



MARKETING
DENVER, CO

What is OTT?

1

Get Internet Connection



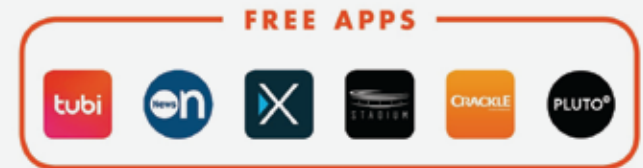
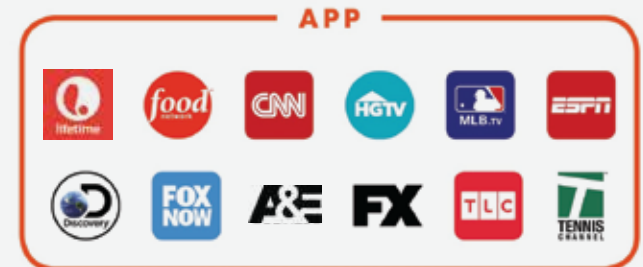
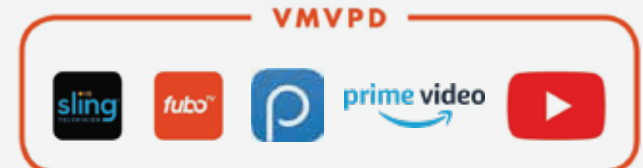
2

Choose Streaming Enabled Device



3

Pick Content



TREND:

Why OTT/CTV Viewing Matters

75%

Of U.S. has one or more
Connected Devices

27.5

OTT Share of U.S.
TV viewing time

210
Million

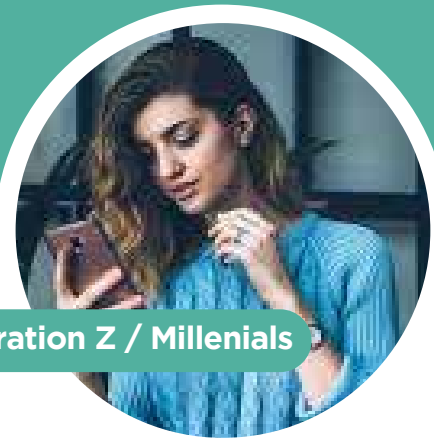
OTT video users

28%

Are OTT Only Viewers

TREND:

The younger the target demographic, the more OTT services they watch.



Generation Z / Millennials

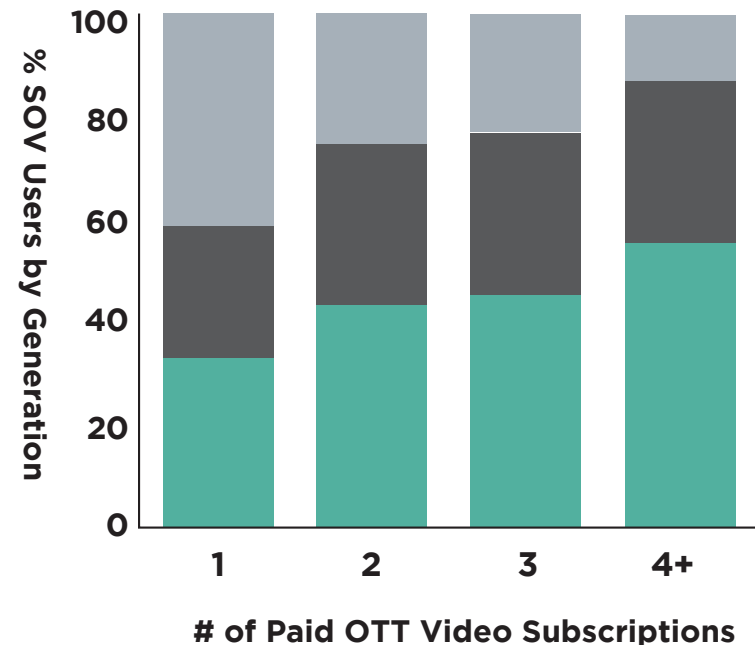


Generation X



Boomers & Seniors

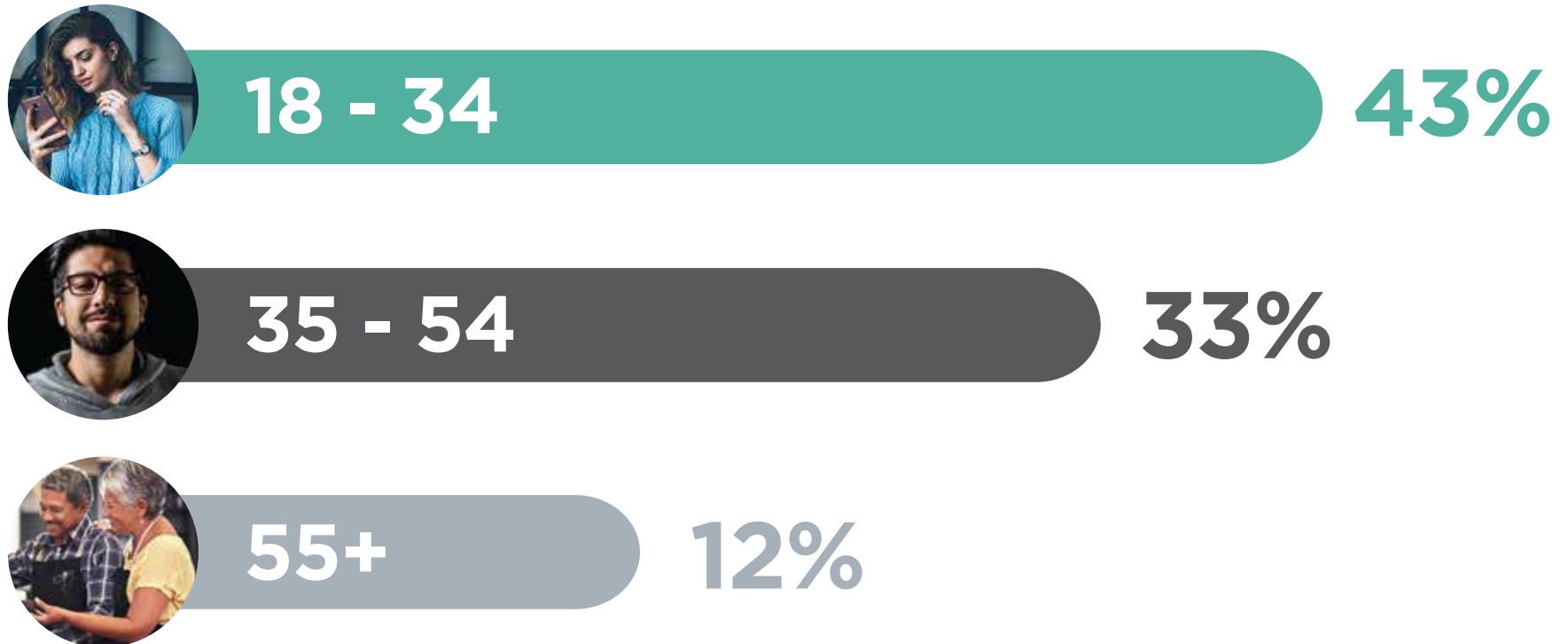
- 65% of Generation Z / Millennials have 4+ OTT subscriptions — OTT is how they watch television.
- The # of OTT subscriptions is the highest for the younger generations.



*Source: 2017 SNL Kagan, a division of S&P Global Market Intelligence. As of October 2017.

TREND: CTV/OTT Age Breakdown

US adults who view digital video via connected TV daily, by age.

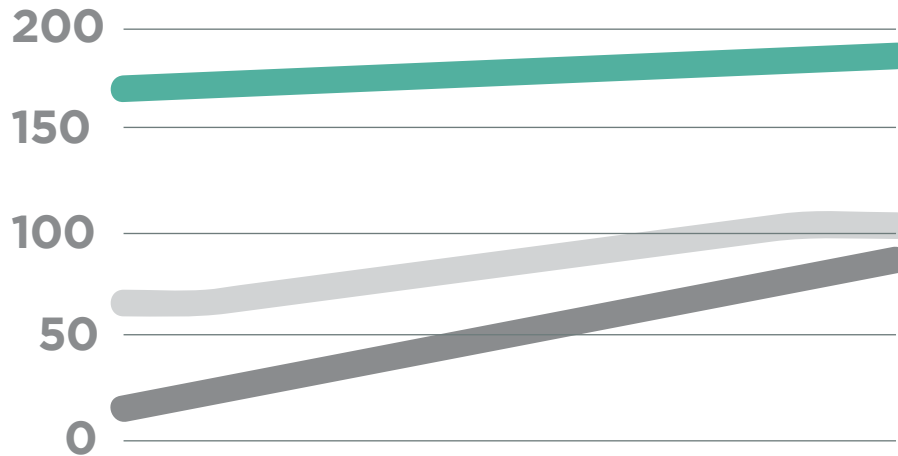


Note: Who live in households with a TV set; includes Blu-ray player, connected device (Amazon Fire TV Stick, Apple TV, Chromecast, Roku), smart TV or video game console. Source: Leichtman Research Group Inc. (LRG), “Connected & 4K TVs XV” as cited in press release, June 8, 2018 – eMarketer.

Note: 12% not mentioned here are 18 and under which Silva does not target to.

TREND: Inexpensive Streaming Sticks. & Gaming Consoles Drive OTT Growth

US Connected Devices (in millions)



2017 Device Ownership



*Source: 2017 SNL Kagan, a division of S&P Global Market Intelligence. As of October 2017.

TREND OTT Continues to Accelerate in 2020



- DisneyPlus launched with 10 million subscribers on first day. Now up to 50 M
- NBC to launch “Peacock” - Warner Brothers launches HBO Max - more coming
- Wall St. Journal: Cord Cutting Accelerated in 2019 cable losing another 5.5 Million Pay TV subscribers after the 3.2 Million lost in 2018
- AVOD (Ad supported VOD) OTT services continue to grow users and viewing time
- Big Media Buying AVOD OTT: Comcast/ Xumo, Fox/Tubi, Viacom-CBS/Pluto

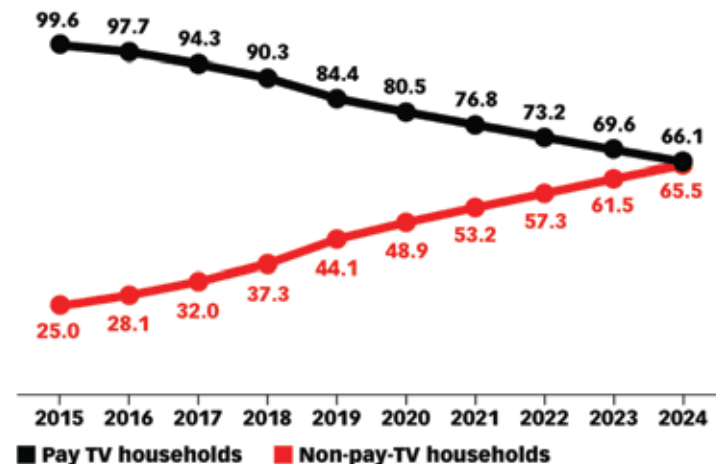
*1. Ad Exchanger 2.24/20 *2. Wall Street Journal 2/20/20 *3. Wall Street Journal 2/20/20

TREND: Cable Bleeding Subscribers

- In year 2024 TV HH that have cancelled cable or never had cable will exceed cable homes
- More HH today have CTV then a cable box (1)
- Unique reach is important in streaming

*1. Truoptic LLC, MediaAd Biz 2/20/20

US Pay TV vs. Non-Pay-TV Households, 2015-2024
millions



Note: pay TV households are those with a subscription to traditional pay TV services; excludes IPTV and pure-play online video services (e.g., Hulu, Netflix, YouTube, Sling TV); non-pay-TV households are those that have cancelled their subscription or have never had traditional pay TV services
Source: eMarketer, Feb 2020

252646

www.eMarketer.com

Know What You're Buying



OTT CTV

- OTT is comprised of Desktop, Mobile and CTV
- OTT and CTV are not the same thing
- CTV - Connected TV means that the ad impression was viewed on a TV set
- Silva is 98% CTV
- CTV ad impressions cost more than mobile or desktop
- Ask your OTT provider: What is the % of CTV and do they report out that %?
- Is the reporting validated by a 3rd party?

Not All Streaming is Created Equal

Cord Cutters vs Cable Authenticated

- More homes today have a connected TV than a Cable Box (1)
- Silva OTT has an average of 85% of ad impressions on pure cord cutting services vs. running on cable authenticated OTT Services (2)

Roku estimates half of all U.S. homes will completely cut the cord by 2024

- Just because ad impressions run on Roku which is a streaming device doesn't mean you're reaching a cord-cutter. Silva OTT targets OTT subscriptions services such as Sling and Philo

Silva's Value Proposition: Silva OTT is an extended reach product because it delivers cord-cutters which is a mutually exclusive and different audience than cable

*1. Truoptic LLC, MediaAd Biz 2/20/20 pag 3 *2. Jan/Feb 2020 Impression Distribution

Not All Streaming Created Equal Cable Authenticated vs Cord Cutter

To reach Steve, the pure cord cutter, you need LocalPagePop.



Sally: Cable Authenticated



Steve: Cord Cutter on Sling

	TV A Living Room	TV B Bedroom	TV A Living Room	TV B Bedroom
Content Viewed	MSNBC Rachel Maddow	MSNBC Rachel Maddow	MSNBC Rachel Maddow	MSNBC Rachel Maddow
Video Distribution Method	Traditional Cable	Roku	Roku	Amazon Fire
Paid Subscription Service Authentication	Cable (Comcast)	Cable	Sling	Sling
Reporting Method	Cable	CTV Streaming	CTV Streaming	CTV Streaming
Cable Subscriber	Yes	Yes	No	No
Cord-Cutter	No	No	Yes	Yes



If Competitor Using “Co-Viewing” - Then Must Normalize CPM to Compare Rates

Example of CPM w/”Co-Viewing”

hulu	Silva
1,000 Impressions ran	100,000 Impressions ran
Co-Viewing Factor of 1.75 added	No Co-Viewing Factor added
Billable Impressions: 175,000 (100k X 1.75 Co-Viewing)	Billable Impressions: 100,000 (100k X No Co-Viewing)
CPM: \$32	CPM: \$40
Cost: \$5,600	Cost: \$4,000
% Additional Cost for same 100,000 impressions: 40%	% Additional Cost for same 100,000 impressions: 0%
Real CPM for 100,000 1:1 impressions: \$56.00	Real CPM for 100,000 1:1 impressions: \$40.00

What is “Co-Viewing”

Because the ad impression is running on a CTV or TV Set there is a legitimate argument that more than one person is watching the TV. Nielsen and Comscore have developed a co-viewing multiple. This multiple can be from 1.5 - 2.0

”:







Capabilities	Advantages
100+ Silva Marketing Staff to Serve You	Responsible Customer Service with Quick Creative Change Out
Strata & MediaOcean, Hudson MX Integrations	Electronic Ordering and Invoicing
Targeting with Data Segments (BITS)	Campaigns Optimized Toward In-Target Impression Delivery
Transparent & Validated Daily Dashboard Reporting	Real-time Campaign Insights That Are Validated by a 3 rd Party
Scale: Campaign Access in Every DMA and Zip Code in the USA	Tremendous Breadth of Inventory in Small Geo's to Ensure Full Delivery



Targeting Cord-Cutters on every OTT Distribution Platform

OTT DISTRIBUTION PLATFORMS



AGGREGATORS/VMVPD's



CONTENT/ NETWORK SAMPLING



Silva Marketing with it's Own Ad Server

Silva vs Other Platforms



- 98% CTV
- Daily live dashboard reporting
- 3rd party validated reporting by Comscore
- Zip code level delivery
- Quick on-boarding
- Live ramp enabled - CRM data conversion
- THOUSANDS of 3rd party “BITS” data segments for targeting
- No co-viewing - billing based on 1:1 ad impression delivery

OTHERS

- Mix of Mobile, Desktop, set-top-box, VOD - Often less than 50% CTV
- Reporting not live or daily
- No 3rd Party validation - grading their own homework!
- Mobile or desktop user cookie-based data targeting - Inaccurate in CTV environments
- Refresh rate of device graph used for targeting mobile and desktop centric and some only refreshed monthly
- Many add a “co-viewing” factor which increases the amount of impressions they claim to deliver directly affecting the CPM



Impressions in any DMA or Zip Code in the U.S.

- Can sell any DMA in the U.S.
- Can have separate impression counts for individuals DMA's or zips
- Can have unique creative per DMA with separate reporting by creative by DMA
- Can have any combination of DMA, zip, & creative versioning
- Can layer in 3rd party data targeting



Any DMA



Any Zip Code



1 Transaction

+ Data Targeting (Bits)

How Silva Marketing Protects

Advertisers from Fraud

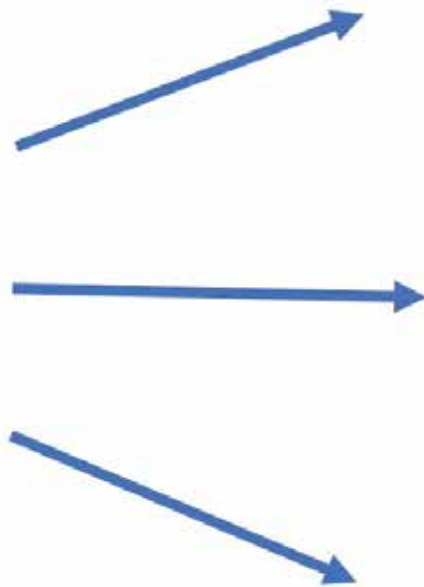
DeviceAtlas[™]

The world's leading device intelligence solution.

- In addition to having verified reporting by ComScore, Silva takes the extra step to identify any fraudulent behavior in the OTT/CTV space
- Device Atlas delivers real-time device detection in all connected environments including web, mobile & native apps in CTV
- Silva has a direct integration with DeviceAtlas
- Detects which CTV device ads are viewed down to make & model of TV
- Relays data to Silva to detect fraud spoofing devices, bots, etc.
- Leading companies such as AOL, Nielsen, Adobe, & IBM use Device Atlas



Target Audience Segments



Targeting with 3rd Party Data in CTV

3 Co-Dependent Requirements

AD SERVER



Identifies geo and includes parameters and macros for targeting into VAST code

DATA MANAGEMENT PLATFORM – DMP



Identifies IP address, device ID and/or user agent string needed for targeting

3RD PARTY DATA PROVIDERS



Provides 3rd party anonymized but reliable data to enable targeting while complying with federal IP laws

Data Targeting Tech Stack

Silva Data Providers

Over 6,000 Bits/Data Segments



D A T A L I N E



KANTAR MillWARD BROWN



EQUIFAX

Concept of BITS/Data Segment “Optimization”

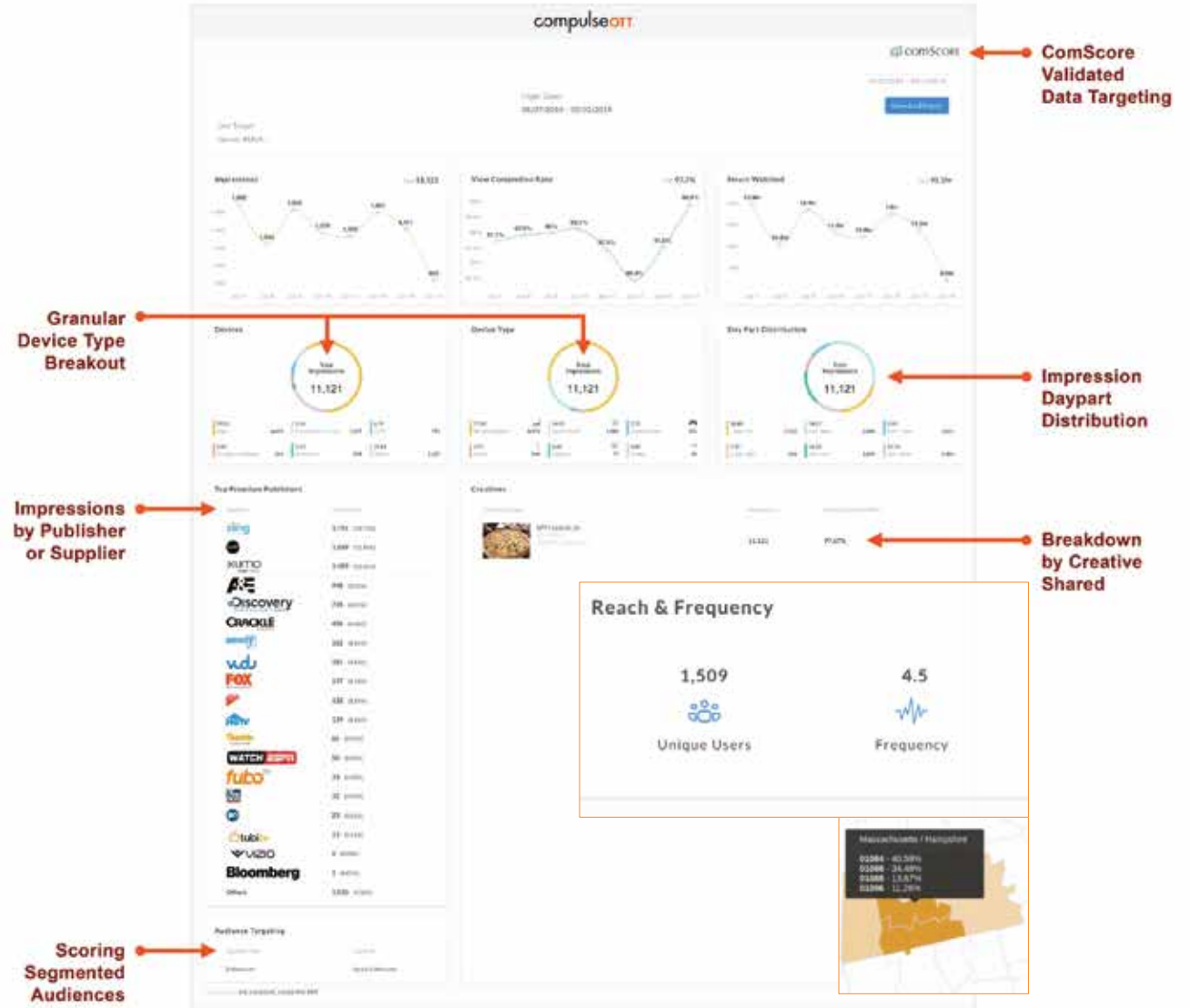
- Only Geo is 100% guaranteed all other data is optimized
- We use ComScore for demo targeting and while it is close to 100% it will never be 100%
- No BITS are guaranteed and match rates can vary from 70% to 1% depending on targeting

Logic!	And	And / Or	And / Or	And / Or	Estimated
	Geo	Demo	B.I.T.	B.I.T.	Match Rate
Ad	Salt Lake City				100%
	Salt Lake City	A 25+			98.5%
	Salt Lake City	A 25+	Auto Intender		80%
	Salt Lake City	A 25+	Auto Intender	Income 75K+	70%



ComScore Daily Validated Data Reporting

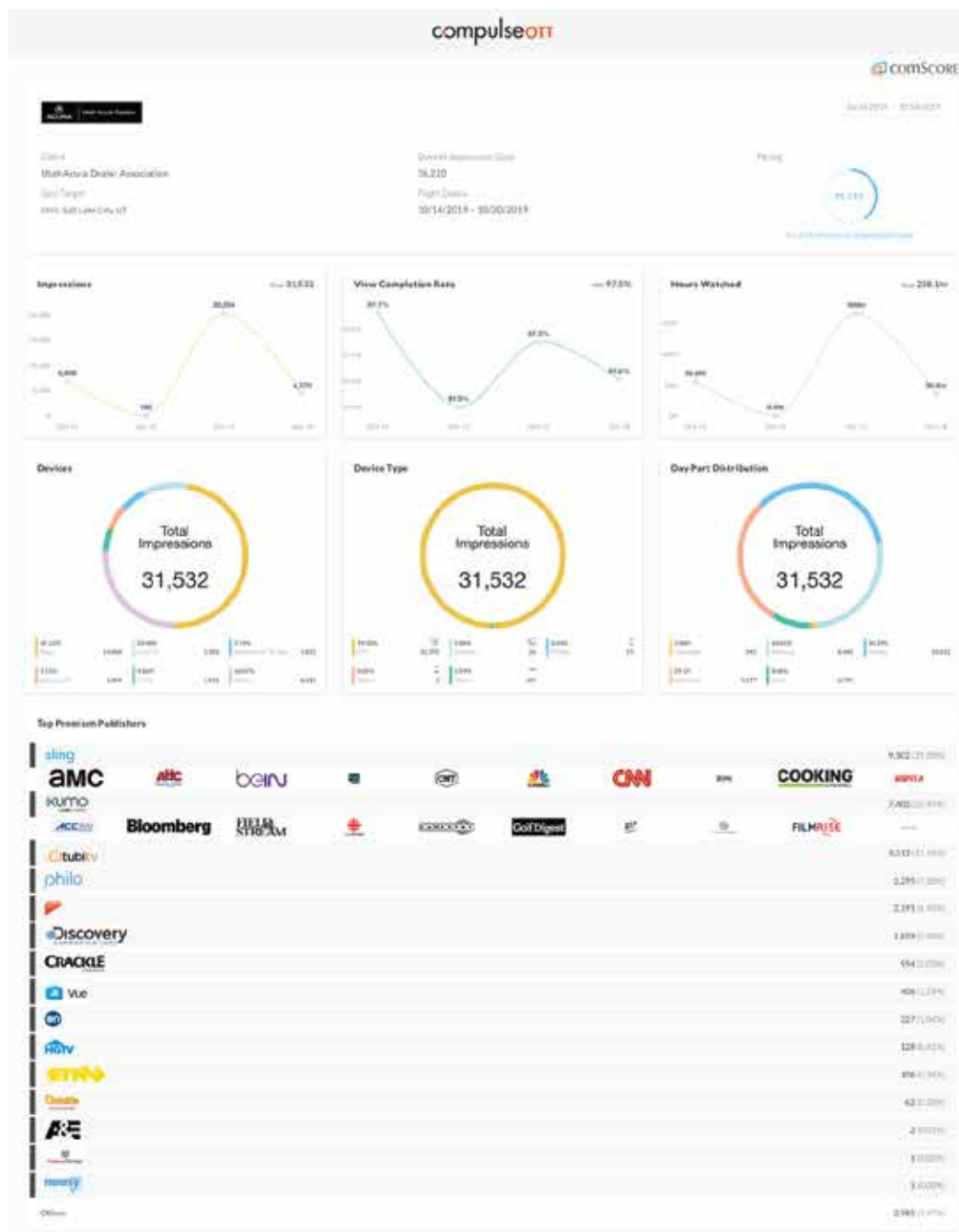
- The only OTT platform with ComScore validated targeting for every impression served.
- New Reach & Frequency Calculation and Heat mapping of Impressions on Zip Code Campaigns





ComScore Daily Validated Data Reporting

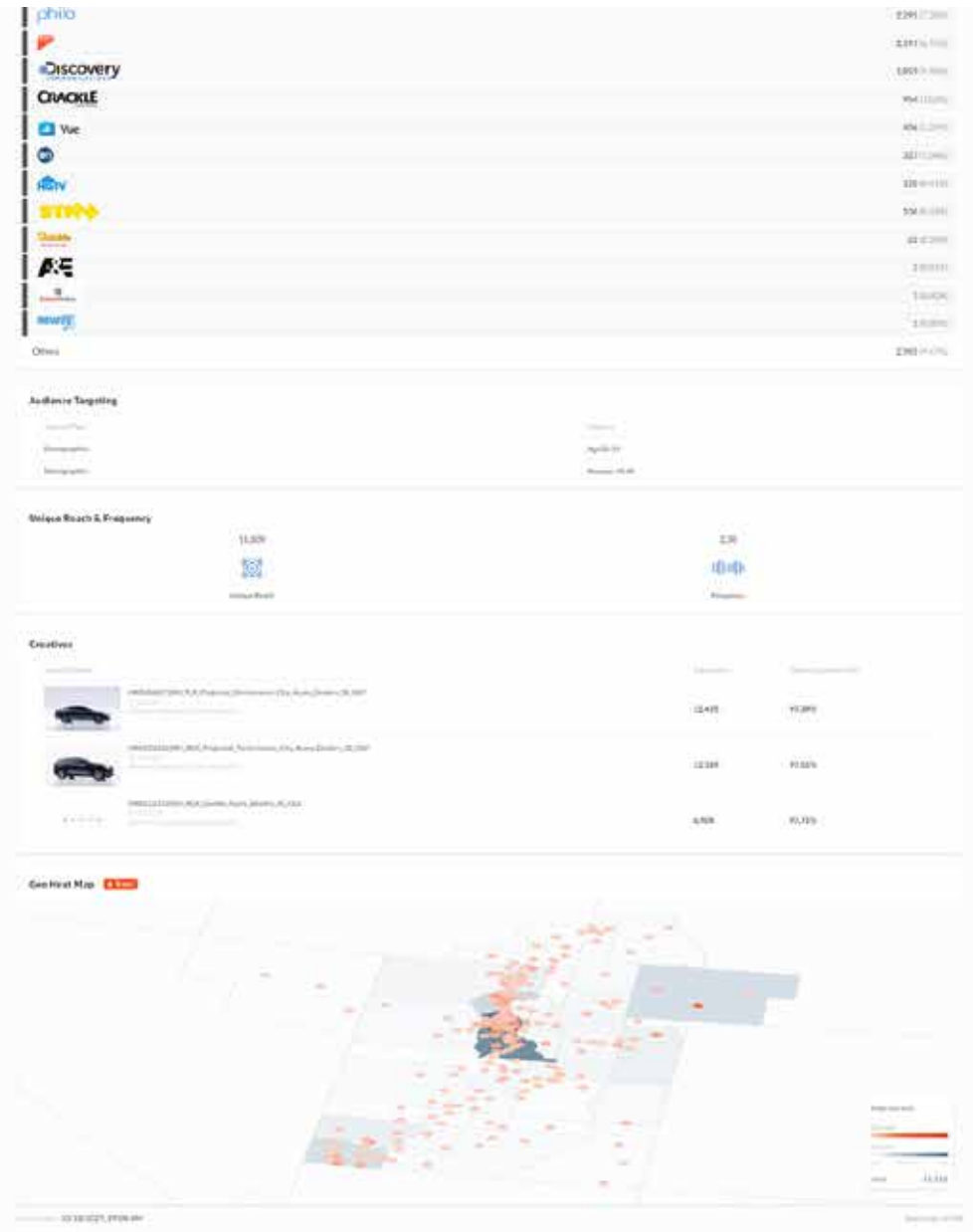
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ComScore Daily Validated Data Reporting

- The OTT platform with ComScore validated targeting for every impression served.
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Activate Your Customer Records for Marketing

CRM Data Matching - Game Changer



Introduction of Data Matching of 1st and/or 3rd Party Data Sets

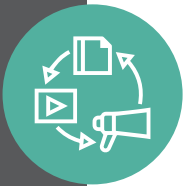
Largest CTV Addressable/ Deterministic Cross Device/ Platform Identity Graph

People-based reach
against US consumers





Who We Are



Silva Marketing is a full- service digital agency with a focus on our world class omni channel DSP. Our powerful and automated powerful digital media platform allows for the most comprehensive digital solutions including programmatic display/video, mobile/geo fencing, OTT/CTV, e-mail marketing, SaaS platforms, ITP data, social and more.



Our business model is based on a wholesale pricing structure, allowing our partners to maximize their digital voice by utilizing our reach, technology, managed service and singular reporting dashboard.



One of the fastest growing demand-side platform in the industry by offering agencies, media companies and aggregators best in class technology with the most expressive bid capabilities in the market, full funnel attribution and detailed reporting for audience insight.



First class customer service with an emphasis on strategy and execution being top of mind for best results for your clients



Advantages

- Singular reporting dashboard with over 100 API integrations to converge both digital and traditional advertising into 1 white label interface.
- Reporting dashboard can be setup to integrate products managed by agency or media company's, not just products managed by Silva
- Progressive reporting/attribution technology to integrate omni channel and traditional media to compliment digital ad buys with 1 interface
- Reporting Platform for detailed data on campaign performance and transparency
- Aggressive CPM's and wholesale pricing due to the volume of partners and ad buys
- Leading platform for hyperlocal/LBA Mobile DSP with location= verification technology with over 70,000 apps and mobile websites
- Best in class partners with over 70 SSP integrations and hundreds of Private Marketplace Deals (PMP) for aggressive rates on mobile, desktop, CTV/OTT, and more...
- Foot Traffic Attribution available with Geofencing campaigns

CRM Data Matching & Conversion



Product Description: What is it?

CRM Data Matching and Conversion allows marketers to upload customer data from their CRM (Customer Relationship Management) database via Silva's Live Ramp instance. That CRM data file containing names of customers, etc. is then anonymized in a "C.C.P.A." and "P.I.I." compliant manner and converted into IDL's (Identitylinks).

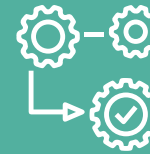
Each IDL represents all of the devices for that household. Those IDL's can then be matched to the Silva platform and viewers can that have matched "IDL's" can be served CTV ad impressions depending on various use cases.

CRM Data Matching & Conversion



Product Minimum Requirements:

- At least 100,000 records
- Estimated matched Yield at 15% Match rate = 15,000 IDL's
- At 2X per day X 30 Days = 900,000 Max potential
- Because of frequency capping and other matching challenges the forecast would be 50% of potential match – or 450,000 potential impressions
- Impressions are not guaranteed and if minimum is not being met on matched IDL's then an additional supplemental Silva OTT schedule will need to be added to fulfill campaign minimums.



Execution Process:

1. Have call with advertiser to discuss specific use case.
2. Post call send them the CRM upload one-sheet (provided by Silva OTT)
3. Advertiser uploads CRM data in required file format(s)
4. Live Ramp processes CRM into IDL batch file
5. Follow up call with advertiser to review matched IDL's and next steps

CRM Data Matching & Conversion

Matching:

Matching Advertisers CRM Records to Live Ramp IDL's.

Note: Match rates typically range from 12-25% of CRM list

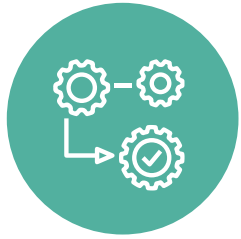
Serving CTV Ads to Matched IDL's:

Taking the batch of matched IDL's and then serving Silva OTT ads to that group. The minimum requirement for a regular Silva OTT campaign is still in effect

Providing Matched IDL's Back For Post Campaign Analysis:

Providing matched IDL's that were served an ad impressions to advertiser. Note: the advertiser would have to have the means to do the analysis

Minimum Spend: \$15,000/Month or \$30,000/Quarter



CRM Data Matching: Process – Uploading The File

1. Questions to determine the path to take for uploading the file:

- Can you confirm that the file is for "File-Based recognition" and for the purposes of matching? Meaning LiveRamp will replace PII fields with Silva IDLs and Silva will use this information to determine the matches on the Silva platform.
- Do you want to drop the data via SFTP or within the LiveRamp UI? (See file format requirements below - if the file is too large SFTP will be required)
- If SFTP, we need to know who needs access, including their name, email and phone number. SFTP credentials and instructions will be sent out from LiveRamp directly

2. Uploading Files Via UI:

- Provide contact information for the person/s who needs access, including their name, email and phone number.
- Silva will create an account
- User will receive confirmation and instruction for logging in.
- Once Logged in:
 - Make sure the file is formatted [correctly](#)
 - Before uploading the file you will need to create an audience - instructions found [here](#)
 - Follow upload [instructions](#)
 - Client would then select this file (which they would label as a "Audience")
 - Client would go to the "Out" tab to set up a "New Destination"
 - Client would select "Add New Destination" and choose "Silva - IDL"
 - Client would select the Audience and distribute to "Silva- IDL"
- Confirm with Silva that the file has been uploaded
- File would begin processing and be delivered to Silva's end-point in 4-5 business days or less.
- Silva to process file and provide match report within 4-5 business days or less.

3. Uploading Files Via SFTP:

- Provide contact information for the person/s who needs access, including their name, email and phone number. !
- SFTP credentials and instructions will be sent out from LiveRamp directly!
- Client would upload file via SFTP using credentials provided!
- File would begin processing and be delivered to Silva's end-point in 4-5 business days or less. !
- Silva to process file and provide match report within 4-5 business days or less. !

Thank You

