

VOD

Ad Impression

2016 Q2 Report



VOD Dynamic Ad Insertion (DAI)

Canoe Enables **National TV Network Programmers** to easily insert advertising into their free Video on Demand (VOD) programming on MVPDs' VOD platforms

consumer picks TV program from cable VOD menu



consumer watches TV program



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



Canoe®

© 2016 Canoe Ventures, LLC. All rights reserved.

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). 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

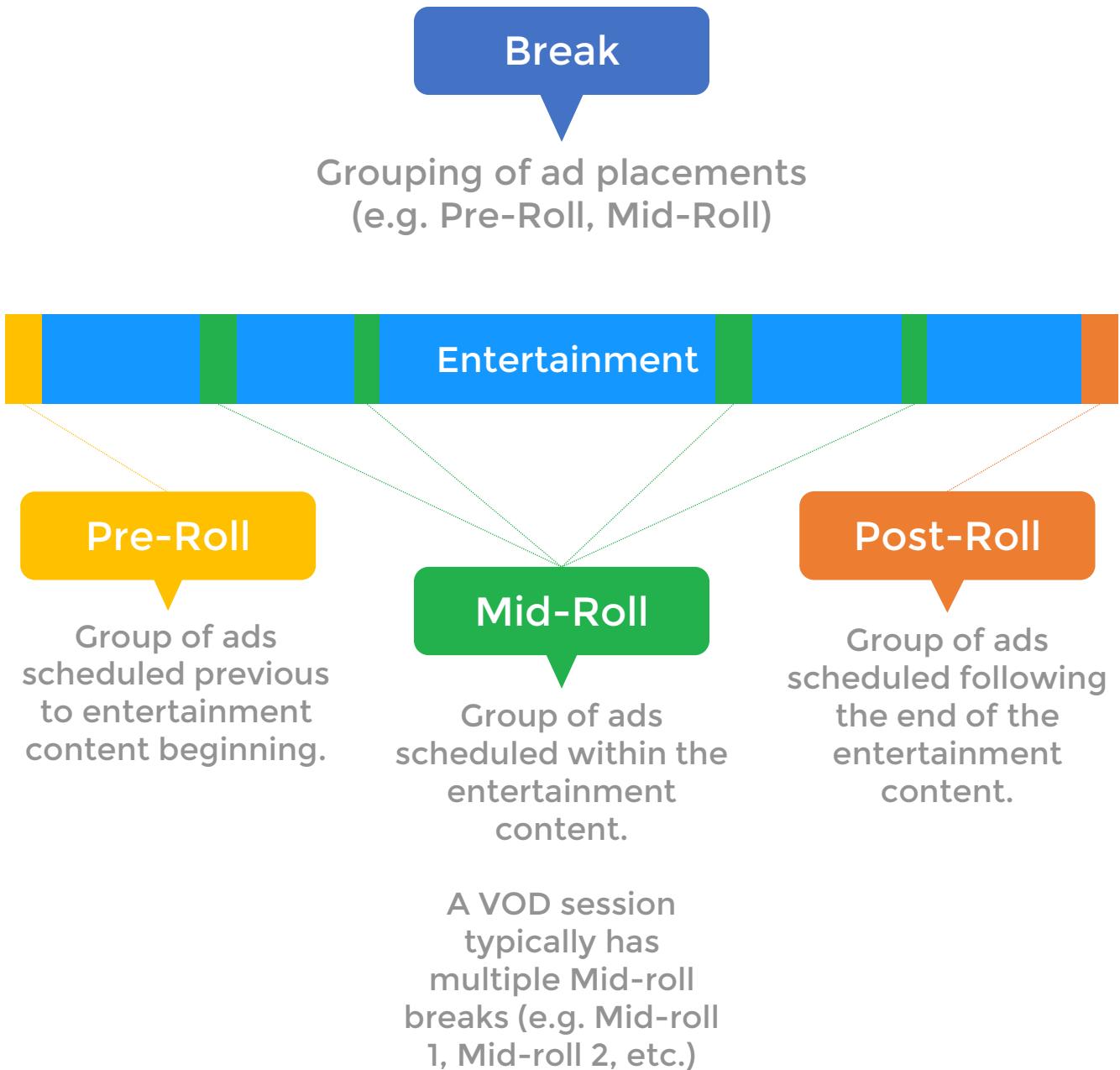
Coordinated series of advertisements with a single idea or theme. It is typically broadcast through several television networks. A Canoe Campaign is the instruction set for executing a Canoe Order. A campaign may contain one or multiple Campaign Line Items.

DMA

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

Canoe[®]

Definitions and Methodology



TV Networks Include:



Footprint



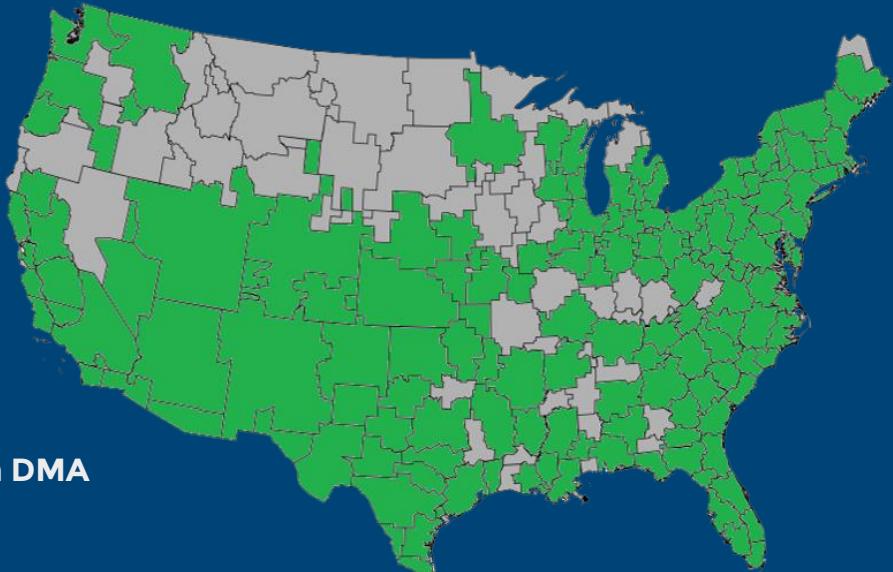
35M+ HOUSEHOLDS ON:

Charter
Spectrum

 COMCAST

 COX

130+ DMAs { 49 of the top 50 }



Canoe®

© 2016 Canoe Ventures, LLC. All rights reserved.

Ad Impressions

Q2 2016 Total

6,000,000,000

5,000,000,000

4,000,000,000

3,000,000,000

2,000,000,000

1,000,000,000

0

Impressions



Canoe[®]

© 2016 Canoe Ventures, LLC. All rights reserved.

Ad Impressions

Q2 2016 By Break

4,500,000,000

4,000,000,000

3,500,000,000

3,000,000,000

2,500,000,000

2,000,000,000

1,500,000,000

1,000,000,000

500,000,000

0

Pre-Roll

Mid-Roll

Post-Roll

569,287,563

4,179,481,112

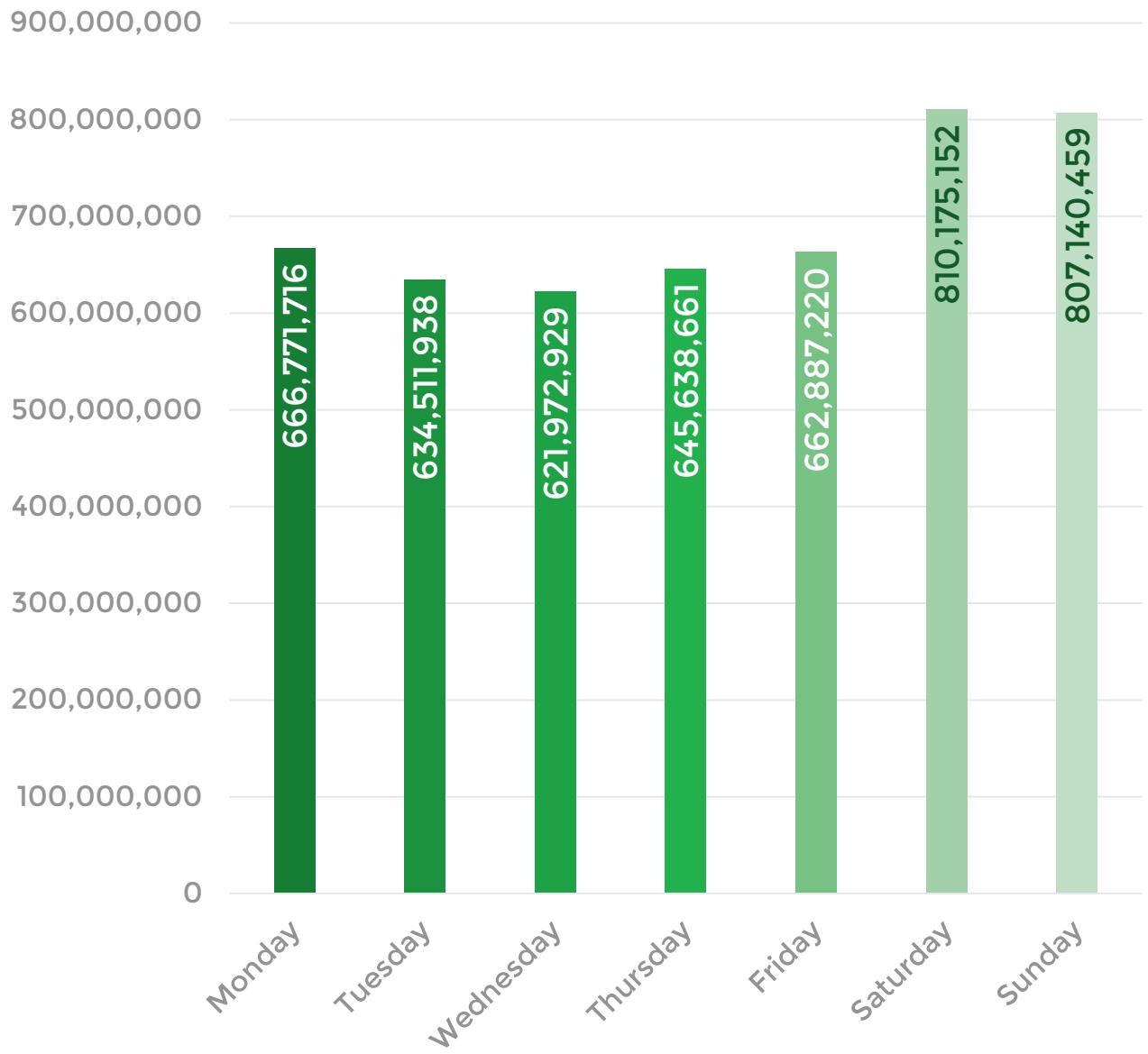
100,329,400

Canoe[®]

© 2016 Canoe Ventures, LLC. All rights reserved.

Ad Impressions

Q2 2016 By Day of Week

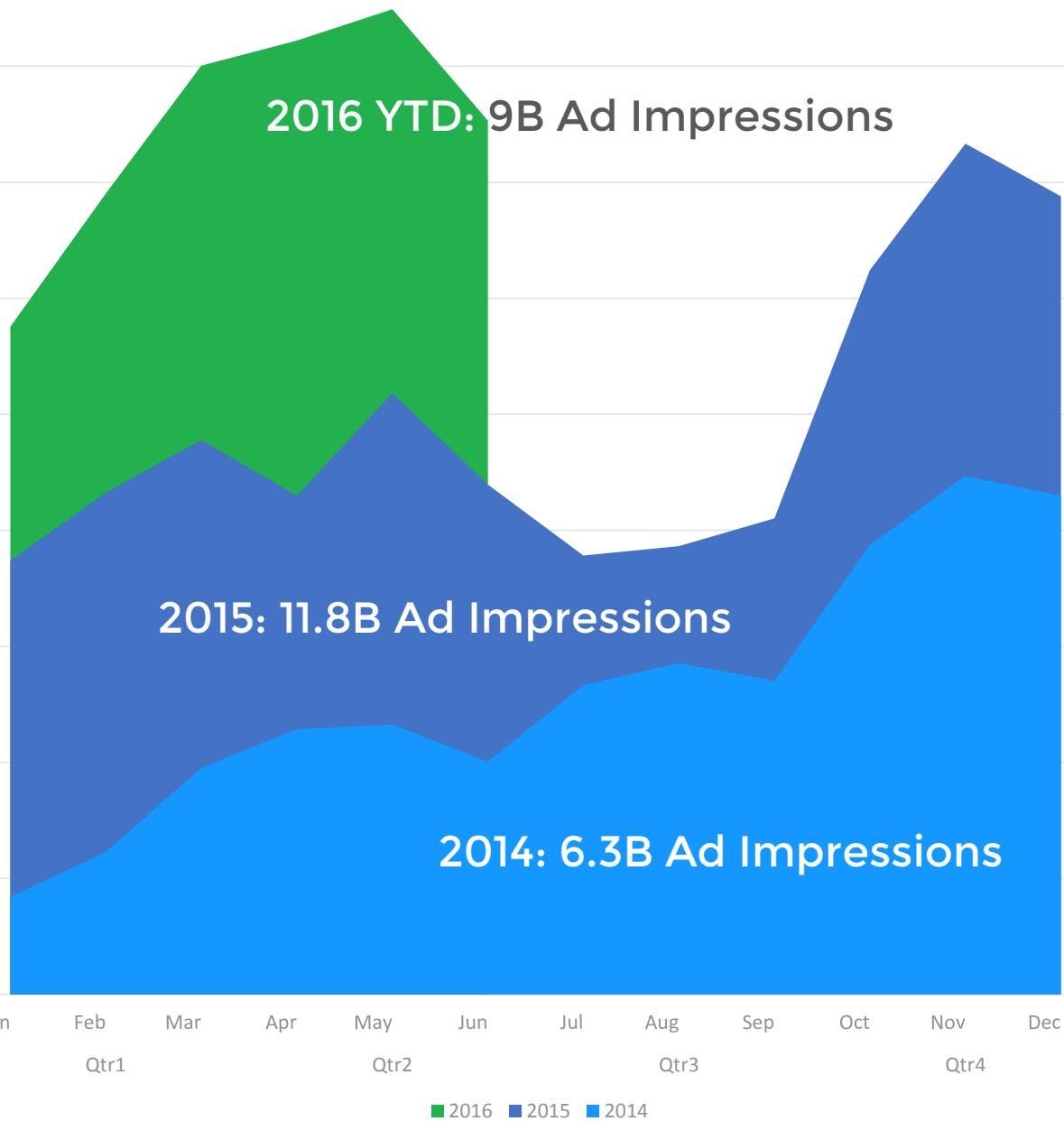


Canoe[®]

© 2016 Canoe Ventures, LLC. All rights reserved.

Ad Impressions

2014 through 2016 YTD



Canoe

© 2016 Canoe Ventures, LLC. All rights reserved.

Campaigns

Total Campaigns Running In Q2 2016

2,500

2,000

1,500

1,000

500

0

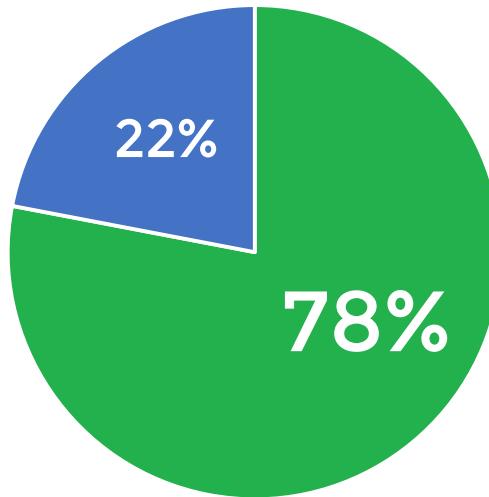
2,166

Canoe.

© 2016 Canoe Ventures, LLC. All rights reserved.

Campaign Types

Campaigns Running in Q2 2016



■ External client ad campaigns ■ Network Tune-In ads

{ Category Types Include }

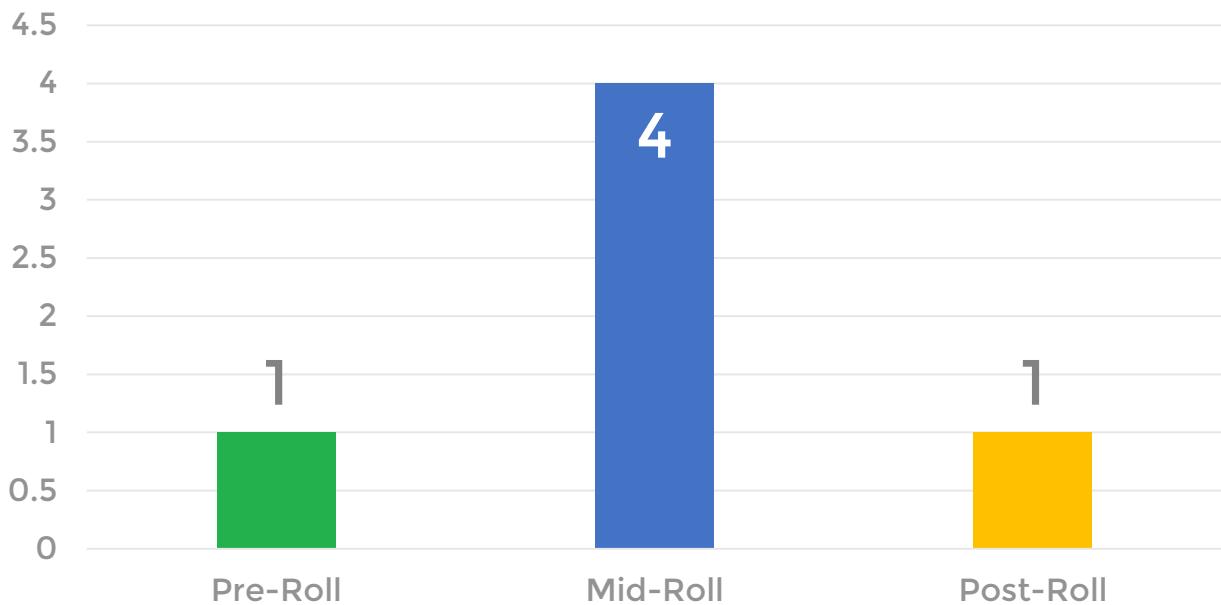
Apparel, Armed Forces, Auto Care, Auto Sales, Beer & Wine, Dating Services, Education, Electronics, Energy Drinks, Financial, Fitness, Food, Gaming, Hard Cider, Health & Beauty, Healthcare, Home Delivery, Home Furnishing, Home Improvement, Hospitality, Housewares, Industrial, Insurance, Outdoor, Packaged Goods, Pet Care, Pharma, QSR, Retail, Ride Share Services, Shipping, Spirits, Tax Prep, Technology, Theatrical, Toy, Travel

Canoe[®]

© 2016 Canoe Ventures, LLC. All rights reserved.

Campaigns

Average Ad Opportunities per Break



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



Impressions per episode.