

VOD

Ad Impression

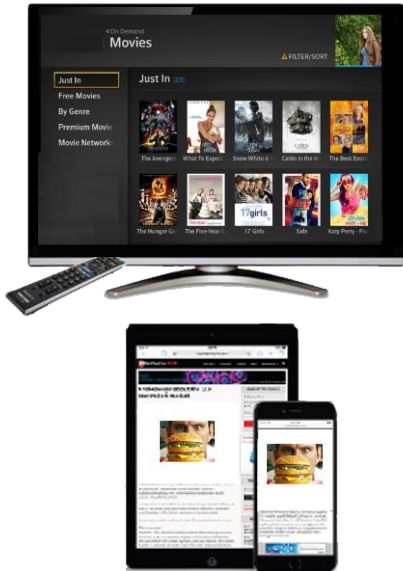
2017 Q1 Report



VOD Dynamic Ad Insertion (DAI)

VOD DAI is National TV Networks inserting advertising into their Video on Demand programming on MVPDs' VOD platforms

consumer picks TV program from MVPDs' VOD menu



consumer watches TV program



consumer watches ads inserted as ad breaks occur before, during and after the program



MVPD is a cable, telco, or satellite company



About Canoe VOD DAI

- Canoe provides a quality controlled platform for National TV Networks
 - Ad campaigns route through Canoe
 - Campaigns are monitored by Canoe
 - Accurate, verified reporting returns



TV Networks Using Canoe Include:



A&E, Lifetime, History, LMN, FYI, Viceland



AMC, WE, Sundance, IFC, BBC America



CBS



The CW



Discovery, American Heroes, Animal Planet, Destination America, Discovery Family, Discovery Life, ID, OWN, Science Channel, TLC, Velocity



Fox, FX, FXX, FXM, Nat Geo, Nat Geo Wild



Hallmark Channel



Hip Hop On Demand



Kabillion, Girls Rule



Kid Genius



Music Choice



Bravo, E!, NBC, Oxygen, Sprout, Syfy, Telemundo, USA, NBC Sports Net, NBC Universo, MSNBC, CNBC, Golf Channel, Esquire, Golf, Chiller



Cooking, DIY, Food, HGTV, Travel



Starz, Starz Encore, MoviePlex



TBS, TNT, Adult Swim, CNN, Cartoon Network, HLN, Boomerang, truTV



TV One



Univision, Galavision, Unimas, Univision Deportes



Nick Jr., Nickelodeon, BET, Spike, MTV, TV Land, VH1, Comedy Central

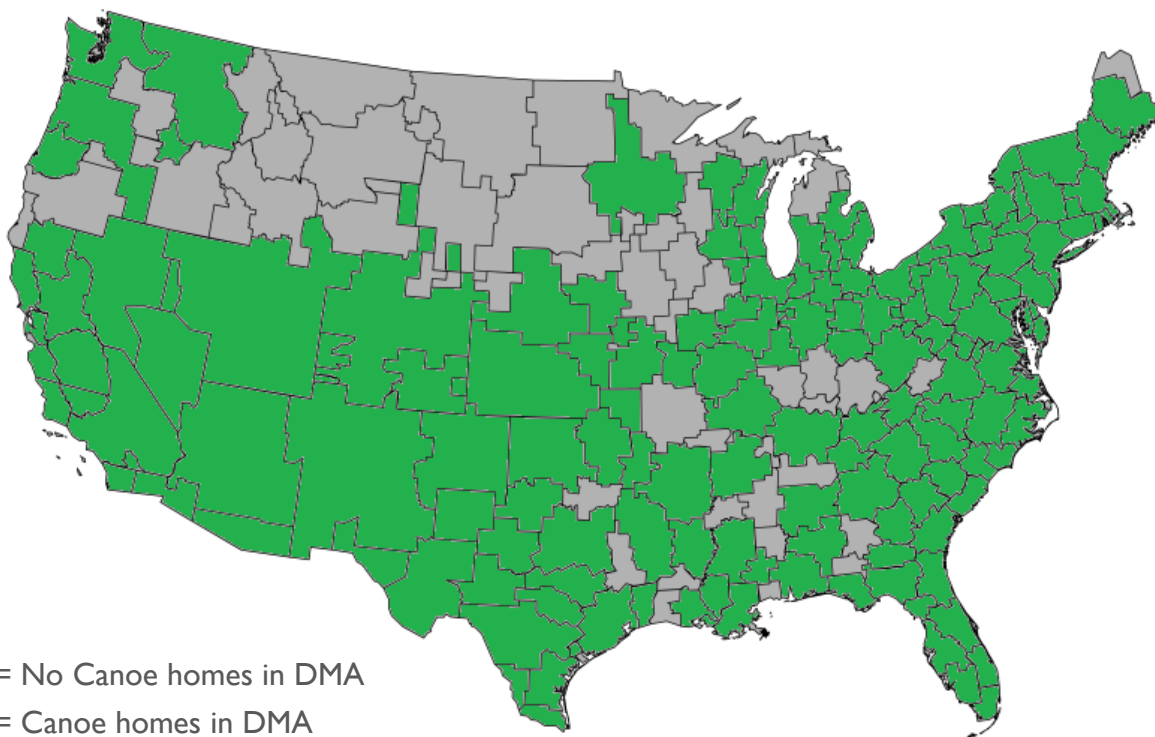


ABC, Disney Jr., Freeform, Disney Channel, Disney XD

Canoe Footprint



35M+ HOUSEHOLDS ON:

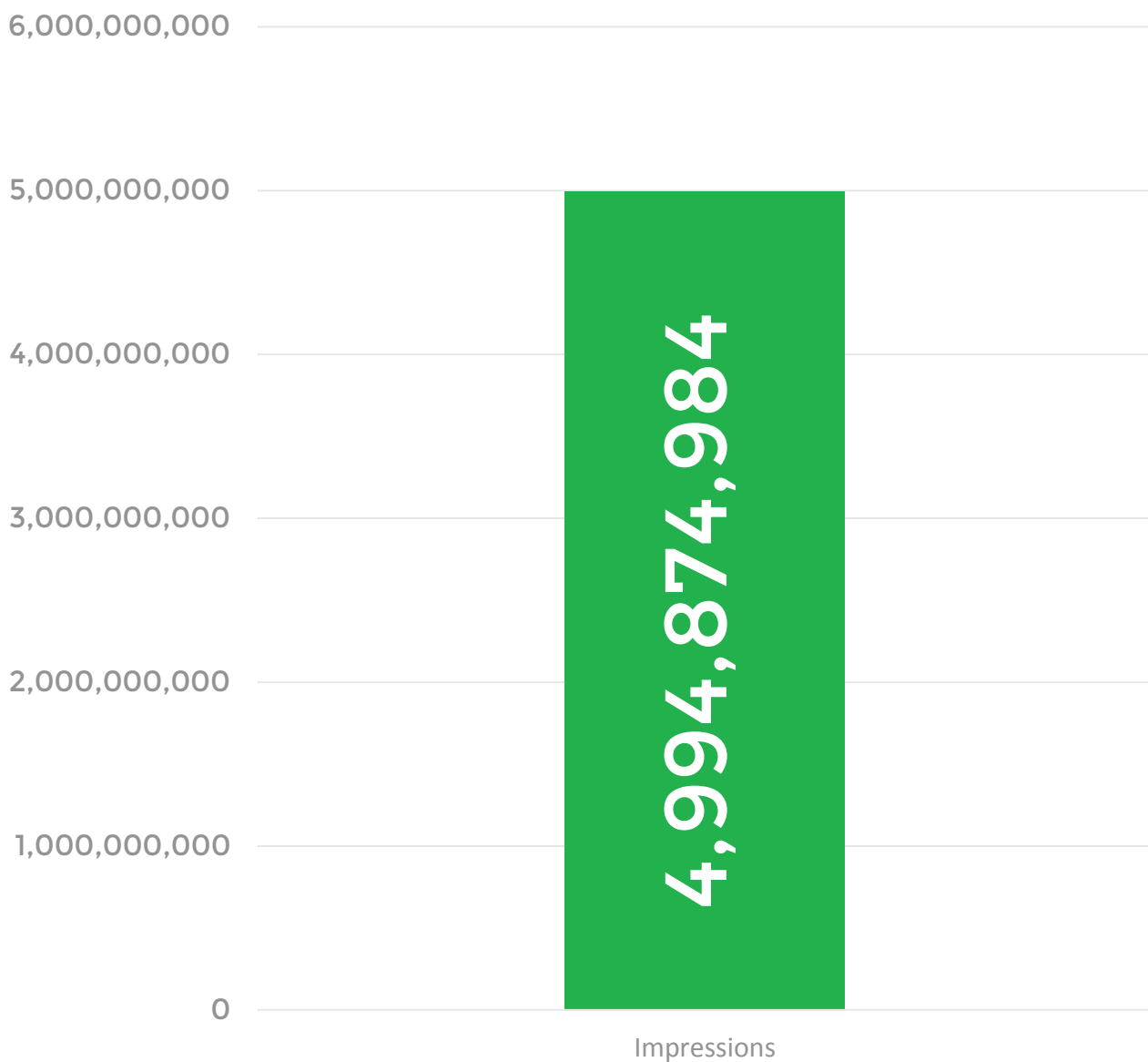


Additional Households may be available from select Programmers in addition to the Canoe quality controlled Footprint.



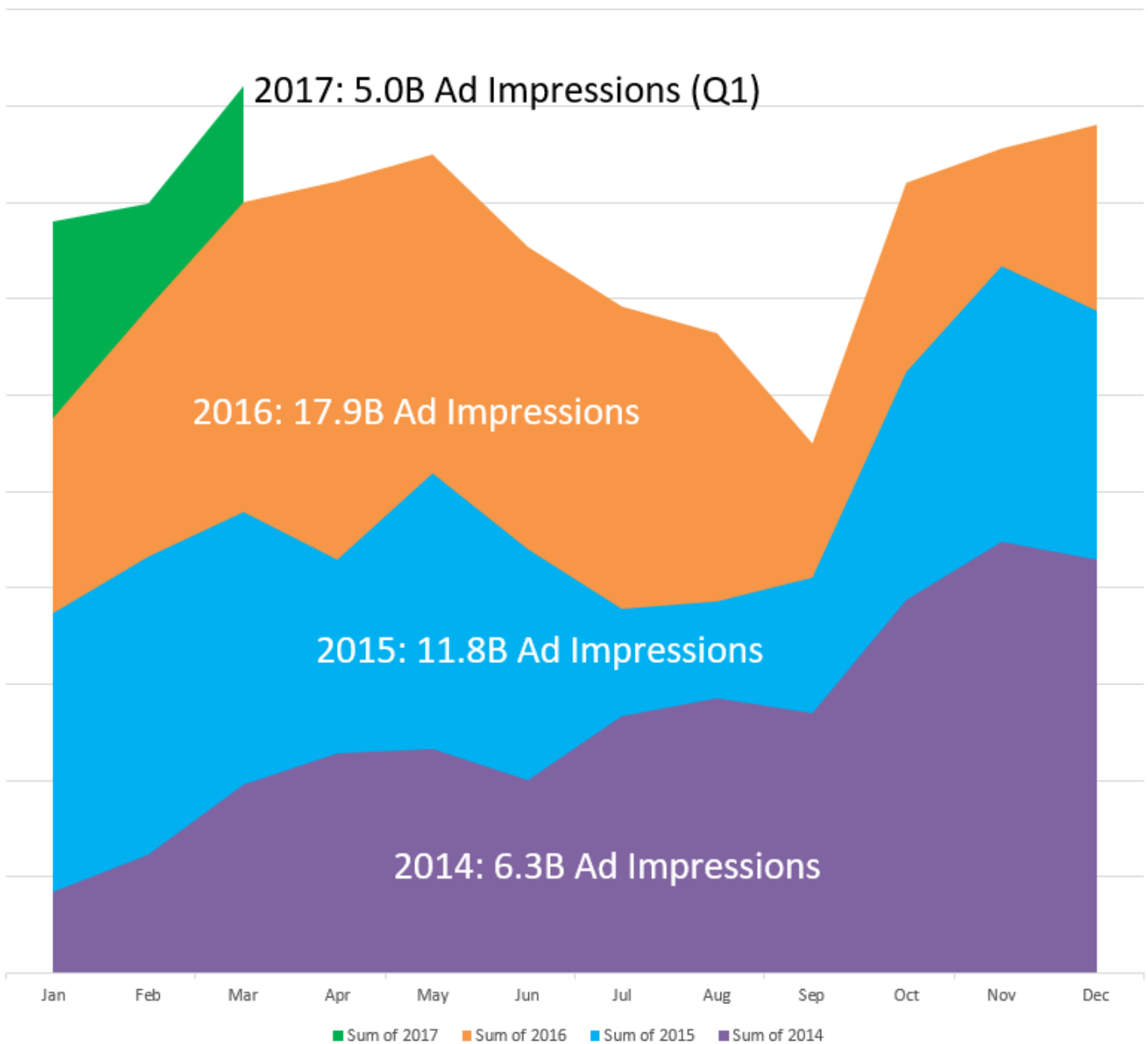
Ad Impressions

Q1 2017 Total



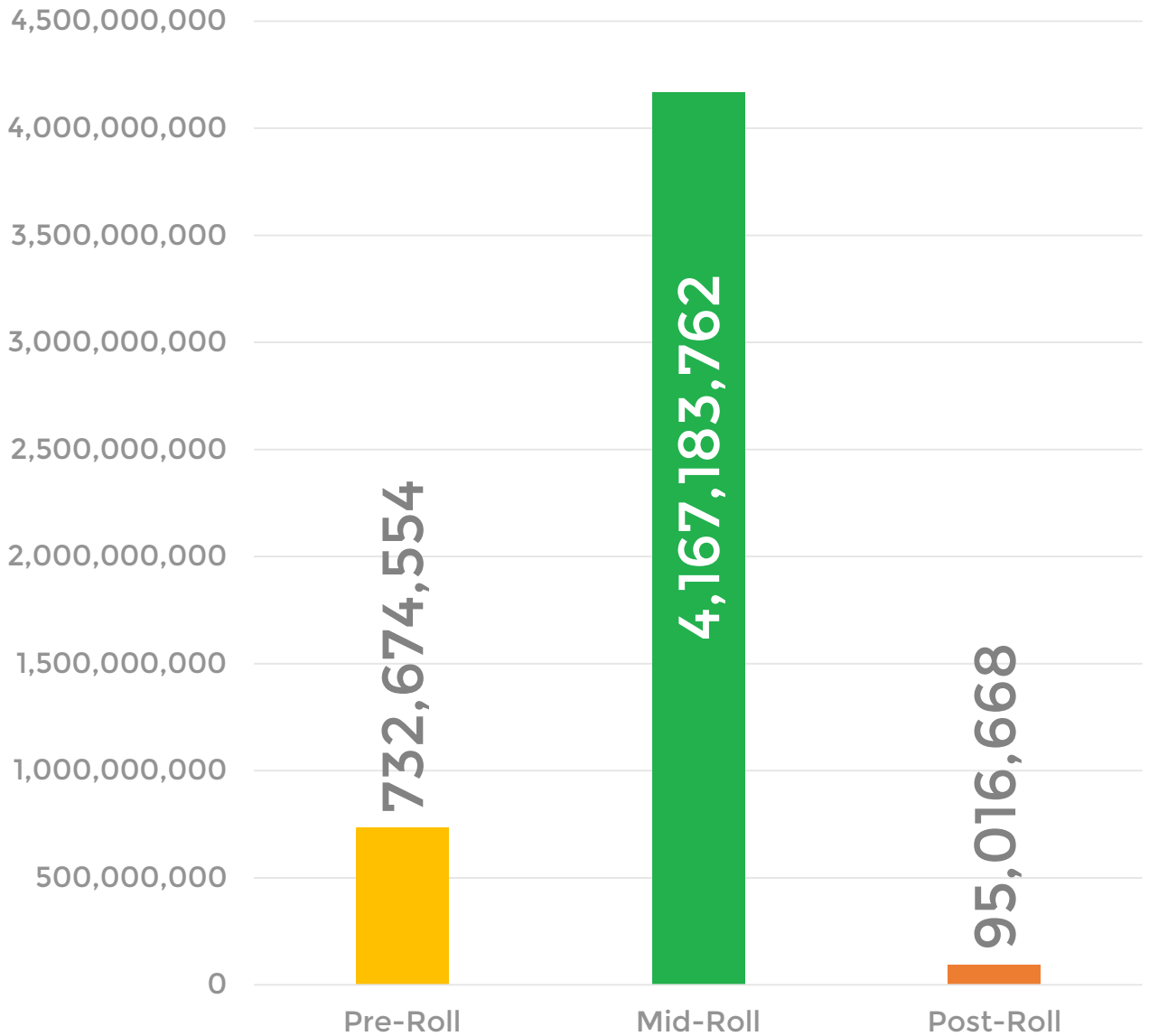
Ad Impressions

2014 through Q1 2017



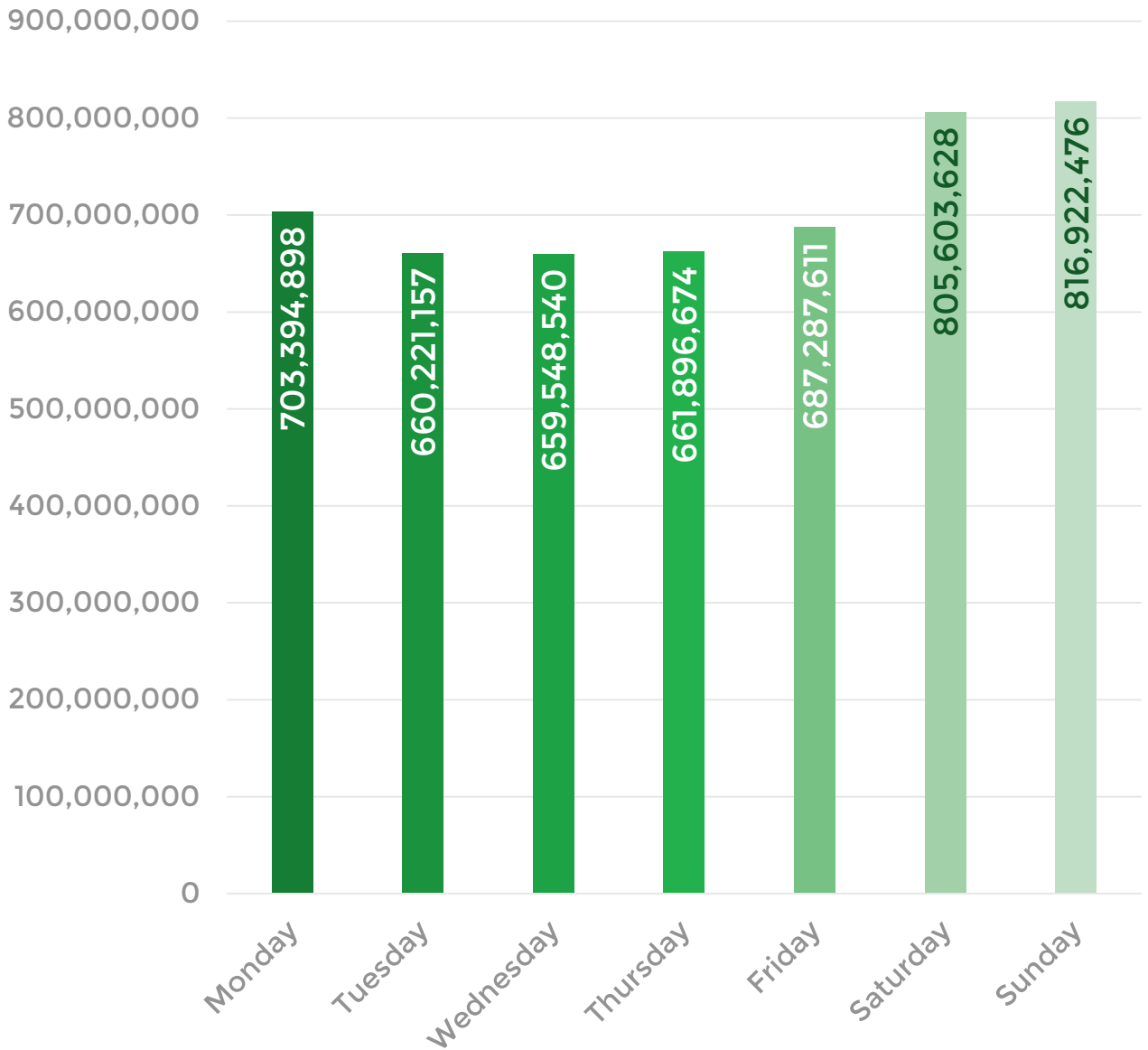
Ad Impressions

Q1 2017 By Break



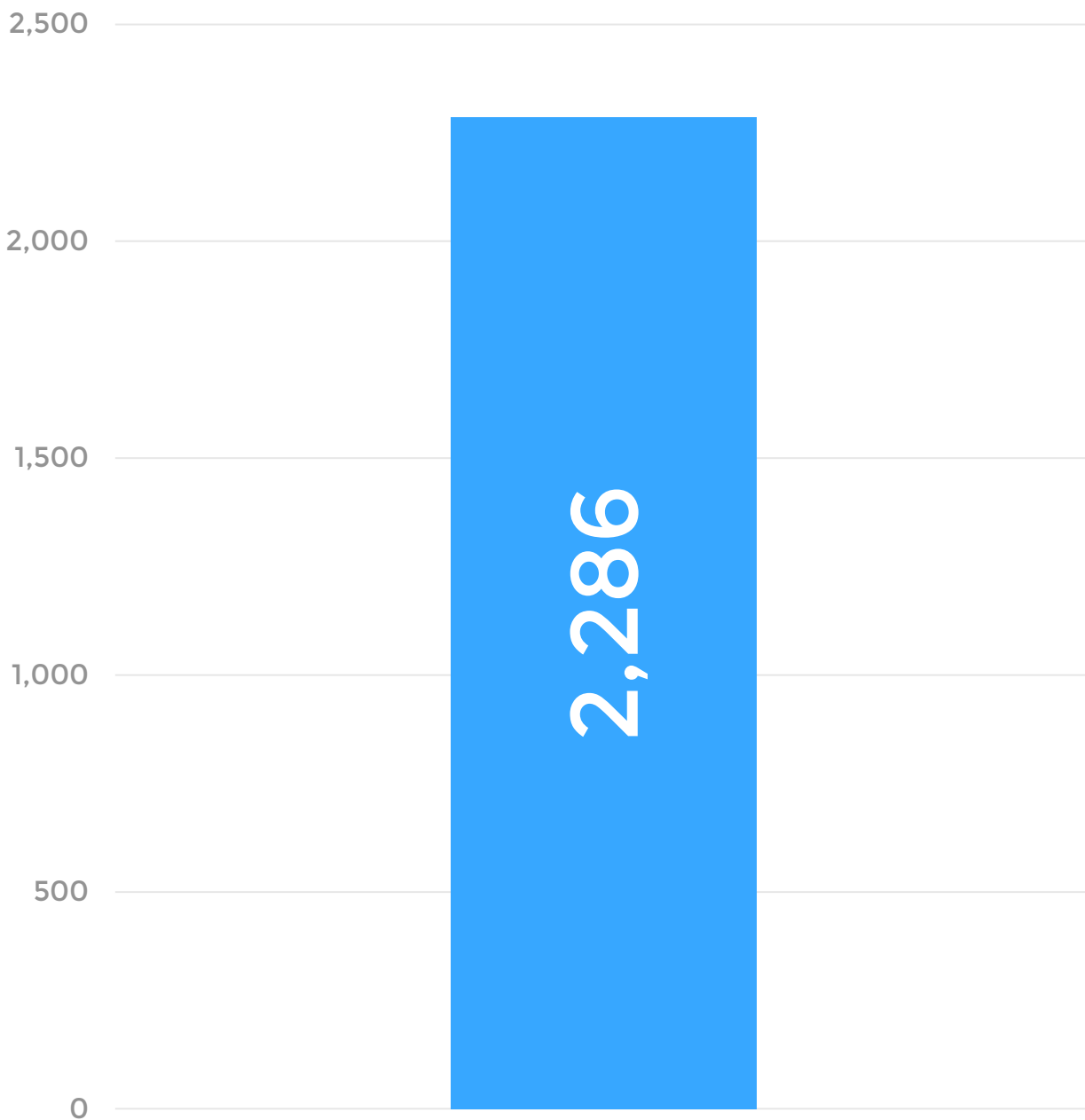
Ad Impressions

Q1 2017 By Day of Week



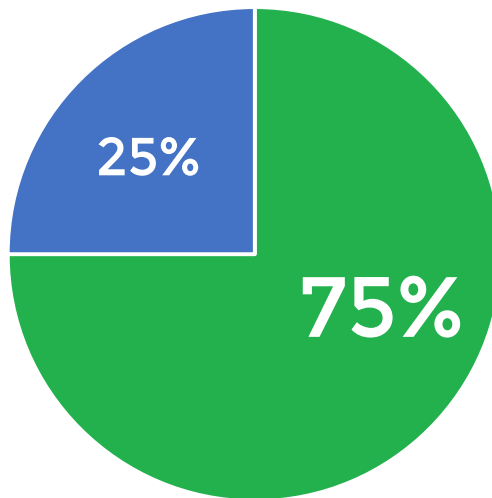
Campaigns

Total Campaigns Running In Q1 2017



Campaign Types

Campaigns Running in Q1 2017



■ External client ad campaigns ■ Network Tune-In ads

{ Category Types Include }

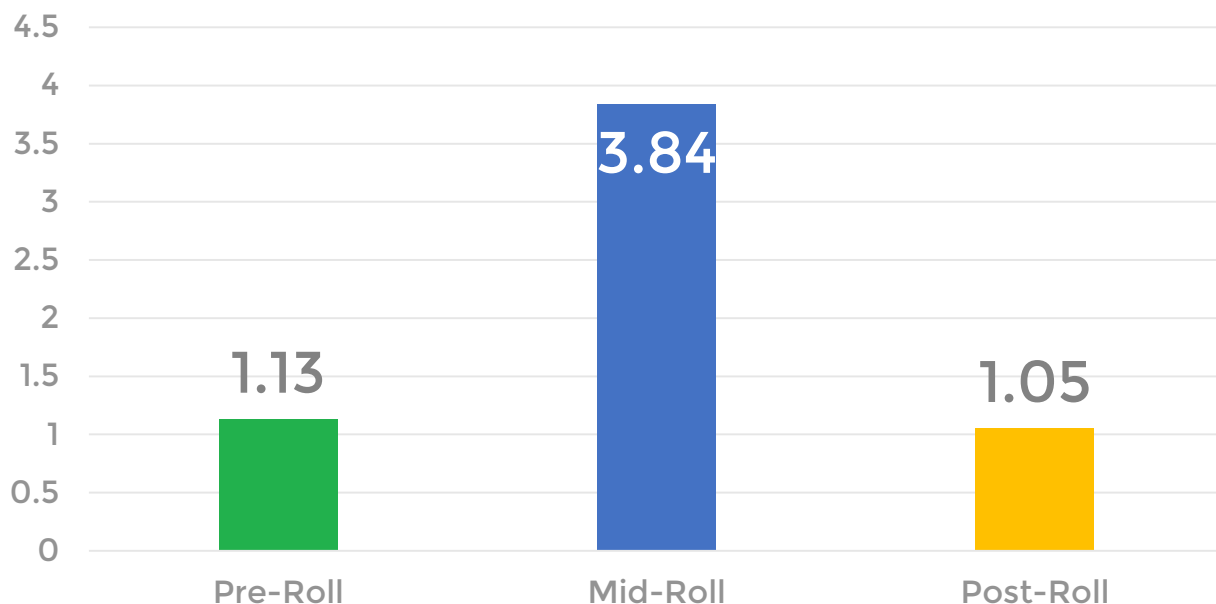
Addiction Help, Apparel, Appliances, Armed Forces, Auto Care, Auto Sales, Beds, Beer & Wine, Bridal, Credit Repair, Candy, Dating Services, Diet Services, DNA Testing, Education, Electronics, Energy Drinks, Financial, Fitness, Food, Gaming, Hard Cider, Health & Beauty, Healthcare, Home Delivery, Home Furnishing, Home Improvement, Hospitality, Housewares, Industrial, Insurance, Jewelry, Motorcycle Sales, Social Media Sites, OTT Services, Outdoor, Party Stores, Packaged Goods, Pet Care, Pharma, QSR, Retail, Ride Share Services, Shipping, Spirits, Tax Prep, Technology, Theatrical, Ticket Brokers, Toy, Travel



Campaigns

Campaigns Running in Q1 2017

Average Ad Opportunities per Break



For campaigns that utilize
{ Frequency Capping }
the average campaign caps at

2

Impressions per episode.



Definitions and Methodology

Household

Subscriber of the cable service. A household can have one or multiple viewing devices and/or persons.

Multi-system or multichannel operator (e.g. Comcast, Cox, Charter). Distributor of multiple television networks to the Household.

Cable/MSO /MVPD

Ad Impression

One viewing of an advertisement by a single device of the Household. Measured by the first-frame in Play Mode.

Campaign

Coordinated series of advertisements with a single idea or theme. It is typically broadcast through several television networks. A Canoe Campaign is the instruction set for executing a Canoe Order. A campaign may contain one or multiple Campaign Line Items.

DMA

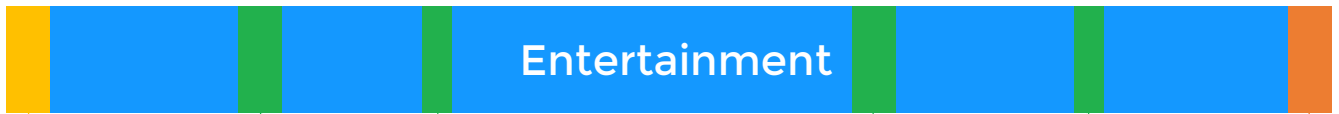
Designated Market Area. A geographic area that represents specific television markets.



Definitions and Methodology

Break

Grouping of ad placements
(e.g. Pre-Roll, Mid-Roll)



Pre-Roll

Group of ads
scheduled previous
to entertainment
content beginning.

Mid-Roll

Group of ads
scheduled within the
entertainment
content.

Post-Roll

Group of ads
scheduled following
the end of the
entertainment
content.

A VOD session
typically has
multiple Mid-roll
breaks (e.g. Mid-roll
1, Mid-roll 2, etc.)

