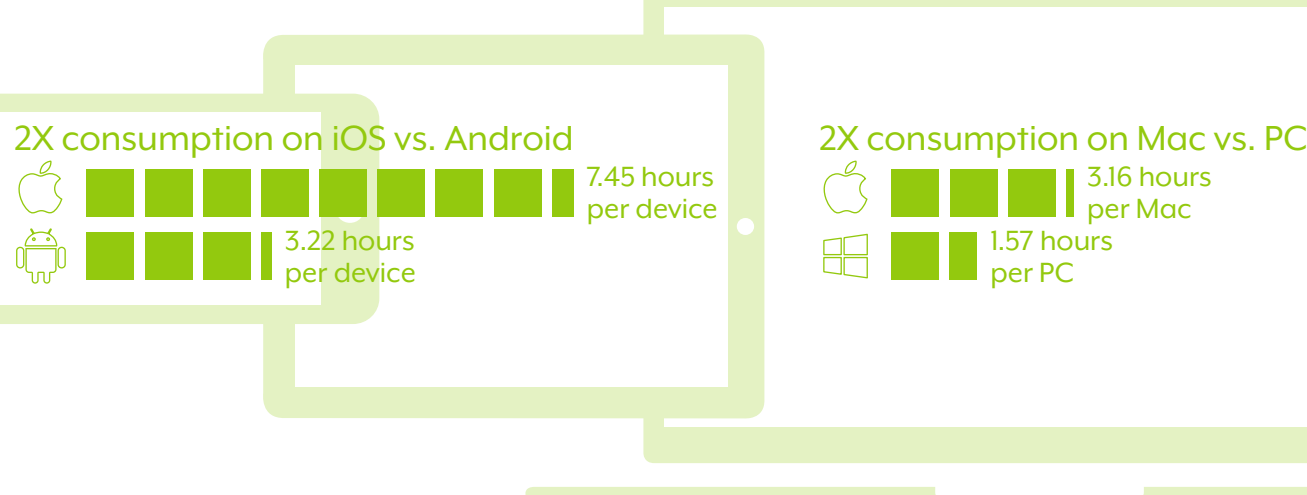
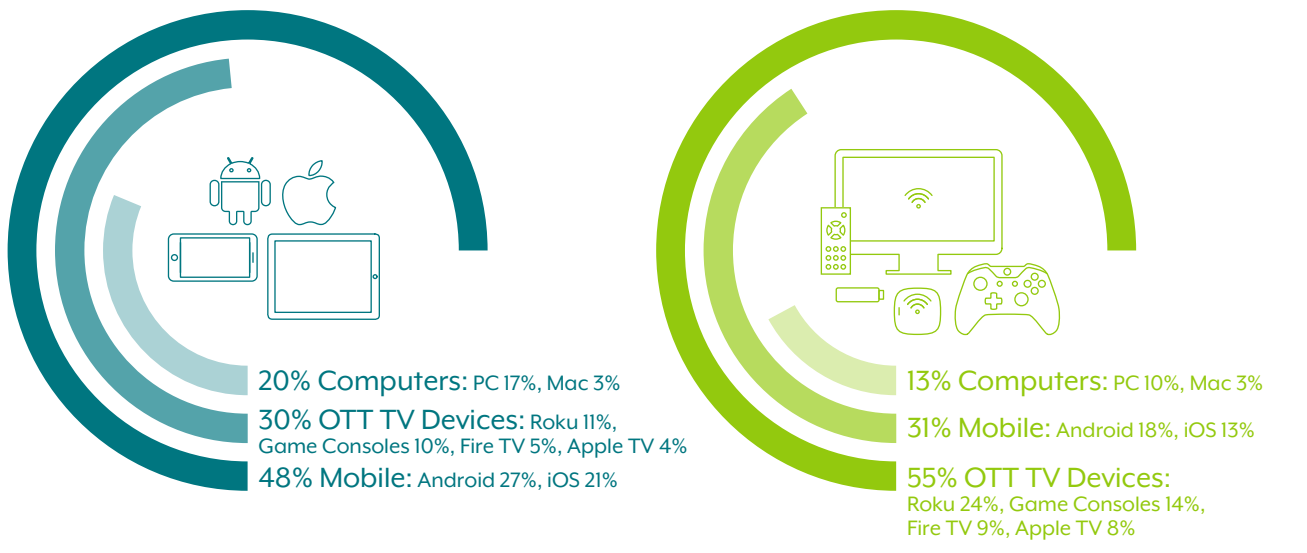
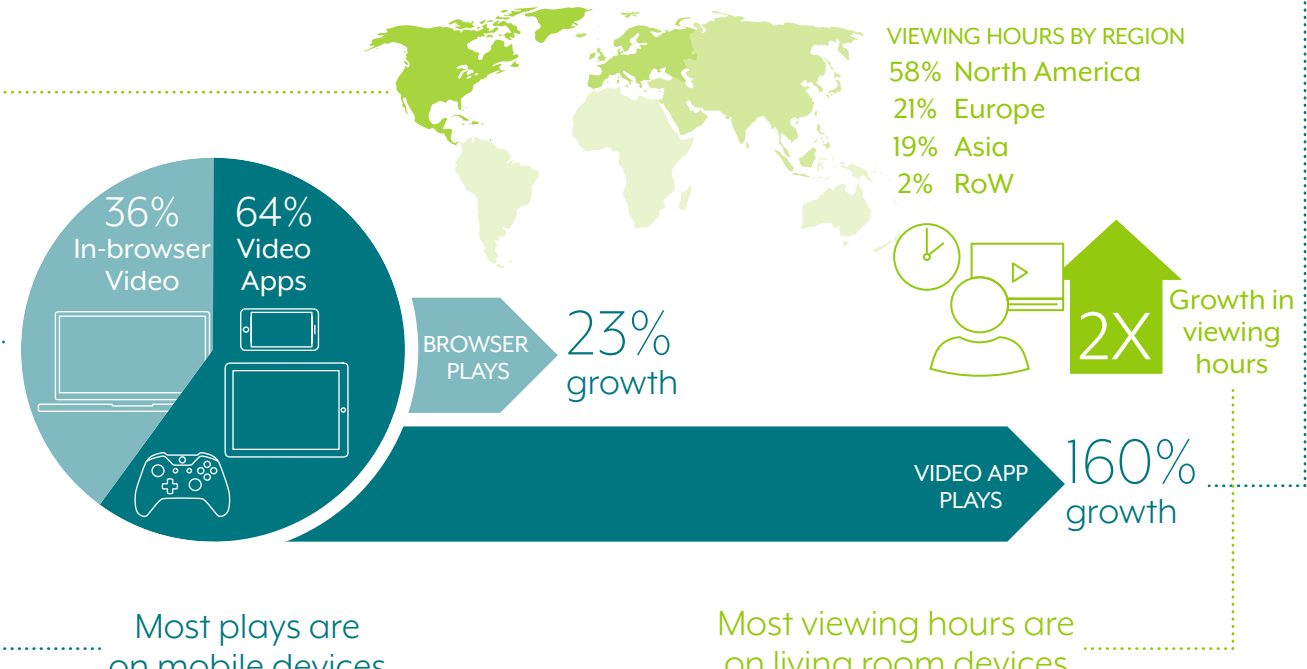
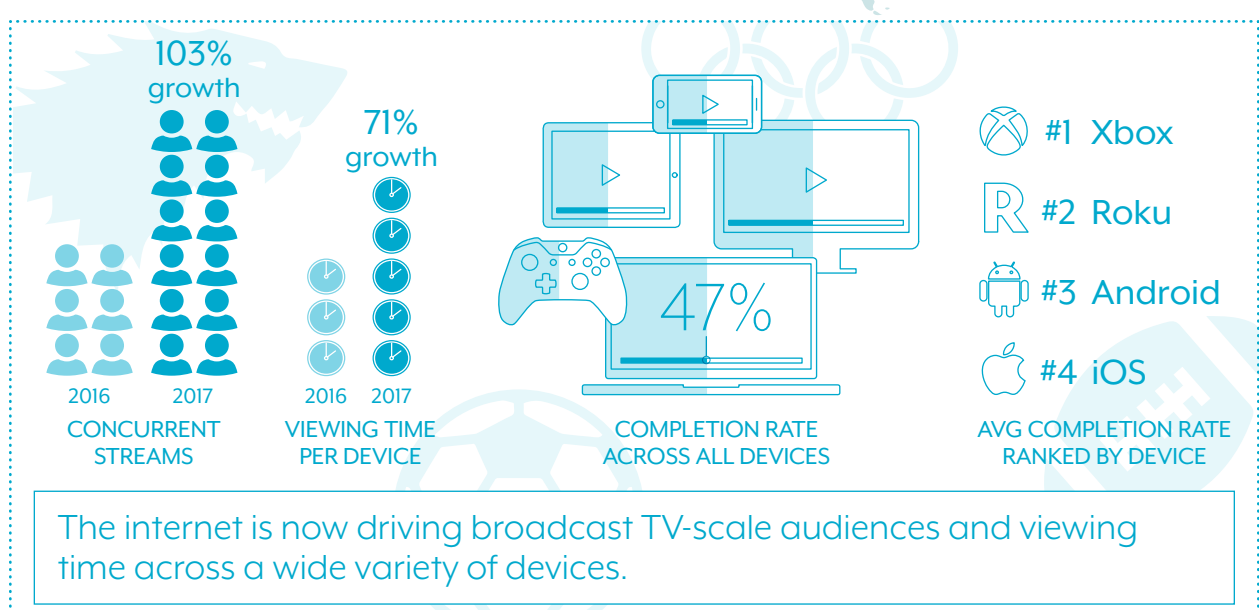
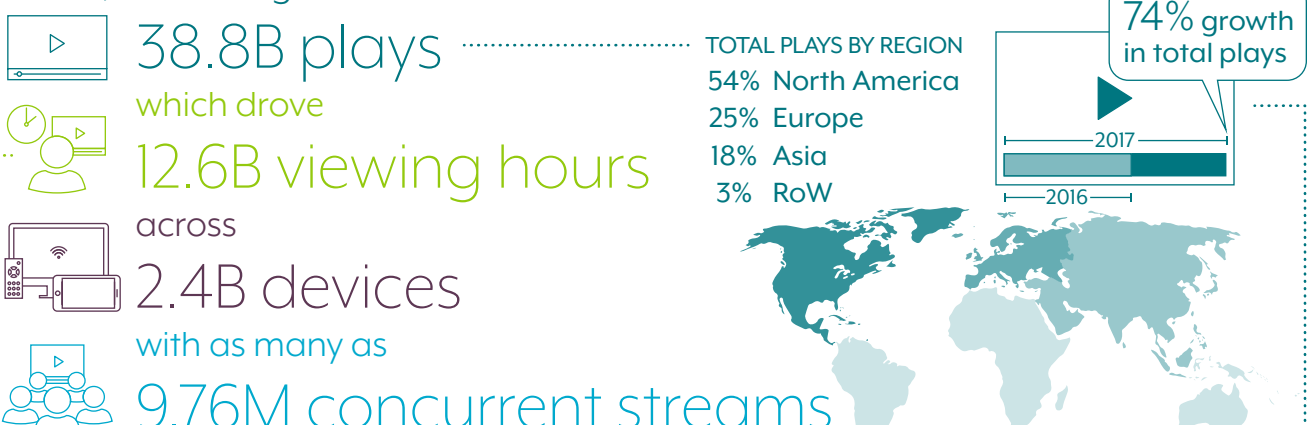
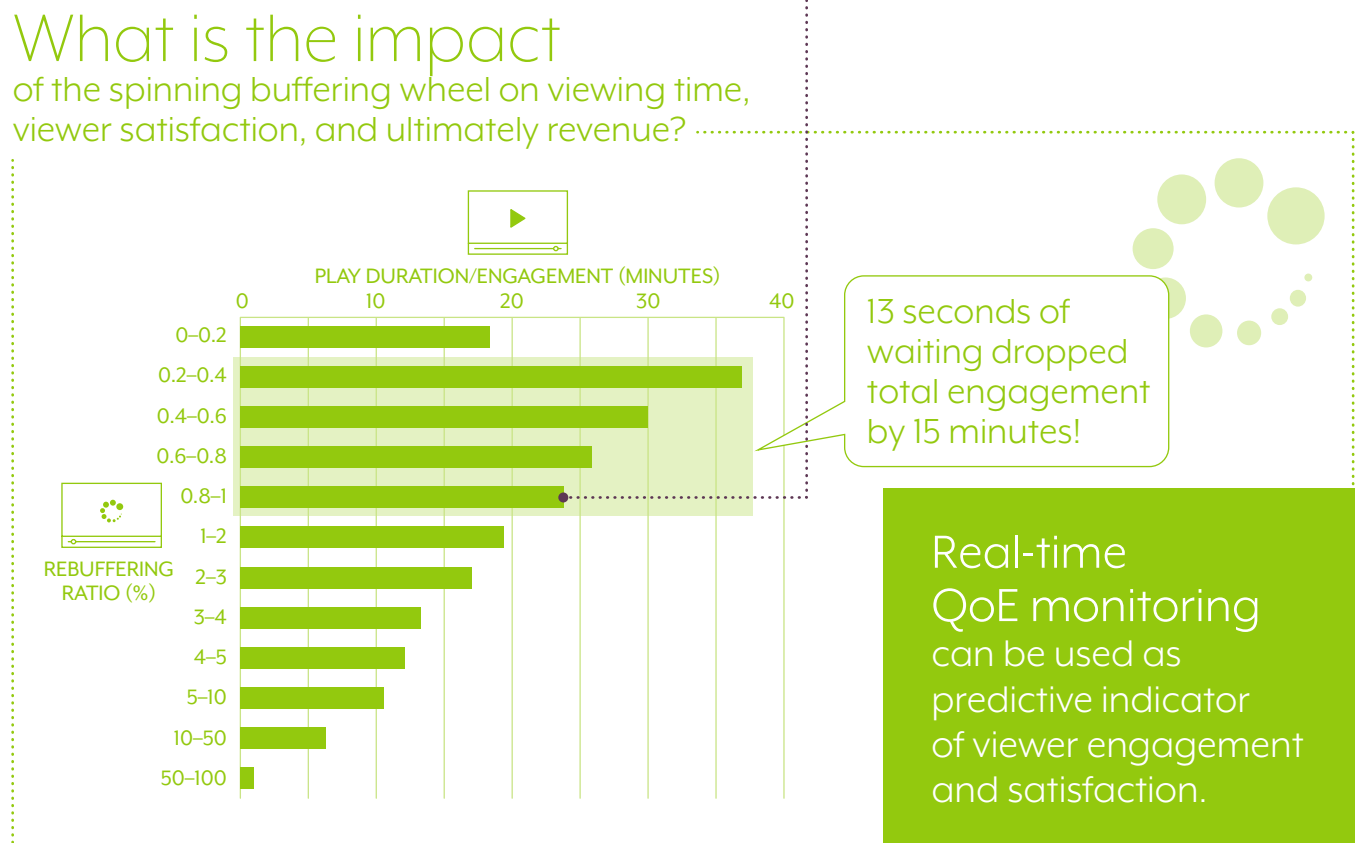
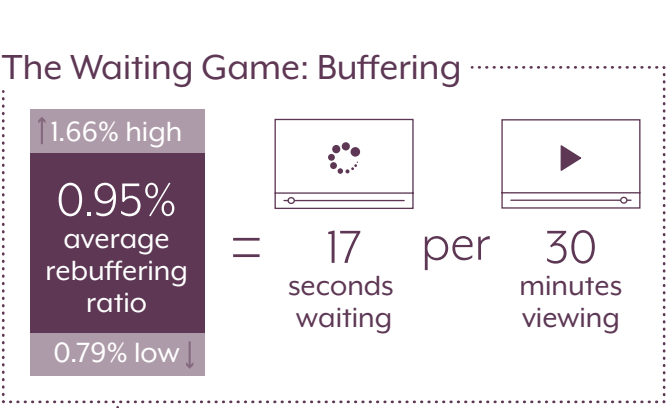
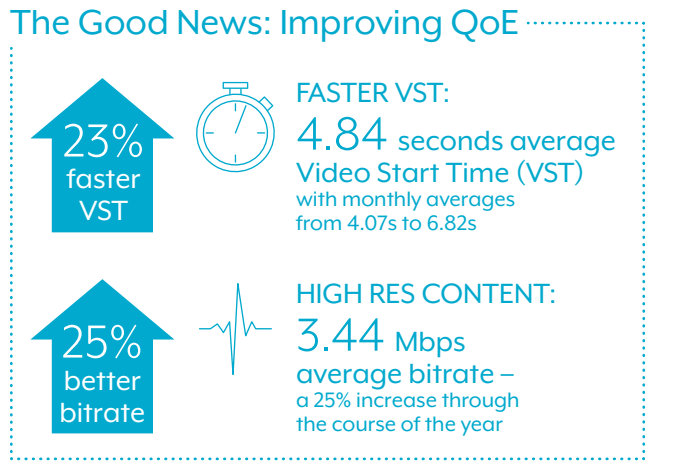
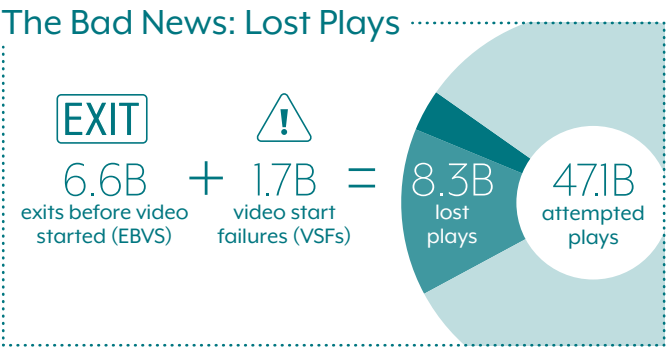
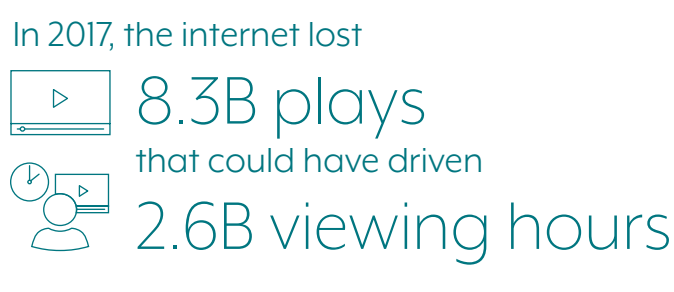


PART I: THE STATE OF THE OTT MARKET

In 2017, Conviva's global customer base initiated



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



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.