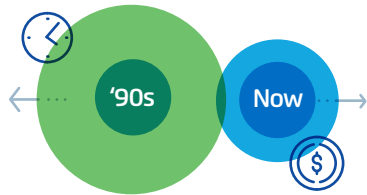




TV is changing fast. Are you keeping up?

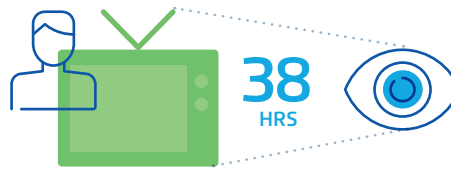
1 Shift happens

A traditional TV buy today based on top-ranking shows would have one-third the audience reach it did in the '90s.



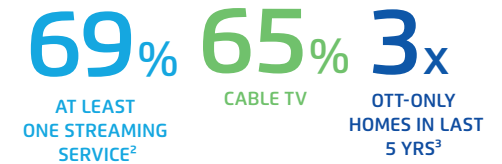
2 Viewers are still tuning in

Americans watch an average of 38 hours¹ of video content per week.



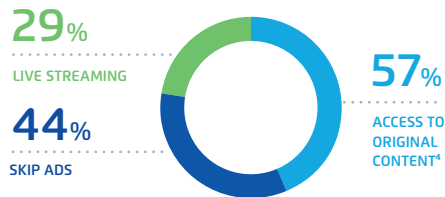
3 Advertisers must shift to connect

How Americans consume media:



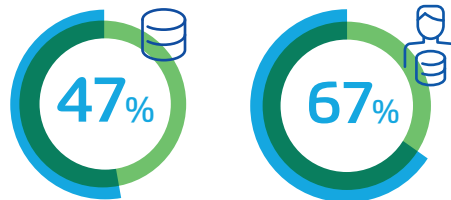
4 With over 300 options for streaming services, how are viewers choosing?

Providers are spending billions to create award-winning content. Marketers can reach consumers streaming on platforms like Hulu, which are 70% ad supported.



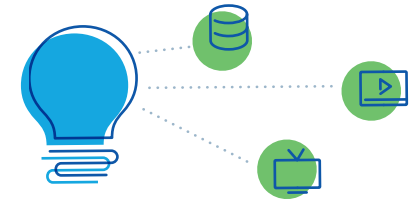
5 Amplify your strategy with first-party data

Marketers know they win when they apply data, but feel they've only tapped 47%⁵ of their own data's potential. Within 18 mos, 67% of marketers expect to realize their first-party goals.



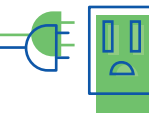
6 Light up your reach extension strategy

Activate your customer data across premium TV and video destinations, from addressable TV to Hulu and Roku, or even your preferred DSP with connected TV inventory.



7 People-based identity brings together scale, accuracy, and advanced TV expertise

LiveRamp TV connects 68 MM homes and 138 MM connected TV viewers to ad viewing behavior from our viewership data partners, so you know who you reached and who you missed on traditional TV.



We're on a mission to get your message in front of your most valuable customers and prospects across screens and platforms. Learn more about the future of people-based advertising.

Info@LiveRamp.com

¹<https://variety.com/2018/digital/news/deloitte-streaming-survey-consumers-2-billion-monthly-svod-services-1202730159/>
²<https://www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey/summary.html>
³<https://www.adweek.com/tv-video/the-number-of-ott-only-u-s-homes-has-tripled-over-the-last-5-years/>
⁴<https://www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey/summary.html>
⁵<https://www.globenewswire.com/news-release/2019/03/26/1768325/0/en/New-Report-Advertiser-Perceptions-Latest-Study-Reveals-200-Brand-Marketers-First-Party-Data-Use-Goals-and-Significant-Data-Confidence-Divide.html>