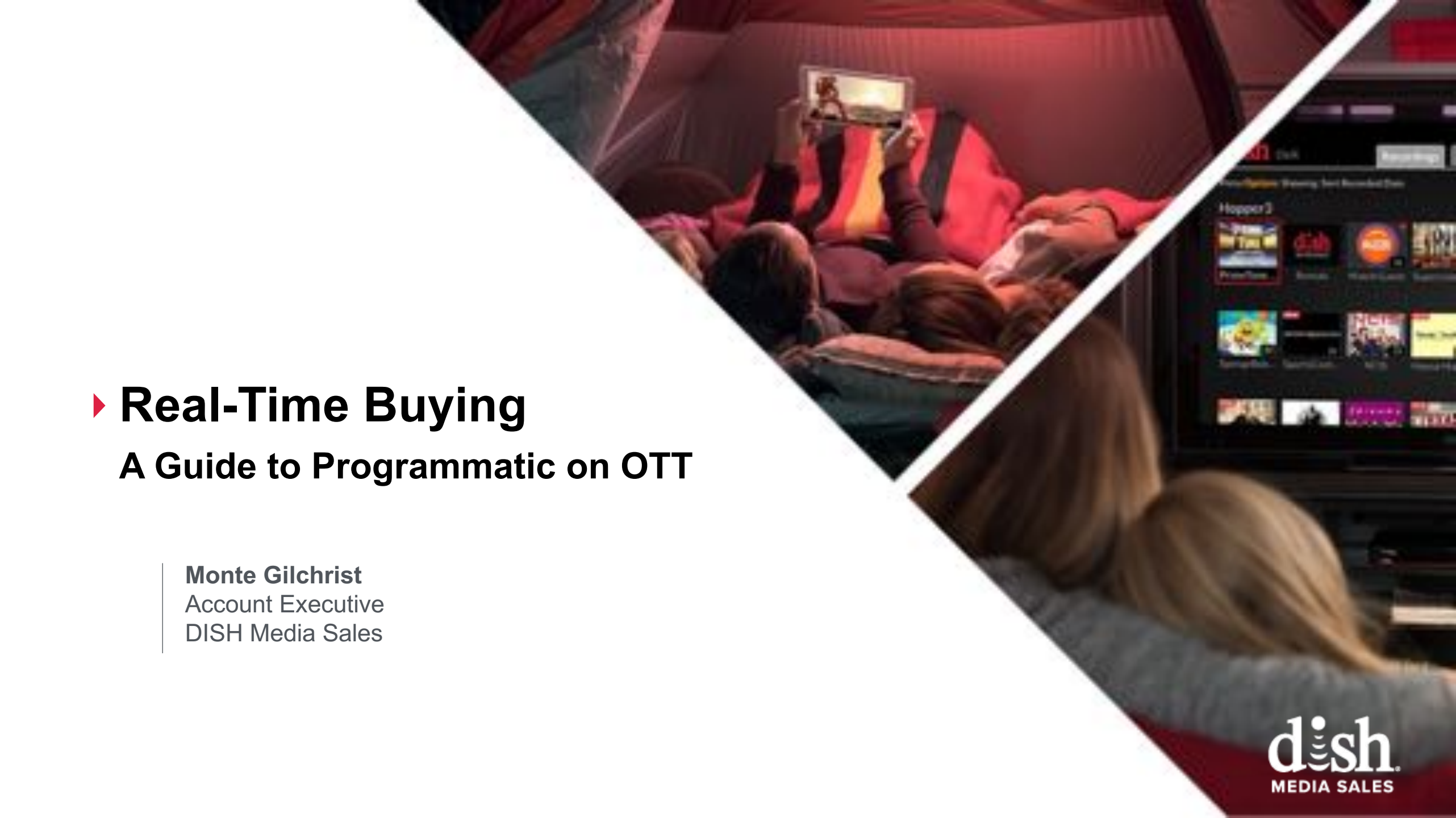

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WE GET PEOPLE
sling
dish



Real-Time Buying

A Guide to Programmatic on OTT

Monte Gilchrist
Account Executive
DISH Media Sales

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OTT is on the Rise

OTT-only homes have **tripled** over the past **five years**

71%

of Internet Users watch OTT streaming services **at least once a month**

50%

of Internet Users access online video subscription services **at least once a week**



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Source: Video Advertising Bureau Report

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OTT is on the Rise

OTT ad spend accounted for **26%**
of total video ad expenditures in 2017

18x

increase in OTT ad spend
from 2016 to 2017

20%

Increase in digital video ad
spend in 2017[1]



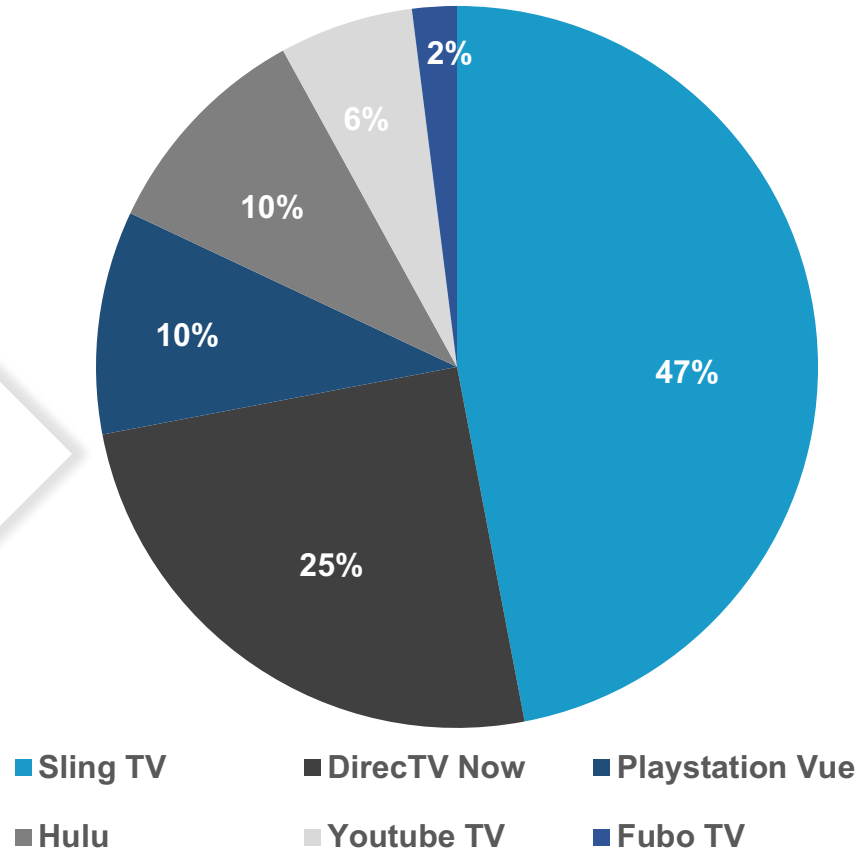
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Source: SpotX, 2017; [1]eMarketer Stat Pack slide 50

Current Marketplace

Ad-supported online subscription services have reached **4.7 MM subs**



Source: techcrunch.com, February 2018; prnewswire.com, October 2017

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97%
completion rate*

95%
streamed to TV

Non-skippable
Full-screen ads
100% of pixels in view

Sling TV Proprietary Data, *FreeWheel VMR Report

Dynamic Ad Insertion



FreeWheel®

Custom Targeting

$40B

Expected advertiser spend
in OTT by 2020

Source: TDG Research

Programmatic

Full-screen, premium inventory
Real-time private auctions

DSP Partners

Adobe
AMOBEE
AppNexus
DataXu
DoubleClick Bid Manager
MediaMath
Oath:
theTradeDesk
videoamp
videology

SSP Partners

SPOTX
telaria

Programmatic Contextual

Real-time private auctions for live sports and premium programs

Programmatic Addressable

Real-time private auctions for targeted consumer segments

Programmatic Activation




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