



OTT/FEP DIGITAL VIDEO ADVERTISING PLATFORM

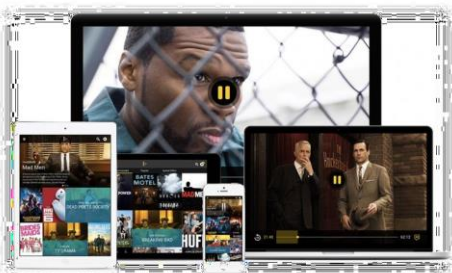
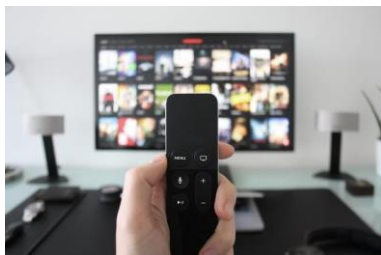
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In 2020, What is Television?



Is it the Device?



Is it the Programming?



Is it the Audience?

How People Watch TV in 2020: Streaming TV

Over 65% of U.S. Households Now Streaming TV on Digital Screens

60.4M HH

Cord Cutters

23.8-million households, average age of 47. Nearly half (47%) spend five or more hours watching TV on weekdays, 82% say they're satisfied with their services. Most cord cutters were previously cord shavers.

Cord Shavers

30.2 million households have reduced their Pay-TV packages in the last two years. Average age of 47. Nearly three quarters (74%) spend five or more hours watching TV on weekdays, 37% say they're planning to cancel pay TV.

Cord Nevers

6.4-million households have never paid for a traditional cable, satellite or Pay-TV package. Average age is 32, and only 39% spend 5-hours or more watching TV on weekdays. Viewers are more likely to be female.

Cord Traditionals

55.5 million households that have traditional cable, satellite or Pay-TV packages and have not reduced those packages in the last two years. More than two-thirds (68%) spend five hours or more watching TV on weekdays. Could be described as "tech-averse."





OVER
THE
TOP
MARKETING



250+ Direct
Premium
Publishers



Cutting-Edge
OTT/FEP Audience
Targeting



Real-Time
Dashboard
Reporting



Full Media, Geo &
Placement
Transparency

What exactly are they selling you?

With so many streaming players popping up in the market, it's vital that you understand exactly what they're selling you...

Types of Streaming TV

● Over-the-Top TV (OTT)

- Accessing full-episode TV or full movie content without a Pay TV subscription

● TV Everywhere (TVE)

- Accessing your Pay TV subscription through a mobile streaming device
- Cable companies primarily offer access to their existing customers through TV Everywhere
- Broadcast Networks (ABC, NBC, FOX, etc.) offer access to its programming using TV Everywhere through a log-in authentication process tied to the consumer's paid cable/satellite subscription

● Addressable TV

- Accessing set-top box data to hand-select a target audience comprised of cable/satellite subscribers

Offers Exclusively...

OTT/FEP – Full TV Episodes, Movies & Live Sports

- Full 30 or 60-minute TV episodes
- Full-length Movies
- Live Sporting Events
- Content from Broadcast & Cable Networks plus Streaming Aggregators
- All screens, though OTT/FEP is primarily consumed on a Connected TV (CTV) through an app experience or plug-in streaming device

TVPlus/Premium Pre-Roll

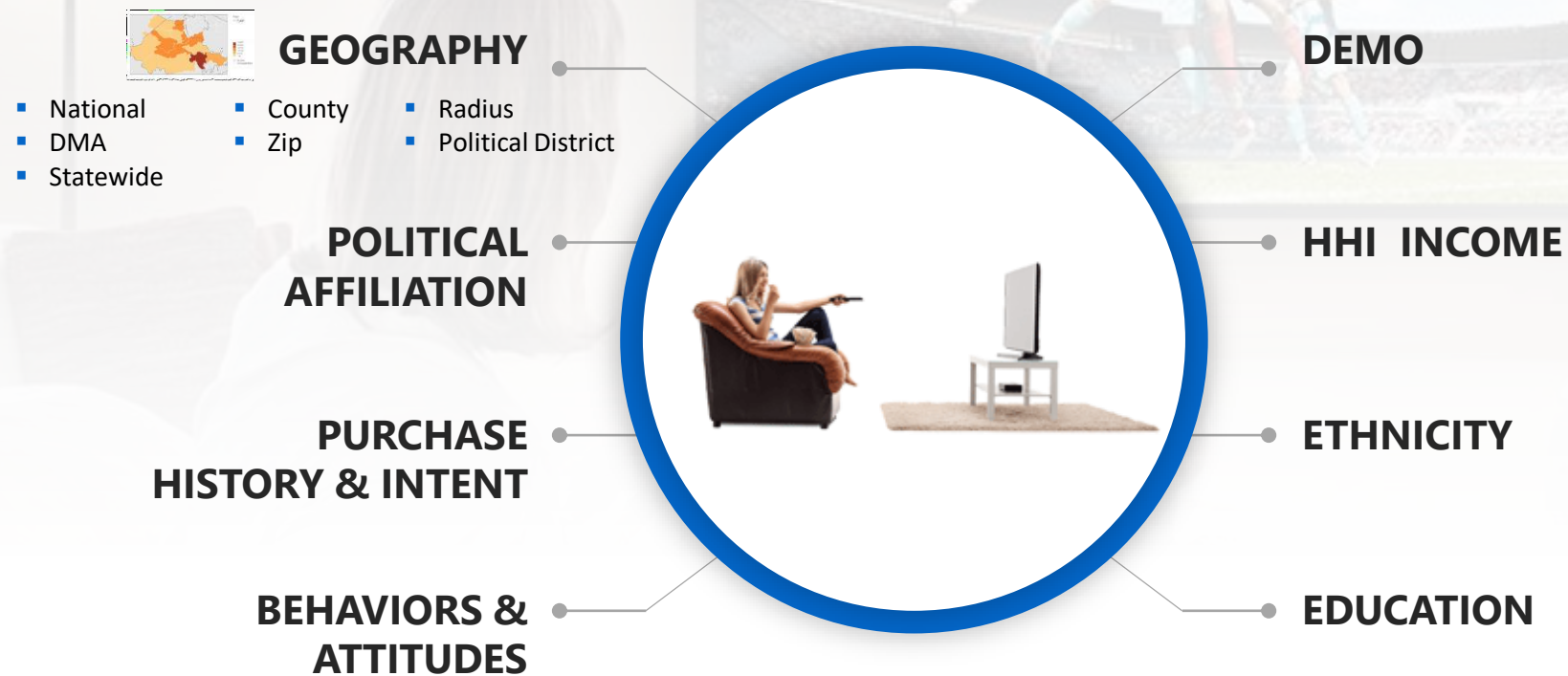
- All screens, though primarily mobile & desktop, short-form video content from premium content publishers
- TVPlus is NOT: webisodes, user-generated content or “cat videos”

Buying Options

1. Exclusively Long-form OTT/FEP
2. Exclusively Short-form Pre-Roll
3. Blend of both Long & Short-form content

Advanced OTT/FEP Targeting Tactics

Covering 45-million Households



Premiere 3rd Party Data Partners



The Power of Video Meets the Targetability of Digital

DMP Partners



OTT/FEP Inventory: Full TV Episodes, Movies, Live Sports

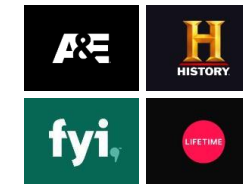
Broadcast Networks



Streaming Aggregators



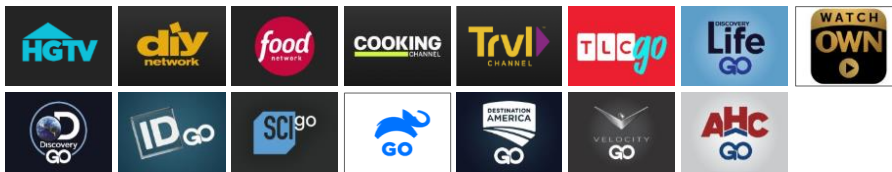
A&E



AMC



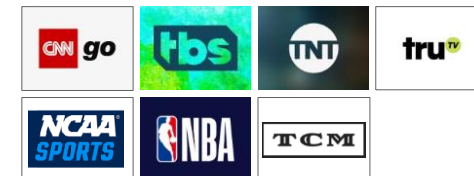
Discovery



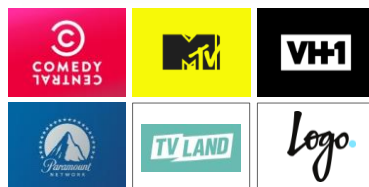
Fox



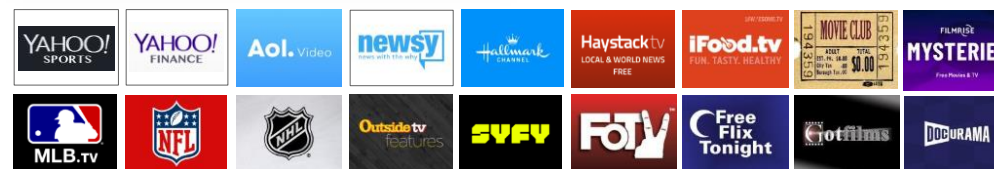
Turner



Viacom



Additional Streaming Apps



95% CVR goal

Guaranteed impressions

Non-guaranteed publisher mix

Blacklist possible

Premium Short-Form: Non-skippable, Premium Pre-Roll Video

Broadcast Networks

- ABC
- NBC
- FOX
- PBS
- Univision



Autos

- caranddriver.com
- cycleworld.com
- hotrod.com
- motortrend.com
- roadandtrack.com



Food & Cooking

- allrecipes.com
- bonappetit.com
- chatelaine.com
- cleaneatingmag.com
- cookinglight.com
- eatingwell.com
- foodandwine.com

Home & Garden

- hgtvgardens.com
- birdsandblossoms.com
- coastalliving.com
- countryliving.com
- dwell.com
- elledecor.com
- familycircle.com
- goodhousekeeping.co
- housebeautiful.com
- marthastewart.com



martha stewart

Local TV & Radio

- abc2news.com
- fox5atlanta.com
- abc7chicago.com
- fox5ny.com
- nbclosangeles.com
- fox16.com
- fox13news.com
- abc7.com



News & Portals

- MSN
- Yahoo
- AOL
- Huffington Post



Business & Finance

- businessinsider.co
- businessweek.com
- economist.com
- entrepreneur.com
- forbes.com
- fortune.com
- foxbusiness.com
- inc.com



Heath & Fitness

- bicycling.com
- bikemag.com
- fitnessmagazine.com
- health.com
- mensfitness.com
- menshealth.com
- oxygenmag.com
- runnersworld.com

Lifestyle Magazines

- oprah.com
- time.com
- rollingstone.com
- vanityfair.com
- ew.com
- people.com
- vogue.com
- newsweek.com
- newyorker.com
- intouchweekly.com
- allure.com
- elle.com



Newspapers

- usatoday.com
- nytimes.com
- WSJ.com
- Washingtonpost.com
- Chicagotribune.com
- Latimes.com

The New York Times

Sports

- bleacherreport.com
- foxsports.com
- MSN sports
- NBC Sports
- sbnation.com
- yahoo sports



Non-Skippable, Medium/Large Player, User Initiated Only

70% CVR goal

Guaranteed impressions

Non-guaranteed publisher mix

Blacklist possible

Fashion & Style

- cosmopolitan.com
- essence.com
- flare.com
- glamour.com
- harpersbazaar.com



User Ad Experience on OTT/FEP Digital Video

1 Choose Connecting Device



2 Select Streaming App

(Authenticate access to video content by logging into cable provider account)



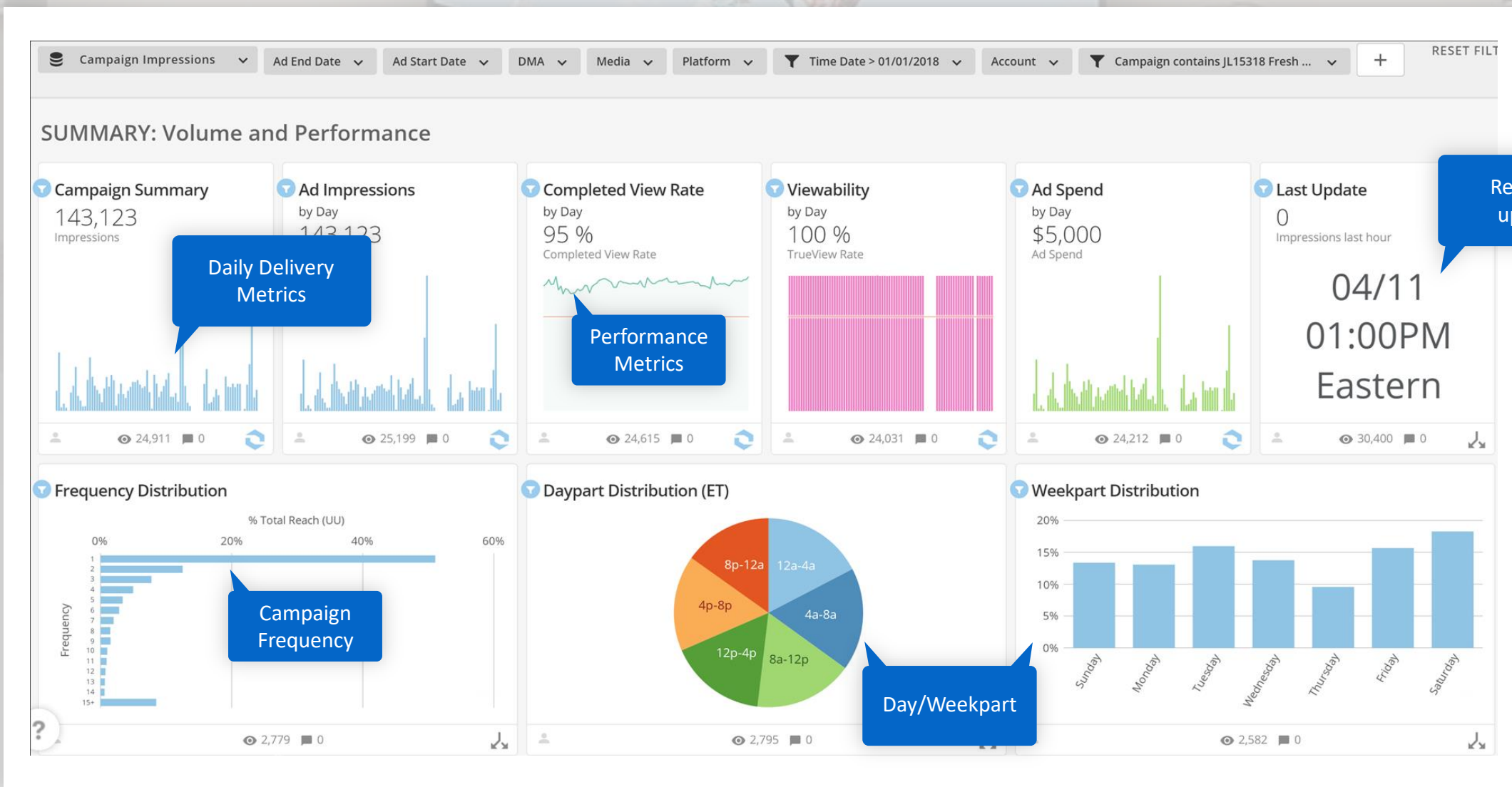
3 Select Content and Start Streaming



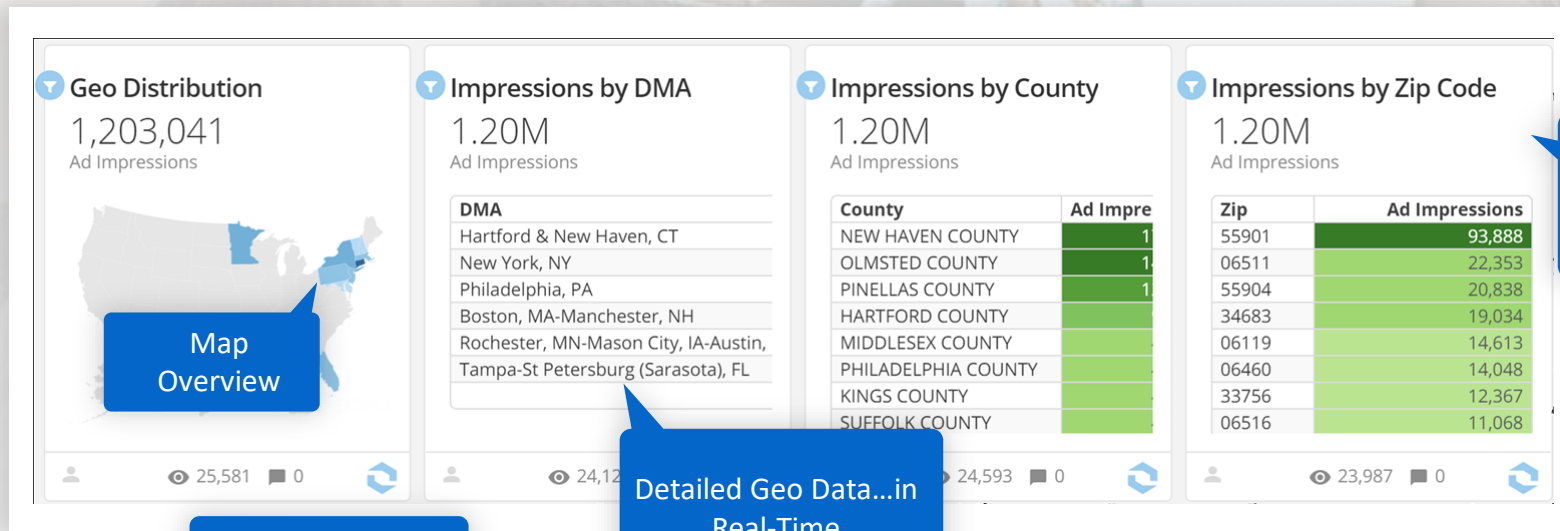
4 Watch Pre-/Mid-Roll Ad within Video Content



OTT/FEP Inventory: Full TV Episodes, Movies, Live Sports



Real-Time Geo Reporting (State, DMA, County, Zip) and More

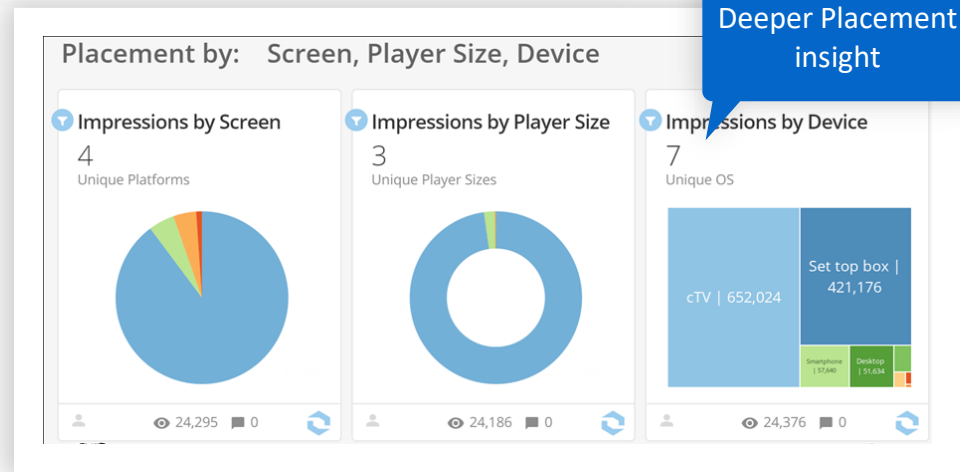
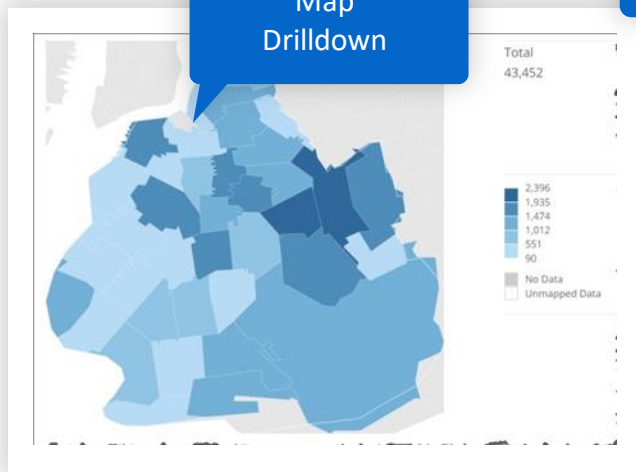


Map Overview

County and Zip for Co-Op Reporting

Detailed Geo Data...in Real-Time

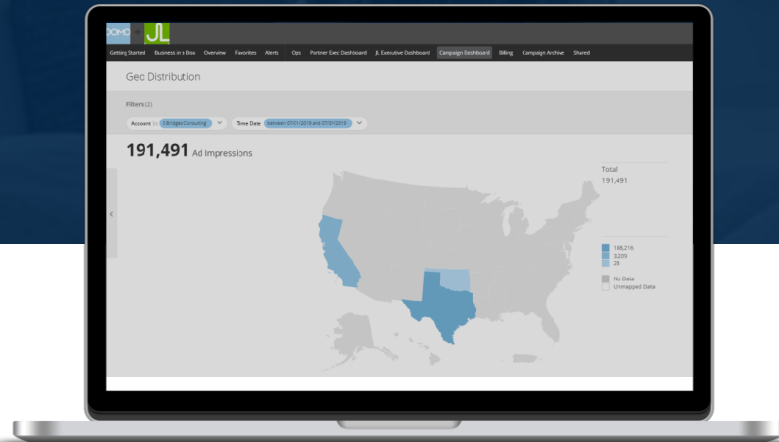
Map Drilldown



Deeper Placement insight

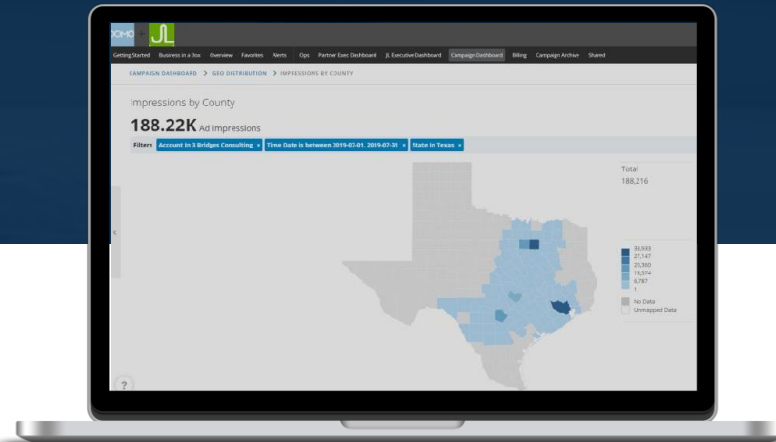
Custom Geography Targeting

Map Drill Down



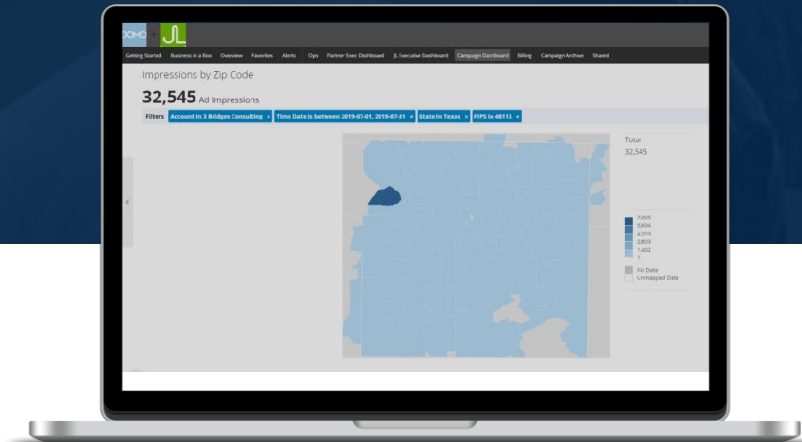
Full Agency Level Detail All Accounts & Geographies

A glance at all active and /or previous campaign delivery



County Level Detail by Account

A glance at Texas campaign delivery



Zip code Level Detail within County

A glance at County campaign delivery by zip code

Media Placement Transparency for 100% of Impressions Delivered

Full Media Insight

749

Unique Sites/Apps

Media	Platform	Impressions	View	CVR	75% Qrt	50% Qrt	25% Qrt
tubitv	Smart TV	3,674,170	100%	98%	99%	99%	99%
XUMO	Smart TV	2,763,244	100%	95%	96%	97%	98%
nfl	Smart TV	2,465,294	100%	91%	92%	95%	97%
foxsports.com	Smartphone					80%	85%
Sling TV	Smart TV					94%	99%
Philo	Smart TV					99%	99%
fuboTV	Smart TV					99%	99%
Comedy Central	Smart TV					99%	99%
philo	Smart TV	403,082	100%	99%	99%	99%	99%
IDSGO	Smart TV	399,101	100%	99%	100%	100%	100%
nhl	Smartphone	357,255	100%	91%	92%	94%	97%
Filmrise	Smart TV	337,916	100%	96%	84%	86%	97%
Pluto TV	Smart TV	333,685	100%	93%	95%	96%	98%
hgtv_watch	Smart TV	282,880	100%	98%	96%	98%	99%
AT&T AdWorks	Smart TV	254,702	100%	98%	98%	98%	99%
HGTV	Smart TV	242,742	100%	98%	99%	99%	100%
nhl	Smart TV	240,074	100%	92%	92%	95%	97%
watchfreeflix	Smart TV	237,796	100%	97%	91%	92%	98%
Food Network	Smart TV				99%	99%	100%

Impressions by Media Placement + Screen

Impressions by Media and Page for Desktop and Mobile Web

Date	Media	Platform	Page URL	Ad Impressions	TrueView Rate	MOAT Viewable Rate	Completed View Rate	Views Compl View
4/25/2017	cwvtv.com	Desktop	cwvtv.com/shows/the-vampire-diaries/	1	100%	100%	100%	100%
4/25/2017	cwvtv.com	Desktop	www.cwvtv.com/shows/jane-the-virgin/chapter-fifty-eight/	1	100%	100%	100%	100%
4/25/2017	cwvtv.com	Desktop	cwvtv.com/shows/reign/highland-games/	1	100%	100%	100%	100%
4/25/2017	cwvtv.com	Desktop	www.cwvtv.com/shows/arrow/	1	100%	100%	100%	100%
4/25/2017	diyetwork.com	Desktop	www.diyetwork.com/shows/texas-flip-and-move	1	100%	100%	0%	0%
4/25/2017	diyetwork.com	Desktop	diyetwork.com/shows/the-treehouse-guys	7	86%	83%	57%	57%
4/25/2017	diyetwork.com	Desktop	diyetwork.com/shows/full-episodes	4	100%	100%	25%	25%
4/25/2017	diyetwork.com	Desktop	diyetwork.com/shows/building-alaska	5	100%	100%	80%	80%
4/25/2017	diyetwork.com	Desktop	diyetwork.com/shows/bath-crashers	3	67%	67%	67%	67%
4/25/2017	funimation.com	Desktop	www.funimation.com/shows/fairy-tail/natsu-vs-the-twin-drago	2	100%	100%	100%	100%
4/25/2017	fyi.tv	Desktop	fyi.tv/shows/upgrade-my-bae/season-1/episode-8	1	100%	100%	0%	0%
4/25/2017	go.com	Desktop	abc.go.com/shows/conviction	1	0%	0%	0%	0%
4/25/2017	go.com	Smartphone	abc.go.com/shows/greys-anatomy/video/most-recent/vdka38C	21	67%	67%	33%	33%
4/25/2017	go.com	Tablet	abc.go.com/shows/dancing-with-the-stars/cast/valentin-chmer	3	50%	50%	33%	33%
4/25/2017	go.com	Desktop	abc.go.com/shows/marvels-agents-of-shield-slingshot	1	100%	100%	100%	100%
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4/25/2017	history.com	Desktop	www.history.com/shows/classroom	1	100%	100%	100%	100%
4/25/2017	history.com	Desktop	history.com/shows	2	100%	100%	0%	0%



How is Over The Top Marketing OTT/FEP Different?

The biggest difference between working with the Over the top platform vs. re-sellers of another company's platform are:

1

Actionable Transparency

Over the Top Marketing provides real time, self-serve Dashboard access so our client's can see where each impression is running during the campaign so we can make necessary, real time adjustments to optimize the campaign.

2

Pricing Efficiency/Transparency

Over the Top Marketing separates Streaming TV Full Episode Program (FEP) and Premium Short-form Pre-Roll (TVP). Most re-sellers, and especially Cable TV companies, combine these impressions without disclosing the inventory breakout or the cost, making it very misleading and much more expensive.

3

Geo-Targeting

Over the Top Marketing provides custom zip code targeting and can build out any combination of zip codes vs. the cable companies that sell by zone.

4

Flexible, Fast & Fun

The Over the Top Marketing campaign managers become an extension of your marketing team. We can change copy, start/stop programs, add/delete zip codes, turn off/on publishers within a couple hours – not days. The Over the Top Marketing campaign Team reviews your program daily looking for opportunities to optimize your results.

