Whip Media is Harnessing Innovation with a Purpose
## Uniting strategic licensing assets and expertise across media, technology & data

TV TIME

Acquired 2016:
Provides insightful consumer engagement to promote the discovery and tracking of OTT content, while collecting unique sentiment data from over 16M users.. The "why behind the watch."

mediamorph

Acquired 2019:
Mission critical software that keeps up with the exploding distribution models and platforms by managing and tracking content and financial processes - used by all 8 of the top 8 major studios and trusted with trillions of financial transactions.

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CVM PLATFORM

2021: A data-driven approach that transforms the entertainment industry from content centric to consumer centric.

Founded 2014:
Recognizes content consumption in non-traditional ways, empowering audiences to create and distribute shareable moments of consumer engagement.

Acquired 2019:
A crowdsourced platform for detailed metadata on 5MM global TV shows and movies. Streamlining the process of title mapping with a centralized system.

tvdb

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Powering Leading M&E Companies
Studios, Operators, Broadcasters and OTT platforms depend on Whip Media

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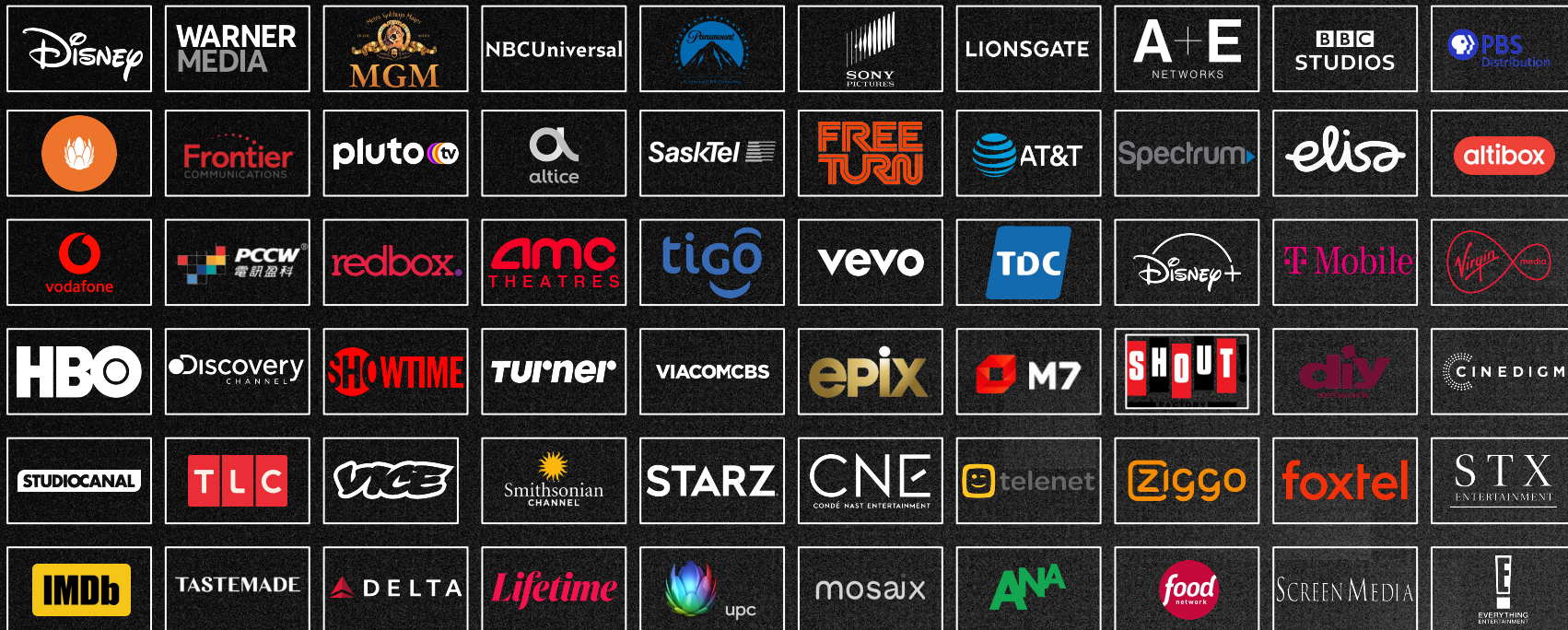
Our Data Sets Us Apart
Solution built on massive global scale and expertise in data management

Manage digital sales for
the top 7 studios
from contract to publishing

Track performance across
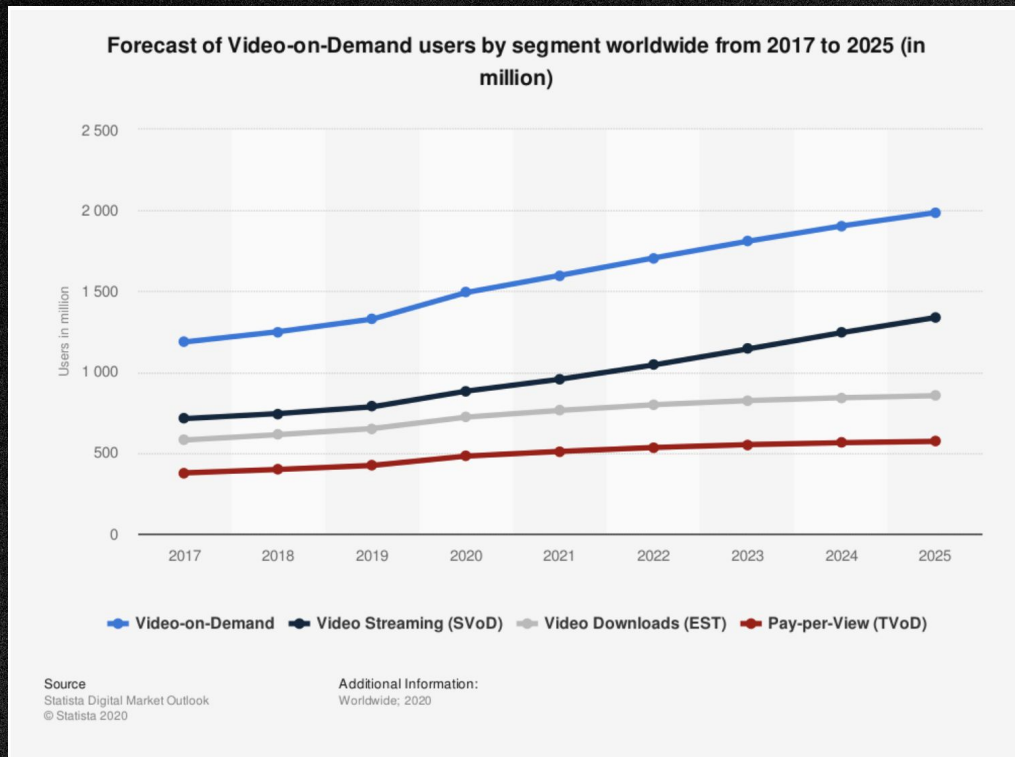**1,100 Platforms**
(AVOD, SVOD, TVOD, EST, PPV)

Globally scale and process
70% of all digital transactional
(tens of billions of dollars in revenue)

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More Services. More Content.

VOD, SVOD, EST and TVOD are all growing at fast rates.

With more audiences continuing to consume content on various platforms, the need for quality content in order to retain and attract audiences is crucial.

Forecast of Video-on-Demand users by segment worldwide from 2017 to 2025 (in million)

Source
Statista Digital Market Outlook
© Statista 2020

Additional Information:
Worldwide; 2020

Source: https://www.statista.com/forecasts/456771/video-on-demand-users-worldwide-forecast

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Streaming Service Plans
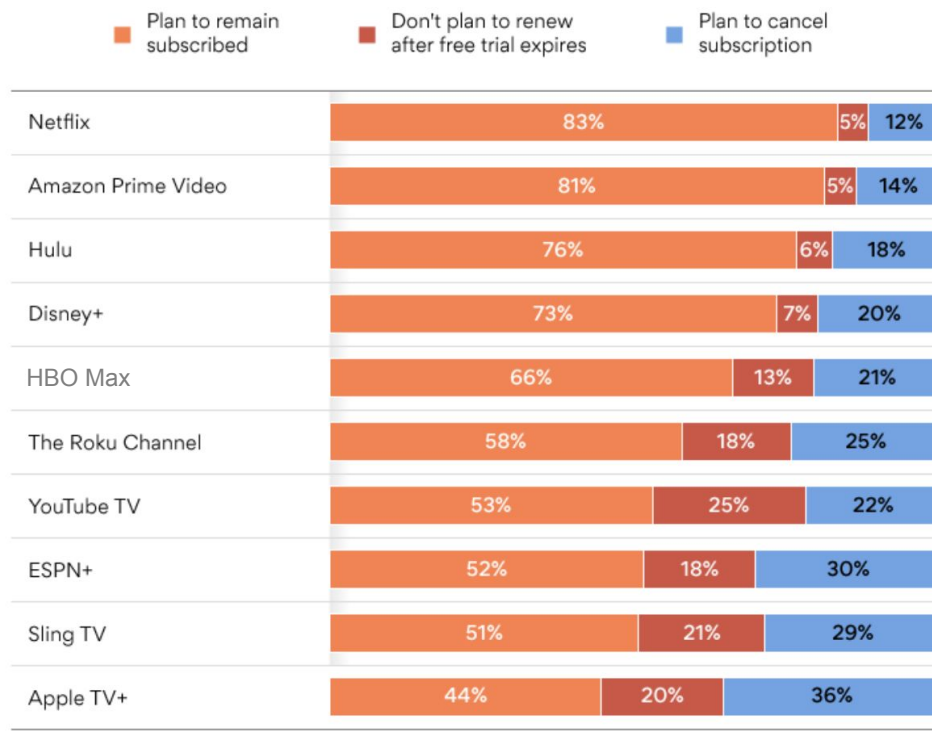## How Users Expect to Change their Accounts over the Next Year

33%

Plan to Cancel

18%

Don't Plan on Renewing

89%

Remain Subscribed

	Plan to remain subscribed	Don't plan to renew after free trial expires	Plan to cancel subscription
Netflix	83%	5%	12%
Amazon Prime Video	81%	5%	14%
Hulu	76%	6%	18%
Disney+	73%	7%	20%
HBO Max	66%	13%	21%
The Roku Channel	58%	18%	25%
YouTube TV	53%	25%	22%
ESPN+	52%	18%	30%
Sling TV	51%	21%	29%
Apple TV+	44%	20%	36%

Source: https://flixed.io/streaming-wars/

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Deloitte 2021 Outlook for the US Telecommunications, Media, and Entertainment Industry

M&E companies need:

- High-quality content

- Personalized recommendations

- Targeted advertising

" *When a consumer gets a relevant recommendation they get value from the interaction, and are more likely to stick around.*"

Deloitte.

https://www2.deloitte.com/content/dam/Deloitte/us/Documents/technology-media-telecommunications/us-tmt-2021-outlook-for-the-us-tme-industry.pdf

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Adapting Data is Imperative

EY Survey: How are media and entertainment businesses reinventing in an age of transformation?
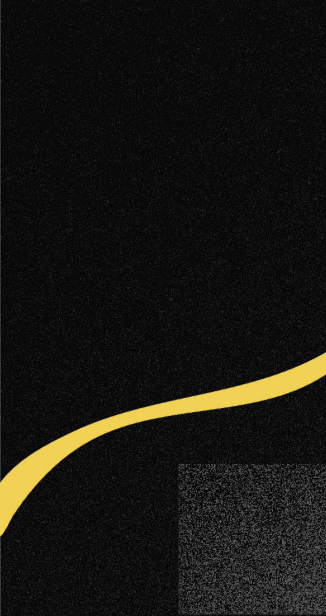
62%
Data Equals Opportunity

71%
Understand Existing Data

40%
Better Leverage Data

> "*Realizing benefits from data is one of the most crucial tactics for transforming the customer experience.*"

EY

file:///Users/jsistilli/Downloads/ey-how-are-media-and-entertainment-businesses-reinventing-in-an-age-of-transformation.pdf

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Whip Media uses first party data to tackle tomorrow's challenges today.

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TV Time Brings Order to Content Chaos
16 Million users form our massive 1st party consumer panel
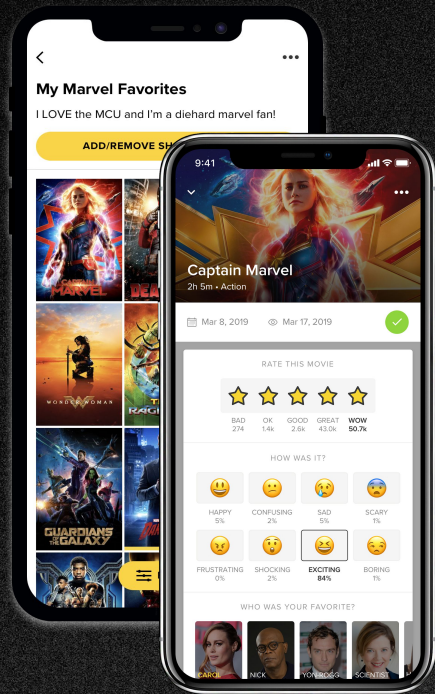
TRACK
shows and movies
I'm watching

FIND WHERE
to watch my shows
and movies

BE NOTIFIED
when my shows and movies launch, or
announce news

DISCOVER
new shows and movies to watch with
customized recommendations

SOCIAL
reactions and responses to what you're
watching

ENGAGE
with fellow fans, spoiler-free

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Engagement Depth is the Heart of What We Do

International, Platform Agnostic Audience expressing emotions, reactions, tastes and affinity

16M
Users of the World's Largest Tracking Platform

40M
Monthly Consumer Reactions Captured

300K
Unique TV and Movie Titles Monitored

Affinity Index	Engagers
Viewer Sentiment	Share of Viewers
Viewer Index	Followers
Episodic Reactions	Character Favorites
Viewer Drop Off	Binge Rate
Views	Device Watched
Emotion Votes	Country Index
Share of Binges	Viewers
Engagement Score	Completion Rate
Meme Engagements	Rating

100+ Countries, Regions, Custom Geographies

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The Why Behind The Watch
1st party data to make smarter licensing, marketing and pricing decisions

Sentiment Insights

Deep data to understand what audiences want and can't wait to see

Competitive Insights

Data to know what and where competitors are streaming

Predictive Insights

Data to predict title success before you license or negotiate

Custom Insights

Data to answer your specific questions and inform your strategy

More than traditional metrics - know what content is engaging audiences and your competitors' next move

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Identify Italian Content That Fits Your Channel Strategy

Local Italian Crime titles look to be a good fit with potential Pluto TV audience
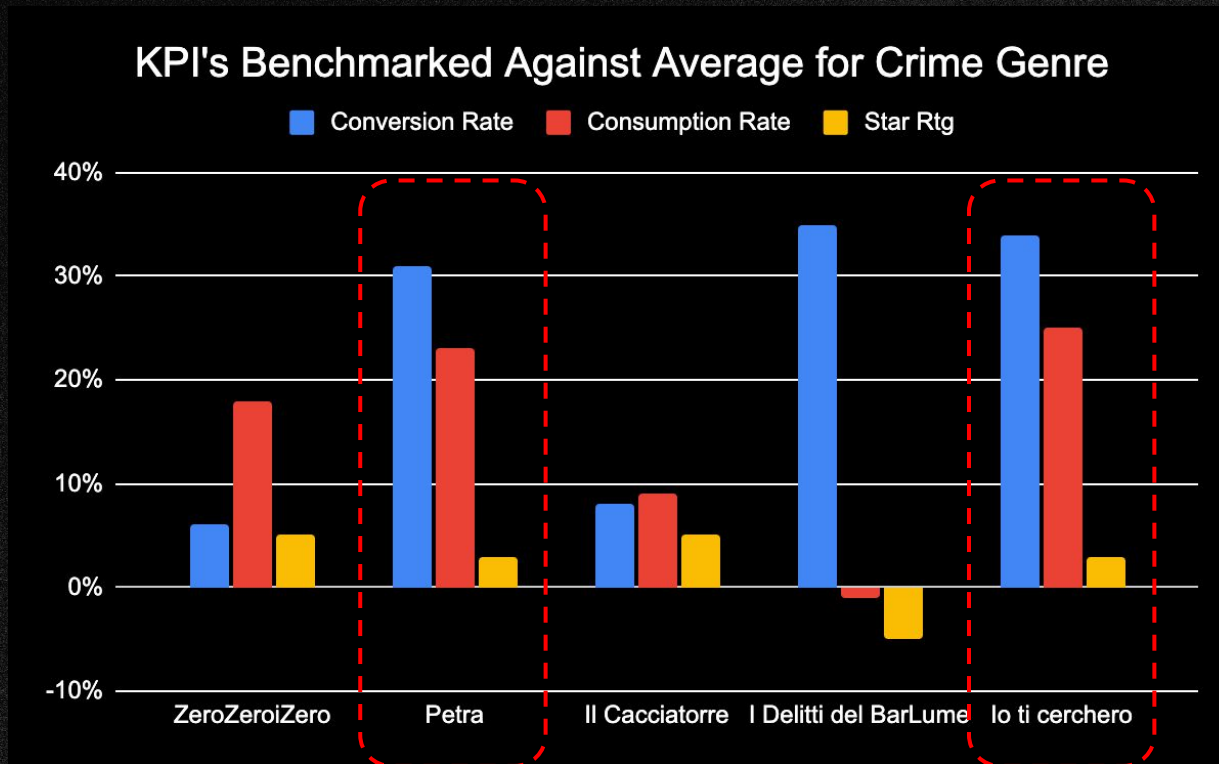
1. There is demand among the Italian audience for content popular on Pluto TV in the US

2. We identified that audience, then looked at what <u>local Italian content</u> they currently watch

3. Crime emerged as a high-affinity genre

CRIME

Top Affinity Shows	Original Network
ZeroZeroZero	Sky Atlantic (IT)
Petra	Sky Cinema (IT)
Il Cacciatore (The Hunter)	Rai 2
I Delitti del BarLume (Murders at Barlume)	Sky Cinema (IT)
Io ti cercherò	Rai 1

Source: TV Time users in Italy; Pluto Audience defined as most followed shows available on Pluto TV in US among the Italian audience

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Focus on Shows That Perform Well in Multiple Areas

Petra and *Io ti cercherò* emerge as strong across several measures

KPI's Benchmarked Against Average for Crime Genre

■ Conversion Rate   ■ Consumption Rate   ■ Star Rtg
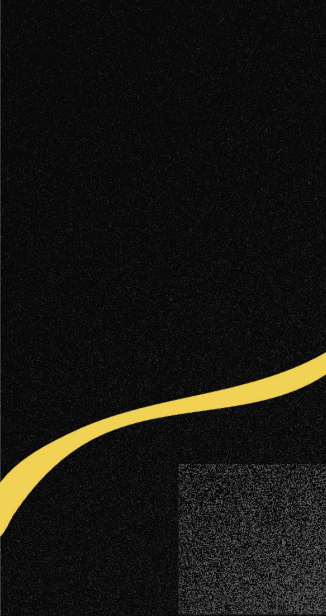
Source: TV Time users in Italy

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Io ti cercherò Elicits Strong Emotions from its Audience
Viewers are emotionally involved, even Frustrated, but are not Bored

| SAD	FRUSTRATED	CONFUSED	SHOCKED	THRILLED	TOUCHED	SCARED	AMUSED	TENSE	BORED	REFLECTIVE	UNDERSTOOD
0.52	0.34	0.19	0.17	0.02	0.02	-0.23	-0.34	-0.40	-0.49	-0.67	-0.76

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Today's industry demands cutting edge data to make better content licensing decisions
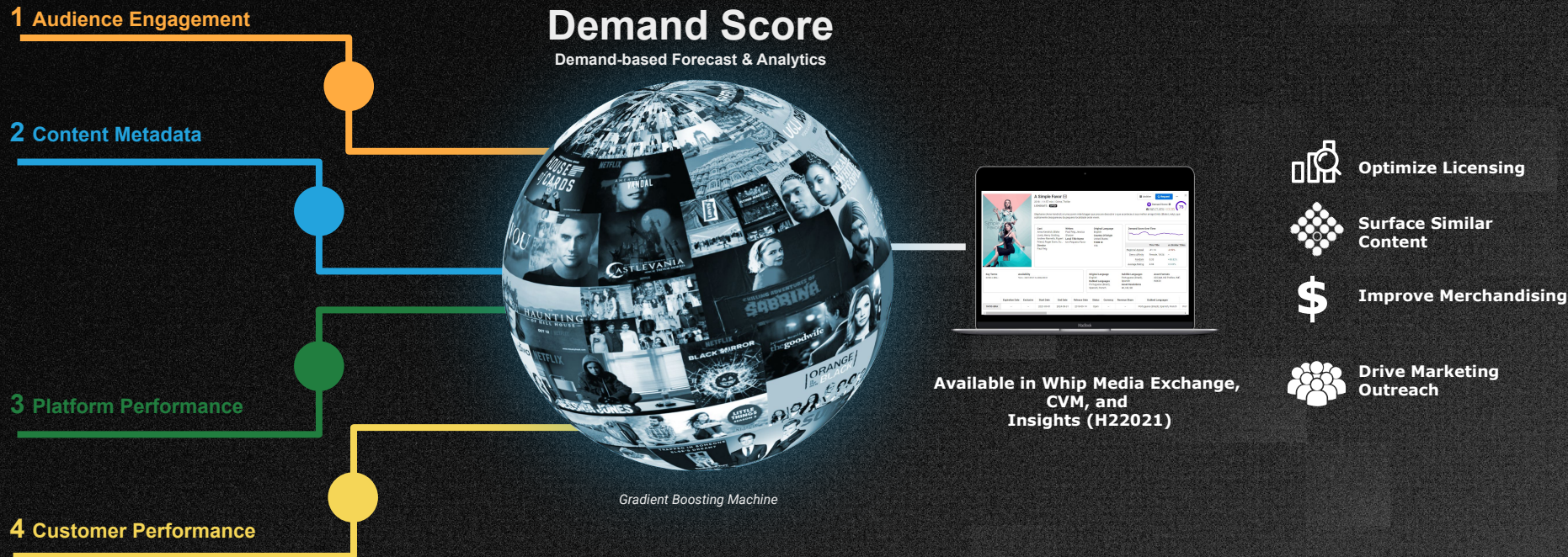
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How the industry is handling data today to make decisions
Organizations are not keeping pace with today's industry growth

- Disjointed Internal Data

- Social Listening

- Post Consumption Insights

- Gut Instincts

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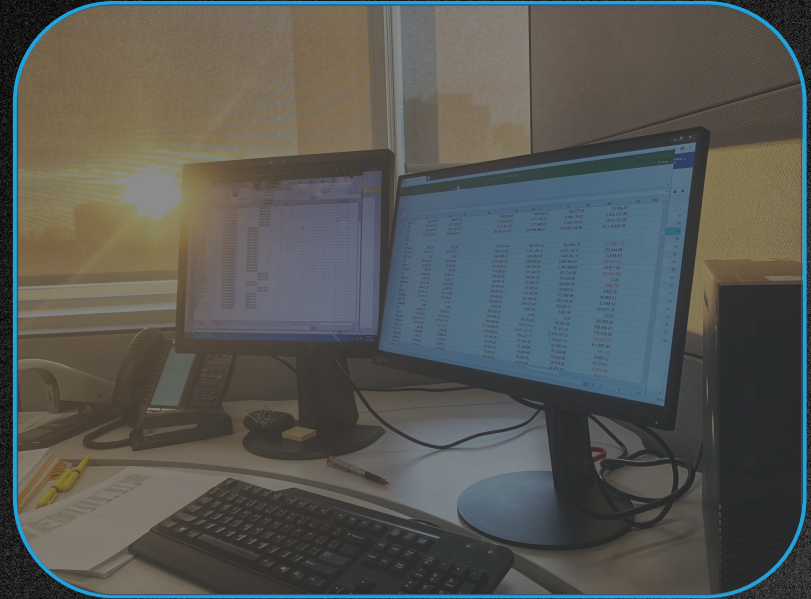
The Demand Score

Improving content licensing strategies by predicting the performance of a title, for a specific platform, in a given territory - *BEFORE* it is licensed

1 Audience Engagement

2 Content Metadata

3 Platform Performance

4 Customer Performance

Demand Score
Demand-based Forecast & Analytics

Gradient Boosting Machine

Available in Whip Media Exchange, CVM, and Insights (H22021)

Optimize Licensing

Surface Similar Content

Improve Merchandising

Drive Marketing Outreach

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What is Demand Score?

LOW   AVERAGE   HIGH

- A value that represents a prediction of how well a title will perform on a specific platform in a specific country.

- A score at the highest end of the range means the title is predicted to perform as well as the top title in that given situation.

- The scores correlate to the "bell curve" of performance. High scores will be in the top tier, those in the middle range will be in the average tier, etc.

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Radically Changing the Global Licensing Ecosystem

Supercharging tomorrow's content selling and buying strategy, today
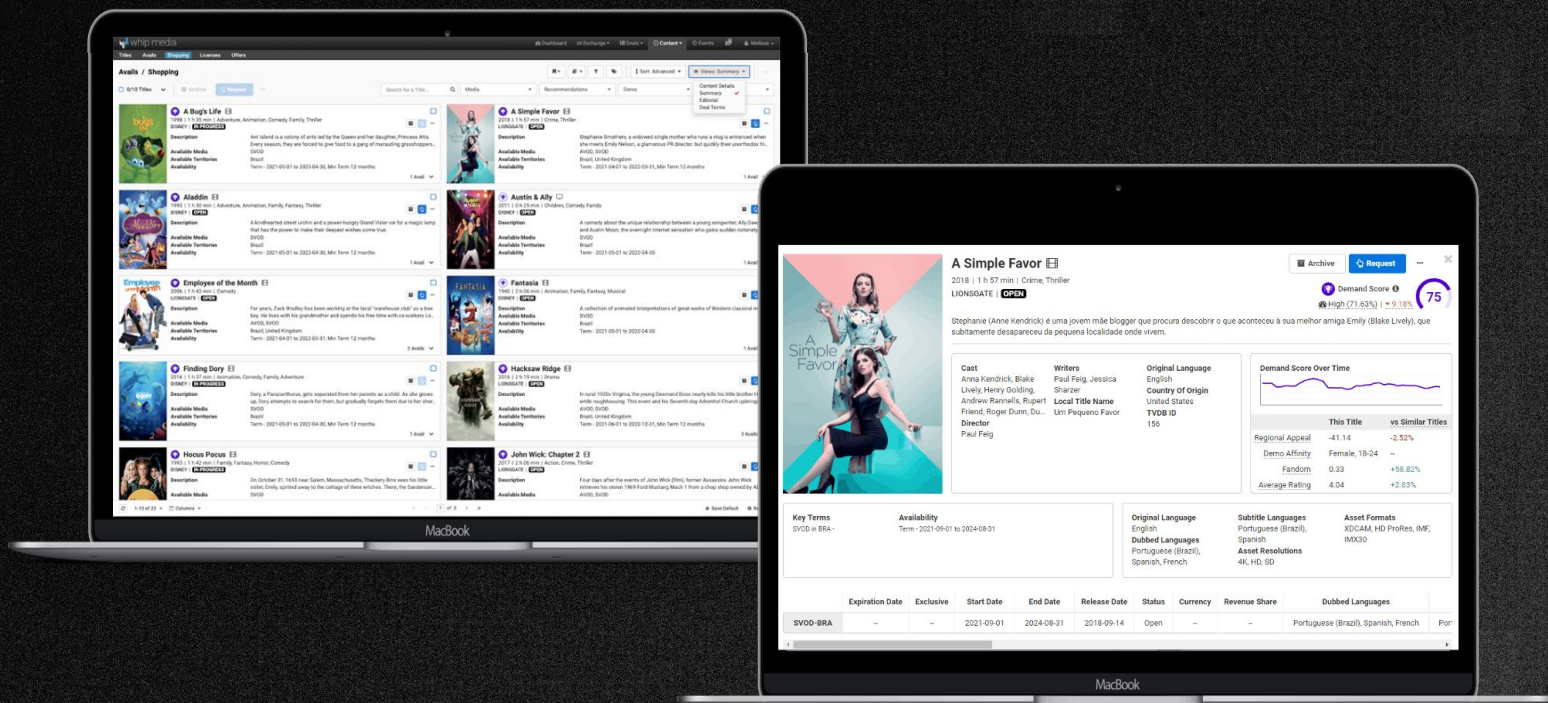
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THANK YOU

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