

VOD

Ad Impression

2017 Q3 Insights 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



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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, AMC Premiere, 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, FX+, 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 News, NBC Universo, MSNBC, CNBC, Golf Channel, Golf, Chiller, Olympics



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, CMT, TV Land, VH1, Comedy Central



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

Canoe Footprint



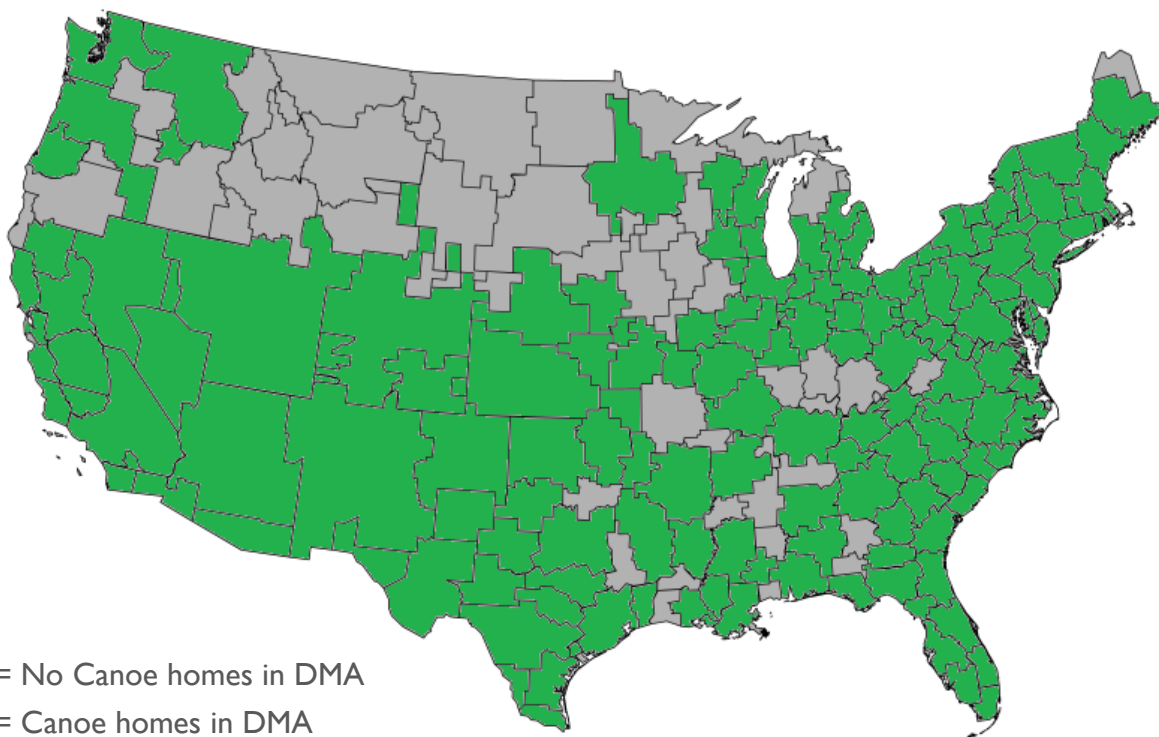
36M

HOUSEHOLDS ON:

Charter
Spectrum


COMCAST

COX



■ = No Canoe homes in DMA
■ = Canoe homes in DMA

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

Canoe

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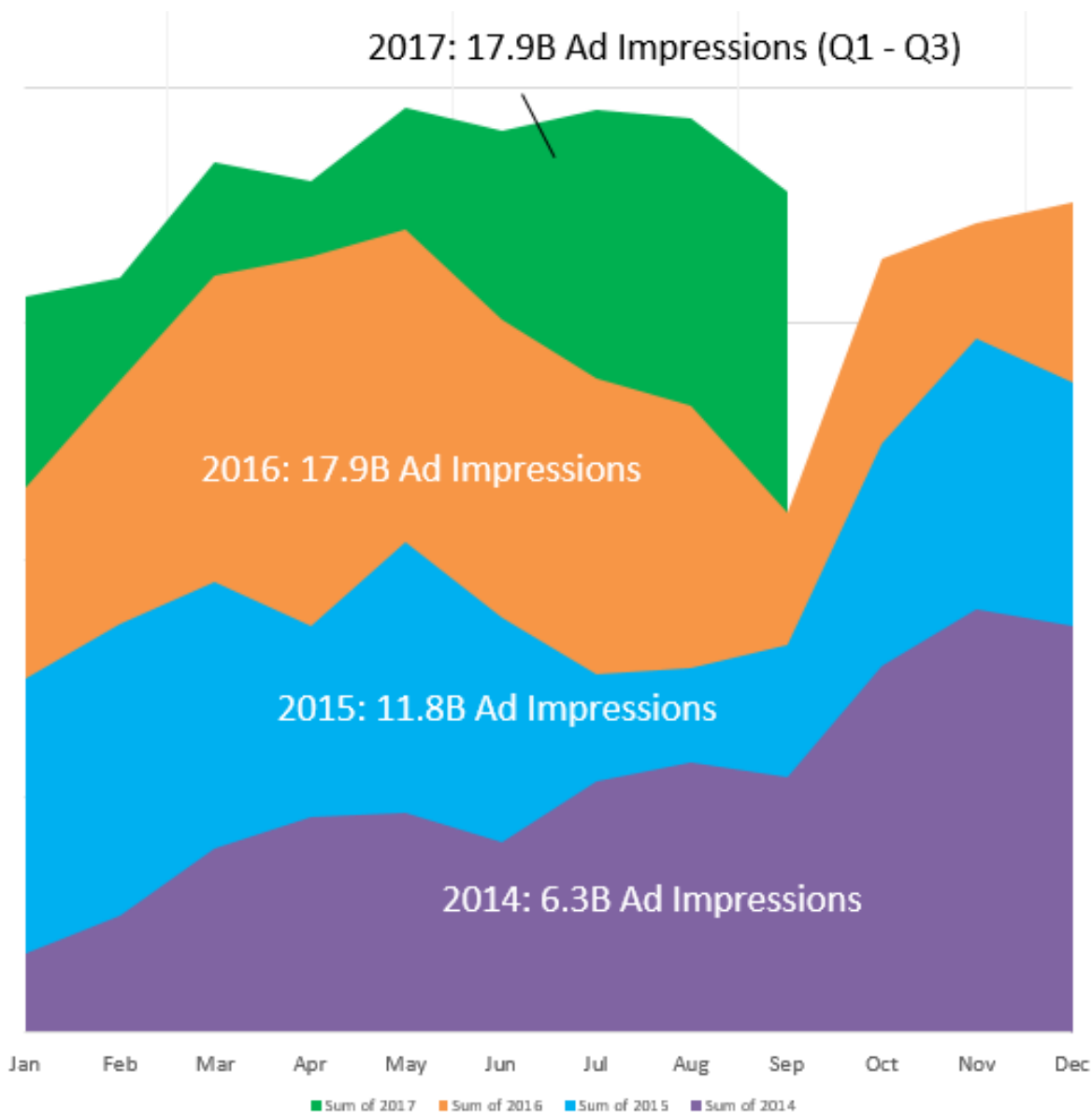
Ad Impressions

Q3 2017 Total



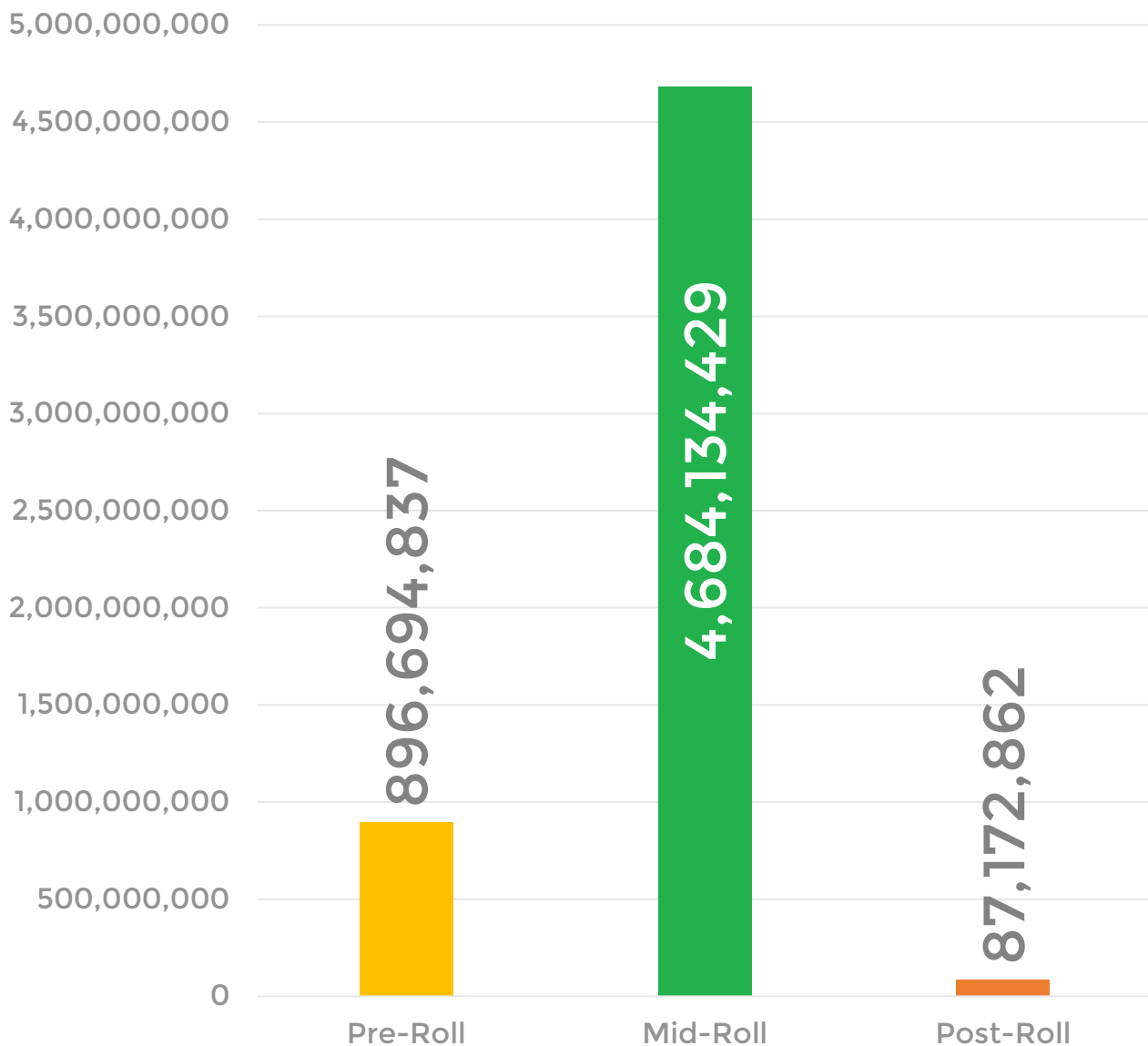
Ad Impressions

2014 through Q3 2017



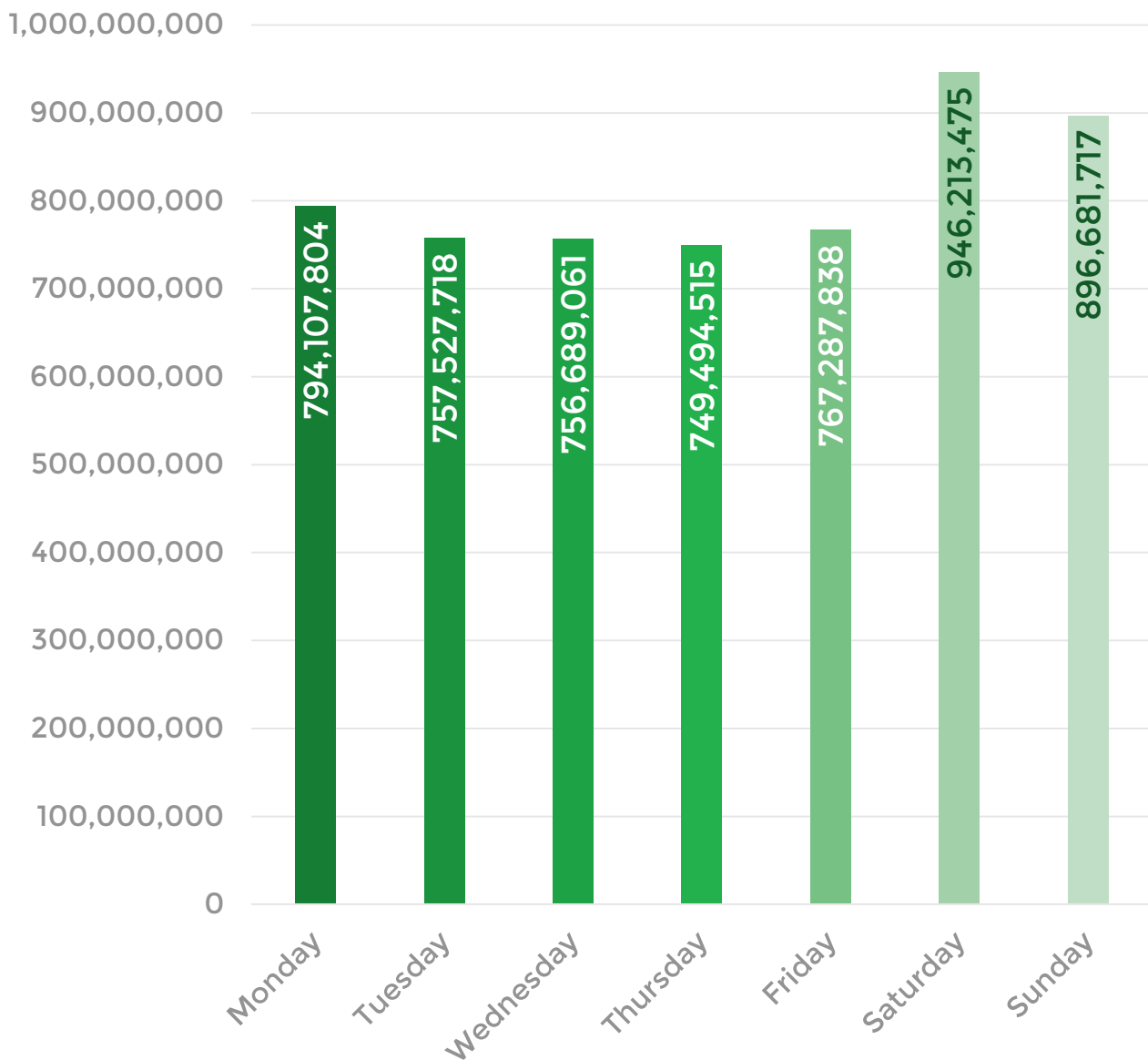
Ad Impressions

Q3 2017 By Break



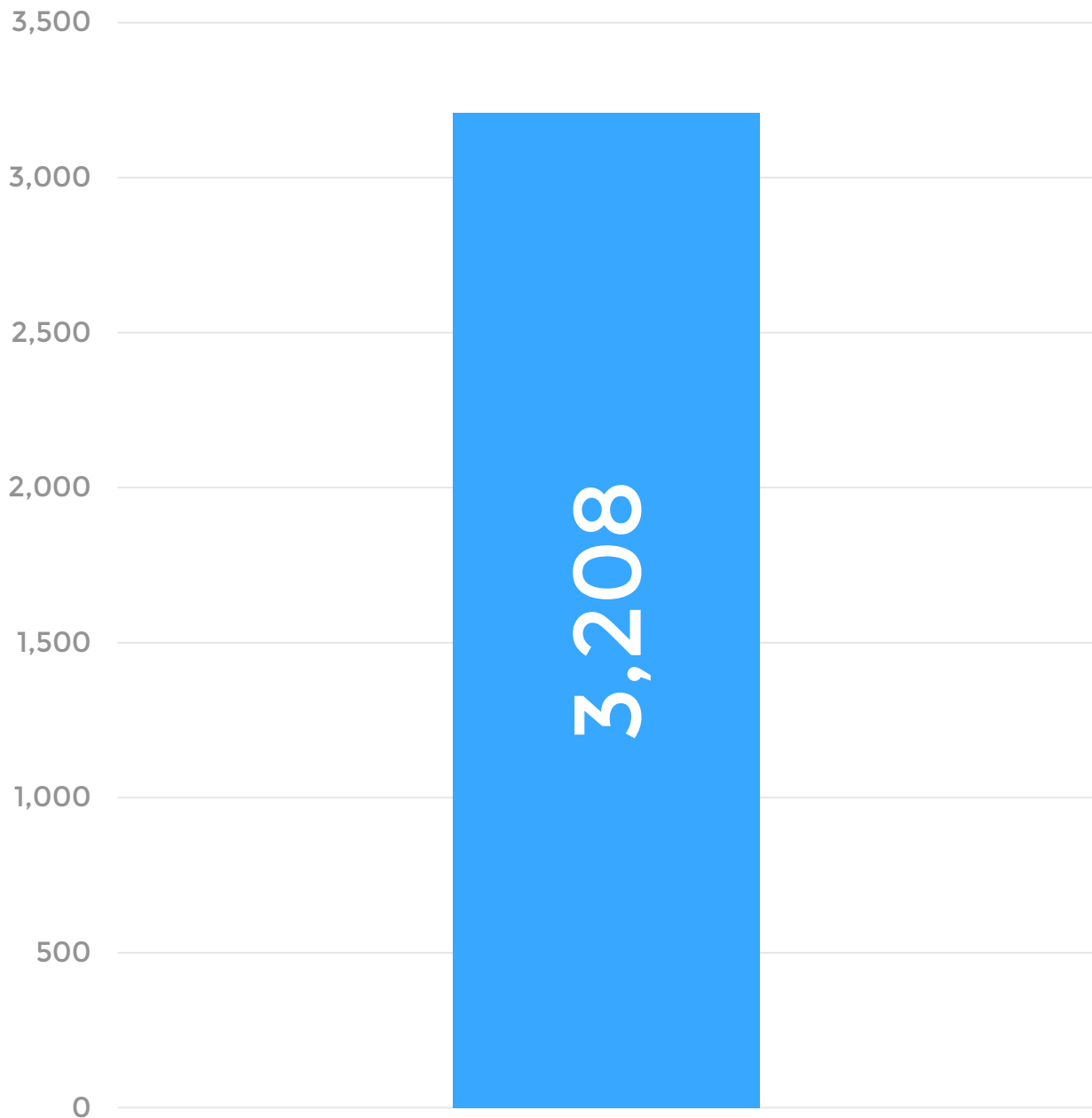
Ad Impressions

Q3 2017 By Day of Week



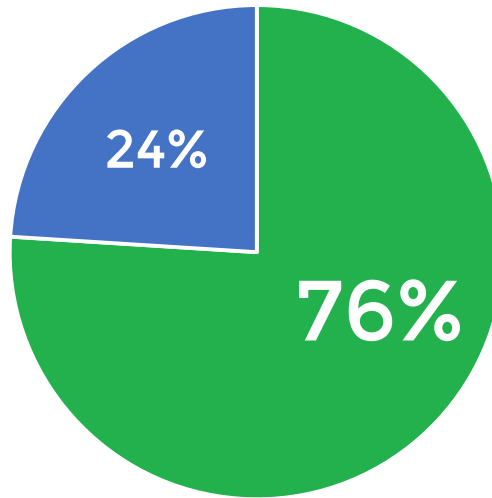
Campaigns

Total Campaigns Running In Q3 2017



Campaign Types

Campaigns Running in Q3 2017



■ External client ad campaigns ■ Network Tune-In ads

{ Category Types Include }

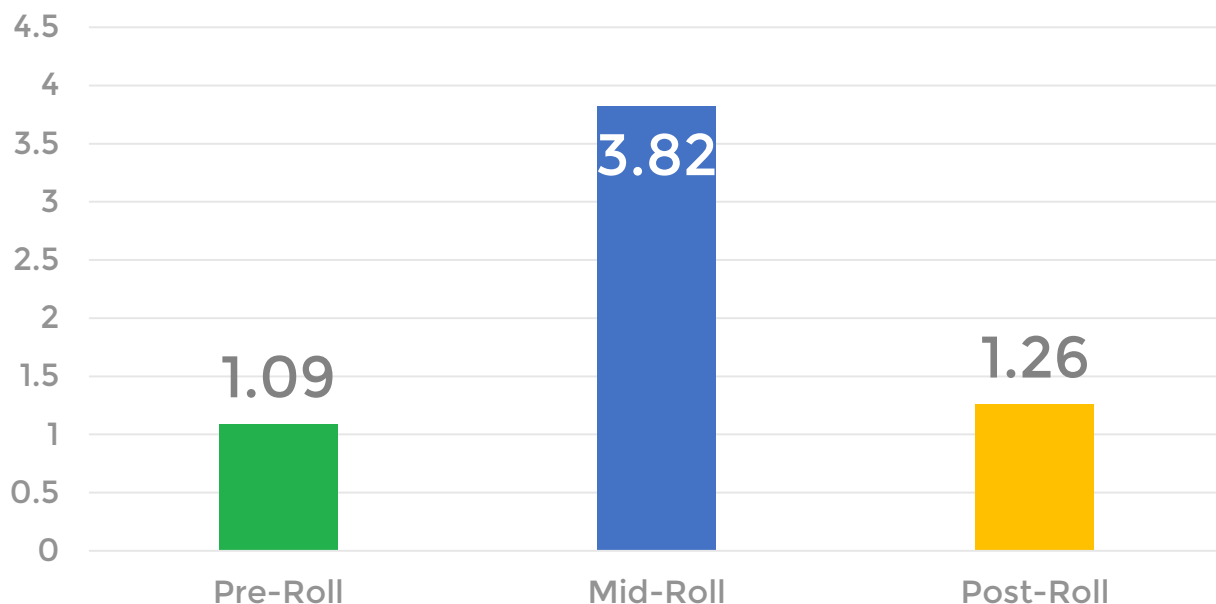
Addiction Help, Apparel, Appliances, Armed Forces, Auto Care, Auto Sales, Beds, Beer & Wine, Bridal, Credit Repair, Candy, Dating Services, Diet Services, DNA Testing, Education, Electronics, Energy Drinks, Financial, Fitness, Food, For-Profit University, Gaming, Hard Cider, Health & Beauty, Healthcare,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



Campaigns

Campaigns Running in Q3 2017

Average Ad Opportunities per Break



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

2

Impressions per episode.



Ad Frequency

Campaigns Running in Q3 2017

BY EPISODE

# of Impressions (by Campaign)	% of HHs
1	69.12%
2	22.37%
3	3.92%
4	2.51%
5	0.86%
6	0.44%
7	0.26%
8	0.18%
9	0.16%
>10	0.17%

BY WEEK

# of Impressions (by Campaign)	% of HHs
1	46.31%
2	26.25%
3	8.64%
4	6.53%
5	3.03%
6	2.39%
7	1.36%
8	1.26%
9	1.39%
>10	2.84%

BY MONTH

# of Impressions (by Campaign)	% of HHs
1	43.92%
2	26.27%
3	6.41%
4	7.35%
5	3.88%
6	3.02%
7	1.60%
8	0.90%
9	1.99%
>10	4.66%

BY QUARTER

# of Impressions (by Campaign)	% of HHs
1	38.77%
2	24.73%
3	9.68%
4	7.54%
5	4.01%
6	3.27%
7	2.04%
8	1.86%
9	2.25%
>10	5.83%

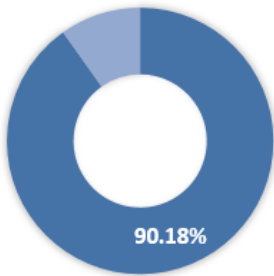
*In a month, 44% of the time,
consumers see the same ad
1 time*



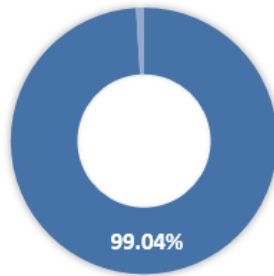
Ad Completion

Campaigns Running in Q3 2017

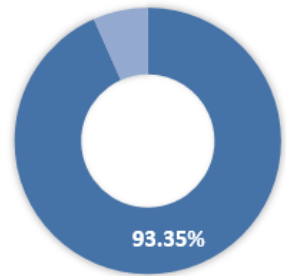
PRE-ROLL



MID-ROLL



POST-ROLL



*99% of the time,
consumers
watch the
mid-roll ad
to completion*



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

