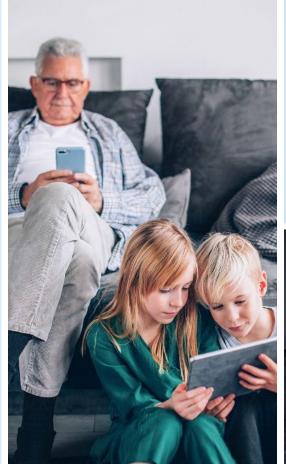


Fragmented & Evolving Video Landscape









Cross-Platform Video Measurement Solution







Single Source Panel

measuring both broadcast & streaming video consumption



Holistic Solutions

designed by and for the Canadian Media industry



Hybrid Measurement

integration of Big Data + Panel Data





Video Measurement by Numeris:

- Provides comparability within one dataset across all video
- Ability to understand incremental reach, duplicated and unduplicated audiences

Linear Television



PurePlay Services



Online Viewing



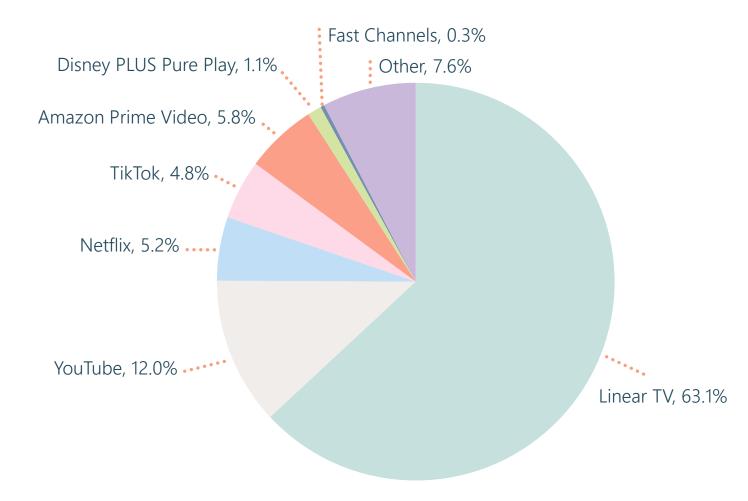
Single Source Panel







A Holistic view of the Video Landscape



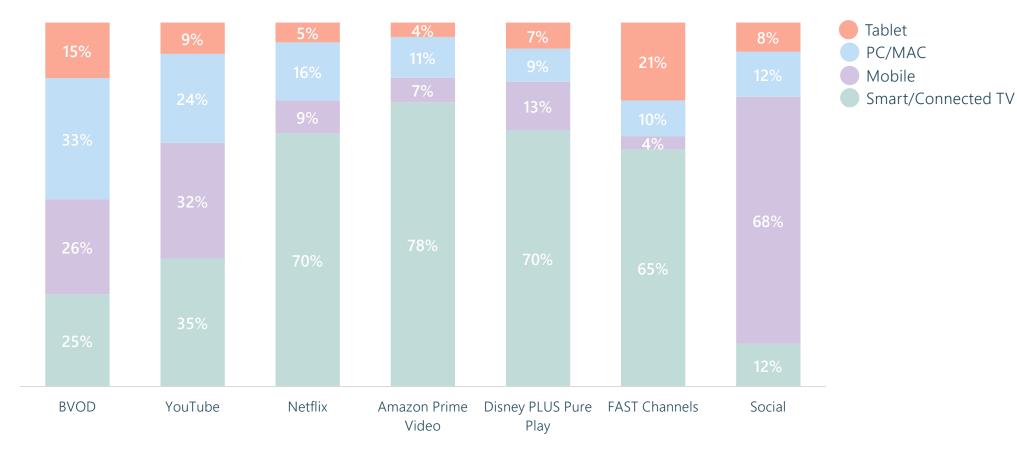
Source: Numeris VAM, Ontario, A18+, M-Su 2a-2a, April 29 – July 28, 2024, Share (%) of TotalTime(000) [hours], Pure Plays are in home only







Video Streaming by Device



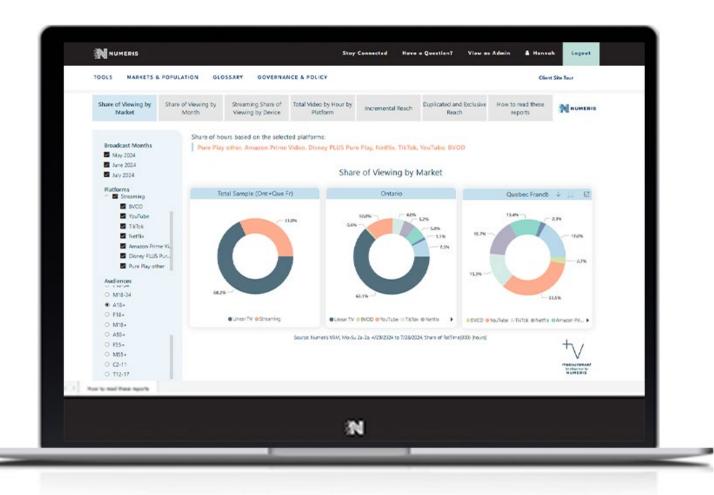
Source: Numeris VAM, Ontario, A18+, M-Su 2a-2a, April 29 – July 28, 2024, Share (%) of TotalTime(000) [hours] by Device, Pure Plays are in home only







Cross-Platform Video Insights Tool





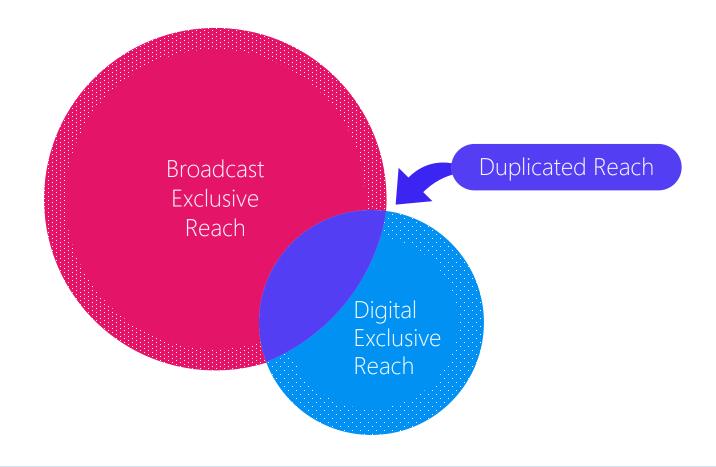




Lens Video Planner



A reach and frequency calculator leveraging Numeris' Cross-Platform Video Audience dataset (VAM)









What makes the Video Planner special?

Common Buying Segments

• thinktv's 26 endorsed audiences based on characteristics

BVOD groups

• Stations grouped as they are sold

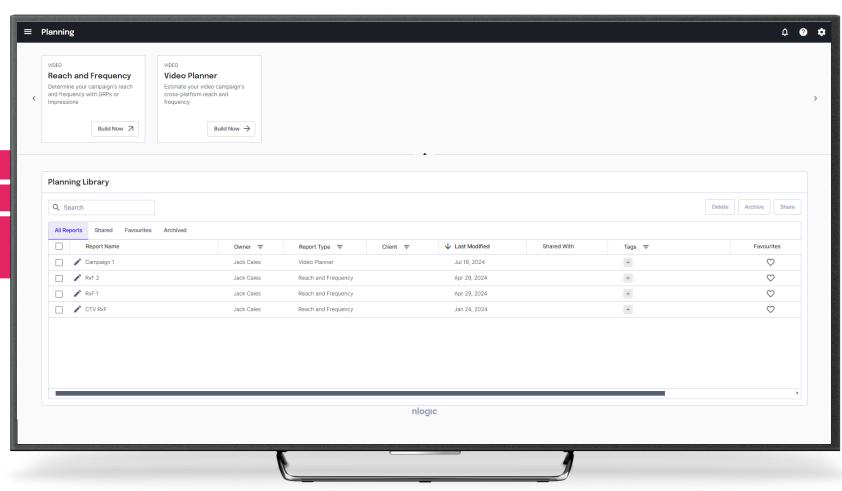
Simulate ad-supported portion of streaming services

• Match % of a platform's audience that are exposed to ads

Video Planner

Module Selector





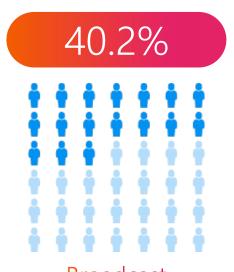




Determine ideal mix of broadcast & streaming services



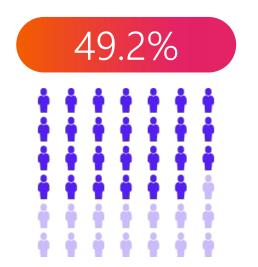
Ontario, A18+, w/o May 13, 2024



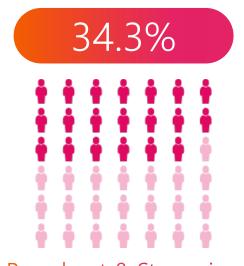
Broadcast 100 GRPs / 12,600,000 Imp



100 GRPs / 12,600,000 Imp



Broadcast & Streaming 100 GRPs / 12,600,000 Imp 50:50 split 100% Streaming Ad Supported Broadcast Exclusive: 23.1% Streaming Exclusive: 19.9%



Broadcast & Streaming 100 GRPs / 12,600,000 Imp 50:50 split 25% Streaming Ad Supported Broadcast Exclusive: 27.7% Streaming Exclusive: 5.0%





Video Planner: Scenario Example

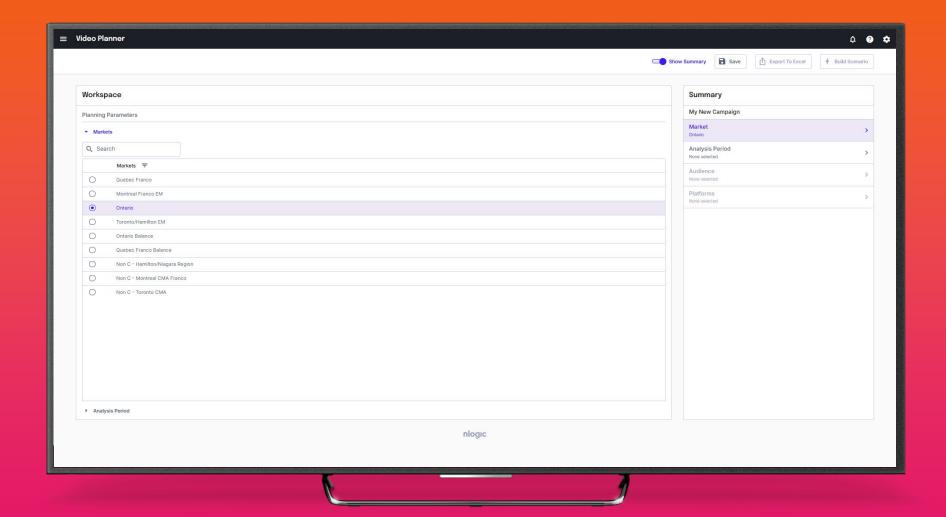
nlogic

Ontario, A18+, w/o May 13 & April 29-May 26, 2024

	One Week: 175 GRPs / 22,075,000 Imp		4 Weeks: 700 GRPs / 88,300,000 Imp	
	GRPs	Exclusive Reach	GRPs	Exclusive Reach
Ontario Conventional	62.5	14.1%	250	11.2%
Canadian English Specialty	37.5	8.4%	150	6.0%
Pureplay Ad Supported (Ad Factor 25%)	50	3.1%	200	2.9%
Pureplay Free Ad supported	25	7.4%	100	11.2%
Reach %	50.5%		76.5%	
Frequency	3.5		9.1	

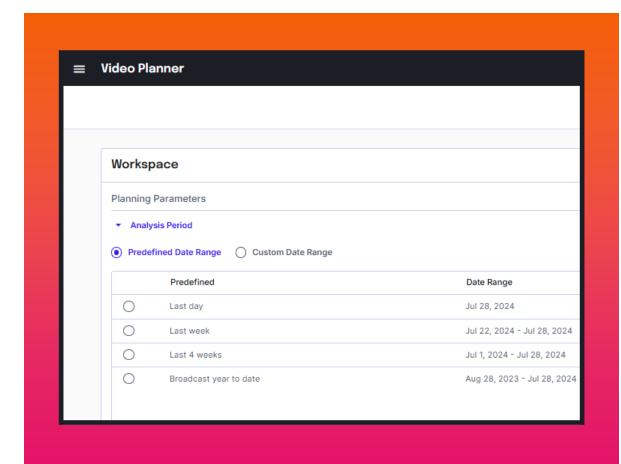


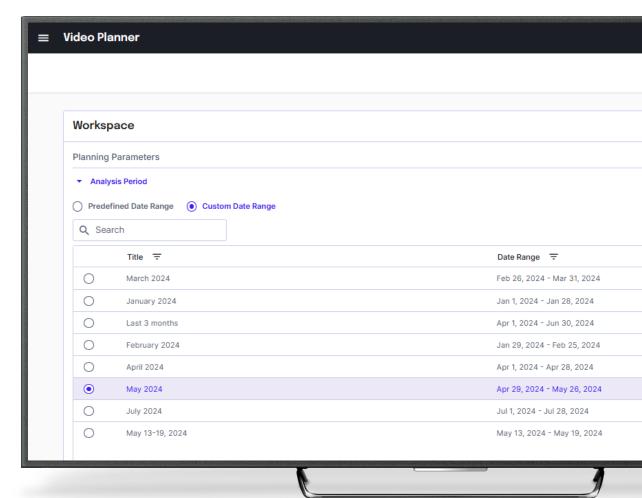






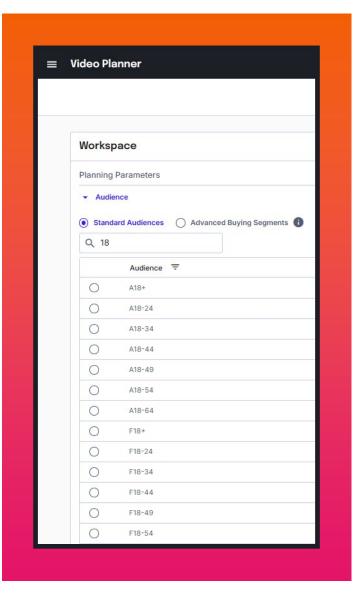














Works	pace	
Planning	Parameters	
▼ Audie		
Stand	lard Audiences Advances	ced Buying Segments The segments of the segm
Q Sea	Segment Name =	Description
0	APPetizing	Regular, frequent users of food delivery, takeout and meal kits. Often younger families with white collar backgrounds, they're big food lovers and enjoy new tastes and trends.
0	Burgeoning Families	Younger, upper-middle income families living comfortable, active, child-centered lifestyles in newer suburbs. They participate in sports and frequent local arenas and parks.
0	Deep Pockets	Have net worth of more than \$1 million, living in stylish homes in and around Canada's largest markets. Well-educated, they earn upscale incomes from white-collar positions in busines
0	Empty Nesters	Older, upscale families who are retired or approaching retirement from long-tenured positions in management and public service. They are often seen vacationing at cottages and on cr
0	Family Sit Down	Canada's most frequent visitors to casual dining restaurants. Living a traditional way of life, their idea of a weekend splurge is going to a sporting event, craft show, or simply the closes
0	Fashionistas	Top spenders on clothing, spending close to \$5k on average annually. With fashion in mind, they choose clothes with great care and try to keep abreast of the latest in style and fashion
0	First in Line	Driven to be the first to have, experience, or see the latest. Likely to be seen lining up for what's hot and new – whether a smartphone or a restaurant – they're often young, diverse pro
0	Fledgling Families	Suburban and heartland families with blue-collar jobs, younger kids, and salt-of-the-earth values.
0	Good Sports	The biggest consumers of hockey, baseball, and basketball content. Dynamic up-and-comers who enjoy all kinds of sports content, sitcoms, news, and competition shows.
0	Great Getaways	Canada's top travel spenders. They are middle-aged couples and families with an interest in exploring destinations near and far.
0	Grocery Big Spender	Top spenders on food, spending \$19k on average annually. They are often sprawling families with teenage children living in well-attended homes in and around large major cities.
0	Health Beauty Sam	Impulse shoppers with strong spend in the personal care category. Image conscious and curious, they want the best and don't mind shopping around.
0	Home Improvers	Big spenders on home renovations, décor, and appliances. They see their homes as a reflection of their achievements and their hopes for their families.



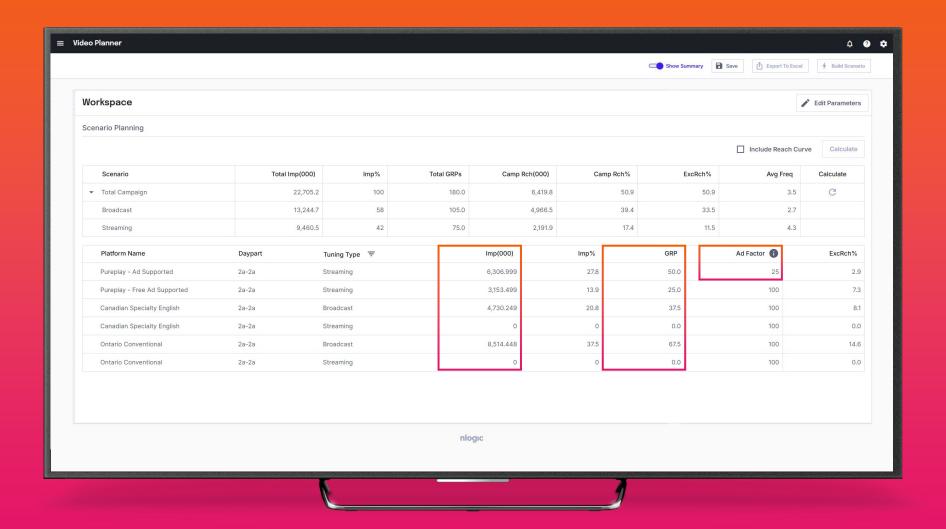


≡ v	ideo Planner			
	Workspace			
	Planning Param	eters		
	▼ Platforms			
	Q Search		1 platforms selected	
	Video Platforms	Groups		
	Gro	oup		
	Pur	e Play		
	Tota	al Video		
	VAM-participating Stations			
	Pureplay - Ad Supported			
	Pur	Pureplay - Free Ad Supported		
	Car	nadian Conventional		
	International			
	US Conventional			
	US Specialty			
	Canadian Specialty			
	Canadian Conventional Commercial			
	Canadian Conventional Commercial English			
	Canadian Conventional Commercial French			
	Car	nadian Conventional E	nglish	

Workspace					
Planning Paramet	ters				
▼ Platforms					
Q Search		4 platforms selected			
Video Platforms	Groups				
	Platform =		Owner =	Platform Type =	Ad Type
	A&E+		Independent	Specialty	Ad-supported
	ABC Spark+		Corus	Specialty	Ad-supported
	ADDIK+		Quebecor	Specialty	Ad-supported
	Adult Swim+		Corus	Specialty	Ad-supported
	Amazon Prime Video		Amazon	Streaming Service	Mixed
	AMC+		Independent	Specialty	Ad-supported
	American Heroes Channel		Independent	Specialty	Ad-supported
	AMI-audio+		Independent	Specialty	Ad-supported
	AMI-tele+		Independent	Specialty	Ad-supported
	AMI-tv+		Independent	Specialty	Ad-supported
	Animal Planet+		Bell Media	Specialty	Ad-supported
	AppleTV+		Apple	Streaming Service	Ad-free
	APTN+		Independent	Specialty	Ad-supported
	ARTV+		SRC	Specialty	Ad-supported

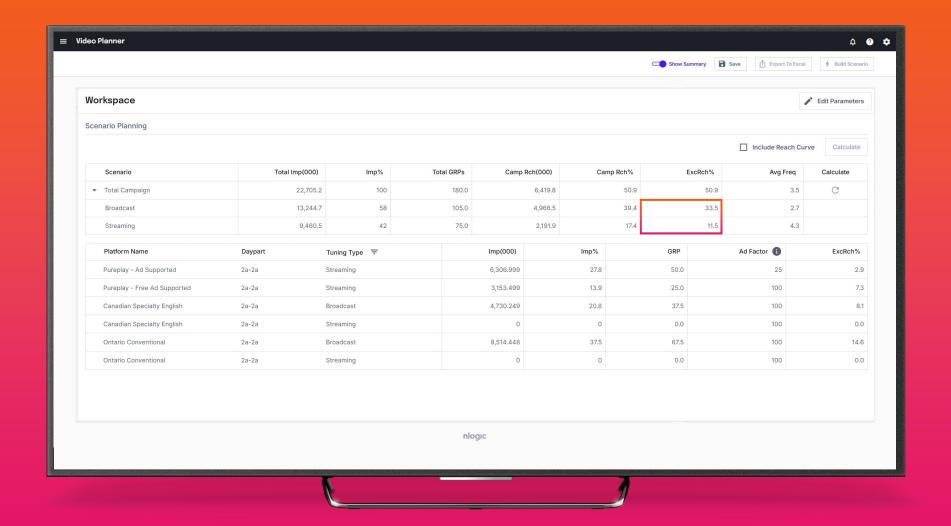
















Roadmap





December 2024

- Planning by Device Type
- Reach Curves by Device Type
- Ad Factor Updates



Winter 2025

- User Created Platform Groups
- Additional Stats



Spring 2025

- Secondary Demos
- UI & Backend Upgrades
- 1st & 3rd Party Data Integrations





(b) the Trade Desk Partnerships



Integrate broadcast TV data into their platform



Allowing programmatic buying against broadcast audience segments

- Light
- Medium
- Heavy
- TV Avoiders





Thank You



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