

VOD

Ad Impression

2016 Q1 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



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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.



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.)



TV Networks Include:



Footprint



35M+ HOUSEHOLDS ON:

bright house
NETWORKS



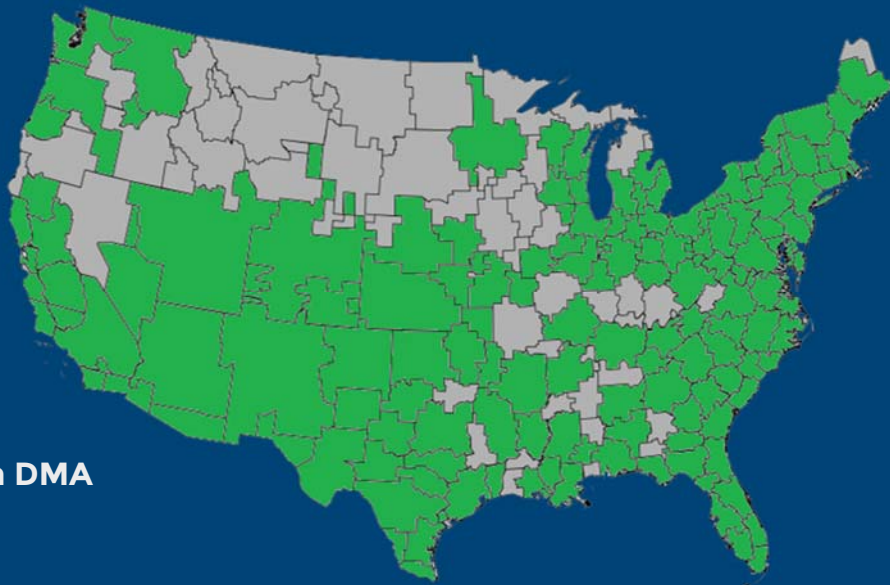
COX

 **COMCAST**

 **Time Warner Cable®**

130+

DMAs { 49 of the top 50 }



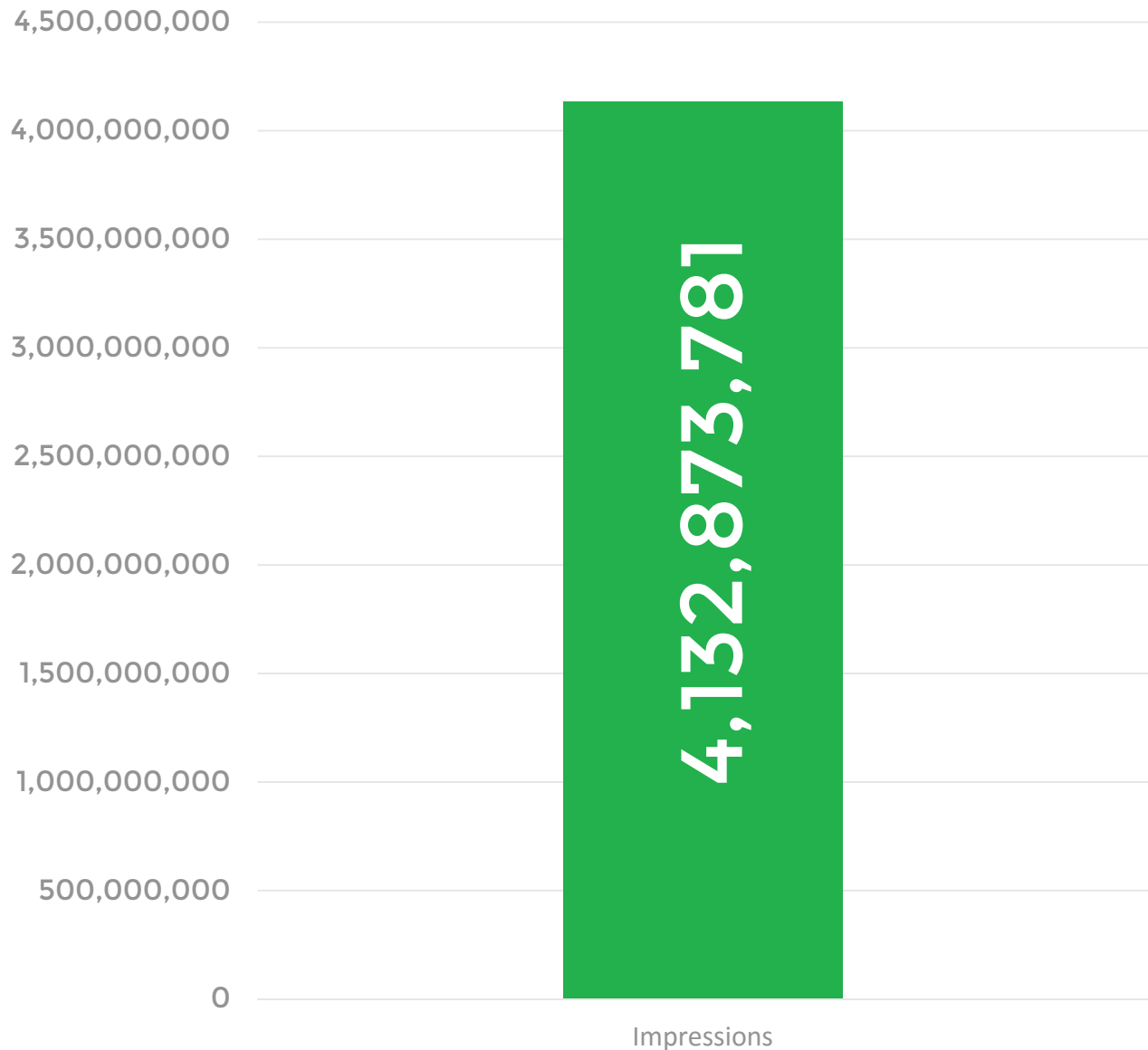
 **Canoe homes in DMA**

Canoe

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Ad Impressions

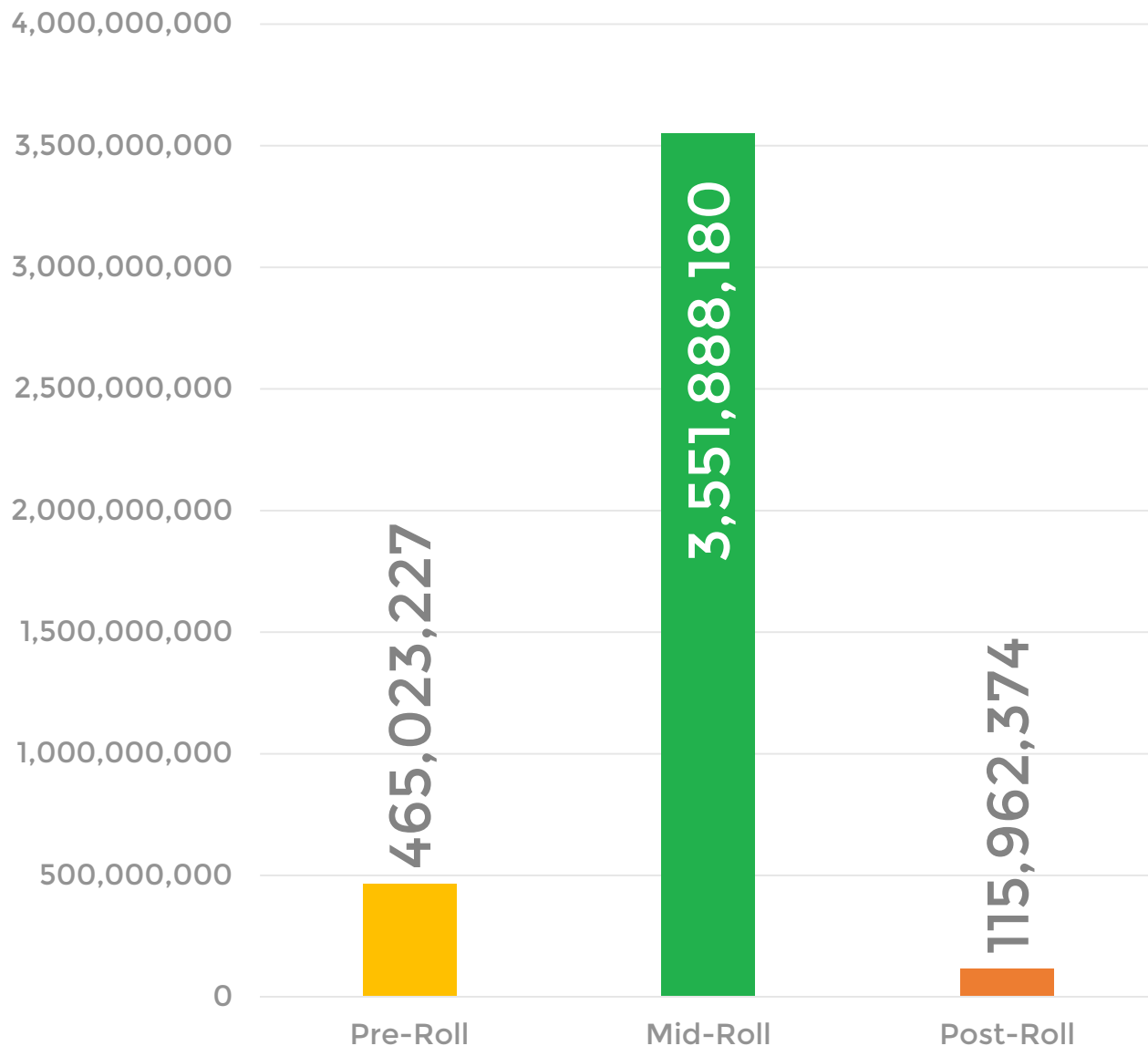
Q1 2016 Total



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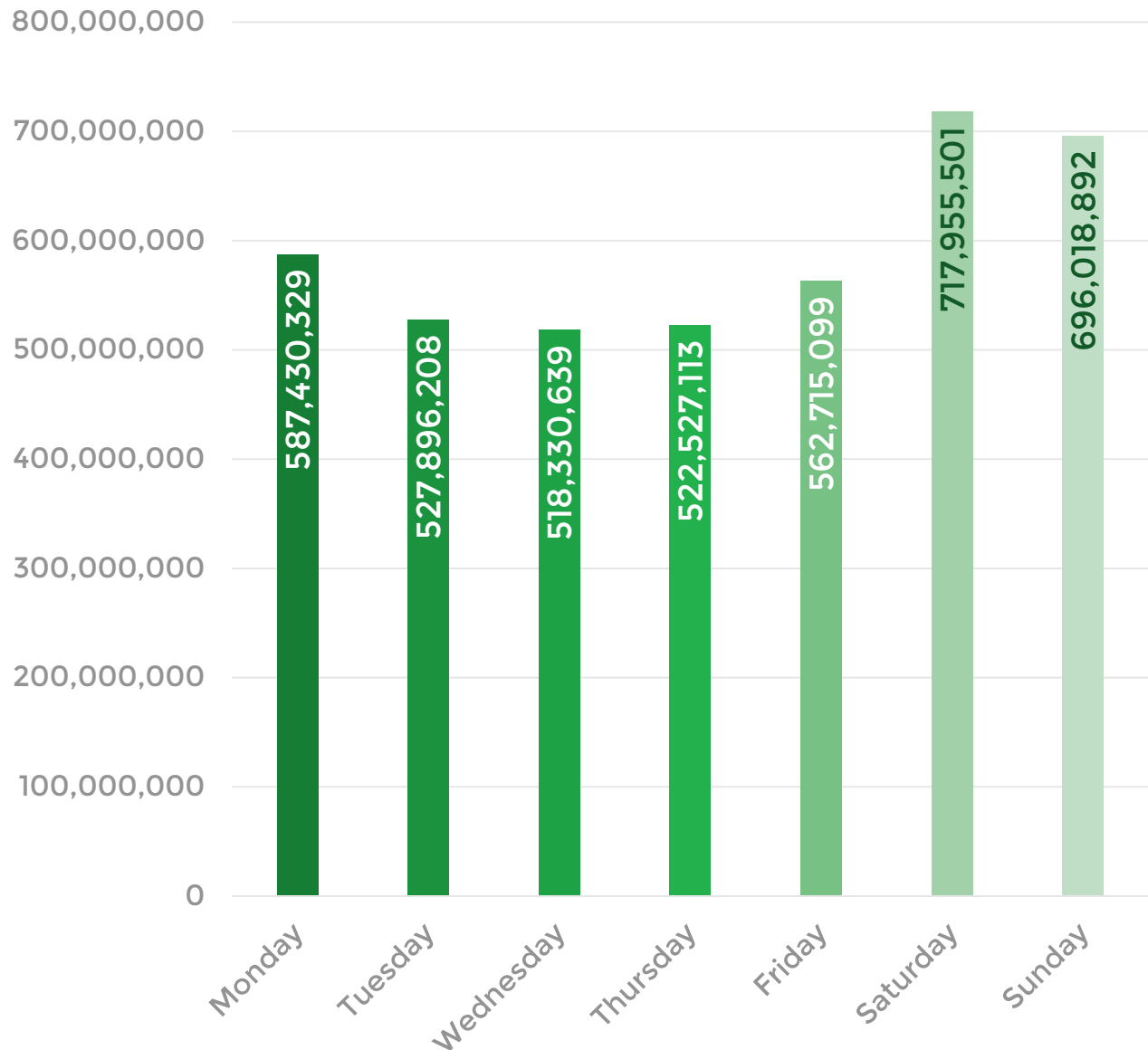
Ad Impressions

Q1 2016 By Break



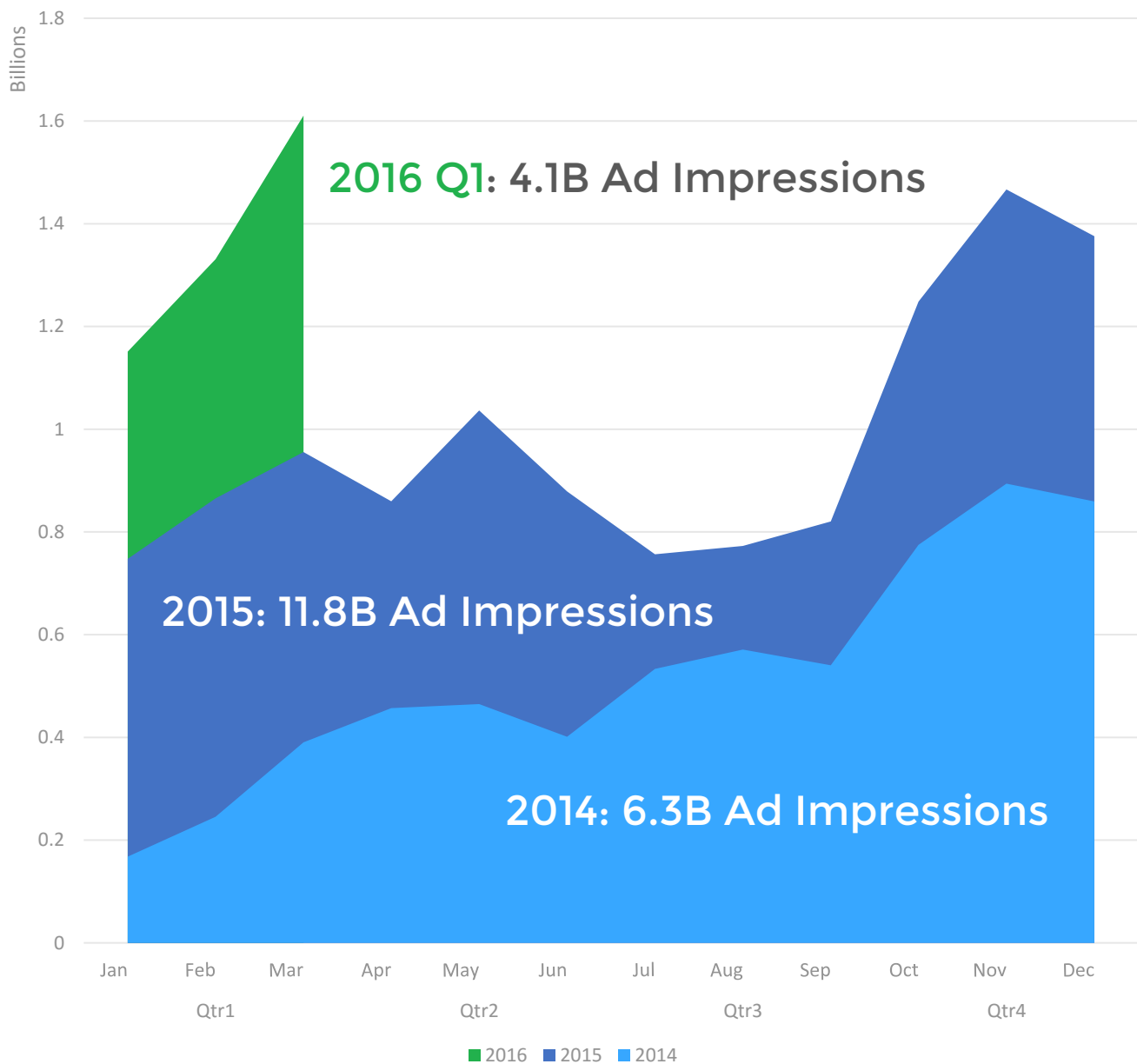
Ad Impressions

Q1 2016 By Day of Week



Ad Impressions

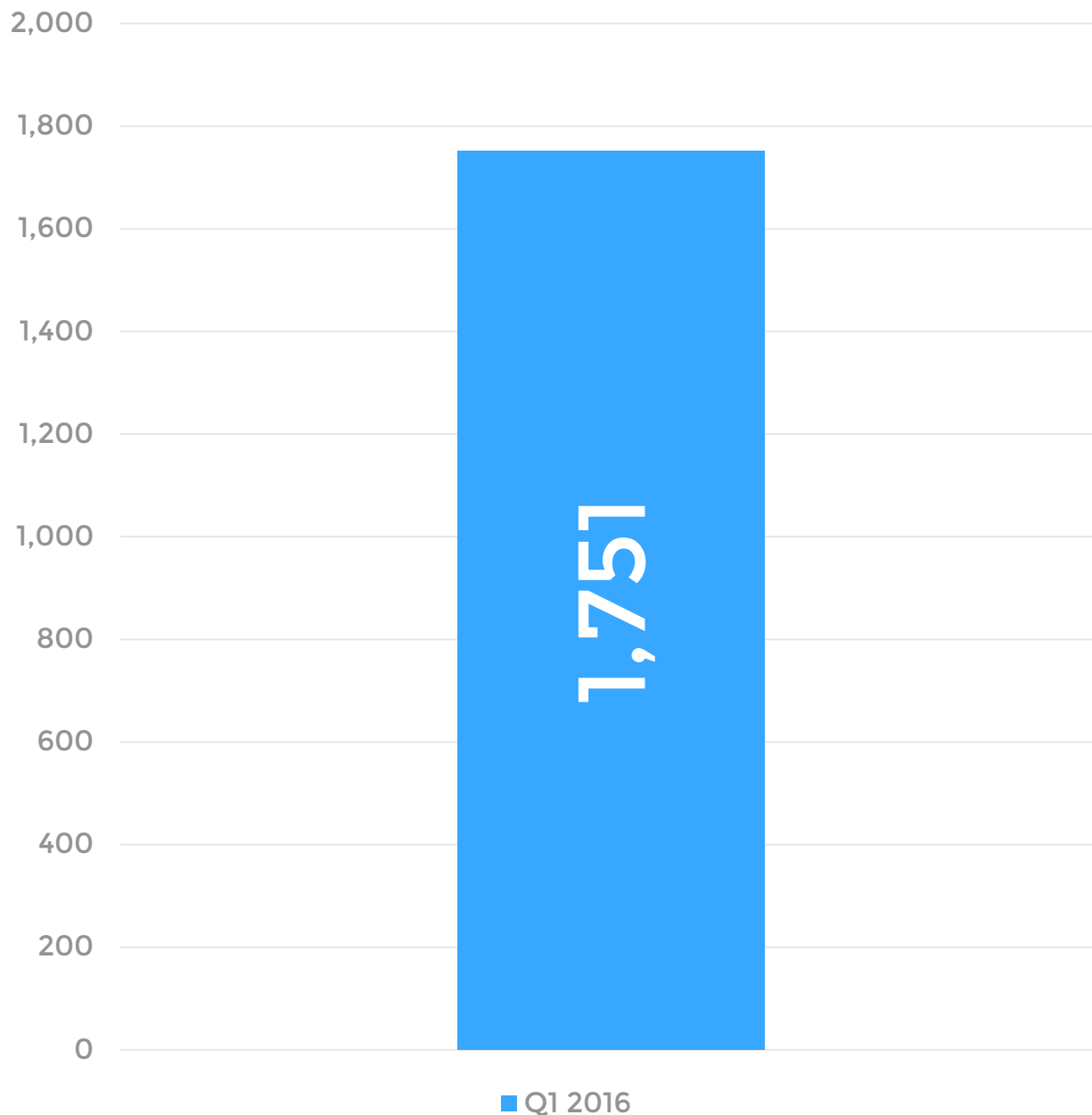
2014 through 2016 YTD



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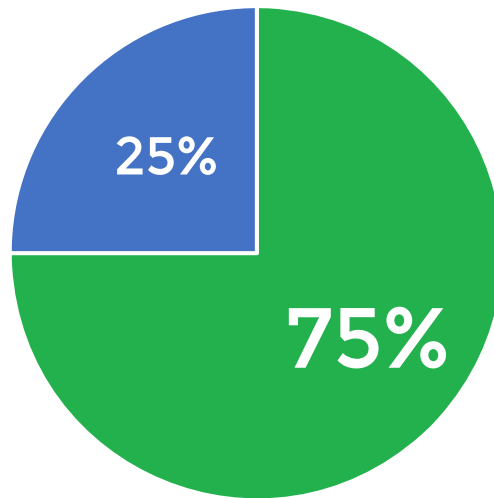
Campaigns

Total Campaigns Running In Q1 2016



Campaign Types

Campaigns Running in Q1 2016



■ External client ad campaigns ■ Network Tune-In ads

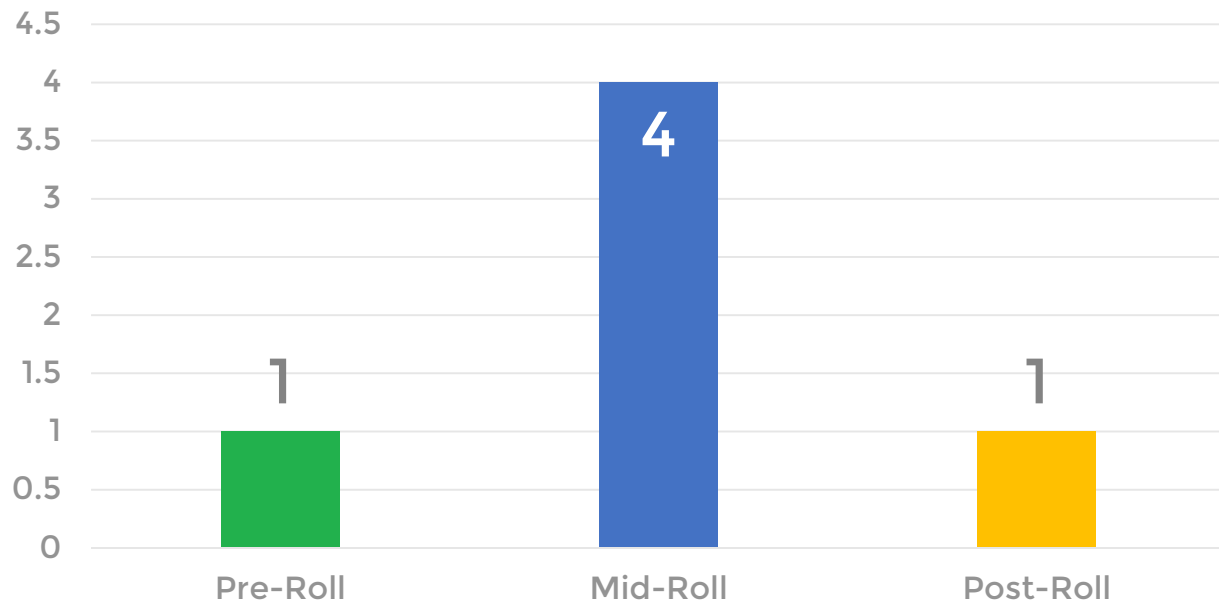
{ Category Types Include }

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



Campaigns

Average Ad Opportunities per Break



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

2

Impressions per episode.

