

XUMO is your destination for **free** LIVE and on-demand streaming entertainment. With 90 different channels to choose from, you won't get bored. Tune in for newly launched music channels, breaking news, epic fails, stand up comedy, sports, news coverage, and more.

XUMO has an amazing lineup of channels that span nine genres, including: LIVE news from Cheddar who reports from the New York Stock Exchange each morning, the best in comedy from channels like FailArmy and JASH. Stream game highlights and analysis from Sports Illustrated and Copago. Gather everyone around for family-friendly entertainment from PBS Digital Studios, Family Feud and American Idol. Travel the world with Condé Nast Traveler and bon appétit. Keep up with viral hits from JukinVideo and style trends from Vogue, Refinery29 and more.

ABOUT THE PLATFORM

- ▶ XUMO offers a multi-screen platform experience across smart TVs, mobile and set top box devices.
- ▶ 25% of XUMO's offering is a native experience available through one-click access.

NATIVE

LG Electronics
VIZIO
Panasonic

APP

Panasonic Phillips
Sanyo Hisense
Magnavox Sharp

- ▶ XUMO is available in 20 million households in the US.

CHANNEL LINEUP

- ▶ XUMO currently offers 90 free channels. Full list on page 2.
- ▶ These channels are comprised of premium, digital networks featuring both LIVE and on-demand options.

BROADCAST

CBSN
HSN
Vibrant TV
Newsmax TV
Cheddar

ON-DEMAND (sample)

Tastemade Bloomberg Politics
FailArmy Funny or Die
Baebie Music America's Funniest Home Videos
Got Talent Global FOX Sports
Super Deluxe Just for Laughs

*please contact partners@xumo.com for more information.

DISCOVERY / SPONSORSHIP OPPORTUNITIES

- ▶ XUMO was built and designed with content discovery in mind.
- ▶ Ample audience development opportunities are available on-platform and off.
- ▶ Custom sponsorships are also available.*

ON-PLATFORM

Billboard/VO
In-Channel Media
Hero Unit
Power Up Unit
Channel Ident
Promercial
RON Media

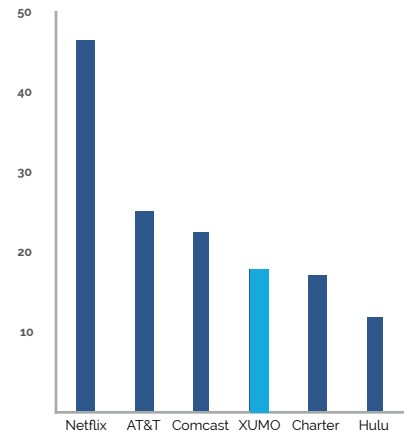
OFF-PLATFORM

Mobile Retargeting
Native Retargeting
Audience Retargeting
Customer Newsletter
Audience Extension

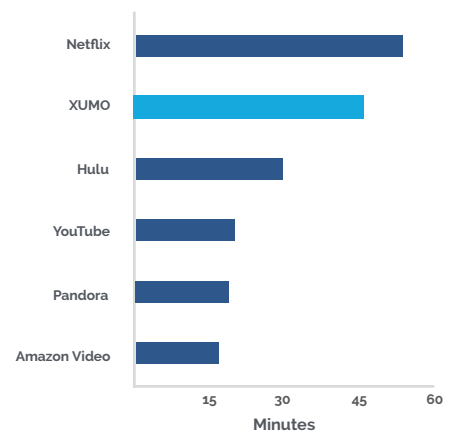
*please contact sales@xumo.com or see page 3 for placements

AUDIENCE

Number of Households (MM)



Average Weekly Engagement



Comedy	Sports	News
Pop Culture	Entertainment	Fashion
Lifestyle	Food & Drink	Music

*please contact partners@xumo.com for more information.

Align your brand with specific channels that match with your desired audience. Sponsor one channel so a user is exposed to your brand at each touch-point and enjoy extended branding throughout the genre. Our smart, non-invasive and quality ad inventory will deliver your desired awareness and brand-affinity.

SMART TV PLACEMENTS

A. CUSTOM BILLBOARD/VO ▶

- ▶ Targeted to channel. Autoplays at launch. First viewed asset.

B. IN-CHANNEL MEDIA ▶

- ▶ Ad exposed in channel inventory.

C. CO-BRANDED HERO UNIT

- ▶ Appears on home screen. Launches channel.

D. CO-BRANDED POWER UP UNITS

- ▶ Appears upon TV being powered on. Launches channel.

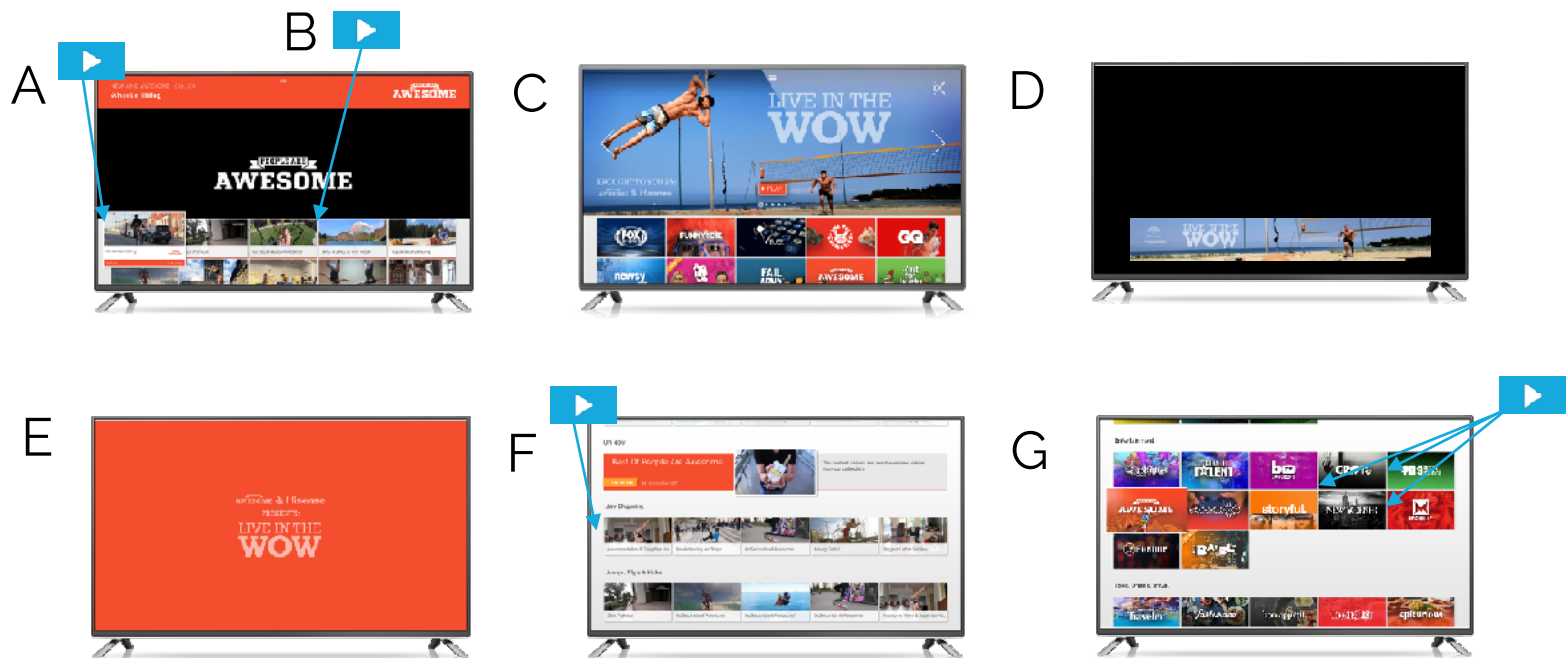
E. CO-BRANDED IDENT

- ▶ Appears on screen between each video.

F. CO-BRANDED PROMERCIAL ▶

- ▶ Custom promercial autoplays when launching specific programs.

G. RUN OF NETWORK MEDIA BUY ▶



All media placements receive 100% share of voice when on-screen and are 100% in-view.