



Bringing people and entertainment together.
together.



Let's take a quick poll?

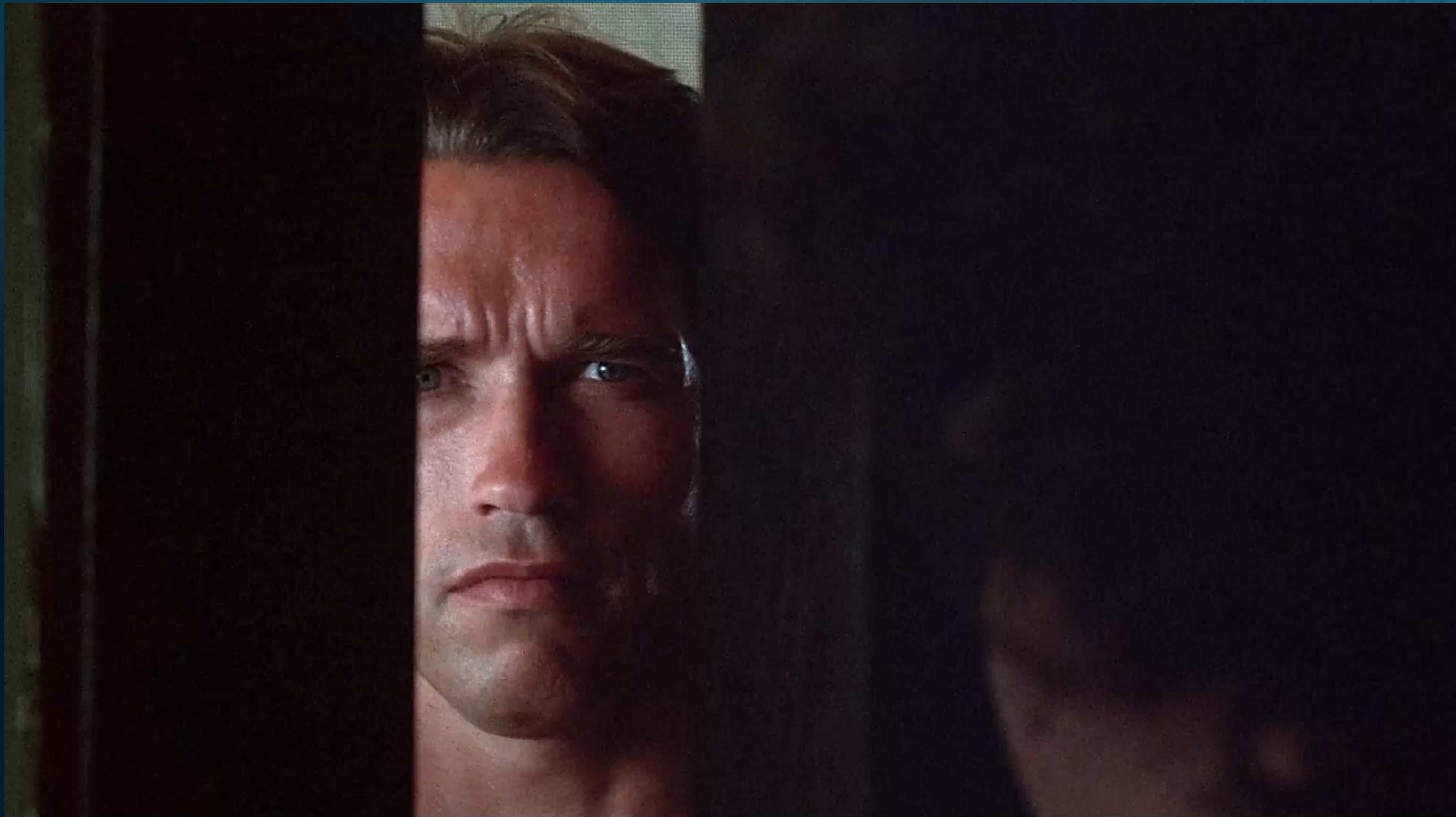
Please raise your hand
if you have heard of Plex before today and
and have checked out the platform.

COOL!

Exactly what I thought our
our poll would reveal!







Our Goal

To align advertisers with users who discover, experience and love our content and platform



We are Plex

The leading independent free streaming
TV service in the world

Extensive Library of of Content

300 Channels

The most channels of any global
ad-supported live TV

240+ studio, network, & creator partners

As the largest independent streamer,
we offer best-in-class, conflict-free
partnerships



LIONSGATE

15 Million MAUs and Growing

30M+ Registered Plex Pass Users

40+ different platforms

Vast distribution across smart TVs,
mobile devices, web browsers and
game consoles

Top genres include

Action, Horror, Drama, Comedy,
& Reality TV

Plex is a Global Brand

Distributed in 180+ 180+ countries



Plex is viewed across the globe

● Our top 10 countries

US

Canada

Mexico

Brazil

UK

Australia

India

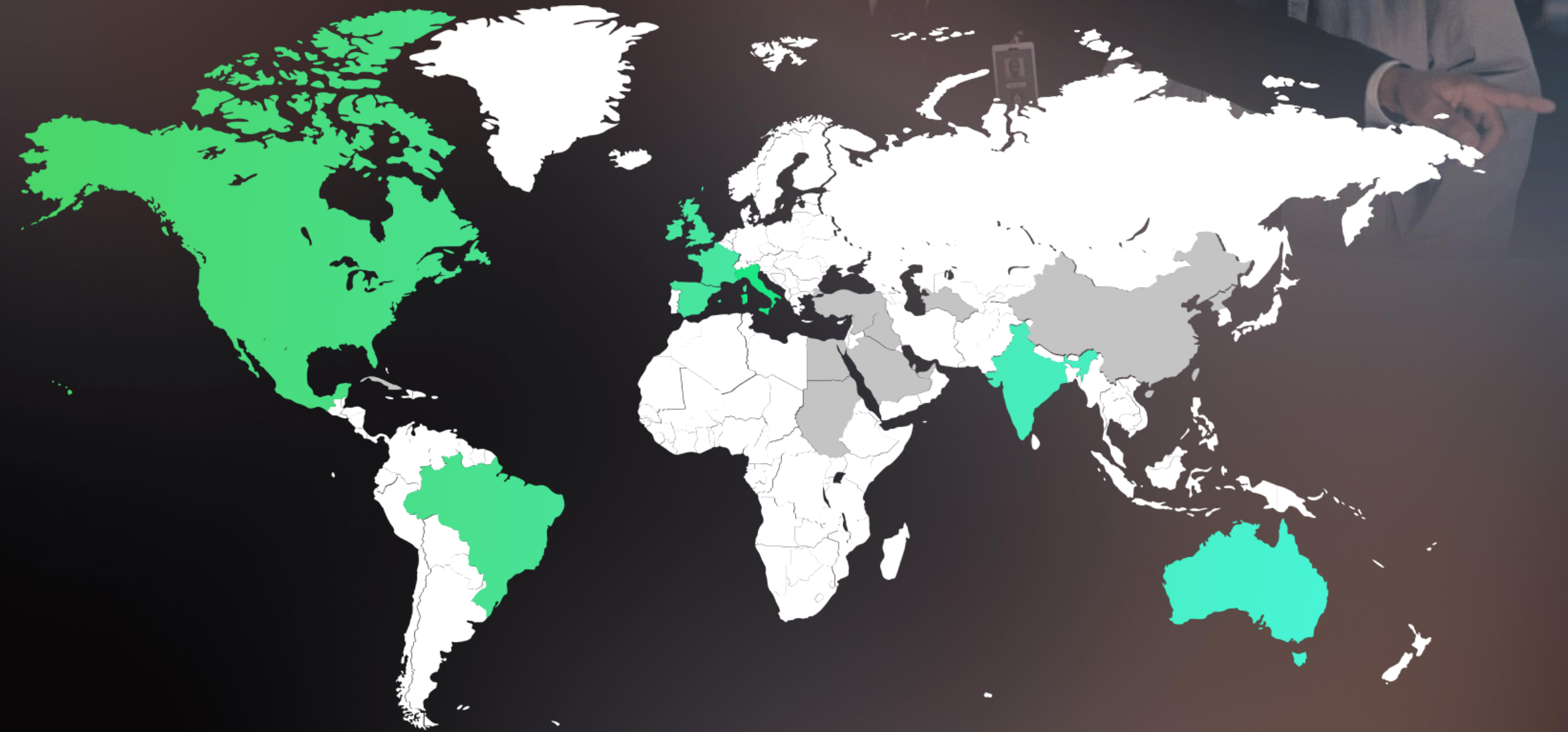
Spain

Italy

France

● Other Plex countries

● Unsupported Country Country



If it has a screen, Plex is there

Plex is driven by vast distribution and a premium content slate.

Here's a small sample of Smart TV's, streaming devices and consoles we support.

ROKU

amazon fireTV

SONY

Google Chromecast

apple tv

XBOX

Panasonic

VIZIO

SAMSUNG

PlayStation

LG

Hisense

We support all major
web browsers

We support tablets and
mobile phones



iOS

android



plex

Why advertisers love Plex

Since launching AVOD and FAST, Plex has quickly become the largest independent free streaming TV service in the world.

15M MAUs and growing

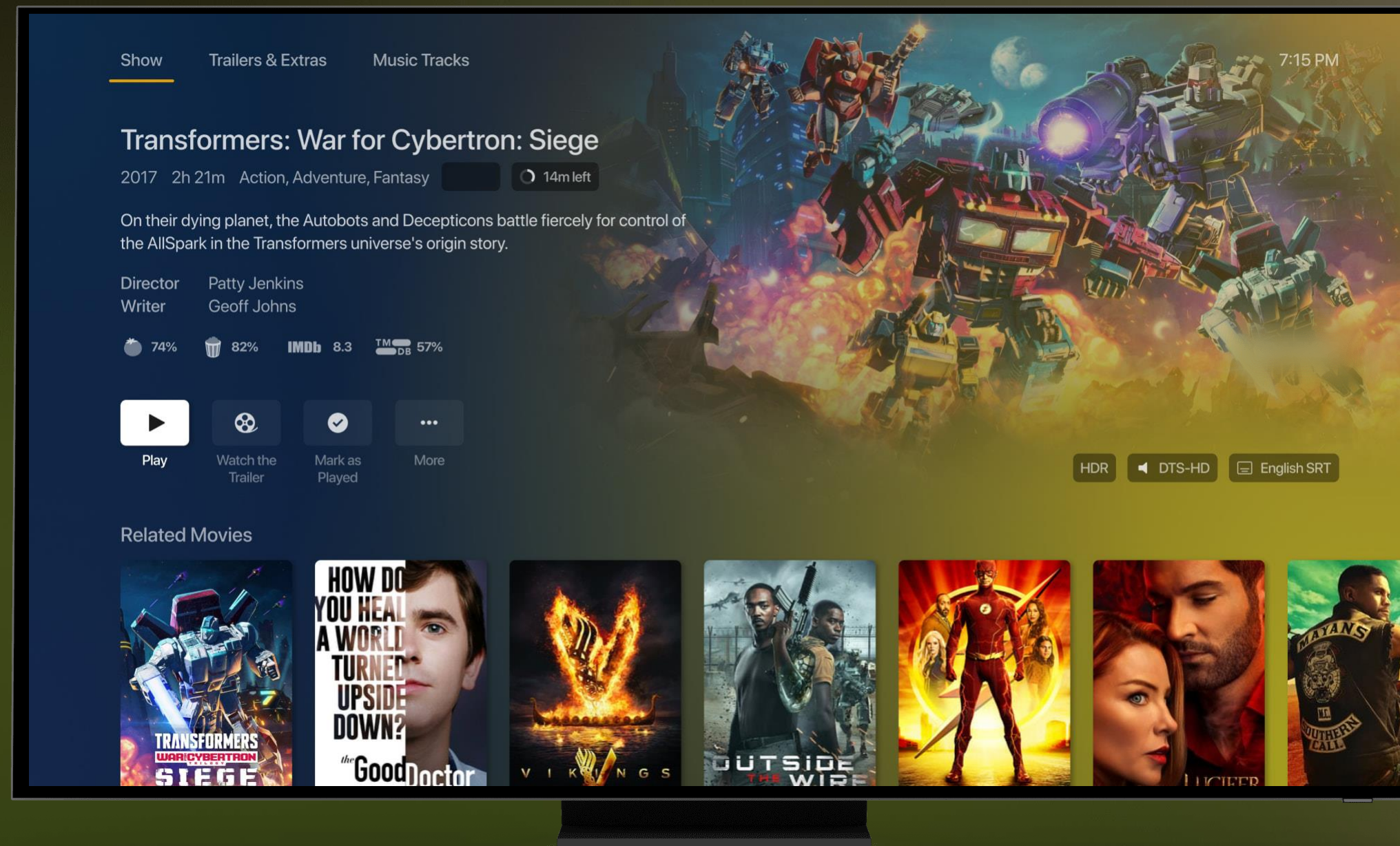
130+ minutes of viewing
per user per month

90% of video is consumed on
on CTV devices in home

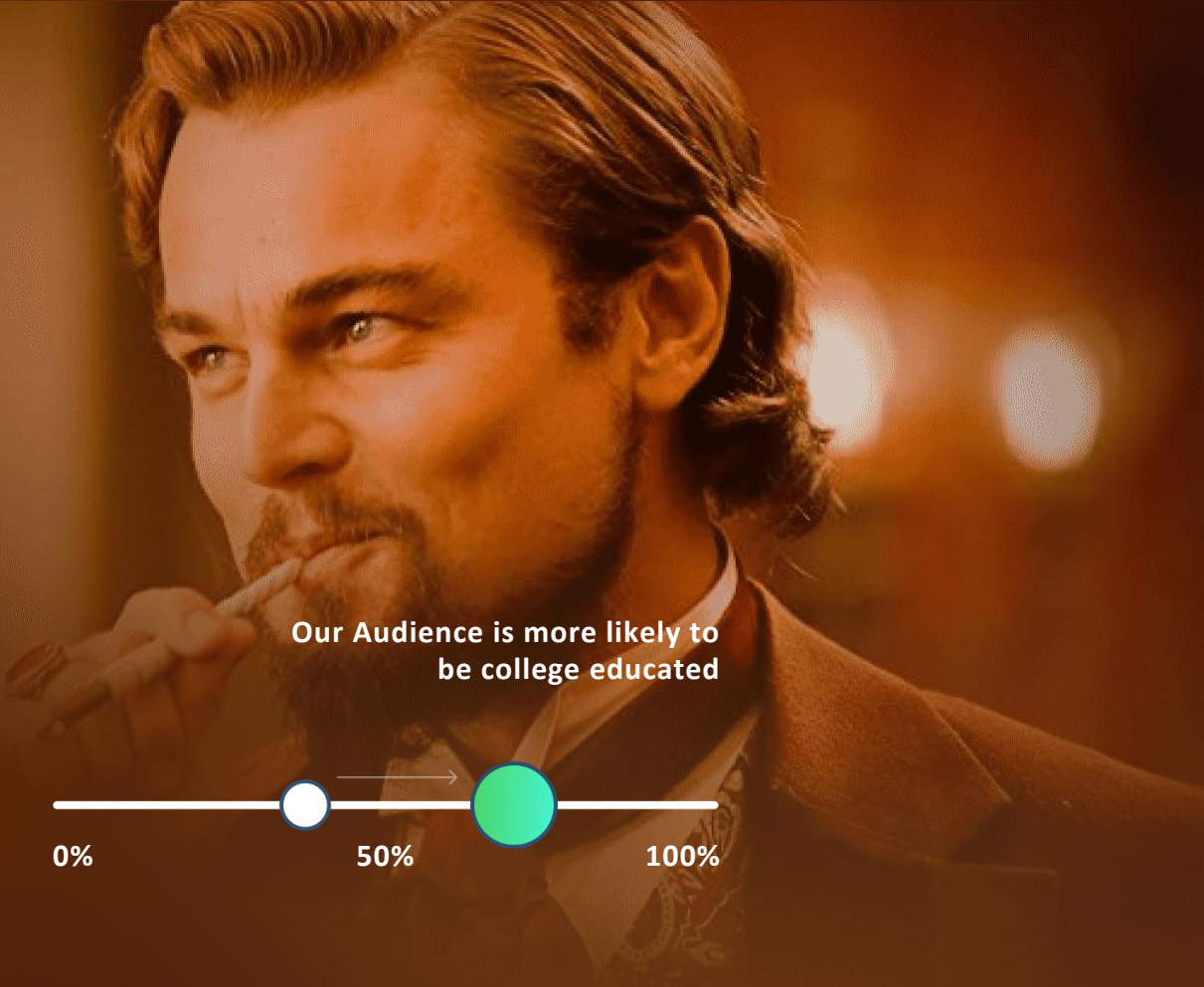
98% commercial completion rate
rate (fast forward disabled)

100% premium long-form
brand-safe content

World class De-duping and frequency
frequency capping capabilities

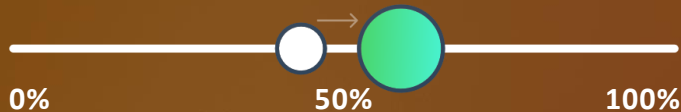
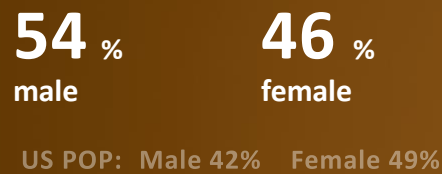


Meet our Plex viewers!



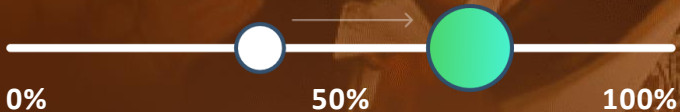
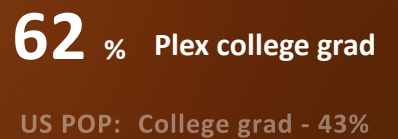
Gender

Our Audience is almost 50/50 M/F



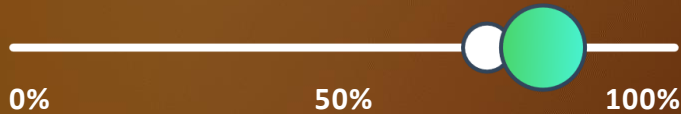
College

Our Audience is more likely to be college educated



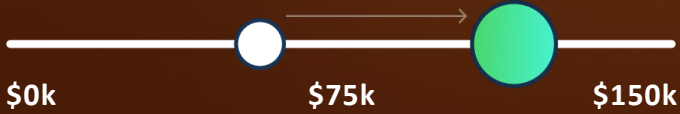
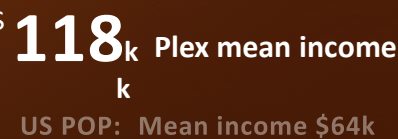
Multi Cultural

Our Audience has similar ethnic make-up to US general streamer



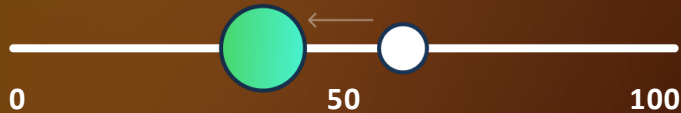
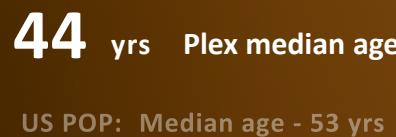
Income

Our Audience has a higher median income than US average



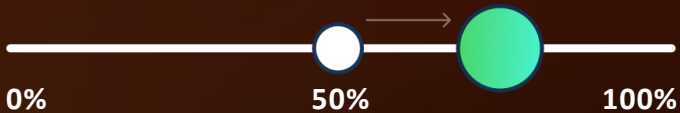
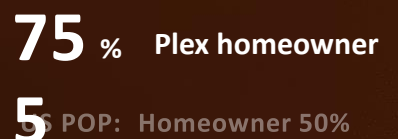
Age

Our Audience is younger than US average



Home Ownership

Our Audience is more likely to be a homeowner than US average



Over 240 premium content partners from around the globe

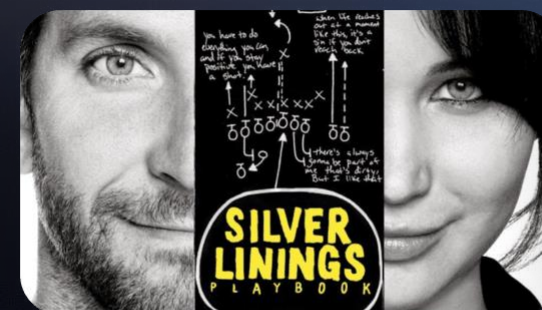
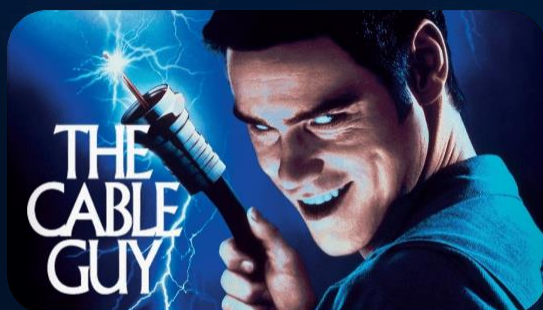
300+ Free Live FAST Channels

50,000+ On-Demand Titles



+ many more
more

+ many more
more



Recent New Content Added

The Complete Series



94%

average audience
score



92%

average
tomatometer



8.6

out of 10 with 246k
ratings



Content for all Audiences

No Spray and Pray!



Hit TV

Stories by AMC • The Walking Dead Universe • Electric Now • Are We There Yet?



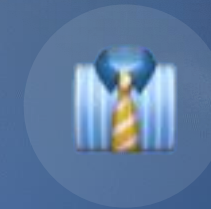
Movies

Crackle • Popcornflix • MOVIESPHERE • Tribeca • IFC Film Picks • AMC Thrillers • CineLife



Reality

All Reality WE tv • Crime 360 • BUZZR • Nosey • Game Show Central • Judge Faith • All Weddings WE tv



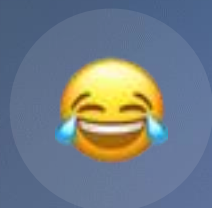
Lifestyle

Skills + Thrills • Lively Place • JOURNY • Tastemade • GoUSA TV • GoTraveler



Kids & Family

TG Junior • Tankee • Toon Googles • pocket.watch • Ryan and Friends



Comedy

Slightly Off IFC • LOL! Network • FailArmy • MST3K



Gaming & Anime

IGN TV • VENN • Mobcrush • RetroCrush • CONtv Anima • AsianCrush



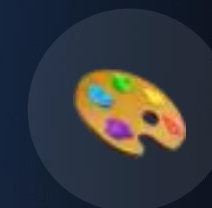
News & Opinion

Accuweather • USA Today • PeopleTV • US Weekly TV • Yahoo Finance • Reuters • Cheddar News



Sports

fubo Spots Network • beIN SPORTS XTRA • Stadium • USA Today Sportswire • The World Poker Tour

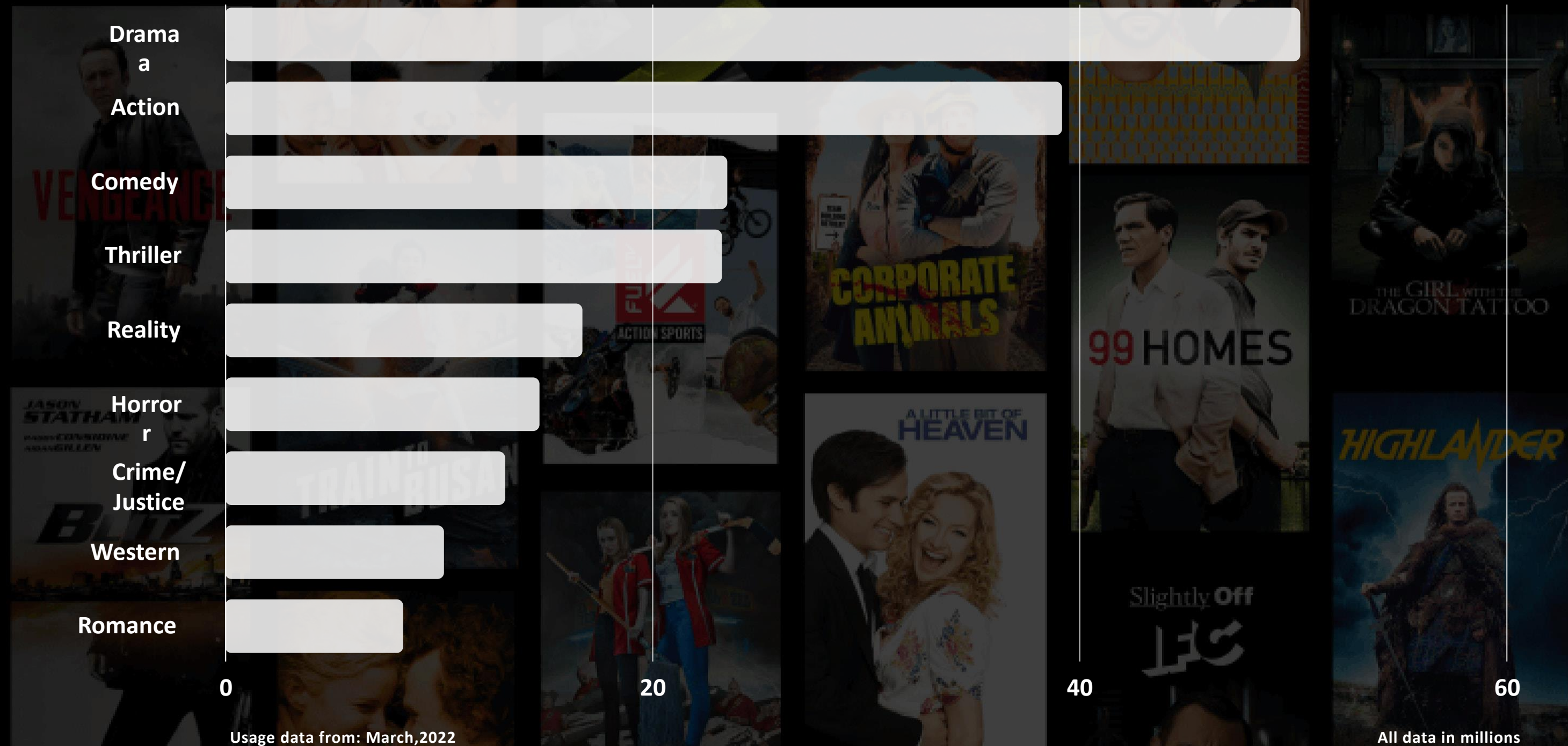


Explore

Love Nature • Wonder • Explore • Space Channel • The Bob Ross Channel

GENRES BEING CONSUMED

Most popular genres watched per month on Plex



Solving for the Streaming- I do not know?

Welcome – PLEX Discover



We deliver transparency on data & performance

Plex is committed to being open and transparent with marketers by sharing metrics and performance while also respecting your brand standards

IAB Standard

Device ID, IP, User Agent, Device Model, App Bundle, App Store URL, GDPR, US-Privacy

?

✓

Transparency

Channel ID, Channel Name, Managed User Profile, Partner Name, Product, Provider Name, Video ID, Video Genre

?

✓

Audience

MPAA rating, Language (user & content language), Content Flags

?

✓

Additional metadata

Content length, Cast, Keywords, Summary, Standard metadata ID – eg. IMDB, TMDB, etc

?

✓

Our Competitors

plex

HIGH IMPACT SPONSORSHIPS

Channel Sponsorship Sponsorship

SPONSORSHIP ELEMENTS

- Brand logo located in channel tile
- :05 “Brought to you by” billboard
- A-pod commercial adjacency on sponsored channel

Genre Takeover

SPONSORSHIP ELEMENTS

- Brand logo located in vertical tile (open to other placement options)
- :05 “Brought to you by” billboard in selected channels within the genre
- A-pod commercial adjacency on selected channels within the genre

Programming Block Block

SPONSORSHIP ELEMENTS

- Brand logo located in preselected channel tiles
- :05 “Brought to you by” billboard in preselected channels
- A-pod commercial adjacency on preselected channels

NOW IS THE TIME TO INVEST

With our AVOD launch in 2019 and our Linear FAST TV launch in 2020, Plex is positioned for continued explosive growth.

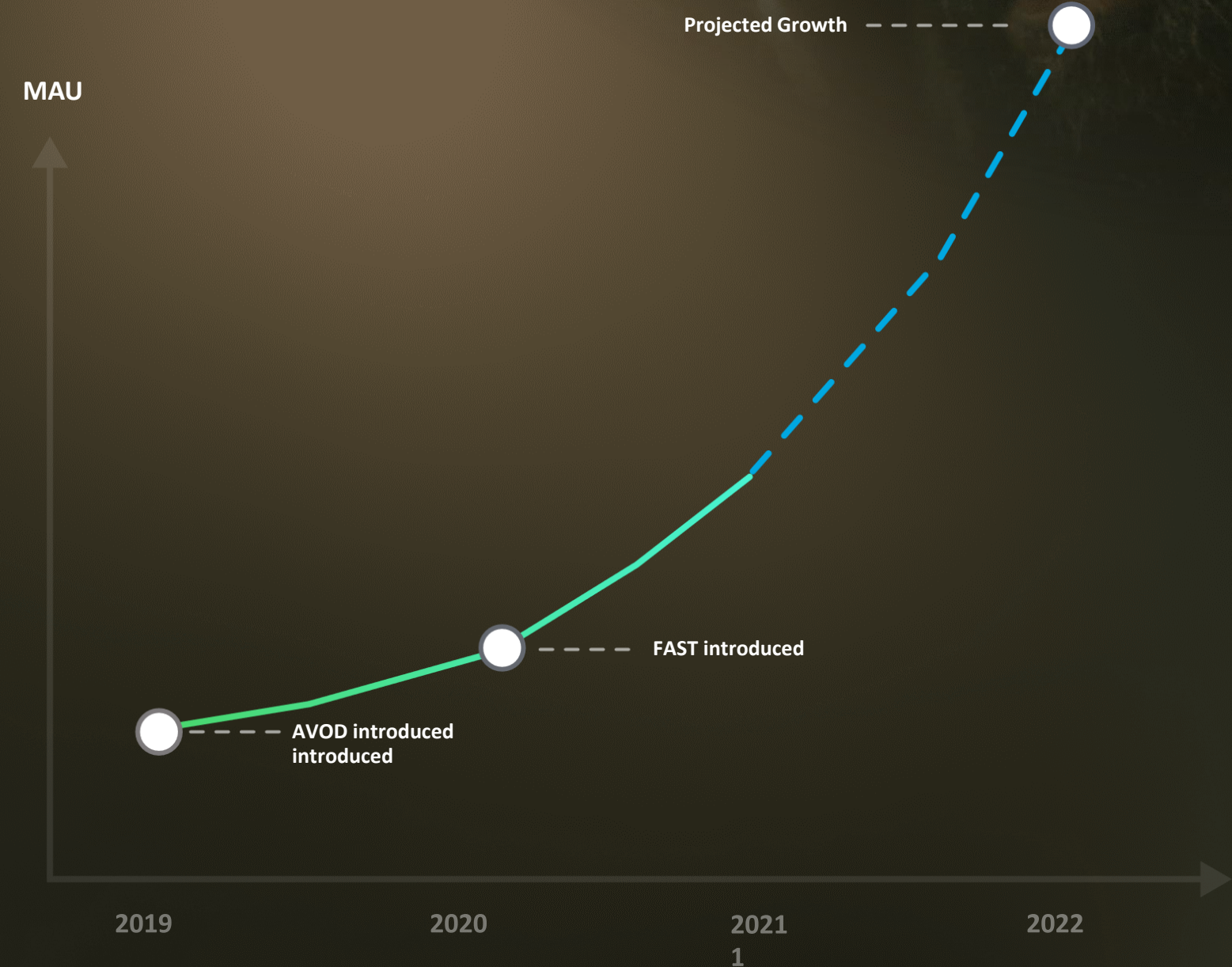
300+ FAST Channels

Largest independent streaming service in the world

50K+ AVOD Titles

Movies and TV shows across all genres

Available all around around the world





Thank you for tuning in!