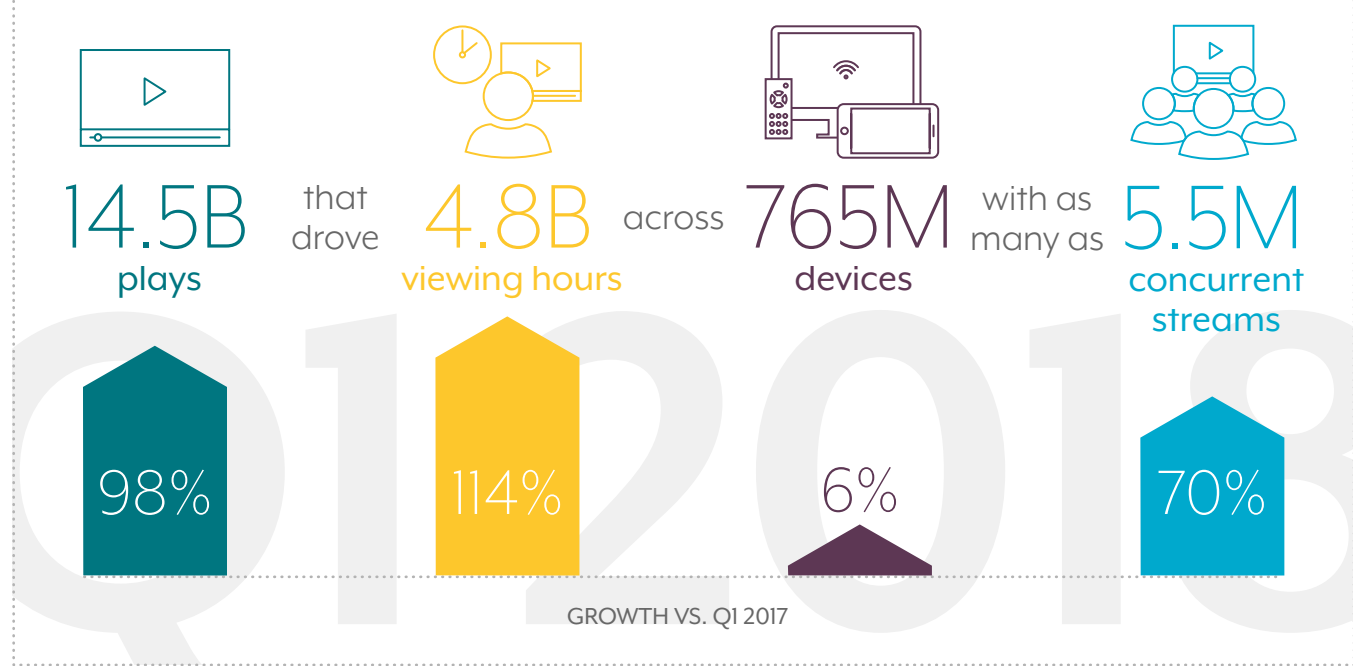


Conviva's All-Screen Streaming TV Census Report

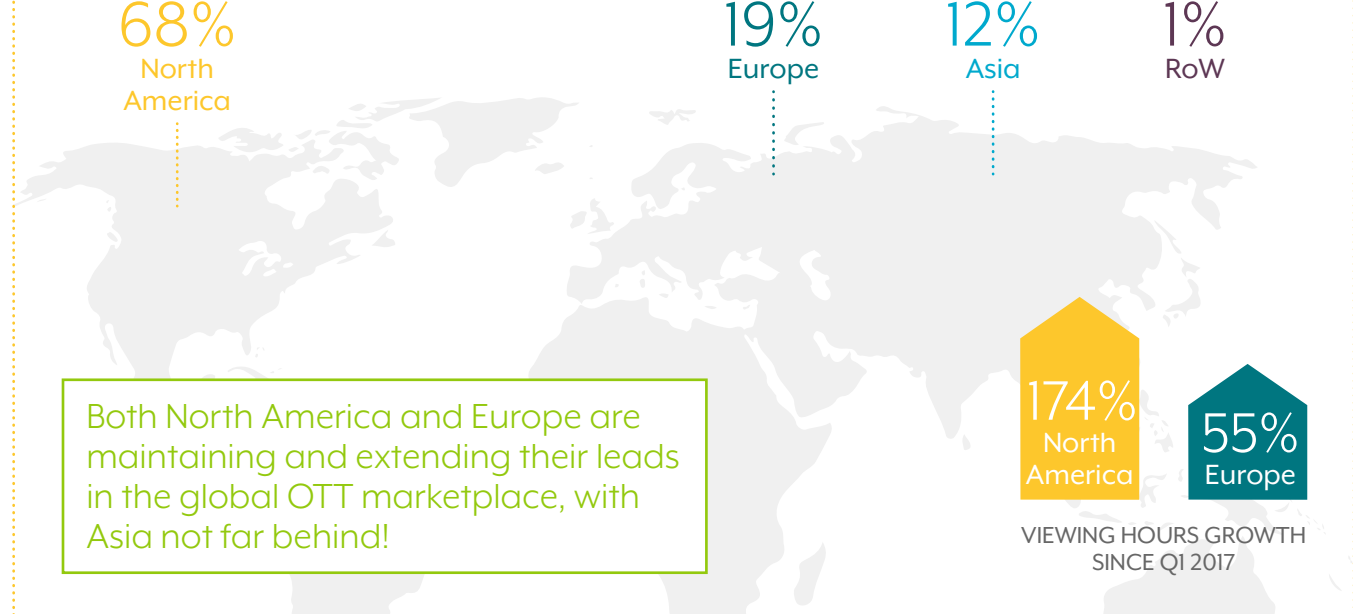
Measuring the Quantity and Quality of Streaming Video Q1 2018

PART I: Quantity

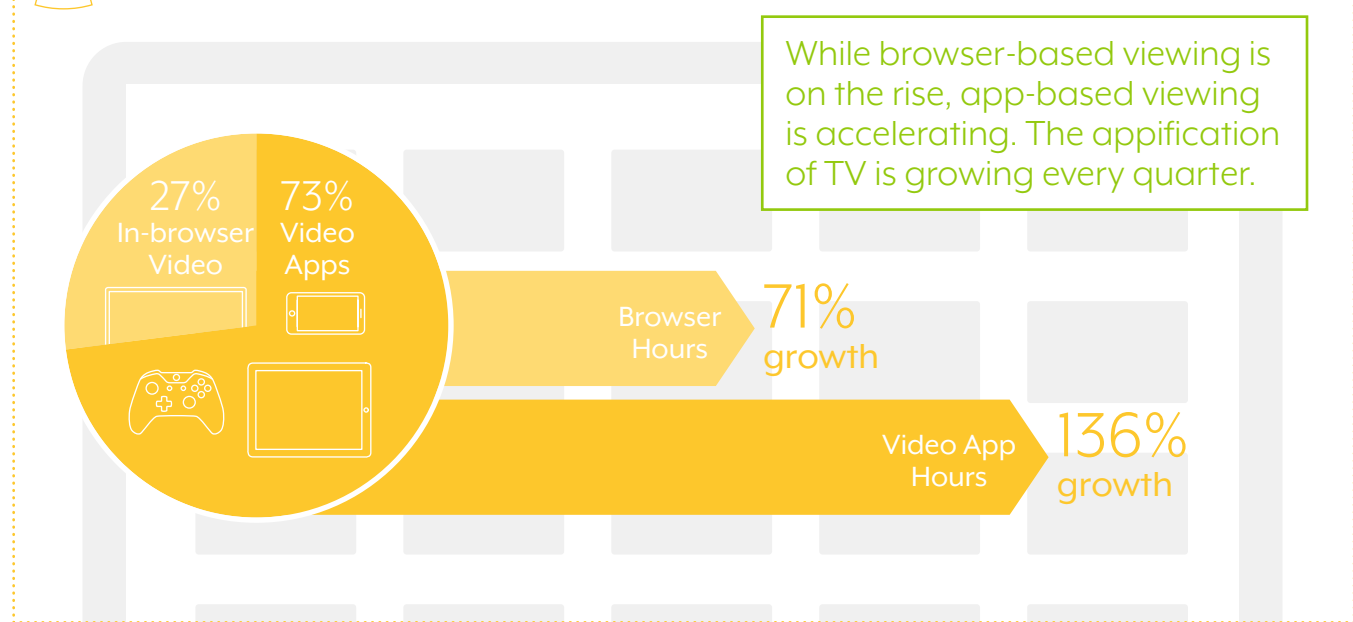
In Q1 2018, Conviva's global customer base initiated



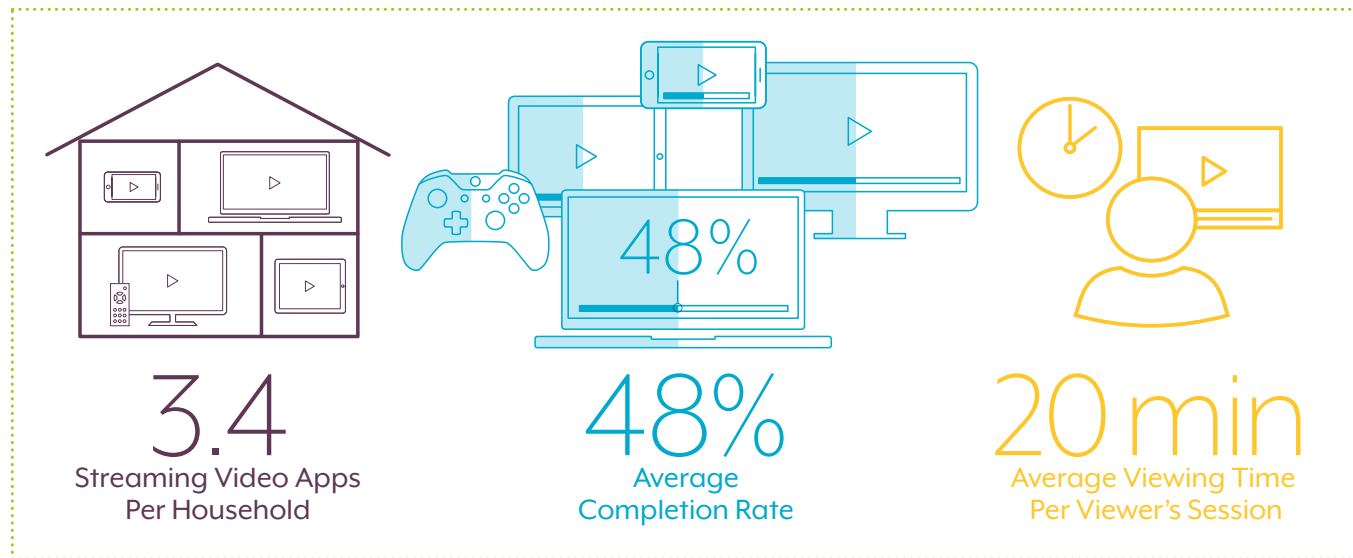
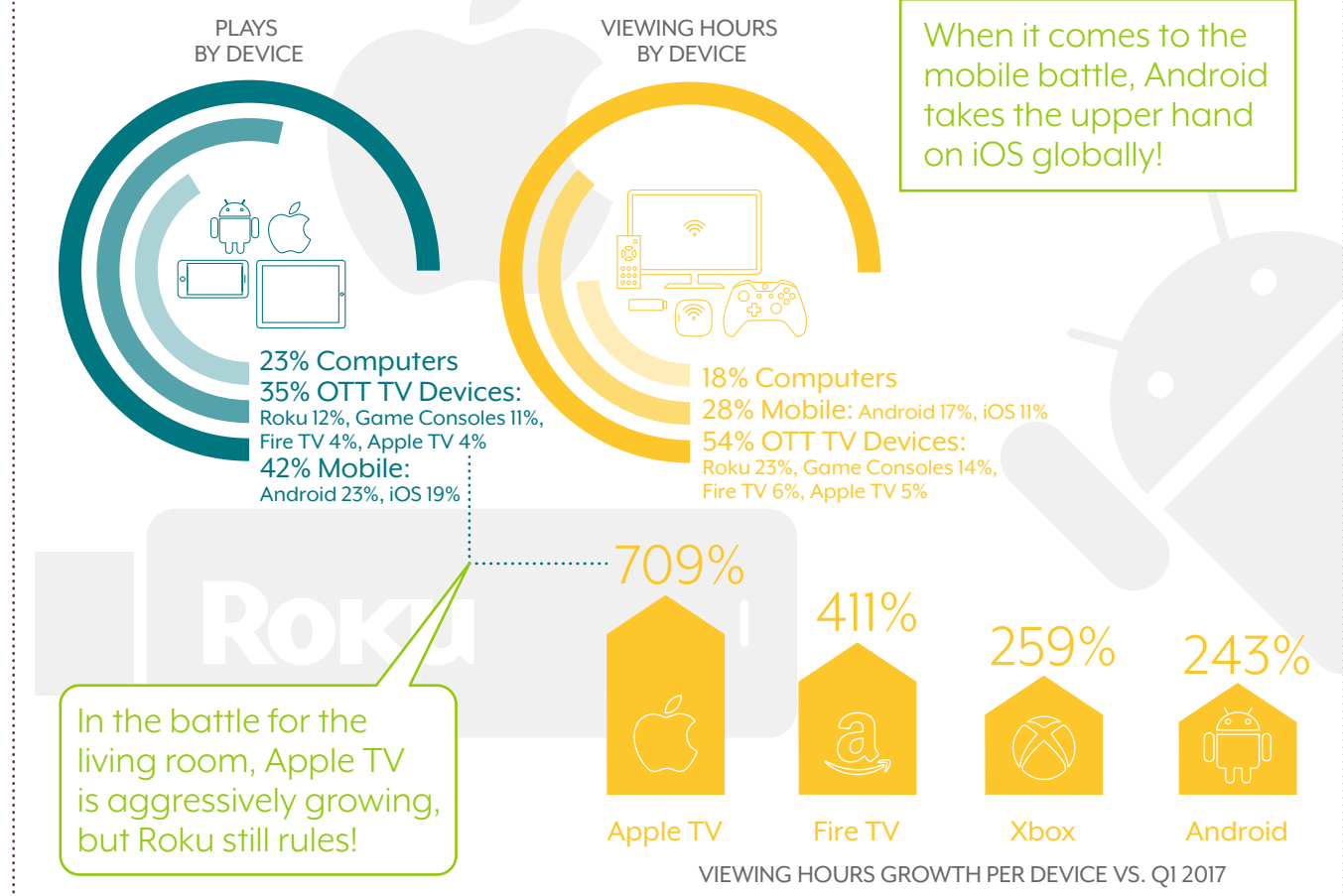
Viewing Hours by Region



Viewing In-App vs. In-Browser



Viewing Screen Popularity

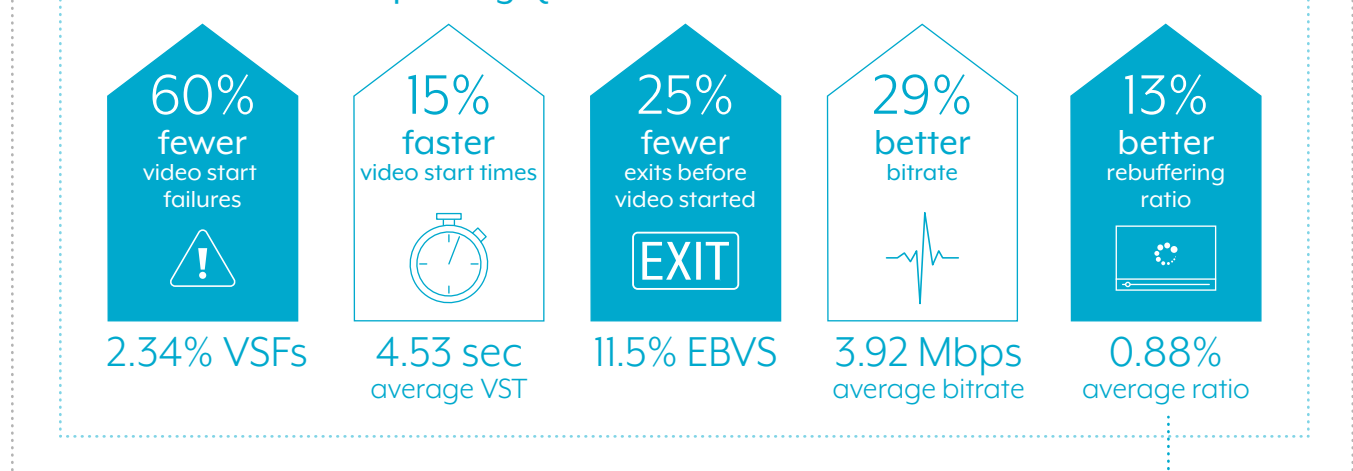


PART II: Quality

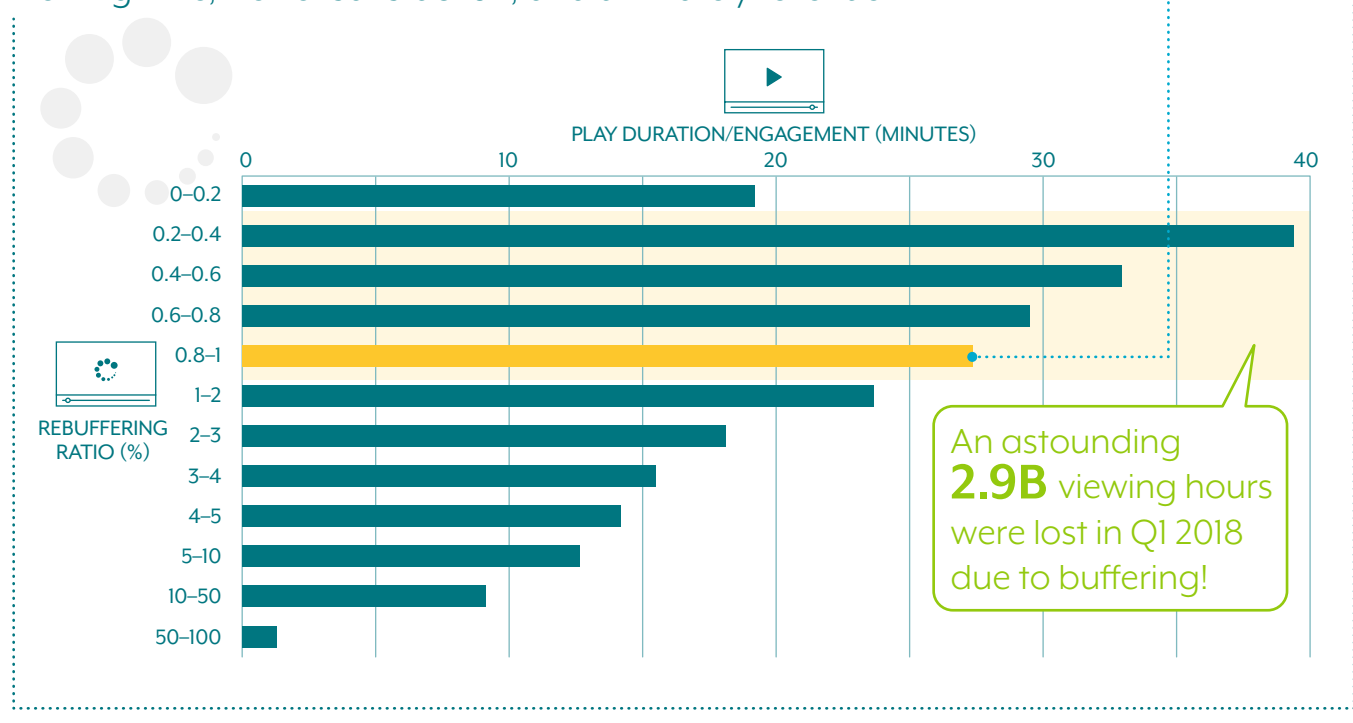
In Q1 2018, the internet lost



The Good News: Improving QoE



The impact of the spinning buffering wheel on viewing time, viewer satisfaction, and ultimately revenue



Conviva provides measurement and analytics services for many of the world's largest OTT publishers – in North America, Conviva measures four out of the top five vMVPDs, and five out of the top 10 SVOD providers. On an annualized basis, the Conviva sensor is installed in close to 3B devices for over 200 global OTT publisher-branded applications. This represents the largest multi-publisher, independent census data collection and measurement network in the world. View the full report here: <http://www.conviva.com/research/convivas-screen-streaming-tv-census-report-q1-2018/>.

The data in this report is a fully anonymized census measuring every second of every stream from Conviva's customer base between 01/01/18 to 03/31/18, compared to the data from the same time period, Q1 2017.