

Programmatic TV for Ad Buyers



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\$10,000,000,000

Programmatic TV advantage



ACCESS

Exclusive
premium content



REACH

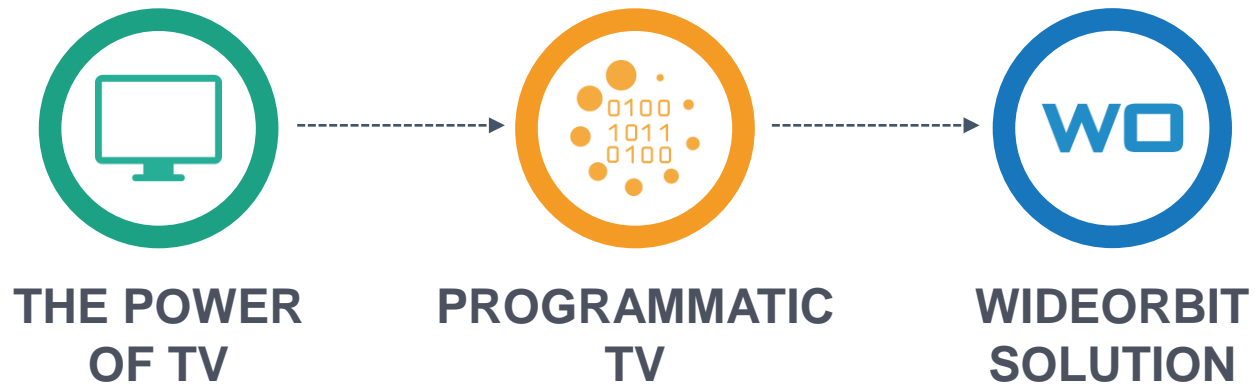
Targeted TV
audiences



EASY

Buy targeted
video

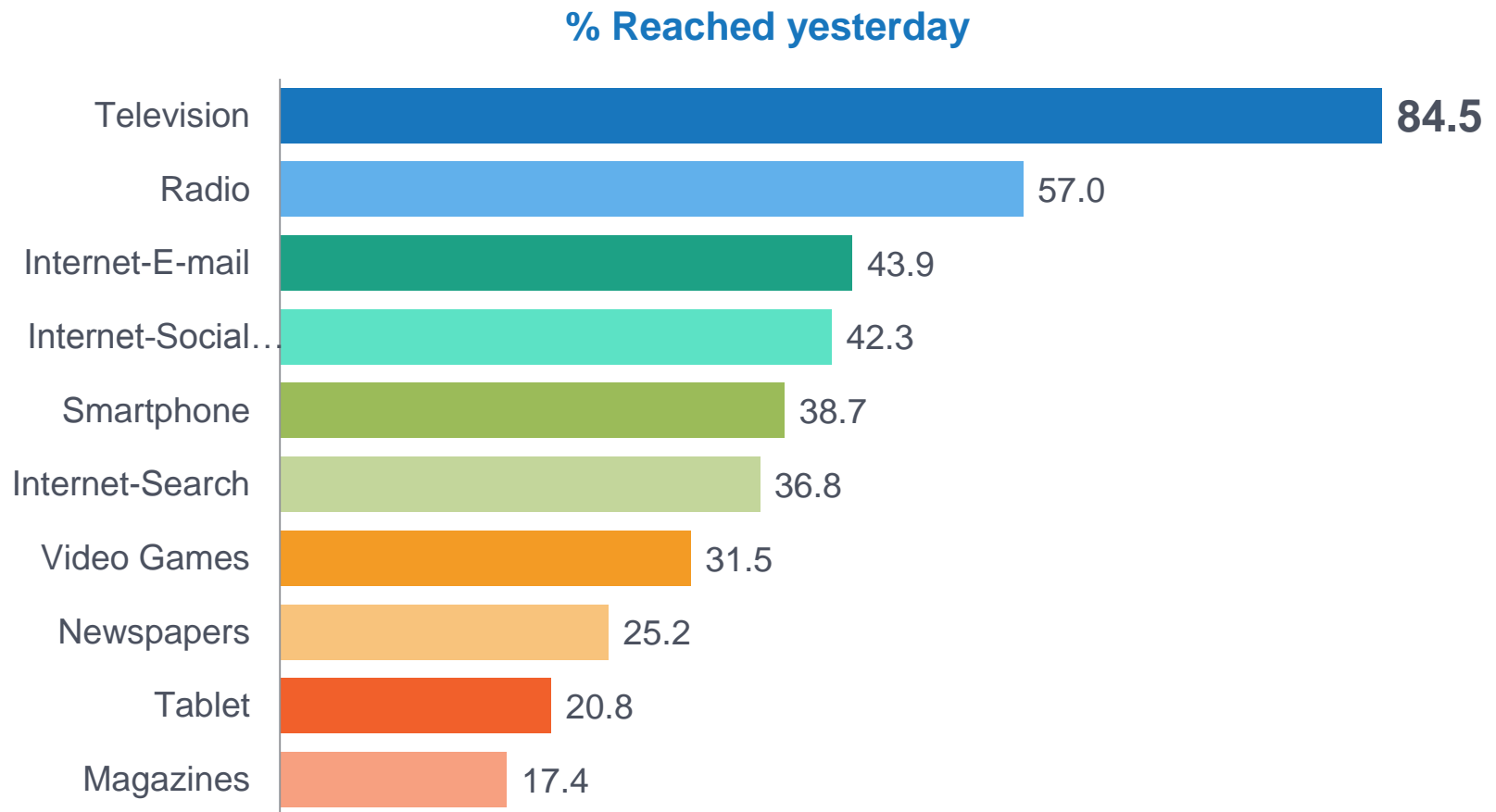
Agenda



TV is premium video

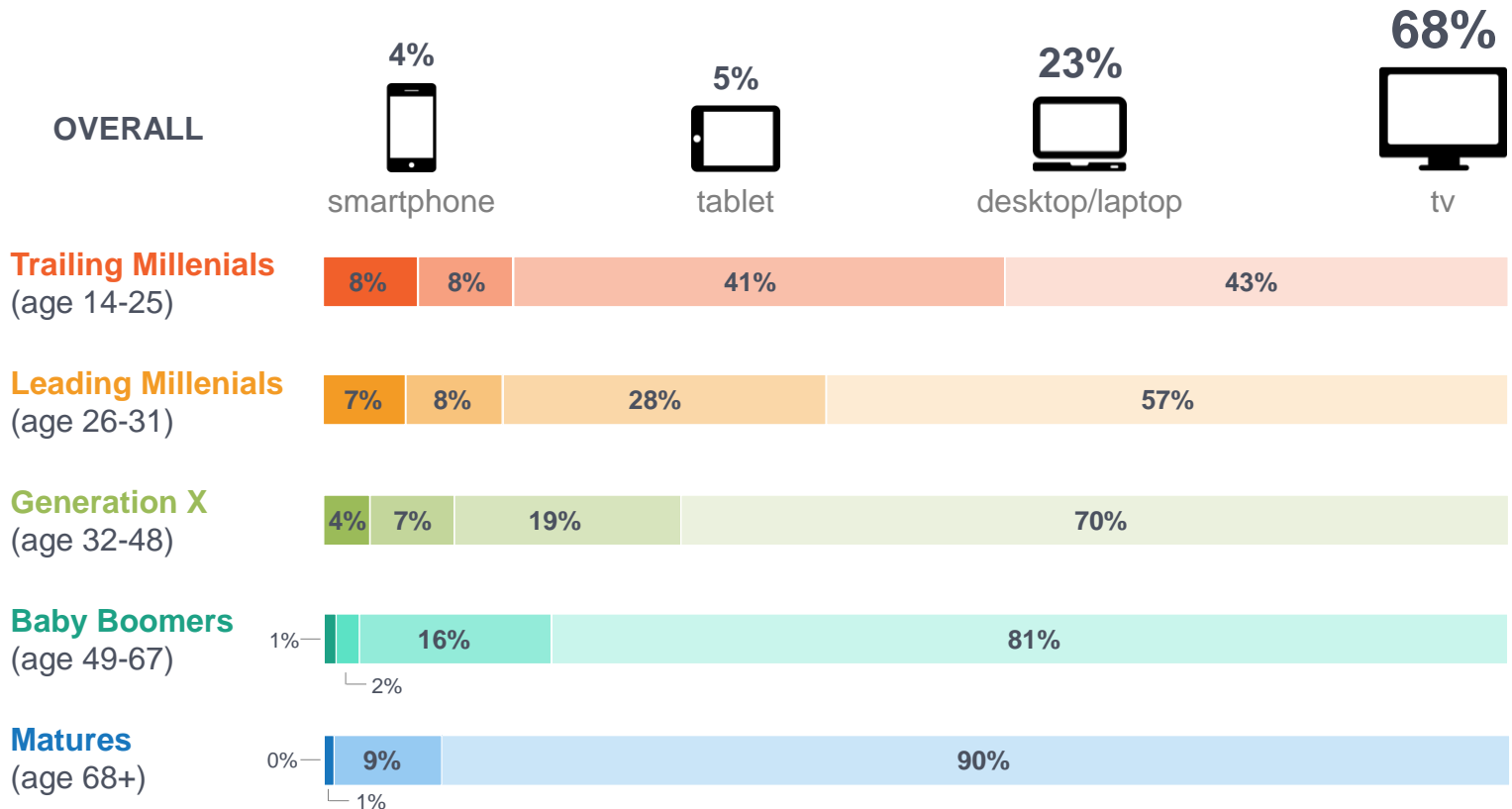


TV delivers the largest audiences

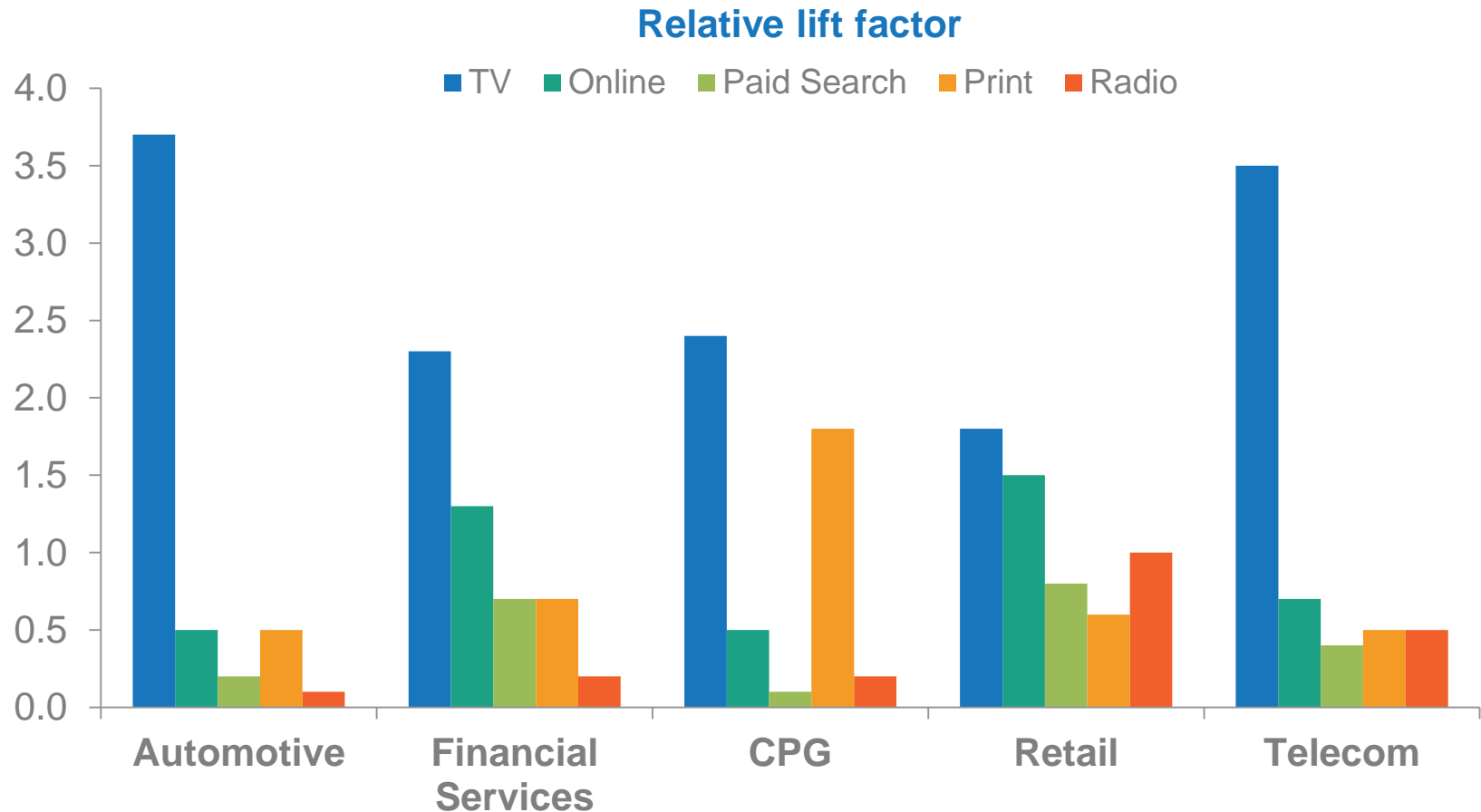


TV is the most watched

Percentage of time spent watching TV shows
by device among U.S. Consumers



TV is consistently more effective

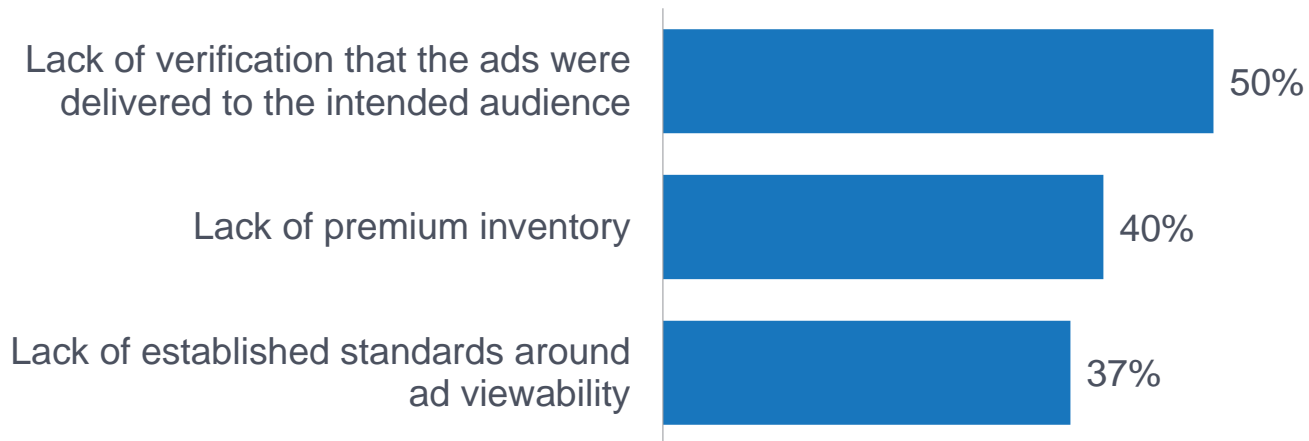


Challenges of digital video

52% say there's insufficient premium video inventory available at scale

47% cite safety and quality concerns

Which factors will inhibit adoption or spend in digital video?



Premium video inventory defined

Which 3 do you take into consideration when determining if video ad inventory is premium?



ADVERTISERS

RANK 1:
Quality of the
editorial content
(44%)

RANK 2:
Quality of the
media brand
(37%)

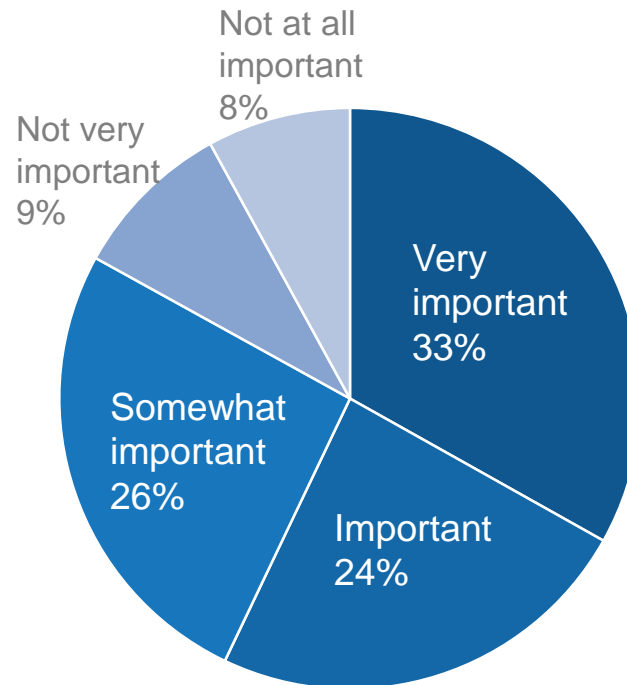
RANK 3:
Quality of data
for targeting
(36%)

RANK 4:
Viewability
of the ad
(35%)

Content, brand and data matter most

Buy TV and digital together

83% of brands say
it's important



Major brands believe in programmatic TV



**“TV will be bought
programmatically.
End of story.”**

B. Bonin Bough,
Chief Media and eCommerce Officer,
Mondelez

Agencies believe in programmatic TV



Sq1

“ Programmatic television is the future of advertising. [B]rands can pair the full-screen sight, sound and motion experience of television with the advanced audience segmentation that has for years made online advertising so attractive.”

John Holmes
Partner, SQ1

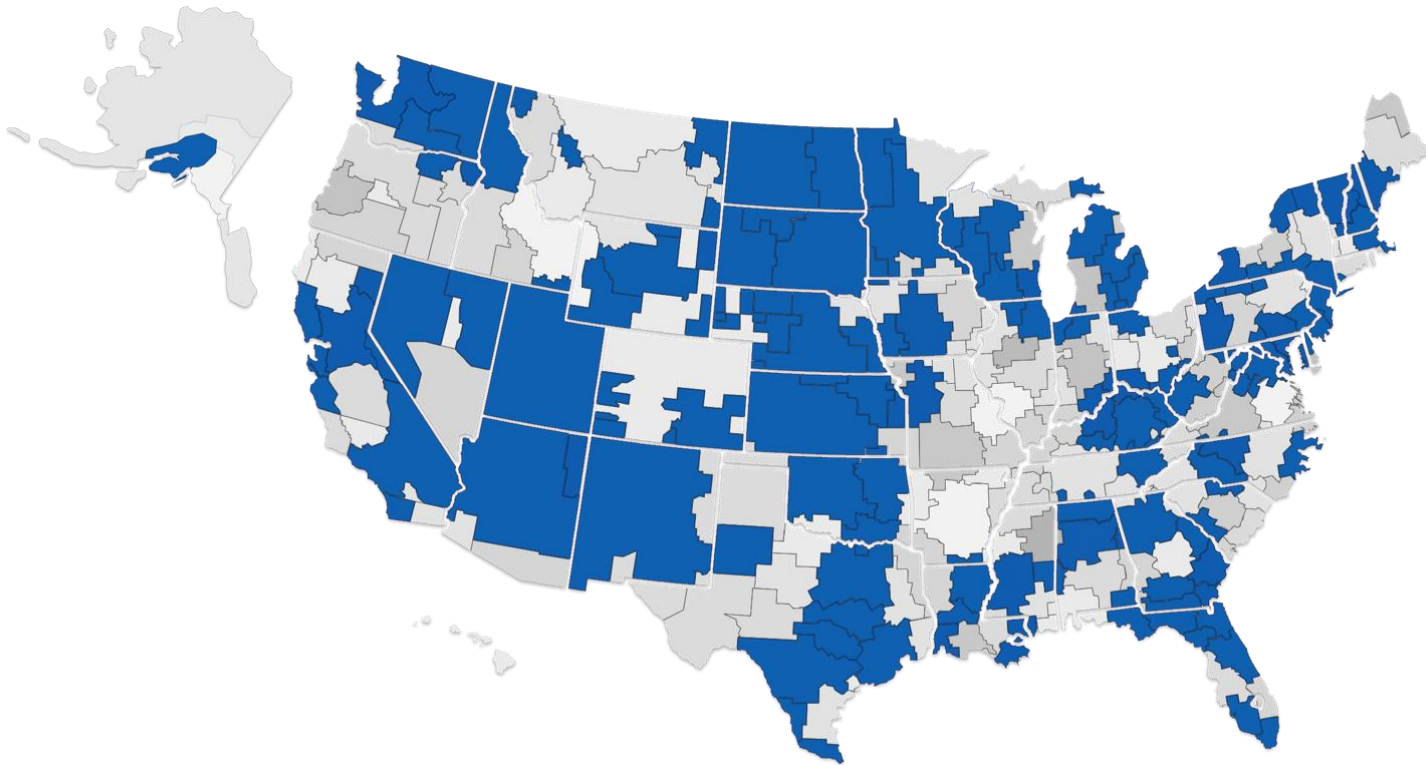
Our inventory is premium video



WideOrbit reaches your audience

20 of top 25
markets

74% of U.S.
households



Snapshot of campaigns running today



**MOBILE
GAMING**



DATING



**CONSUMER
GOODS**

Targeting ads to specific programs

program options

The image shows a laptop screen displaying the WideOrbit ad targeting interface. A modal window titled "program options" is open, showing a list of programs with their respective ratings and family classifications. The programs listed are:

| Program | Rating | Family |
|--|---------|--------|
| Astroblast! | TVY | Family |
| Awesome Adventures | TVY | Family |
| Chicken Soup for the Soul's Hidden Heroe | TV G | Family |
| Earth to Luna! | UNKNOWN | Family |

The background interface shows a "Select Program" dropdown menu with a list of programs, including "Astroblast!", "Awesome Adventures", "Chicken Soup for the Soul's Hidden Heroe", and "Earth to Luna!". The "Earth to Luna!" option is highlighted in green.

Easy creative delivery

ad specs

| | | Title | Advertiser | Ad-ID | Length | Definitl... | Media Type | Language | Modified | Status |
|-------------------------------------|-------------------------------------|--------------------|------------|----------------|--------|-------------|------------|----------|------------|--------|
| <input type="checkbox"/> | <input type="checkbox"/> | AA | Ally Bank | WOID1961297... | 00:30 | HD | VIDEO | ENGLISH | 01/21/2016 | Ready |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Ally - Love My ... | Ally Bank | ALLY0001000H | 00:30 | HD | VIDEO | ENGLISH | 12/18/2015 | Ready |

ad preview



Advanced targeting

campaign attributes

TCPM GOAL
\$15.00

CAMPAIGN BUDGET
\$1,000,000

PRIMARY DEMOGRAPHICS
Persons 18+

STATUS
New

upload 1st party data

BYOT

BYOT:

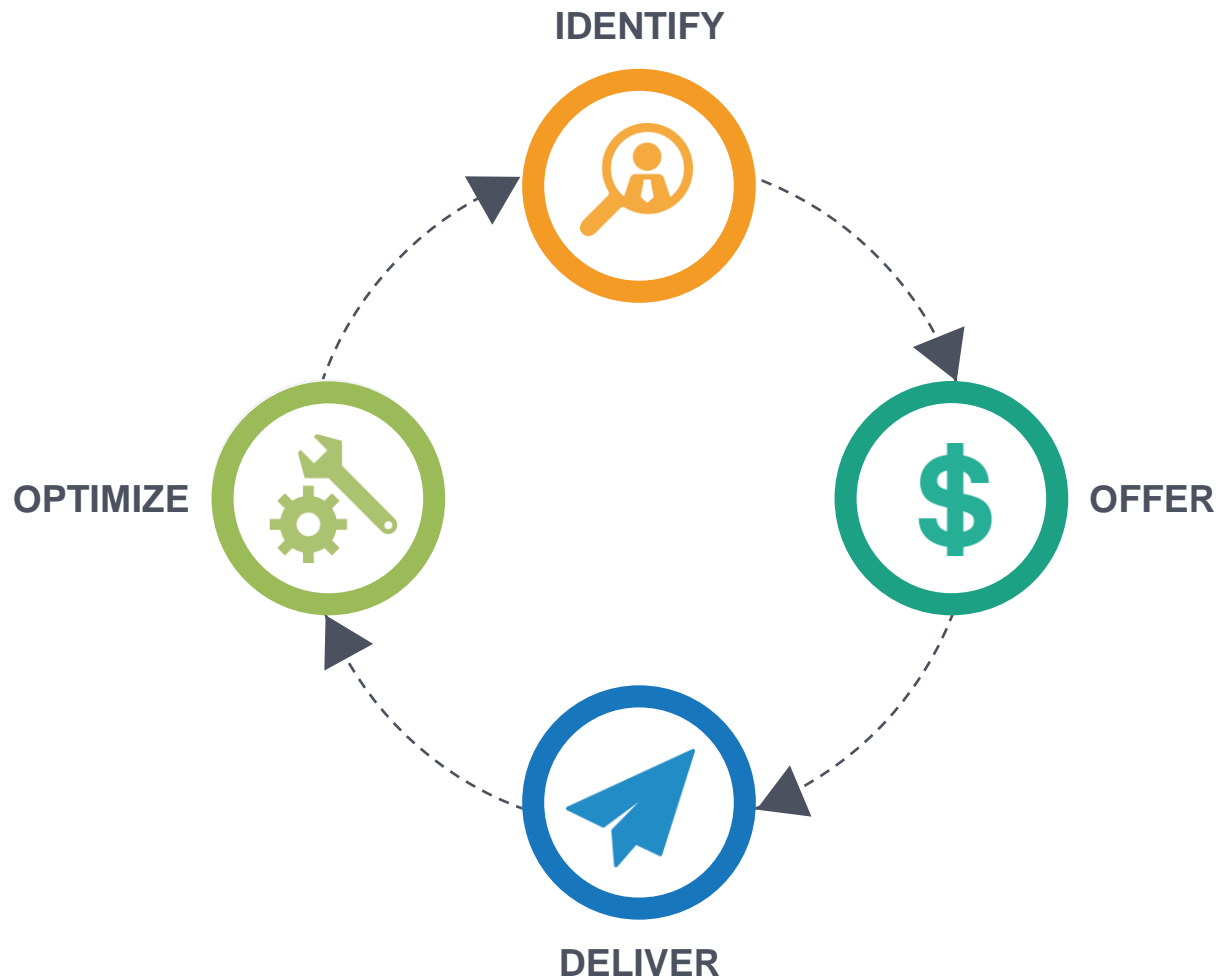
spots & impressions

| Spots | Total Imps | Target Imps | CPM | TCPM |
|-------|------------|-------------|---------|---------|
| 112 | 1.8M | 1.7M | \$42.75 | \$45.00 |

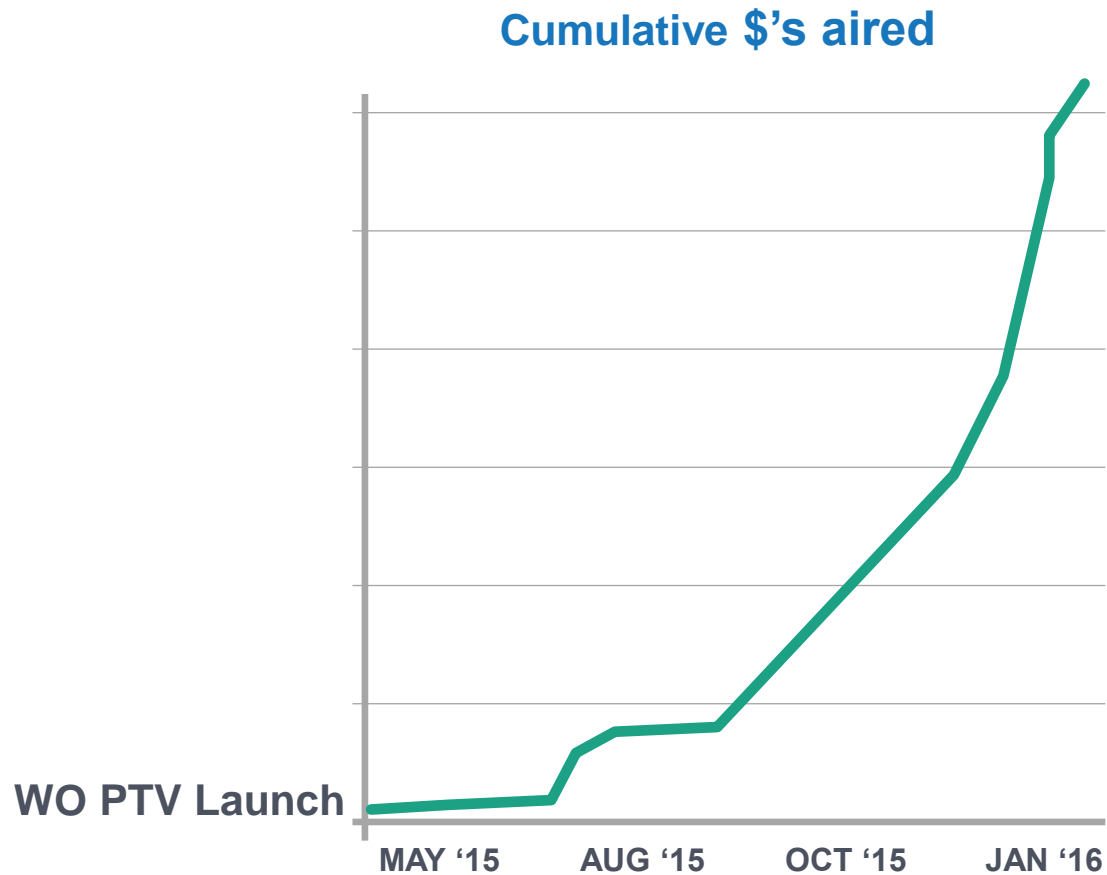
| Inventory | Spots | Target L... | Total Im... | Total Off... | Total Ma... | CPM | TCPM | Market C... | Market T... |
|--------------------------------|-------|-------------|-------------|--------------|-------------|---------|---------|-------------|-------------|
| 10 News Midday | 10 | 98,183 | 90,370 | \$4,418 | \$2,247 | \$48.89 | \$45.00 | \$24.86 | \$22.88 |
| 10 News Special Edition | 1 | 7,689 | 10,917 | \$346 | \$372 | \$31.69 | \$45.00 | \$34.08 | \$48.38 |
| 10 News This Morning at 4:30AM | 5 | 10,457 | 9,642 | \$471 | \$0 | \$48.80 | \$45.00 | \$0.00 | \$0.00 |
| 10 News This Morning at 5AM | 16 | 90,047 | 91,328 | \$4,052 | \$1,686 | \$44.37 | \$45.00 | \$18.46 | \$18.72 |

Inventory types

Buying WO Programmatic TV is easy



WideOrbit Programmatic TV momentum



Get started today



ACCESS

Exclusive
premium content



REACH

Targeted TV
audiences



EASY

Buy targeted
video

Thank You!

Q&A

To get started contact us at:
ptvinfo@wideorbit.com

WIDE  RBIT