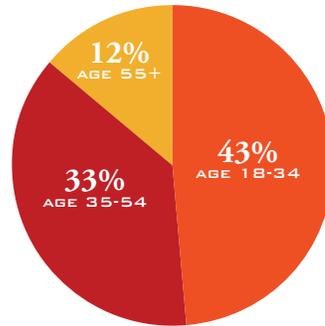
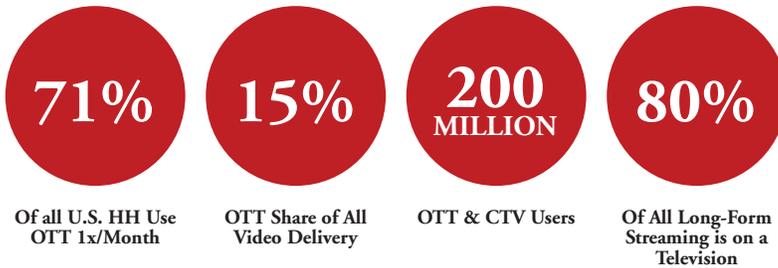


# OTT Over The Top Media

**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.

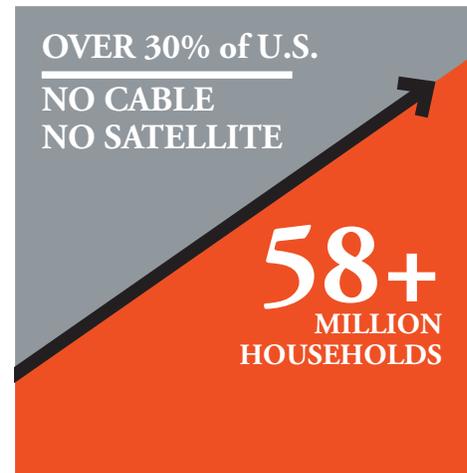


**Millennials aren't the only ones watching OTT.** More than 45% of OTT viewers are age 35 and over.



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

**95% Video Completion Rates Leads to HIGHER ENGAGEMENT!**



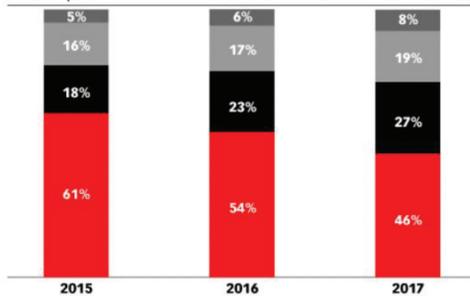
## Why are consumers SWITCHING?

**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



■ Traditional pay TV subscribers ■ Cord-cutters  
■ Cord-trimmers ■ Cord-nevers

Note: ages 18-59  
Source: PwC, "Consumer Intelligence Series: I stream, you stream," Dec 18, 2017  
233928 www.eMarketer.com

**COMSCORE. VALIDATED DATA**

The only OTT platform with ComScore validated targeting for every impression served.

**TRUOPTIK®**

Over 75 Million Validated Households.

Flight Dates: 11/08/2018 - 12/03/2018

Download Report

Geo Target: Ziocode: 70706, ...

**Impressions**

**View Completion Rate**

**Hours Watched**

**Devices**

Total Impressions: 64,965

- Roku: 55.19% (35,855)
- Amazon Fire TV Stick: 13.82% (8,979)
- Samsung Mobile Phone: 4.17% (2,710)
- Android TV: 3.8% (2,468)
- Google Chromecast: 3% (1,951)
- Others: 18.01% (11,702)

**Device Type**

Total Impressions: 64,965

- Streaming Device: 72.47% (47,083)
- Connected TV: 13.36% (8,680)
- Mobile: 7.57% (4,918)
- Game Console: 2.7% (1,754)
- Desktop: 0.38% (246)
- Others: 3.52% (2,284)

**Day Part Distribution**

Total Impressions: 64,965

- 12am-4am: 18.04% (11,720)
- 4am-8am: 14.11% (9,167)
- 8am-12pm: 16.07% (10,441)
- 12pm-4pm: 16.17% (10,506)
- 4pm-8pm: 15.03% (9,762)
- 8pm-12am: 20.58% (13,369)

**Top Premium Publishers**

Publisher	Impressions
Roku	24,761 (38.11%)
tubitv	7,403 (11.40%)
XUMO	6,429 (9.90%)
vudu	2,640 (4.06%)
Discovery	2,364 (3.64%)
slings	1,573 (2.42%)
turner	1,168 (1.80%)
WATCH ESPN	1,143 (1.76%)
CRACKLE	944 (1.45%)
Outside	629 (0.97%)
fuboTV	569 (0.88%)
FOX	219 (0.34%)
A&E	120 (0.18%)
VIZIO	87 (0.13%)
TV	78 (0.12%)

**Creatives**

Creative Details	Impressions	Video Completion Rate
	35,155	97.72%
	17,315	97.88%
	12,495	97.76%

**Audience Targeting**

Segment Type	Segment
Advanced Demographics	Home Type - Single-Family Home [Prepackage]
Demographics	Females: 35-49
Demographics	Females: 50+

**Legend:**

- A. ComScore Validated Data Targeting
- B. Granular Device Type Breakout
- C. Impression Daypart Distribution
- D. Impression by Publisher or Supplier
- E. Breakdown by Creative Shared
- F. Scoring Segmented Audiences

Last Updated: 11/21/2018, 09:00 AM PST