

VOD

Ad Impression

2018 Q3 Insights Report



VOD Dynamic Ad Insertion (DAI)

VOD DAI is National TV Networks
inserting brand advertising & tune-in
promotions 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
VOD Platforms include: traditional QAM set-top-box, IP set-top-boxes,
tablets, laptops, and mobile phones



About Canoe VOD DAI

- Canoe provides a quality controlled platform for National TV Networks
 - Ad campaigns route through Canoe
 - Campaigns are monitored by and issues resolved with Canoe
 - Verified reporting and analysis returned



TV Networks Using Canoe VOD DAI:



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



AMC, AMC Premiere, WE, Sundance, IFC, BBC America



CBS, PopTV



The CW



Discovery, American Heroes, Animal Planet, Destination America, Discovery Family, Discovery Life, OWN, Science Channel, TLC, Velocity, Discovery en Espanol, Discovery Familia, Investigation Discovery, Cooking, DIY, Food, HGTV, Travel



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



Hallmark Channel



Hip Hop On Demand



Kabillion, Girls Rule



Kid Genius



Impact



Music Choice



Bravo, E!, NBC, Oxygen, Universal Kids, Syfy, Telemundo, USA, NBC Sports Net, NBC News, NBC Universo, MSNBC, CNBC, Golf Channel



Sony Cine



Starz, Starz Encore, MoviePlex



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



TV One



Univision, Galavision, Unimas, Univision Deportes, El Rey



Nick Jr., Nickelodeon, BET, Paramount, MTV, MTV2, CMT, TV Land, VH1, VH1 Classic, Comedy Central, Logo



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

Emmy Winners on Canoe VOD DAI:

NBC	16
FX	12
CNN	8
Nat Geo	5
VH1	5
Fox	3
Adult Swim	2
Cartoon Network	2
CBS	2
Starz	2



Canoe VOD DAI Footprint



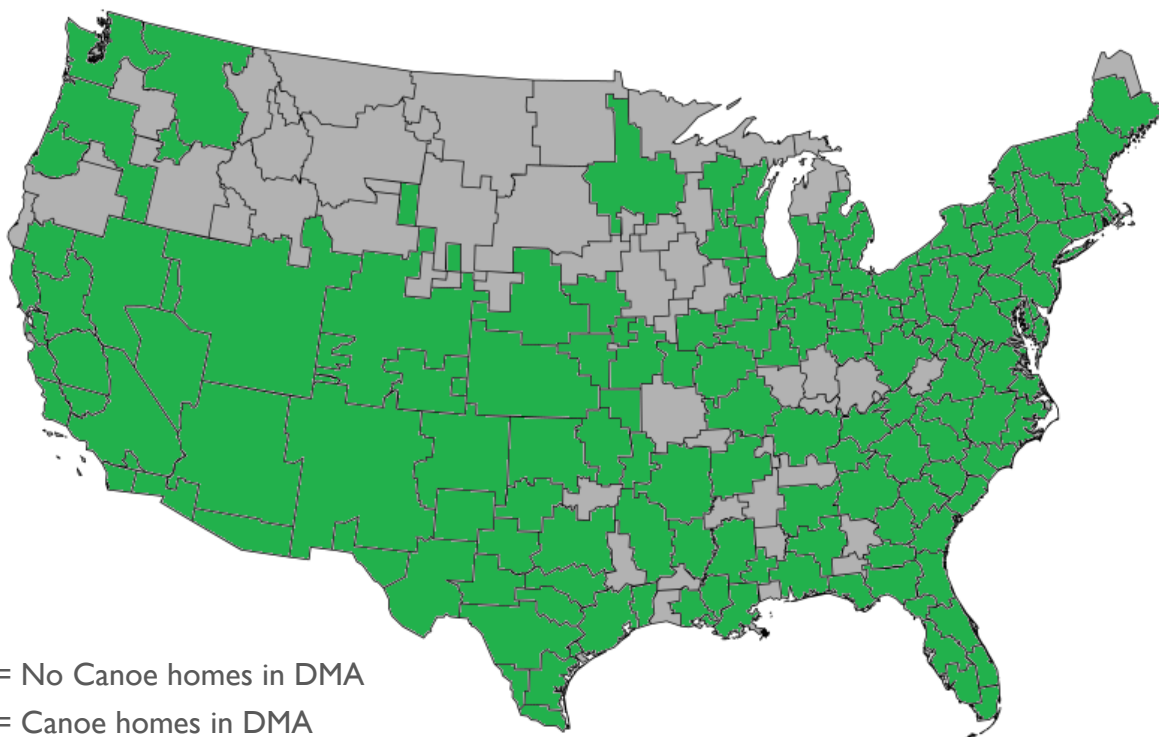
36M

HOUSEHOLDS ON:

Charter
Spectrum


COMCAST

COX



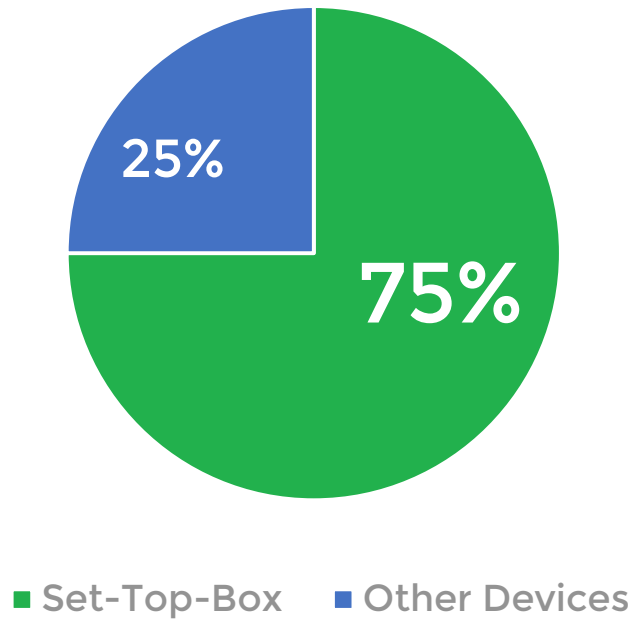
*Additional Households may be available from select Programmers
in addition to the Canoe quality controlled Footprint.*

Canoe

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VOD Platforms

Platforms Used in Q3 2018



Other Devices includes the MVPD VOD service on any device other than a traditional QAM set-top box (e.g. IP set-top-boxes, tablets, laptops, and mobile phones)



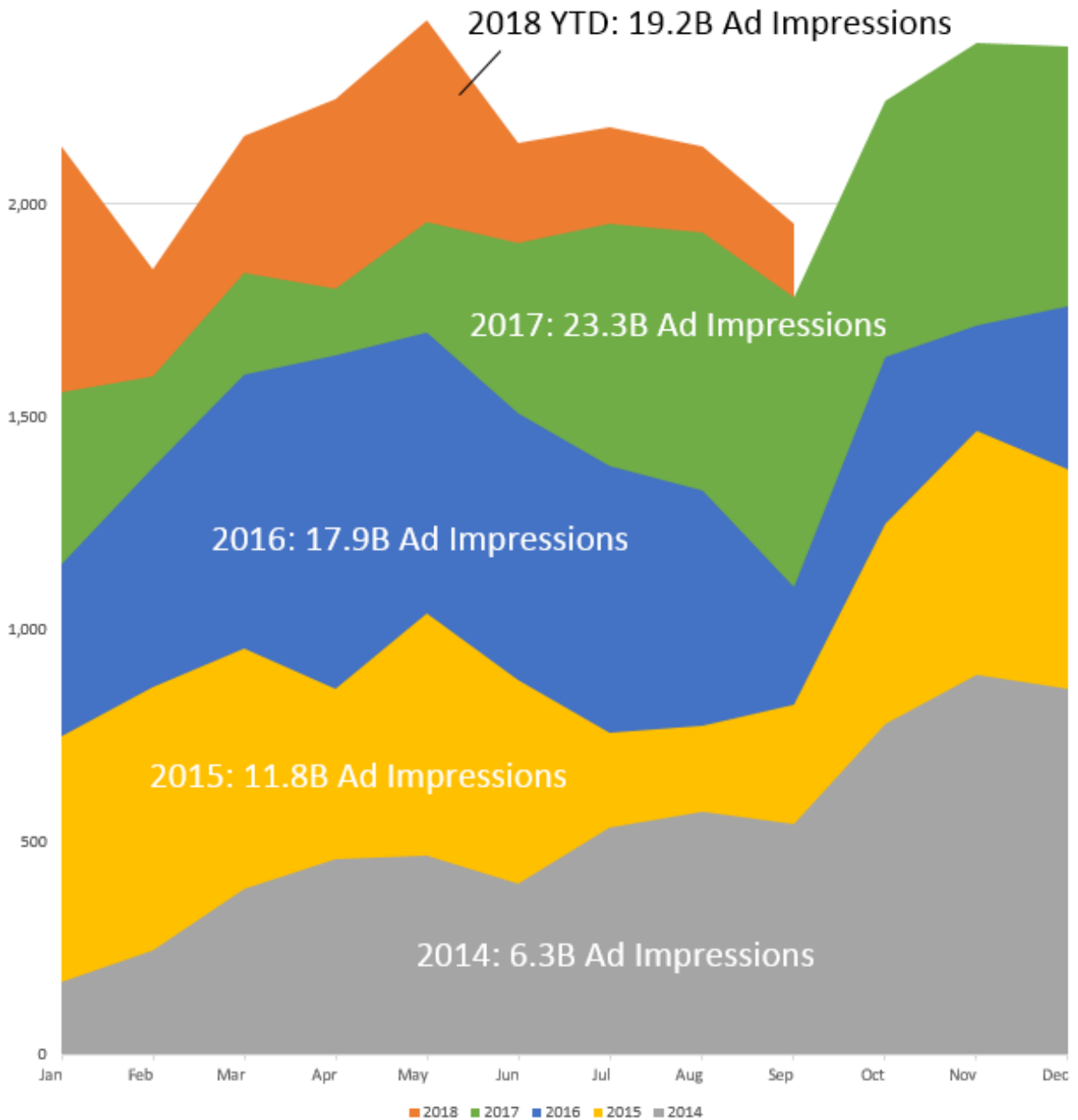
Ad Impressions

Q3 2018 Total



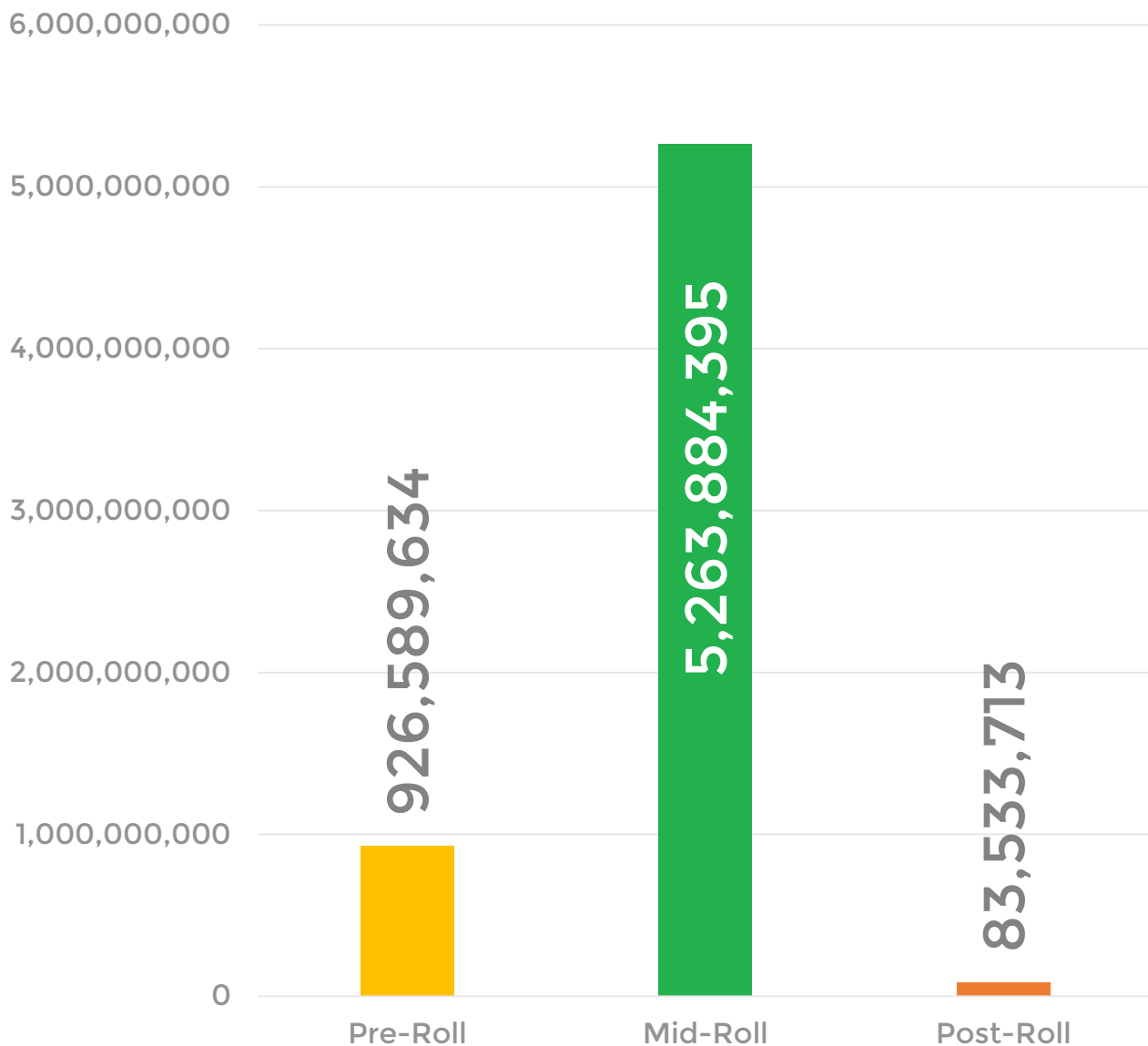
Ad Impressions

2014 through Q3 2018



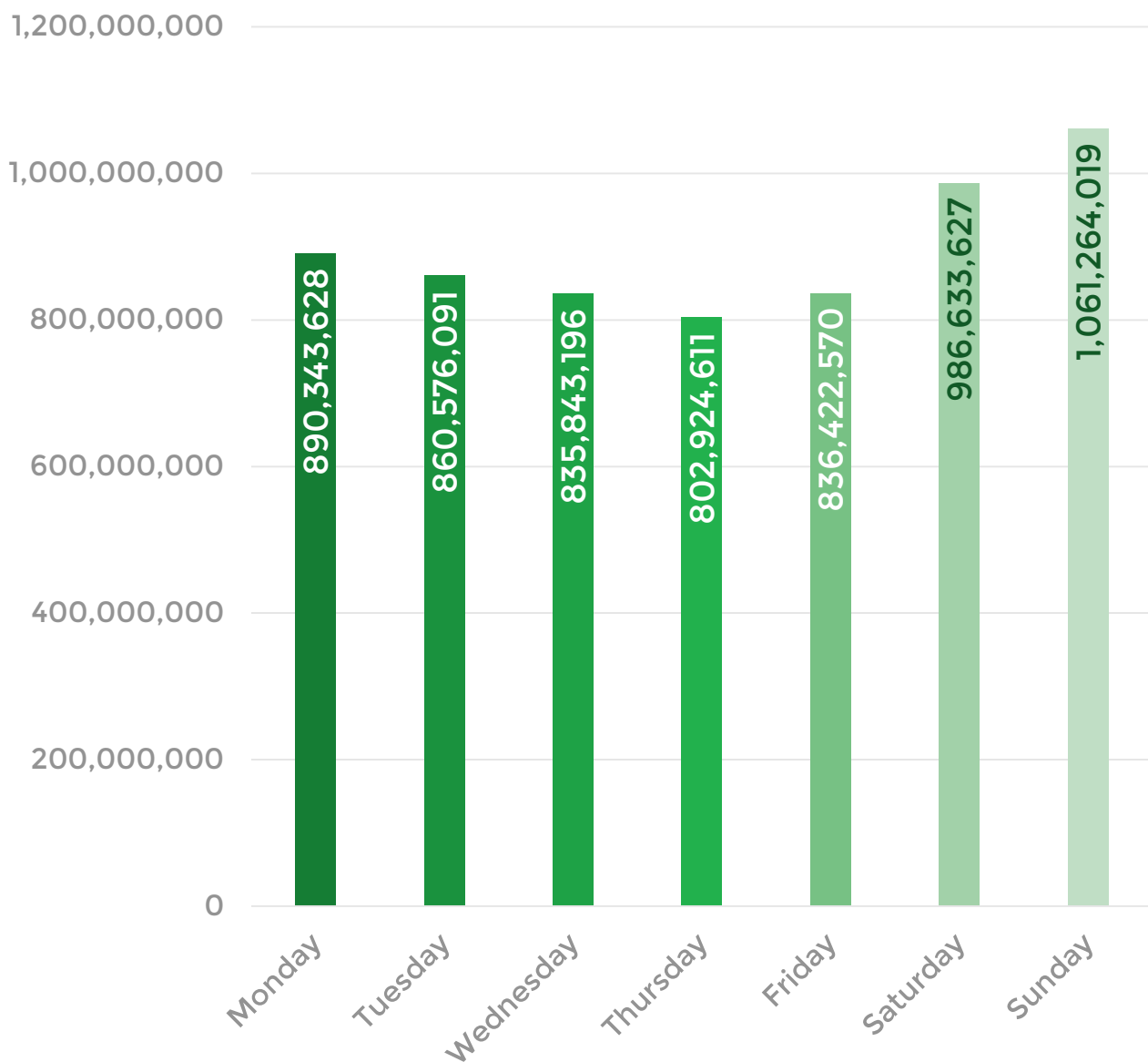
Ad Impressions

Q3 2018 By Break



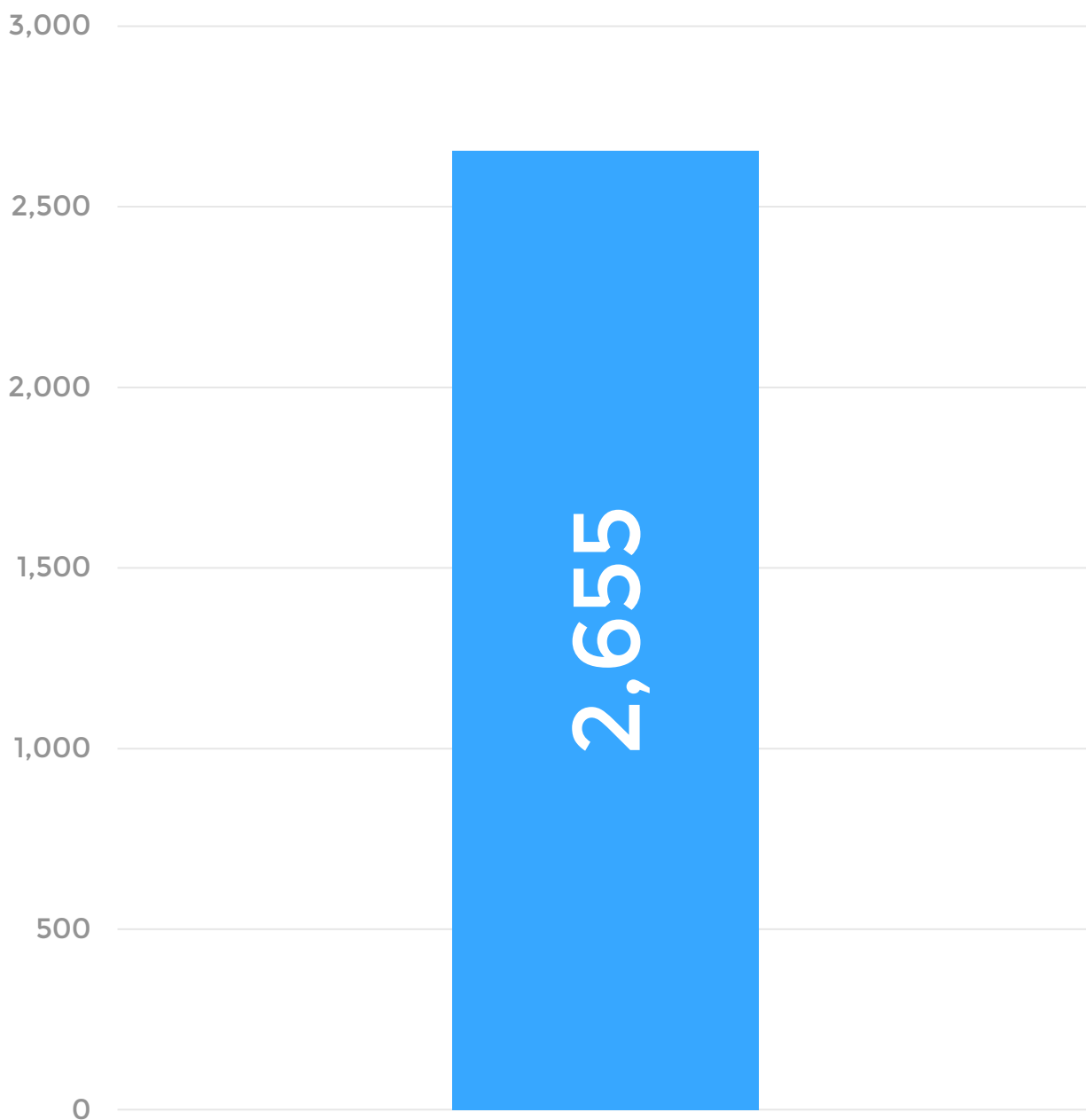
Ad Impressions

Q3 2018 By Day of Week



Campaigns

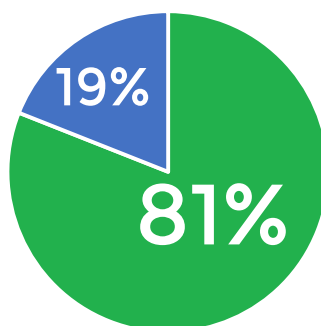
Total Campaigns Running In Q3 2018



Campaign Types

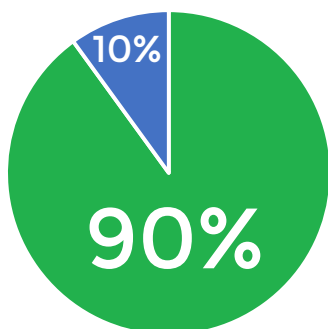
Campaigns Running in Q3 2018

81% of Campaigns were External Advertisers
while 19% were Internal Network Tune-In/Promo



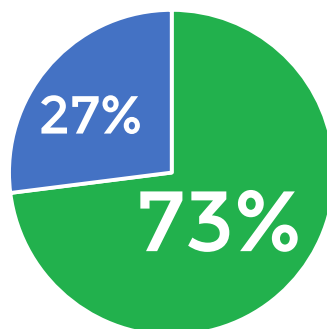
■ External Advertisers ■ Network Tune-In/Promo

Of the External Campaigns,
90% were Direct Sold
while 10% in Private Marketplaces



■ Direct Sold ■ Marketplaces*

External and Internal Combined
used 73%
of available inventory



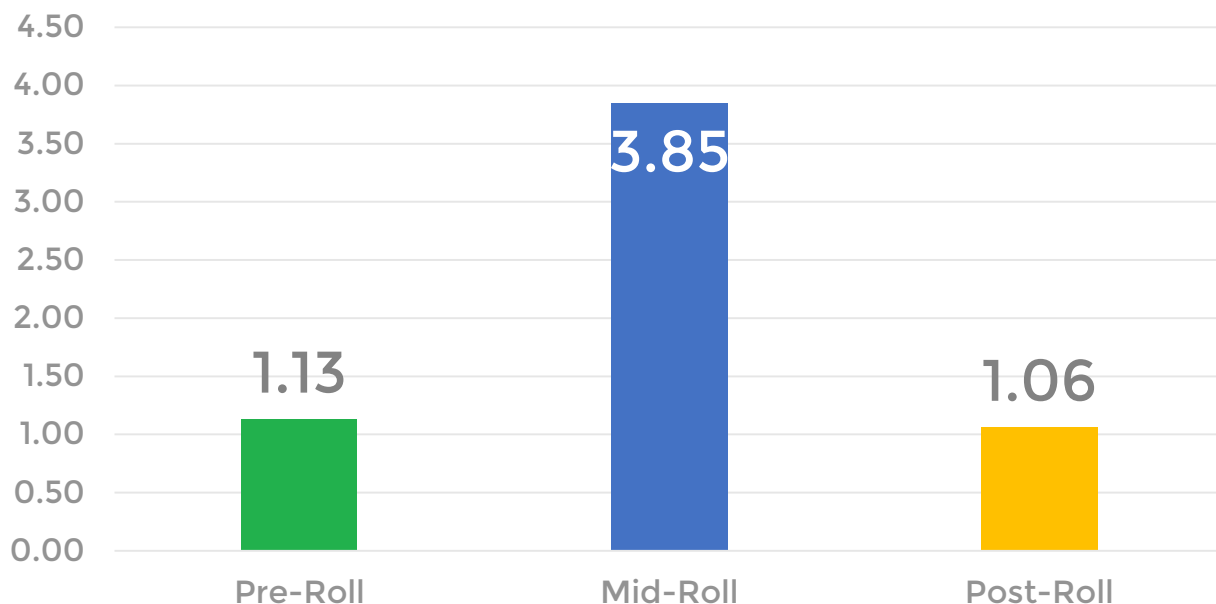
■ Sold ■ Remaining

* Marketplaces include
FreeWheel Markets,
and Canoe Backfill

Campaign Loads

Campaigns Running in Q3 2018

Average Ad Opportunities per Break



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

2

Impressions per episode.



Campaign Ad Frequency

Campaigns Running in Q3 2018

*In an episode, 72% of the time,
consumers saw
the same campaign ad 1 time*

BY EPISODE

# of Impressions (by Campaign)	% of HHs
1	72.53%
2	21.53%
3	2.21%
4	1.57%
5	1.04%
6	0.64%
7	0.20%
8	0.08%
9	0.07%
>10	0.12%

BY MONTH

# of Impressions (by Campaign)	% of HHs
1	47.27%
2	26.57%
3	8.34%
4	6.12%
5	3.16%
6	2.42%
7	1.30%
8	1.04%
9	0.69%
>10	3.09%

BY WEEK

# of Impressions (by Campaign)	% of HHs
1	51.91%
2	26.96%
3	7.35%
4	5.24%
5	2.56%
6	1.91%
7	0.93%
8	0.73%
9	0.47%
>10	1.94%

BY QUARTER

# of Impressions (by Campaign)	% of HHs
1	44.39%
2	25.82%
3	8.87%
4	6.60%
5	3.58%
6	2.78%
7	1.61%
8	1.29%
9	0.89%
>10	4.18%



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.

VOD Platforms

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