



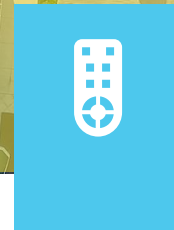
“

ALL CHANNELS. ALL THE TIME.

THE RISE OF CTV

STREAMING IS MAINSTREAM

80%
OF U.S. HOUSEHOLDS
HAVE AT LEAST ONE
CONNECTED TV (CTV) DEVICE

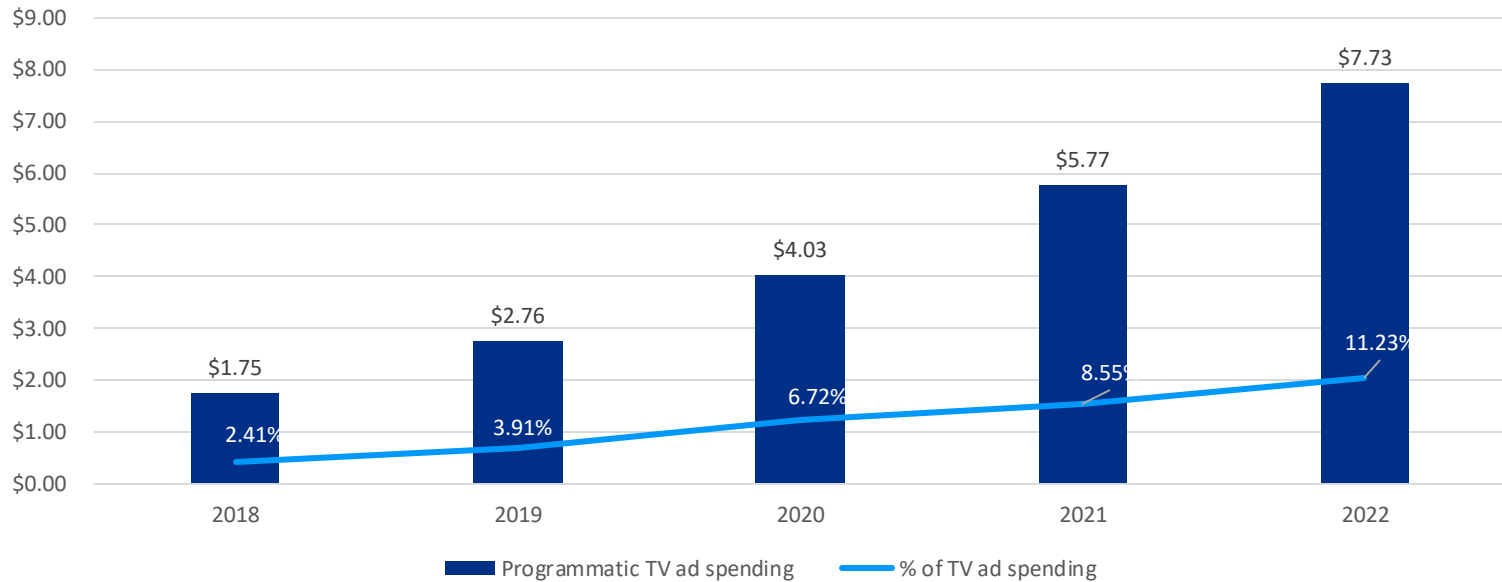


PROGRAMMATIC TV IS GROWING

US TV PROGRAMMATIC AD SPEND, 2018 - 2020



SOURCE
EMARKETER,
AUGUST 2020



EXTEND TO REACH NEW AUDIENCES

REACH CORD-CUTTERS AND CORD-NEVERS RIGHT WHERE THEY'RE CONSUMING CONTENT: ON THE BIG SCREEN



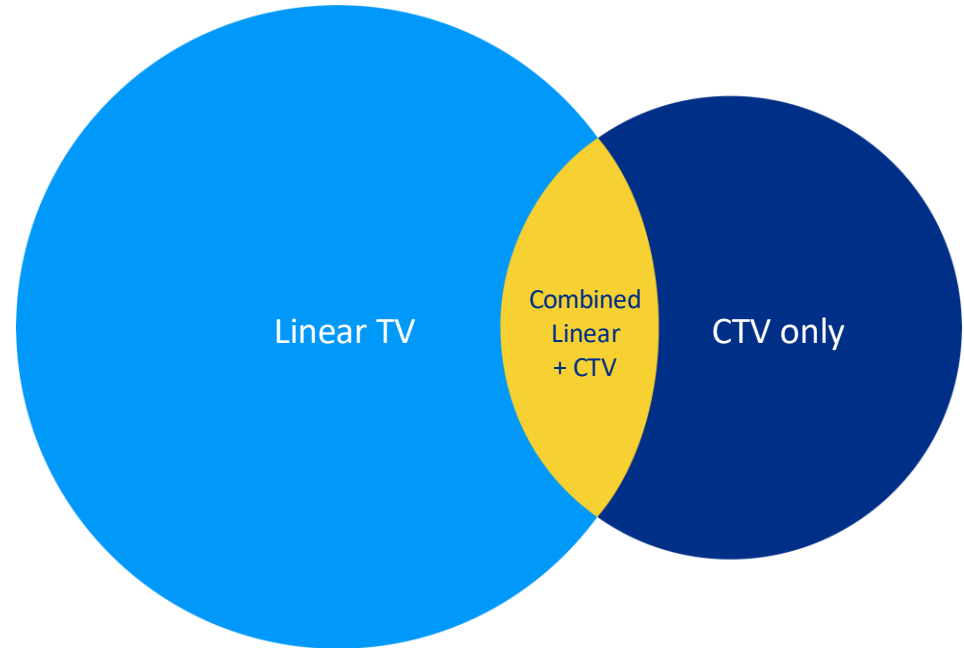
SOURCE

THE TRADE DESK

internal aggregate reach
measurement data from six 2018
Nielsen OTT studies for in-target
demo (18-34)

77%

**OF PEOPLE AGES 18-34
THAT WERE REACHED
THROUGH CTV ON THE
TRADE DESK WERE UNIQUE
(NOT REACHED BY ADS ON
LINEAR TV)**





COMPETE WITH DIRECT BUYS

FRESHWHEEL
A COMCAST COMPANY

ACCESS 100% OF BROADCASTER INVENTORY

hulu

BUY ADDRESSABLE AND SET-TOP- BOX VIDEO ON DEMAND

dish media
sling

Discovery
NETWORKS
dish media

xfinity
(beta)