



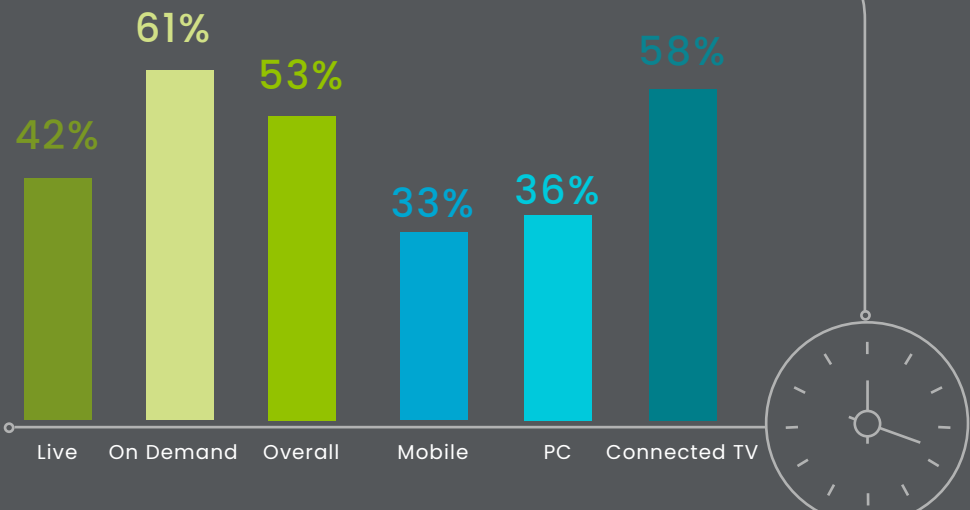
Q3 | 2019

CONVIVA'S STATE OF STREAMING

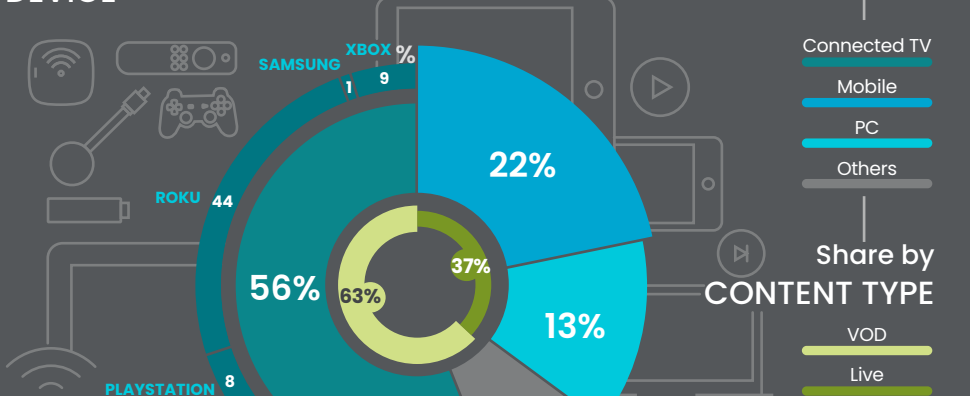
1 Trillion DATA EVENTS PER DAY
 100 Billion STREAMS PER YEAR
 3 Billion STREAMING APPLICATIONS

Growth in Viewing Hours

YoY Q3 2018 vs. Q3 2019



Share of Viewing Hours by DEVICE



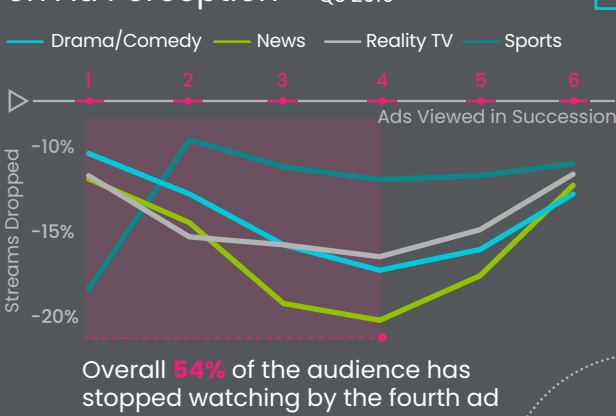
Share of Viewing Hours by CONTENT TYPE



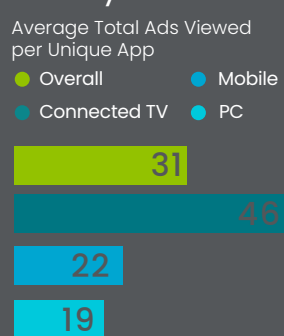
Ad Failures, Delays, Buffering Affecting Engagement & Monetization

	Ad Start Failures	Exits Before Ad Start	Total Ad Failures	Ad Startup Time	Ad Buffering
Quarter Average	35.7%	3.9%	39.6%	1.14 sec	0.77%
Highest Single Day Average	49.6%	8.2%	57.8%	3.02 sec	3.22%
Individual Instances (as high as)	90.1%	18.3%	100%	16.1 sec	45.9%

Effect of Content Type on Ad Perception

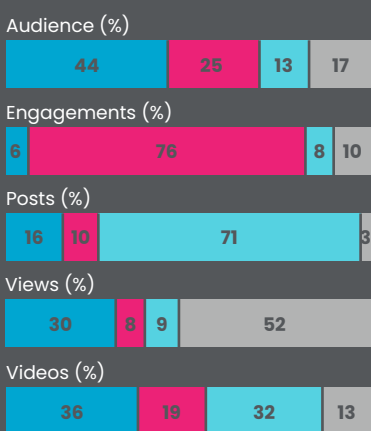


How Many Ads Have you Watched



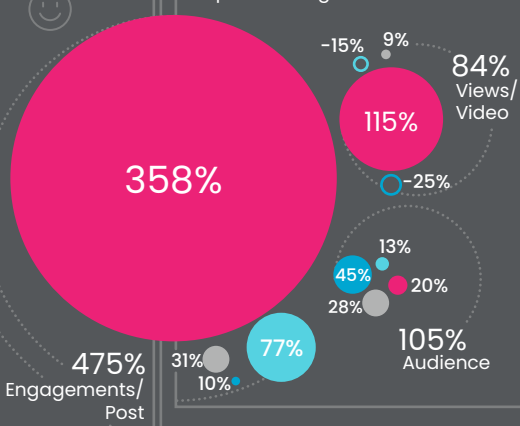
Share of Voice by Social Platform

Q3 2019
Top Streaming Providers' Accounts



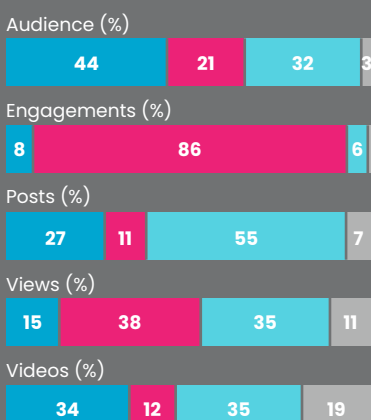
Streaming on Social

QoQ Q2 2019 vs. Q3 2019
Top Streaming Providers' Accounts



NFL's Share of Voice by Social Platform

Q3 2019



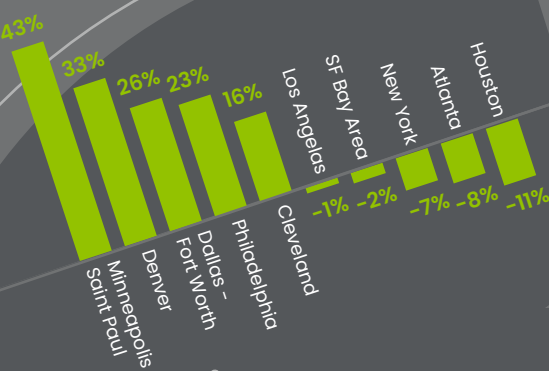
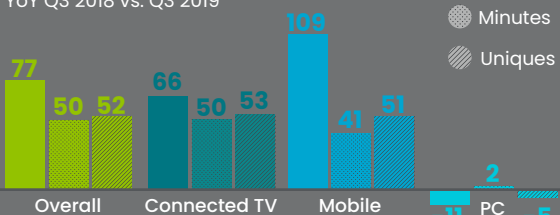
NFL's Top Social Video Performance

% Above Average NFL Team in Views per Video

Team	Facebook (%)	YouTube (%)	Instagram (%)
Dolphins	168%		
Chiefs	157%		
Cowboys	109%		
Giants		211%	
Patriots		106%	
Browns		85%	
Patriots			227%
Eagles			94%
Giants			83%

NFL Streaming Growth %

YoY Q3 2018 vs. Q3 2019



Top NFL Viewing Markets

Relative to Overall Streaming Consumption

Conviva is the real-time intelligence platform for optimized streaming media. More than 250 industry leaders and brands – including CBS, Cirque Du Soleil, DAZN, HBO, Hulu, Sky, Sling TV, TED, Univision, and WarnerMedia – rely on Conviva to maximize their consumer engagement, deliver the quality experiences viewers expect, and drive revenue growth. With a global footprint of more than 100 billion streams per year across 3 billion applications streaming on devices, Conviva offers streaming providers unmatched scale for continuous video measurement, intelligence, and benchmarking across every second of every stream on every screen.