



 theTradeDesk[®]

The time is now
for Connected TV:

Seize the
opportunity



A person is sitting on a light-colored couch in a living room, holding a silver remote control in their right hand. They are looking at a television set mounted on a brick wall. The TV screen is bright and shows a colorful, abstract pattern. The room is dimly lit, with a small potted plant visible on the right side of the frame.

**You are missing out on a core audience
if you are only buying broadcast TV.**

Streaming is mainstream



61%

of Canadian households have at least one CTV device

Streaming In Canada Will Eventually Overtake Cable

32%

of Canadian households
will not have a
traditional TV
subscription by the end
of this year



TV consumption habits are shifting

1 in 7 Canadians have transitioned from linear TV to online and OTT services

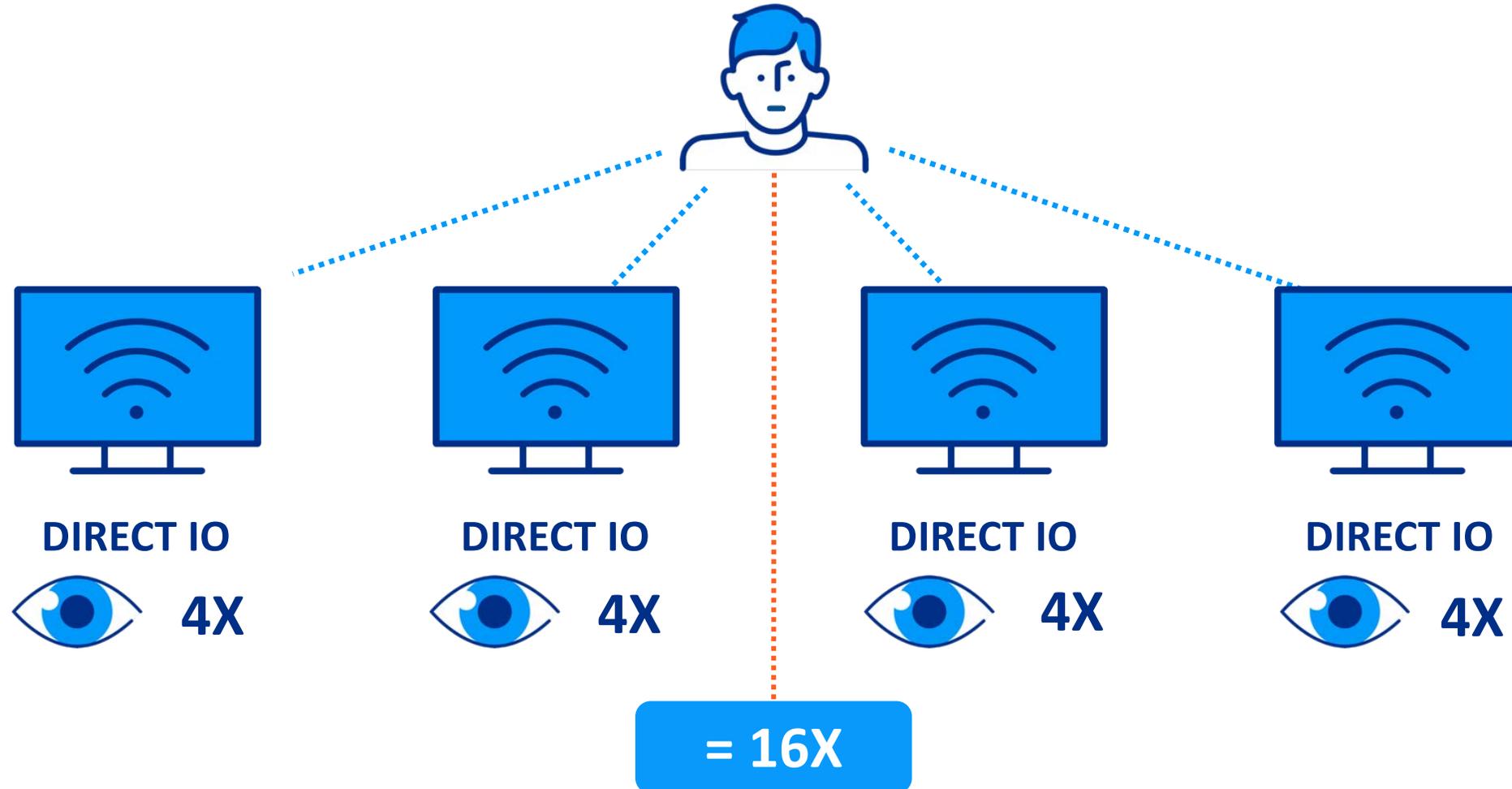
20% reported they are likely to disconnect in the next 12 months, particularly among the 18 to 34-year-old demo.

Roughly **23%** of 18 to 34-year-olds have never had a TV subscription

A fragmented marketplace



Traditional buying has led to a poor viewing experience



Our Current State



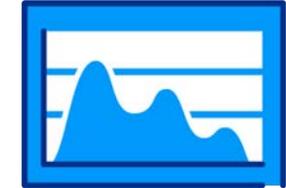
Viewers

- Shifting to On Demand content
- More content, better experience than ever before
- Fragmented media consumption across all channels



Advertisers

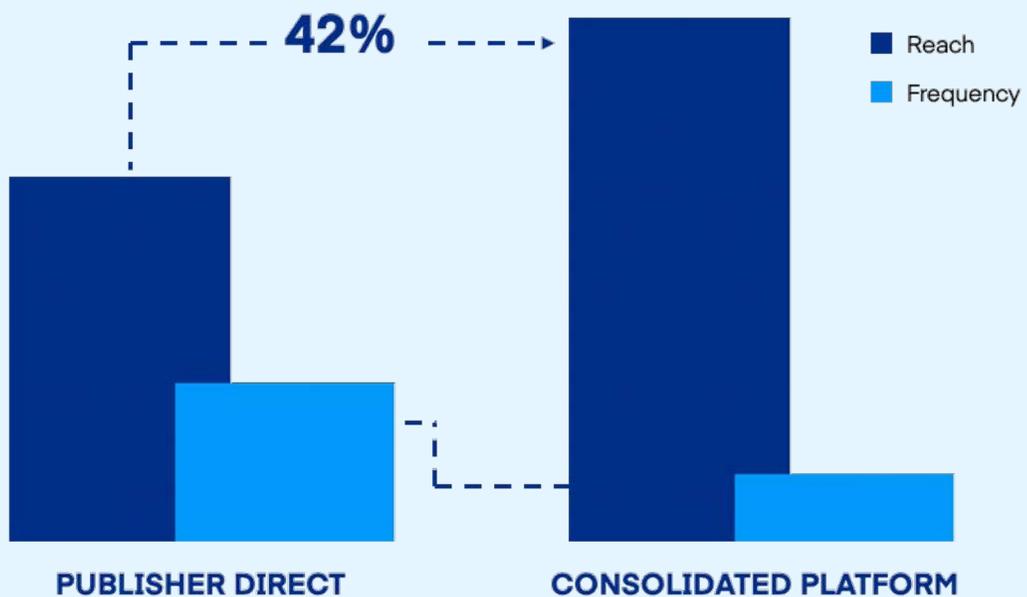
- Data-driven is better than content-proxy
- Fragmentation makes it difficult to use holistic approach
- Frequency management is a challenge



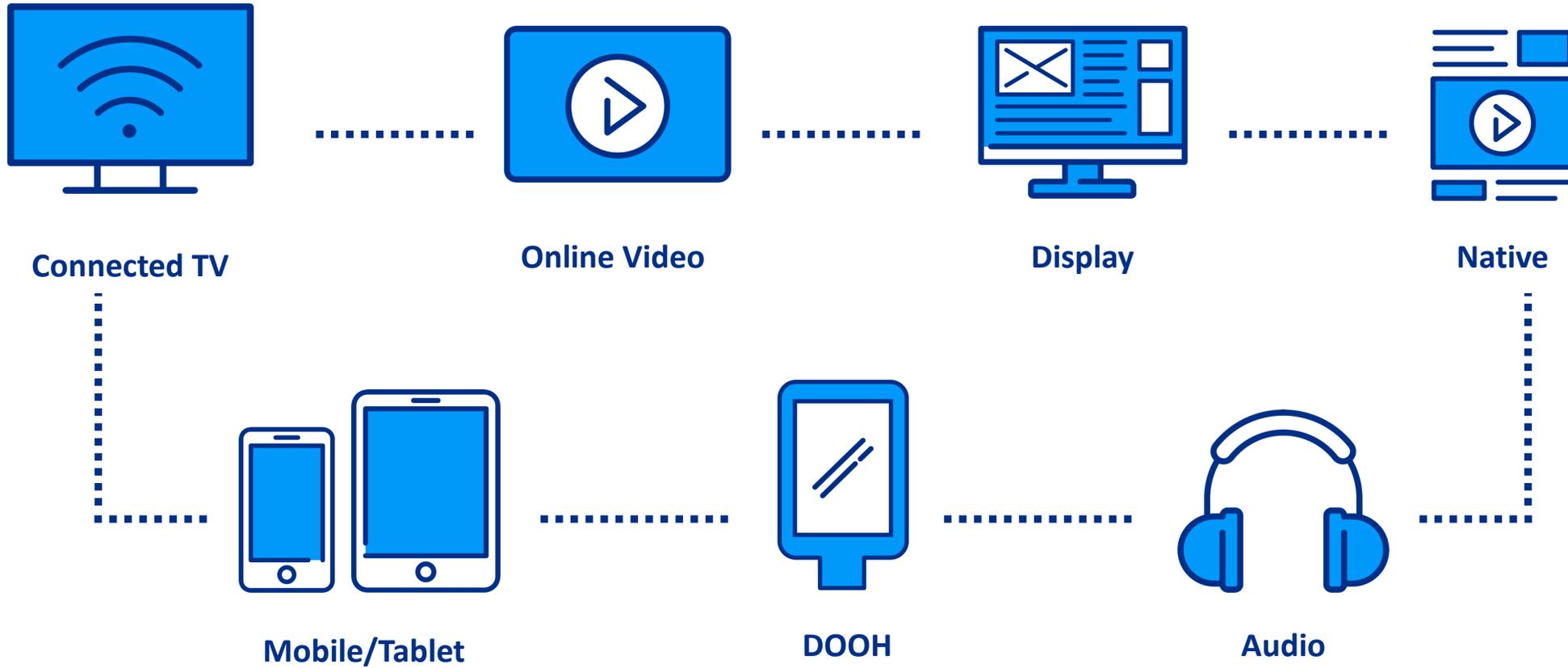
Ad Technology

- Data and measurement at the household level
- Aggregating Premium Inventory
- Standardization

Platform buying brings increased reach for the same cost



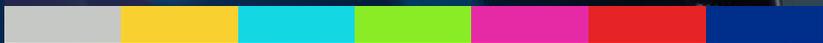
Advertisers want to reach audiences across all channels



Better Together

Traditional Media Companies are Embracing Digital

1036.89
Vol :343.26 M



TV companies are merging linear and digital, touting flexibility

NBCU Touts Union of Linear and Digital Sales Ahead of Upfront

9:00 AM PST 2/25/2020 by Michael O'Connell



Sergei Bachlakov/NBC
NBC's 'Zoey's Extraordinary Playlist'

"It's a model for what the entire industry can me when we free ourselves from legacy," says NBCUniversal chairman of advertising and partnerships Linda Yaccarino.

ADVERTISEMENT

Sony - FE 85mm f/1.8 Telephoto Prime Lens for E-mount Cameras
\$599.99
Shop Now
Stores now open safely. BEST

NBCUniversal eyes more buying flexibility, less ad load amid COVID-19 impact



Author **Mike Reynolds**
Theme **Technology, Media & Telecom**

On the day it was slated to hold its annual live upfront presentation to advertise, NBCUniversal Media LLC let the media buying community know via a video that they can now secure global schedules.

Linda Yaccarino, NBCUniversal's advertising and partnerships chairman, said in a video message from the advertising division, which is part of the company's overall One Platform ad strategy, designed to offer multinational clients the ability to reach consumers with a video plan.

DEADLINE TIP US

HOME / BUSINESS / BREAKING NEWS

Disney Injects Hulu And Even Disney+ Into Its Upfront Message To Advertisers

By **Dade Hayes**
June 5, 2020 6:01am

5 COMMENTS

TV Shows



European broadcasters invested into our technology



ProSiebenSat.1
Media SE



smartclip

SPOTX

YL⁺ Yieldlab

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EU broadcasters join forces for programmatic competition



RTL AdConnect and European Broadcaster Exchange (EBX) offer a single point of contact for pan-European programmatic BVOD at scale.



Channel 4 Leaning into Programmatic with Freewheel



FREEWHEEL
A COMCAST COMPANY

What's Next for Canada?





Continued Growth of AVOD Partners

pluto  tv

 SAMSUNG
TV Plus

xumo

newsy 

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Traditional Media Companies Are Next



CBC



CBCtelevision



CBC MUSIC

RCI RADIO CANADA INTERNATIONAL



How do we get there?

