

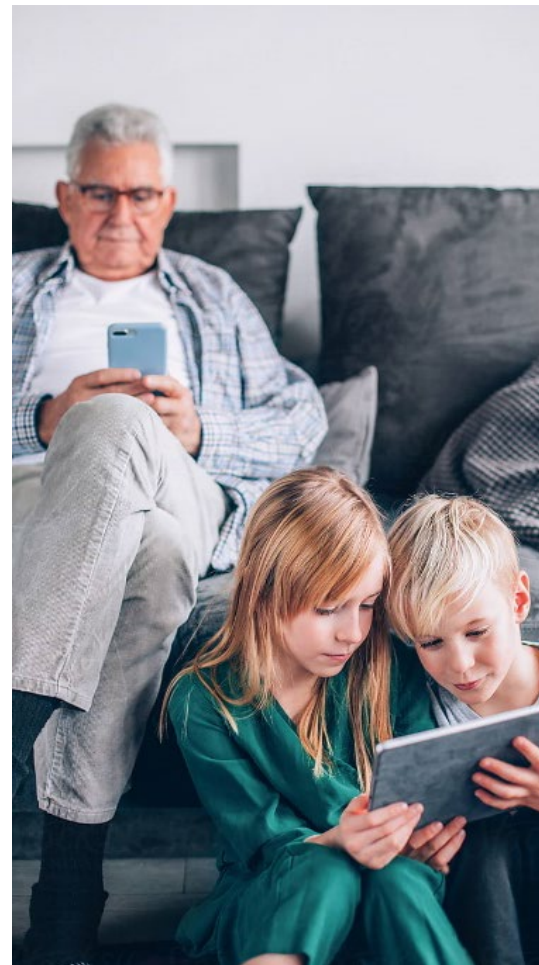


Numeris & NLogic Video Update

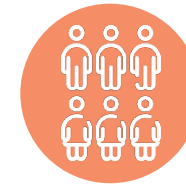
November 21, 2024



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

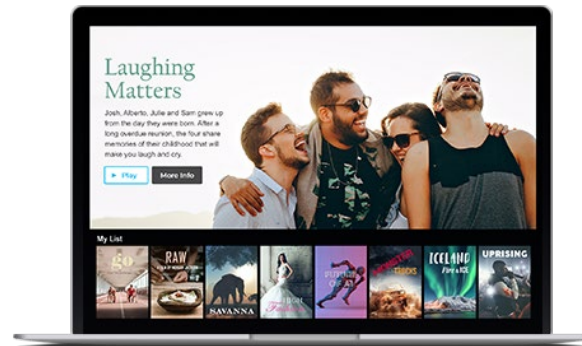
Video Measurement by Numeris:

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

Linear Television



PurePlay Services



Online Viewing

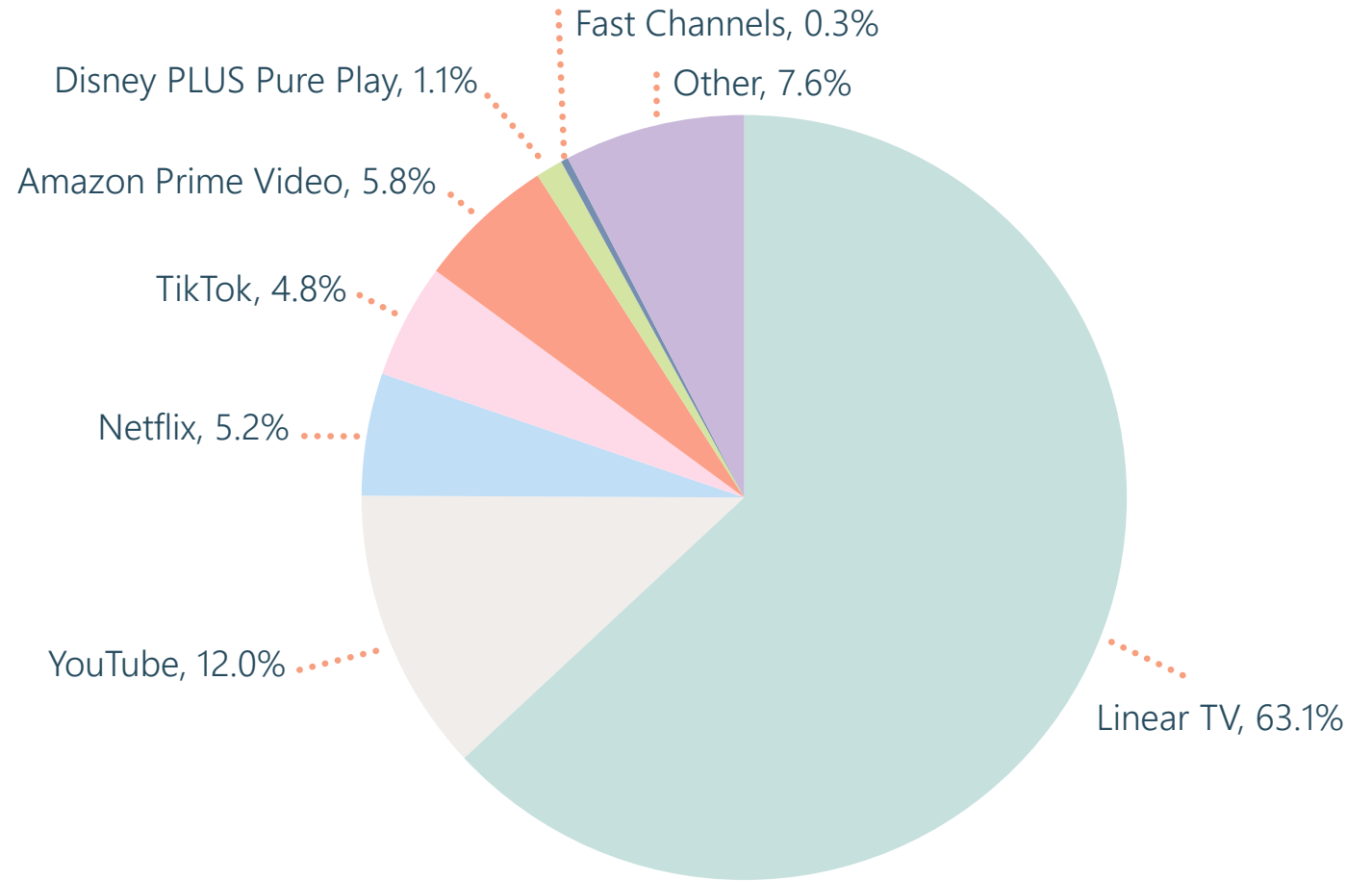


Single Source Panel



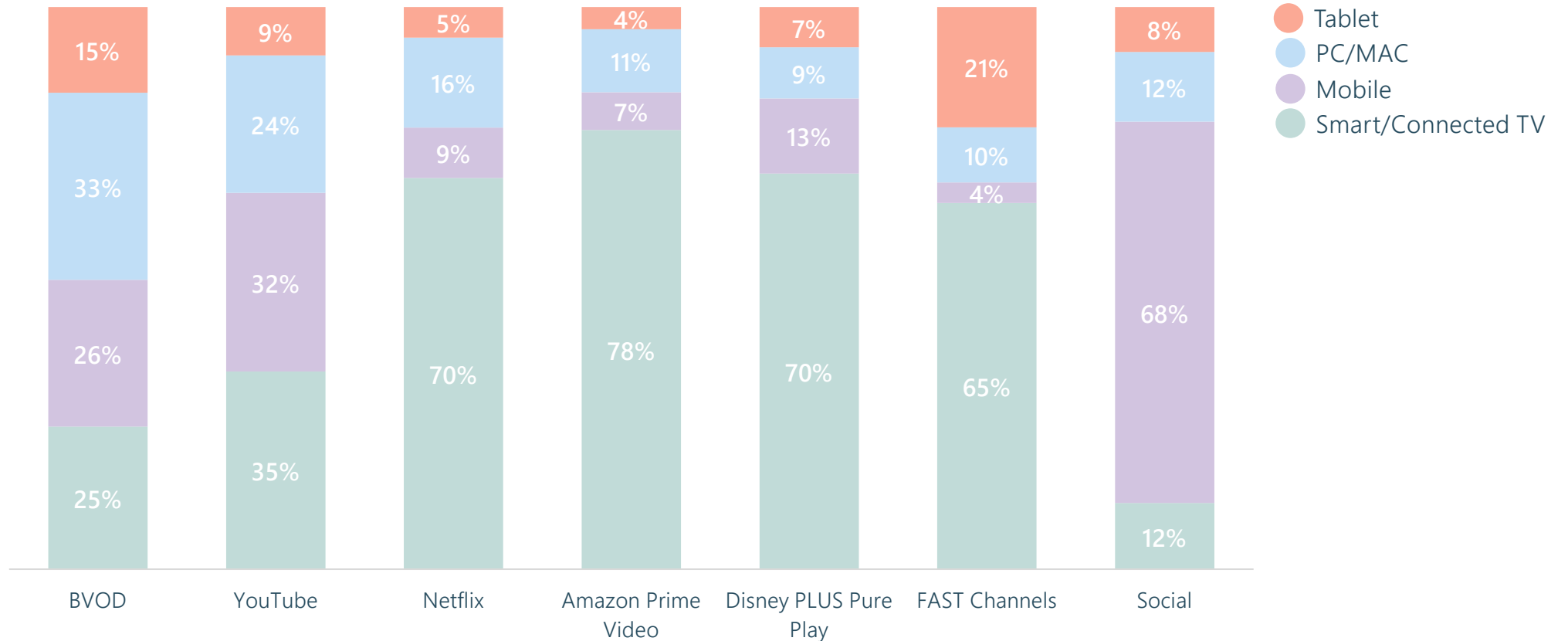
measurement
Intelligence by NUMERIS

A Holistic view of the Video Landscape



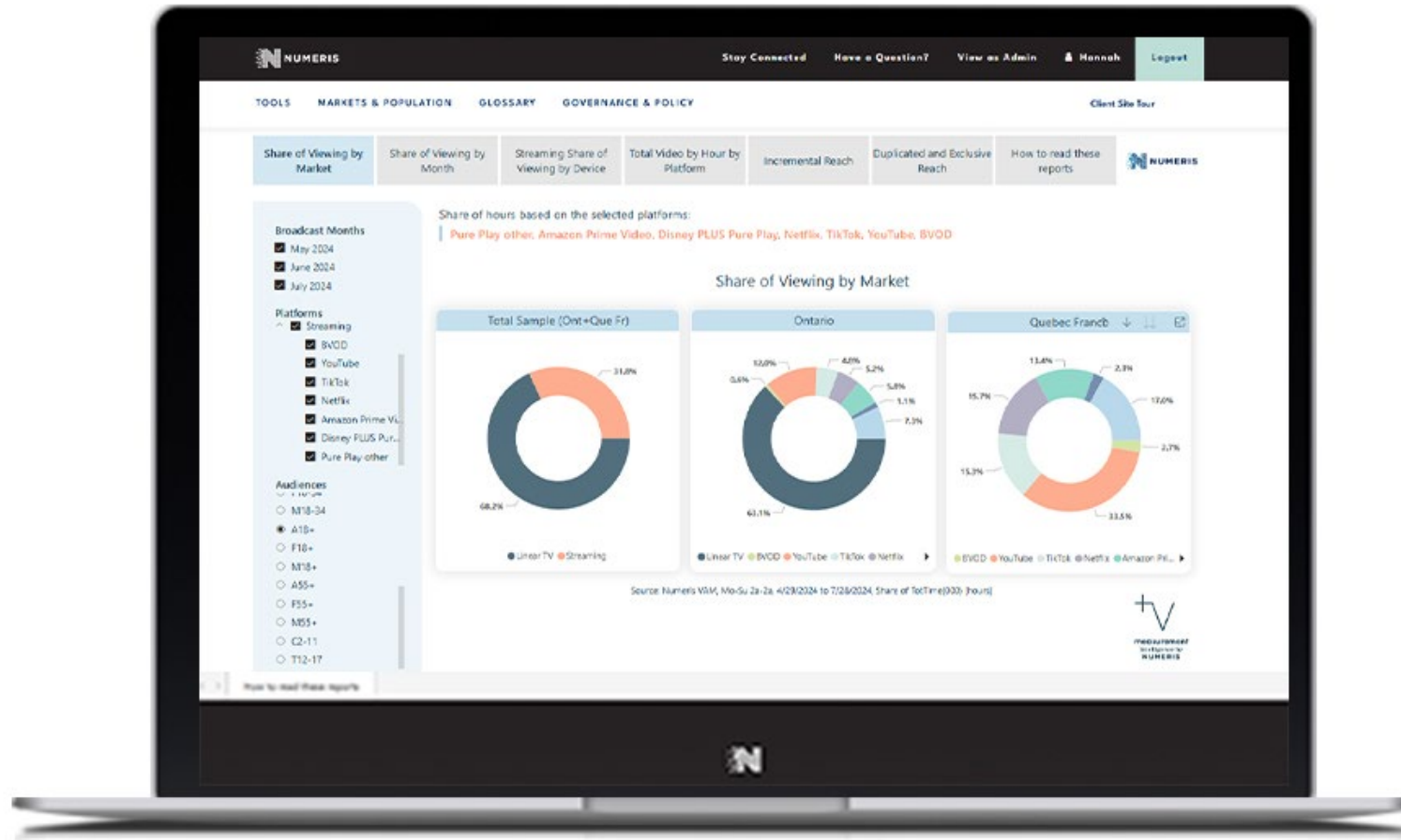
Source: Numeris VAM, Ontario, A18+, M-Su 2a-2a, April 29 – July 28, 2024,
Share (%) of TotalTime(000) [hours], Pure Plays are in home only

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



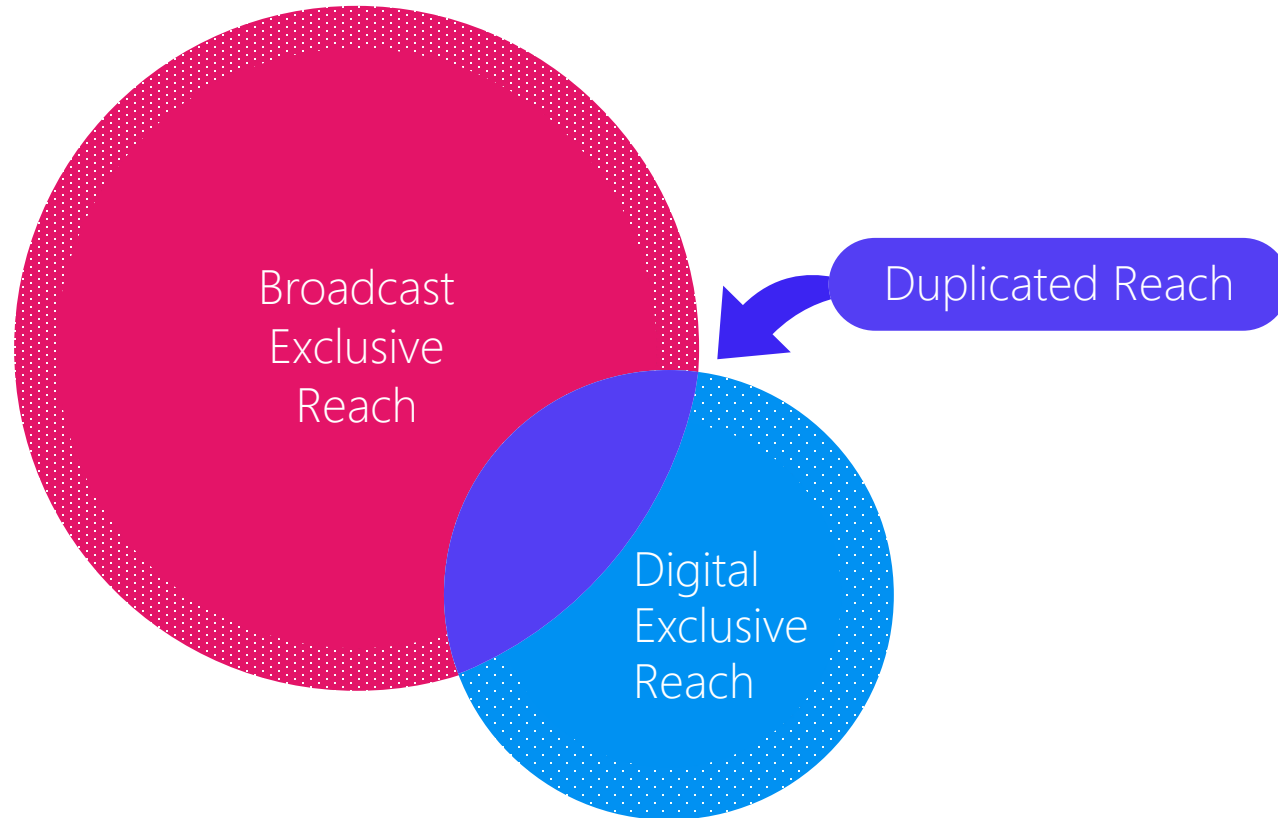
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Talk data to me!



Lens Video Planner

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



A group of people in a meeting, looking at a laptop screen. The image is split into two horizontal panels. The top panel shows a woman in a blue denim jacket and a man in a patterned headwrap looking at a laptop. The bottom panel shows a person's hand pointing at a laptop screen, with a coffee cup visible in the foreground.

What makes the Video Planner special?

Common Buying Segments

- thinktv's 26 endorsed audiences based on characteristics

BVOD groups

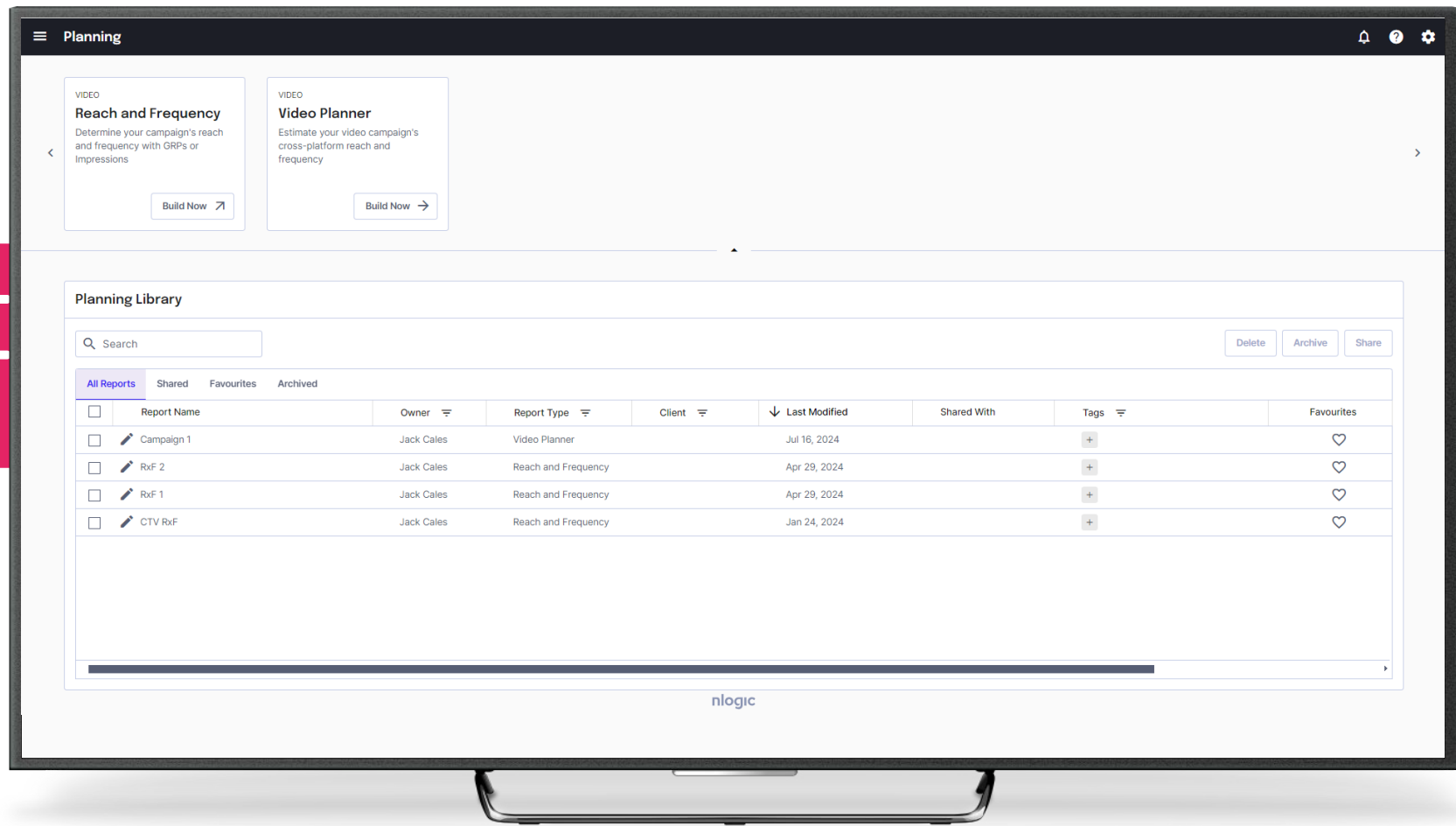
- Stations grouped as they are sold

Simulate ad-supported portion of streaming services

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

Video Planner

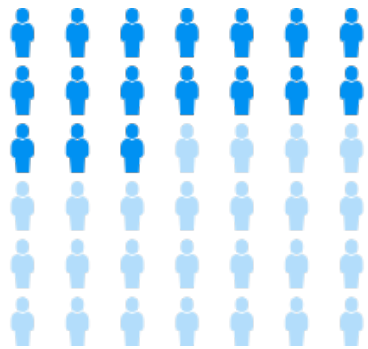
Module Selector



Determine ideal mix of broadcast & streaming services

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

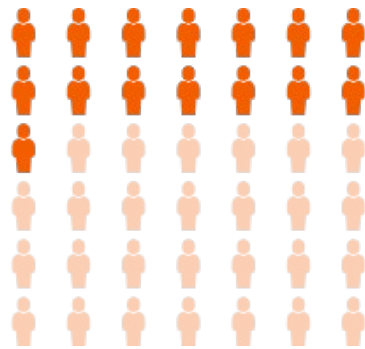
40.2%



Broadcast

100 GRPs / 12,600,000 Imp

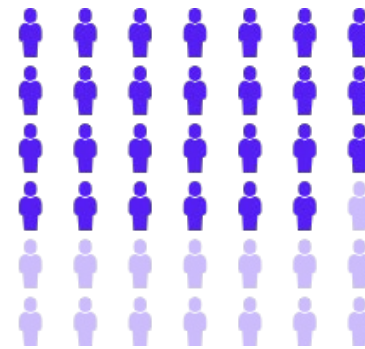
36.2%



Streaming

100 GRPs / 12,600,000 Imp

49.2%



Broadcast & Streaming

100 GRPs / 12,600,000 Imp
50:50 split

100% Streaming Ad Supported
Broadcast Exclusive: 23.1%
Streaming Exclusive: 19.9%

34.3%



Broadcast & Streaming

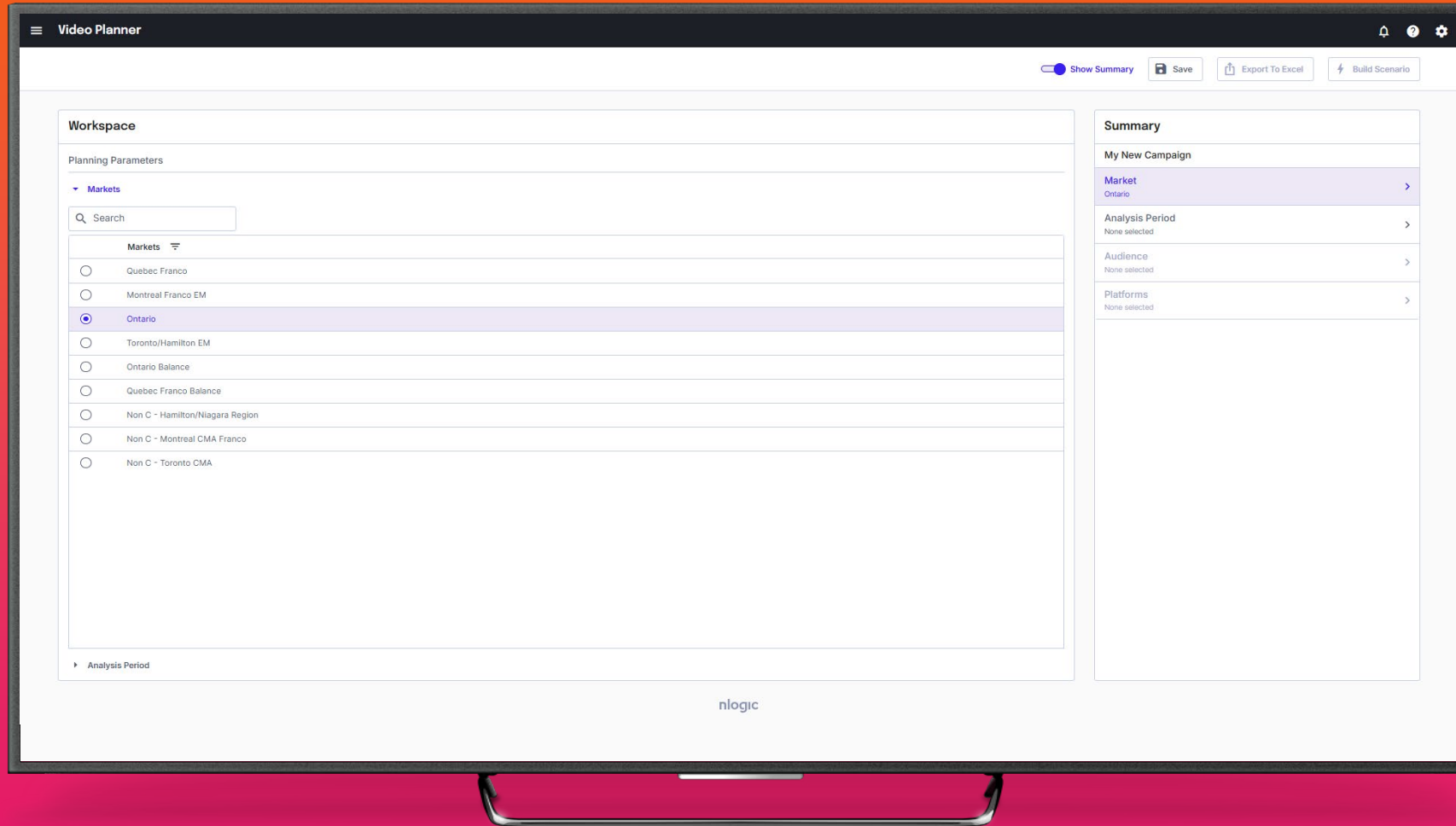
100 GRPs / 12,600,000 Imp
50:50 split

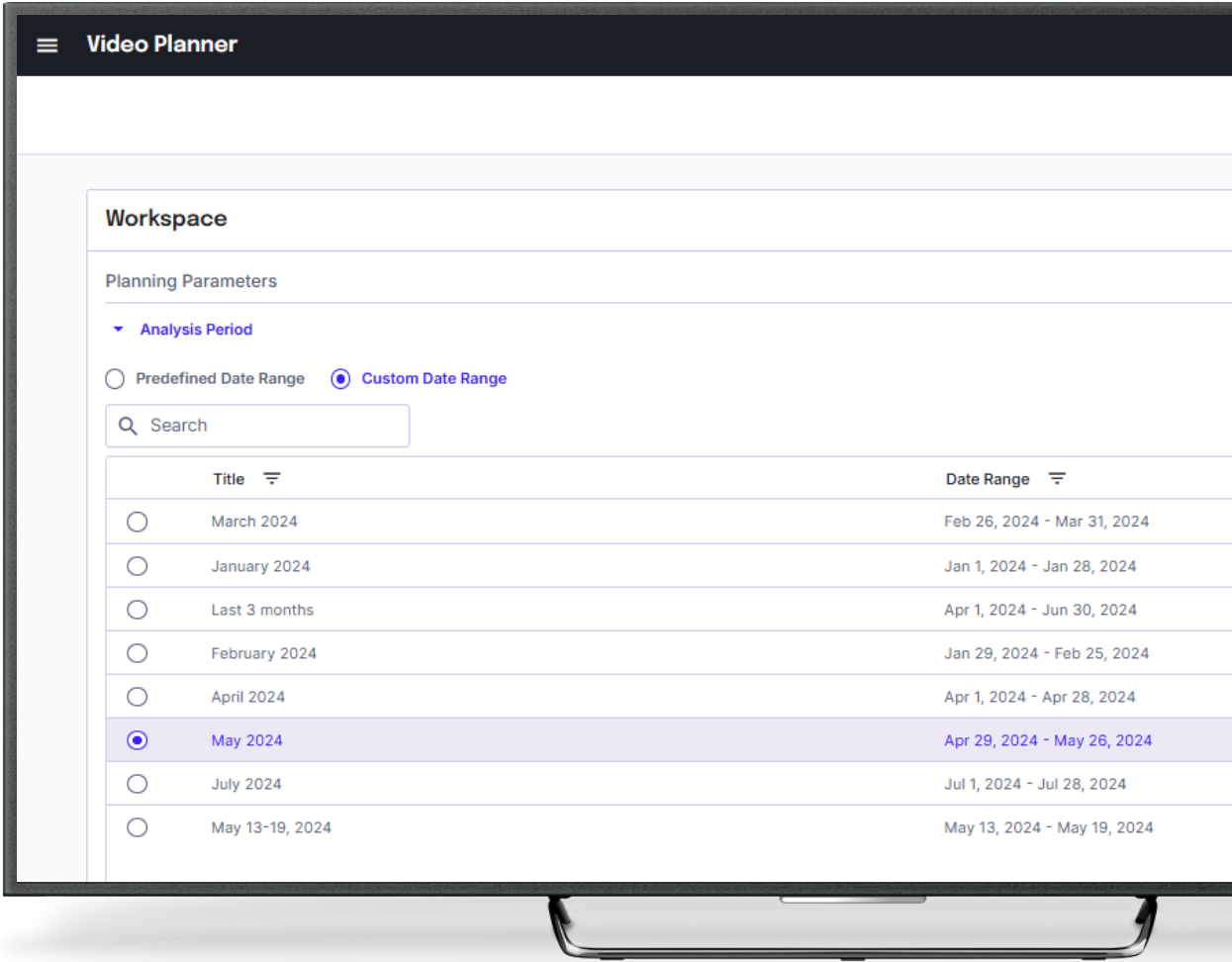
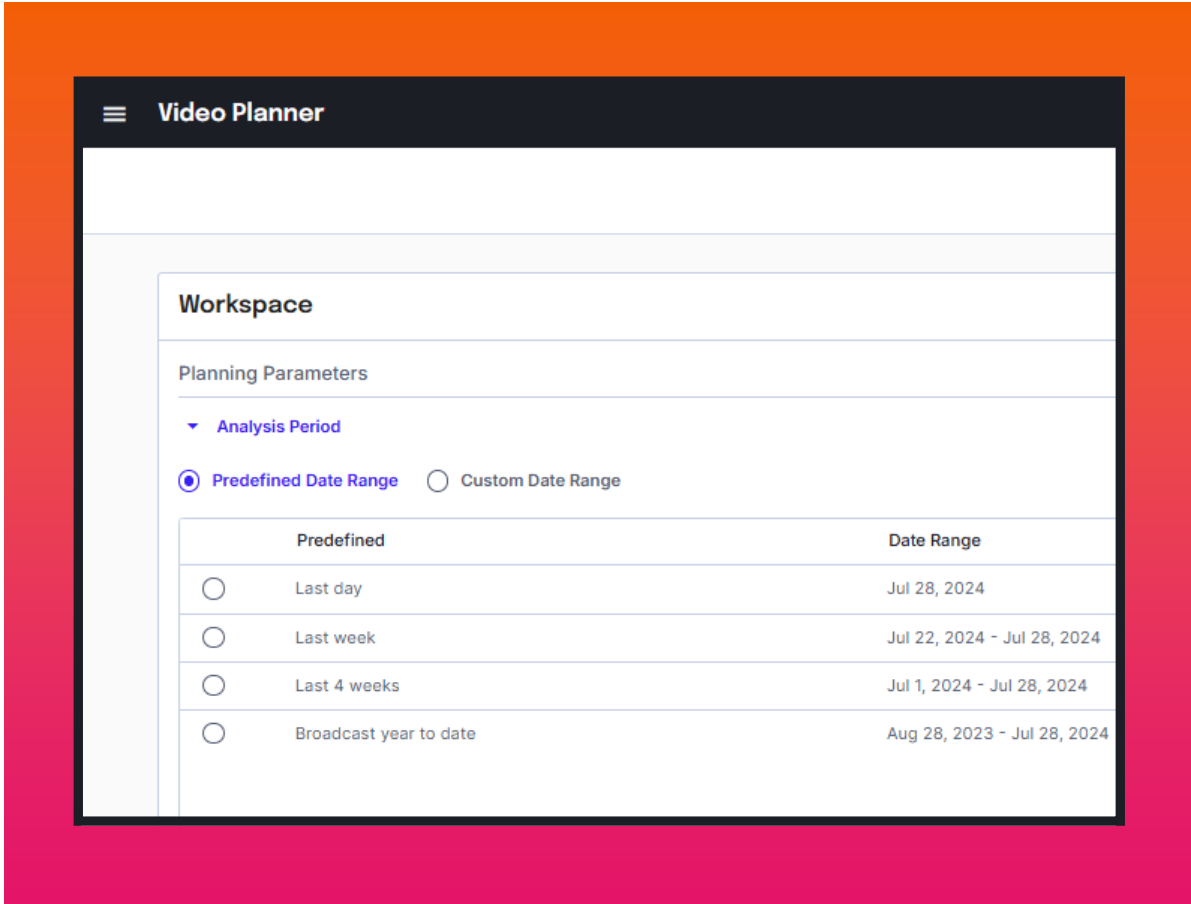
25% Streaming Ad Supported
Broadcast Exclusive: 27.7%
Streaming Exclusive: 5.0%

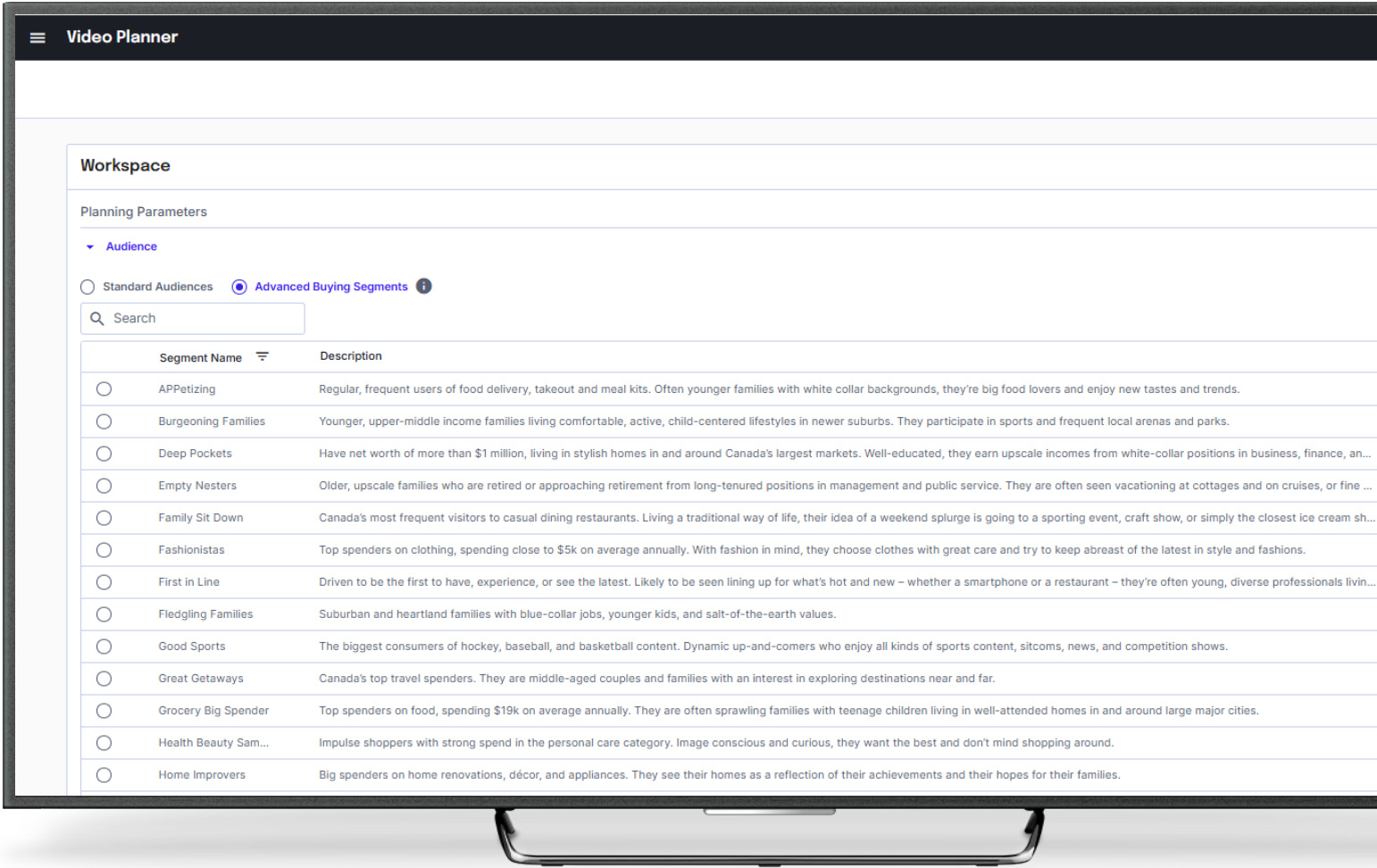
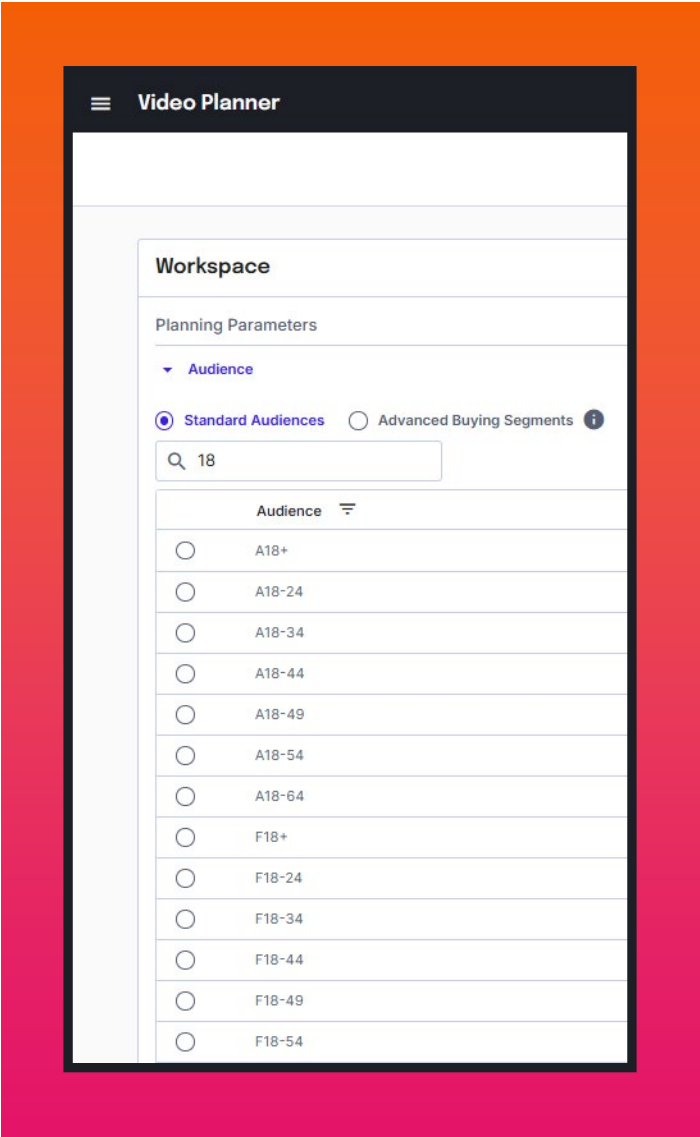
Video Planner: Scenario Example

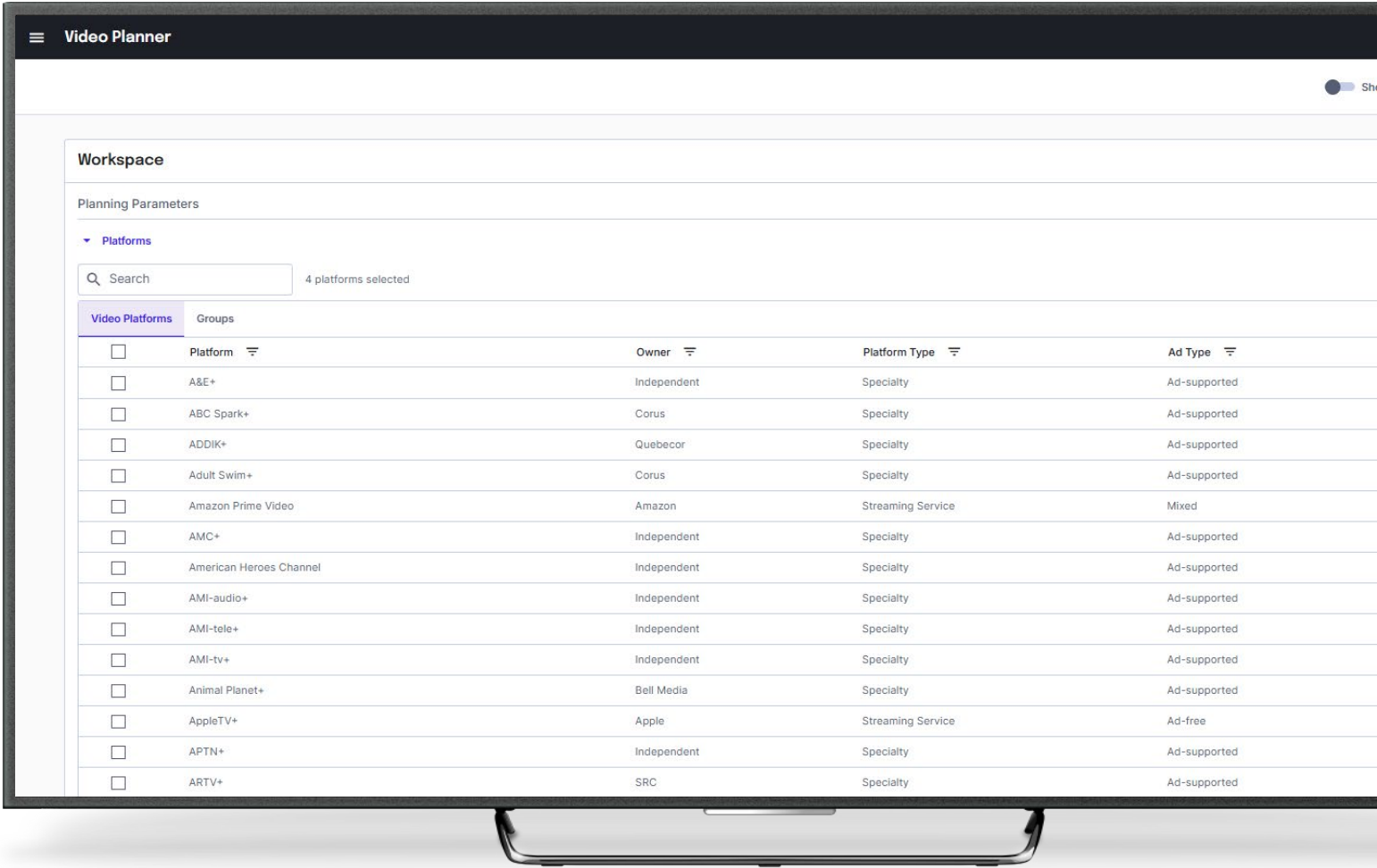
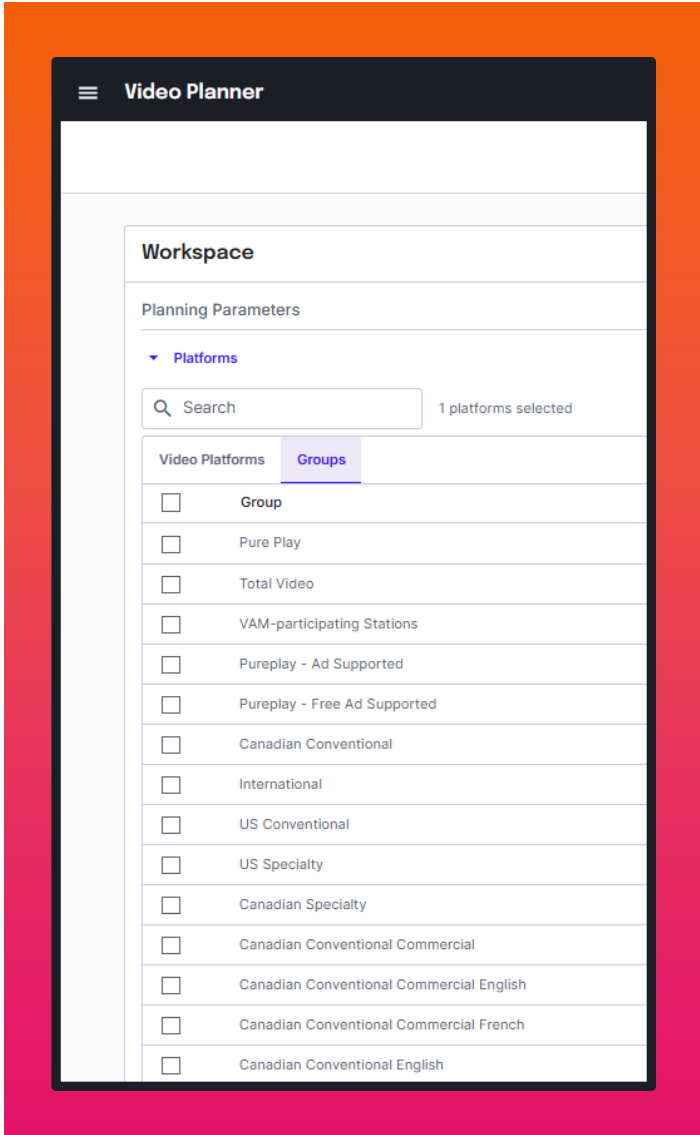
Ontario, A18+, w/o May 13 & April 29-May 26, 2024

	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	









Video Planner

Show Summary Save Export To Excel Build Scenario

Workspace Edit Parameters

Scenario Planning

Include Reach Curve Calculate

Scenario	Total Imp(000)	Imp%	Total GRPs	Camp Rch(000)	Camp Rch%	ExcRch%	Avg Freq	Calculate
Total Campaign	22,705.2	100	180.0	6,419.8	50.9	50.9	3.5	↻
Broadcast	13,244.7	58	105.0	4,966.5	39.4	33.5	2.7	
Streaming	9,460.5	42	75.0	2,191.9	17.4	11.5	4.3	

Platform Name	Daypart	Tuning Type	Imp(000)	Imp%	GRP	Ad Factor	ExcRch%
Pureplay - Ad Supported	2a-2a	Streaming	6,306.999	27.8	50.0	25	2.9
Pureplay - Free Ad Supported	2a-2a	Streaming	3,153.499	13.9	25.0	100	7.3
Canadian Specialty English	2a-2a	Broadcast	4,730.249	20.8	37.5	100	8.1
Canadian Specialty English	2a-2a	Streaming	0	0	0.0	100	0.0
Ontario Conventional	2a-2a	Broadcast	8,514.448	37.5	67.5	100	14.6
Ontario Conventional	2a-2a	Streaming	0	0	0.0	100	0.0

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Video Planner Show Summary Save Export To Excel Build Scenario

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Ontario Conventional	2a-2a	Streaming	0	0	0.0	100	0.0

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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

theTradeDesk | Partnerships



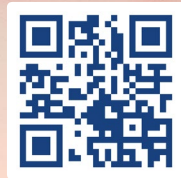
Integrate broadcast TV data into their platform



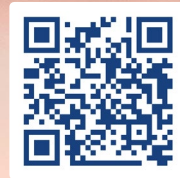
Allowing programmatic buying against broadcast audience segments

- Light
 - Medium
 - Heavy
 - TV Avoiders
-

Thank You



www.numeris.ca



www.nlogic.ca