

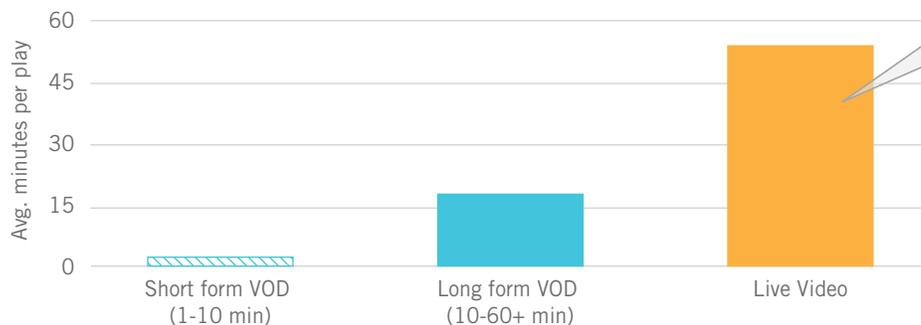
Global Video Index: Broadcaster Edition

TV is mobile, live and social. The future of TV is not about new forms of content. It's about making the same premium content perform online. Ooyala helps broadcasters deliver a TV-like experience on all screens, and our real-time analytics maximize the revenue potential of every single video asset.

The data in this report is from March 2013 and represents an anonymized cross section of Ooyala's global footprint of broadcasters and entertainment networks.

Time per play: VOD vs. Live

OOYALA



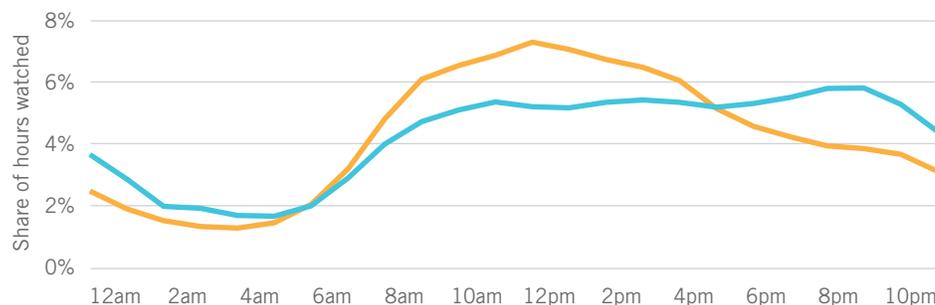
Connected viewers watch live broadcast video **2.5x** longer than VOD.

People tune in to live sports, breaking news, and special events for far longer than on-demand content online.

Share of all hours watched: all devices

OOYALA

Weekends Weekdays



Online TV viewing spikes at noon on weekdays, and 9PM on weekends across all devices. Viewer engagement varies by time of day, device type, and day of the week.

Share by device on weekdays and weekends

OOYALA

Tablet Mobile

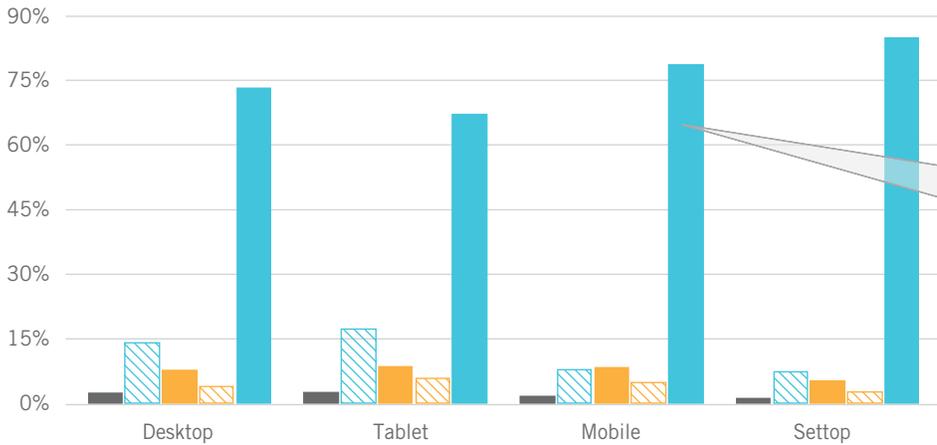


Audiences watch twice as much Tablet TV on the weekends.



Share of time by device, short form video

OOYALA 0-1 min 1-3 min 3-5 min
5-10 min 10+ min

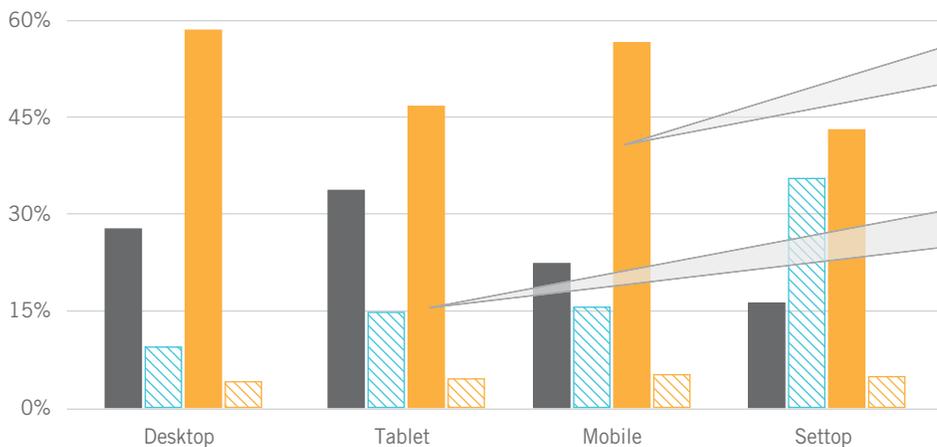


77% of the time spent watching mobile video in March was with content longer than 10 minutes like movies, sporting events and TV shows, where mid-roll ads can have significant revenue impact.

“Online Video” is quickly becoming “Online Television”. Audiences want to watch full length TV shows on all of their connected screens.

Share of time by device, long form video

OOYALA <10 min 10-30 min 30-60 min
60+ min



Mobile video viewers spent **57%** of their time watching premium broadcast content between 30-60 minutes in March.

47% of all broadcast tablet video viewed was a half hour to an hour long.

About Ooyala

Ooyala reaches viewers in 130 countries. Our video analytics help broadcasters grow their audience and earn more money from multi-screen media.

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Ooyala is the leader in online video management, publishing, analytics and monetization. Its integrated suite of technologies and services give content owners the power to expand audiences through deep insights that drive increased viewer engagement and revenue from video. Companies using Ooyala technology include Telegraph Media Group, Tennis Australia, *Rolling Stone*, Dell, ESPN and Yahoo! Japan.



Global Video Index: NAB Broadcaster Edition