

The Programmatic TV Supply Landscape



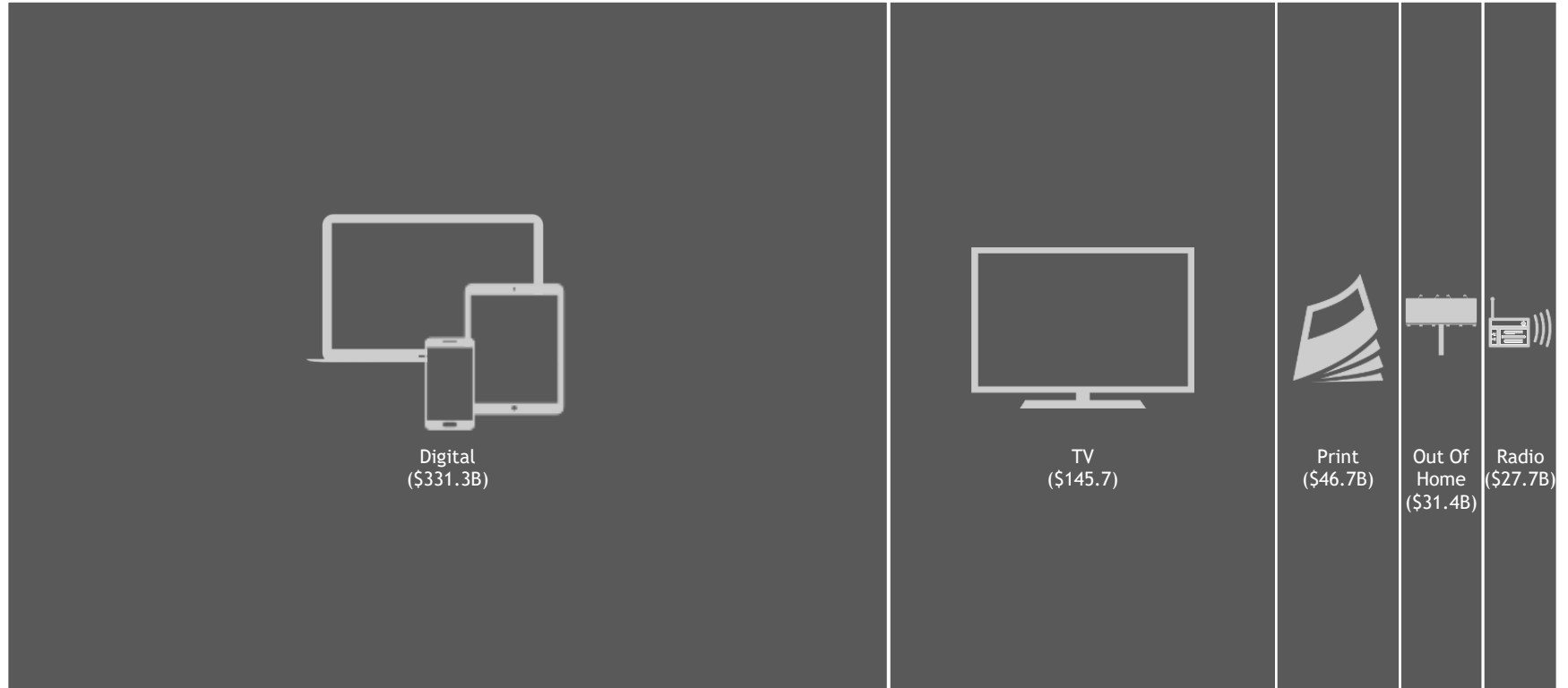
JOUNCE
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Innovation Labs 2021

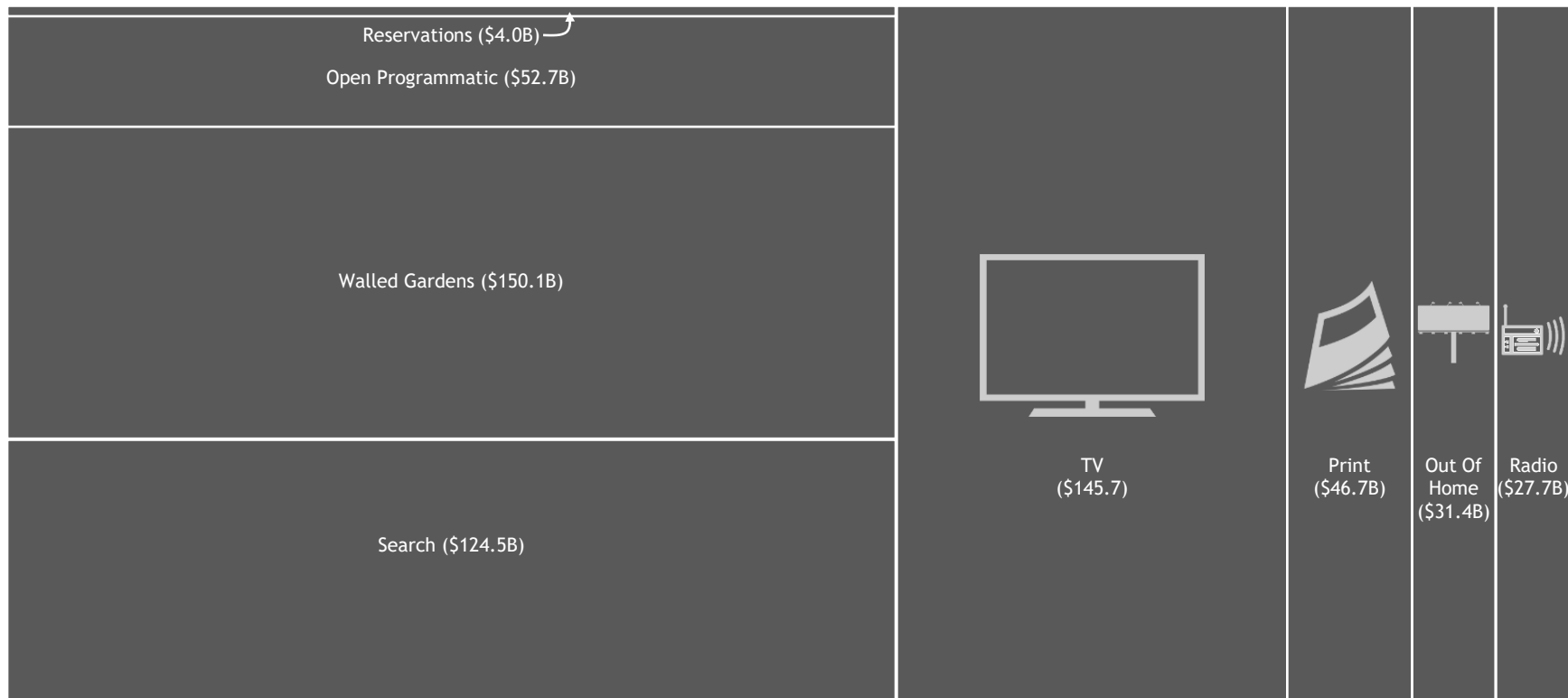
May 18, 2021

2021 Global Ad Spend



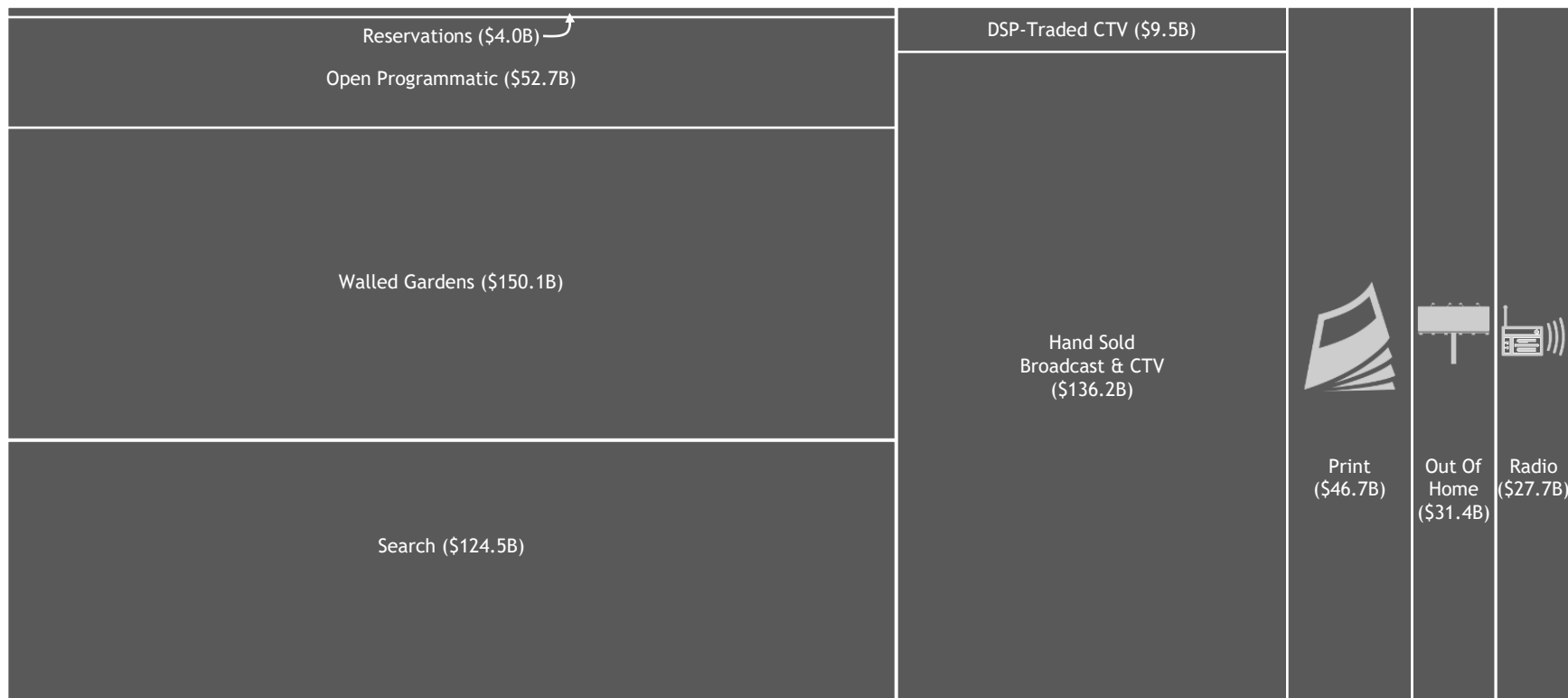
Source: Jounce estimates based on data from eMarketer, GroupM, Zenith, Magna Global, and public company earnings reports

2021 Global Ad Spend



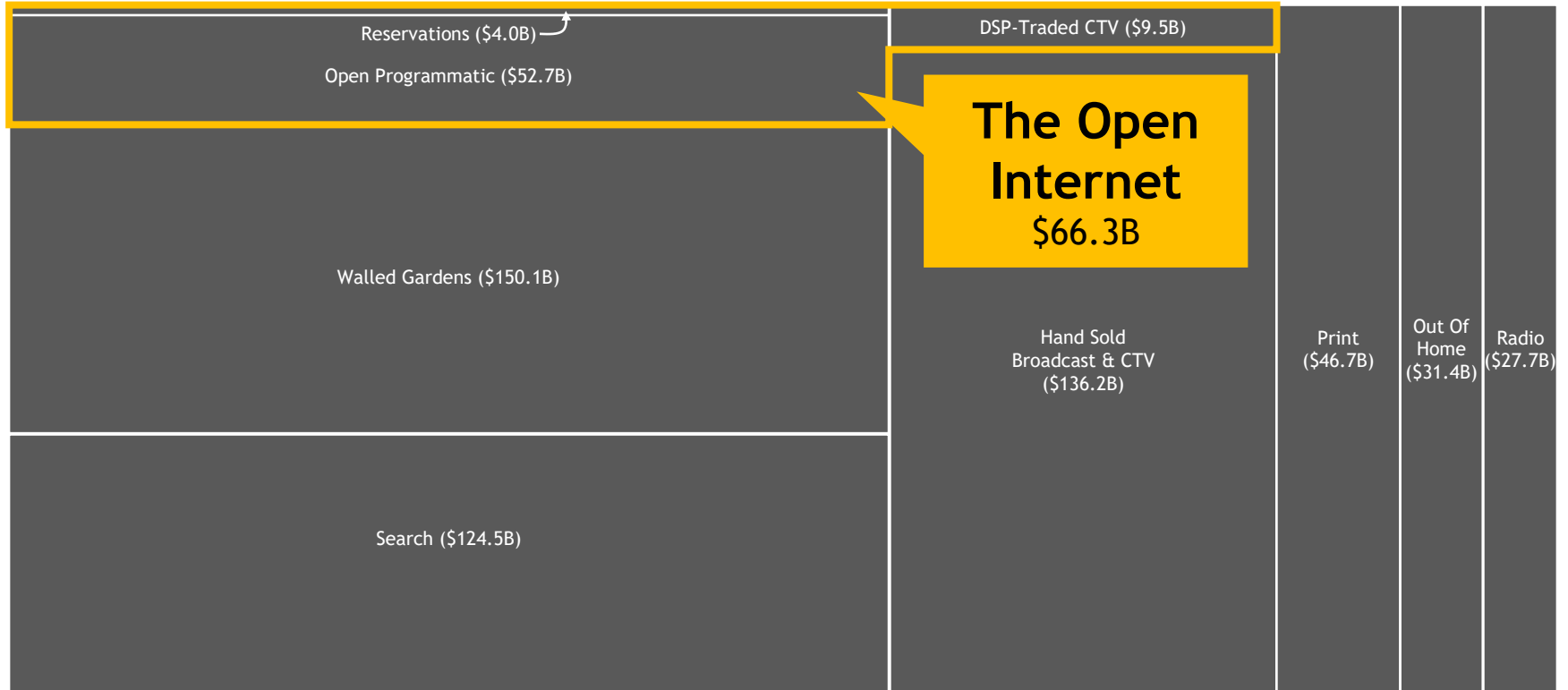
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The Shape Of CTV Supply

Concentration by App



30 app developers
represent 75% of supply

Fragmentation by Seller



Multiple sellers jointly
monetize most CTV apps

The Shape Of CTV Supply

► **Concentration by App** —————> 30 app developers represent 75% of supply

Fragmentation by Seller —————> Multiple sellers jointly monetize most CTV apps

CTV App Categories: vMVPDs

vMVPD Apps

AT&T **tv**

fubo^{TV}

hulu

philo

sling

CTV App Categories: Free Ad-Supported TV

vMVPD Apps

AT&T **tv**

fubo^{TV}

hulu

philo

sling

FAST Apps

PLUTO **TV**

tubi

xumo

CTV App Categories: Pre-Loaded EPGs

vMVPD Apps

AT&T tv

fubo TV

hulu

philo

sling

FAST Apps

PLUTO TV

tubi

XUMO

EPG Apps

CH LG Channels

Roku Channel

TV PLUS

WatchFree
VIZIO

CTV App Categories: Direct-To-Consumer

vMVPD Apps

AT&T tv

fubo TV

hulu

philo

sling

FAST Apps

PLUTO TV

tubi

XUMO

EPG Apps

CH LG Channels

Roku Channel

TV PLUS

WatchFree
VIZIO

DTC Apps

discovery+

Paramount+

+13 others

CTV App Categories: Streaming Content

vMVPD Apps

AT&T tv

fubo TV

hulu

philo

sling

FAST Apps

PLUTO TV

tubi

XUMO

EPG Apps

LG Channels

Roku Channel

TV PLUS

WatchFree VIZIO

DTC Apps

discovery+

Paramount+

+13 others

Audio Apps

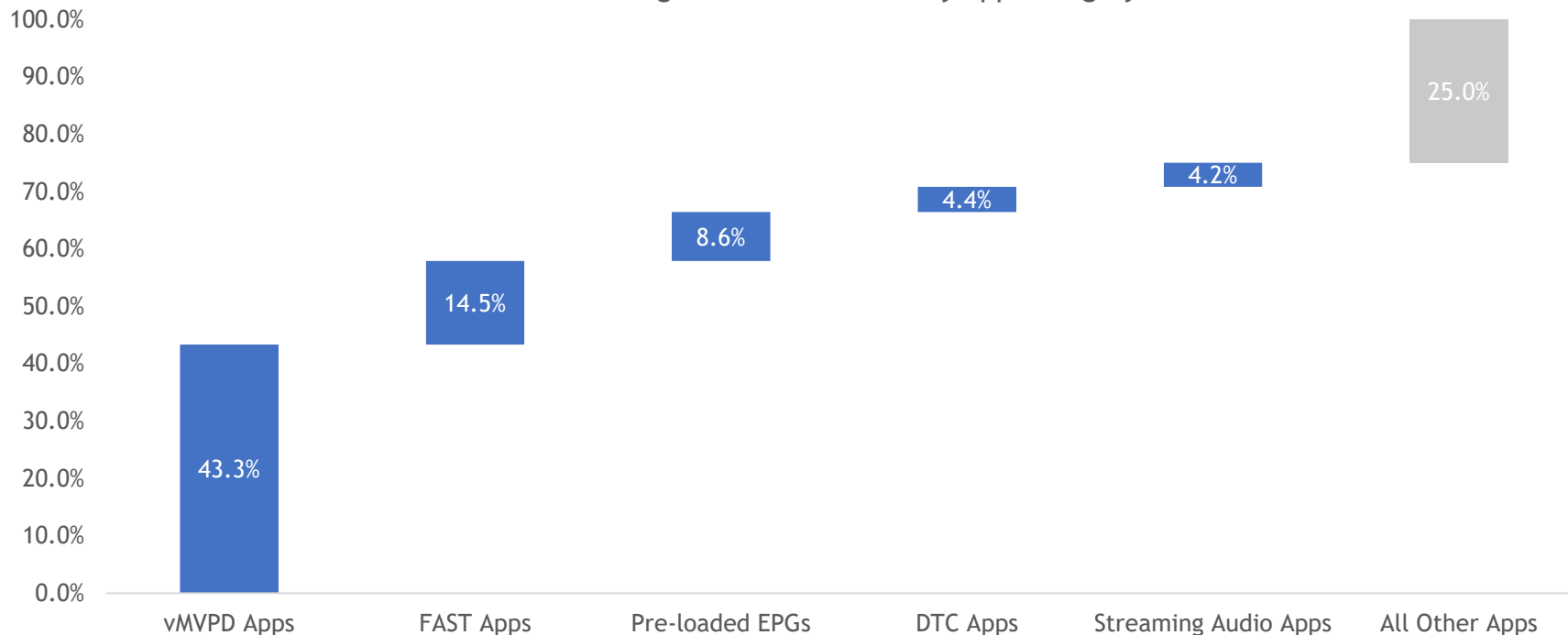
pandora

Spotify

TUNE IN

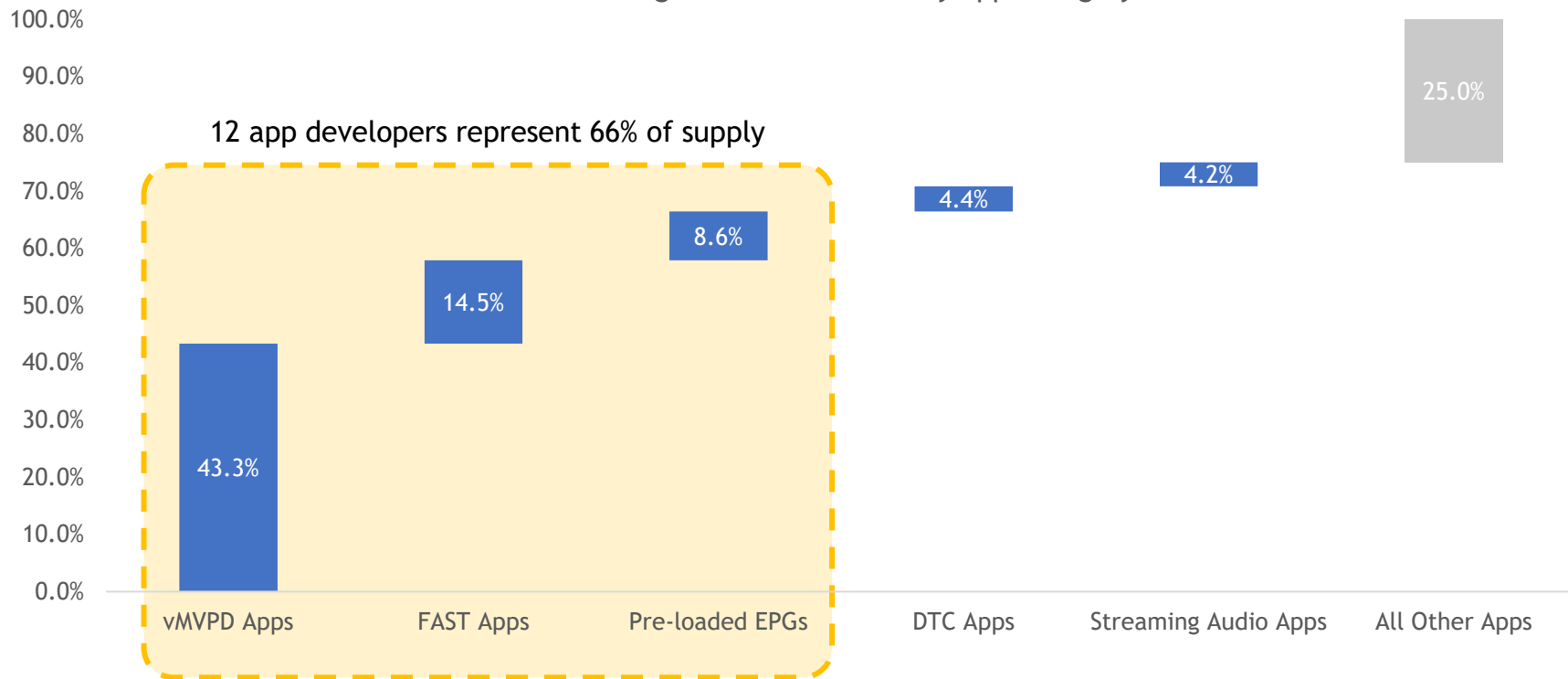
The Shape Of CTV Supply

Share of CTV Programmatic Auctions By App Category



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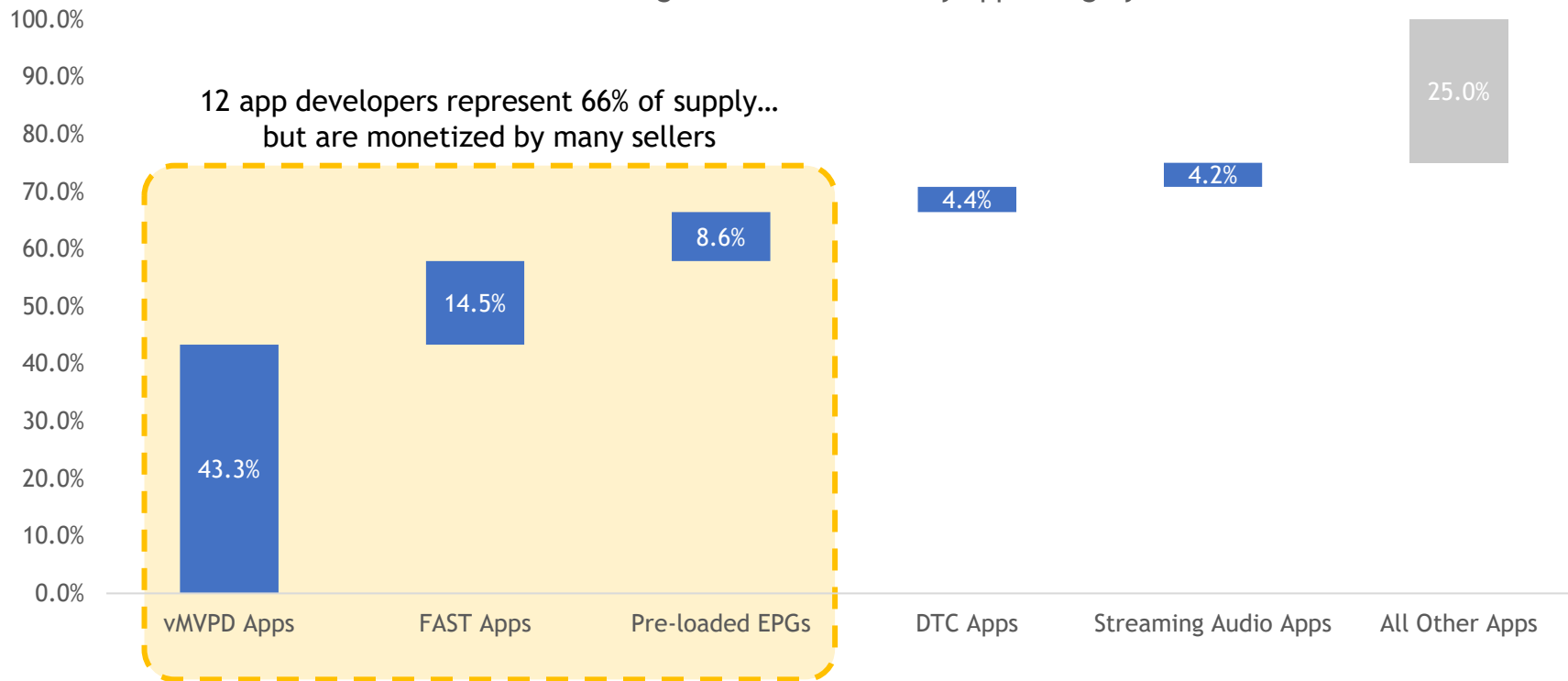
► **Fragmentation by Seller**



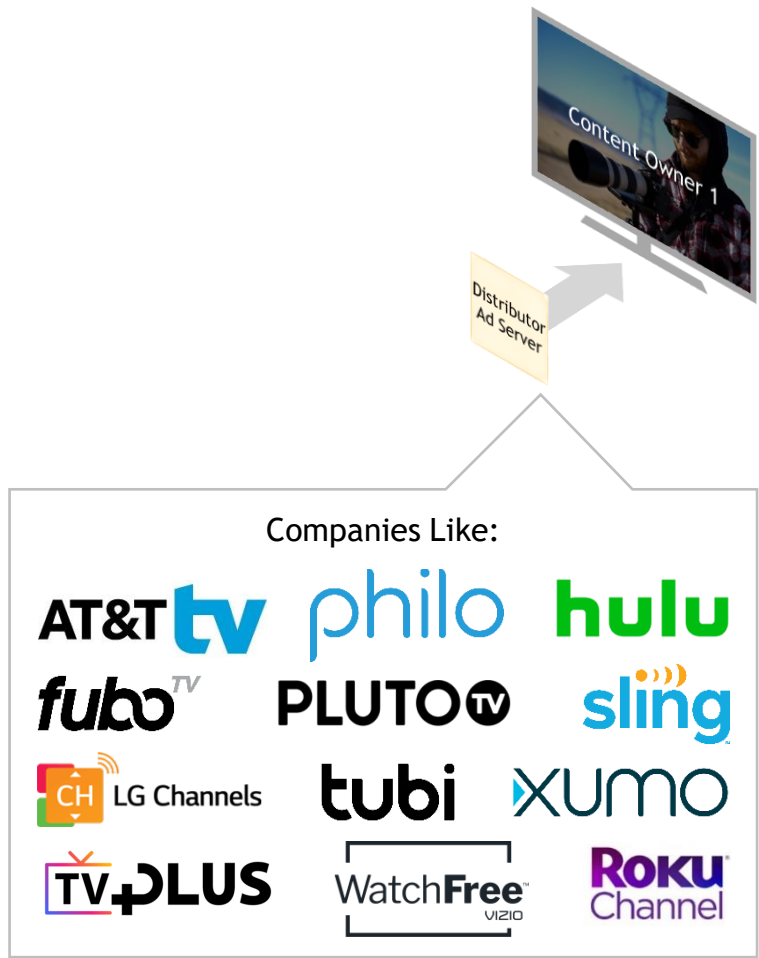
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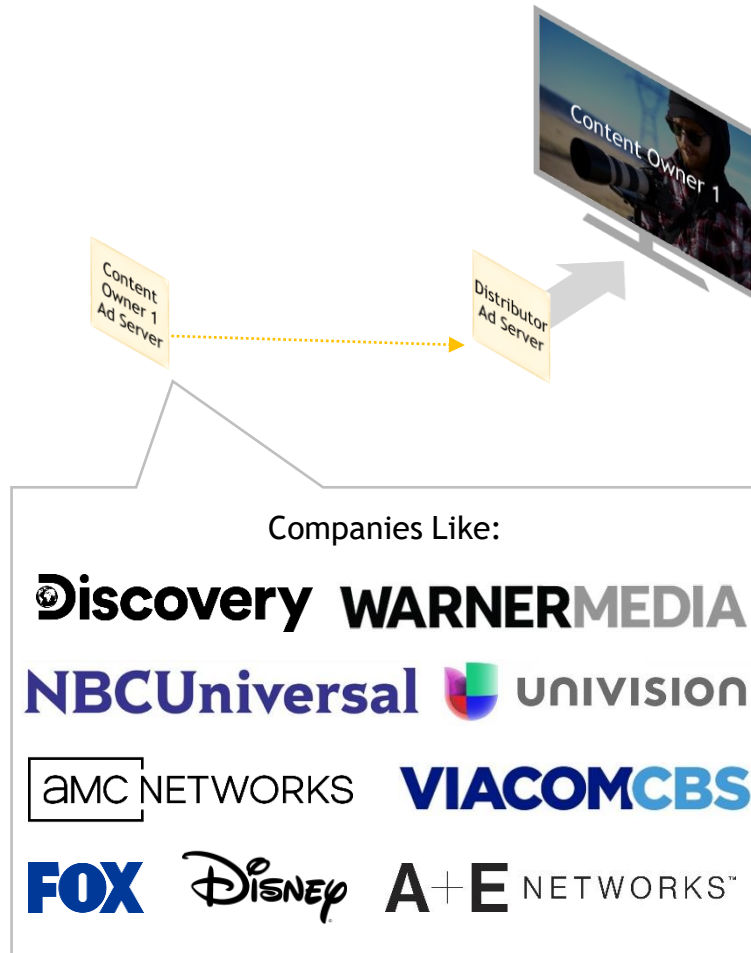
Share of CTV Programmatic Auctions By App Category



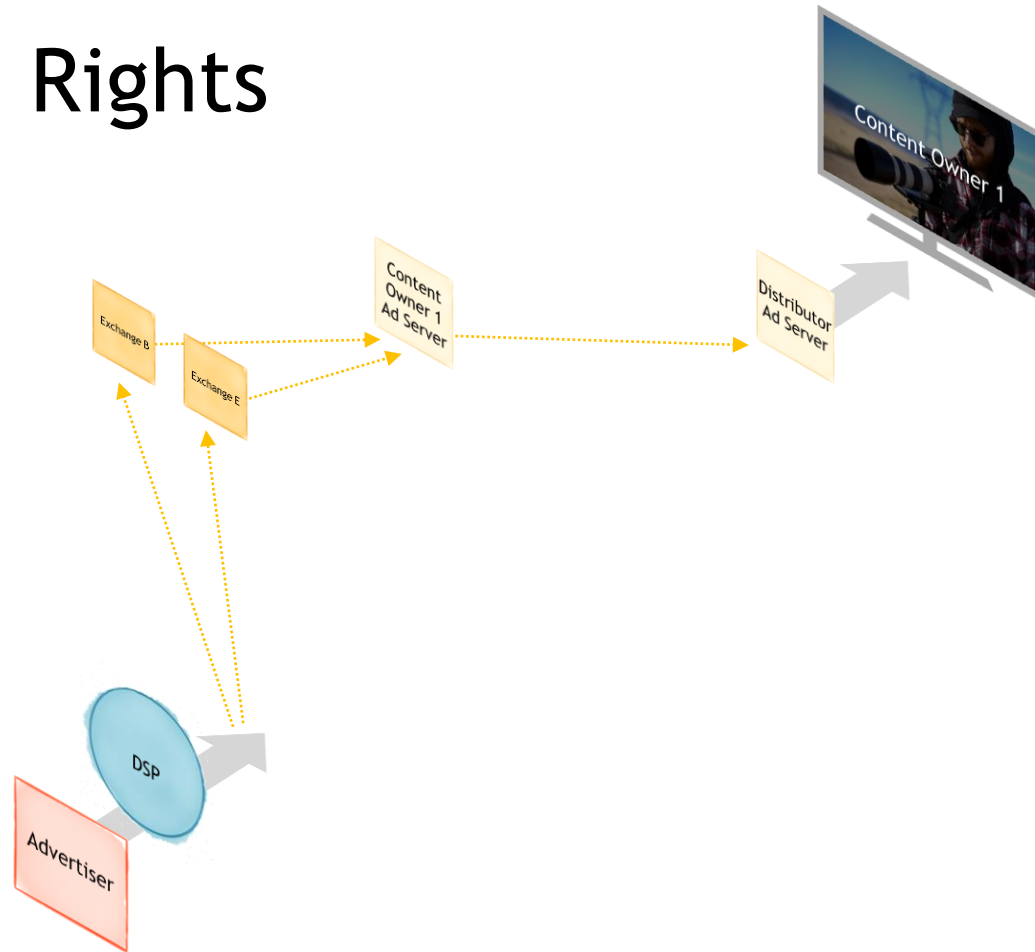
CTV Sales Rights



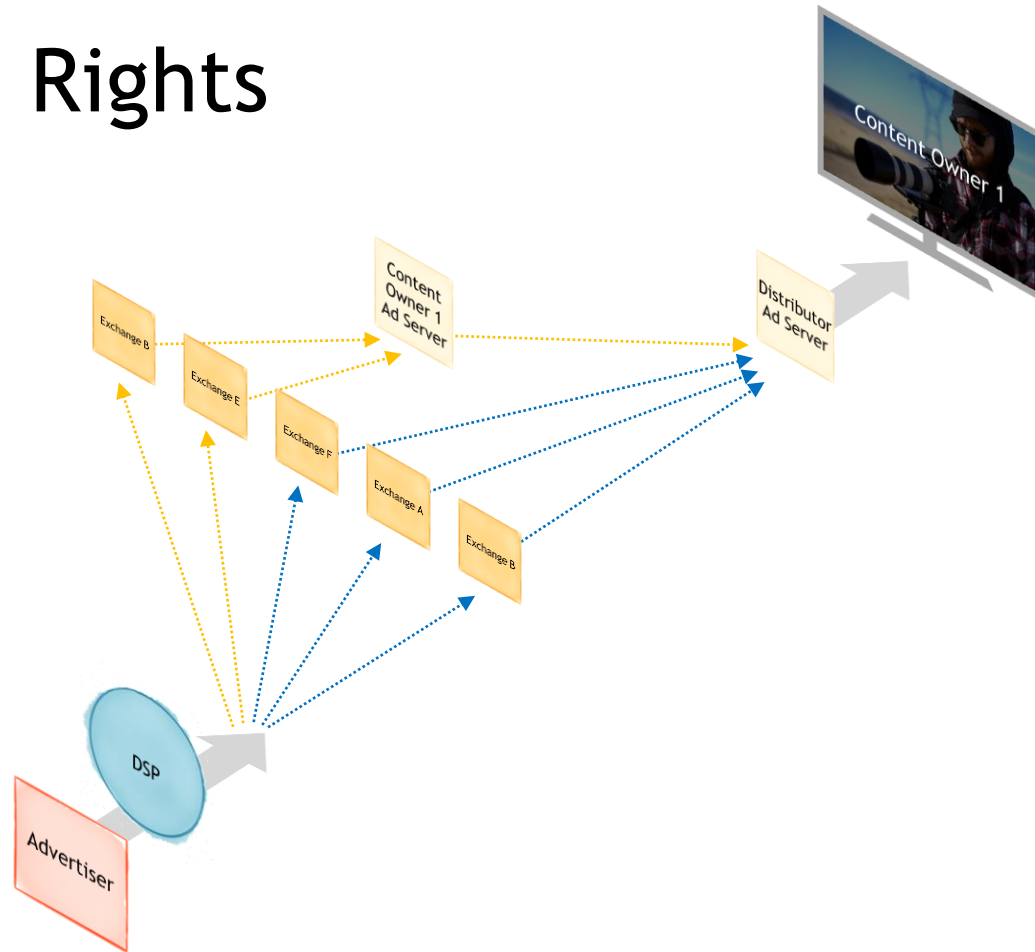
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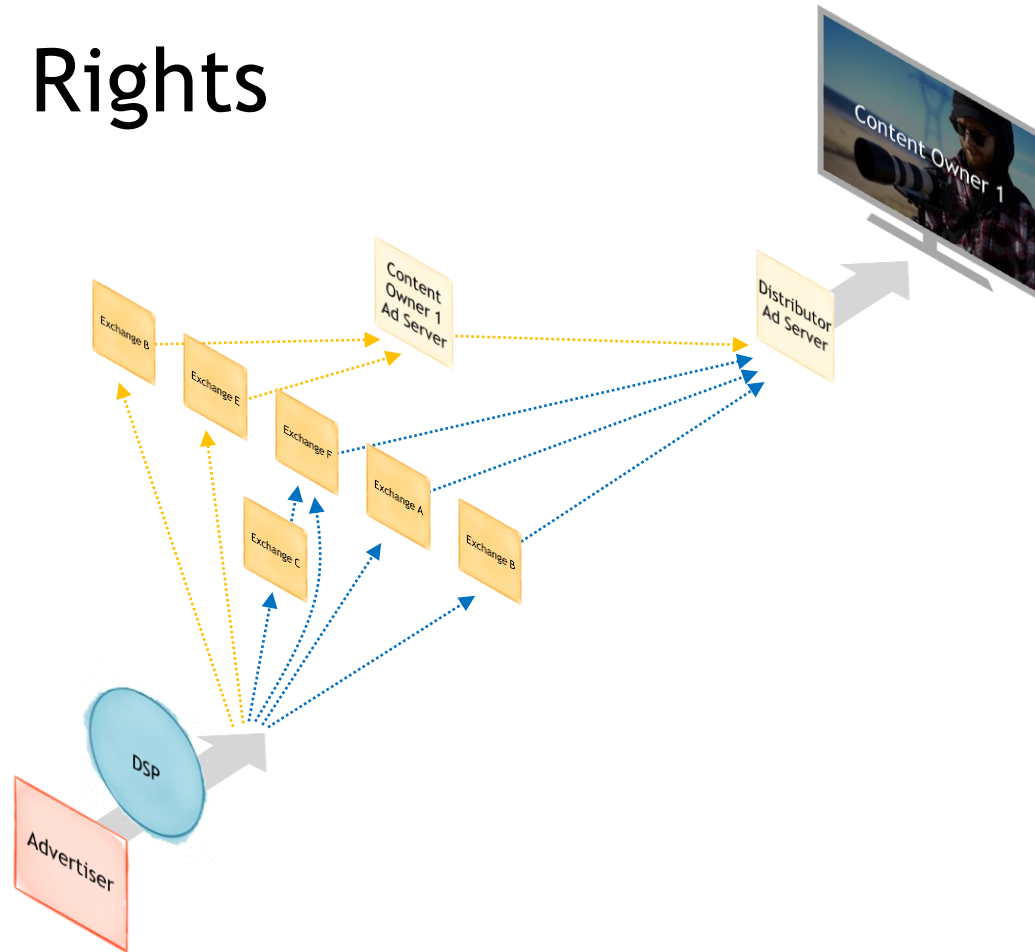
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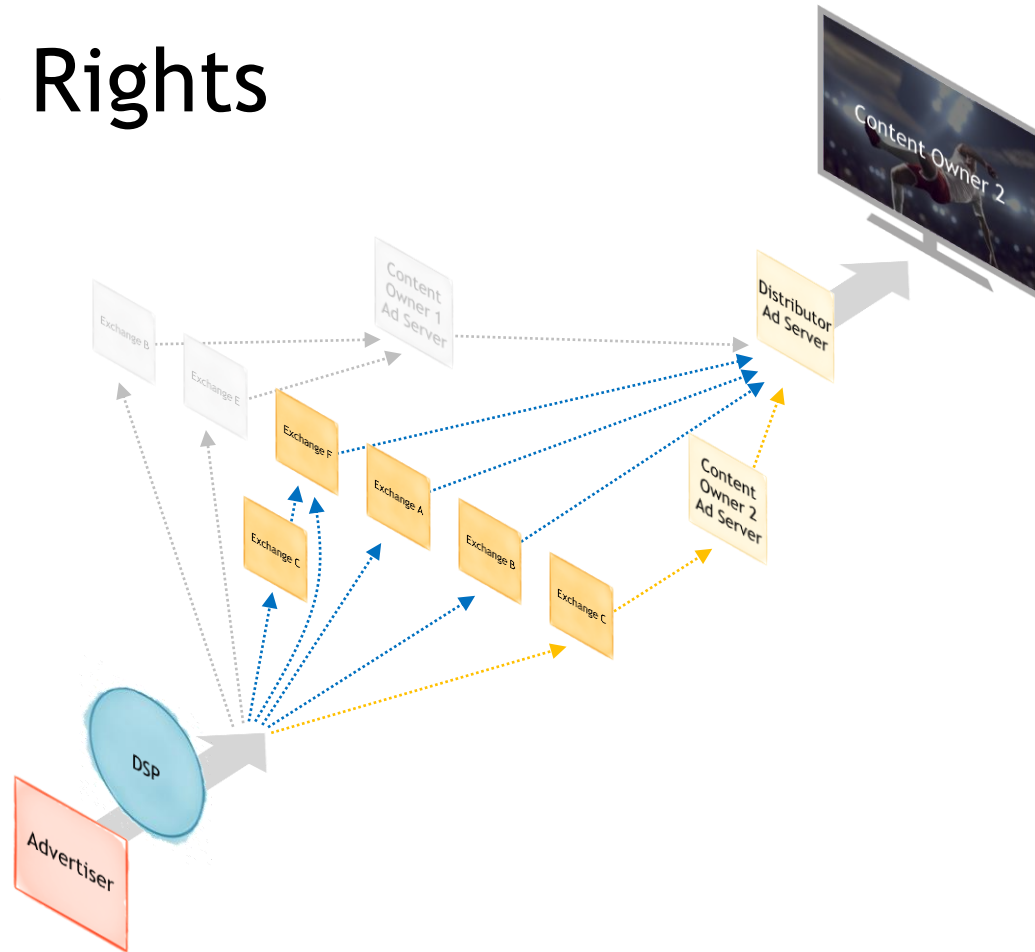
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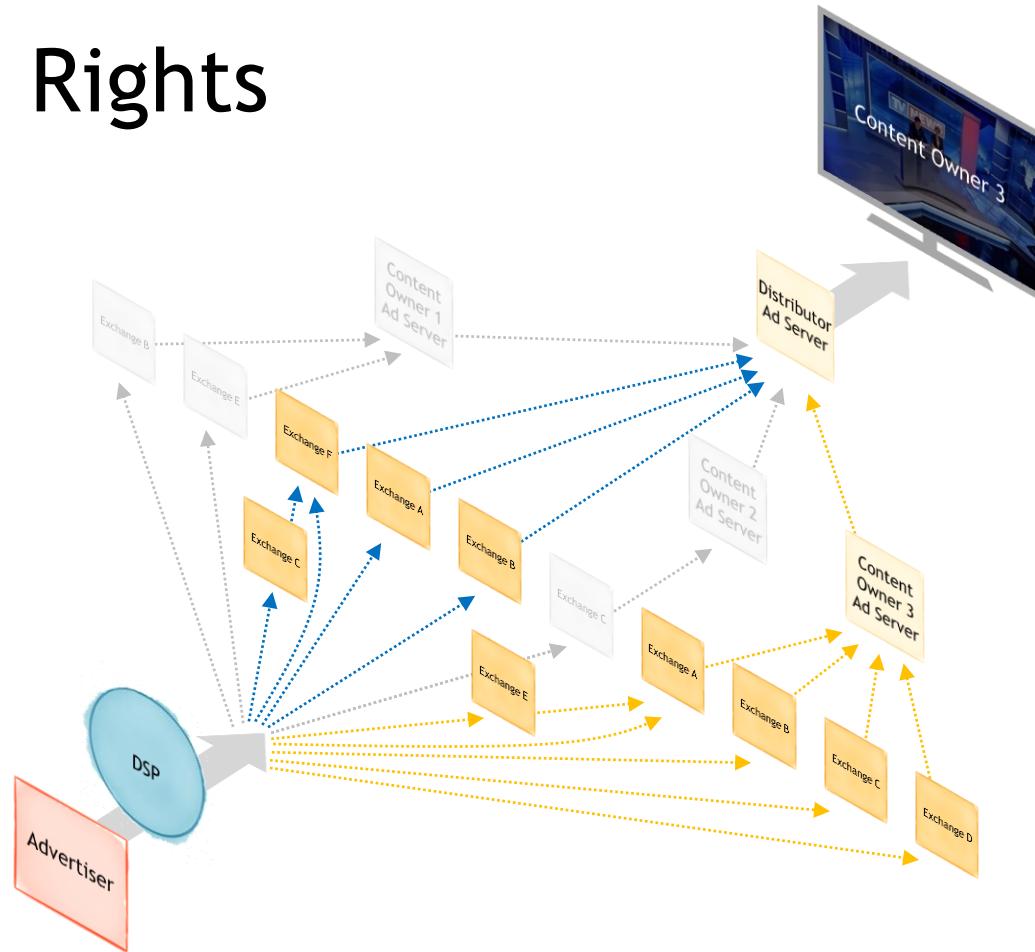
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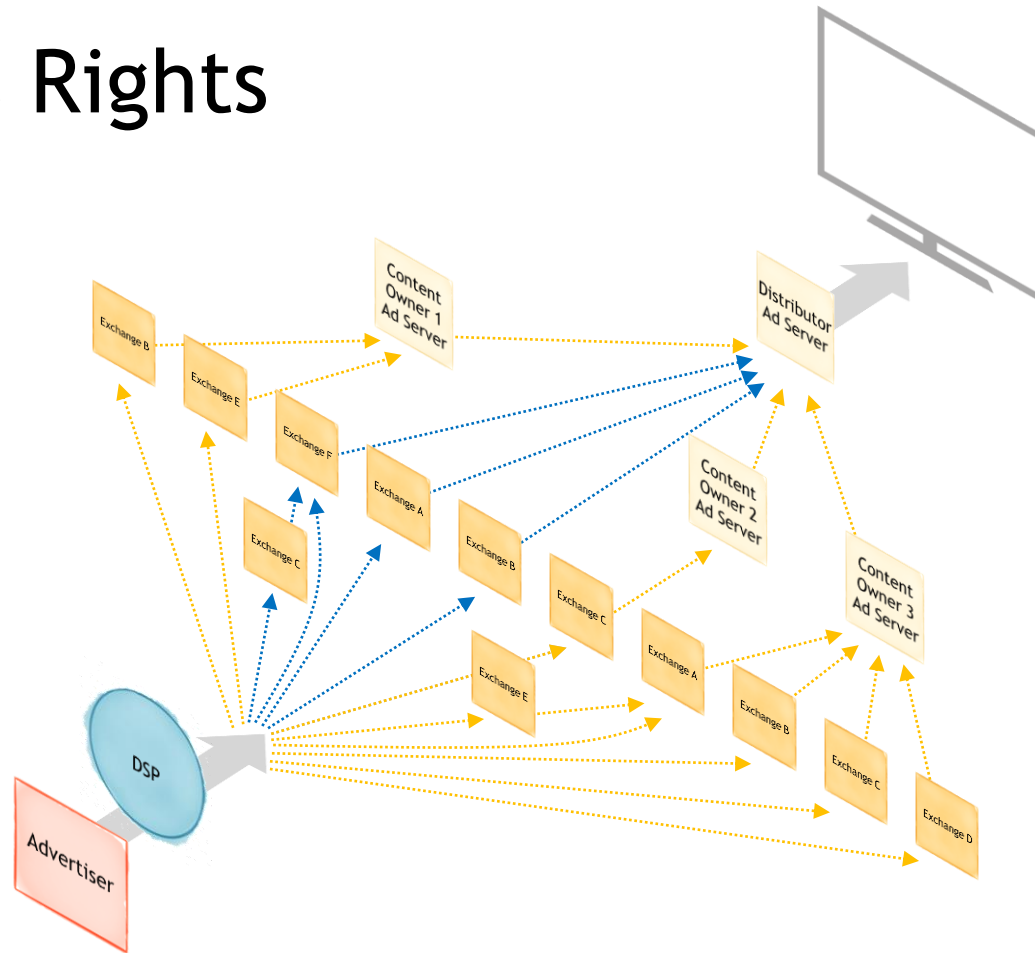
CTV Sales Rights



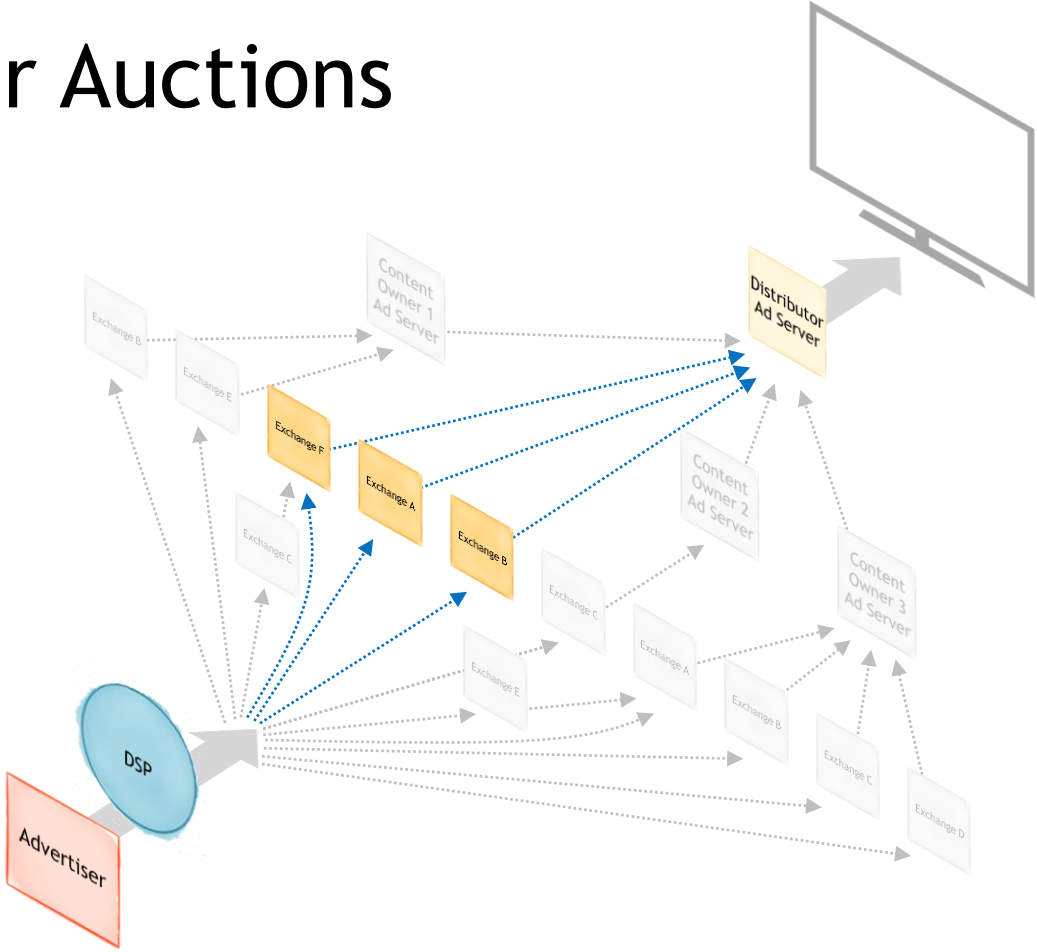
CTV Sales Rights



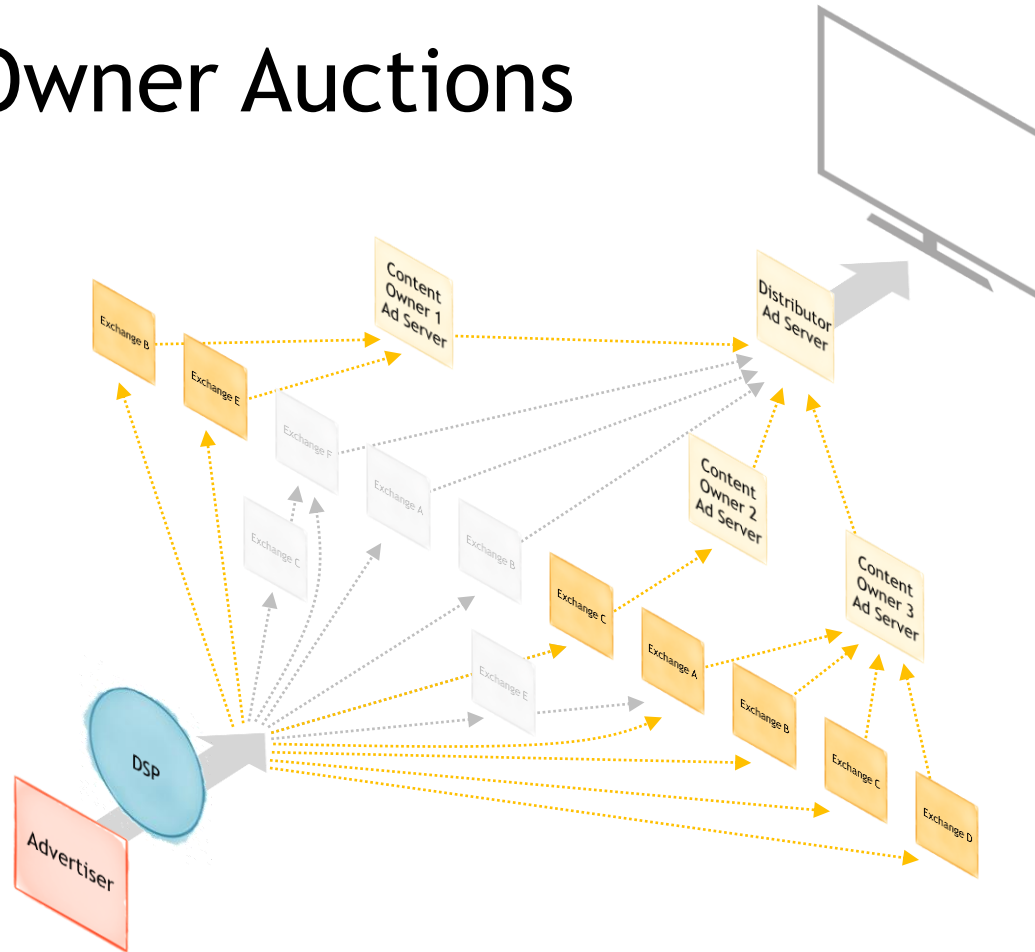
CTV Sales Rights



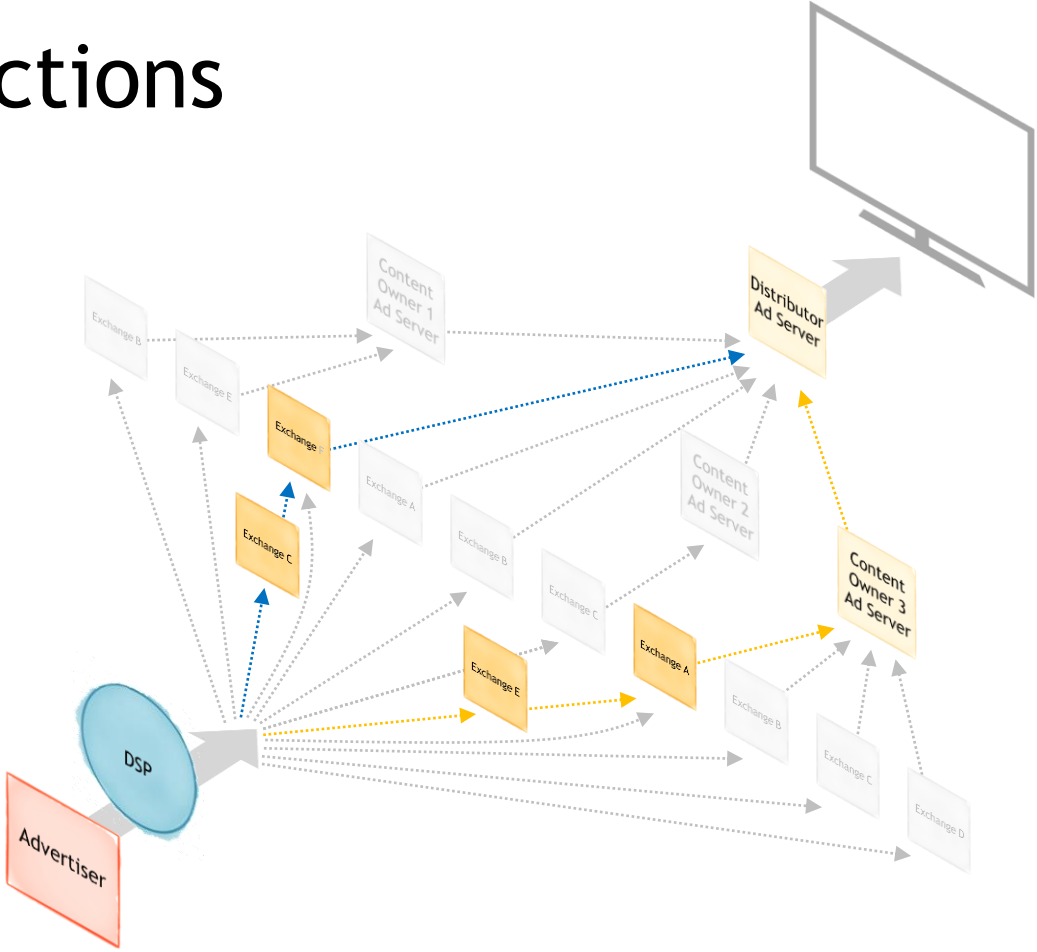
Distributor Auctions



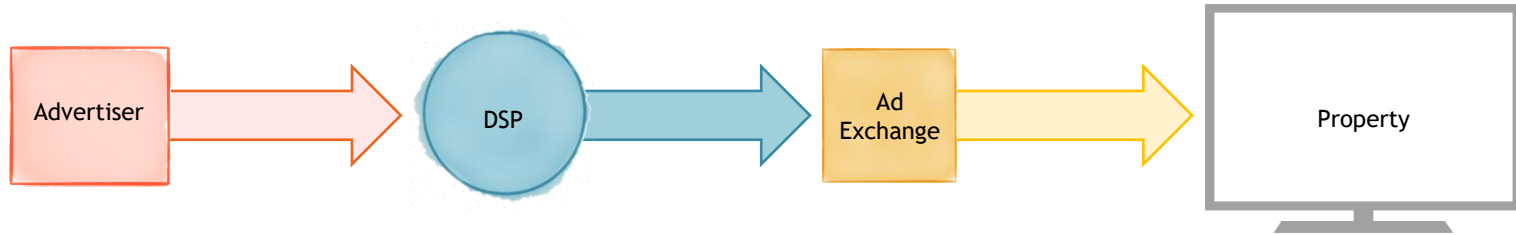
Content Owner Auctions



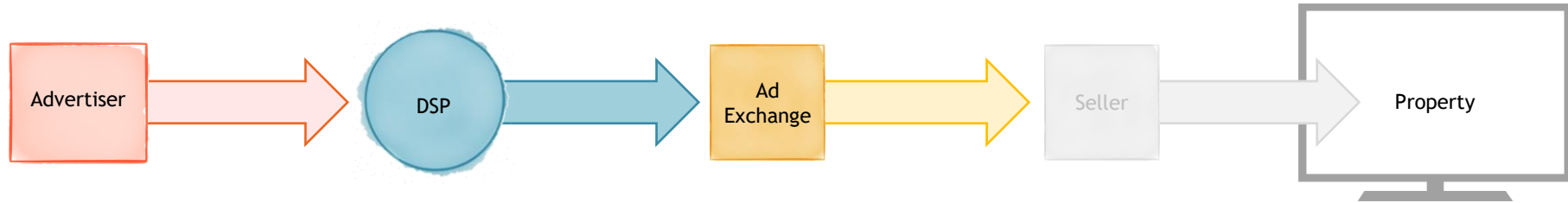
Resold Auctions



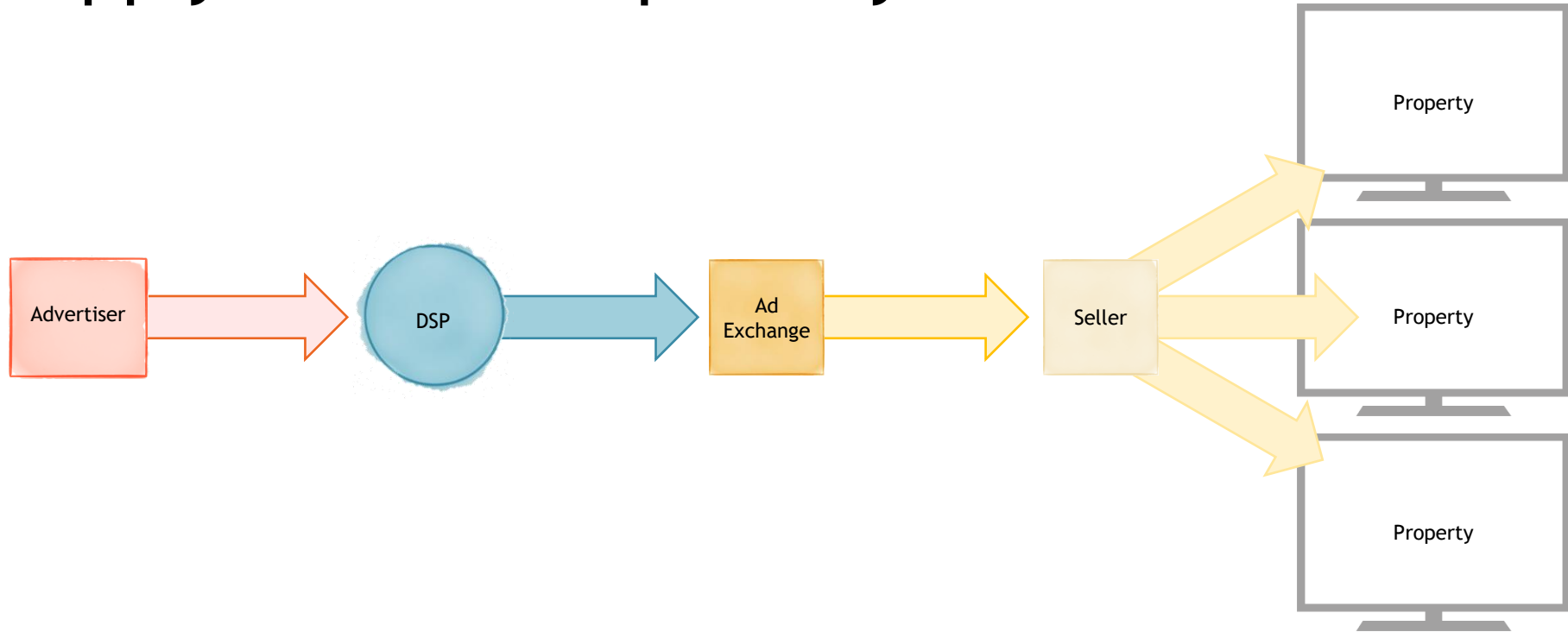
Supply Chain Transparency



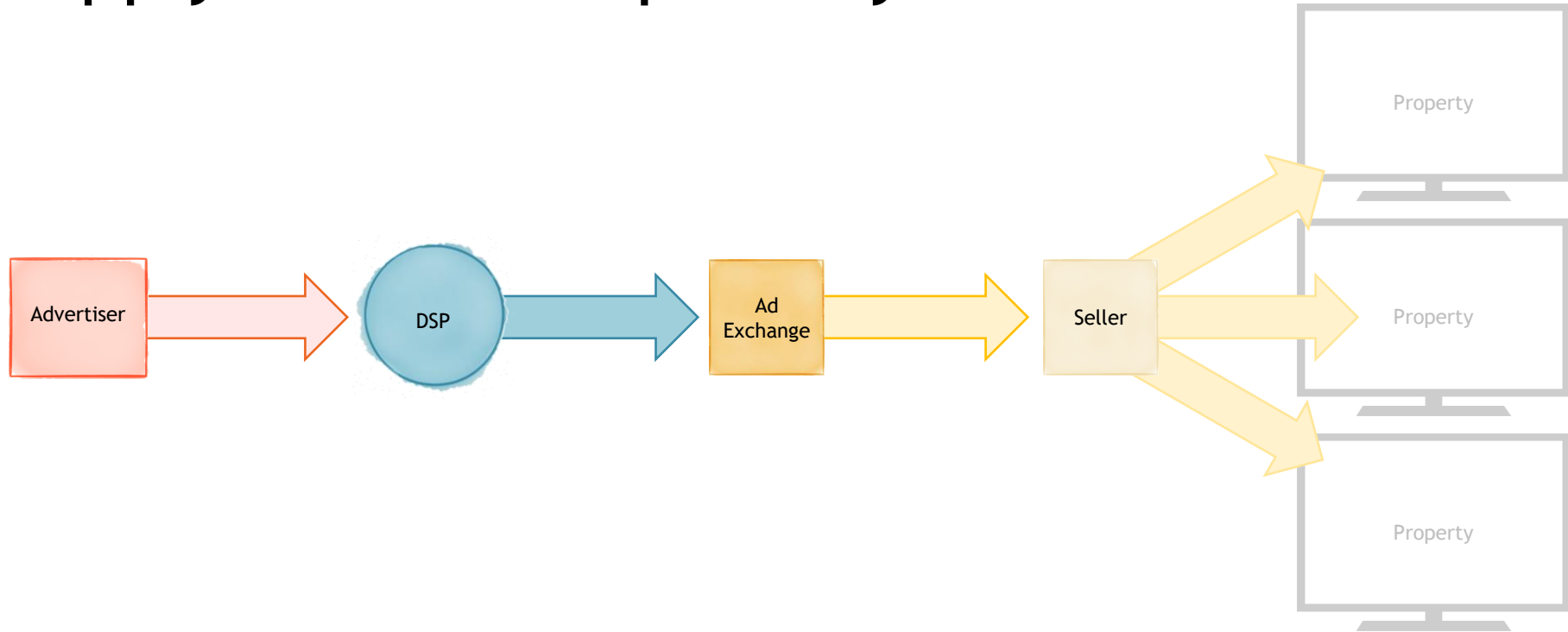
Supply Chain Transparency



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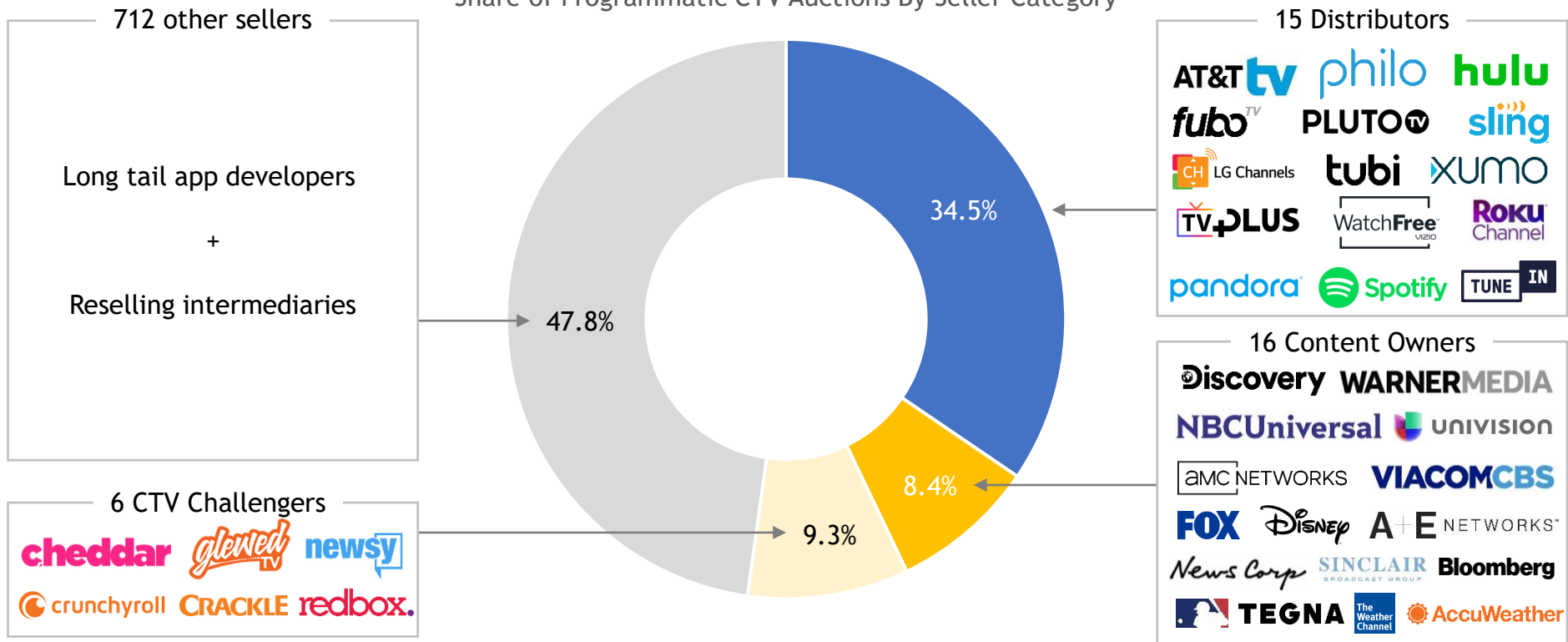


Supply Chain Transparency



Who Are The Sellers?

Share of Programmatic CTV Auctions By Seller Category



712 other sellers

Long tail app developers

+

Reselling intermediaries

6 CTV Challengers



15 Distributors

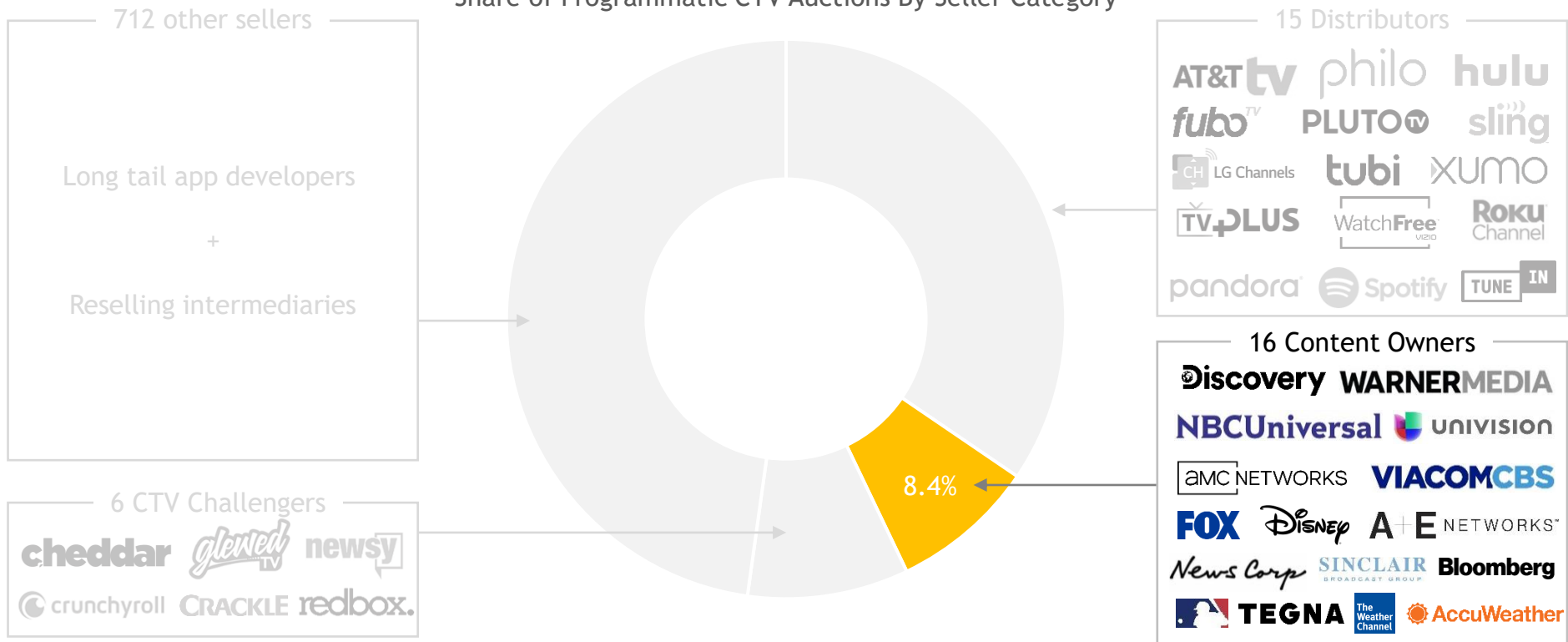


16 Content Owners



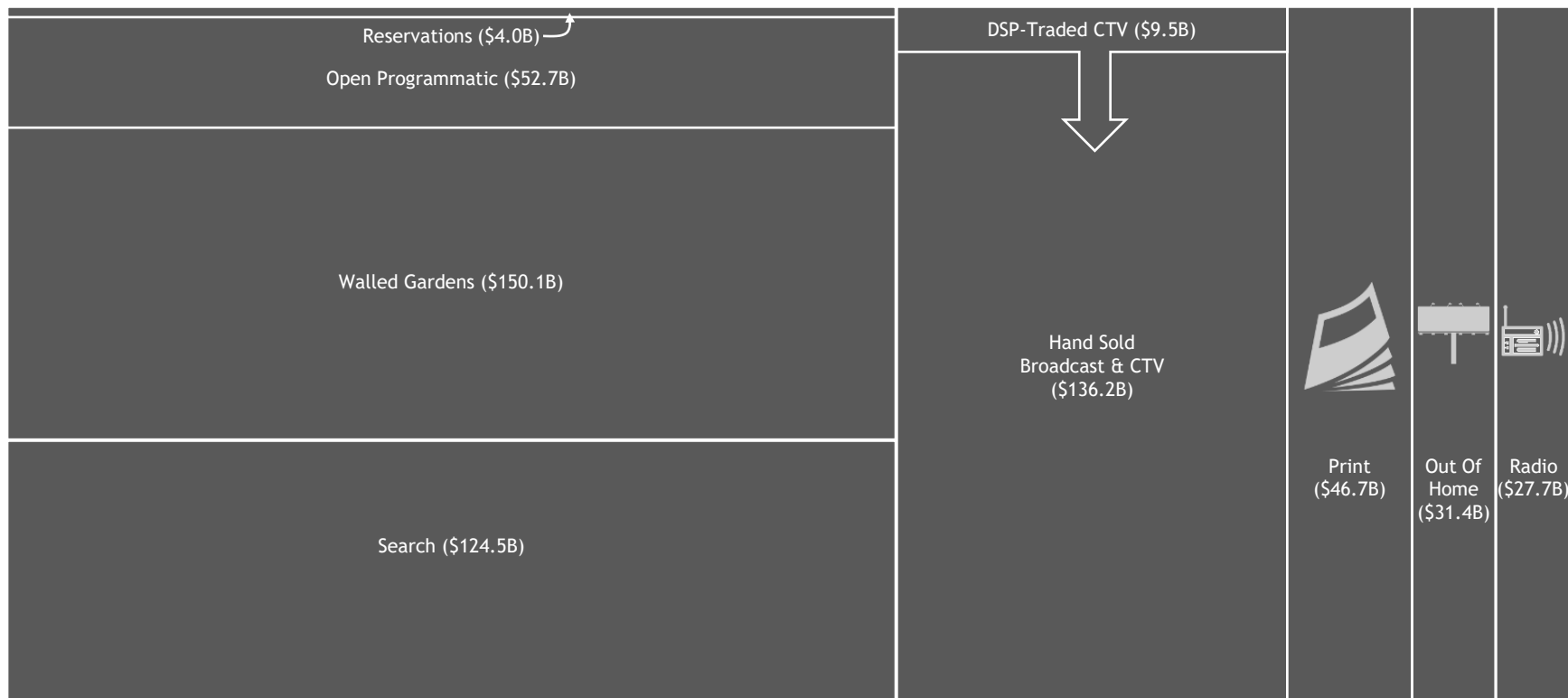
Who Are The Sellers?

Share of Programmatic CTV Auctions By Seller Category



The sellers that control a large majority of CTV supply represent a small minority of the bidstream

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