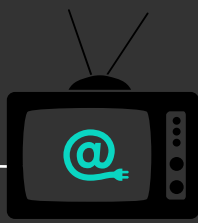


THE TRUTH ABOUT CONNECTED TV

FACT #1

CONNECTED TV ≠ SMART TV

There's more to Connected TV than Smart TVs. Smart TVs represent the smallest segment of connected TV users. Currently, the largest segment is gaming consoles, followed by streaming boxes (e.g., Roku, Apple TV). There is a large difference between the number of users that own a Connected TV device and those that actively use it to stream video content.



A Connected TV is a TV set that is capable of streaming video. This can be done a number of ways.

INTERNALLY
via a built-in connection (Smart TV)

EXTERNALLY
using third-party devices like a game console, streaming box or Blu-ray player

CT ACTIVE VIEWERS BY DEVICE*

Smart TVs/ Blu-ray players **6mm**

Streaming boxes **25mm**

Gaming consoles **100mm**

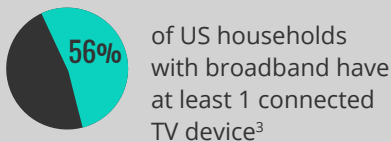
*Estimates based on public data

eMarketer estimates that by 2016 there will be 52.7 MM US households using a Connected TV device, almost half of all US households.

FACT #2

CONNECTED TV HAS SCALE

Connected TV adoption is increasing faster than mobile and tablet and has already doubled in the last year¹. Think about the millions of people already viewing Netflix with their Connected TV devices— there are more active users than you think and the audience is quickly growing.



¹ Smart TV penetration doubled in the last year from 12% to 25% TDG, Q2 2013

² Leichtman Research Group, May 2013

³ TDG, Q2 2013

⁴ eMarketer, January 2013

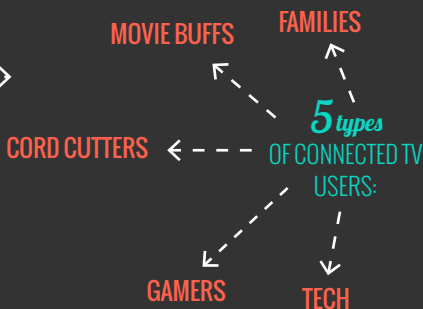
Consumers are already using apps to access content or software through a single device (i.e. mobile and tablet). Content on Connected TV devices is accessed the exact same way.

FACT #3

CONNECTED TV HAS MOVED BEYOND EARLY ADOPTERS

Connected TV viewers encompass far more than the tech-savvy male. Devices are being used in multi-member households and are accessed by all women, men and children.

Across all platforms, the Connected TV audience lies in the advertising sweet spot: 50/50 male vs. female, high-income, college graduates⁴.

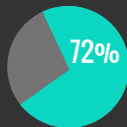


FACT #4

CONNECTED TV HAS PREMIUM CONTENT

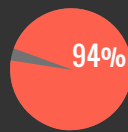
Connected TV consumers are spending most of their time watching long-form content like movies and TV shows. Can you always guarantee that your ads will run against this type of content with online video buys?

- ✓ Professionally produced
- ✓ On broadcast channels
- ✓ TV shows
- ✓ Full movies



of US Internet video viewers are using their TVs to watch full-length movies and TV⁵

50% OF CTV VIEWERS ARE SPENDING 60+ minutes WATCHING VIDEO and



spend at least 10+ minutes⁶

⁵ Accenture, Nov 2012
⁶ Ooyala, Q3 2012

Connected TV viewers invest their heaviest use during primetime TV hours. This is a critical audience your linear TV ads are not reaching.

ADRISÉ PROVIDES AD UNITS THAT ALLOW BRANDS TO *elevate* THEIR :30s COMMERCIALS.

- 1 The living room TV
- 2 Lean-back environment
- 3 Engaged viewing audience

1+2+3 = The perfect platform to distribute entertaining video content and curate an innovative brand experience.

Through adRise executions, brands can hit the dual objectives of awareness and engagement, run long-form content, give new life to social content and test multiple creatives.

FACT #5

CONNECTED TV ADS ARE MORE THAN JUST BANNERS

Do banners make sense for TV viewers? Not really. In addition, banner ad inventory is available on smart TVs, the device with the smallest active CTV audience. There are more scalable executions available across all devices including: In-stream, high-impact, and interactive ads.

NOW available THROUGH adRise

Connected TV enables brands to quickly optimize between multiple creative executions and determine which is the most effective. Brands can maximize engagement by including real-time content, incorporating calls-to-action and leveraging premium-produced creatives. The possibilities are endless.

FACT #6

THERE ARE SIGNIFICANT CAMPAIGN LEARNINGS

From any Connected TV campaign, you will know: 1. viewership numbers; 2. completion rates; 3. viewer geographic data; 4. engagement rates and usage; 5. purchase intent; and 6. best-of-breed campaign optimizations. Pretty awesome, right? You can do all of this right now with a Connected TV campaign.

AWARENESS METRICS

- ✓ Impressions
- ✓ Quartile Tracking
- ✓ Video Completion Rate

ENGAGEMENT METRICS

- ✓ Interaction Rates

ATTITUDINAL METRICS

- ✓ Brand Lift
- ✓ Consideration
- ✓ Purchase Intent

TARGETING & OPTIMIZATION

- ✓ Day-part/ Geo
- ✓ Content verticals
- ✓ Creative optimization