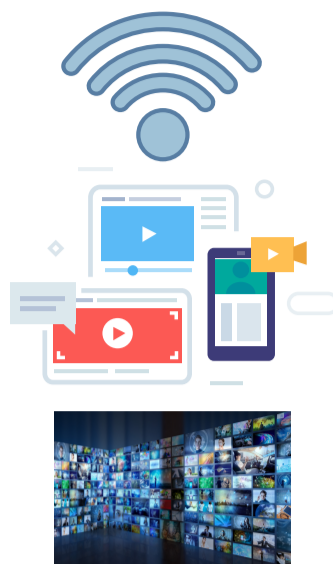


# Compulse OTT

## WHAT IS OTT?

- Any streaming service that delivers content over the internet **without satellite or cable**
- The service is delivered “over the top” of another platform

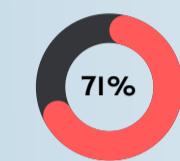
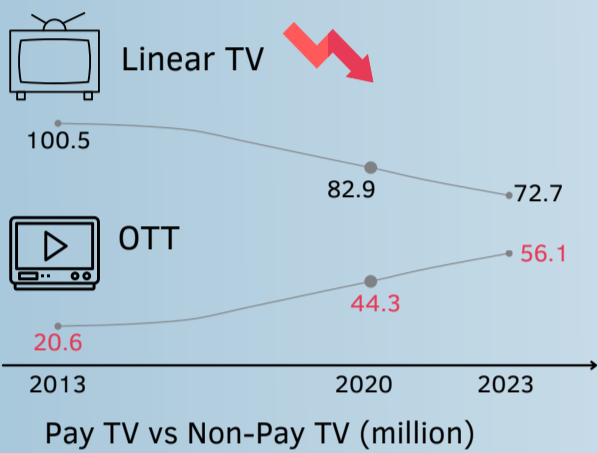


Get Internet Connection

Choose Streaming Enabled Device

Pick Content

## WHY SHOULD YOU USE OTT?



Of US households use OTT monthly



Of all long-form streaming is on TV

**200 Million**

OTT & CTV users

**102 Hours**

Spent monthly on OTT content per average home

**Cord-cutting is driving more viewers to stream video through connected TV!**

## What is CTV?

- A subset of OTT
- Any television set used to stream video over the internet

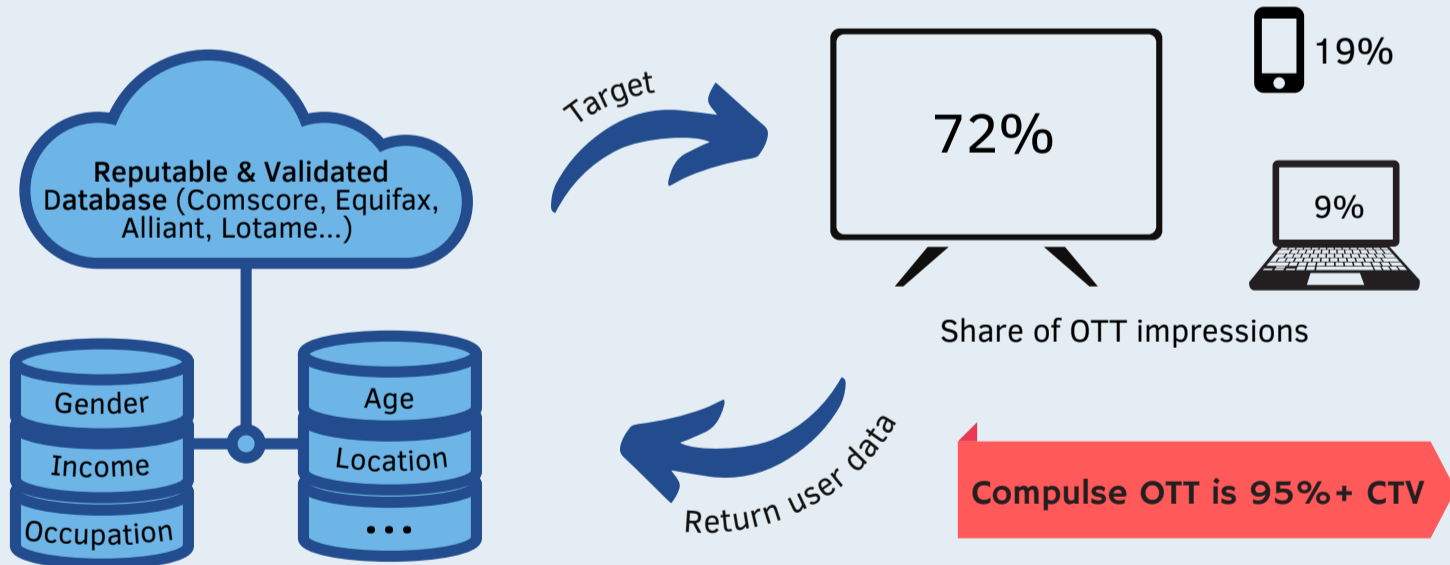
## Good things about CTV?

- Ads are non-skippable
- Delivers traditional viewing experience

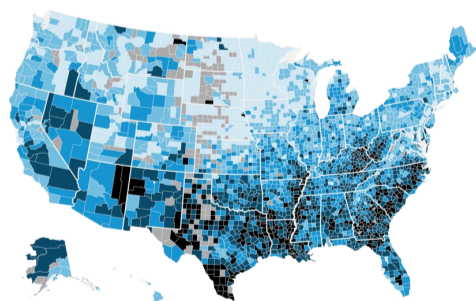


CTV devices

## HOW DOES IT WORK?



## WHAT WILL YOU GET WITH COMPULSE OTT?



Can sell any DMA in the US (GeoTargeting)



Top-tier mix of inventory to reach all audiences (Abundant database)



Accurate & efficient targeting (Validated data providers)



Daily reporting dashboard



Exceptional & Responsive Customer Service