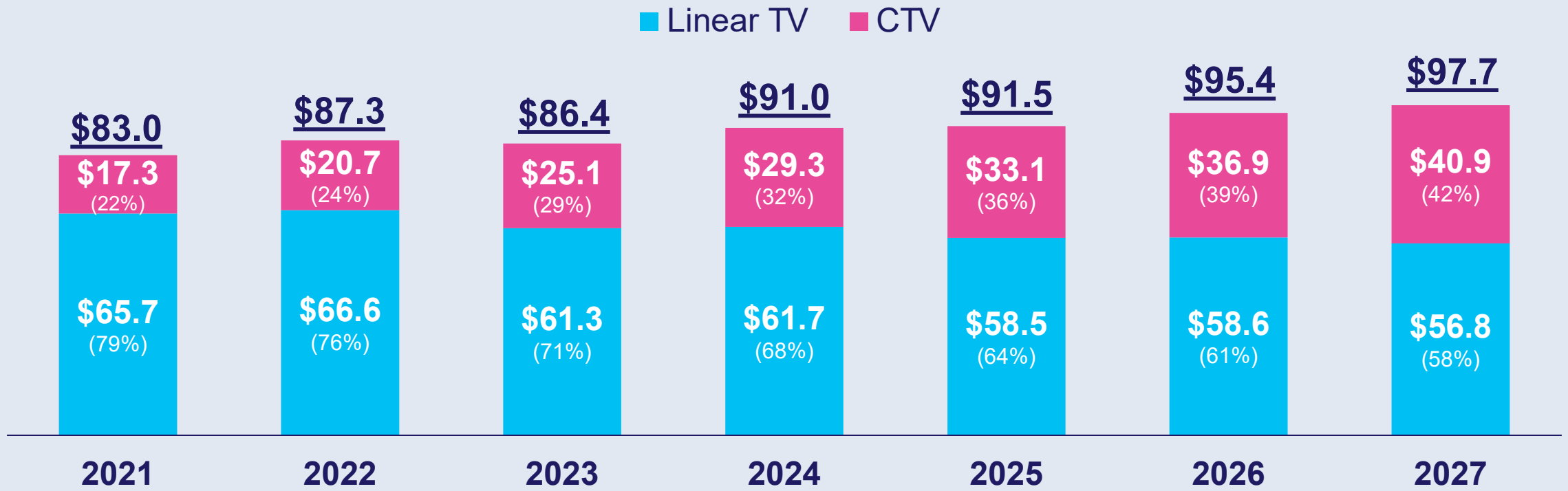




Convergent TV collectively represents a \$90 billion advertising opportunity with dollars continuing to shift to Connected TV

U.S. TV and Connected TV (CTV) Ad Spending
\$ in Billions



CTV Split: FAST/AVOD vs. SVOD: **58% / 42%**

Source: eMarketer, *US TV and Connected TV (CTV) Ad Spending, 2021-2027*, April 2023. Note: TV includes broadcast TV (network, syndication and spot) and cable TV, excludes digital. CTV includes digital advertising that appears on CTV devices, includes display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Hulu, Roku and YouTube, excludes network-sold inventory from linear and addressable TV. VAB analysis of TVRev, 'FASTs Are The New Cable, Part 2: Advertising', January 2023.