# Roku

# KonnActAd

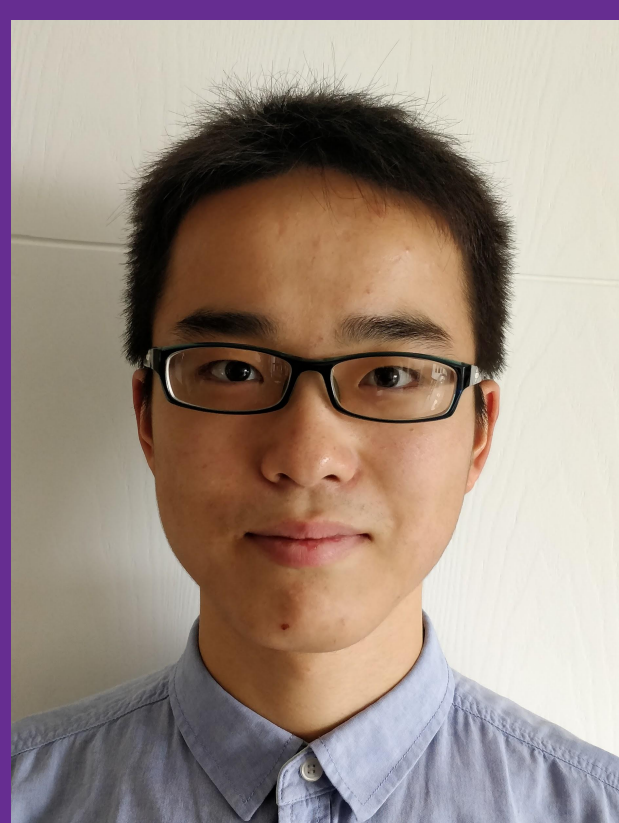**Improve ADs viewing experience on TV.**

Full **control** over the ad

Closely **relevant** ad content

**Engaging** AD watching with users

**Personalized** Ad based on viewing history

Roger (CS)  Ryan (MBA)  Sergio (LLM)  Zhenwei (CM)