



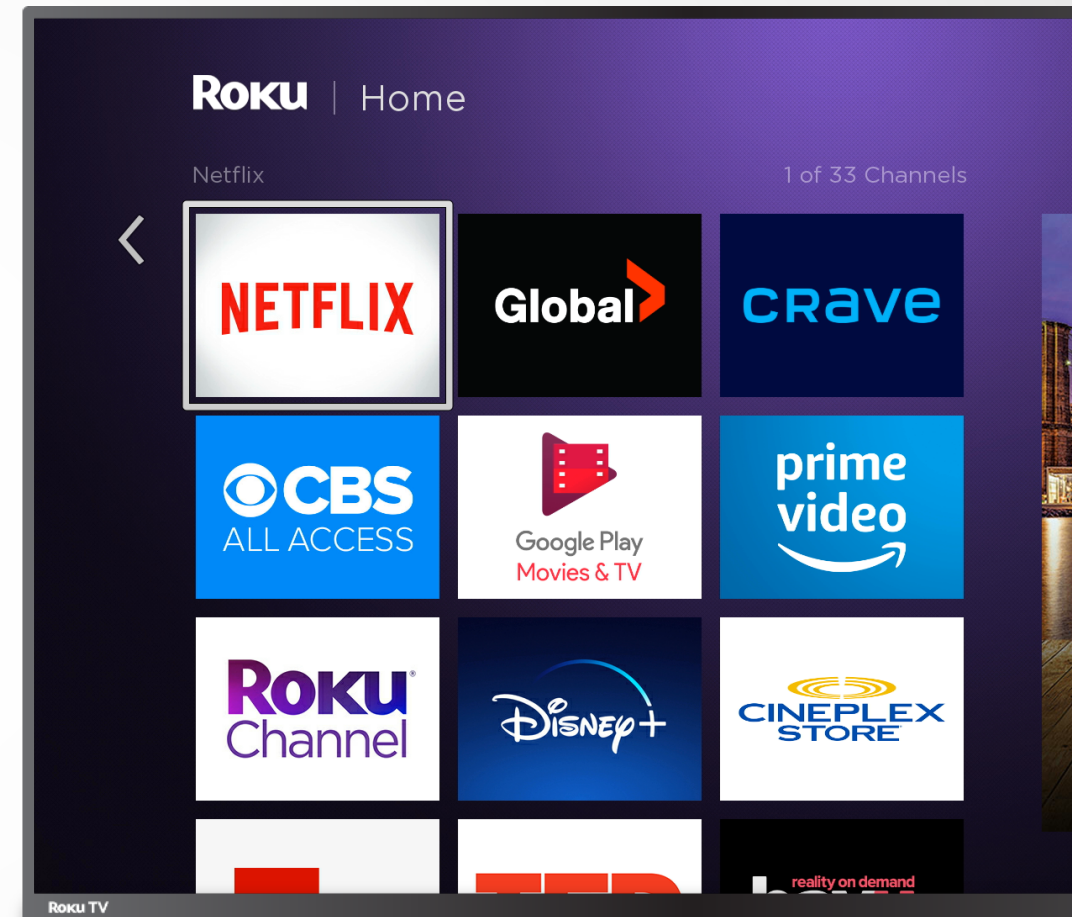
# Roku®

## IAB CTV Town Hall

July 2020

# Agenda

- Introduction to Roku
- How Canadians are Streaming
- Opportunities for Advertisers



# Roku devices in Canada



Westinghouse

**SANYO RCA TCL**  
**SHARP Hisense**



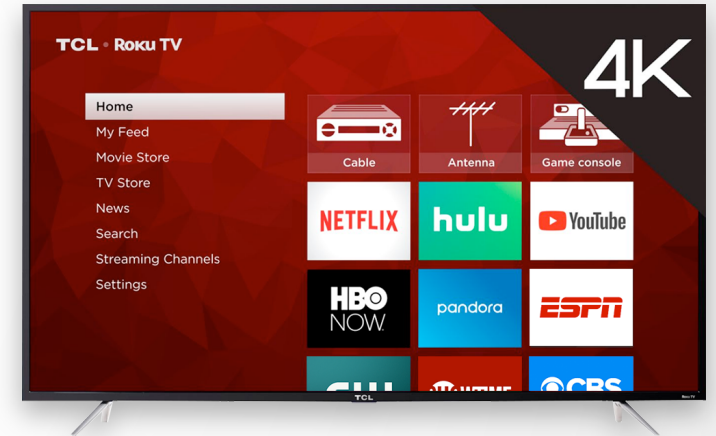
Roku Express  
HD streaming



Roku Premiere  
4K streaming  
with HDR



Roku Streaming  
Stick+  
Powerful and  
portal, 4K HDR



Roku TV  
Operating System  
purpose-built for TV

# Retail in Canada



14+  
Retailers



~3,300  
Storefronts

amazon

BEST  
BUY

Canada  
Computers



COSTCO  
WHOLESALE

LONDON  
DRUGS

THE  
SOURCE

Staples



Visions  
ELECTRONICS

Walmart





# Question #1

# The past 8 years of Roku in Canada



7X smaller device



10X faster processing

40% lower prices

Roku

4:23 pm | Options \*

41 Channels

Home

My Feed

Search

Streaming Channels

Settings

NETFLIX

Global >

CRaVE

Apple tv

prime video

Roku Channel

Disney+

CINEPLEXSTORE

Google Play  
Movies & TV

CBS

CNN go

TED







The Roku Channel | Comedy Gold Roku Options

Rango  
2011 | PG-13  
Click OK for full screen

JOHNNY DEPP  
**RANGO**

Join this colorful cast of characters for a fun and adventurous movie night. Lights, camera... action!

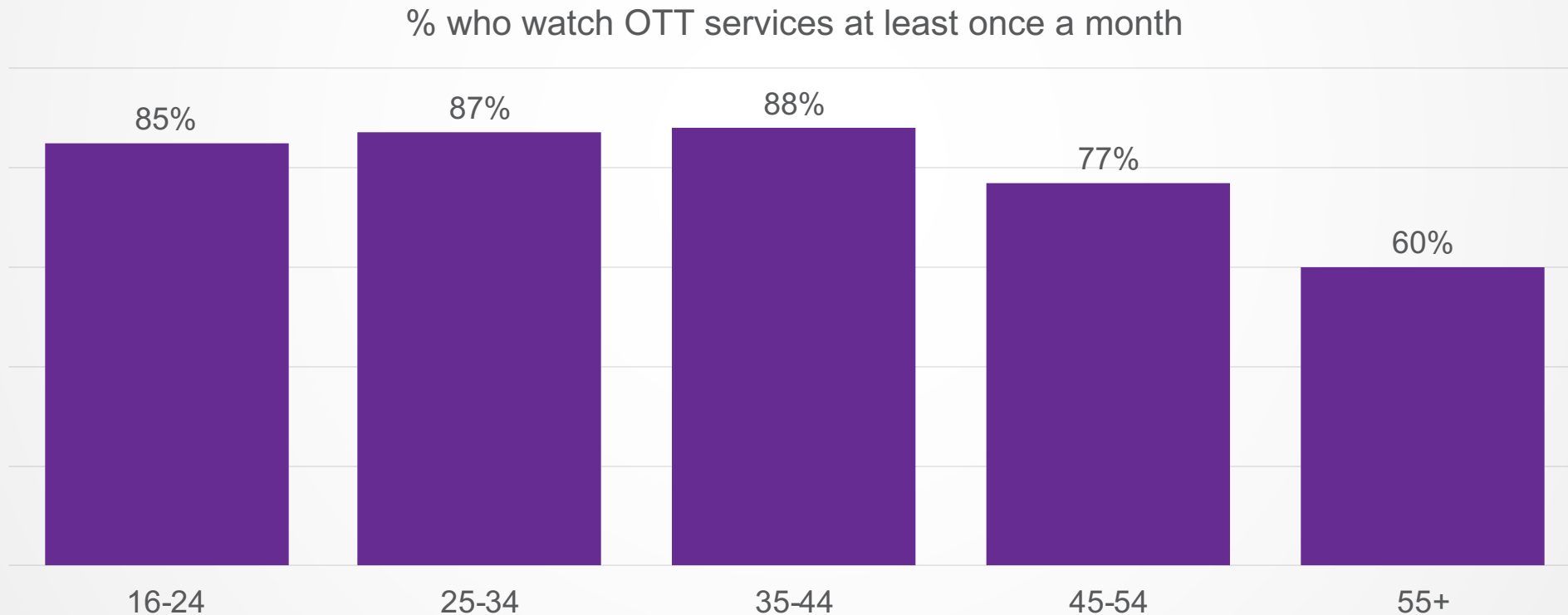
Presented with the Goldfish® FUN.com

# How Canadians Stream



# Three-quarters of Canadians (27M) stream every month

...including 6 out of 10 of the over-55s, typically the heaviest linear audience



# Streaming fills a consumer need for new, engaging content



**72%**

Of OTT users say that streaming services help them discover new shows and movies to watch



**65%**

of OTT users say streaming services have TV shows and movies they can't find anywhere else



**49%**

of OTT users say that there's so much great content on streaming services that they couldn't give them up

# OTT provides an opportunity to reach an incremental audience

**1 in 4**

Canadians with cable/satellite  
plan to cut the cord in the  
next year

**20%**

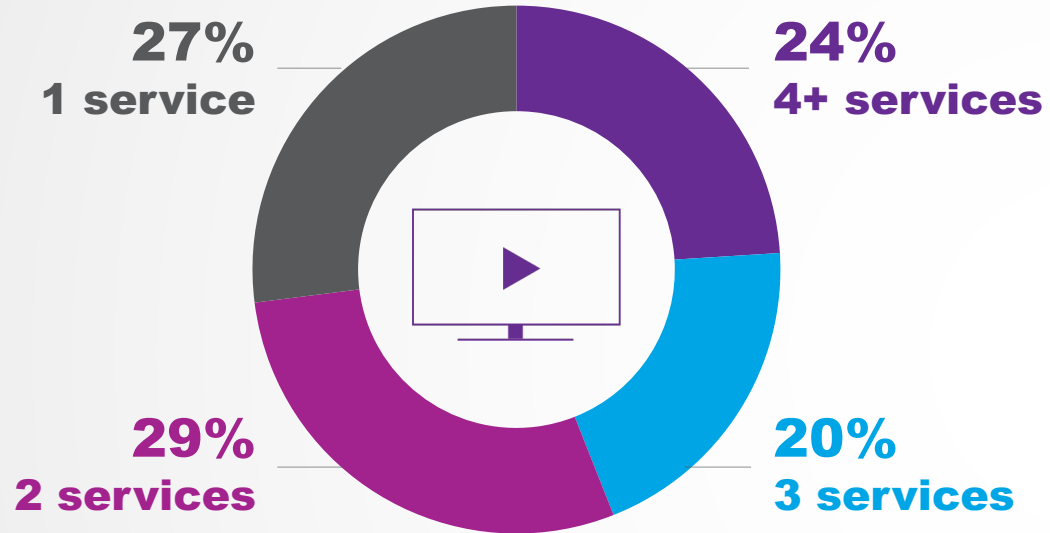
of Canadians that have  
cable/satellite have reduced  
their package in the past year



# Question #2



# Streamers use an average of 3 services



**47%** use at least one free streaming service



# For OTT users, cable & streaming have complementary footprints

For each genre, which sources  
do you generally use to  
watch it on TV?

Rank

1

Movies

Live Events

2

Dramas

Live Sports

3

Documentaries

Talent/Game Shows

4

Kids' Shows

News

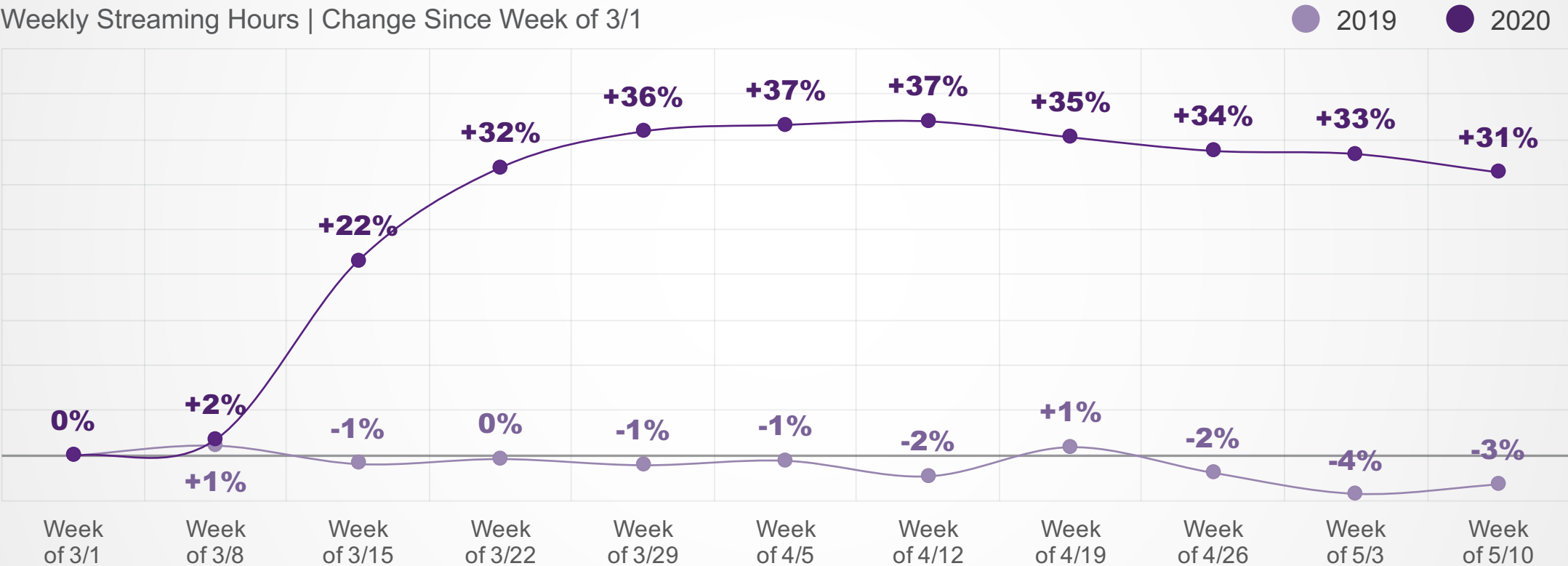
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Comedies

Home/DIY

	Streaming	Cable
1	Movies	Live Events
2	Dramas	Live Sports
3	Documentaries	Talent/Game Shows
4	Kids' Shows	News
5	Comedies	Home/DIY

# Roku usage in Canada is up amid social distancing





# Opportunities for Advertisers



# Ad experience is important for all viewers

**83%**

Of Canadians agree that “when there are too many ads I end up not paying attention to any of them”

**76%**

Of Canadians agree that “when I’m watching TV, seeing too many ads just ruins my enjoyment”



# Consumer and advertiser benefit of lighter ad loads on OTT



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Fewer commercial breaks  
and shorter commercial pods  
mean fewer opportunities to leave



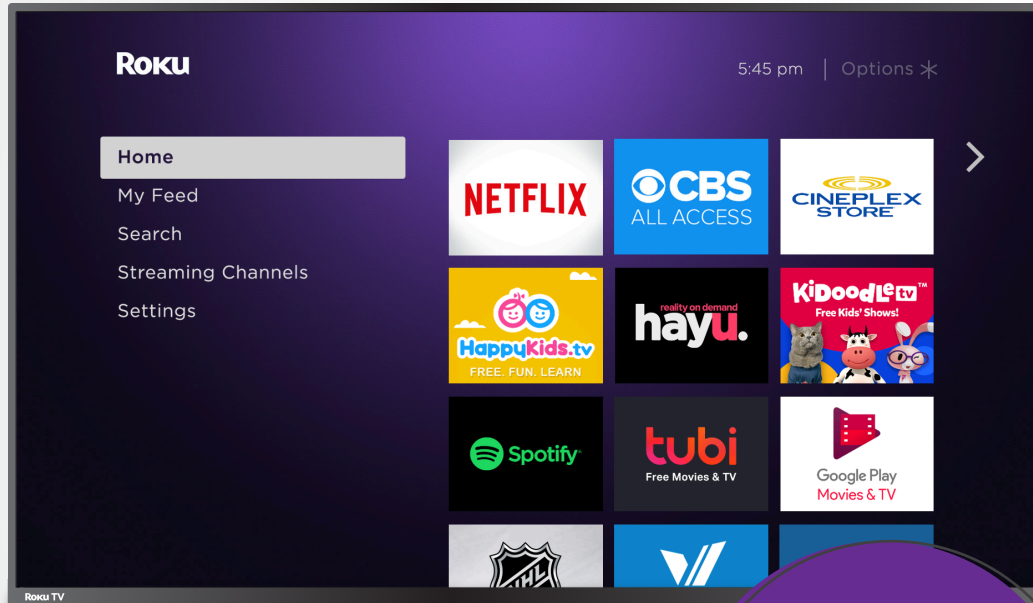
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Viewing is intentional –  
audience planned to watch  
and prepared accordingly

# Premium Ad-Supported Content

**86%**

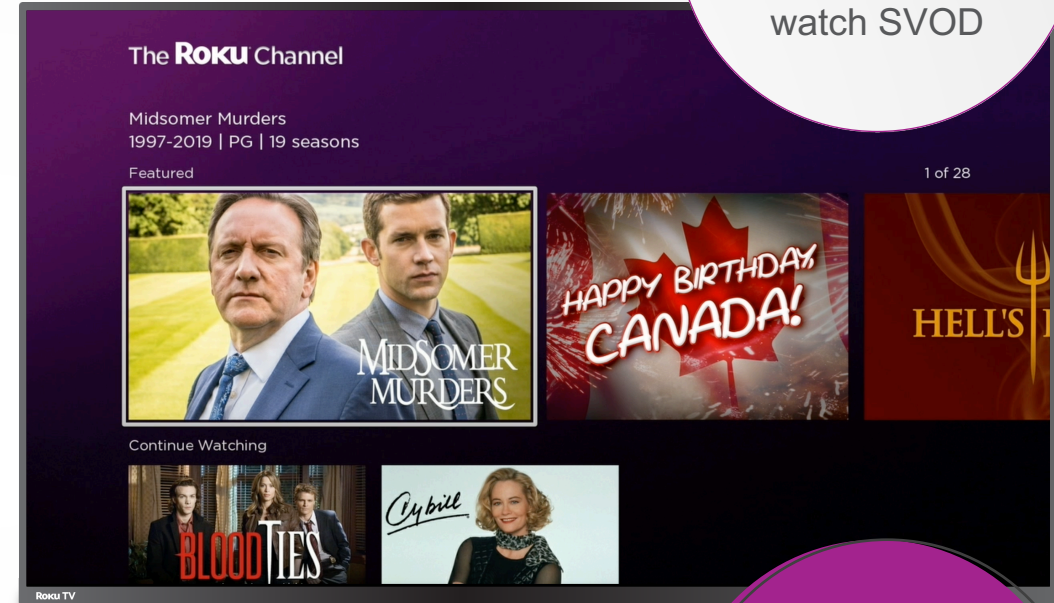
of TRC Canada  
viewers also  
watch SVOD



## Audience Network

Vetted top premium channels, including News, Music, Film & TV, Sports, Lifestyle, Food, and more!

**Ad Supported**  
is the fastest  
growing content  
type on Roku



## The Roku Channel

The channel for cord cutters, with thousands of hit Hollywood movies, shows, news, and more!

**#2**

ad supported  
channel on Roku  
in Canada



Roku

4:22 pm | Options \*

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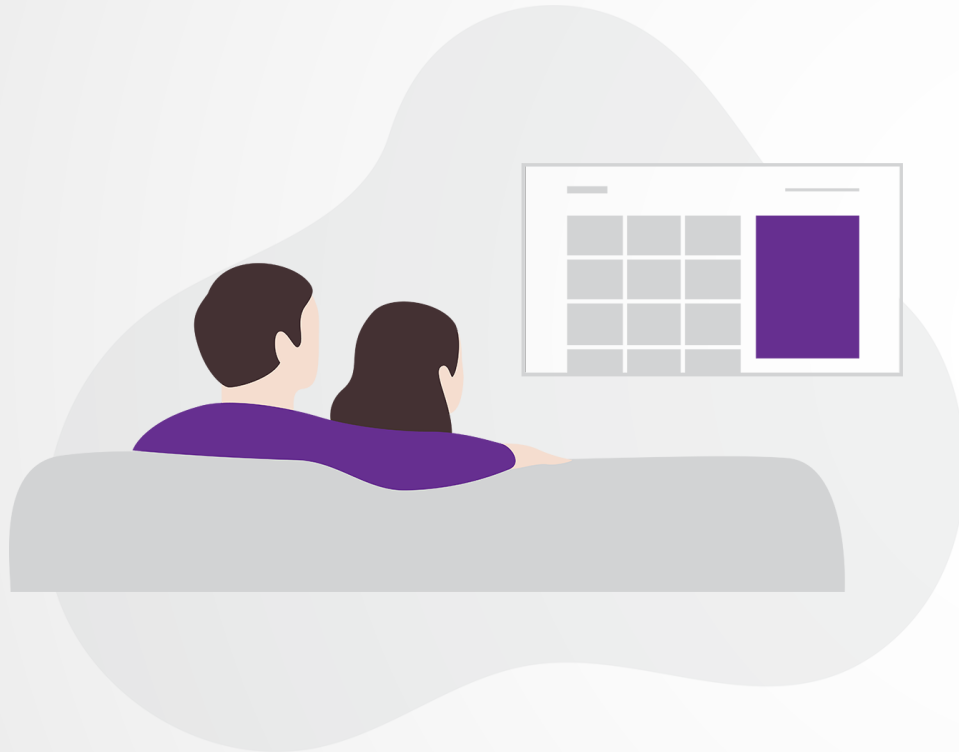
CNN go

TED





# Sponsorships reach all Roku viewers



**Reach SVOD  
audiences**



**Provide value  
to streamers**



**Increase SOV  
in your category**



**Stand out during  
seasonal events**

Netflix

1 of 32 Channels



Streaming from  
Coast to Coast

**TripEurope**  
@FAVESOME.TV

**TRAVEL HISTORY**  
@FAVESOME.TV

**Caribbean TRAVEL**  
@FAVESOME.TV

**CANADA TRAVEL**  
@FAVESOME.TV

**TripSmart.tv**  
@FAVESOME.TV

**LEARN MORE**

Presented by  
**WESTJET**  
Love Where You're Going

# Question #3

# OneView™

## The Ad Platform Built for TV Streaming



Reach cord cutters on and off of Roku's platform



Access more accurate TV audience data powered by Roku's direct consumer relationships



Reach nearly 2 out of 3 homes in Canada

# Make Your Media Work Across the Marketing Funnel

Drive Awareness and Performance



## In Stream Video

Target your key audience segments and cord-cutters who are difficult to reach via traditional linear buys



## Brand Experiences

Reach your audience on the home screen before they dive into subscription services like Netflix or HBO



## OneView Ad Platform

Activate and measure performance for mid and lower-funnel tactics to drive performance

# Key Takeaways

**Streaming is mainstream** and has become a way of life. Consumers are cutting the cord and are happy with their decision

Use Roku to help meet streamers where they are watching. The full-funnel solutions help **engage viewers that are hard to reach**

**TV and OTT work together for a total TV diet.** Consumers look to streaming for movies, dramas and documentaries, while TV excels at news and sports viewing needs.



**ROKU**<sup>®</sup>  
Happy Streaming<sup>™</sup>