VideoAmp



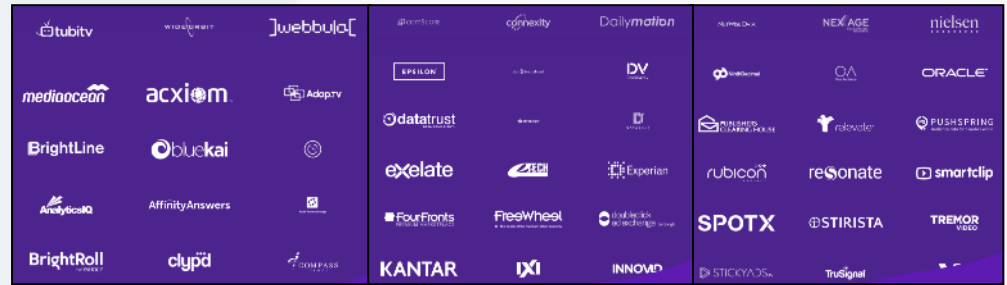
## VideoAmp Positioning

### WHAT WE DO

## Uniting the TV, Digital, & OTT Ecosystems is Damn Hard.

VideoAmp is the market's first integrated TV operating system for advertising. Our software and data solutions enable advertisers and media owners to plan, package, execute and measure the success of de-duplicated and precisely targeted campaigns that reach linear TV, VOD, OTT and digital consumers.

## Partners



Founded: 2014

Headquarters: Santa Monica, CA

Website: [www.VideoAmp.com](http://www.VideoAmp.com)

### CONNECTING LINEAR & DIGITAL AT SCALE

## Accurate and Scalable Across Both Linear and Digital? Yes and Yes.



Custom built for the converging world is the only way to go. Combining a few sets of cross-channel data and connecting that to a buying platform is table stakes for ad tech. VideoAmp is neither a digital tool that is trying to appeal to the TV world nor a TV tool with a few digital gimmicks.

VideoAmp integrates both TV & digital viewership and ad exposure data within a single people-based graph. The VideoAmp TV operating system leverages the precision of digital-based audience segments into linear, and cross screen planning, buying and measurement.

### TV OS: LINEAR SUITE OVERVIEW

## We Built The Coachella of TV and Video Data

You can't fix video buying unless you fix how data interacts, models and mixes with one and other. Sensitive and private data has to be removed, valuable data has to be carefully extracted, each party has to be compliant in the process. We've built the best data infrastructure possible for the sole reason that it needed to be done.

- Remove the need for tedious and complex excel workflows to manage inventory
- Invoke the power of math. Use data science methods to improve optimization, increasing positive outcomes
- Remove the need to transport data to another platform to make it useful in buying or planning
- Remove uncertainty of measurement, measure the actions that people take on their devices (as opposed to panel data that represents an audience of people that might have a phone that is somewhat likely to have existed)

### DIGITAL OVERVIEW

## We Know Digital Video Better Than Kanye Knows Kanye.

A buying platform by any other name is still a DSP. Everybody and their brother is pushing out a buy-side platform these days. But do they have a grasp of both digital and TV worlds with features and benefits for all involved? Our clients use VideoAmp because they want to connect across boundaries, push the envelope and usher in the future. If you would rather go with what you are currently using, that's ok, we get it. Not everyone is comfortable with progress.

## VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



## Videology Positioning



At Videology, we're specialists in TV and video advertising. We do one thing and do it very well - turn data and inventory into **guaranteed results for our clients.**

Our **converged advertising software** helps Advertisers, Agencies and Media Companies drive greater media value through cross-screen planning, execution, forecasting and measurement. And it's all available in a **single platform.**

**Founded:** 2007  
**Headquarters:** Baltimore, MD  
**Website:** [www.videologygroup.com](http://www.videologygroup.com)

*Get to know*

## THE VIDEOLOGY PLATFORM

Videology's global, market-leading software helps **Marketers, Agencies and Media Companies** manage, measure and optimize digital video and TV advertising to drive better results in today's converged media landscape.

This specialized software was purpose-built to bring the efficiencies and intelligence of programmatic advertising to the constrained TV and premium video marketplace. Our software solves the unique challenges posed by TV and video advertising – from planning to measurement – all in one simple platform.

Our goal is simple: to deliver better programmatic cross-screen video and TV advertising opportunities for Marketers, Agencies and Media Companies.



*This is*

## WHAT OUR PLATFORM CAN DO

The Videology Platform was designed to give **Advertisers, Agencies, and Media Companies** what they're looking for: certainty, reach, quality, and connections. With access to all major data and media providers throughout the ecosystem, our advanced software offers cross-screen solutions that combat media fragmentation and drive better results – in fact, Nielsen found that we **drive brand lifts 6x greater** than the norms they usually see.

# The Trade Desk




## The Trade Desk Positioning

Precision targeting across display, video, mobile, native, audio and TV — and all devices


Every day, media is becoming more fragmented as old models are reinvented digitally. This new landscape makes it harder for advertisers to reach their audience and requires an unbiased partner with powerful technology to help media buyers coordinate campaigns across digital channels.

With The Trade Desk, buyers can value each impression like traders value stocks, using first and third party data to decide which impression to buy and how much to pay. Customers can also use our APIs to build their own proprietary analytic insights or access our bidders to create specialty DSP offerings.


The Trade Desk powers buyers across the globe by offering an integrated feature set that includes:




**OMNICHANNEL TARGETING**  
Shepherd customers down the funnel across channels and strategies



**DATA MANAGEMENT PLATFORM**  
Gain insights about your audiences with lookalike modeling and more



**ENTERPRISE™ APIS**  
Build on our platform to enhance your offering



**MY REPORTS**  
Best-in-class reporting yields rich, actionable data

**Founded: 2009**  
**Headquarters: Ventura, CA**  
**Website: [www.TheTradeDesk.com](http://www.TheTradeDesk.com)**

## Partners

Publisher				
A+E NETWORKS	ANSWERS CORPORATION	BRC WORLDWIDE	BUSINESS INSIDER	CBS INTERACTIVE
CONDE NAST	DAILY MAIL	EBAY	FORBES MEDIA	HEARST EXCHANGE
MEREDITH CORPORATION	PANDORA MEDIA, INC.	SCRIPPS NETWORKS INTERACTIVE	SHEKNOWS MEDIA	TIME INC.
TRIBUNE PUBLISHING	USA TODAY NETWORK	VOX MEDIA	WARNER BROS. DIGITAL MEDIA SALES	WASHINGTON POST

## Products

### Connected TV Advertising

The rise of Connected TV viewership is creating new ways for advertisers to reach their target audiences—combining the impact of TV with the precision of digital.

[LEARN MORE](#)

### Cross-Device Targeting and Tracking

We've partnered with the leaders in cross-device data to bring you a holistic solution based on deterministic and probabilistic matching capabilities. Select the partner or multiple partners that are right for you based on their regional coverage, graph size, device types, and more.

[LEARN MORE](#)



**The Trade Desk Reports 50% Yearly Revenue Growth, And Charts Where It Will Find More**

by James Hercher // Friday, November 10th, 2017 - 12:59 am

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



# TubeMogul



## TubeMogul Positioning

TubeMogul is the leading independent software platform that enables brands and agencies to plan, buy, measure and optimize their global advertising.

Founded: 2006

Headquarters: Emeryville, CA

Website: [www.TubeMogul.com](http://www.TubeMogul.com)

## Why TubeMogul?



Cross-Channel



Independence



Transparency

We enable you to orchestrate sophisticated programmatic ad campaigns across digital screens, television and out-of-home channels from one platform.

Plan, buy, measure and optimize your cross-channel advertising to reach consumers in the right place, at the right time during their digital journey.



Digital

With in-stream and in-banner inventory, standard and interactive pre-roll formats are the most common for digital video advertising. Desktop video advertising is still a keystone of a brand advertiser's overall media strategy.

[MORE ABOUT DESKTOP VIDEO](#)



Mobile

With the proliferation of smartphones, advances in broadband coverage and screen size expansion, consumers are rapidly switching media consumption to mobile devices. Mobile advertising should now be a key component of any overarching brand strategy.

[MORE ABOUT MOBILE VIDEO](#)



Social

TubeMogul is one of the first video buying platforms to integrate with the Facebook API. You can now integrate your video advertising on Facebook and Instagram alongside existing linear TV, digital video, and display advertising initiatives.



Television

By automating the television ad buying process, our Programmatic TV (PTV) solution allows you to buy TV ads using software, giving you access to inventory and audiences unavailable through traditional methods of television ad buying.

	Years Ended December 31,				
	2015	2014	2013	2012	2011
(in thousands except share, per share and client data)					
<b>Consolidated Statements of Operations Data:</b>					
Revenue	\$ 180,696	\$ 114,243	\$ 57,214	\$ 34,159	\$ 15,639

VAB: THE COMPETITIVE AD-SUPPORTED OTT DIRECTORY



Positioning, platform and revenue detail based on company data.

## Innovid Positioning

The **only** platform purpose-built for video—enabling delivery of data driven creative



So much more than an ad server — Innovid delivers more effective video marketing through the only platform purpose-built for video—reaching more screens and more channels with richly personalized, data-driven creative.

**Founded:** 2007

**Headquarters:** New York, NY

**Website:** [www.Innovid.com](http://www.Innovid.com)

## Data Partners



## Innovid Product Suites



Through our diverse product suites, you can reach consumers across all screens and channels, engage them with more effective video marketing, improve campaign performance, integrate video throughout the customer journey, and gain the most holistic view of your video investment.

For More Information Visit Us Online  
[TheVAB.com](http://TheVAB.com)



Follow us:  
[@VideoAdBureau](https://twitter.com/VideoAdBureau)



Like us:  
[facebook.com/VideoAdvertisingBureau](https://facebook.com/VideoAdvertisingBureau)

