



The time is now
for Connected TV:

Seize the
opportunity



A person is sitting on a couch in a dimly lit room, watching a television. The person's hand is visible, holding a silver remote control. The television screen shows a colorful, abstract pattern. The background is a brick wall with some greenery.

**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

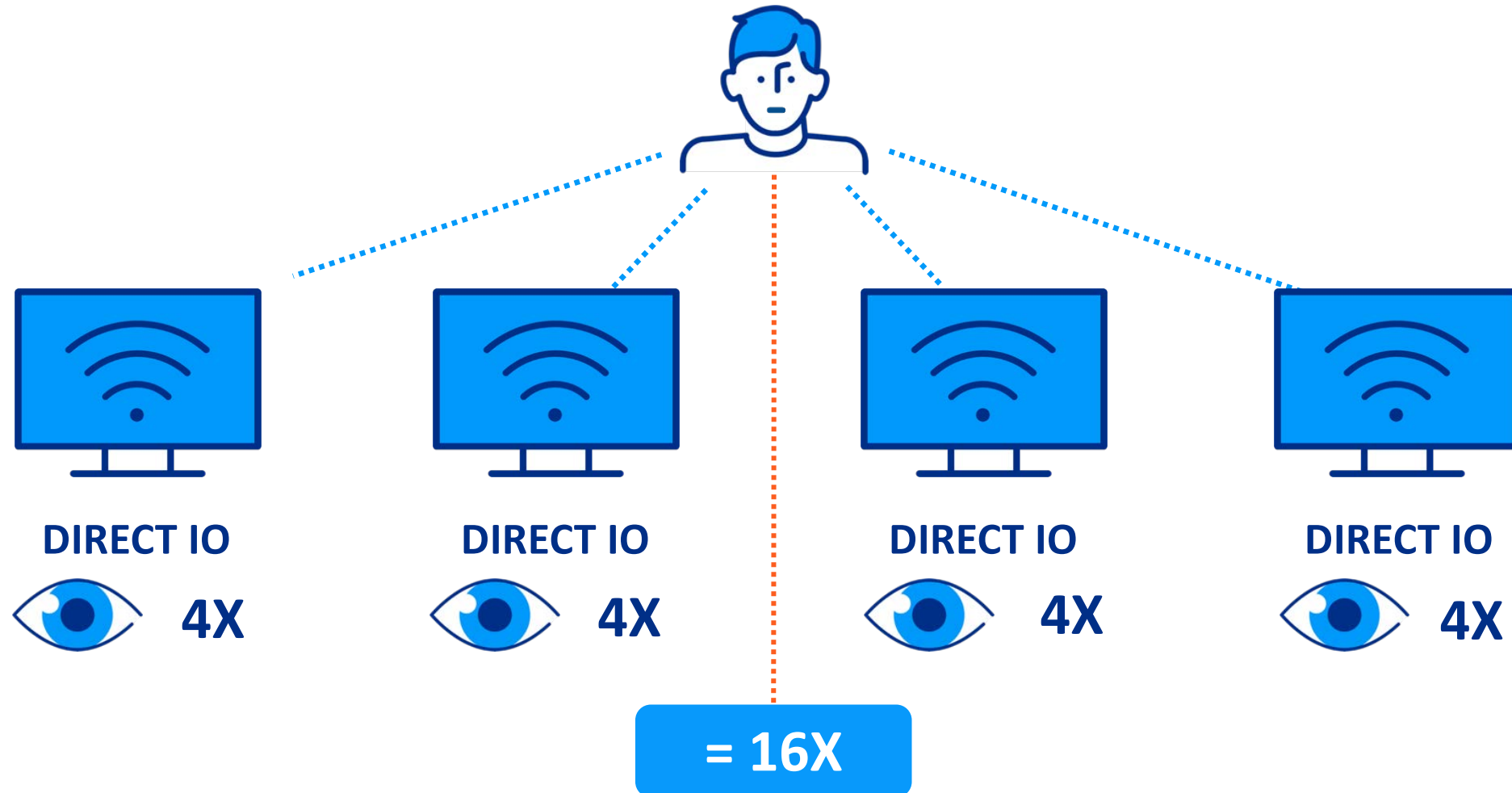
20% reported they are likely to disconnect in the next 12 months, particularly among the 18 to 34-year-old demo.

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

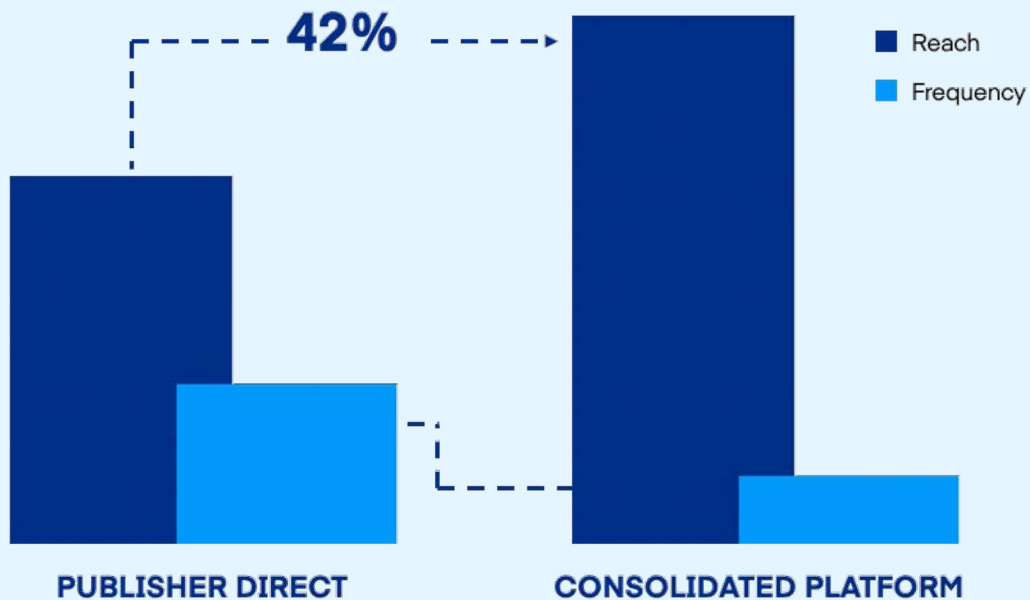
- Data-driven is better than content-proxy
- Fragmentation makes it difficult to use holistic approach
- Frequency management is a challenge



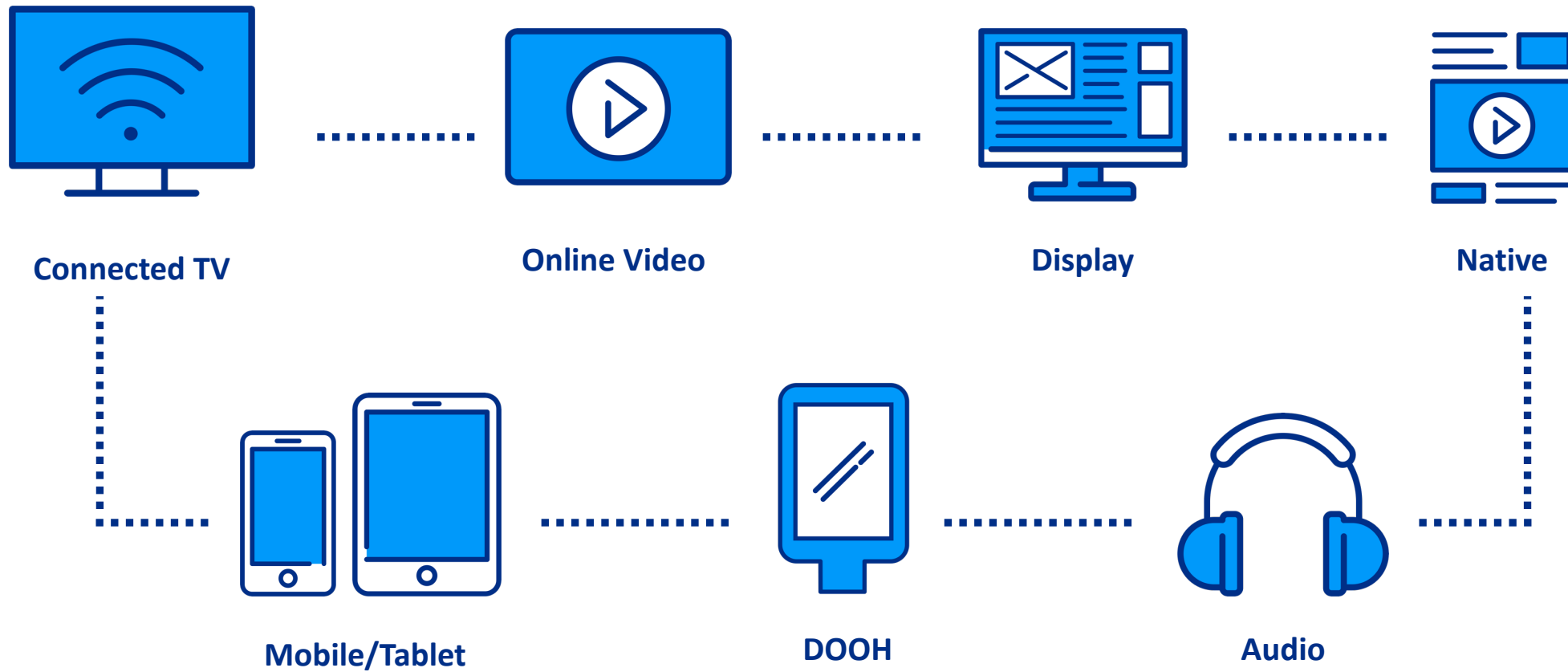
Ad Technology

- 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.

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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 advertisers, 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 the new advertising division, which is part of the company's overall One Platform ad strategy, is designed to offer multinational clients the ability to reach consumers with a video plan.

DEADLINE

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





European broadcasters invested into our technology



ProSiebenSat.1
Media SE



smartclip

SPOTX

YL⁺ Yieldlab

 **theTradeDesk**

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



FREOWHEEL
A COMCAST COMPANY

What's Next for Canada?





Continued Growth of AVOD Partners

pluto 


SAMSUNG
TV Plus

xumo

newsy 

 theTradeDesk[®]

Traditional Media Companies Are Next



CBC



CBCtelevision



CBC MUSIC

RCI RADIO CANADA INTERNATIONAL



How do we get there?

