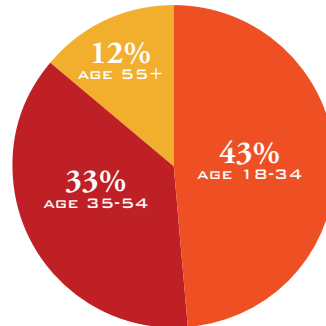
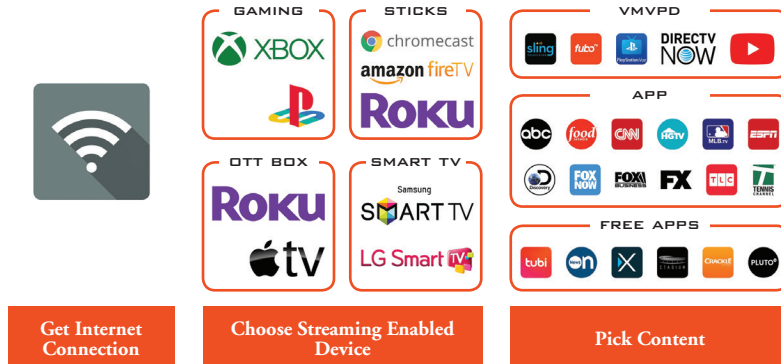
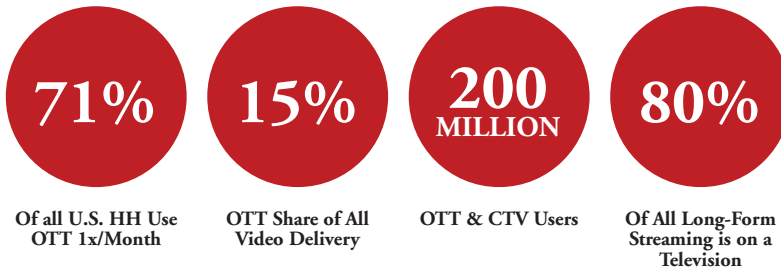


OTT Over The Top Media

What is OTT: Delivery of film and TV content streamed directly over the Internet to a connected device, bypassing the need for viewers to subscribe to a traditional cable or satellite package.

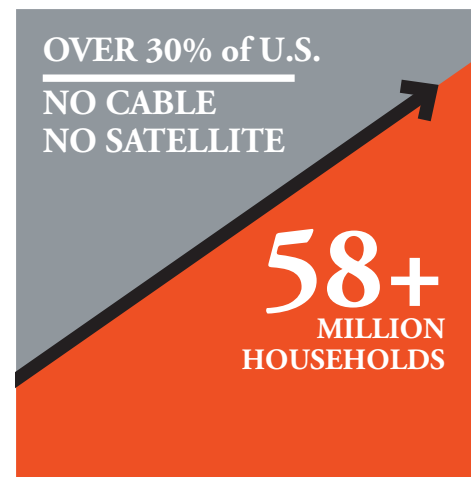


Millennials aren't the only ones watching OTT. More than 45% of OTT viewers are age 35 and over.



Over 30% of US households DO NOT subscribe to traditional paid TV service -CORD CUTTING-

95% Video Completion Rates Leads to HIGHER ENGAGEMENT!



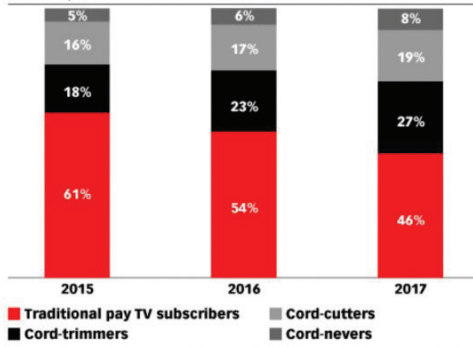
Why are consumers SWITCHING?

LOWER COST

CONVENIENCE of watching on demand on any device & at anytime

ACCESS to original content provided by OTT services

Pay TV Subscriber vs. Nonsubscriber Share Among US Internet Users, 2015-2017
% of respondents



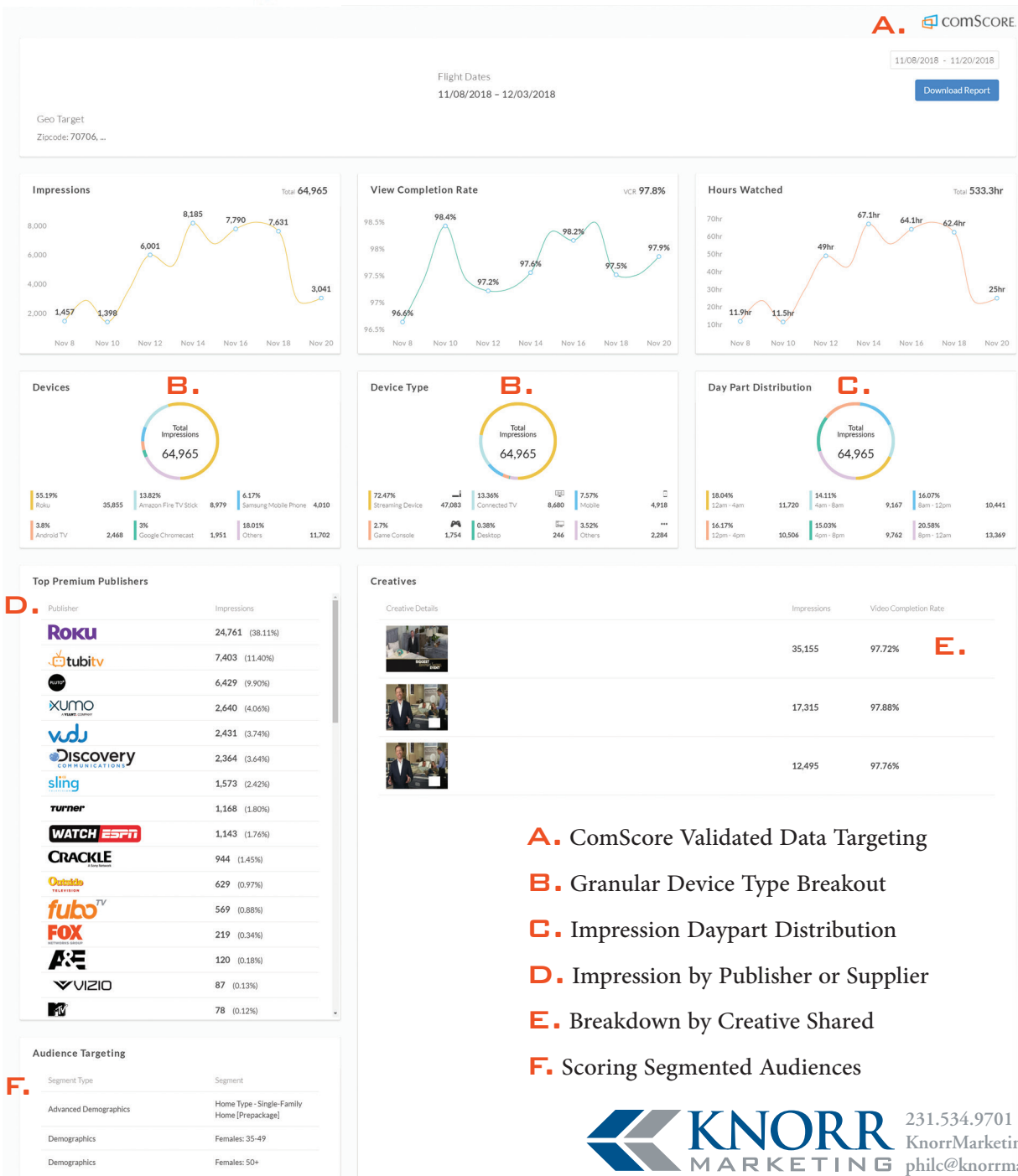
Note: ages 18-59
Source: PwC, "Consumer Intelligence Series: I stream, you stream," Dec 18, 2017
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