

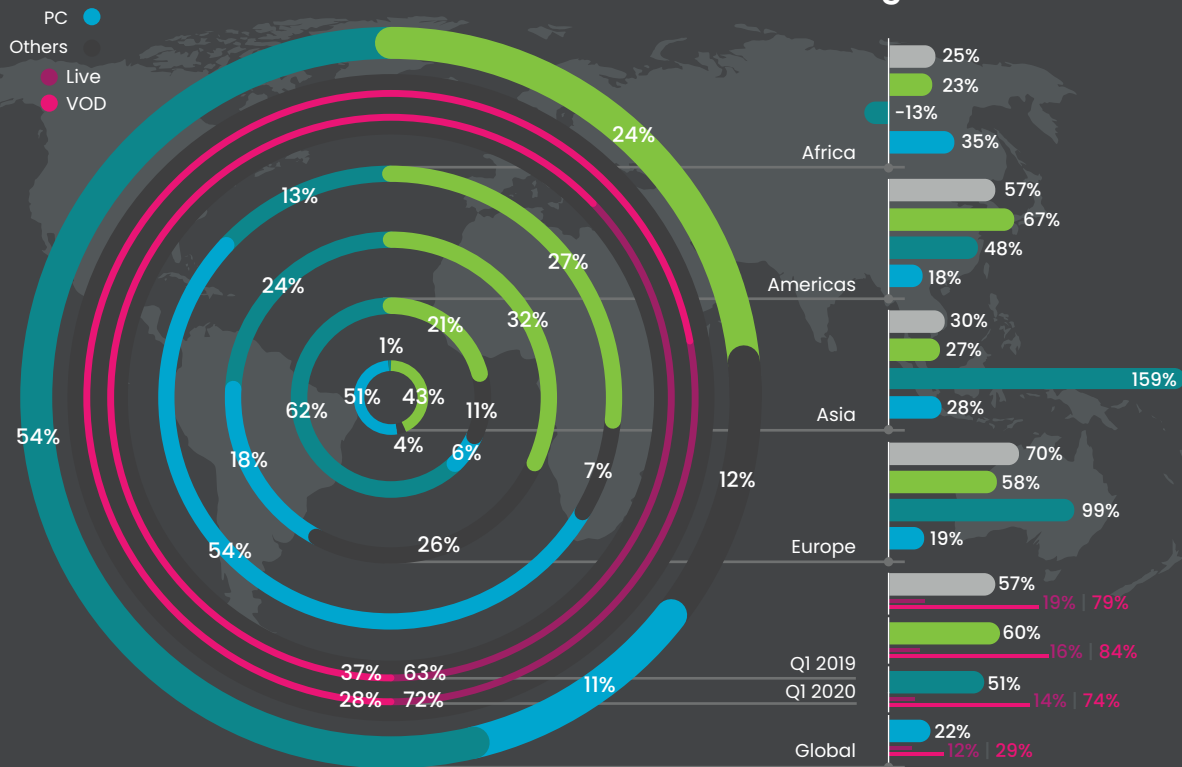
Q1 2020

Conviva's State of Streaming

- Overall
- Mobile
- TV
- PC
- Others
- Live
- VOD

Share of Viewing Hours

Regional Growth in Viewing Hours

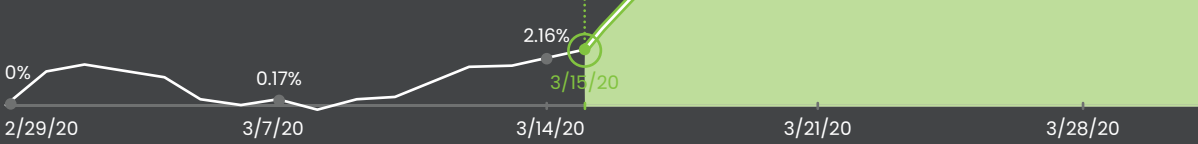


IDES OF MARCH

A Turning Point in Peak Viewing

7 Day Rolling Average

COVID-19 had an immediate impact on streaming. In the span of just weeks during March, as the world urged and mandated people to stay home, streaming surged.



**Unfilled Ads & Start Failures**  
32.75% Worse

Q1: 40.9%  
Q4: 30.8%

**Missed Ad Opportunities**  
28.85% Worse

Q1: 46.3%  
Q4: 36.5%

**Exit Before Ad Start**  
5.57% Improved

Q1: 5.75%  
Q4: 5.43%

**Ad Buffering**  
3.51% Better

Q1: 1.10  
Q4: 1.14

**Ad Start Time (SEC)**  
2.64% Shorter

Q1: 2.21  
Q4: 2.27

**Ad Bitrate**  
15% worse

Q1: 2.23  
Q4: 2.51

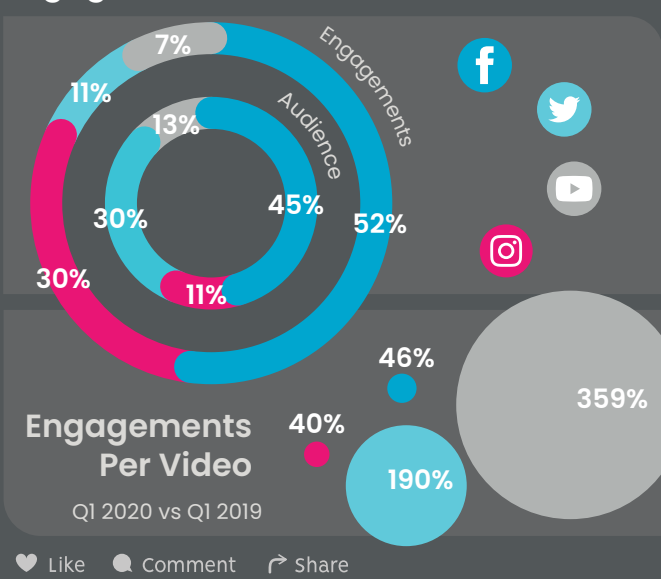
For ads with a 5 second delay, 19.24% of the audience abandons the content.

Data is based on analysis of more than 12.5B ad attempts in Q1 2020, as compared to Q4 2019

SOCIAL NEWS ACCOUNTS

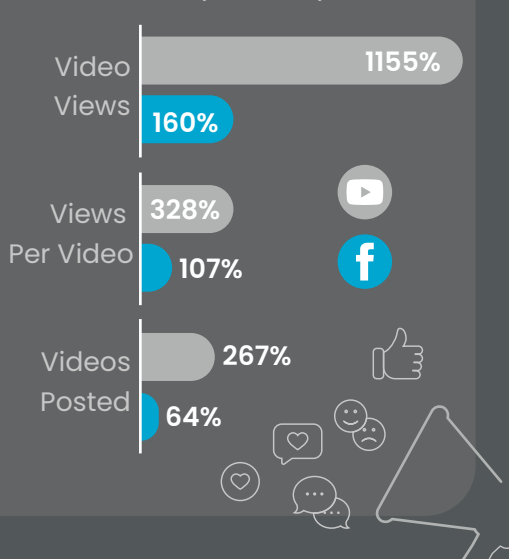
Share of Social News Engagements and Audience

Q1 2020



Social News Increase

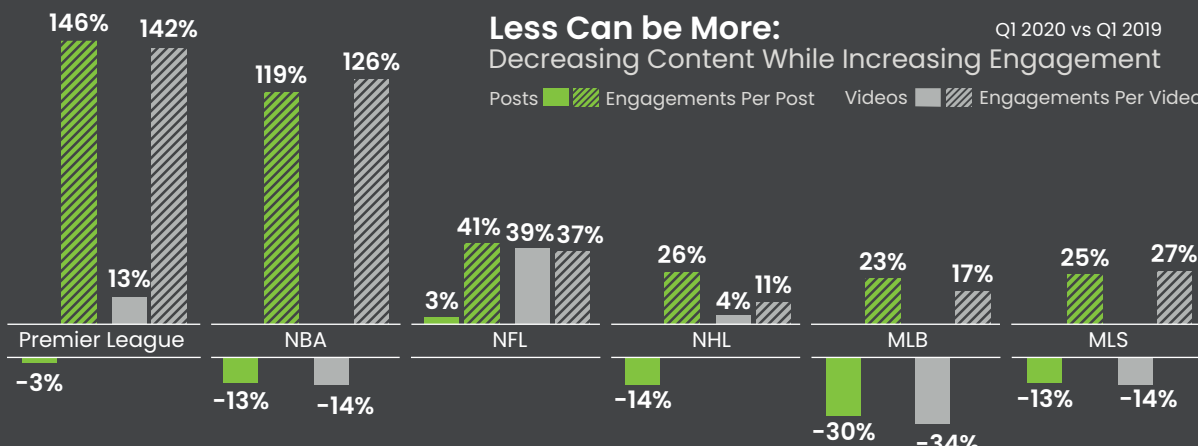
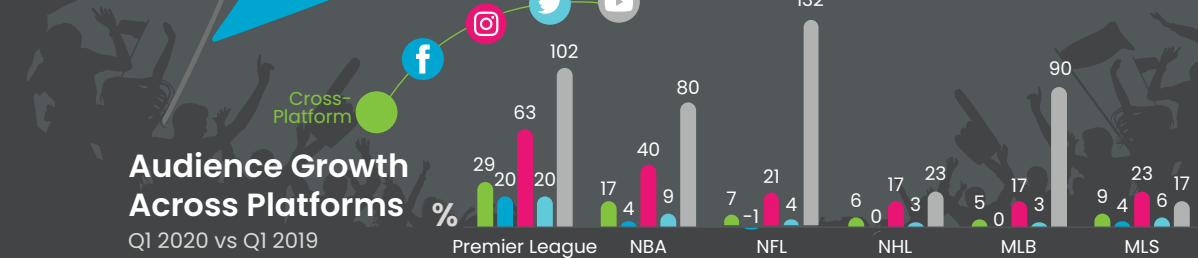
Q1 2020 vs Q1 2019



SOCIAL SPORTS ACCOUNTS

Share of Social Sports Audience

Q1 2020



Conviva is the leader in streaming media intelligence, powered by its real-time platform. More than 250 industry leaders and brands – including CBS, CCTV, Cirque Du Soleil, DAZN, Disney+, 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 500 million unique viewers watching 150 billion streams per year across 3 billion applications streaming on devices, Conviva offers streaming providers unmatched scale for continuous video intelligence, and benchmarking across every stream, every screen, every second.