

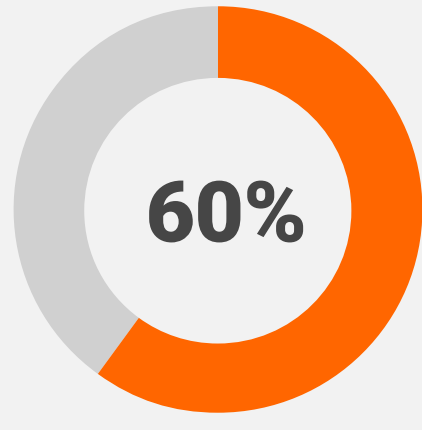
Extend Your Reach with Video Advertising

By 2021, **67.5%** of internet users worldwide will be watching digital video, with Connected TV representing the largest opportunity for advertisers to reach new audiences and enhance the effectiveness of video ad campaigns.

Cord Cutters are on the Rise

1.1 MILLION people cut the cord in Q3 2018 alone

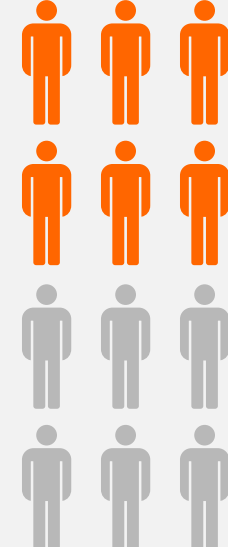
In 2018,
↑ 32.8%
to 33M U.S. cord cutters



of the U.S. population will watch CTV 1 x month by 2022

1/2

of viewers under 32 will fully cut the cord by 2025



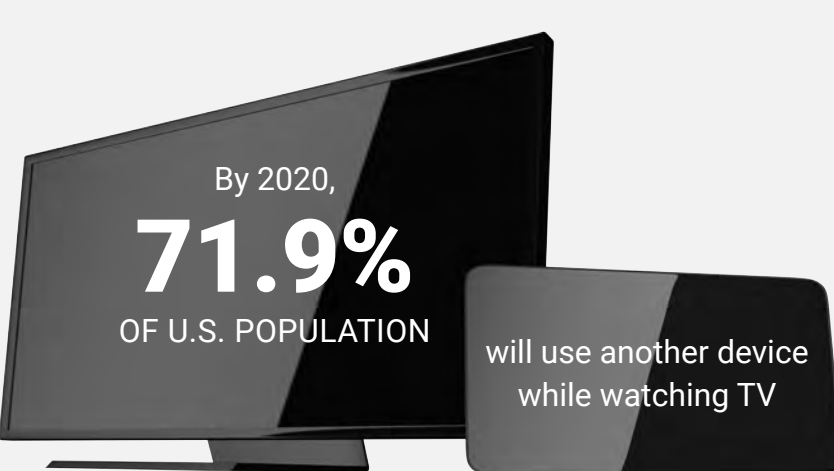
But What About the "Cable-Keepers"?

76%
also subscribe to at least 1 CTV service

Living in a Multi-Device World

By 2020,
71.9%
OF U.S. POPULATION

will use another device while watching TV



AFTER VIEWING AN AD MANY WILL SEARCH ON **MOBILE**

Millions Watch CTV at Least Once a Month

NETFLIX
147.5M

prime
88.7M

hulu
55M

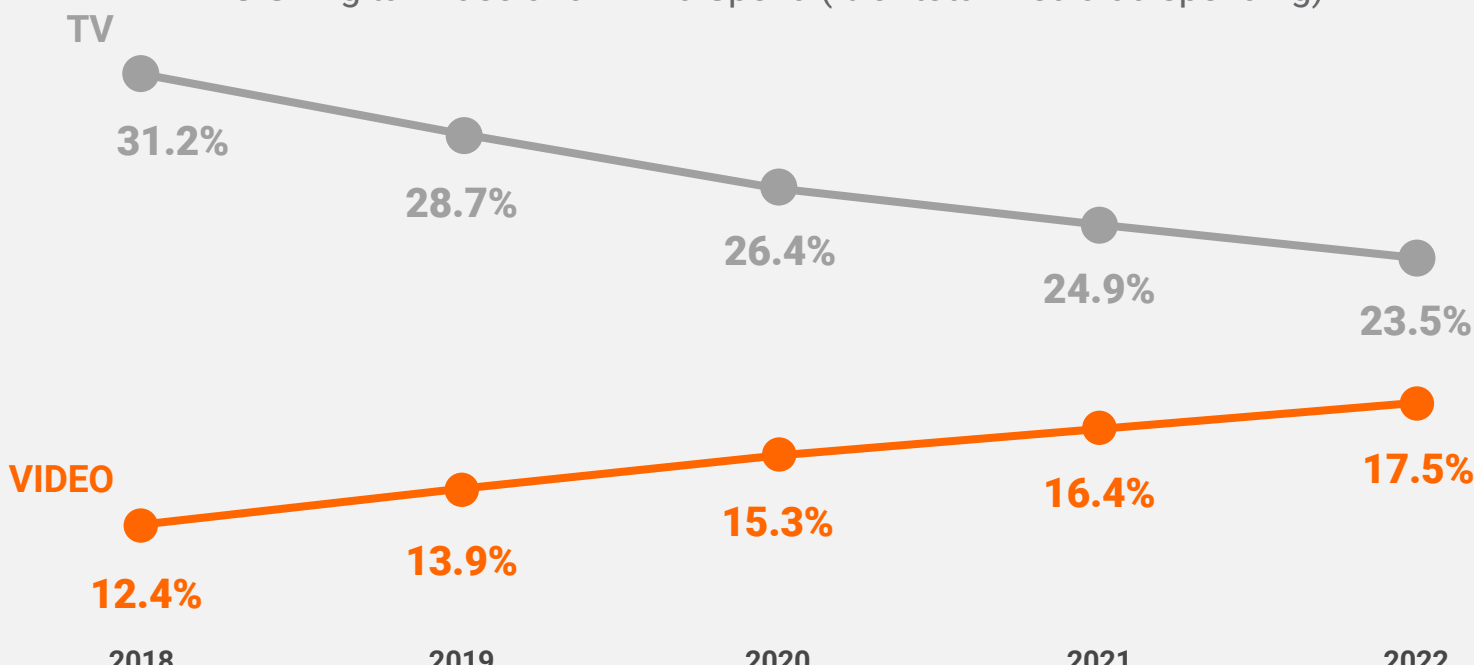
HBO NOW
17.1M

slings
6.8M

Actual numbers are even higher due to shared logins

Ad Spend Moving in Opposite Directions

U.S. Digital Video and TV Ad Spend (% of total media ad spending)

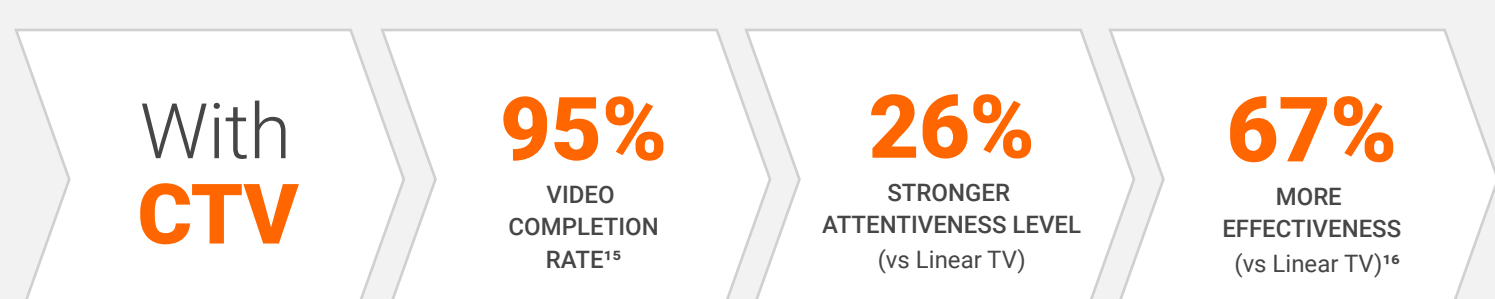


BY 2020 **PROGRAMMATIC VIDEO** will account for more than **83% OF ALL U.S. VIDEO AD SPEND**

Did Programmatic and CTV Kill the TV Ad?

	LINEAR TV	PROGRAMMATIC VIDEO	CTV
SPENDING TRENDS 2018-2020	↓ 15.38%	↑ 170.64%	↑ 63.54%
AUDIENCE	SIMPLE DEMOGRAPHIC	ADVANCED CUSTOM	ADVANCED CUSTOM
TARGETING	1:MANY	1:1 / 1:MANY	1:1 / 1:MANY

Why Shift Ad Dollars?



+ 1 CTV AD to Linear TV = **↑ 34% ad recall**

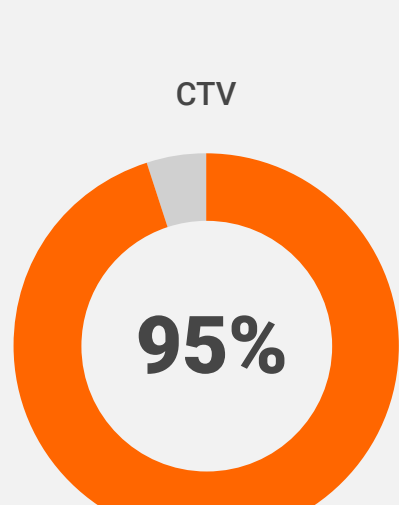
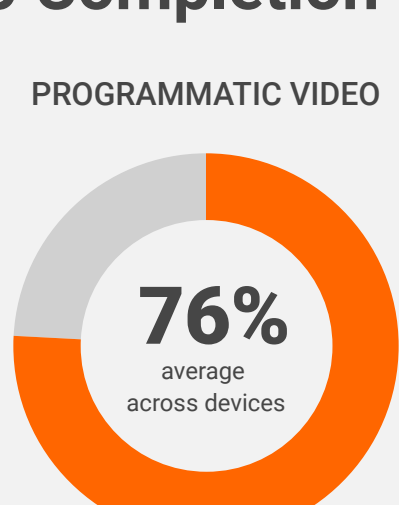
VS

+ 1 LINEAR AD to Linear TV = **↑ 6% ad recall**

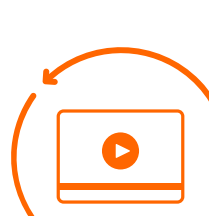
Most CTV Ads **CANNOT BE SKIPPED**

Video Completion Rates

LINEAR TV
NOT MEASURABLE



Opportunities Abound: Spend a Little to Test A Lot



REPURPOSE ADS

SAME CREATIVES CAN BE USED FOR ALL LINEAR TV, PROGRAMMATIC VIDEO, CTV

TEST WITHIN BUDGETS

Use only a **FRACTION** of Linear TV budget =

BIG REWARDS

Considering CTV apps are also mobile apps, many allocate under mobile budget

Extend your reach with video advertising

Contact Sojern today

sojern.com/contact

Sources: eMarketer, Global Digital Video Viewers, 2018; USA Today, Cord Cutting Accelerates 1M Customers Dropped Pay TV Last Quarter, 2018; eMarketer, Exodus from Pay TV Accelerates Despite OTT Partnerships, 2018; Nielsen, Connected World, 2018; eMarketer, Connected TV Advertising 2018; Think with Google, The Latest Video Trends: Where Your Audience is Watching, 2016; Telaria, The Last Strand: The Final Obstacles to Cord Cutting, 2018; eMarketer, US Simultaneous Internet and TV Users and Penetration, 2018; Statista, Number of Non-Pay TV Households in the U.S. 2014-2019, 2018; The Motley Fool, How Long can Playstation Vue Hold On, 2018; eMarketer, US Digital Video and TV StatPack, 2018; Extreme Reach, Video Benchmarks Report, 2018; Forbes, Ad Supported OTT isn't a Fad in the Future, 2017; Magna Global and IPG Media Lab, US Digital Video, 2018; Extreme Reach, Video Benchmarks Report, 2018; Magna Global and IPG Media Lab, 2018