

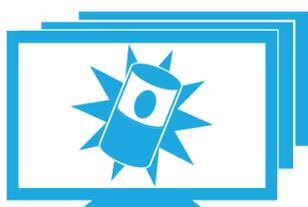
Our Company

Roku pioneered streaming to the TV. We connect users to the streaming content they love, enable content publishers to build and monetize large audiences, and provide advertisers with unique capabilities to engage consumers. Roku streaming players and Roku TV models are available around the world through direct retail sales and licensing arrangements with TV OEMs and service operators. The company was founded by Anthony Wood, inventor of the DVR. Roku is headquartered in Los Gatos, Calif. U.S.A.

Our Mission

Roku Advertising enables brands to unlock an audience they are currently missing, reach highly engaged viewers, and measure the effectiveness of their campaigns unlike any other OTT platform.

The Platform Has a Lot of Perks for Brands



More Accurate Customer Data

Proprietary registration data lets us target your audience far more accurately than publishers can

Better Video Ad Inventory

You gain access to premium inventory ad networks can't offer

Advanced Capabilities at Scale

Our ad tech stack supports interactive video, industry-leading measurement tools, and more

Data Leveraged from Device IDs



User must enter a valid credit card during device setup



User is assigned a unique Device ID with their personal information



Roku serves relevant video ads based on the Device ID

Reach Your Ideal Consumer with Data-Driven Addressable 1:1 Targeting

Every Roku device requires registration information, authorizing a fully addressable OTT advertising platform

Enables Target to deterministically reach audiences with 1:1 targeting precision at scale

Leverage Roku proprietary, 3rd party, and Target's data segments to achieve the most important KPIs



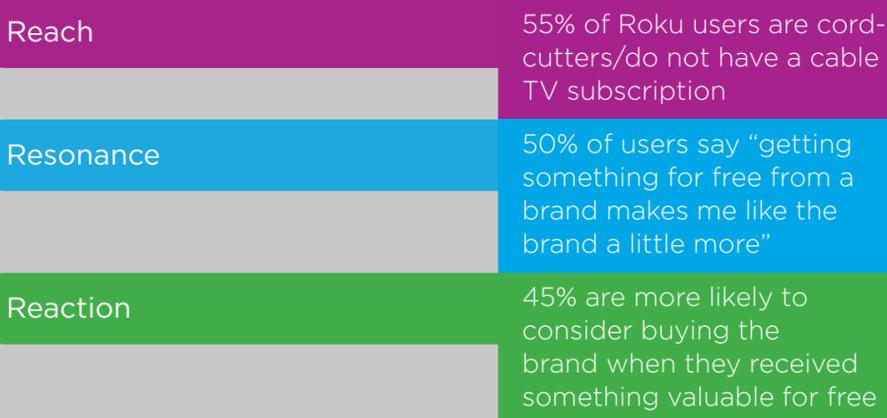
Brands connect with Roku's audience and seamlessly integrate with premium content and channels

Average time spent with branded content is 11 minutes

73% of consumers appreciate when a brand sponsors free content

- Seamlessly integrate into the user-interface
- Enhance time spent with your audience
- Increase brand favorability

Custom Sponsorships Drive Valuable Engagement



Ad Measurement Across the Consumer Journey

Audience Validation
Nielsen DAR
Nielsen Custom TAR
comScore VCE

Visitation Attribution
Millward Brown CBI
Placed Attribution
Foursquare Attribution

Brand Lift
Millward Brown BLI
ResearchNow
ADimension

Sales ROI
Experian A/B Sales Response
Experian Media Auto Response
IRI Sales Lift
Oracle Datalogix Sales Lift
Nielsen Buyer Insights
Nielsen Catalina Solutions
Nielsen Watch Effect

The Five Reasons Why To Partner with Roku



75% of our audience are cordless or light linear TV viewers



Massive scale and reach as the largest OTT platform



All ad-supported content is 100% premium, made-for-TV content



Custom branded integrations driving engagement for brands



Ability to accurately measure the effectiveness of media campaigns

To learn more about our solutions for Content Providers, contact us at advertising.roku.com/contact