



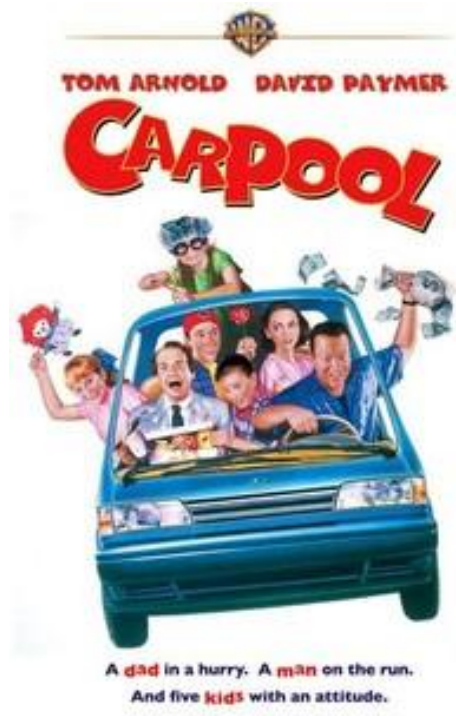
**Ottera**  
AdNet+

iab member

iab México  
SOCIO 2022



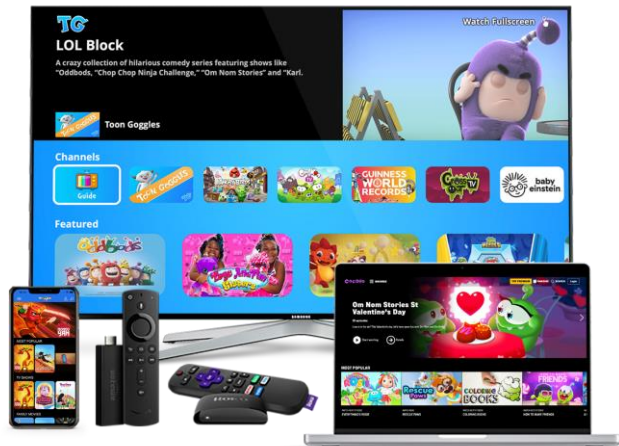
# Introduction



 THE  
LITTLE RASCALS 

# How We Started

- Team of industry veterans with 10+ years of experience within the OTT space
- Our founding team has been a part of Toon Goggles since 2011, with them later forming what became OTTera in 2017
  - Today Toon Goggles is a managed service under OTTera, continuing to further its reach globally
- OTTera is a leader in the OTT dspace with providing one of the most comprehensive suites of technology and services





# White Label Multi-Service Provider

## Bringing Publishers Content to Life

- OTtera's Technological and Professional services are built to minimize cost and time to market, while being a strategic partner in key areas including:
  - **Development:** Publishing Solutions for Content Owners
  - **Creation:** Linear FAST Channels & Direct-To-Consumer Apps
  - **Distribution:** To a wide variety of Connected TV and OTT platforms.
  - **Monetization:** AdNet+ (Direct IO, PMP, Programmatic).



TOON GOGGLES



UBISOFT®



GoTraveler™

MOTORVISION.TV



ELECTRIC NOW



## Powers OTT

- **80+** OTT services and **200+** FAST Channels within our Network
- Broadcast TV Experience to the Digital Market

## Global Footprint - 2021

- **1.6B** Ad Pods Requested
- **258.3M+** Impressions Served
- **62M** WorldWide Unique Viewers
- **220M+** Videos Started



+many more

# OTTera Powers OTT + Linear FAST Channels

OTTera is a certified delivery partner to distribute Linear FAST Channels and/or OTT Applications to these platforms and many more globally...





# Team OTTera - Worldwide Operations

## N. America



**Stephen  
Hodge**  
CEO



**James Cahall**  
CIO



**Craig  
McElDowney**  
CTO



**Steven  
Rifkin**  
COO



**Brendan  
Pollitz**  
VP of Customer  
Success



**Andrew  
Baritz**  
VP: Ad Sales &  
Operations



**Jordan  
Warkol**  
Senior  
Director of  
Business  
Development  
t



**Daniel  
Barnathan**  
Executive  
Vice  
President



**Matthew  
Miller**  
Senior  
Director  
AdNet+

## International



**Vanessa  
Delgado**  
President of  
Growth & Ad  
Sales LATAM



**Shujah  
Farooq**  
Manager EMEA



**Raphael  
Bernardinello**  
EMEA Head of  
Distribution and  
Business  
Development



**Adriana  
Frias**  
VP of Growth  
Mexico



**Diana  
Yurinova**  
VP Operations

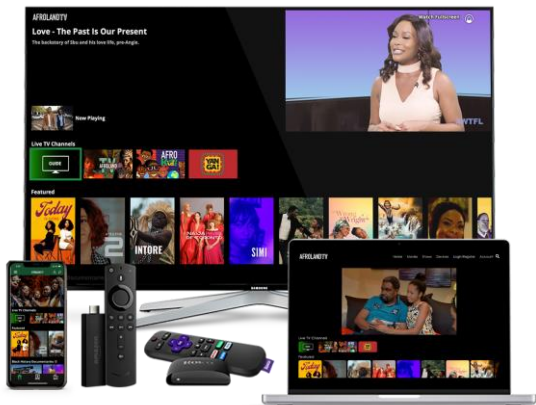


**Sumit  
Rastogi**  
Director of  
Business  
Development  
India

# Client Spotlights



# Client Spotlight: Afroland TV



Service Type:  
VOD & Linear

Top Territories:  
USA, Barbados, UK,  
Canada

117,000+  
Monthly  
Unique Users

225,000+  
Monthly User  
Sessions

20,000+  
Monthly Hours  
Streamed

Distribution Partners:



+many more



# Client Spotlight: Electric Now



Service Type:  
VOD & Linear

Top Territories:  
USA, Canada,  
Puerto Rico, UK

89,000+  
Monthly  
Unique Users

201,000+  
Monthly User  
Sessions

39,000+  
Monthly  
Hours  
Streamed

Distribution Partners:



PLEX

ROKU

androidtv

android



VIZIO



+many more



# Client Spotlight: The Archive



Service Type:  
VOD & Linear

Top Territories:  
USA, Canada, UK,  
Brazil



72,000+  
Monthly  
Unique Users

135,000+  
Monthly User  
Sessions

21,000+  
Monthly  
Hours  
Streamed

Distribution Partners:



+many more

# Client Spotlight: Impact Wrestling



Service Type:  
Linear

Available in 17 languages



127,000+  
Monthly Unique  
Users

7,500,000+  
Monthly User Sessions

200+  
Hours of Originals

Distribution Partners:



Roku

PLEX



android



androidtv



+many more

# Linear Technology and FAST



## What Are FAST Channels

- **F** - Free advertising Supported
- **A** - Available to All users Globally
- **S** - Streaming Television
- **T** - The next phase of Television



The **Roku** Channel

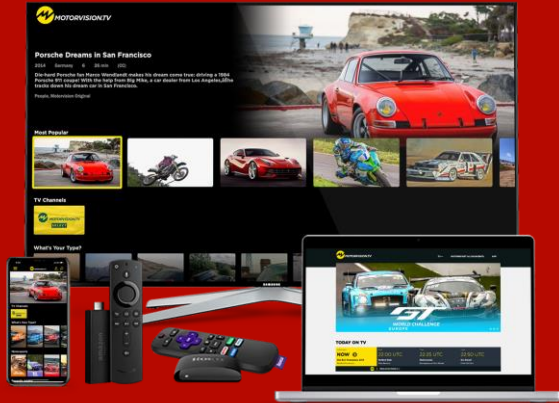


+many more

# OTtera's FAST Channel Capabilities

## It's As Easy As 1, 2, 3

- We distribute to **20+** FAST platforms
- We are able to use our content management system to set up, schedule and deliver your channels to our delivery partners
- OTtera can help distribute existing channels to our delivery partners



CMS



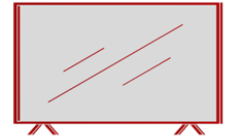
Upload  
Videos



Build  
Schedule



Distribution



Served on  
FAST  
platforms



# Advantages of OTTera FAST

## Partial Pods

When a consumer tunes into the channel mid ad break OTTera will attempt to deliver them ads

## Pre-Roll

OTTera can enable pre-roll ads to FAST channels to provide additional ad opportunities

## Granular Consumption

**Data** OTTera not only tracks total viewing time, but the specific videos a user has seen to allow a detailed breakout of viewing and consumption\*

All viewership and revenue can be associated on a per video per rights holder basis and can be viewed against audience segments

# FAST Channel Capabilities

## Live-Cut-Ins

- Have an announcement interrupt a program

## Dynamic Overlays

- Overlay motion graphic onto a linear channel

## Logos/Bugs

- Present your channel branding via a burned in logo



# OTtera Focuses On The “AS” in FAST With AdNet+ AdSales

## Ad Sales/Ad Ops

- Worldwide ad sales teams.
- Global Programmatic Partners
- Full time expert Advertising Operations
- Active Management and Optimization of Campaigns, pricing and global rules.

## SSAI (Server Side Ad-Insertion)

- OTtera's Linear Services include AdNet+ SSAI.
- With high render rates, partial pod advertising and granular reporting, AdNet+ SSAI will be able to deliver your advertising in a high performance and safe environment.
- Flexibility to use AdNet+ SSAI across both Linear and VOD distributions.





*A network of publishers with a large domestic and international footprint, with the ability to reach audiences through targeting/segmentation across CTV, Mobile, desktop, & Digital Linear.*



## OTTera AdNet+

OTTera has a range of genres including; Kids & Family Content, Gaming, Outdoor Action/Sports, Movies & Television & Lifestyle, bringing content for all ages and interests.

Industry leading distribution coverage, OTTera powered applications are on more devices worldwide than other major technology company.

TOON GOGGLES

ELECTRIC NOW

AFROLANDTV

tv azteca

NHRA.tv

OUTDOOR AMERICA

+many more

# Some of the Brands We've Worked With



# Premium Environment t

## OTtera AdNet+ Delivers Curated Channels

- OTtera leverages its extensive offering of content to serve advertising to a wide range of audiences for both partner and OTtera owned properties.
- OTtera proprietary AdNet+ system allows you to achieve:
  - True Frequency Capping
  - First Looks
  - Pod Priority
  - Genre and Age based Targeting
  - Block Competitive Advertisers



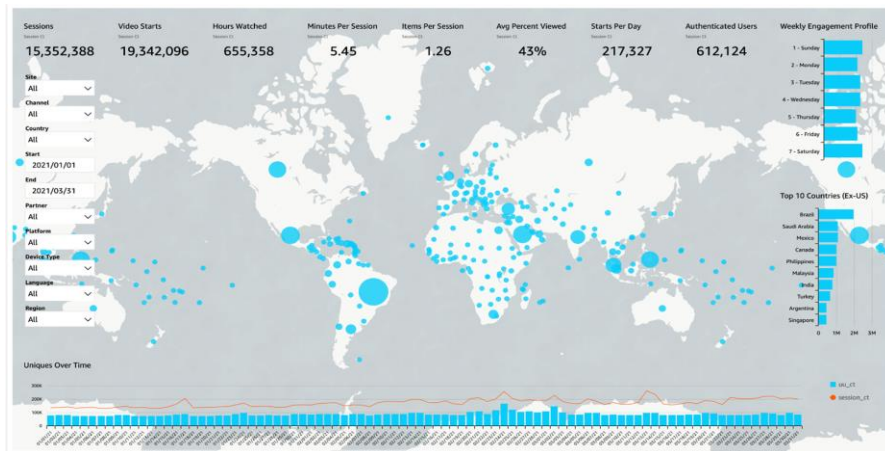
# Advertising Technology in AVOD

## Why Header Bidding?

- **Optimized Advertising** from **70+** Ad Partners
- **No Duplicate Advertising** within Pods
- Unified Auctions allow for **true competition** across SSP & DSP partners
- **Accurate Reporting** across all metrics passed from the advertising request.



# Mass Reach & Hyper Targeting Capabilities



- OTTera AdNet+ is primarily distributed **(85.6%)** across the CTV universe.
- **35.9 Million** Monthly User Sessions
- **7.7 Million** Monthly Uniques O&O
- Adds Incremental Reach to Linear, Cable and/or OTT Media Buys
- **81%** of our audience does not come from a Roku device. (Roku = 19%)
- Ability to Quantify Incremental Reach: Verified Data Targeting of our audience via LiveRamp.

# AdNet+ Reaches the Co-Viewing Audience

- **Co-Viewing** - OTTera reaches both kids/parents in homes that have high-end Smart TV's and that have disposable income to **ACTUALLY** buy the products advertised. (IAB)
- **98%** of SmartTV **co-viewing** occurs (moms with kids) on Kid & Family Platforms. (IAB)
- **70%** of the time on SmartTV's, parents are **within earshot** of programming their children are watching. (IAB)
- Over **50%** of the time parents/moms are actively **co-viewing** in the same room with their kids on **CTV** devices. (IAB)



# Targeting, Segmentation & Reporting

- OTtera AdNet+ Offers DSP Level Targeting and Reporting
- Additional targeting capabilities, against all of the following:
  - Age, Gender
  - Content/Genre
  - Geo (Country/Region/City/State/Zip Code/DMA)
  - Device Level and Format of Viewing
- All metrics are layered and can be tracked, including quartile information at the line-item level.
- Targeting and Optimization for advertising campaigns. (Month, Week, Day, or Hour)

## Third Party Data Targeting & Reporting

- Available on all non-COPPA/App/Channels  
First and Third Party options available.
- OTtera offers a Data Marketplace providing access to world class data targeting through its partnership with LiveRamp.

## First Party Data Targeting & Reporting

- Available on all COPPA/Kid App/Channels
- OTtera can re-target advertising serving ads to known devices, or first party data segments.



# Accurate & Verified Reporting



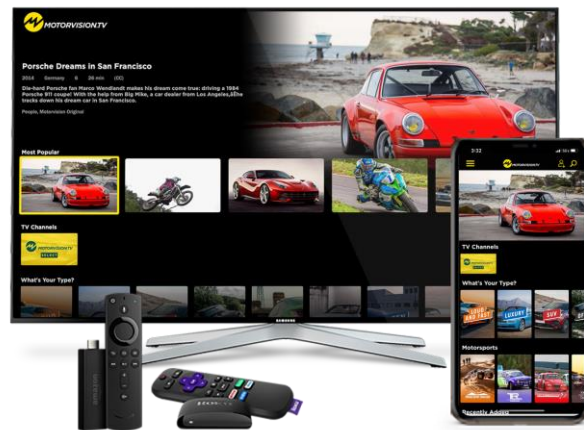
- OTtera AdNet+ can provide directly measurable viewing data based on the verified interaction and viewing of the end user.
- All impressions are device and IP verified, allowing user level reports on viewing, along with verified and accurate Geo, time and impression level reporting.
- Granular level reporting can provide to your brand for actionable campaigns. When did the user see the ad, what device, location and content did the user see that ad, how did that ad get to that user?
- OTtera does not base its reporting from “survey” or aggregated data sources, our data is live, accurate and verified in comparison to Nielsen or Comscore where the data is based on flawed survey models.
- Direct IO’s and managed campaigns have a 24 hour cancellation policy.



# Non-Traditional Advertising

# Non-Traditional Advertising Opportunities

- OTtera AdNet+ can enhance and compliment your media spend by bringing already existing content to life by:
  - Creating a dedicated default **FAST Channel** which will live on OTtera's platforms for the duration of the flight.
  - **Customized "PopUp" Channel** that will host a range of exclusive content all built around a release of a new brand and/or product initiatives - utilizing the full scope of OTtera's platform/device partners.
  - Integrate **stand-alone content** into our scheduled programming - across linear channels and VOD applications.



 **ELECTRIC NOW**  **IMPACT!**  **TOON GOGGLES**

+many more

# Strategic Media Partnerships: Global-Giving with OTTera Cares

- CARE is proud to partner with media companies to increase our programmatic impact and build more in-depth awareness and engagement on international issues.
- Care.Org to include your brand for co-sponsored media buys (Your brand gets a tax credit for X % of the campaign they do that is co-branded)
- Utilize a portion of your brands' media spend to help cross promote the issues at hand.

## Media Buying

How can we get users/viewers involved/donate?

- Paid media packages that Drive CARE Supporters to donate
- Paid media packages the identify/recruit new Care Supporters
- Paid Media Packages the drive social behavioral change communication

## Brand Lift

- Remnant ad space donated to CARE for brand lift/engagement
- Media packages the that drive social behavioral change communication (donated)
- Keyed to CARE moments and campaign windows

## Selling Together

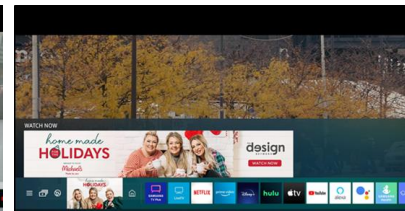
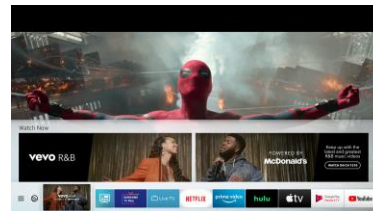
- Create special ad bundles for CARE to market/sell to our corporate partners
- Custom campaign ideas to increase revenue for both
- Joint pitches to brands that want to adopt a cause campaign (i.e., Food & Water) as a CSR focus



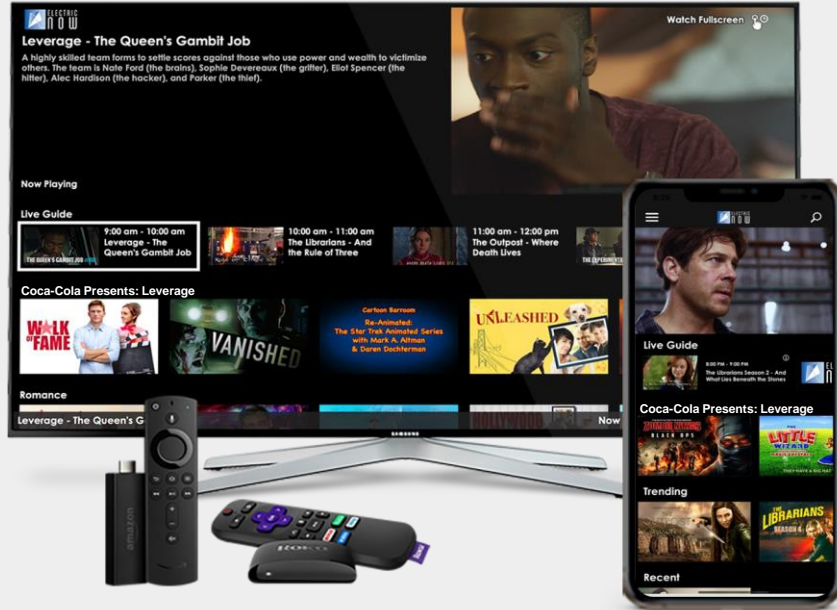
# Sponsorships

# Impact Wrestling - Slammiversary

- **Title Sponsorship** of Event/Events (Pay-Per-View, Weekly Shows)
  - On-Camera/In-Event Product Placement and Signage
  - Digital and Broadcast Sponsorship Opportunities
- **Cross Promote** Impact Wrestling on all Samsung TV's Home Screen Masthead
  - Impact Wrestling (Event/Show/Channel) *"Brought to you by Your Brand"*
  - Reach content seekers immediately as the screen is turned on with a wide canvas to display creative messaging.



# In App and Channel Sponsorship and Takeover Opportunities:



- Sponsored Blocks of Content
  - “Free Movie Night Brought to you by!”
- Live EPG Sponsorship
- Total Buyout opportunities.
- Bumper/Billboards
- Reporting and Analytics for campaign viewing.
- Exclusive buyout and takeover of app and in app advertising.

# Advanced Advertising

## Custom Non-Interruptive Advertising Experience

- OTTera AdNet+ will work with your brand to create a custom non-interrupted advertising experience. (please see “Split Screen & Dynamic Overlays”).
- OTTera AdNet+ will determine with your brand the specific channels, shows that have the strongest viewership to determine placement and frequency of the custom-created ads.
- OTTera AdNet+ will work with you to collect the proper creative assets to build the ad we would use and receive approval prior to going live.

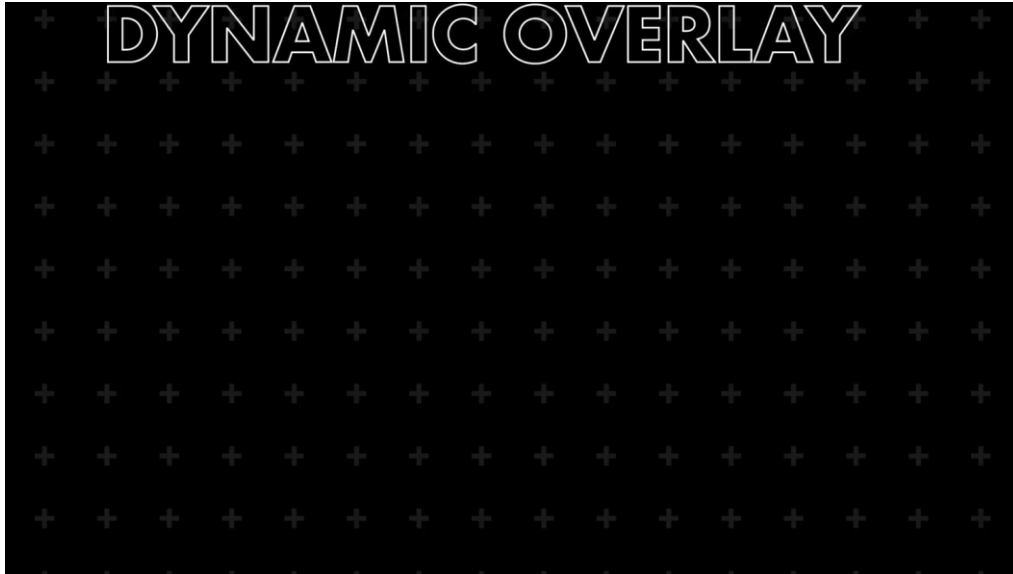
## Concept – Dynamic Overlay

- Engage audiences by creating an innovative ad experience that runs in the lower third of the content stream, is contextually relevant and can be formatted to meet the design needs of any brand.
- Contextually targeted In-Video units available for CTV apps
- Deliver High-Impact Brand Presence without Disruption.
- Create contextually relevant moments by taking advantage of natural breaks in storytelling.
- Capture viewer attention with marketing messaging that's timely and relevant.
- They are inserted into streaming video using TripleLift server-side ad insertion technology.

Please see example on following slide.

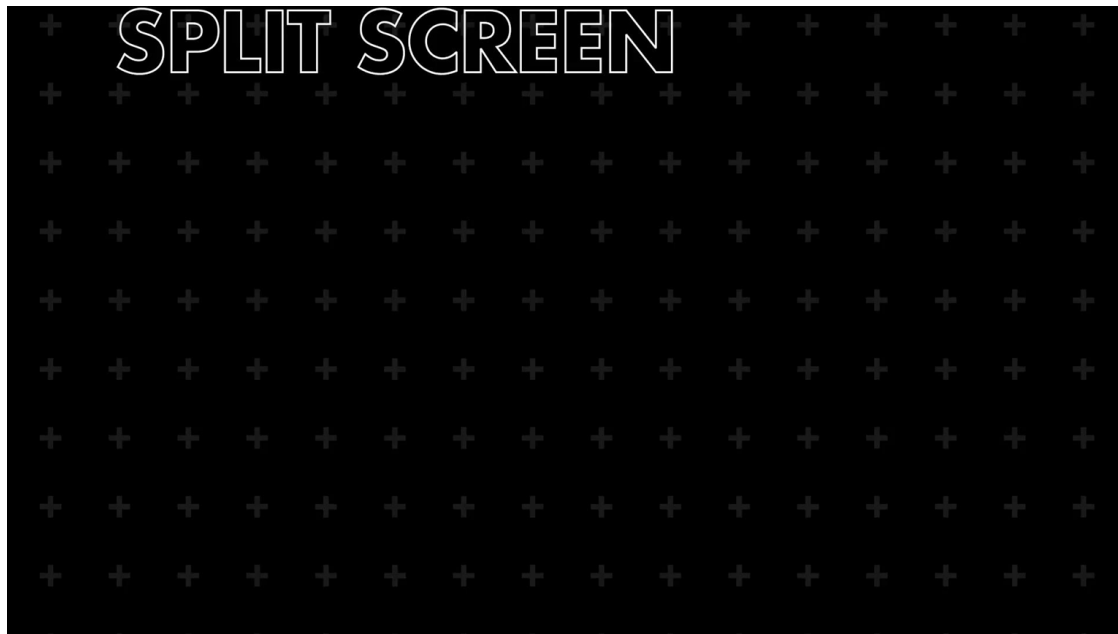


# Dynamic Overlay - Non Interruptive



- Lower left gives cloth, possibility of creativity with context.
- The audience notices the mark in the first few seconds.
- Connect with the audience through relevance / context.
- Drive or reach the marks.

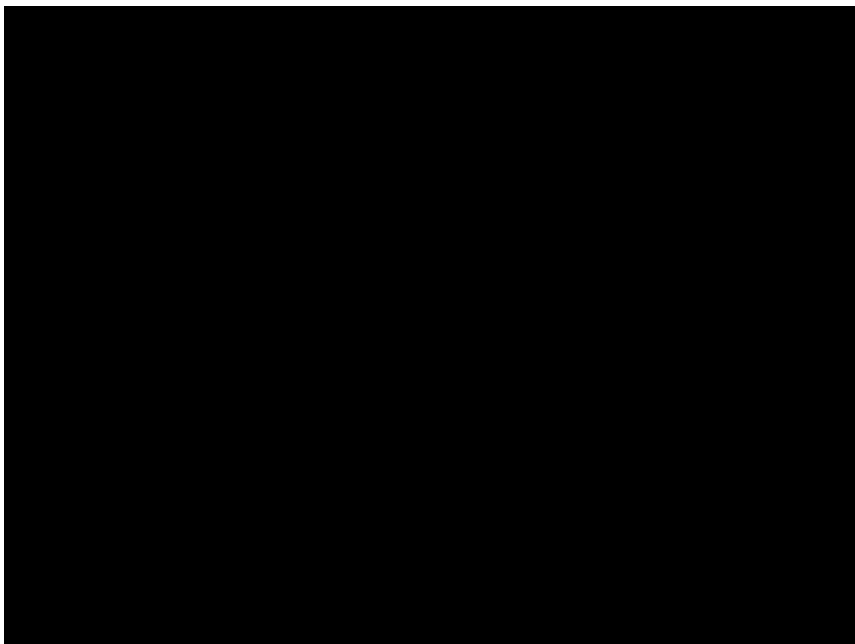
# Split Screen - Non Interruptive



- Take advantage of OTTera's experience in machine technology learning that identifies natural pauses not storytelling of a program to offer a unique brand experience.
- High-impact brand presence without interruption.
- Create contextually relevant moments.
- Capture the attention of the audience with timely and relevant marketing messages.

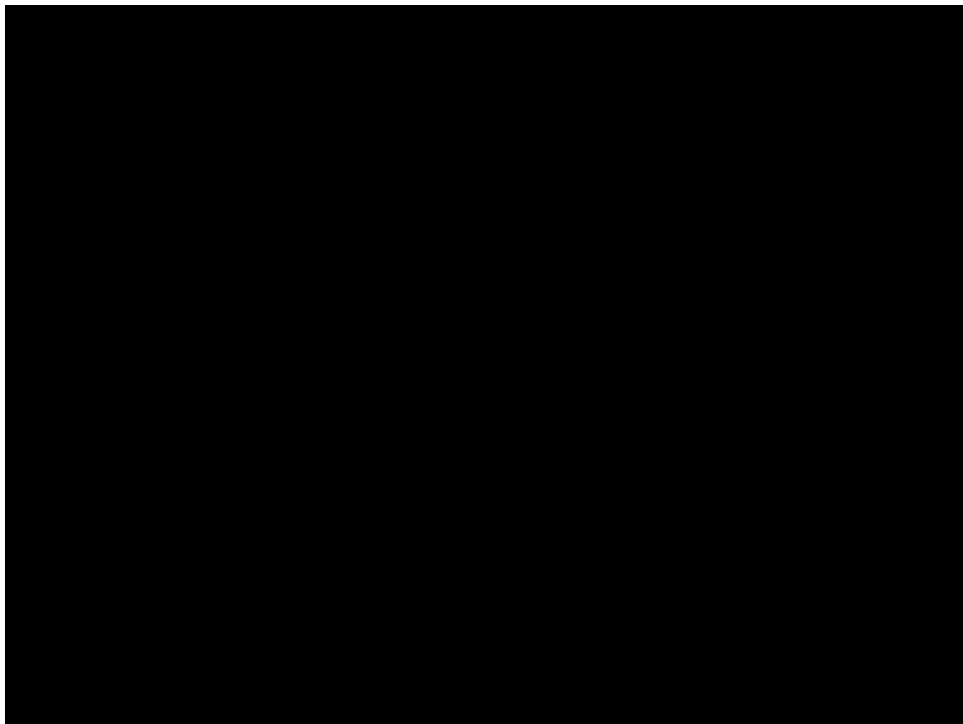


# Content Collection - Interactive



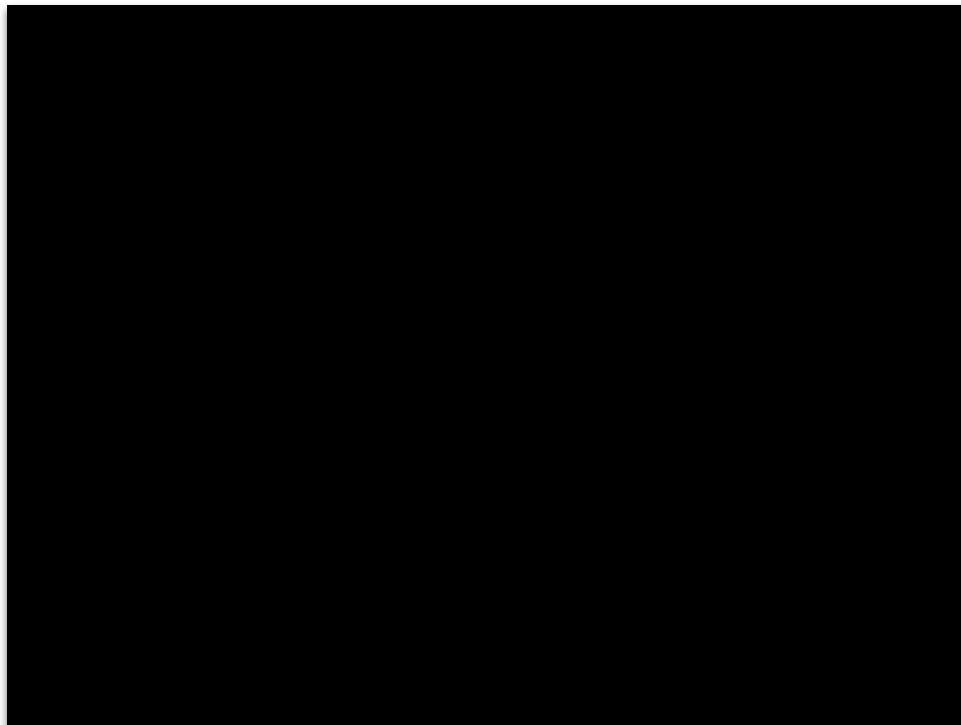
- With a Guided Story, the brand pre-determines each step of the storytelling process. Most frequently understood as carousels, these units are fantastic for introducing a brand story to a user. They're ideal for image galleries, step-by-step stories, and more.
- Guided Stories encourage top-funnel activity.
- **Required assets:** 3-5 images/features, product images
- **Ideal assets:** Audio tracks, short video clips

# Hotspot - Interactive



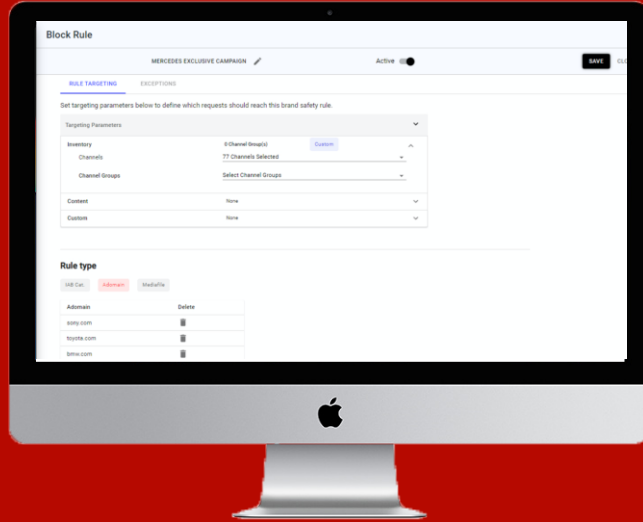
- HOTSPOT stands out for dividing the brand's history into parts.
- They are particularly ideal for a deep dive into a single product or offer. For example, ingredients in a product or features on a car.
- By creating these smaller sub-stories, you help simplify users' understanding of your brand story.
- 3-5 product/service images/differentials.
- **Ideal:** Short Video Clips

# Foundation - Interactive



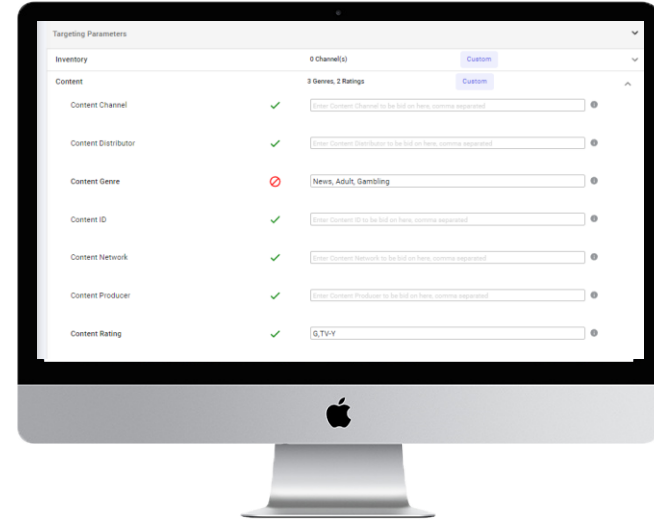
- These video-forward experiences encourage both Awareness and VCR.
- Users interact with a clickable element that slides out a panel. This can house relevant imagery, copy, branding, and any other elements designed to drive topline education.
- This experience can be delivered on an expedited timeline.
- **Required assets:** Brand guidelines, logos, color for the panel
- **Ideal assets:** Marketing + product images to be featured in the panel space

## Automated Brand Safety Rules



Through Direct and Automated Processes, OTtera will ensure that your advertising, is serving on brand safe content.

## Inclusive and Exclusive Content Targeting

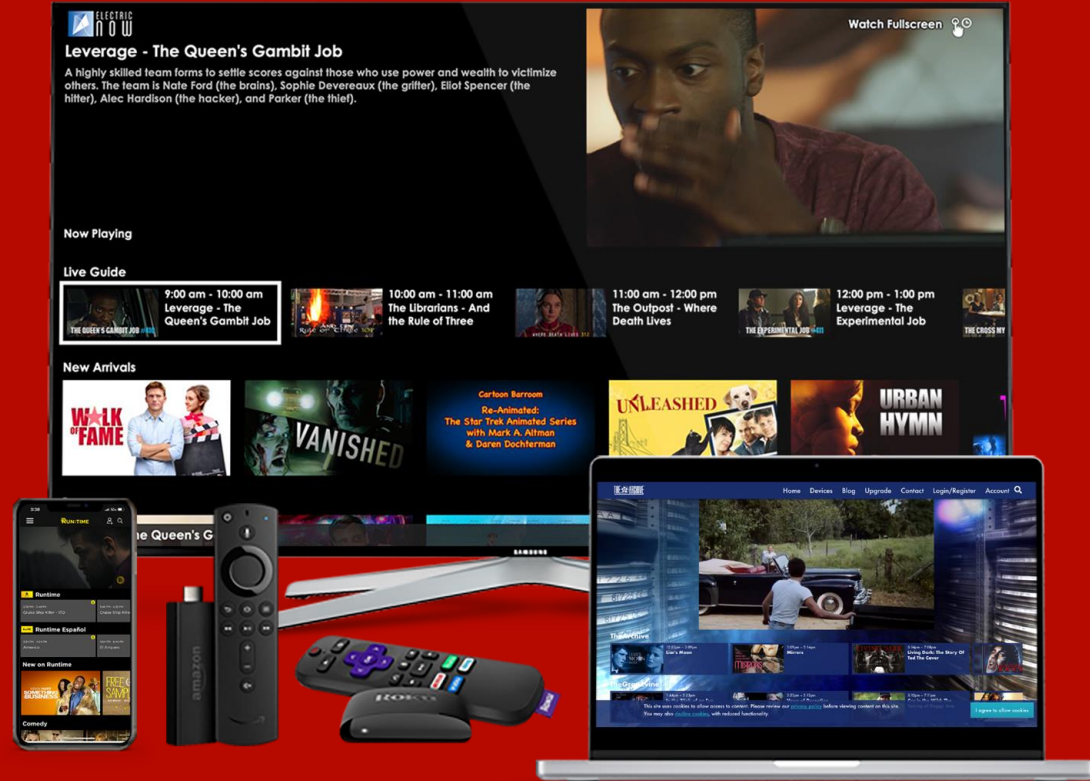


Don't want to advertise on news, don't worry, we block it!

# Why OTTera over the Traditional DSP?

**DSP Level Targeting** and reporting,  
Publisher Direct Control

- **Exclusive Buyout** Opportunities
- Content Level Targeting and reporting
- **Creative Level Reporting** - Find out who else you're advertising with, what order did ads play.
- **Exclusive Content Reach** - Target shows like "Leverage" & "The Librarians" across exclusive access to high quality programming.
- **Block Competitive Advertising**
  - Don't want to share your ad time with competitors? We will block them while your campaign runs.



By Fully utilizing the full OTTera AdNet+ Experience with our O&O Applications and Channels as well as our extended reach partners we can drive massive awareness for any brand while offering hyper targeting opportunities in a safe environment.



Thank You!

Q & A Time!