Canoe®

VOD Advertising | 2019 Q1 Insights Report

What is VOD DAI?

Video On Demand Dynamic Ad Insertion (VOD DAI) is MVPDs and programmers inserting advertisements into On Demand TV shows and movies on MVPD platforms.

Canoe has helped pave the way to monetize VOD content, growing revenues while expanding Programmers' VOD offerings. And Canoe's Service Assurance™ keeps the entire system running smoothly.

As users watch their favorite TV shows and movies on demand, whether at home or on the go, advertisements are dynamically inserted before, during, and after the program.

MVPD is a cable, telco, or satellite company

VOD Platforms include: traditional QAM set-top-boxes, IP set-top-boxes, tablets, laptops, and mobile phones.

Canoe's Expansive Reach

TV Networks Using Canoe VOD DAI

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

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

CBS, Pop TV, Showtime

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 Network, HGTV, Travel Channel

Fox, FX, FXX, FXM, FX+, National Geographic, National Geographic Wild

Hallmark Channel

Kabillion, Girls Rule

Kid Genius

Music Choice

TV Networks Using Canoe VOD DAI

Impact, Epix	TBS, TNT, Adult Swim, CNN, Cartoon Network, truTV
Bravo, E!, NBC, Oxygen, Universal Kids, SyFy, Telemundo, USA, NBC Sports, NBC News, NBC Universo, MSNBC, CNBC, Golf Channel	TV One
Reelz	Univision, Galavision, Unimas, Univision Deportes, El Rey
Sony Cine	Nick Jr., Nickelodeon, BET, Paramount, MTV, MTV2, CMT, TV Land, VH1, VH1 Classic, Comedy Central, Logo
Starz, Starz Encore, MoviePlex	ABC, Disney Jr., Freeform, Disney Channel, Disney XD

Canoe®

covers over

36 MILLION

HOUSEHOLDS

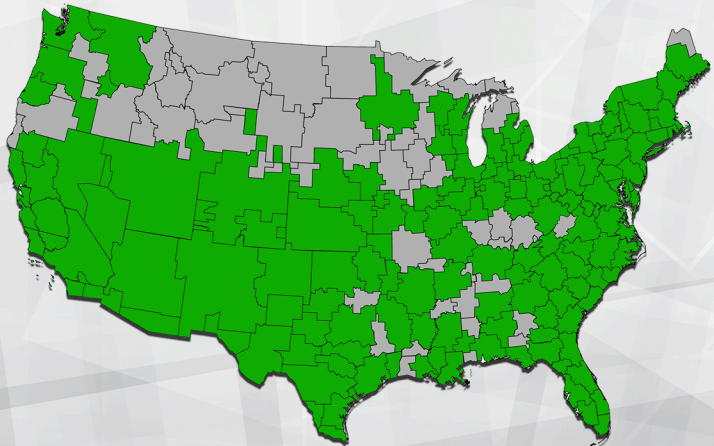
Canoe Enabled Footprint

COMCAST

COX®

Charter Spectrum

TV | INTERNET | VOICE



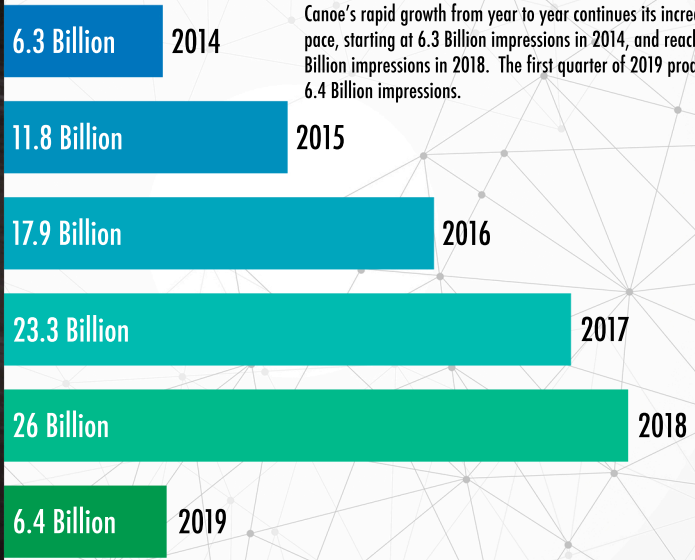
By the Numbers

Platforms Enabled in 2019 Q1

Canoe provides Service Assurance across multiple device types, including traditional cable Set-Top-Boxes,laptops, smartphones, and tablet devices.

Canoe's Growth Year Over Year

Canoe's rapid growth from year to year continues its incredible pace, starting at 6.3 Billion impressions in 2014, and reaching 26 Billion impressions in 2018. The first quarter of 2019 produced 6.4 Billion impressions.

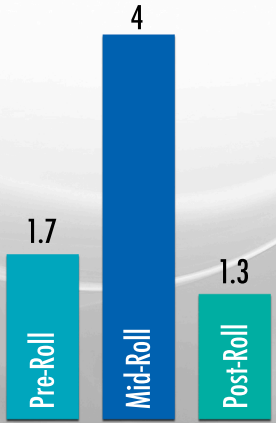


Impressions by Day of Week

- Monday - 831 Million
- Tuesday - 842 Million
- Wednesday - 852 Million
- Thursday - 833 Million
- Friday - 880 Million
- Saturday - 1.1 Billion
- Sunday - 1 Billion

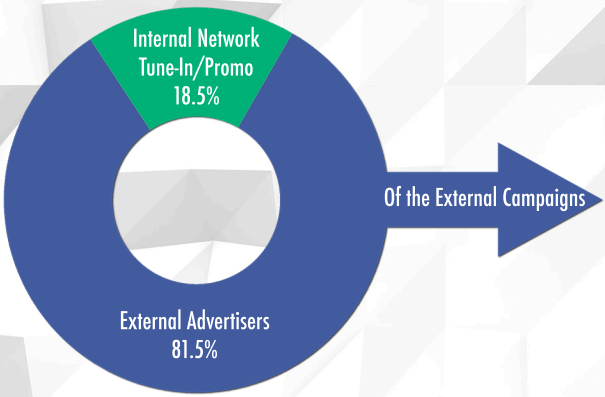
Campaign Loads

Average number of ad opportunities per break

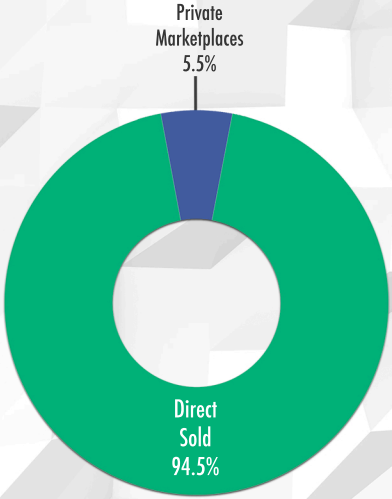


Campaigns

Of the 2,875 campaigns that Canoe managed in Q1 2019...



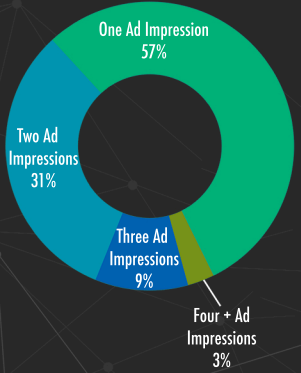
Of the External Campaigns



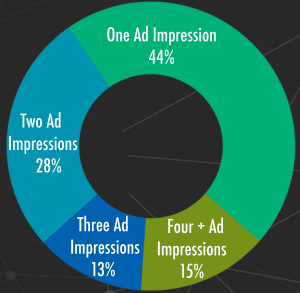
Campaign Ad Frequency Capping

Canoe offers campaign ad frequency capping to help preserve a quality viewing experience.
The vast majority of all campaigns have an ad frequency cap of 2 per episode, ensuring that viewers are not over-exposed to the same campaign.

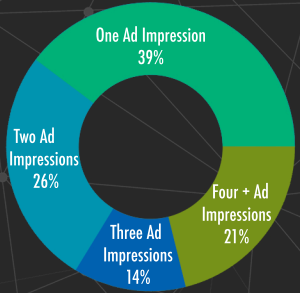
By Episode



By Day



By Week



*includes episodic and movie content

Definitions

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

Cable/MSO/MVPD - Multi-system or multichannel operator (e.g. Comcast, Cox, Charter). Distributor of multiple television networks to the household.

Ad Impression - One viewing of an advertisment by a single device in 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 - VOD Platforms include: traditional QAM set-top-boxes, IP set-top-boxes, tablets, laptops, and mobile phones.

Definitions

Break
Grouping of ad placements
(Pre-Roll, Mid-Roll, Post-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