



## **Programmatic Advertising**



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# PROGRAMMATIC VISION



**Companion to  
Addressable**



**Fundamental  
to Digital Shift**



**From Ratings  
to Impressions,  
Audiences**



**Automation  
Efficiency**

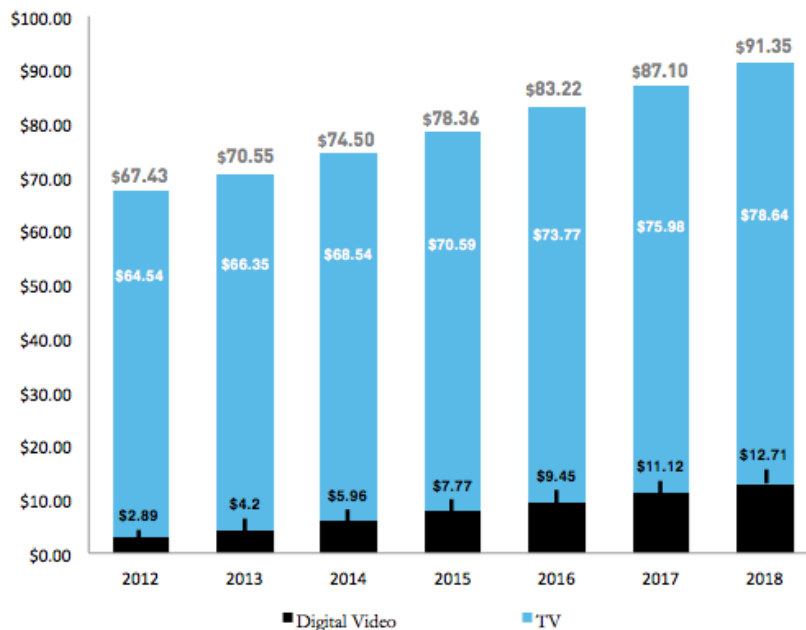


# Our lens...

...CTV

Blurring Lines  
Optimization  
Targeting & Scale  
Reporting

eMarketer DIGITAL INTELLIGENCE US Television and Digital Video Ad Spend





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## ...CTV

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# uxtv™

rich media ad products for TV



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# Our lens...

**...CTV**

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Reporting**

**Capture second by second click data measuring effectiveness. Compare real time impact on behavior/actions in front of and beyond the TV screen.**

- Total/Unique Visits
- Video Views
- Duration
- Social Activity
- Email Requests/CTR
- Text-Ins
- Sign Up/Purchase
- Awareness
- Affinity
- Advocacy
- Purchase Intent



# PREDICTIONS FOR 2015