TV DATA INITIATIVE ANNOUNCES EXPERT ADVISORY GROUP

Expert Advisory Group of experienced executive leaders from across the industry will work with founding members of Initiative to help advertisers, programmers, and distributors unlock potential of the fast-growing data-driven TV ecosystem.

New York, August 16th 2021, 8.15am Eastern

Today, the TV Data Initiative, the new consortium focused on working collaboratively with the industry to explore the use and application of data across the advanced TV ecosystem, announced that it has assembled an experienced group of senior executives to serve as its Expert Advisory Group. The Group brings decades of experience to the Initiative, sharing a commitment to supporting the growth and development of the new TV data ecosystem.

As TV viewing shifts to connected platforms and streaming services continue to grow, investment in data-driven audience-based advertising is growing steadily, thereby enhancing TV's impact and value as a marketing platform and driving demand for high-quality, privacy-friendly ad platforms and data sets that can fuel the industry's future growth and development.

Launched in April 2021, the members of the Initiative – Blockgraph, DISH Media, Eyeota, MadHive, Magnite, TransUnion and Tru Optik, TVSquared and VideoAmp – are working to review the various challenges and opportunities presented to the buy- and sell-sides of the industry, looking for practical steps that could be taken to support the growth and development of the market, while respecting and protecting consumer data and privacy.

The Expert Advisory Group will play an important role in supporting the Initiative, feeding in important insights, views and perspectives about the challenges and opportunities ahead, based on years of experience and their deep knowledge of the advanced TV advertising market. During the coming months, the TV Data Initiative will begin publishing interviews and emerging findings from its research and analysis, featuring insights and inputs from the members of the Initiative and from the Expert Advisory Group, to facilitate debate and discussion about the practical steps required to help the industry move forwards.

"Advanced data targeting has been gaining momentum within the industry and we have been experiencing a great deal of success in the area," said Jim Keller, EVP, Digital Ad Sales and Advanced Advertising, Discovery, Inc. "As the market continues to grow, it is critical that the industry continues to work together to future proof the premium video

business. As thought leaders in this space, we believe the open dialogue that the TV Data Initiative supports is necessary for the industry to meaningfully progress."

Jane Clarke, CEO and Managing Director of the Coalition for Innovative Media Measurement (CIMM), said "Achieving true cross-platform measurement has always been as much of a business consideration as it is a technical consideration. To achieve this vision, we need not only the right technology and methodology, but cooperation and coordination across the industry from seller to buyer. That has always been CIMM's mission, to foster collaboration on cross-platform measurement advancement, and it is with that mission in mind that we are most pleased to serve on the EAG for the TV Data Initiative, which represents the broad coalition of leaders the industry needs to make cross-platform a reality."

"Where consumers go, advertisers follow. And more consumers are choosing connected TV than ever before. As budgets shift to CTV, the same data privacy by design practices should follow. We have a real opportunity to shape the space in a way that provides value to consumers and advertisers alike and doesn't mimic the pitfalls of the digital landscape", said Amy Yeung, General Counsel and Chief Privacy Officer at Lotame.

Reed Barker, Head of Advertising at Philo, said "Everyone is talking about data being the key element for ad targeting and performance measurement in CTV, but few people seem to agree on how the basic terms are defined. Philo's hope is that the TV Data Initiative will help map the road from today's Tower of Babel to a place where we can all speak a shared data language and drive CTV advertising into the future."

"We're delighted to welcome an incredible group of experienced industry executives and data experts to our Expert Advisory Group, as we go about our work," said Jon Watts, Project Director of the Initiative. "The group has decades of experience, working at the highest levels of the US industry, and will play an invaluable role in supporting our deliberations. The EAG will be able to provide us with insights into the data opportunities that advertisers are keen to address, the data strategies and capabilities of major agencies, and the steps that leading networks, MVPDs and programmers are taking to support advertisers with data-enabled TV ad buys."

Jonathan Steuer, Expert Advisor to the Initiative, said: "We're excited to welcome our Expert Advisors to the Initiative as they help round out our roster of participants from every part of the TV data ecosystem. Pushing data-driven TV to scale requires standardization of new data sets, streamlining workflows, and simplifying connectivity to support media buyers and sellers, data and measurement providers and technology solutions. Our Expert Advisors provide many additional points of view to help move the industry toward such a collaborative vision."

Alan Wolk, Analyst, said: "The EAG gives us invaluable insights into everything from the way major ad agencies are looking at data to the ways that networks, MVPDs and streaming services are making data an integral part of their ad sales strategies."

Membership of the TV Data Initiative's Expert Advisory Group

The full membership of the Expert Advisory Group for the TV Data Initiative includes:

- Lisa Giacosa, President, Spark Foundry

- David Campanelli, EVP, Chief Investment Officer, Horizon Media

- Atin Kulkarni, Head - Global Marketing Science/Tech & Store Analytics, PepsiCo

- Jen Soch, Executive Director, Specialty Channels, GroupM

- Cara Lewis, EVP, Head of US Investment, Dentsu

- Arthur Orduna, previously Chief Innovation Officer, Avis Budget Group

- Allyson Witherspoon, Chief Marketing Officer, Nissan USA

- Marissa Jimenez, Managing Director, Finecast USA

- Nathalie Bordes, EVP Measurement for Marketers at the ANA

- Andrew Ward, President, Ampersand

- Kelly Abcarian, EVP of Measurement and Impact, NBCUniversal Media

- Dan Callahan, Senior Vice President, Data Strategy and Sales Innovation, Fox Corporation

- Jim Keller, Executive Vice President, Digital Ad Sales and Advanced Advertising at Discovery Inc

- Jesse Redniss, previously EVP of Data Strategy & Product Innovation at Warner Media

- Beth Logan, Senior Director Data Science, Roku

- Claudio Marcus, VP of Advertising Strategy, Comcast

- Denise Colella, previously SVP of Advanced Advertising Products and Strategy, NBCUniversal

- Mark Rotblat, Chief Revenue Officer, Tubi

- Reed Barker, Head of Advertising, Philo

- Ieuan Jolly, Partner & Co-Chair: Data Solutions, Linklaters

- Amy Yeung, General Counsel, Chief Privacy Officer, Lotame

- Kyle Antoian, VP of Strategic Partnerships, Epsilon

- Jane Clarke, CEO and MD, Coalition for Innovative Media Measurement (CIMM)

Please note that membership of the Expert Advisory Group does not imply approval or affirmation of any findings, conclusions and recommendations published by the TV Data Initiative, which will be solely the responsibility of the core Initiative members.

Further information:

The TV Data Initiative is working to develop:

- A landscape overview of the data-driven TV ecosystem, with clear definitions and frameworks.

- A review of the opportunities ahead, as advertisers look to data to identify and describe audiences for their campaigns, and the building blocks required to support these activities.

- An analysis of the challenges and barriers currently facing different categories of industry participants, as they look to leverage data to support their campaigns and goals.

- An assessment of the potential for new collective arrangements to support data sharing, matching and quality, improving the operation of the data-driven TV ecosystem in the 2020s.

Contacts:

For more information about the TV Data Initiative, please visit www.futuredata.tv or email info@futuredata.tv.

To arrange interviews and briefings with the participating companies, please contact: press@futuredata.tv

About the members of the TV Data Initiative

Blockgraph is a technology company that makes the future of data-driven TV advertising possible. The world's leading media, technology, and information services companies collaborate with trusted partners using Blockgraph's Identity Operating System (IDoS) to create and implement privacy-focused targeting and measurement solutions. Blockgraph is owned by Charter Communications Inc., Comcast NBCUniversal, and ViacomCBS Inc. For more information, please visit Blockgraph at www.blockgraph.co.

DISH Media provides advertisers with intelligent solutions to efficiently maximize exposure to desired audiences across DISH TV and SLING TV, while safeguarding consumer personal information. Through innovative platforms like addressable targeting and programmatic buying, viewer measurement tools and access to custom audiences on DISH TV and SLING TV, advertisers employ data-driven, demographically targeted buys that enhance their national media campaigns. Visit www.media.dish.com.

Eyeota is a data transformation company serving the global enterprise. Leading brands, publishers and data companies leverage Eyeota to onboard, enrich, and activate their data assets across global markets and digital geographies. As the world's largest data onboarding and audience intelligence firm, Eyeota brings a depth of experience in adapting data strategies to be consumer-friendly, addressable, and scalable in omnichannel environments. Empowering enterprises with future-proof data capabilities, Eyeota's suite of solutions are privacy-by-design, flexible and interoperable across all major platforms, channels and identifiers. Founded in 2010, Eyeota operates in Europe, Asia, Australia, and the Americas powering data solutions in 188 countries. Learn more at www.eyeota.com.

MadHive is an enterprise software platform that powers modern media. MadHive's platform provides tools for audience forecasting, precision targeting and activation, and cross-screen attribution against its proprietary OTT-first device graph. Customers include advertisers that leverage MadHive's next-generation cryptography to prevent

fraud and increase margins, and broadcast giants that rely on the platform to power their linear reach extension offerings. For more information, visit www.madhive.com.

Magnite (NASDAQ: MGNI) is the world's largest independent sell-side advertising platform. Publishers use Magnite's technology to monetize their content across all screens and formats including CTV, online video, display, and audio. The world's leading agencies and brands trust Magnite's platform to access brand-safe, high-quality ad inventory and execute billions of advertising transactions each month. Anchored in sunny Los Angeles, bustling New York City, mile-high Denver, historic London, and down under in Sydney, Magnite has offices across North America, EMEA, LATAM, and APAC. For more information, visit www.magnite.com.

Transunion is a global information and insights company that makes trust possible in the modern economy. We do this by providing a comprehensive picture of each person so they can be reliably and safely represented in the ecosystem. As a result, businesses and consumers can transact with confidence and achieve great things. We call this Information for Good ®. TransUnion's audience and identity solutions are designed with the connected consumer in mind. With an accurate and comprehensive identity graph and people-based technology, we move business forward for marketers and companies that serve them, to enable confident, addressable and personalized consumer experiences. Learn more at www.transunion.com.

A TransUnion Company, **Tru Optik**'s identity resolution powers the streaming media advertising ecosystem. Tru Optik's patented Household Graph™ of more than 80 million U.S. homes enables the world's leading brands, agencies, media companies and platforms to engage consumers across connected media, including connected TV, streaming audio and cloud-based gaming with unmatched scale, accuracy and privacy compliance. Our Data Marketplace is the definitive destination to buy and sell third-party data that powers connected media targeting, activation and measurement. To learn more about Tru Optik visit: www.truoptik.com.

TVSquared is the largest independent global measurement and attribution platform for converged TV. Our infinitely scalable ADvantage platform measures the effectiveness of linear, addressable and OTT/CTV. We power always-on insights for thousands of advertisers across 75+ countries, including reach and frequency, unique reach, outcomes and audience. Integrated across premium publishers, DSPs and identity and audience partners, our platform processes billions of ad impressions, connecting viewership and ad occurrence data at scale. We deliver the richest picture of TV ad

measurement and attribution, inclusive of 150M households globally and more than 65 CTV platforms. Trusted by the entire TV ecosystem as the single source of truth, TVSquared measures TV how people watch it – across platforms and screens. Learn more at www.tvsquared.com.

VideoAmp is an interoperable measurement and optimization platform that transforms wasteful mass marketing initiatives into smarter, data-driven strategies. Advertisers, agencies and media owners leverage VideoAmp's privacy-first suite of data and software solutions to gain a true deduplicated read of performance across linear TV, OTT, digital and walled garden media by connecting the dots between ad exposures, audiences and outcomes. VideoAmp measures and optimizes billions in advertising spend each year and is backed by The Raine Group, Ankona Capital and other leading venture capital groups. For more information, visit videoamp.com.