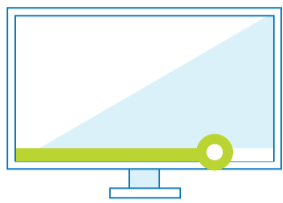


THE POWER AND PROMISE OF PROGRAMMATIC

TV

A STEP TOWARDS CROSS-PLATFORM AUDIENCE BUYING



78%

of video minutes are watched on TV

Source: eMarketer, April 2016



\$1

of every \$6 of TV advertising will be spent on programmatic ads by 2019

Source: Magna Global, May 2015

Benefits of Programmatic TV



10%

Easier to buy a variety of TV inventory



11%

Automated transaction process



14%

Lower cost per thousand impressions



58%

More precise audience targeting



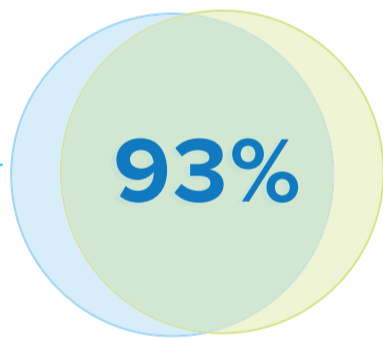
4%

Access to more premium inventory

We surveyed 215 ad buyers on how they expect programmatic TV to improve campaigns

Source: WideOrbit Programmatic TV Insight Survey, March 2016

TV and Digital Video: Better Together



93% of media buyers say it's important to purchase TV and digital video together

Source: WideOrbit Programmatic TV Insight Survey, March 2016

“It’s not a matter of will it be programmatic or not. Two or three years from now it will be how people transact all media on a global scale.”



Mike Rancic
President, Media Operations
iCrossing

How Ad Buyers Plan to Use Programmatic TV

| | | | |
|--|--|---|---|
| 68% Extend audience | 58% Learn how TV & digital work together | 38% Amplify digital video campaigns | 35% Test TV with a limited media budget |
| 31% Heavy up in specific media markets | 24% Support direct response campaign | 15% Create an unwired network buy | 7% Don't know |

Source: WideOrbit Programmatic TV Insight Survey, March 2016