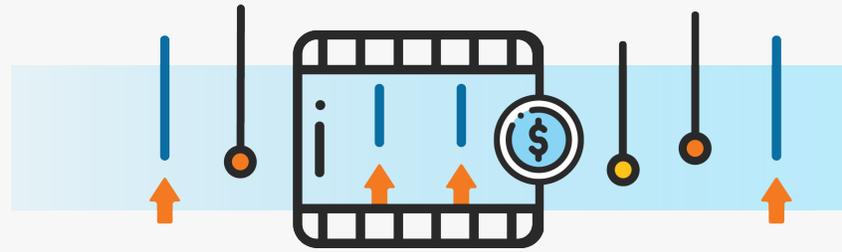


AdPool™

Top-Tier Demand for
Premium CTV Inventory



Increase yield and fill with additional demand at no cost



OPPORTUNITY

The Connected TV Boom.

Television viewing is moving to Connected TVs. The ease of use, low cost, and convenience of using a Connected TV is driving up viewing engagement as consumers abandon expensive subscription services. The opportunity to monetize linear and VOD content on connected devices allows publishers to share in the \$30+ billion digital video ad spend by advertisers.



CHALLENGE

Monetization is Demanding.

Individual publishers that want to monetize their CTV inventory are not appealing to demand sources: their volume is low, their reach is limited, and transacting individual demand deals is costly. Moreover, the metadata associated with this inventory is not uniform, forcing demand sources to either ignore it or put in the effort to create a lowest-common-denominator set of data to use with agencies. The market is highly inefficient. This devalues what should be premium, valuable, CTV inventory and reduces the publisher's yield, resulting in fragmented inventory and low CPMs.

SOLUTION

Aggregate Premium Demand. Maximize Fill-Rate.

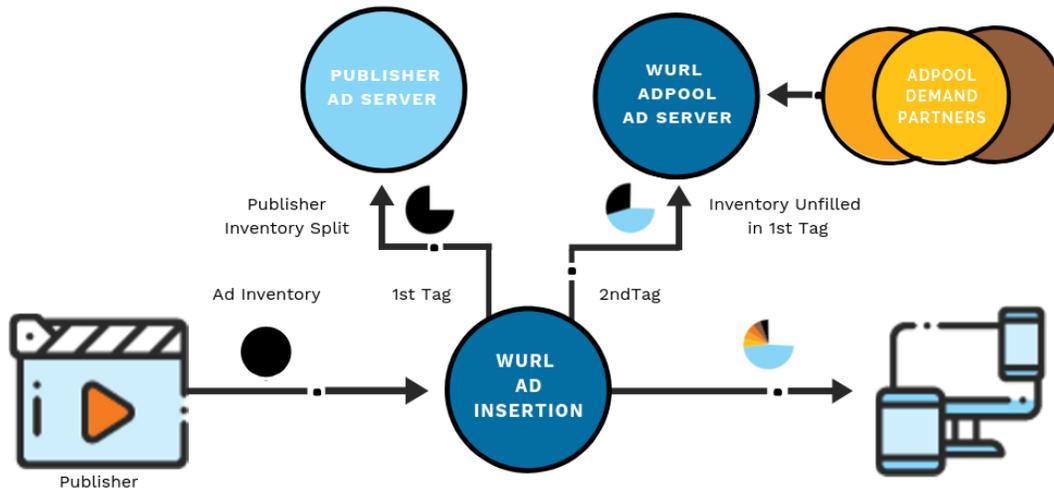


Wurl's AdPool aggregates publisher inventory and sells it at volume, while prioritizing publishers' demand sources. This allows publishers to maximize yield with no associated extra costs. All revenue is passed onto the publisher. By sourcing the supply, Wurl can add contextual metadata to the inventory, increasing targetability and CPMs. Since the metadata is uniform across the complete AdPool supply, demand sources benefit from a uniform process and can focus their campaigns at a single source of high-quality supply. This creates more demand for Wurl publishers.





AdPool Ecosystem



Additional Ad Revenue Made Simple.

The Wurl AdPool service allows participating publishers to benefit from a stream of additional revenue by regularly bringing in new demand, optimizing existing connections, and monitoring the service for optimal fill. Wurl interfaces with a range demand sources, customizing request formats, meta-data pass-through, and managing advertiser restrictions. Publishers who have their own demand can be sure that their demand will take precedence while still benefiting from AdPool. The service incurs no additional charges, passing the full net CPMs through to publishers. Inventory value and yield expectations are maintained by matching each publisher's floor price.

AdPool Benefits:

- Free service available to any video producer or CTV platform connected to the Wurl Network
- Increased fill rate
- Ability to retain priority for direct deals and other demand sources
- Connections to new premium demand sources
- Access guaranteed demand deals
- Consistent management of your pricing rules
- Granular measurement and reporting
- Payments from demand partner issued by Wurl



About Wurl

The Wurl Network powers OTT video distribution and monetization for leading media brands. Interconnecting video producers and large Internet-based video services, our network is the OTT backbone that carries more programming and advertising to more video services than any other service.

Wurl Inc. Palo Alto, California wurl.com info@wurl.com V.9.20.19