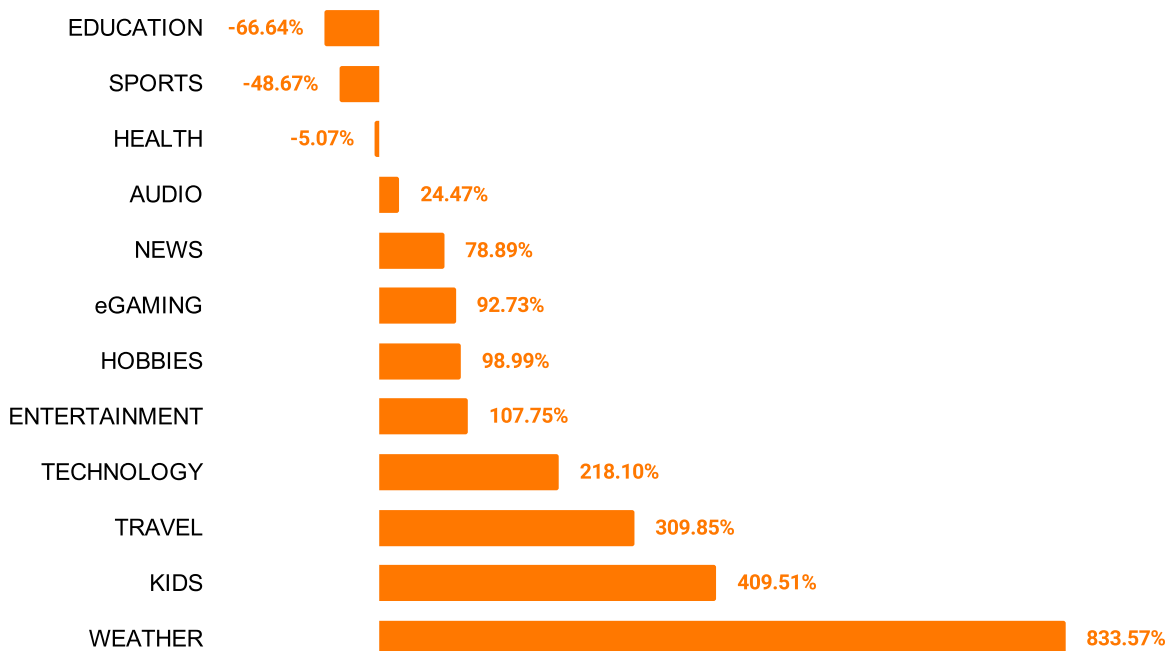


COVID-19 Advertiser Resources & Trends

SPOTX TREND TRACKER // COVID-19 IMPACT REPORT

As the ever-changing situation surrounding COVID-19 unfolds, we will provide regular updates on video streaming consumption and advertiser trends. SpotX is the world's leading video advertising platform, receiving more than 20 billion video ad calls per day from screens of all sizes from across the globe.

VIEWERSHIP GROWTH BY CONTENT CATEGORY



Overall, we are seeing an increase in video streaming viewership that is positively affecting traffic across all device types (mobile, desktop, CTV) and all dayparts.

Source: SpotX Platform (September 2020 compared to September 2019), excluding all commercial inventory.

COVID-19 Advertiser Resources & Trends

INCREASING AD SPEND BY ADVERTISER CATEGORY



DECREASING AD SPEND BY ADVERTISER CATEGORY



Categories that rely heavily on physical environments such as retail, auto, and travel have experienced declines, whereas products that are typically purchased online and can be used indoors are thriving.

For more information, please contact your SpotX representative

usdf@spotx.tv

Source: SpotX Platform (September 2020 compared to September 2019), categories are based on IAB categorization.