

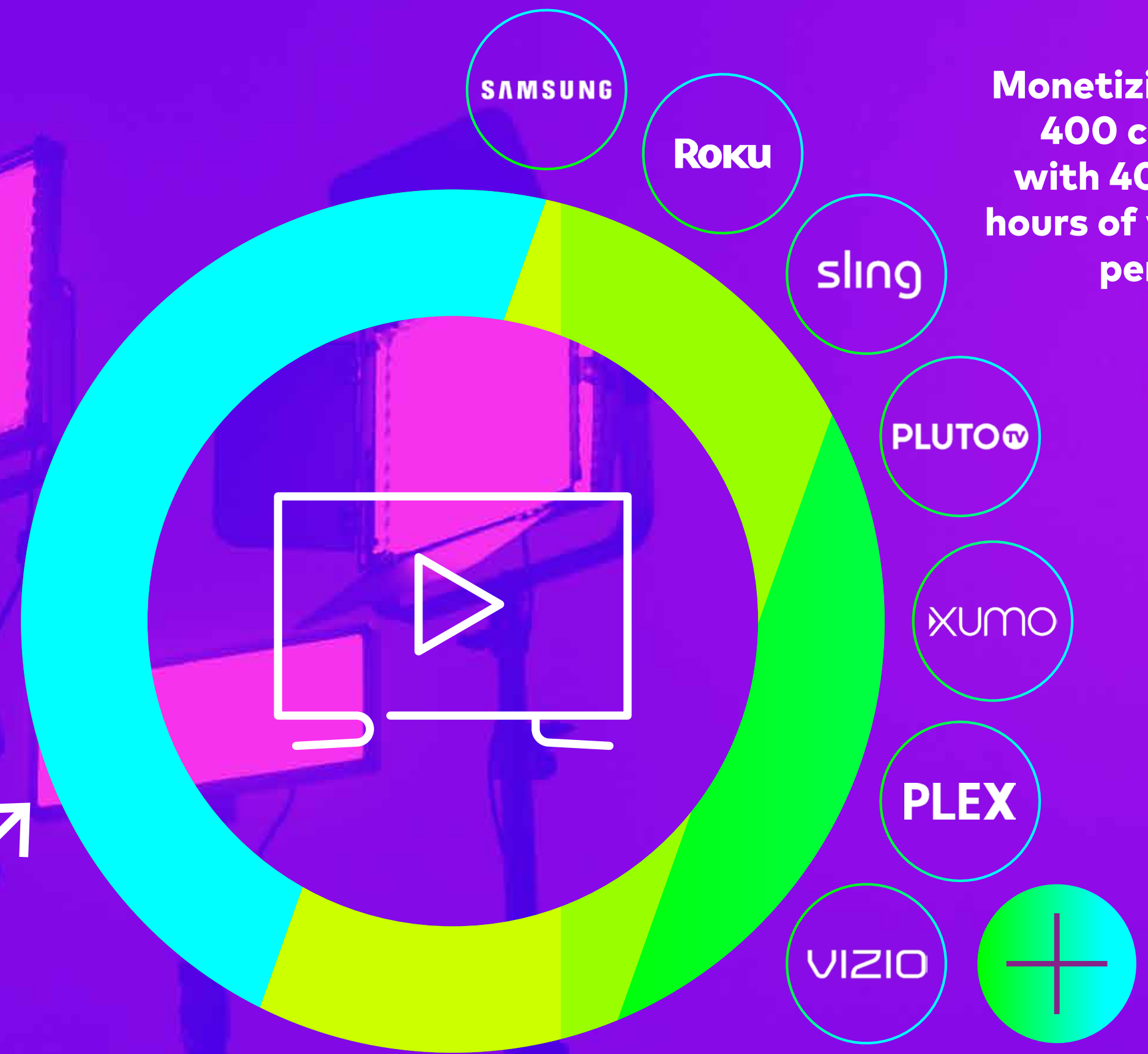
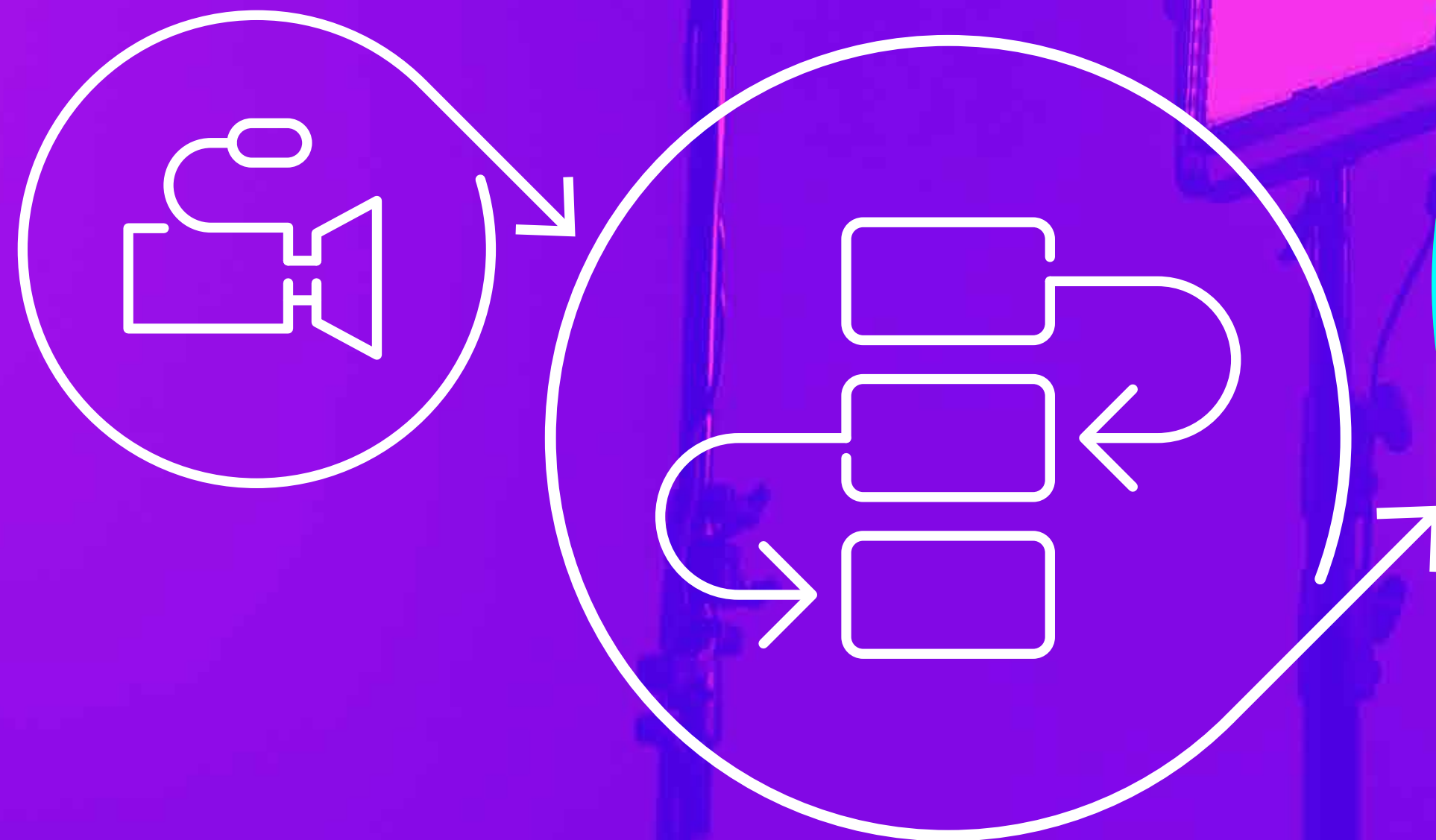


Wurl AdPool
Premium CTV Inventory
2021 Media Kit

Watch this.

**Wurl.
The world
leader in
powering
streaming TV.**

Wurl connects content providers to streaming services



**Monetizing over
400 channels
with 40 million
hours of viewing
per month**

The Wurl network

Simply better - powering CTV with market-leading distribution and advertising services.

Wurl Origination and Platform Services

Ingest Content, Schedule Linear, Curate VOD Lineups, Schedule Advertising

Wurl AdSpring

Real-time targeting and insertion of mid-roll ads

Wurl DataPool

Granular data on viewer behavior and advertising

Wurl Connector Services

Streaming, Distribution, Monitoring

Wurl AdPool

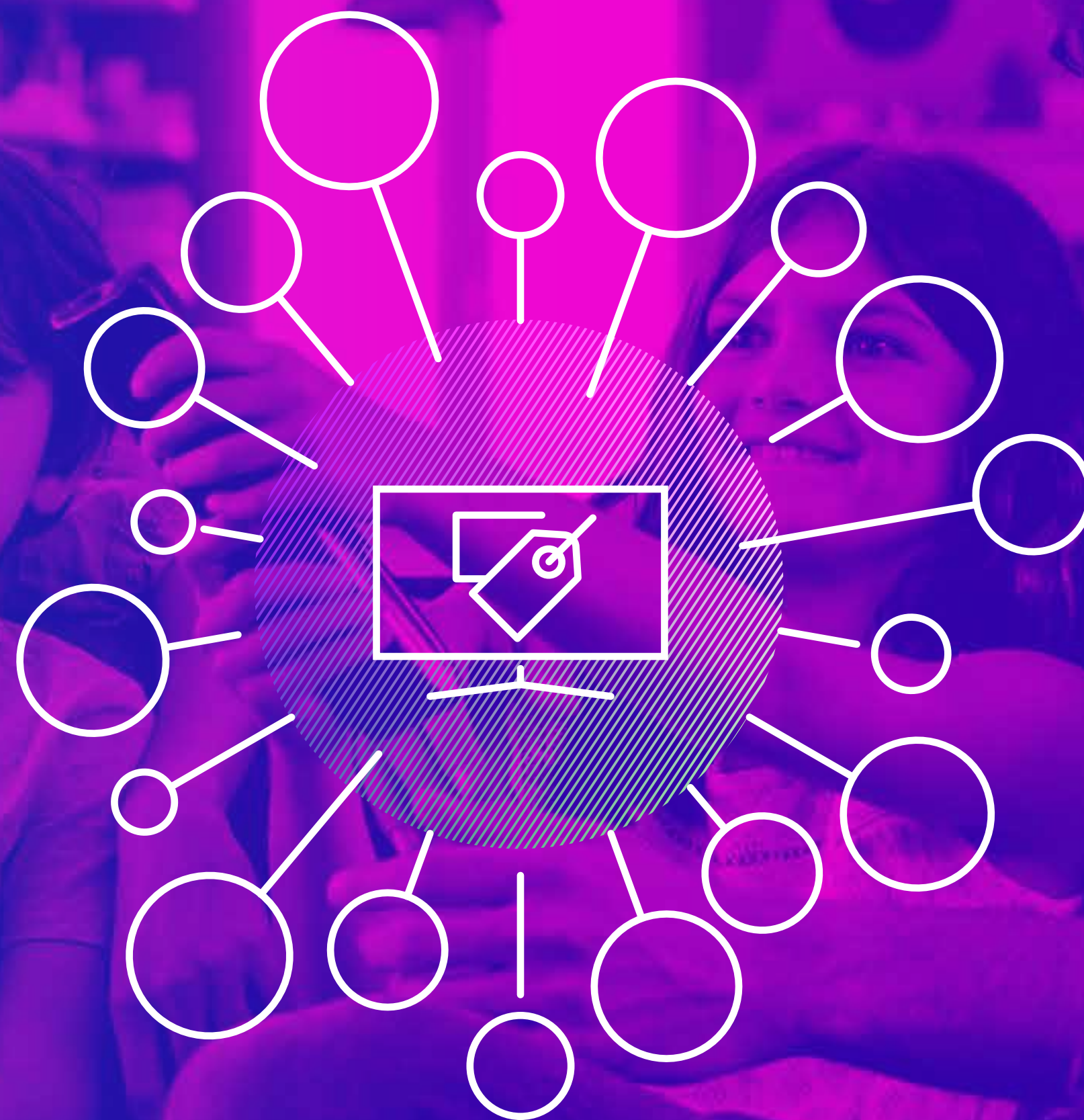
FREE marketplace available to video producers on the Wurl Network

Content Companies

2 Billion viewers

Wurl AdPool

Connecting Advertisers to Audiences on CTV



Brand Safe



- 100% CTV
- Pre-curated and scheduled

Scalable



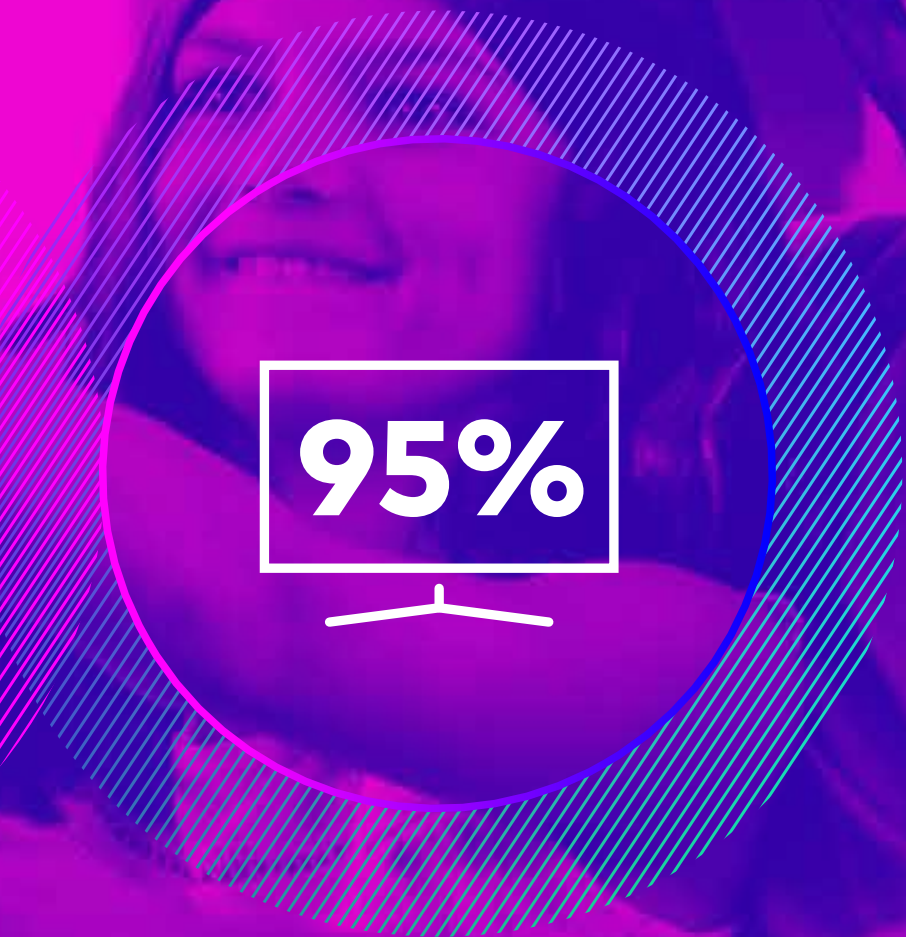
- Premium inventory
- Highly desirable audience composition

Addressable



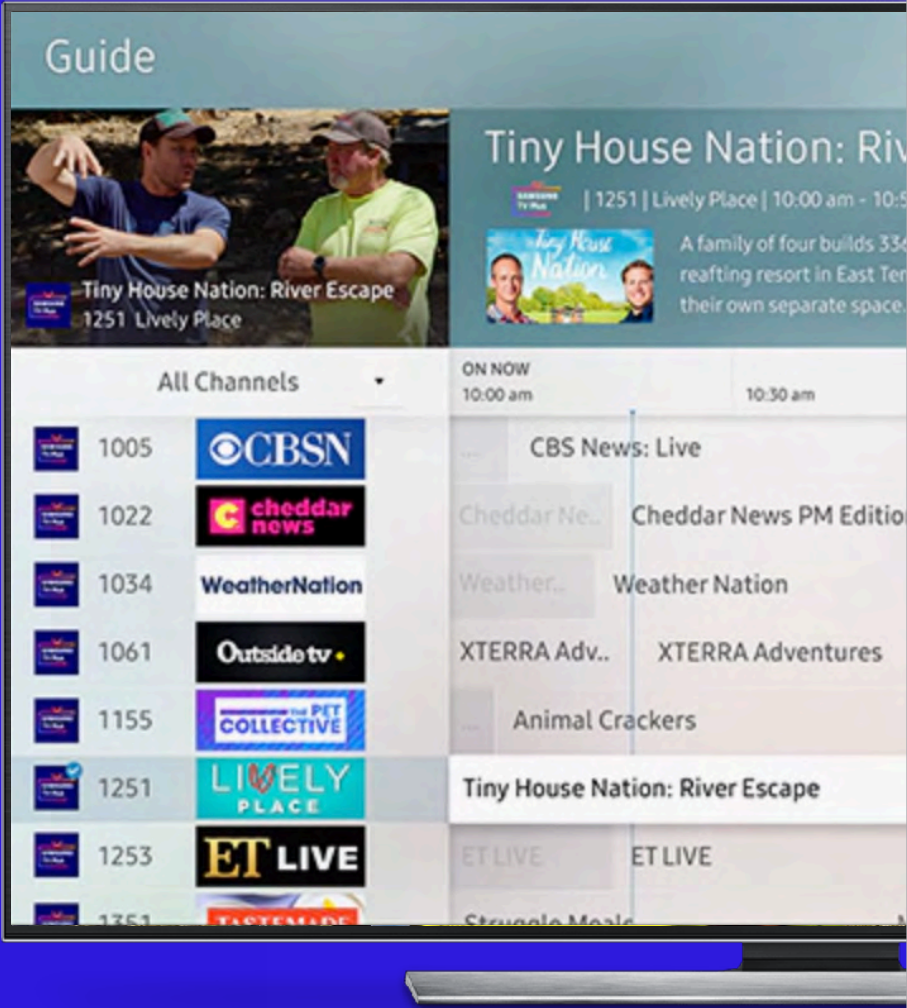
- Target your audience
- Measurable

Metrics

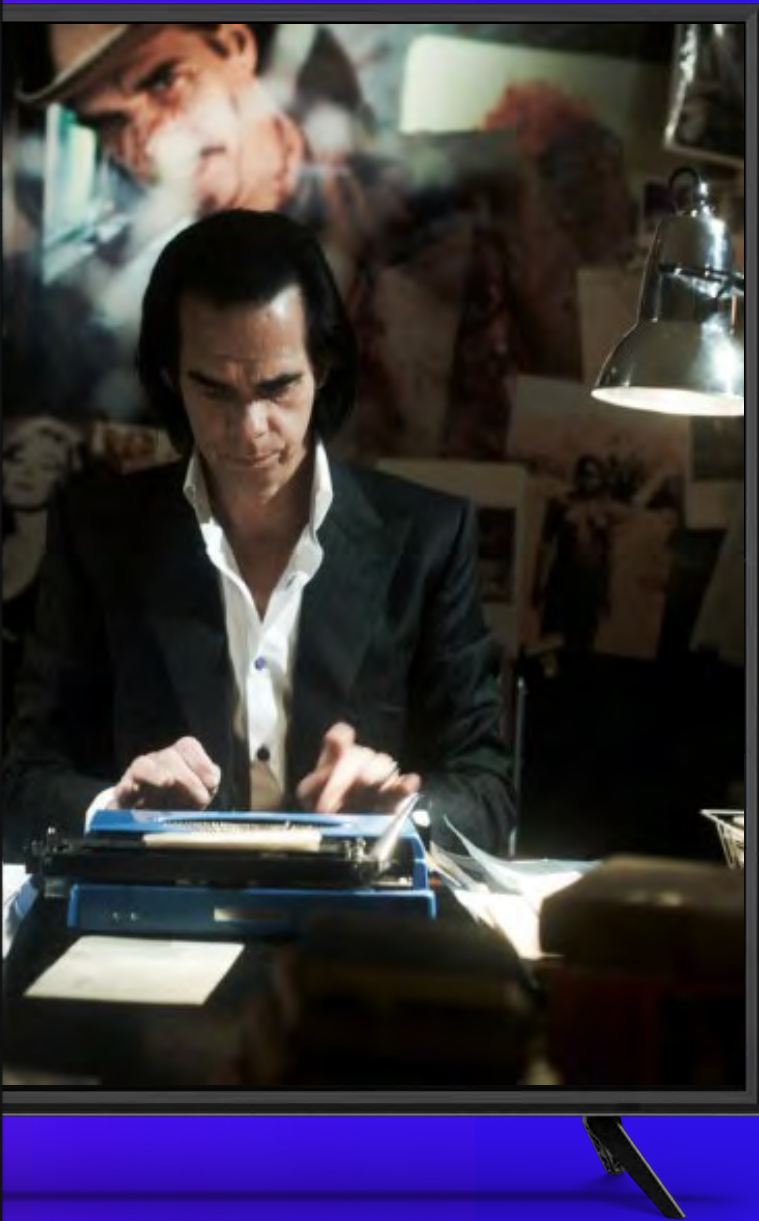
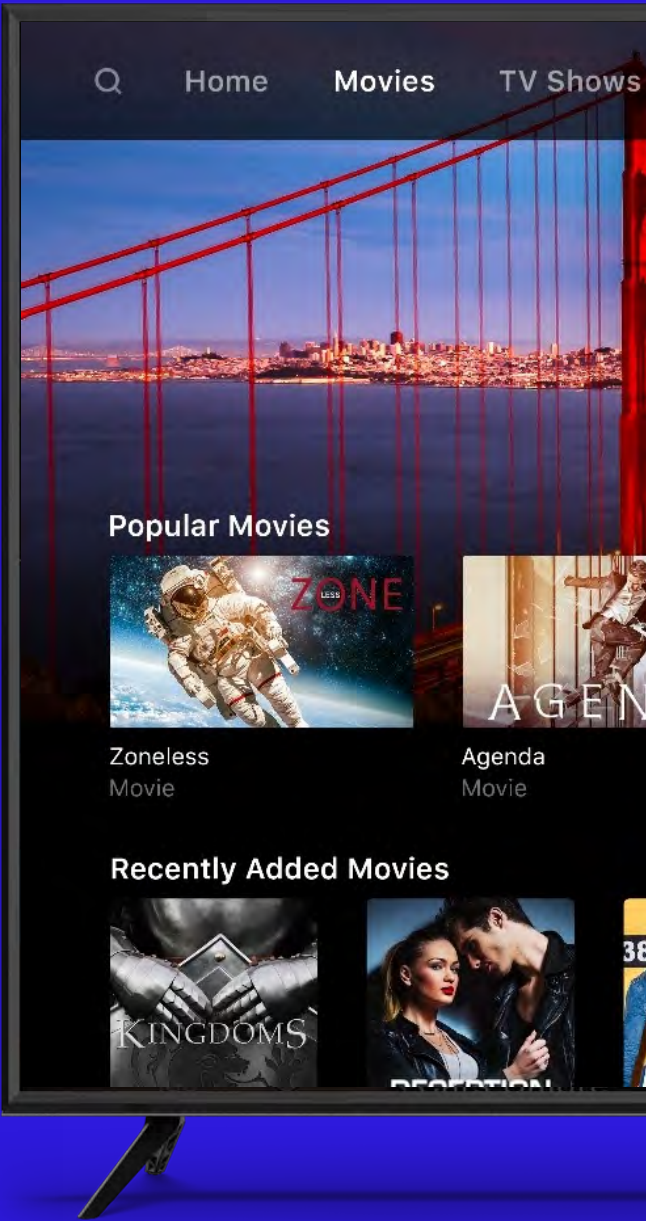


- High viewability
- 95%+ completion rate

SAMSUNG

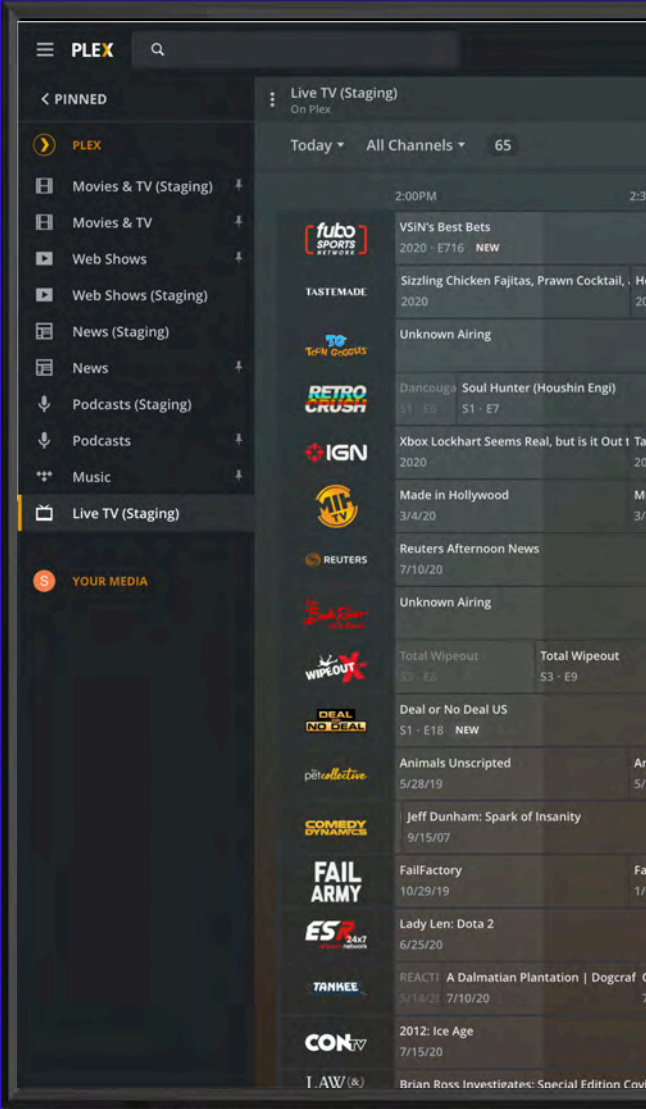


Wurl Powers Samsung TV+

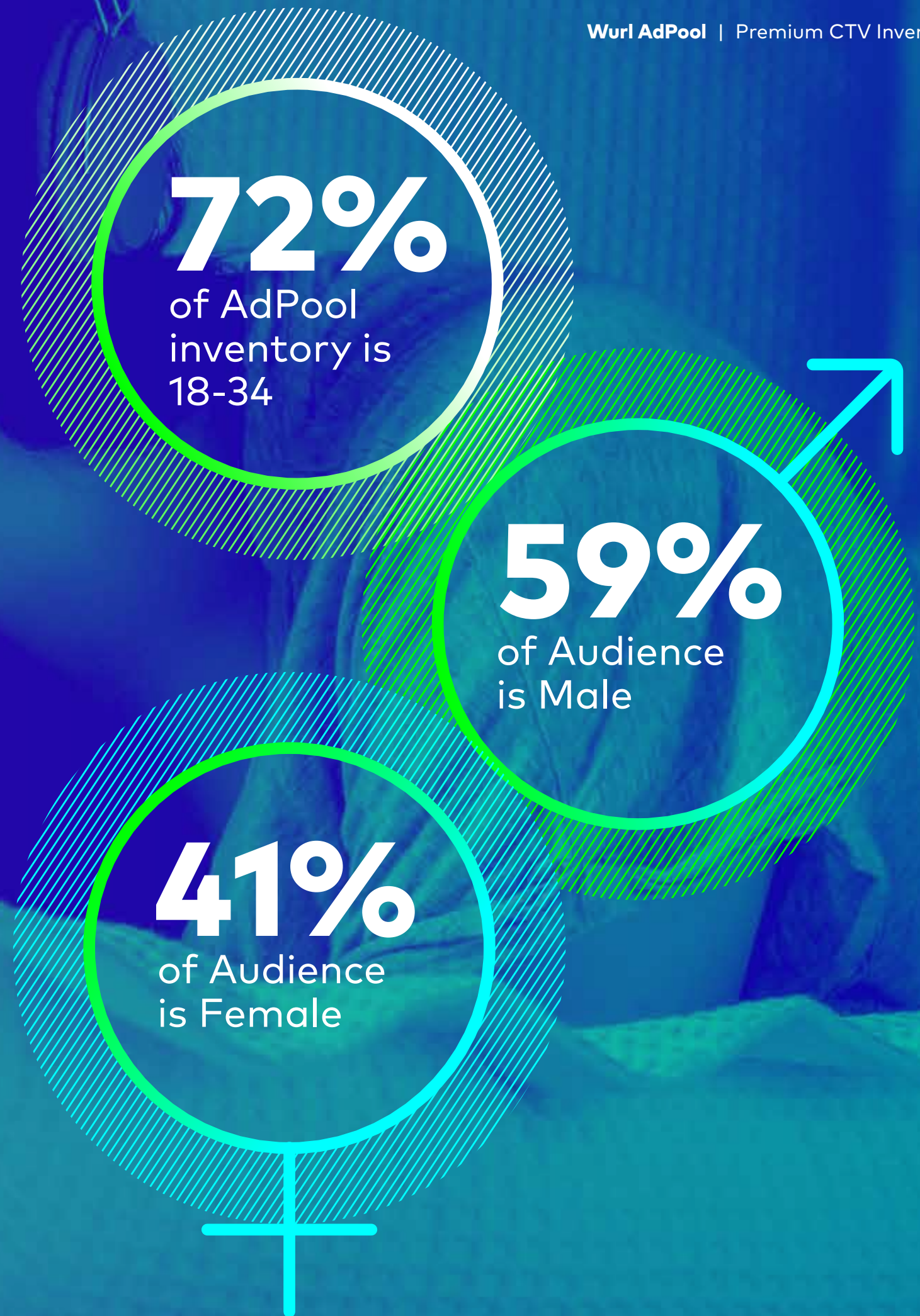


Wurl Powers Vizio SmartCast™

CTV Inventory

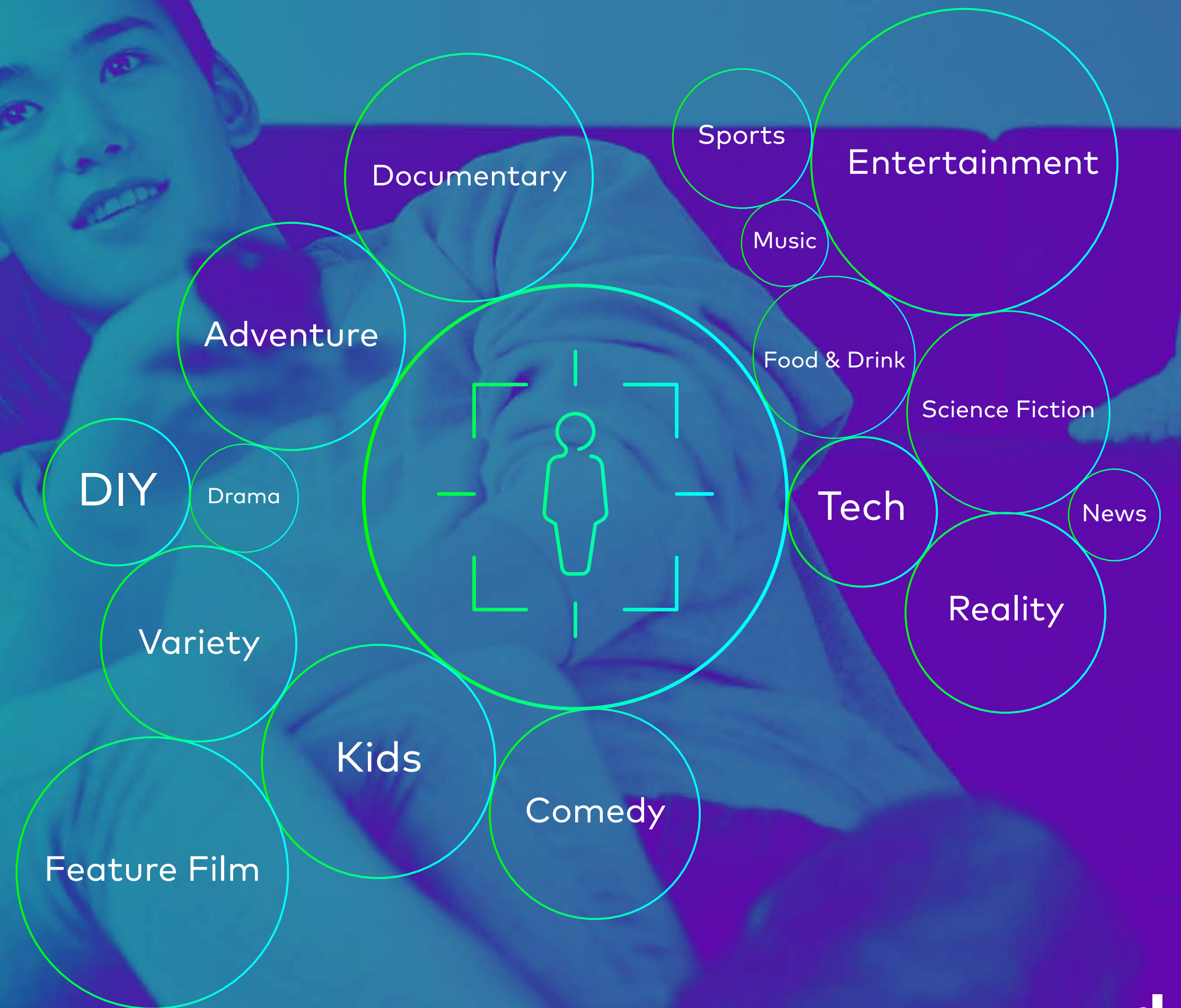


Access to highly desirable millennial audience



Maximize campaign value with highly targeted audiences and enhanced contextual metadata packages.

Episode, Series, Season, Ratings, Genre, Content ID, Device ID, IP, User-Agent and More.



Quality Content

Wurl Inc. Confidential | 2021

AdPool 150+ Channels

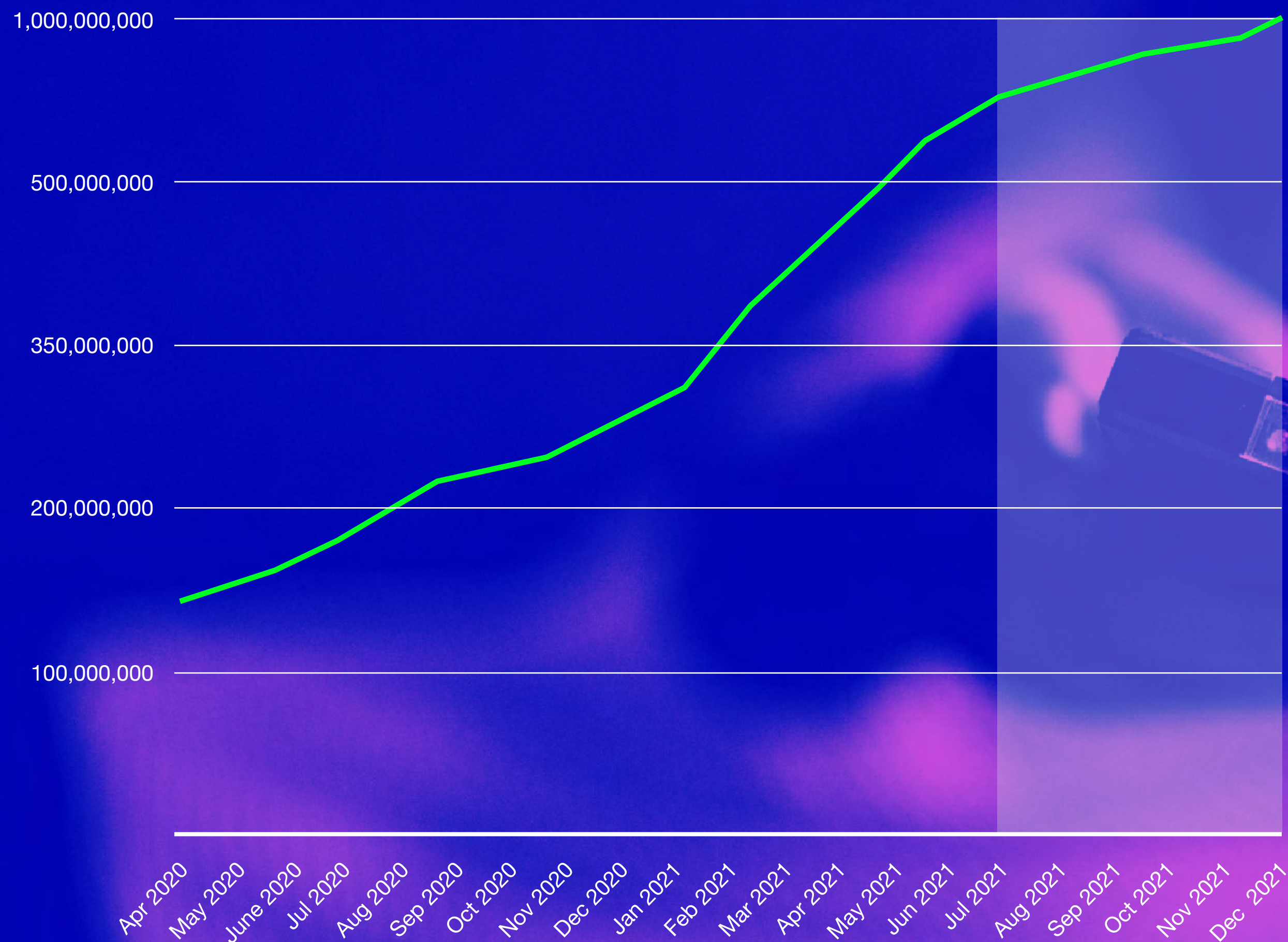


wurl

US Inventory

Wurl CTV Inventory Today

EOY 2021: 1 Billion+ ad avails per month



750M+

30 Second
Avails Monthly

15M+

Monthly Active
Viewers



Thank you.

info@wurl.com

Palo Alto
Santa Monica
New York
London

Contact:

Kris Johns
310-883-4222
kris@wurl.com

wurl.com