



Connected TV: Seller and Buyer Guide

2022

CTV Seller's Guide

PREMIUM CTV DISTRIBUTION

OVER 100 TOP PUBLISHER NETWORKS & CHANNELS





Sellers' Guide

PREMIUM CTV MEDIA STRATEGY

Package 1, **\$32**

- 100+ Premium Channels & Apps*
- Top Distributors/Networks: SlingTV, Roku, AT&T (DirecTV)
- CTV Devices Only

Package 2, **\$28**

- 100+ Premium Publishers & Apps*
- Top Distributors/Networks: SlingTV, Roku, AT&T (DirecTV)
- OTT Content/Apps/Open Exchange Inventory
- CTV Devices Only

Package 3, **\$20**

- 100+ Premium Publishers & Apps*
- SlingTV, Roku, AT&T (DirecTV)
- OTT Content/Apps/Open Exchange Inventory
- Pre-Roll Digital Video
- Desktop, Mobile, Tablet, CTV

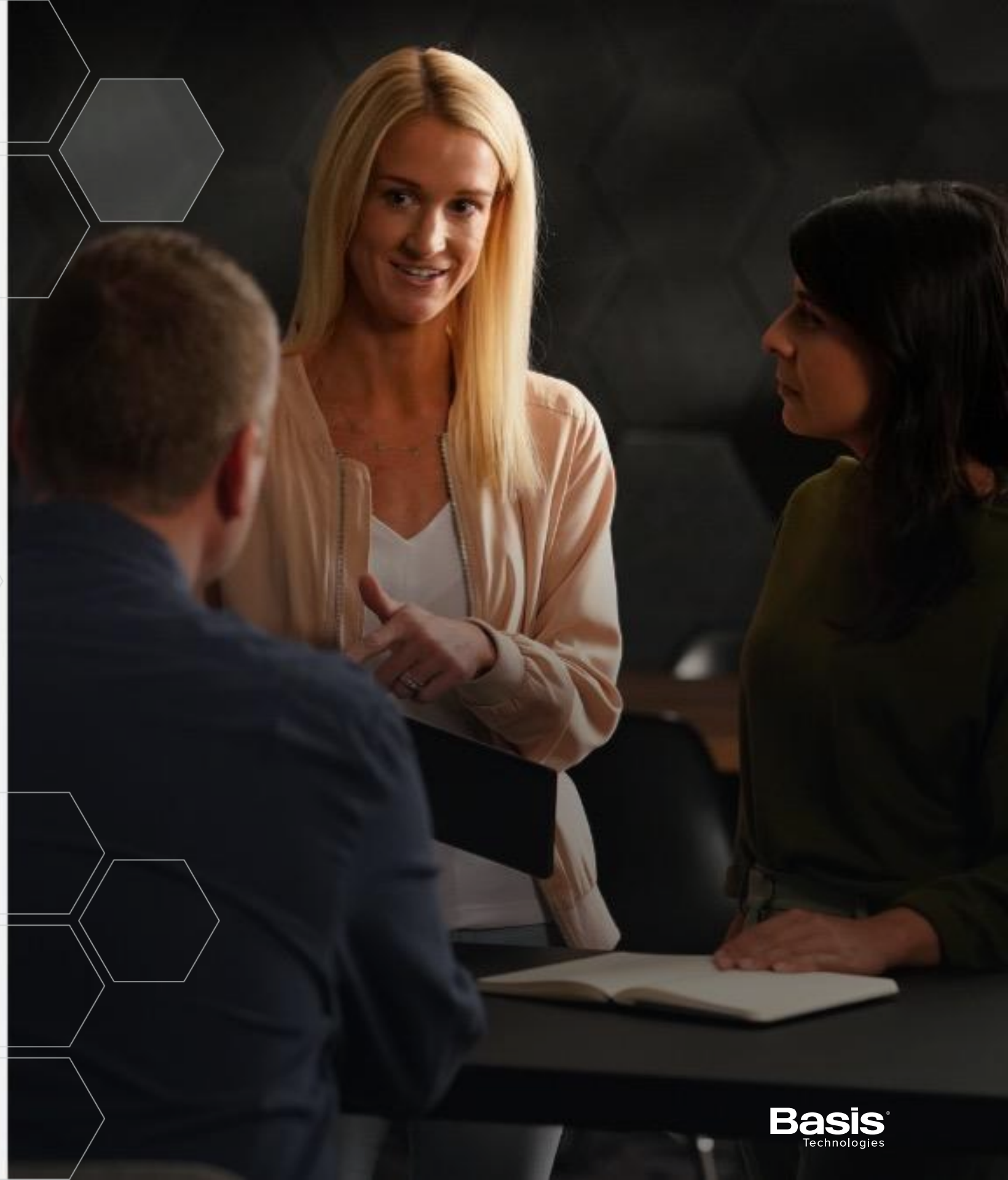
* Want more control? Pick a list of specific channels. (suggested min 60+)

Before you use, update the red prices to retail.

Control Your Campaign

Channels/Networks

A&E	Filmrise	Paramount
ABC	Food Network Go	Philo
Adult Swim	Food Network	Pluto TV
AMC	Fox Business	Popcorn Flix
BBC America	Fox News	Rakuten VIKI
BET	Fox NOW	Roku Channel
Bravo	Fox Sports	SCI GO
CBS	Fubo TV	Sling
CBS Sports	FX	Spike
CMT	Hallmark	Sundance TV
CNBC	Haystack	TBS
CNN Go	HGTV Go	The CW
CNN Money	History Channel	TLC GO
Comedy Central	IFC	TNT
Cooking Channel Go	Lifetime	Travel Channel GO
Crackle	Logo	TruTV
Crunchy Roll	MTV	Tubi
Discovery Go	Nat. Geographic	USA
Discovery Life Go	NBC	VH1
DIY Network	NBC Sports	VRV
E!	Newsy	WeTV
Encore	OWN	XUMU
	Oxygen	



WHAT MAKES IT BETTER

INVENTORY

Billions of premium impressions available every day.

Curated premium inventory across channels not available in the open exchange.

Cost-effective, real-time bidding strategies to receive the best competitive CPM rates on valuable inventory.

CUSTOMIZABLE STRATEGIES

First and third-party audience targeting options.

Program targeting including length of video content (full episode/short form), contextual, and allow/block lists.

Execute exclusively on Connected TV and Connected Devices.

METRICS & DATA

Data-based campaign optimizations based on channel/network performance.

Detailed insights covering, completed views, cost per completed view, and geography analysis.

Quartile tracking to allow for creative optimizations and A/B testing.

CTV Buyer's Guide



Buyer's Guide

PREMIUM CTV MEDIA STRATEGY

Below is the inventory to use when building your plan in Basis. Rate estimates will change based on buying strategy.

Package 1

Private Deals – Starting Bid \$32

Device Targeted: CTV

- ROE – CTV – Freewheel
- ROE – CTV – SpotX
- ROE – Sports Inclusion – CTV
- ROE – CTV – Telaria
- RON – AT&T O&O
- RON – Sling TV
- RON – Roku

Package 2

Private Deals – Starting Bid \$32

Device Targeted: CTV

- ROE – CTV – Freewheel
- ROE – CTV – SpotX
- ROE – Sports Inclusion – CTV
- ROE – CTV – Telaria
- RON – AT&T O&O
- RON – Sling TV
- RON – Roku

Open Exchange – Starting Bid \$13-15

- RON

Package 3

Private Deals – Starting Bid \$32

Device Targeted: CTV

- ROE – CTV – Freewheel
- ROE – CTV – SpotX
- ROE – Sports Inclusion – CTV
- ROE – CTV – Telaria
- RON – AT&T O&O
- RON – Sling TV
- RON – Roku

Open Exchange – Starting Bid \$13-15

Device Targeted: CTV

- RON

Open Exchange – Starting Bid \$8-10

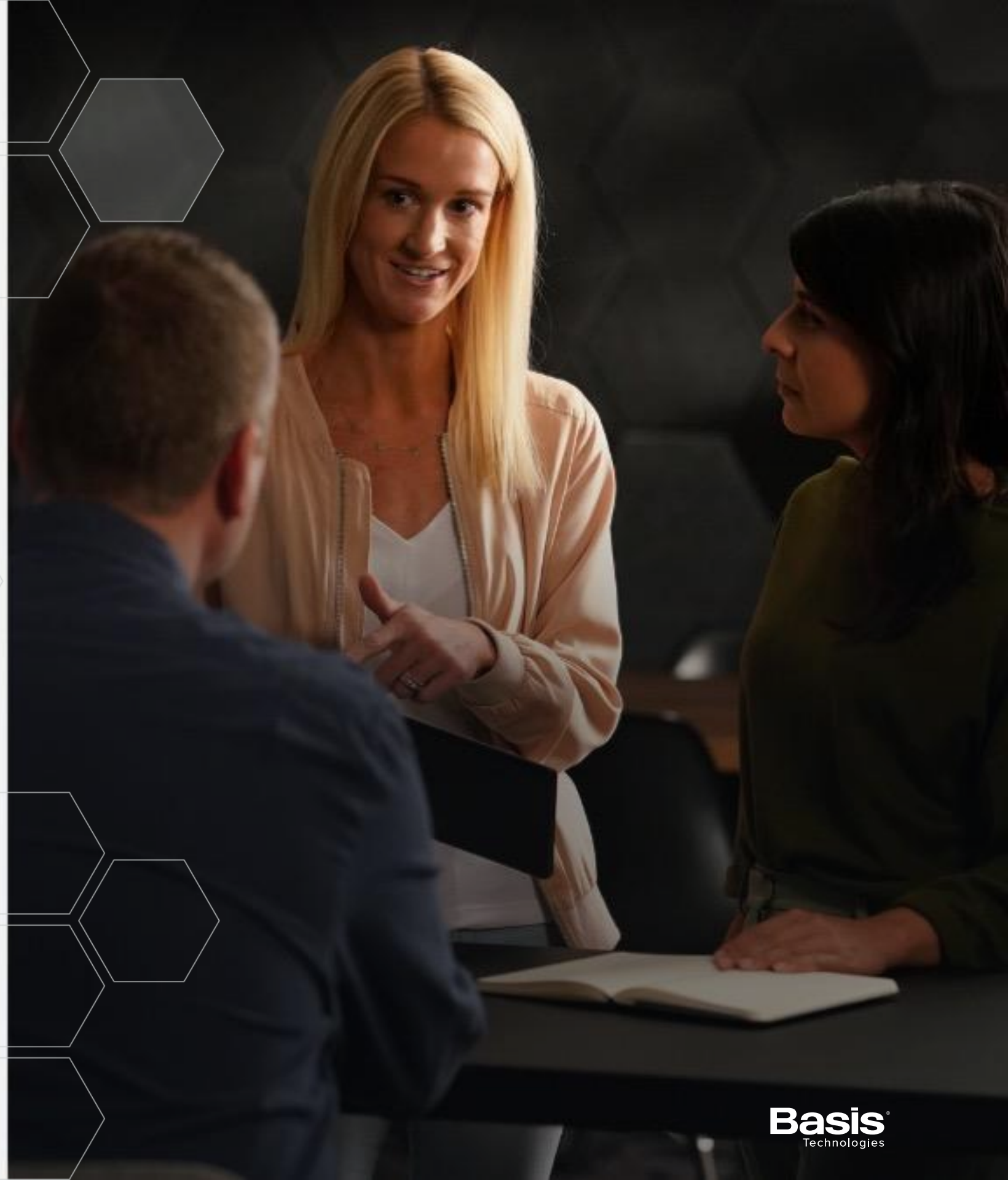
Device Targeted: All Devices

- RON

PREMIUM CTV SUGGESTED ALLOW LIST

Channels/Networks

A&E	Filmrise	Paramount
ABC	Food Network Go	Philo
Adult Swim	Food Network	Pluto TV
AMC	Fox Business	Popcorn Flix
BBC America	Fox News	Rakuten VIKI
BET	Fox NOW	Roku Channel
Bravo	Fox Sports	SCI GO
CBS	Fubo TV	Sling
CBS Sports	FX	Spike
CMT	Hallmark	Sundance TV
CNBC	Haystack	TBS
CNN Go	HGTV Go	The CW
CNN Money	History Channel	TLC GO
Comedy Central	IFC	TNT
Cooking Channel Go	Lifetime	Travel Channel GO
Crackle	Logo	TruTV
Crunchy Roll	MTV	Tubi
Discovery Go	Nat. Geographic	USA
Discovery Life Go	NBC	VH1
DIY Network	NBC Sports	VRV
E!	Newsy	WeTV
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CONTEXTUAL OTT Segments

Adding OTT contextual segments to your campaign can enable your campaign to deliver video ads specifically to OTT content.

Many contextual segments range from **\$1-\$2 platform**

Some examples of contextual segments that may be added to your campaign in Basis include:

- Peer39 → OTT-CTV → Device Platform CTV
- Peer39 → OTT-CTV → Device Platform → OTT/CTV Service
- Peer39 → OTT-CTV → Production Type → Mixed
- Peer39 → OTT-CTV → CTV Demographics → Age → All Ages
- Peer39 → OTT-CTV → Content Type → Cable TV-Channel
- Peer39 → OTT-CTV → App Store → LG
- Peer39 → OTT-CTV → App Store → Roku