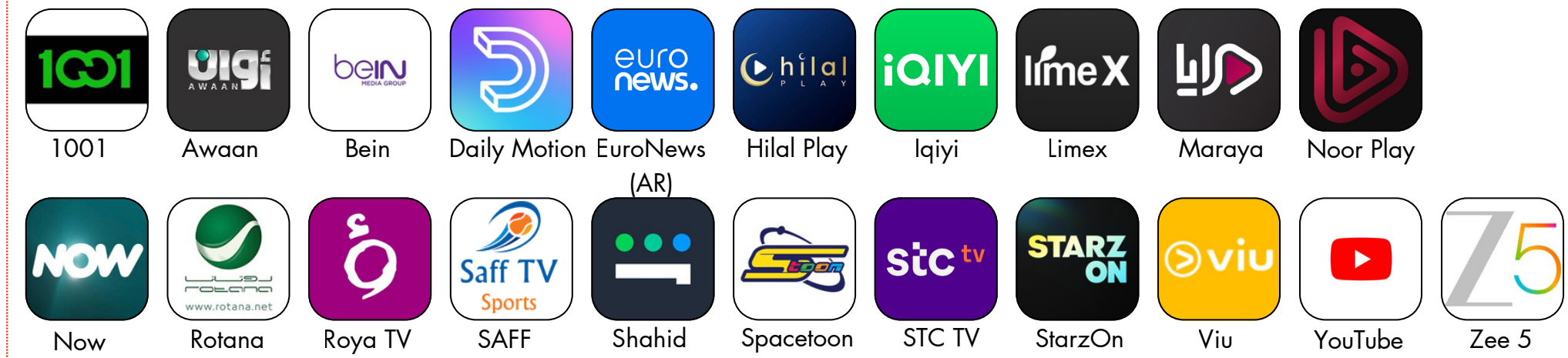


# MENA CTV ECOSCAPE

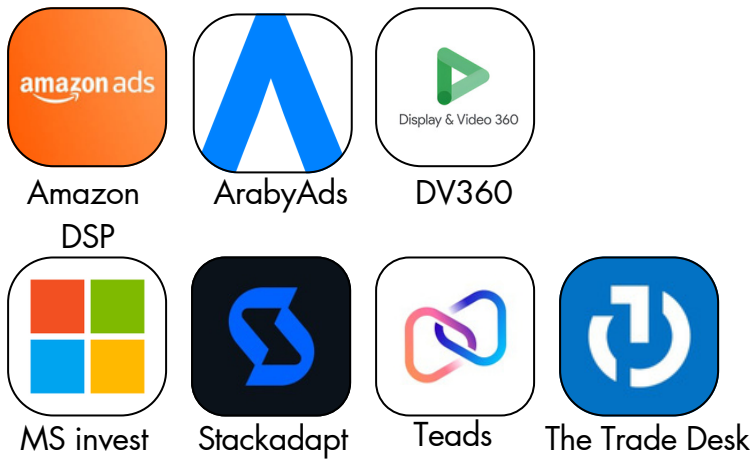
## AVOD - AD SUPPORTED VIDEO ON DEMAND

On-demand content that is Ad-supported and free to watch



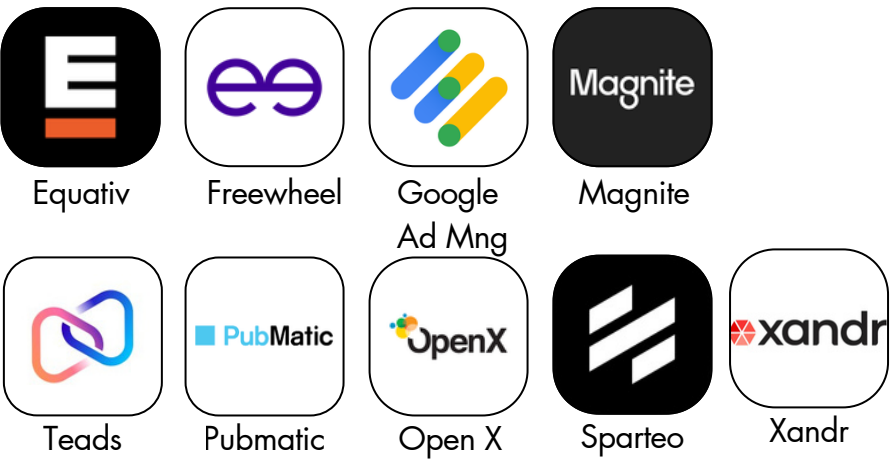
## DSP - DEMAND SIDE PLATFORMS

Self serve platforms that facilitate planning and buying linked directly to an SSP



## SSP - SUPPLYSIDE PLATFORMS

A technology platform that helps publishers manage their inventory in real time



## FAST / LIVE STREAMING TV

Free ad-supported streaming TV without a paid subscription to watch content



## AD SUPPORTED SVOD

Ad-supported tiers subscription-based that serve ads for lower costing tier



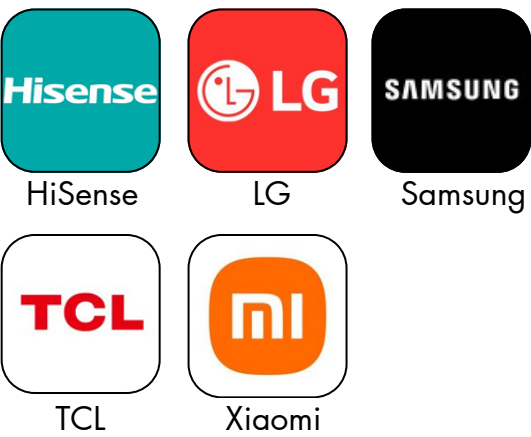
## ADVANCED TV

Dynamic Ad Insertion, on linear TV Set top Box's (Satellite & i.p.) with full funnel data capabilities



## OEM PARTNERS

Homescreen native with ad units and self-serve



## SVOD - SUBSCRIPTION SUPPORTED VIDEO ON DEMAND

On-demand content that is subscription-based

