

CONSUMER BEHAVIOR

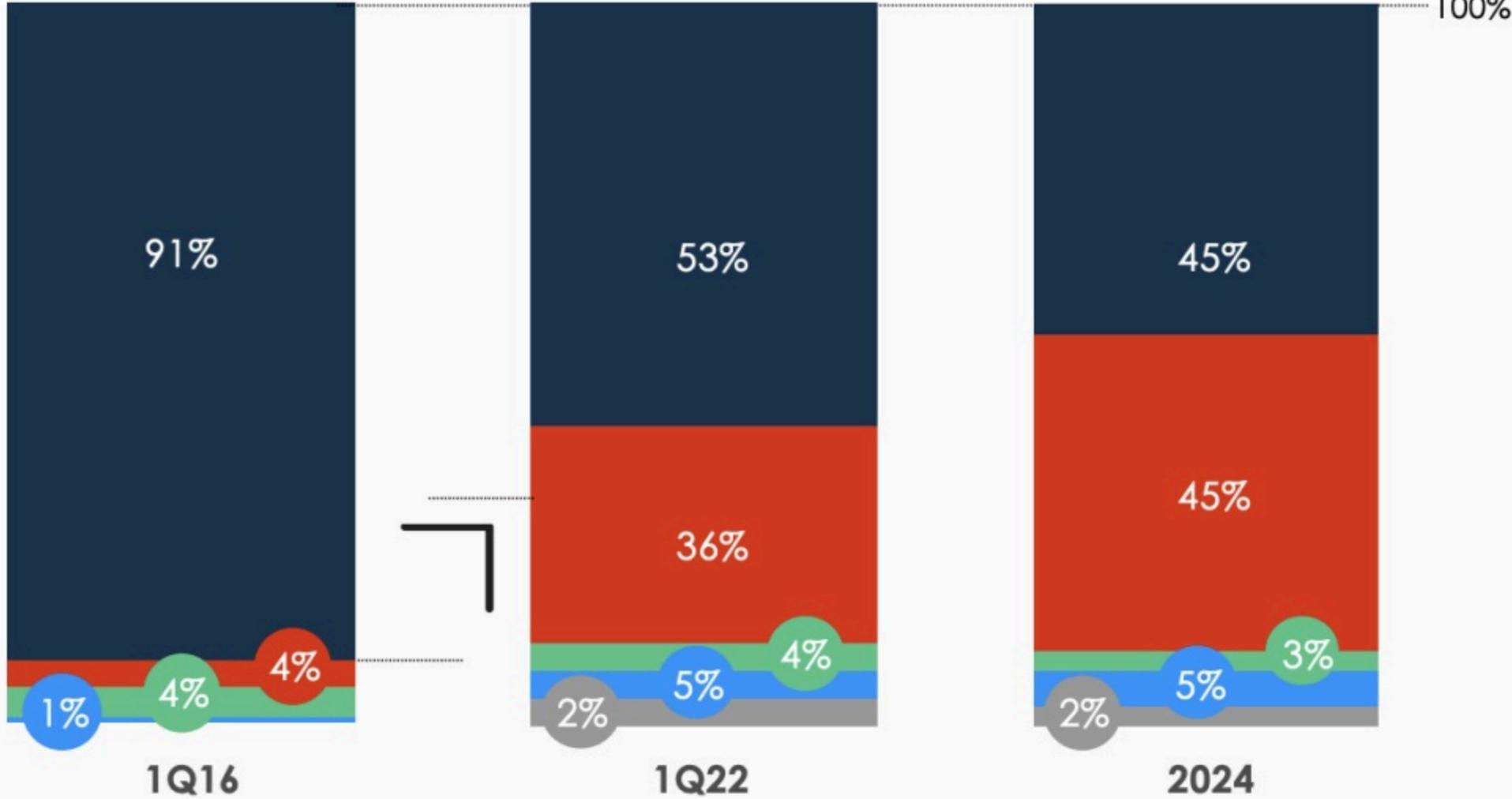
shifted significantly in 5 years

AVERAGE TIME SPENT

Per day on video, per device¹

- Linear TV
- CTV
- Video on a Computer
- Video Focused App/Web on a Smartphone
- Video Focused App/Web on a Tablet

¹ Nielsen Total Audience Report, 1Q16
² IAB Advertising Report

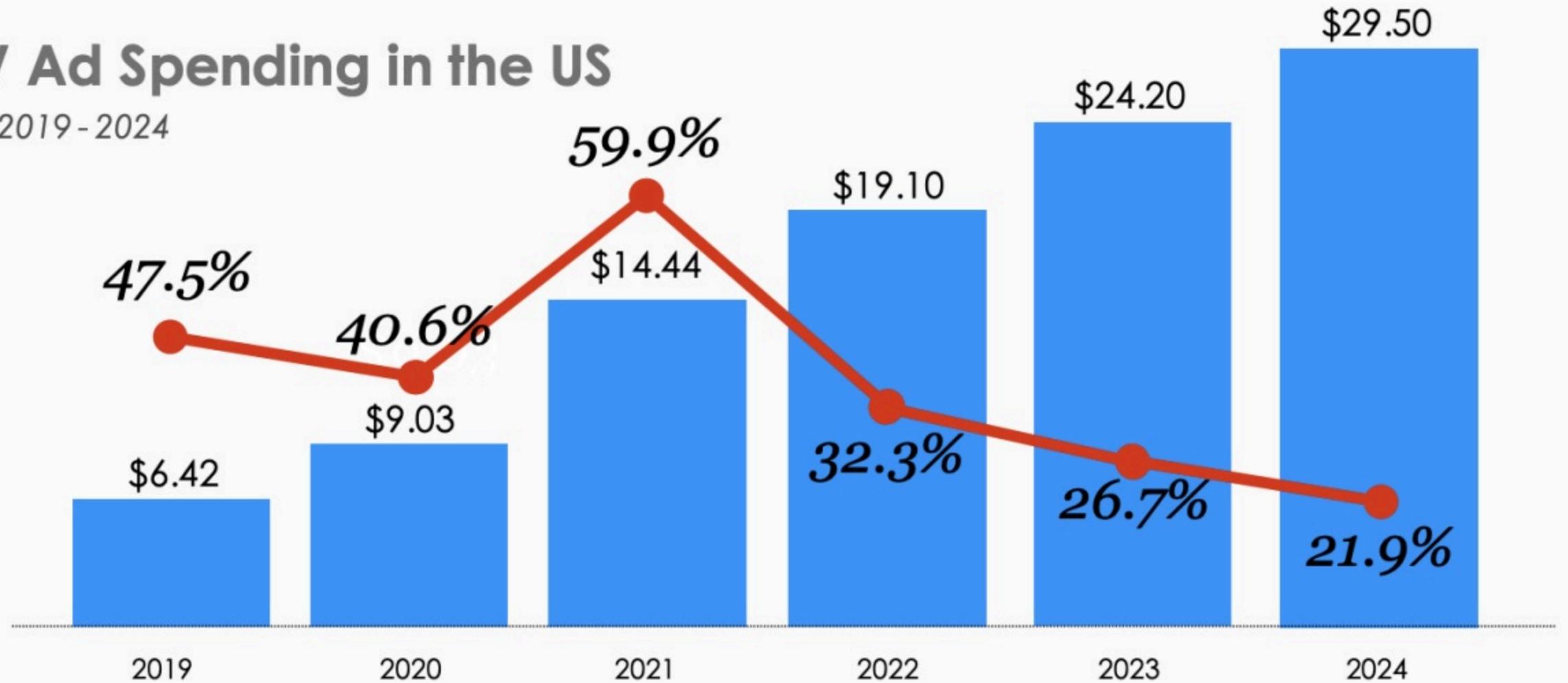


CTV IS OUTPACING *all other forms of media in the US*

Connected TV Ad Spending in the US

Billions and % Change, 2019 - 2024

- Connected TV Ad Spending
- % Change



Citation: eMarketer, Oct 2021

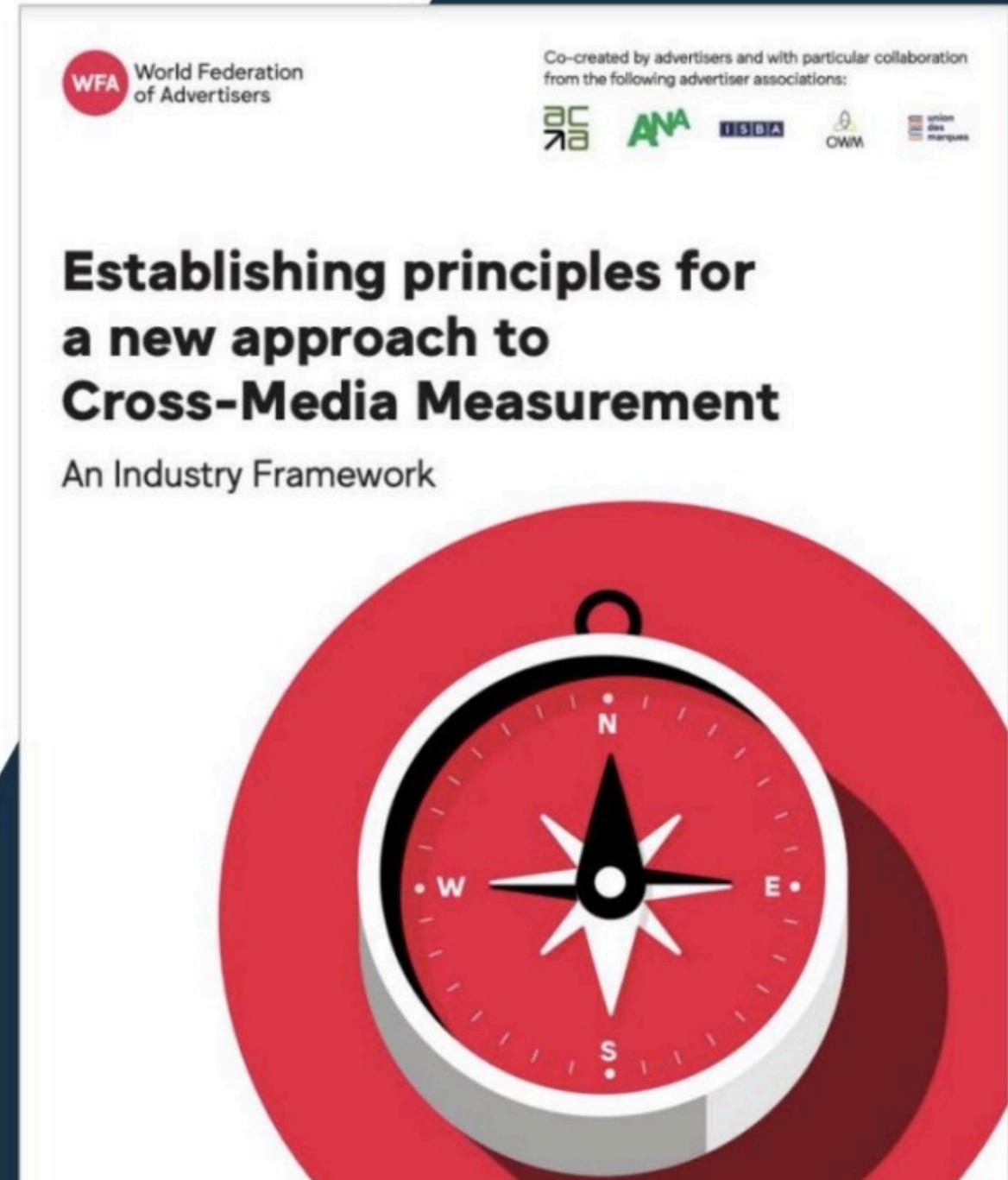
Industry demands

A fundamentally new approach

The WFA & ANA's new framework

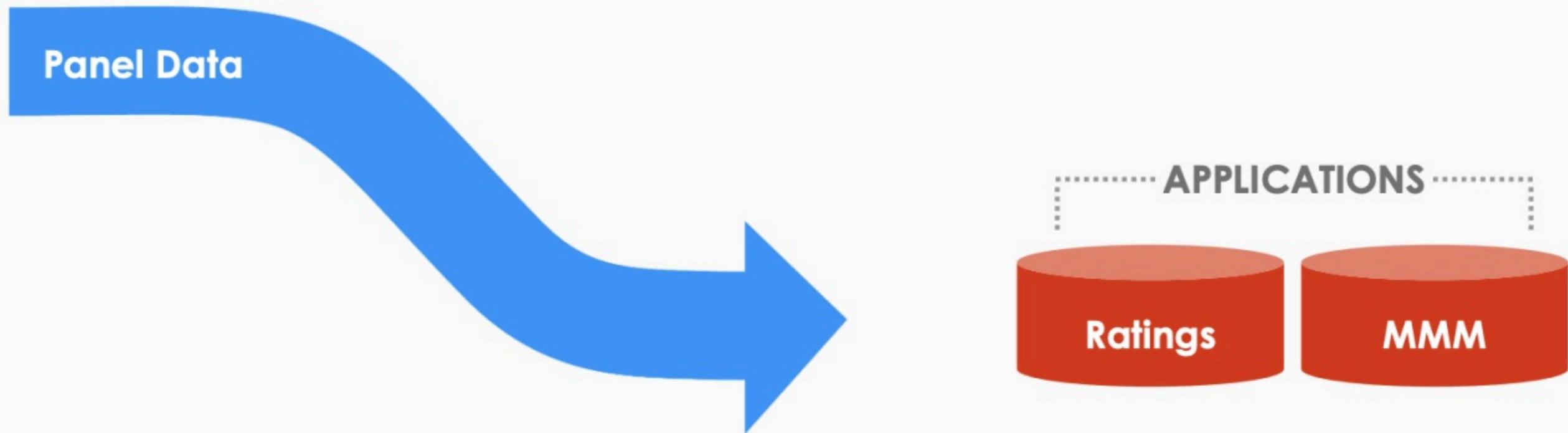
Core requirements include:

- Panel + census data sets
- Cross platform, single-source panel
- Person-level insights
- Second-by-second, duration metrics



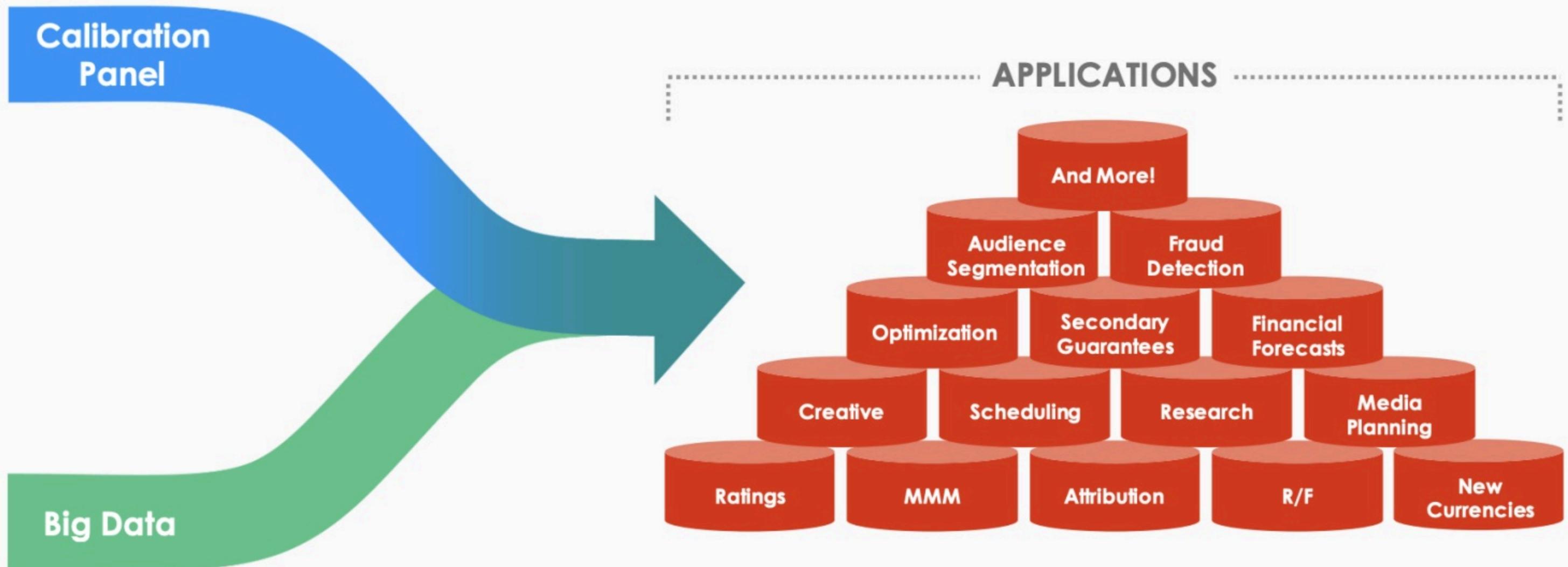
TODAY

Panel data powers limited applications



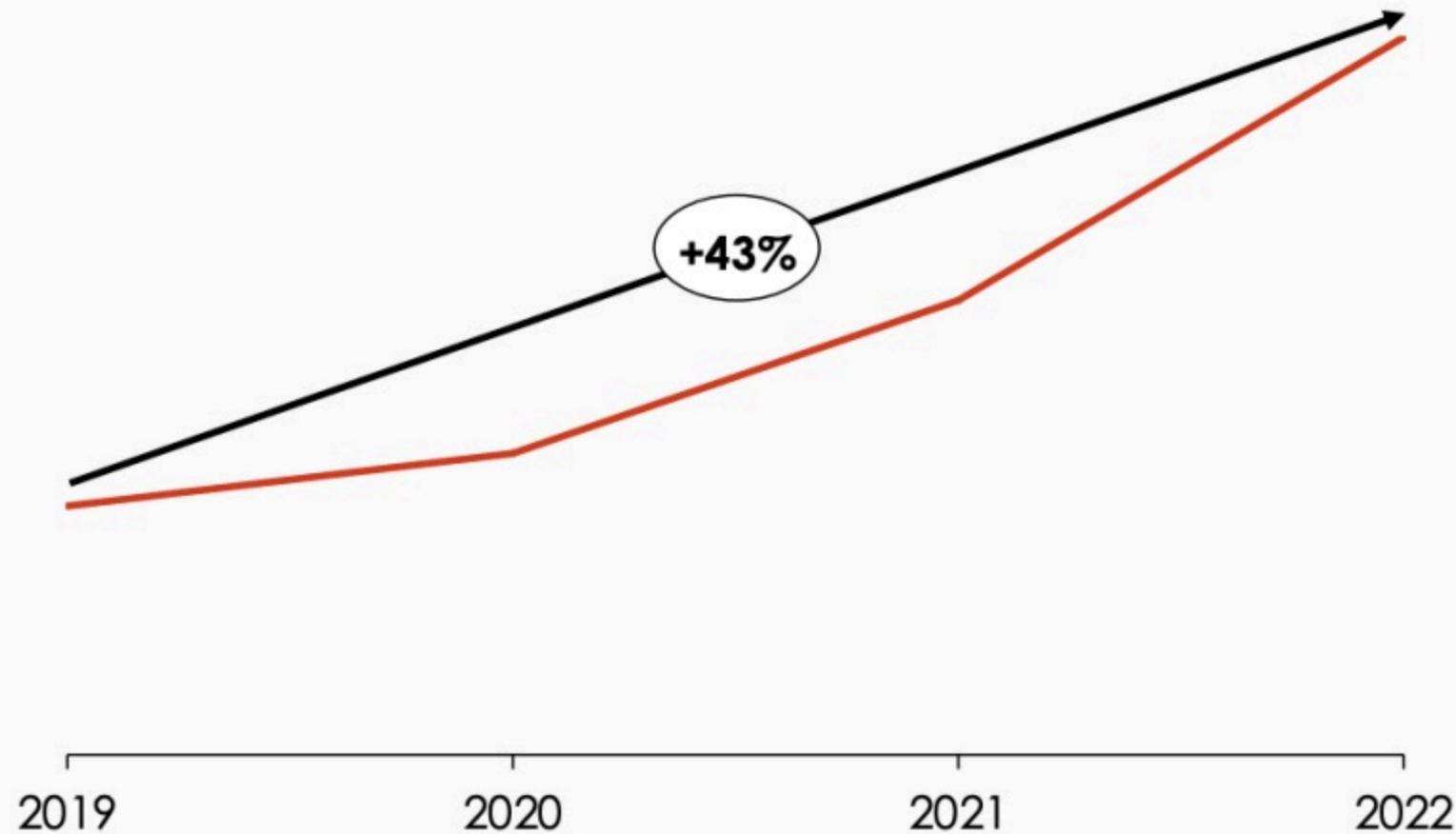
FUTURE

Big Data calibrated with Panel Data powers unlimited applications



KEY FINANCIALS

ARR, in millions



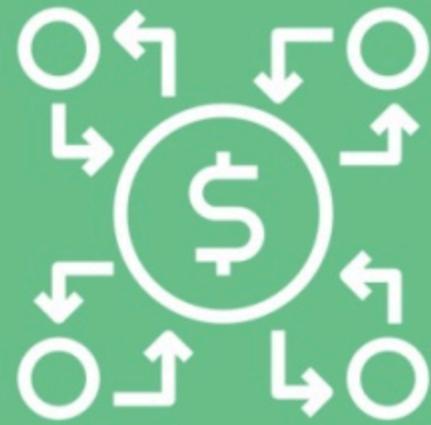
- Recurring revenue ratio improved from 20% to 85% over the last 4 years
- ARR growth has been accelerating by stronger new bookings and renewal ratio
- CTV related ARR grew from 18% to 42% of TVision business

Evolution of TVision Business

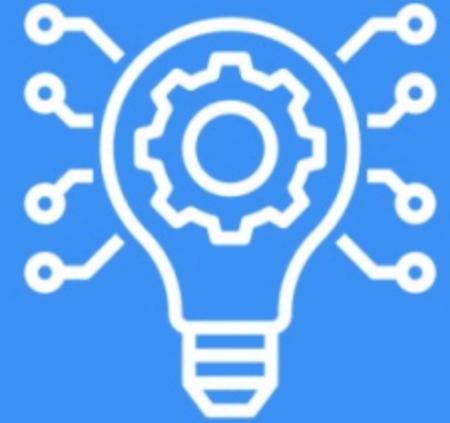
Proprietary panel will continue to power TVision's future growth



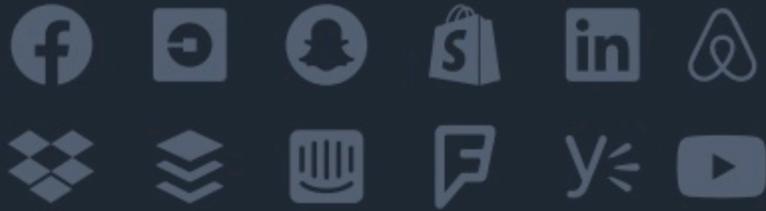
TVision's panel is an alternative to Nielsen – we're cheaper, and easier to work with



We're powering person-level measurement strategies for all significant Nielsen competitors



TVision is well-positioned to build future data applications and capture future opportunity



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