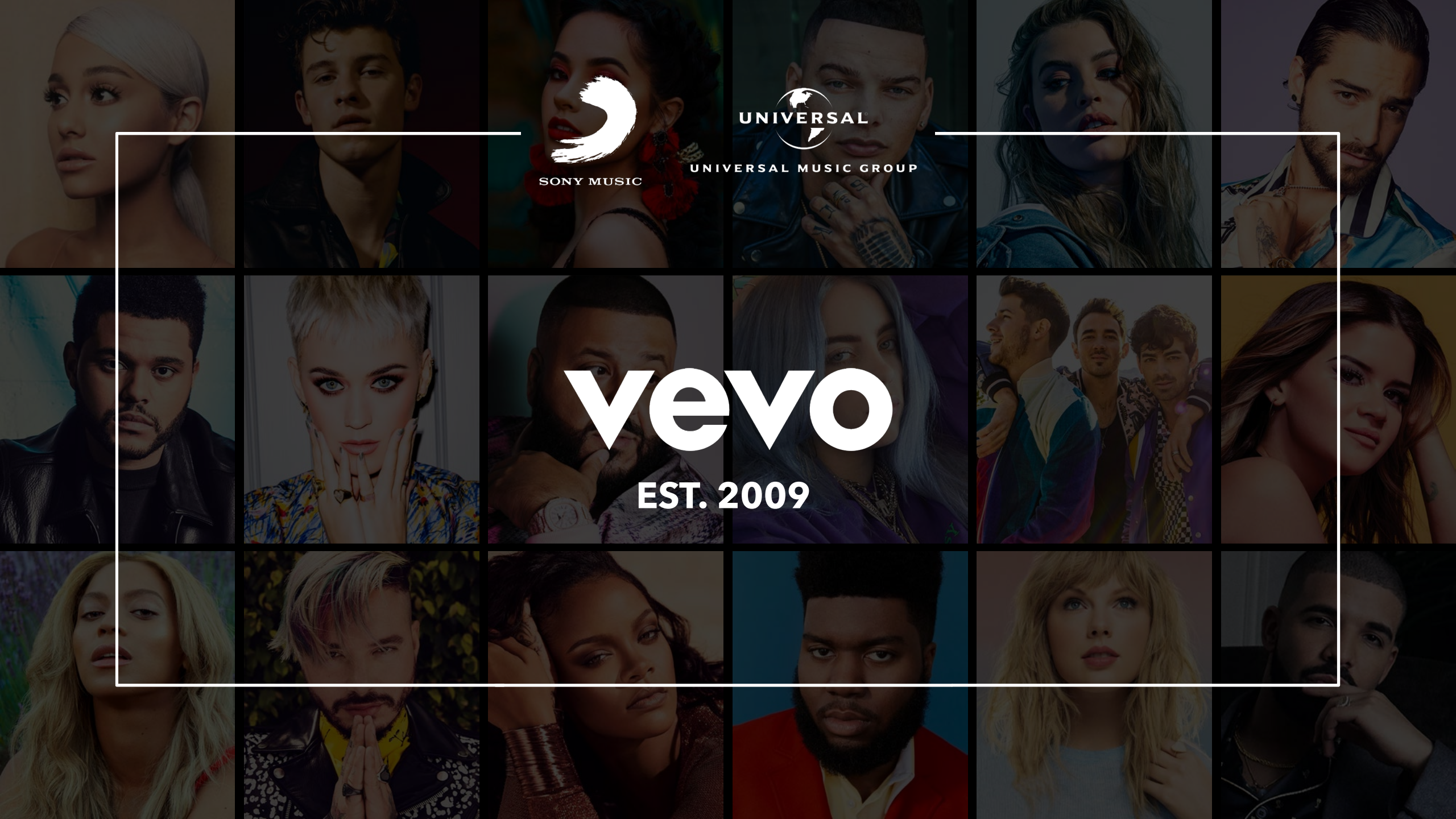
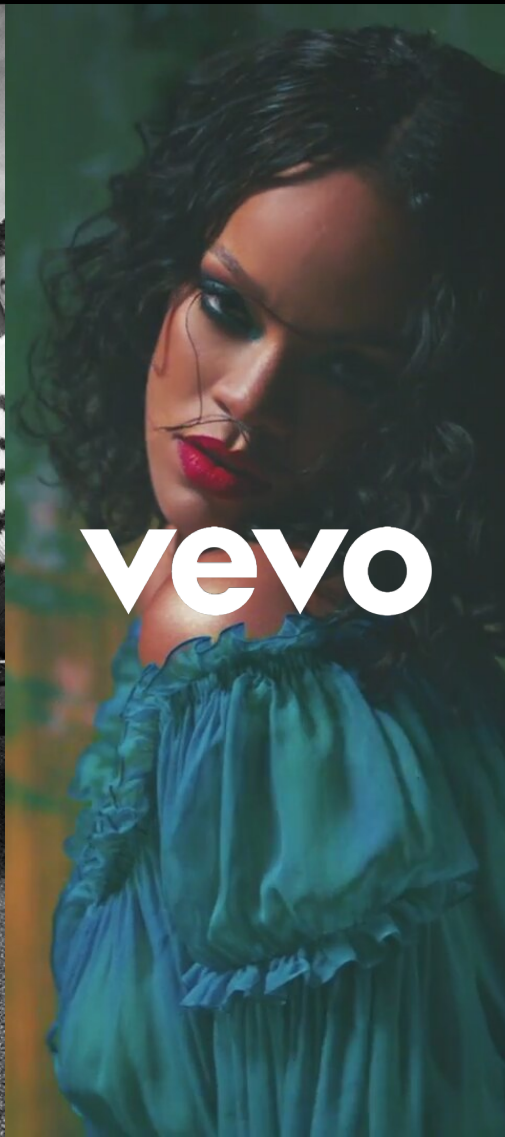


vevo



vevo
EST. 2009





vevo






1970s

Abba
"Dancing Queen"

87.9M
WW VIEWS IN 2019



1980s

Guns N' Roses
"Sweet Child O' Mine"

207M
WW VIEWS IN 2019



1990s

Dr. Dre ft. Snoop Dogg
"Still D.R.E."

122M
WW VIEWS IN 2019



2000s

Beyoncé
"Halo"

193M
WW VIEWS IN 2019



2010s

ROSALÍA, J Balvin
"Con Altura"

1.2B
WW VIEWS IN 2019



vevo IS

POP CULTURE



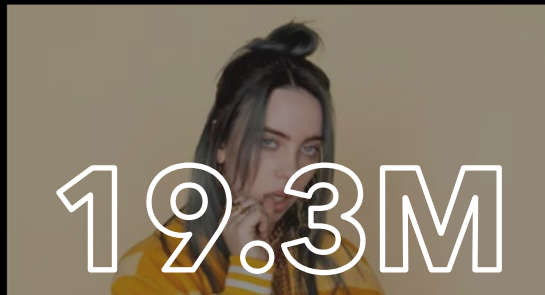
THE FRONT ROW AT JUSTIN BIEBER'S "BELIEVE" WORLD PREMIERE, 2013



CELINE DION WITH FANS IN MONTREAL CELEBRATING CELINE DION COLLECTION, 2017

THE TOP ARTISTS DRIVE MASSIVE VIEWS

THE TOP 8 ARTISTS IN CANADA HAVE GARNERED OVER 132M VIDEO VIEWS TO-DATE IN 2020



BILLIE EILISH



THE WEEKND



FUTURE



TAYLOR SWIFT



JUSTIN BIEBER



MAROON 5



EMINEM



POST MALONE

MUSIC VIDEOS DRIVE UNPARALLELED SCALE

16M

CA MONTHLY UNIQUE
VIEWERS

34%

VEVO'S REACH OF CA'S
ONLINE VIDEO POP.

49%

VEVO'S REACH
OF A18-34

44%

VEVO'S REACH
OF A25-54

*Source: Vevo estimates based on analysis of data from YouTube Analytics, comScore Video Metrix, and TVision Insights - April-March 2020
Desktop + Mobile Source: comScore Multi-Platform Video Metrix, CA April and March 2020. Measures audiences on desktop (P2+) and mobile (A18+) only.

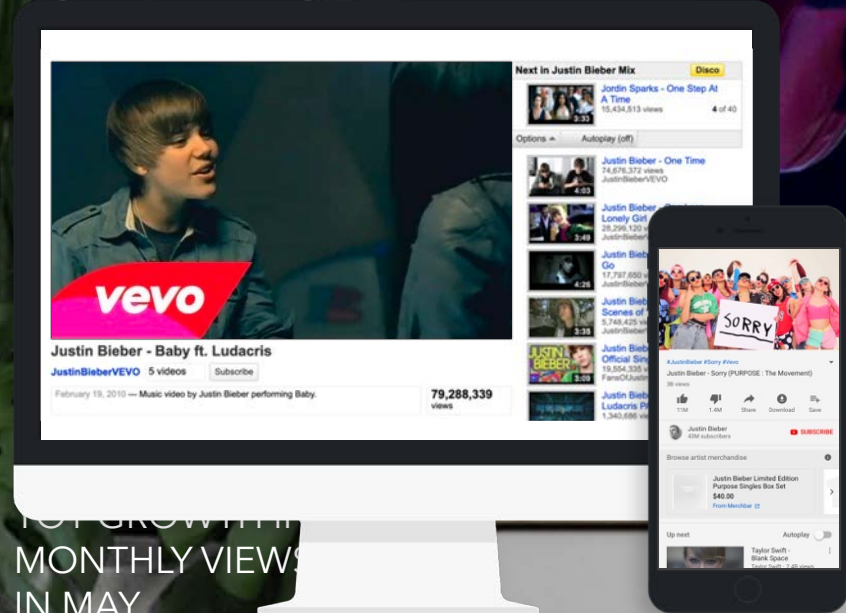
Carly Rae Jepsen "Now that I Found You"

MUSIC TELEVISION

MOVES WITH THE AUDIENCE

5.7M

MONTHLY LIVING



10% GROWTH IN
MONTHLY VIEWS
IN MAY



100%

VIEWERSHIP GROWTH
DRIVEN BY LIVING
ROOM

Source: Vevo analysis of YouTube Analytics, CA'20 viewing metrics. Growth metrics reflect May'20 vs May'19.7

Future, Drake "Life Is Good"

Roku

Apple tv

YouTube

vevo

echo

LATIDO
MUSIC

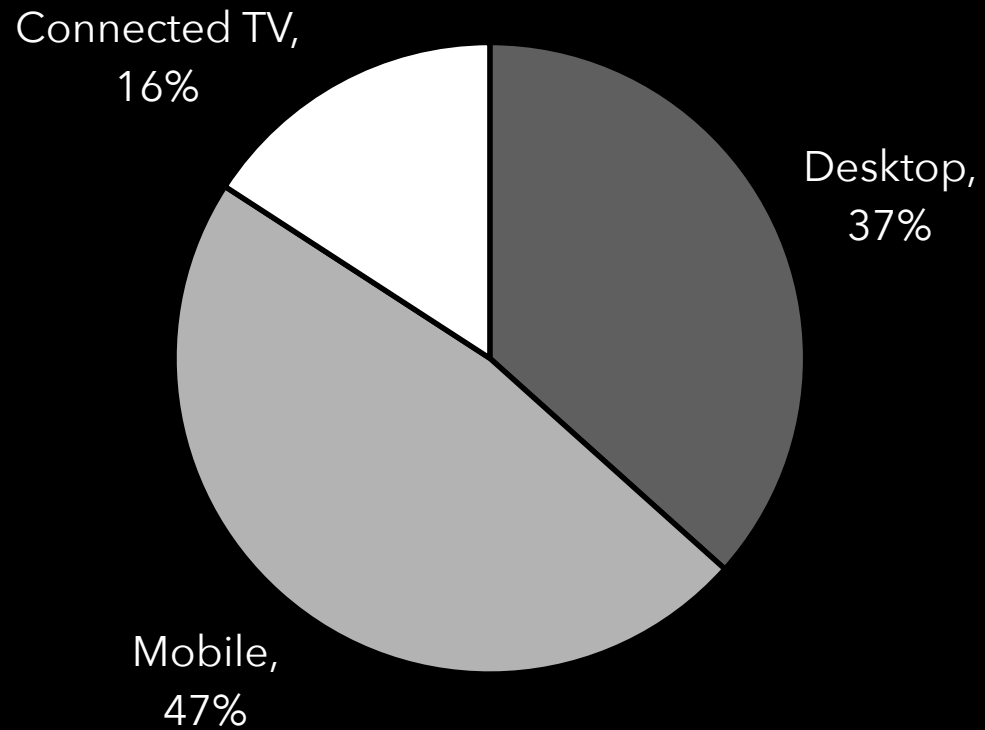
vevo

fire tv

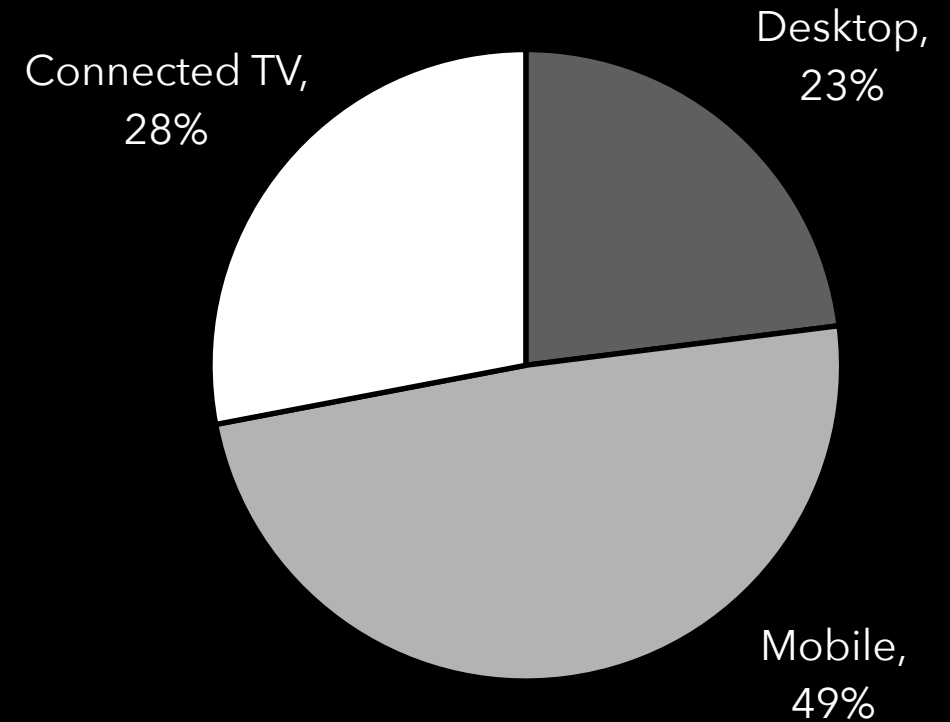
AND MORE
COMING SOON

WHY CONNECTED TV IS THE FUTURE

January 2018

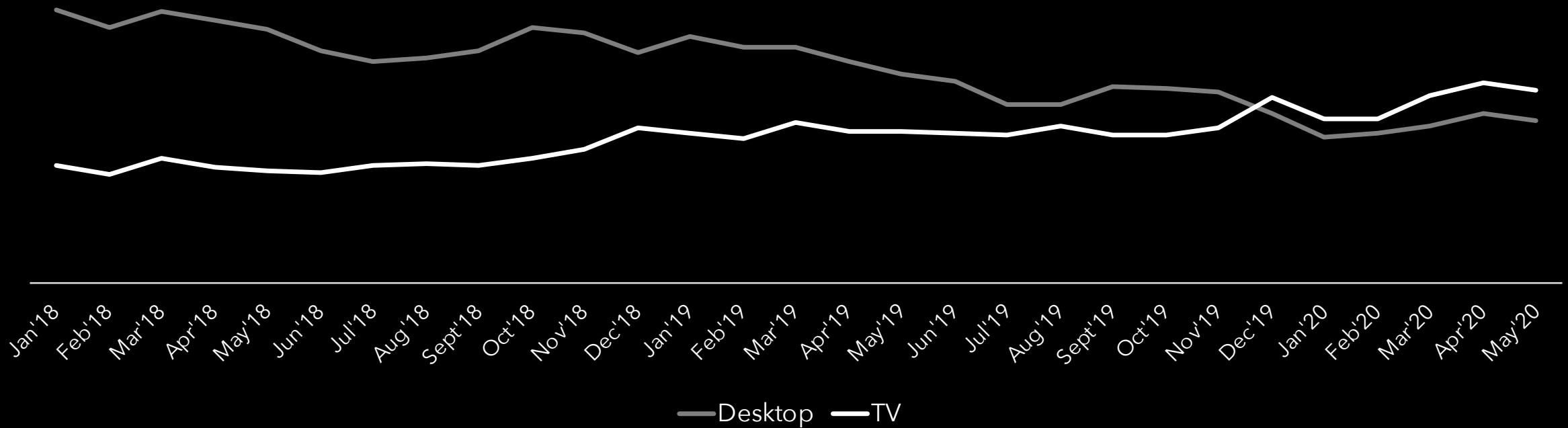


May 2020







CONNECTED TV VIEWS SURPASS DESKTOP IN 2020

CA Monthly Views by Device - Desktop & Connected TV (Millions)



VEVO DELIVERS THE 2ND LARGEST AUDIENCE IN VIDEO

Vevo is the **largest audience** in solely premium video content for advertisers when compared to Canadian subscription services.

#1	 YouTube	23.8M
#2	vevo	16.1M
#3	NETFLIX	14.5M
#4	prime video 	5.3M
#5		4.0M
#6	CRave	2.7M
#7	 Gem	1.1M

VEVO SEES PEAK VIEWERSHIP OVER THE WEEKEND

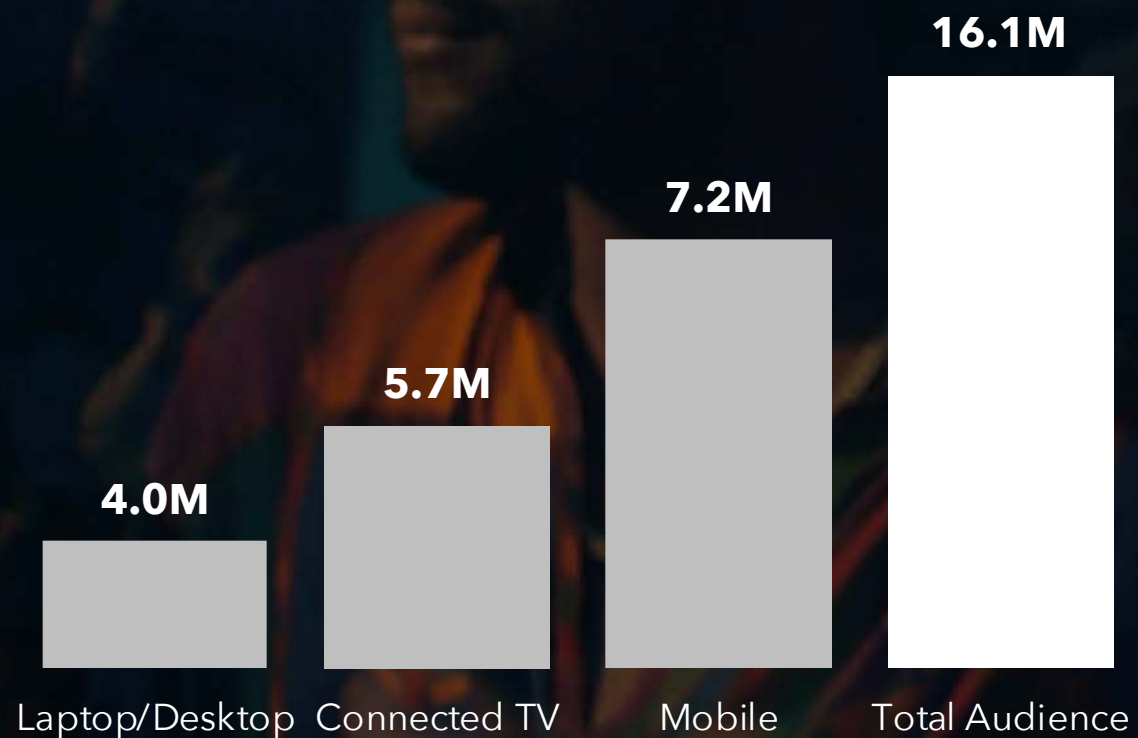
46%

OF WEEKLY TRAFFIC IN
THE LIVING ROOM
OCCURS FRIDAY - SUNDAY

Source: Vevo Internal Analytics, CA 2020 viewing metrics through 7/18/20. Percentages reflect avg. % of views by DOW by platform.

The Weeknd "Blinding Lights"

MULTI-PLATFORM AUDIENCE BREAKDOWN



*Source: Vevo estimates based on analysis of data from YouTube Analytics, comScore Video Metrix, and TVision Insights - April-March 2020
Desktop + Mobile Source: comScore Multi-Platform Video Metrix, CA April and March 2020. Measures audiences on desktop (P2+) and mobile (A18+) only.

Shan Mendes, Camila Cabello "Señorita"

VEVO VIEWERS ARE PRESENT & ENGAGED



78%

OF VIEWING
EVENTS ARE
SESSIONS



#1

CO-VIEWED
VIDEO
CONTENT

Source: TVision based on data through 1/5/20, Session, P2+, All Dayparts unless otherwise stated.

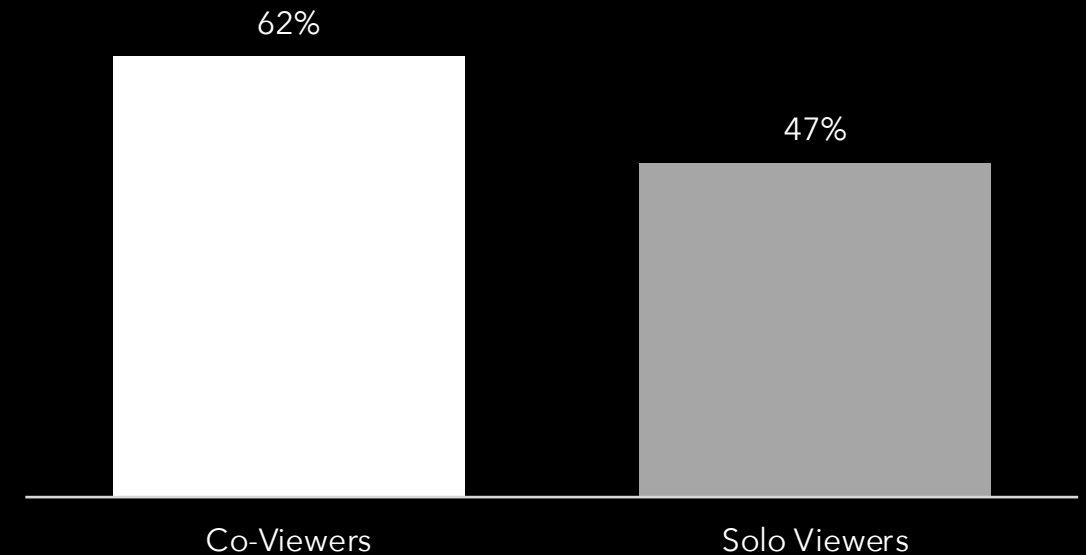
KAYTRANADA "10%"

CO-VIEWING IS INCREASING AS MORE PEOPLE STAY AT HOME

+80%

GROWTH IN VALIDATED
CO-VIEWING SINCE MARCH 15TH

Ad Receptivity by Co-Viewership
% of Video Sessions



WITH PREMIUM CONTENT COMES PREMIUM BRAND SAFETY



80%



Men Without Hats, "Safety Dance"

IN SUMMARY

- Users will always seek out their favorite content that's personal to them and culturally relevant
- The living room is where audiences are gravitating to, and where music videos are resonating the most with consumers
- Only Vevo can align brands with the most premium music video content, when, where, and how they want to

vevo