Your Moderators for Today’s Discussion

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What is OTT?

Over the Top – refers to the delivery of programming served via the internet without the need for traditional cable or satellite pay services.

Simple, right?
OTT Devices

Roku
amazon fireTV
PlayStation
cromecast
apple tv
XBOX
SMART TV
LG Smart TV

OTT Apps

NETFLIX
hulu
YouTube
prime video

And thousands more...
52% of US adults use at least one OTT service.

2+ the average OTT user streams more than 2 hours of content every day.

3+3 the average OTT user streams content across three devices and uses three different OTT services.
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- **Programmatic**: DoubleClick Bid Manager, MediaMath, Tremor Video, SpotX, theTradeDesk, dataxu, videoamp, YuMe, Simplifi, ClearStream, Gimbal, Premion, Yospace, Tatari, Triplelift, tvsquared

- **Platform Direct**: Roku, Amazon Fire TV

- **Publisher Direct**: Samsung Ads (Vizio subsidiary), Sling, DirecTV, Xfinity

- **TVE Channel Extensions**: CW, ABC, Sports Gold, CBS All Access, Fox Sports Go
Where do Local Media Companies Play?

OTT App & Content Creation (and monetization)
Where do Local Media Companies Play?

Selling Geo-Specific Inventory on Connected TV Programmatically
Virtual Multichannel Video Programming (vMVPD) — Like YouTube TV or Sony Vue — these act as cable systems. Most broadcast stations provide their linear (not VOD) streams here.

**Connected TV**

A television connected to the internet either via a device (Roku, Apple TV, etc) or via SmartTV connectivity.

**TVE**

TV Everywhere — a term for viewing a television program via an authenticated platform on any device.
What does all of this mean for local media companies?
YOUR PANEL

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BRIAN PAGE
Senior Director, Digital Revenue Products
E.W. Scripps

MIKE BRAUN
SVP Digital Media
Gray Television

SHAUN FOGARTY
General Manager – Digital
Virginia Media
EMarketer isn’t prophesying the end of conventional television yet, but you can see it from here. The number of cord-cutters will climb 32.8 percent this year to 33 million. That’s higher than July 2017’s 22-percent rate (27.1 million).

**FORTUNE**

Cord Cutting Is Accelerating Rapidly, Research Firm Says

By AARON PRESSMAN July 24, 2018

An acceleration of people dropping their cable TV subscriptions prompted a leading research firm to increase its forecast of so-called cord cutting by 25%.

About 50 million people in total will have dropped cable or satellite TV subscriptions by 2021, eMarketer said in a forecast released on Tuesday. That’s almost 20 million more than today and 10 million more than then researchers estimated for 2021 just last year.

"Cord Cutting Is Growing As Americans Over 50 Ditch Cable TV"

By Leslie Bouchard on June 24, 2018, in All News, News
$40B by 2020 is very aggressive, but $10B is a reality

Clearly, there’s strong appetite for OTT advertising as advertisers know that they must follow their audiences. According to TDG Research, ad spend in OTT is projected to hit $40 billion by 2020, which is nearly half of the $85 billion in forecasted total TV ad revenue. May 23, 2018

How Data Will Come Into Play in OTT Advertising – Adweek
• New OTT providers popping up daily – e.g. Disney+, Viacom buys Pluto for $300M and adding free content, etc.

• No geographic boundaries for the for OTT providers
  • vMVPD require a subscription - Sling, Fubo, Philo, YouTube.tv, DIRECTV Now, Spectrum Reach, etc.
  • Free/ad supported services – Pluto, XUMO, Crackle, Tubi, etc.

• Growth is faster than anticipated. I predict cord cutting could exceed 70 million households within 5 years due to better and cheaper access to the Internet

• OTT will kill.....