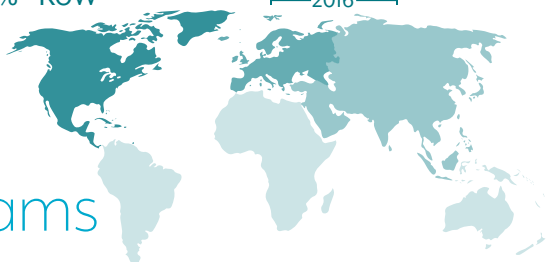
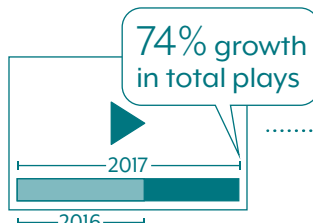


PART I: THE STATE OF THE OTT MARKET

In 2017, Conviva's global customer base initiated

38.8B plays
 which drove
12.6B viewing hours
 across
2.4B devices
 with as many as
9.76M concurrent streams

TOTAL PLAYS BY REGION
 54% North America
 25% Europe
 18% Asia
 3% RoW



103% growth

2016 2017

CONCURRENT STREAMS

71% growth

2016 2017

VIEWING TIME PER DEVICE

47%

COMPLETION RATE ACROSS ALL DEVICES

#1 Xbox

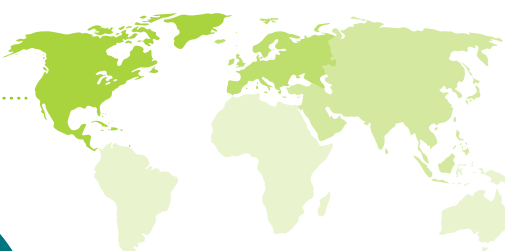
#2 Roku

#3 Android

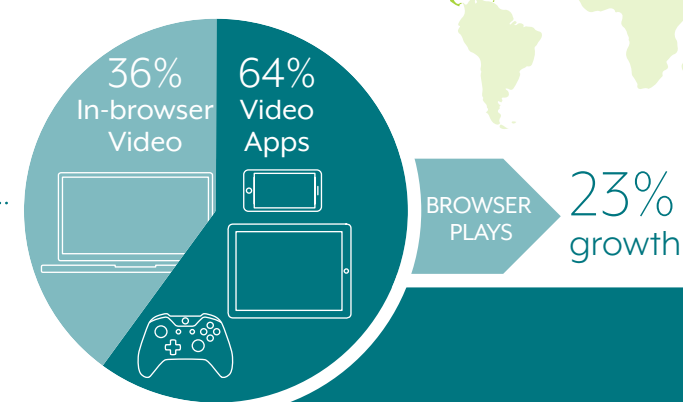
#4 iOS

AVG COMPLETION RATE RANKED BY DEVICE

The internet is now driving broadcast TV-scale audiences and viewing time across a wide variety of devices.



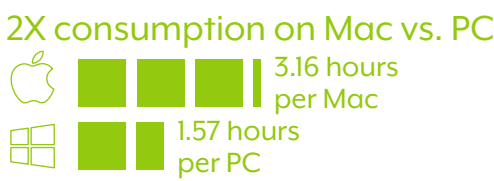
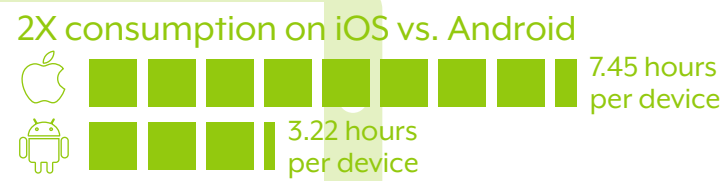
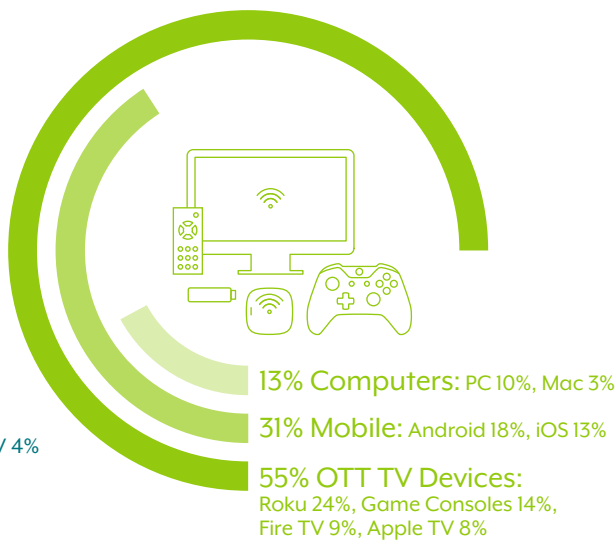
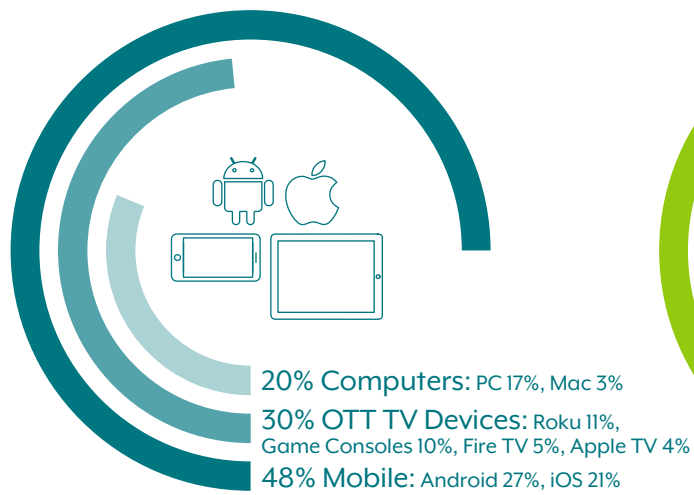
VIEWING HOURS BY REGION
 58% North America
 21% Europe
 19% Asia
 2% RoW



Growth in viewing hours
2X

Most plays are on mobile devices

Most viewing hours are on living room devices

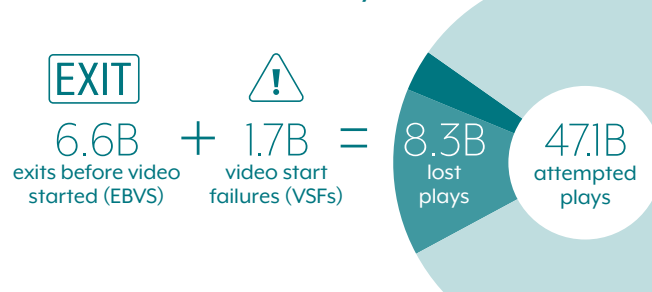


PART II: THE STATE OF OTT STREAMING VIDEO QUALITY OF EXPERIENCE (QoE)

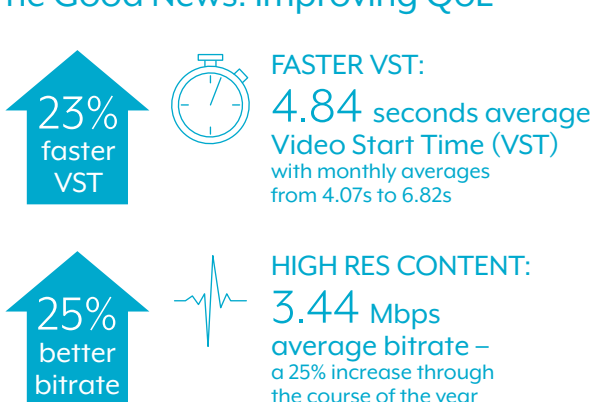
In 2017, the internet lost

8.3B plays
 that could have driven
2.6B viewing hours

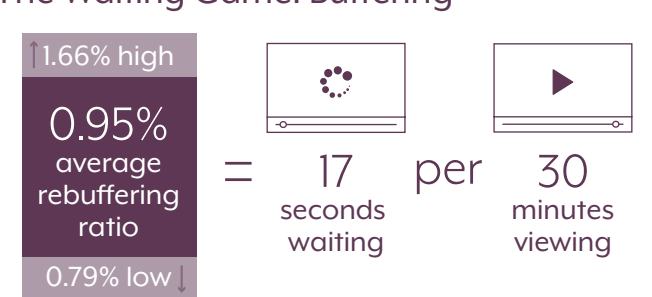
The Bad News: Lost Plays



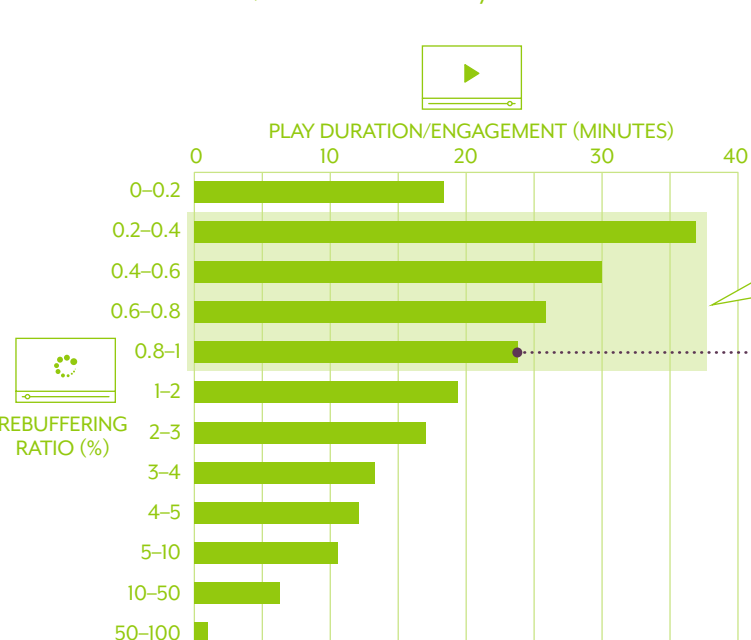
The Good News: Improving QoE



The Waiting Game: Buffering



What is the impact of the spinning buffering wheel on viewing time, viewer satisfaction, and ultimately revenue?



Real-time QoE monitoring can be used as predictive indicator of viewer engagement and satisfaction.

The OTT market continues to see explosive growth not only in the number of viewers, but the amount of time spent viewing as well. The data in this report is based solely on Conviva's customers, the Conviva customer base covers nearly 60%* of the internet population and measures 7 out of the top 10 SVOD providers in the US (as noted by Parks & Associates), has a global data set comprising viewer data from over 180 countries connected to the internet by over 1,200 internet service providers.

* In 2017, Conviva saw 1.04B unique streaming apps on devices just in the United States. Conviva data shows on average there are 2.2 video streaming apps per device; in the U.S. there are 2.9 devices per person. Of the entire US internet population (287M), Conviva sees 163M unique internet viewers.