



Watch What You Want.

Xumo seamlessly delivers over-the-top (OTT) and video-on-demand (VOD) content direct to consumers through native integrations with smart TVs, mobile and desktop applications. Xumo brings consumers premium digital and broadcast content and applications that are fully equipped with content recommendations, curated programs and dynamic ad insertion capabilities.

Platform

Xumo does all the heavy lifting.

- ▶ Metadata ingestion
- ▶ Metadata normalization
- ▶ Content recommendations
- ▶ Audience measurement
- ▶ Ad monetization
- ▶ Data management
- ▶ Content delivery
- ▶ Program curation

TV Distribution

Increase brand awareness with your target audience by streaming on up to **20 million smart TVs** in the US.

- ▶ Panasonic
- ▶ LG
- ▶ Sanyo
- ▶ VIZIO + remote control button
- ▶ Philips
- ▶ Magnavox

Content

Xumo distributes premium live and video-on-demand (VOD) content through the Platform. Content is curated into linear playlists to program a lean-back experience on a large screen.

Xumo streams **50+ free** premium channels:

- ▶ Bloomberg Politics
- ▶ The Wall Street Journal
- ▶ Sports Illustrated
- ▶ TIME Magazine
- ▶ Vogue
- ▶ BuzzFeed
- ▶ People Magazine
- ▶ GQ
- ▶ Reuters
- ▶ Glamour

Ad Inventory

Valuable measurement and targeting capabilities.

- ▶ 100% viewable
- ▶ Exclusive inventory: pre-roll, mid-roll
- ▶ Standards-based IAB video format, mp4
- ▶ Target capability: geo, daypart, etc.

xumo.com
@XumoTV



One-third

of OTT TV users prefer smart TVs over other platforms.

Source: TDG Research

1st

wholly ad-supported over-the-top TV-first service offering premium channels.

up to 20MM

smart TVs in the US are outfitted with the Xumo service. Smart phones and desktop will roll out by Q2 2016.

50+

premium digital channels.

Native

application integrations with 65% of the smart TV market. Default IP channel integrated in LG's broadcast experience.

Linear

programming for broadcast and web-based channels.