

CONSUMER BEHAVIOR

shifted significantly in 5 years

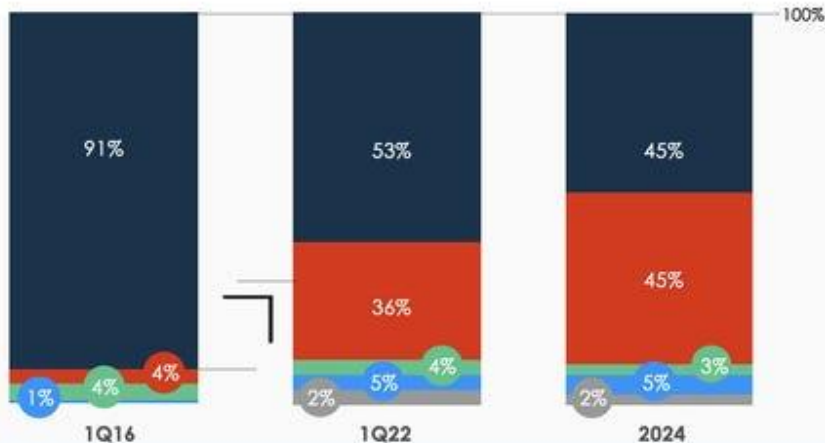
AVERAGE TIME SPENT

Per day on video, per device¹

- Linear TV
- CTV
- Video on a Computer
- Video Focused App/Web on a Smartphone
- Video Focused App/Web on a Tablet

¹Nielsen Total Audience Report, 1Q16

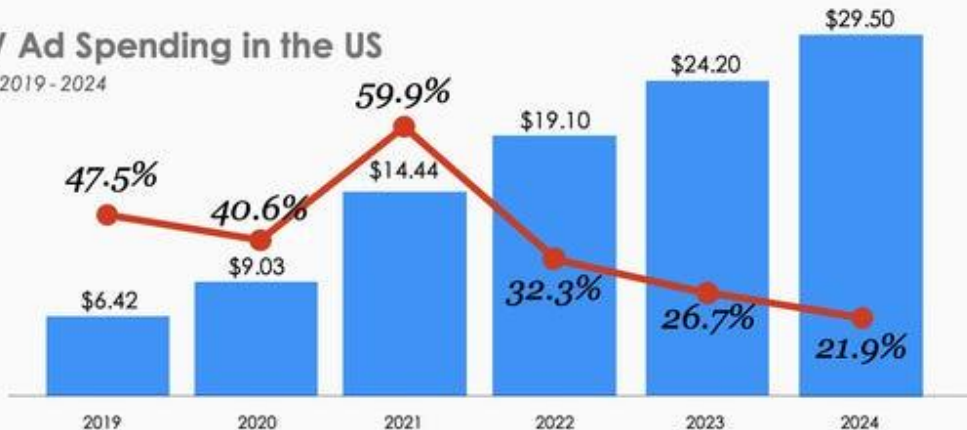
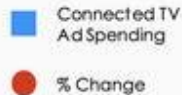
²IAB Advertising Report



CTV IS OUTPACING *all other forms of media in the US*

Connected TV Ad Spending in the US

Billions and % Change, 2019 - 2024



Citation: eMarketer, Oct 2021

Industry demands

A fundamentally new approach

The WFA & ANA's new framework

Core requirements include:

- Panel + census data sets
- Cross platform, single-source panel
- Person-level insights
- Second-by-second, duration metrics



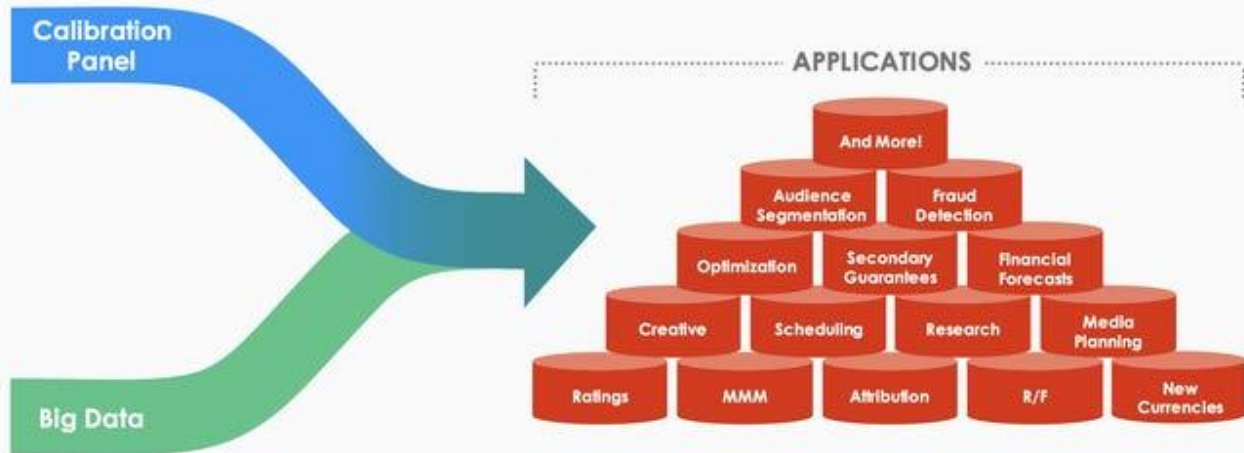
TODAY

Panel data powers limited applications



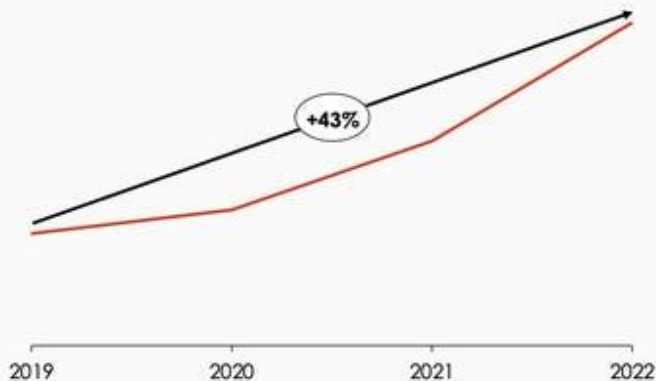
FUTURE

Big Data calibrated with Panel Data powers unlimited applications



KEY FINANCIALS

ARR, in millions



- Recurring revenue ratio improved from 20% to 85% over the last 4 years
- ARR growth has been accelerating by stronger new bookings and renewal ratio
- CTV related ARR grew from 18% to 42% of TVision business

Evolution of TVision Business

Proprietary panel will continue to power TVision's future growth



TVision's panel is an alternative to Nielsen – we're cheaper, and easier to work with



We're powering person-level measurement strategies for all significant Nielsen competitors



TVision is well-positioned to build future data applications and capture future opportunity