



# **CORUS**

## **OTT AD INVENTORY**

JULY, 2020

**corus.**

# Corus OTT



GLOBAL AGGREGATOR  
TVE APP



STACK TV  
SVOD



YOUTUBE  
AVOD



KIDS  
AVOD



chromecast



androidtv

Roku TV

prime video | CHANNELS

RiverTV

**CORUS.**

# Canada vs. United States

## OTT Ad Markets

### MEASUREMENT

The United States have adopted Nielsen as the cross measurement system to measure digital and broadcast video.

### DYNAMIC AD INSERTION

United States broadcasters have adopted DAI solutions measured through Nielsen DAR.

### SALES TEAMS

Fragmented marketplaces with both own and operated sales team and various platform sales teams.

Canadian industry does currently not have a measurement system in place to track ad inventory across all platforms. Numeris VAM initiatives are in discussions.

Lack of proper measurement in Canada is impacted the development of dynamic ad insertion for linear live feeds.

Owned and operated apps are selling majority of ad inventory in Canada. Only Roku has a local dedicated sales team.



# Canadian OTT Ad Challenges & Solutions

## AD INVENTORY IS CURRENTLY FRAGMENTED BY PLATFORMS & APPS

### MEASUREMENT

Numeris VAM will allow buyers and broadcasters to get a single point of view for measurement cross platforms




### AD DELIVERY

Dynamic ad insertion integrations between platforms, content owners and BDUs are underway to standardize ad delivery across OTT universe




### SEGMENTATION

Change in measurement with the ability to dynamically insert ads will open new areas of data targeting and inform data framework. Currently contextual ad targeting through the broadcaster is the recommended approach

# CORUS AD INVENTORY

APPLICATION	LINEAR	VIDEO ON DEMAND
	Measured by <b>Numeris</b> as part of linear broadcast buys.	<b>Dynamic ad insertion</b> for <ul style="list-style-type: none"> <li>• Direct and Programmatic guaranteed</li> <li>• Private marketplace</li> <li>• Open market</li> </ul>
<b>STACKTV</b>	Measured by <b>Numeris</b> as part of linear broadcast buys.	<b>Dynamic ad insertion</b> by Q4 2020.
	N/A	<b>Dynamic ad insertion</b> <ul style="list-style-type: none"> <li>• Direct buys only including programmatic guaranteed</li> </ul>
	N/A	<b>Dynamic ad insertion</b> for <ul style="list-style-type: none"> <li>• Direct and programmatic guarantees</li> <li>• Private marketplace</li> <li>• Open market</li> </ul>

# CORUS DATA

APPLICATION	VOD DAI DATA	STATS
	<ul style="list-style-type: none"><li>• Geo targeting and frequency capping</li><li>• Authenticated vs non authenticated users on mobile.</li><li>• Behavioural cookie data</li><li>• Contextual advertising (vertical, show or moments within content)</li></ul>	<ul style="list-style-type: none"><li>• 6.9M video starts per month</li><li>• 13M ad impressions per month</li></ul>
	<ul style="list-style-type: none"><li>• Geo targeting and frequency capping</li><li>• Behavioural cookie data</li><li>• Contextual advertising (vertical, channel, content and shows)</li></ul>	<ul style="list-style-type: none"><li>• 14M monthly unique views</li><li>• 20M ad impressions per month</li></ul>
	<ul style="list-style-type: none"><li>• Geo targeting and frequency capping</li><li>• Behavioural cookie data</li><li>• Contextual advertising (vertical, show or moments within content)</li></ul>	<ul style="list-style-type: none"><li>• 100,000 subscribers per month</li><li>• 6M ad impressions per month</li></ul>