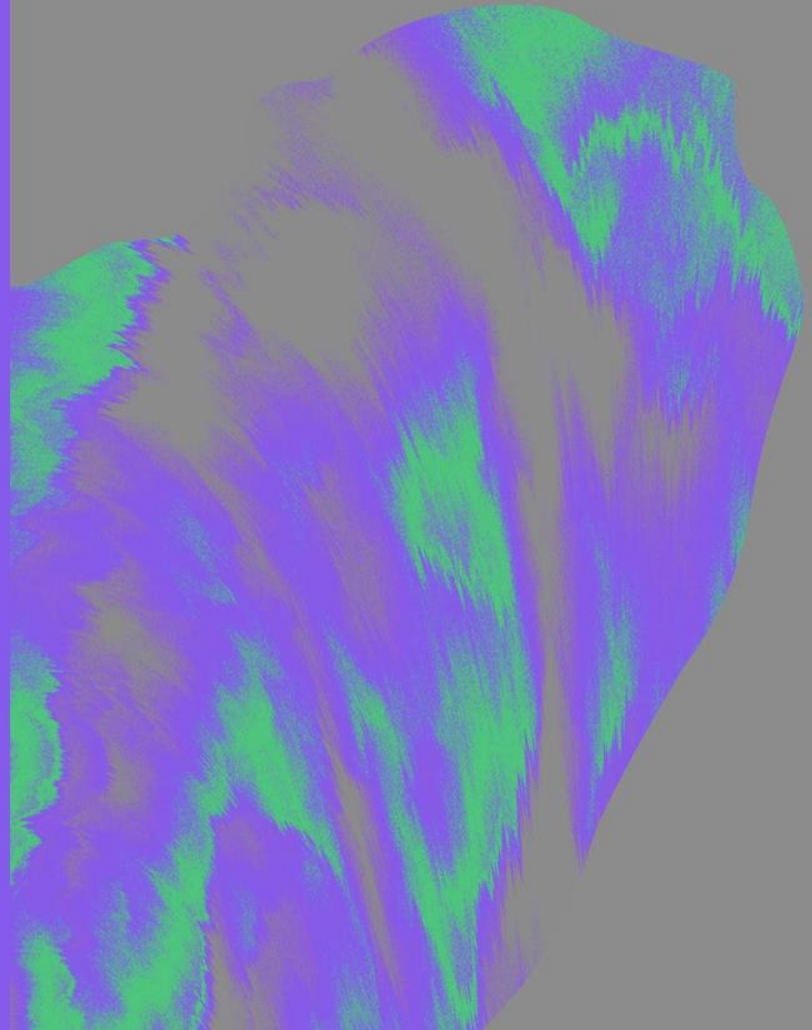


Magnite

Asia Video Summit

Buy Side Talk: Go Programmatic or Go Home

We're the
world's largest,
independent sell-
side platform for
every channel and
format.





OTT Technology



OTT Supply



OTT Expertise

What is Programmatic OTT?

Professionally
produced long-form
video content watched
on a connected
device, transacted via
programmatic pipes.



Programmatic
Guaranteed



Private
Marketplace



Open
Marketplace

In the US, **56%** of 2020
Connected TV Ad Spend
will be Programmatic

[eMarketer July 2020](#)

Programmatic in Asia

Our research into the state of programmatic buying in Asia revealed:

1

Programmatic budgets
are maturing

43%

of buyers typically allocate 20-50% of their digital advertising budgets to programmatic

2

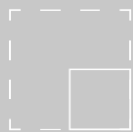
Programmatic OTT budgets will
experience the most growth

47%

of buyers rank OTT in the top three formats that will experience **the most programmatic budget growth** over the next 12 months

Why Buy Programmatically?

Magnite



Centralized Approach

Builds scale easily and quickly



Real Time Optimization & Reporting

Increases Effectiveness



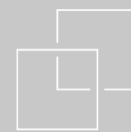
Operational Efficiencies

Saves time & resources



Addressable

Enables 1-to-1 targeting



Transparency & Control

Builds confidence & integrity

All TV Will Be OTT

We predict all TV content will eventually be consumed over IP. OTT is on track to eclipse traditional linear TV.

The Future of OTT is Ad Supported

Streaming wars = subscription fatigue. We predict the economics of AVOD will prevail and the ad experience will win over viewers.

All OTT Will Be Transacted Programmatically

The monetization of the future is about digital and data, as much as it is about shaking hands and making deals.

Thank you