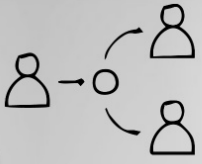
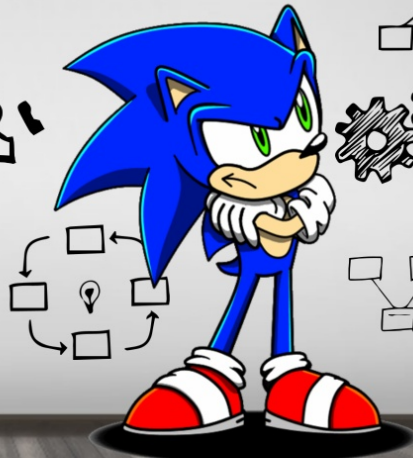


FUTURE TODAY

IT'S TIME



CTV

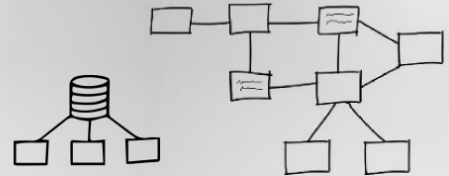
FTI+

ENTERTAINMENT

POWER OF THE PORTFOLIO

KIDS & FAMILY

IT'S TIME



IT'S TIME

TO FOLLOW THE CONSUMER



Brands and advertisers need to adapt in order to align strategies and reach consumers where they are. Programming is programming *

Currently, OTT spending represents approximately **only 3%** of total digital spend per month. As TV watchers **migrate** from cable to streaming services, advertisers must meet them where they are. **

A recent survey on TV convergence from TVSquared found nearly three in four respondents say **"TV"** is now **defined as linear and streaming.** ***

Compared to linear TV, ad-supported CTV users are **71%** more likely to tell a friend about a brand, **53%** more likely to search for a brand and **52%** more likely to buy a product. ****



*Adexchanger, **Marketing Dive/Media Radar, ***Forbes, ****Unruly

FUTURE
TODAY

The logo for Future Today, featuring a stylized yellow and black triangle to the left of the text "FUTURE TODAY" in a bold, sans-serif font. "FUTURE" is in black and "TODAY" is in yellow.

FUTURE TODAY

- Established in 2007 with the launch of iFood.TV, Future Today has expanded its owned and operated content library to provide marketers with a vast and diverse portfolio of brand **SAFE Content** spanning entertainment/lifestyle, Teens/Family and Kids programming.
- Future Today has evolved into an expansive portfolio of content, **growing user base by 71%**, reaching **50 MILLION unique monthly users**, delivering **14+ BILLION annual impressions**.
- **665 MILLION** hours of streaming in 2021 across FTI network Total watch time increased **96% YoY** across FTI network
- **Diversity, Equity & Inclusion (DEI)**
 - Future Today is proud to be a Minority Owned company
 - Media Framework M.A.V.E.N. Classified
 - Soon to be NMSDC certified



**POWER OF
THE PORTFOLIO**

A cluster of three interlocking gears and two curved arrows, one pointing up and one pointing down, rendered in a light gray, sketchy style.



A concierge sales team created to provide brands and agencies with the 1:1 special care. Dedicated to activate and deliver success against strategic objectives/outcomes.






POWER OF THE PORTFOLIO = CONTENT + DISCOVERY + AUDIENCE

Nearly 50% Future Today Streamers are **UNIQUE** and do not watch other AVOD streamers (Crackle, Peacock, Pluto, or Tubi)*

 A **TRUSTED** source for Content

 Multiple points of **DISCOVERY** of Future Today content

 An **EXPANSIVE** portfolio that will **DELIVER** unique audiences at scale



POWER OF CONTENT



HUBS/CURATED

HappyKids
FAWESOME
iFoodTV

PARTNER CHANNELS

FILMRISE
BratTV
Cocomelon
AFV
LEGO
PINK FONG
P. Allen Smith GARDEN HOME™
Blippi
ETV
LOL SURPRISE!
KIDCITY
Gym Ra
RYAN FRIENDS
WATCH FREE FLIX™

DEI

HappyKids.tv Español
FILMRISE ESPAÑOL
FILMRISE PRIDE
FILMRISE MAVERICK BLACK CINEMA

LICENSED PARTNERS

LEGO SONY MATEL LIONSGATE eOne Paramount MARVISTA ENTERTAINMENT 9 STORY MEDIA GROUP Hasbro SHOUT! FACTORY moonbug RAINBOW WildBrain pocket.watch BBC Banijay

FUTURE TODAY

ROKU

slings
TELEVISION

SAMSUNG

redbox.

POWER OF DISCOVERY

Multiple points of access to
Future Today content



android

VIZIO

fire tv

COX



XBOX



LG

xfinity

apple tv

POWER TO REACH YOUR KEY AUDIENCE

Top demos in Entertainment + Lifestyle

- A18-49; 62.9%, 31.5 MILLION
- A18-34; 42.1%, 21.1 MILLION
- 19% Hispanic Audience
- 22% African American Audience



Targeting Solutions

GEO - GENRE - CONTEXTUAL - AUDIENCE



POWER TO REACH YOUR KEY AUDIENCE



Hard-to-reach, unique audience, that is ..

- **41%** of Entertainment channel users and **62%** of Kids/Family channel users don't have access to linear TV
- **90%** of Kids/Family channel users say they seldom watch linear TV

Young, Family-focused and Diverse, and ..

- **62.9%** of **Entertainment** channel users fall in the **A18-49** range
- **85%** of **Kids/Family** channel users fall in the **A18-49** range
- **33** years- age of Kids/Family households (parent)
- Users in both categories over-index on multi-cultural segments
- Entertainment channel users are **76%** more likely to be AA and **16%** more likely to be Hispanic
- Kids/Family channel users are **36%** more likely to be AA and **78%** more likely to be Hispanic

More engaged than the average streamer

- **81%** (index:115) of Entertainment channel users agree TV is their favorite form of entertainment
- **90%** (index:118) of Entertainment channel users value the escape TV provides now more than ever (due to COVID-19)
- **81%** (index:115) of Kids/Family channel users agree TV is their favorite form of entertainment
- **98%** (index:119) of Kids/Family channel users say they love watching TV

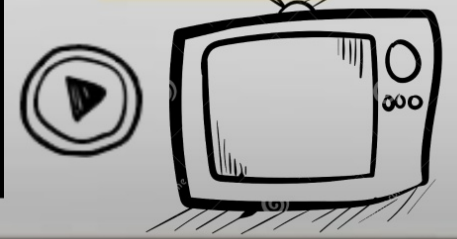
IT'S TIME FOR ENTERTAINMENT



CONTENT



**INCREMENTAL
REACH**



CONTENT

We Have It All!

- **149,000 Titles across Movies, TV Shows and Lifestyle Content. Recent Hits, Cult Classics, Popular TV Shows, Documentaries, and engaging Lifestyle programming.**
 - **Including; FilmRise, WatchFreeFlix, AFV, TripSmart, Fit4U, P. Allen Smith Home & Garden**
- **Teen & Family Content - Exclusive CTV Home of BratTV and EncourageTV - Plus Family Friendly Playlists on flagship channels**
- **Over 400 Million monthly Impressions!**
- **118% Growth in Viewers for Flagship Channel, Fawesome.tv**

Consistently in the top 10 across ALL distribution partners

FAWESOME FILMRISE iFood.TV



FAWESOME

VS. LINEAR

17% of Fawesome viewers don't watch any broadcast television

- 49% don't watch ABC
- 38% don't watch CBS
- 48% don't watch FOX
- 44% don't watch NBC
- 72% don't watch The CW

35% of Fawesome viewers don't watch any of the below Cable TV Networks

- 57% don't watch FX
- 81% don't watch Paramount Network
- 58% don't watch TBS
- 53% don't watch TNT
- 67% don't watch USA

VS. STREAMERS

14% of Fawesome viewers don't watch any of the below streaming destinations

- 79% don't watch Crackle
- 62% don't watch Discovery+
- 86% don't watch Hulu
- 87% don't watch Paramount+
- 84% don't watch Peacock
- 81% don't watch Roku Channel
- 80% don't watch Tubi

INCREMENTAL REACH



VS. LINEAR

34% of Filmrise viewers don't watch any broadcast television

- 59% don't watch ABC
- 59% don't watch CBS
- 63% don't watch FOX
- 61% don't watch NBC
- 80% don't watch The CW

55% of Filmrise viewers don't watch any of the below Cable TV Networks

- 71% don't watch FX
- 86% don't watch Paramount Network
- 74% don't watch TBS
- 76% don't watch TNT
- 78% don't watch USA

VS. STREAMERS

14% of Filmrise viewers don't watch any of the below streaming destinations

- 44% don't watch Crackle
- 79% don't watch Discovery+
- 80% don't watch Hulu
- 82% don't watch Paramount+
- 77% don't watch Peacock
- 40% don't watch Roku Channel
- 41% don't watch Tubi

INCREMENTAL REACH

KIDS & FAMILY

**OUR Audience
is YOUR Audience**



**CO-
VIEWING** **CONTENT**

**INCREMENTAL
REACH**

**KIDS'
INFLUENCE**

**EFFICIENCY
& VALUE**



WE TAKE SAFETY SERIOUSLY

The CTV Landscape

- Parents are getting more and more concerned that their children are being exposed to inappropriate content - Adult Ads are slipping through the cracks across the industry
- According to Wakefield Research, 46% of parents reported that their children have seen ads for a product that is meant for adults only and 86% of parents had seen auto-suggested content that was inappropriate for kids

Future Today- Safety is our #1 Priority

- 200+ Channels - **All 100% COPPA Compliant and kidSAFE Certified**
- We support brand's **CFBAI Initiatives**
- All ads and content go through an **extensive** internal **approval process** to ensure a **safe viewing** environment
- **Extensive Parental Controls** in place. Parents can customize viewing experience to their preferences



Source: Wakefield Research Survey, March 2021

FUTURE
TODAY



ONE STOP SHOP FOR EVERYTHING KIDS

- **LARGEST** Kids Content Platform in CTV with **Official Partner Channels** such as CoCoMelon, LEGO, Ryan & Friends and Kid City. Home to the **#1 Ad-Supported Kids Channel**, HappyKids
- **Back to Back Winners** of Cynopsis' Best of the Best Awards for Best Kids App - 2020 + 2021
- **1.2 BILLION** Monthly Impressions
- **87,000 Titles** from **150+ Content Partners** Delivering the Content that Kids Love & Parents Remember



- **20 Channels** in **Top 50** Kids & Family Channels on Roku
- **15 MILLION** user initiated App downloads for Happykids
- **133% YOY Viewership Growth**
- Avg Watch time of 2 hr 43 min across all Kids & Family channels*



*Future Today Inc Dec 2021

FUTURE
TODAY

KIDS COPPA

BABY/PREK



Little Baby Bum,
CareBears, Thomas, Blippi,
Peppa Pig, Super Simple
Songs, CoComelon, Paw
Patrol, PinkFong,
Strawberry Shortcake,
OddBods



K6-11



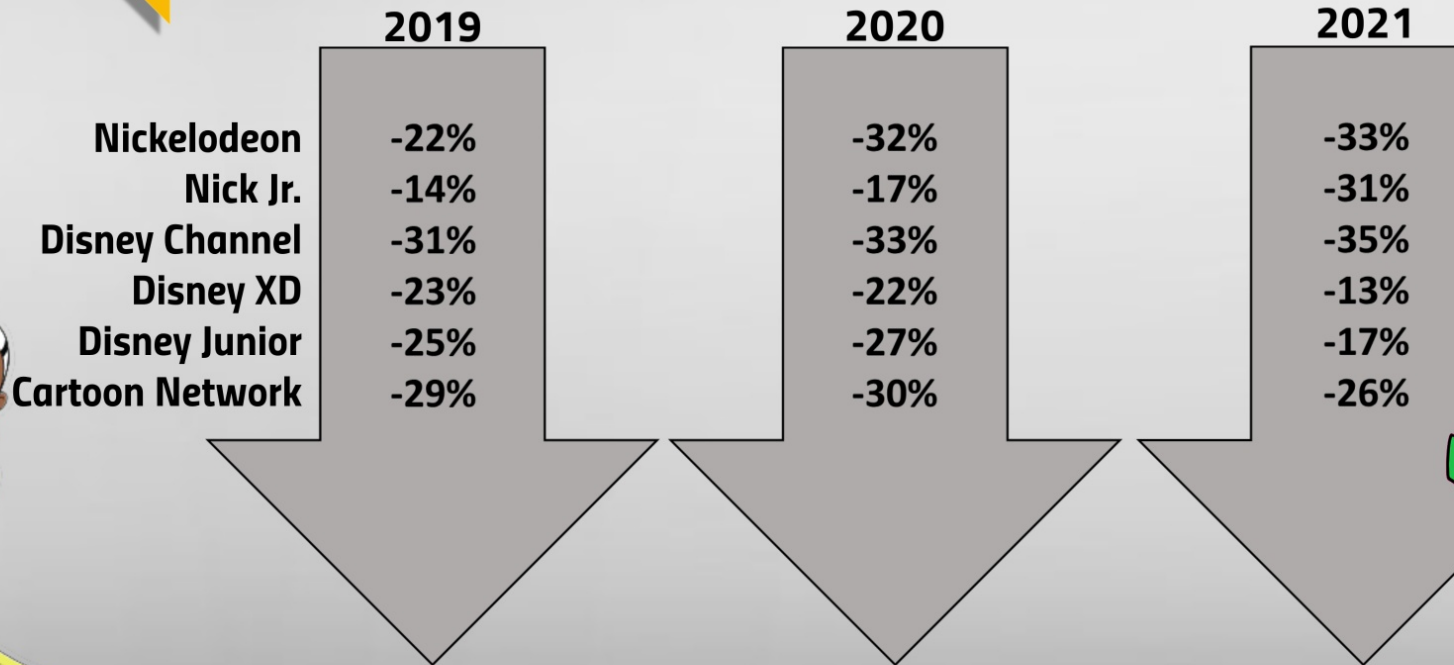
LEGO, LOL Surprise, Minecraft,
Barbie, Pacman, HotWheels,
Angry Birds, Shane the Chef,
Winx, Garfield, Transformers,
WWE, Mario Kart, Monster
High, Teen Titans Go, Yu-Gi-Oh

FAMILY-Live Action

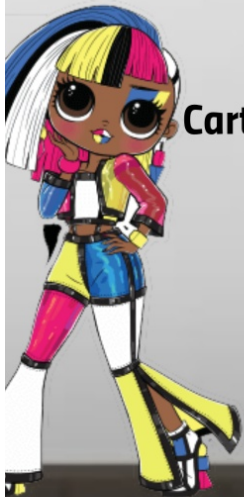


Ryan & Friends, Nastya, Ninja
Kidz, Step Up To The Plate, San
Diego Zoo, Tastebuds, A
Mermaid's Tale, Robo-Dog, Spy
Kids, Hope Dances, The Secret
Garden, Bruno & Boots,

It's Time to cross the LINEar to CTV



YOY Ratings Decline - Kids Cable TV Networks Primetime Audience



Source: Nielsen VIP Analysis

FUTURE TODAY



VS. LINEAR

65% of HappyKids viewers don't watch any of the below top Kids Linear Destinations

- 80% don't watch Cartoon Network
- 80% don't watch Disney Channel
- 84% don't watch Disney Junior
- 88% don't watch Disney XD
- 88% don't watch Nick Jr.
- 84% don't watch Nickelodeon
- 90% don't watch PBS Kids



VS. STREAMERS

15% of HappyKids viewers don't watch Hulu/Paramount+/Peacock/Tubi

- 76% don't watch Hulu
- 79% don't watch Paramount+
- 43% don't watch Peacock
- 61% don't watch Tubi

36% of HappyKids viewers don't watch YouTube or YouTube Kids

- 53% don't watch YouTube
- 48% don't watch YouTube Kids

33% of HappyKids viewers don't watch Roku Channel



Source: MRI Simmons Cord Evolution Study, March 2022





VS. LINEAR

61% of LEGO Channel viewers don't watch any of the below top Kids Linear Destinations

- 80% don't watch Cartoon Network
- 75% don't watch Disney Channel
- 84% don't watch Disney Junior
- 85% don't watch Disney XD
- 84% don't watch Nick Jr.
- 79% don't watch Nickelodeon
- 88% don't watch PBS Kids

VS. STREAMERS

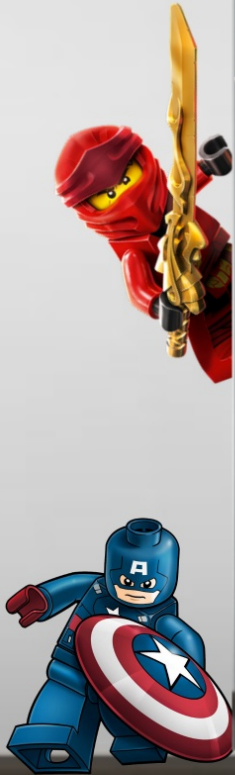
70% of LEGO Channel viewers don't watch Hulu/Paramount+/Peacock/Tubi

- 79% don't watch Hulu
- 90% don't watch Paramount+
- 87% don't watch Peacock
- 91% don't watch Tubi

62% of LEGO Channel viewers don't watch YouTube or YouTube Kids

- 72% don't watch YouTube
- 79% don't watch YouTube Kids

87% of LEGO Channel viewers don't watch Roku Channel



Source: MRI Simmons Cord Evolution Study, March 2022

FUTURE
TODAY



VS. LINEAR

61% of CoCoMelon viewers don't watch any of the below top Kids Linear Destinations

- 81% don't watch Cartoon Network
- 76% don't watch Disney Channel
- 86% don't watch Disney Junior
- 88% don't watch Disney XD
- 86% don't watch Nick Jr.
- 83% don't watch Nickelodeon
- 87% don't watch PBS Kids

VS. STREAMERS

49% of CoCoMelon viewers don't watch Hulu/Paramount+/Peacock/Tubi

- 87% don't watch Hulu
- 84% don't watch Paramount+
- 66% don't watch Peacock
- 71% don't watch Tubi

34% of CoCoMelon viewers don't watch YouTube or YouTube Kids

- 38% don't watch YouTube
- 44% don't watch YouTube Kids

71% of CoCoMelon viewers don't watch Roku Channel



Source: MRI Simmons Cord Evolution Study, March 2022



CO-VIEWING & KID'S INFLUENCE - THE SECRET SAUCE



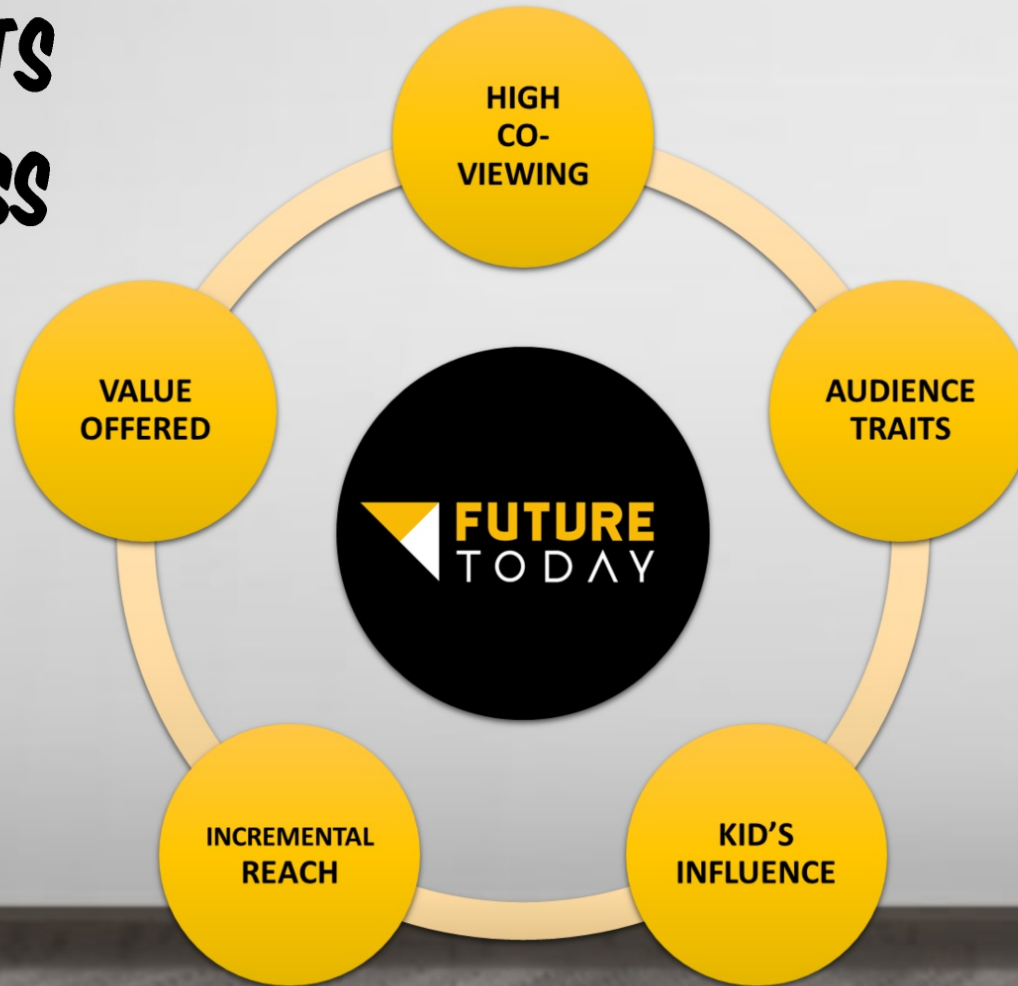
- Viewing is a Family Affair - **94% of HappyKids** Audience has watched more content together in the past 12 months - **86%** say they will **watch more** content together in the future
- Connecting the Family - **88% of Kids** watching HappyKids are **engaged** with non-kidcentric **ads**
- **60%** of Kids are **talking to their family** about **ads** they see "all the time" - Dining, Travel and Retail peak their interest the most
- **Families are comfortable co-viewing ads** - Dining (66%) and Travel (63%) lead the way, but still strong with Retail (58%), Electronics (57%), Food (57%), and Consumer Goods (50%)
- **Advertising Works!** - 52% of kids ask to buy what they've seen in ads on HappyKids
- **Kids' Influence over Purchasing Power is SOARING** - 67% of Audience say Kids heavily influence buying decisions

KIDS PURCHASING INFLUENCE

- Clothing = 93%
- Back To School = 90%
- Groceries = 89%
- Restaurants = 86%
- Vacation = 72%

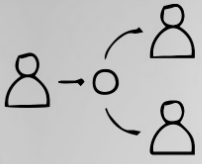
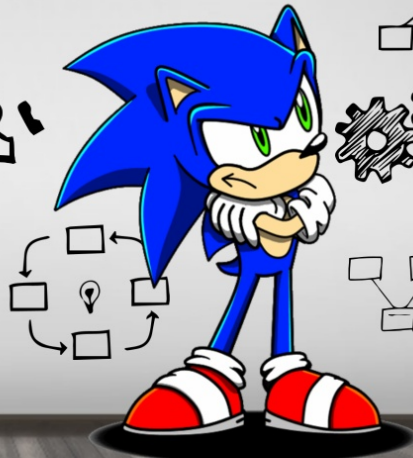
Source: Kids Insights HappyKids Custom Study, 2022

FIVE POINTS TO SUCCESS



FUTURE TODAY

IT'S TIME



CTV

FTI+

ENTERTAINMENT

POWER OF THE PORTFOLIO

KIDS & FAMILY

IT'S TIME

