



# All About Ads

## How Customized Ads Personalize the Tubi User Experience

Personalizing the Tubi user experience so that even the ads viewers watch are relevant to them requires first and third-party user data. Tubi uses audience segments via hashed emails to customize an ad.

By hashing email addresses, Tubi can use email data for segmentation without compromising viewer privacy. The hashed emails act as unique identifiers and are anonymous. They cannot be traced back to original email addresses of Tubi viewers.

This data is necessary for Tubi to personalize the viewer experience through custom ads. For example, if a wellness company wants 750,000 viewers who own athletic club memberships, and attend fitness expos to view an ad for a new protein drink whenever they watch sports, thrillers or comedies, the only way for Tubi to know which viewers to show the ad to is by audience segments via hashed emails.

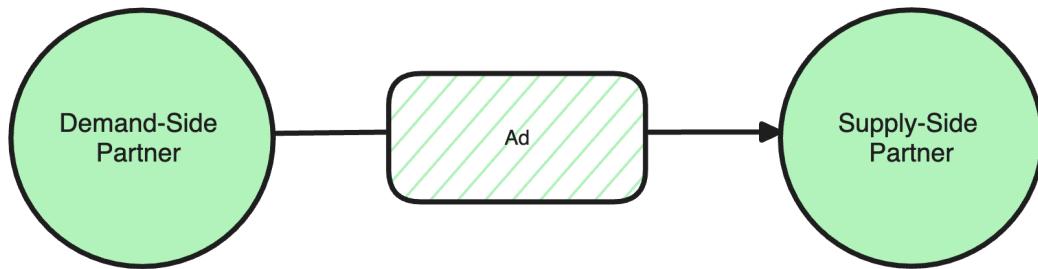
# Tubi safeguards user data collected to customize ads

Tubi collects user data from various sources, including each user's Tubi account, which provides first-party information such as the user's name, gender, and age. Tubi also collects third-party user data through credit reporting agencies, social media, streaming devices, and data tracking services. The Demand Side Partner that buys the ad opportunity also provides Tubi with user data for their ad campaign.

The user data that Tubi collects is personally identifiable. It is securely locked down so that no one can access it. When the data is no longer needed, Tubi securely deletes it to prevent unauthorized access or use.

# Tubi sells ad impressions through real-time bidding

Tubi sells ad impressions to Demand-Side Partners using real-time bidding (RTB) and direct buy purchases.



## What is real-time bidding?

Real-time bidding is a fundamental component of online advertising because it enables the real-time buying and selling of an ad. When an ad opportunity becomes available, Tubi's ad exchange initiates the real-time bidding process by sending requests to bid to multiple demand-side platforms.

Each Demand-Side Partner has hundreds of milliseconds to respond to the request for bid. To improve their chances of winning, they use bidding algorithms

and other automated systems to quickly evaluate the bid request and submit an RTB to the ad exchange within a tight timeframe.

In RTB, the Demand-Side Partner with the highest bid is not always the winning bid. The Demand-Side Partner must also meet Tubi's ad guidelines for ad relevance and targeting criteria to purchase the ad opportunity.

To learn more about RTB, see [How Tubi uses Real Time Bidding to Sell Ads](#).

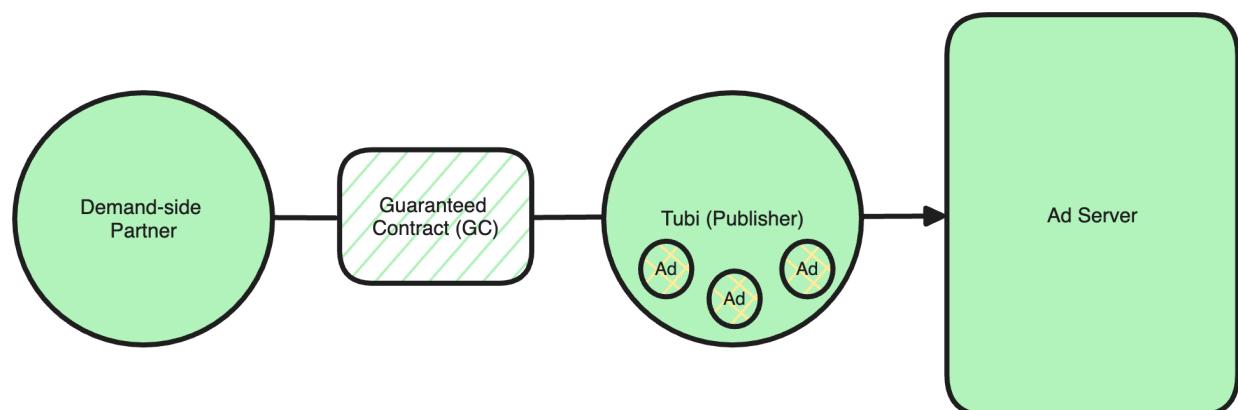
## The winning ad is customized for Tubi users

Upon receiving a notification announcing the winning ad from the ad exchange, Tubi's ad server retrieves the ad.

## Direct buy

A direct buy is when the Demand-Side Partner buys ad impressions directly from the publisher at an agreed-upon price. Tubi is a publisher. When a Demand-Side Partner buys ad opportunities directly from Tubi's Ad Sales Team, the Demand-Side Partner and Tubi enter into a Guaranteed Contract (GC).

The GC contains details about the ad campaign, including the target audience, the fixed cost per mile (CPM), and the fixed number of ad impressions to show within a specific timeframe. Tubi's Ad Sales Team then moves the ad campaign to the ad server using the ad operations tool to be parsed and validated before being shown on Tubi.



# **The ad is customized for optimal placement and relevancy**

Before an ad can be placed within streaming content, it must be customized and configured for optimal placement and relevancy. This includes tailoring the ad with enriched user data, configuring the parameters for the ad in the ad config file, and parsing and validating the ad.

## **Enriched user data personalizes the ad**

Enriched data enhances the user data already collected by the ad server so that the ad is further tailored for the users that the Demand-Side Partner wants to watch. The Demand-Side Partner can show the ad to all Tubi viewers or a segment of viewers that the user data indicates will find the ad relevant.

## **The ad config file maintains parameters for customizing personal ads**

Each ad has a corresponding ad config file. The ad config file maintains parameters for customizing the ad for a specific segment of users that the Demand-Side Partner wants to target. These parameters include user demographics, geographic location, and online behavior.

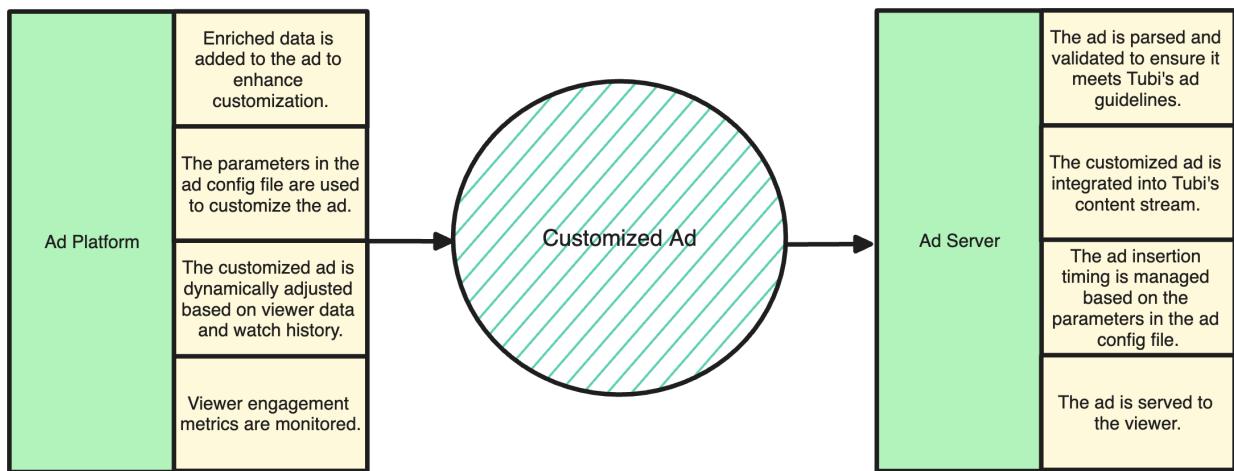
It is common for the Demand-Side Partner to want to adjust the initial targeting criteria for the ad. Tubi does this in real-time using an ad operation tool integrated with the ad server. This integration ensures that the ad server enforces Tubi's guidelines for showing the ad.

Once the ad platform completes the ad customization, the ad and the ad config file are sent to the ad server. The ad server integrates, displays, and personalizes the ad within the content that a viewer is streaming.

## **The ad is parsed and validated**

Before an ad can be dynamically inserted into streaming content, the ad server parses and validates it to ensure it meets Tubi's ad guidelines. These guidelines ensure that the ad is in compliance with industry standards and does not contain inappropriate content such as illegal activities, hate speech, and misinformation. If

the ad server discovers that the ad contains inappropriate content, Tubi will not show the ad.



## Summary

Customized ads personalize the Tubi watch experience. Tubi uses first-party user data, third-party user data, and online behavior to identify the segment of users that may find an ad relevant. If the data suggests that a user will not find an ad relevant, Tubi will not show the ad to the user.

Ad opportunities are available for purchase through real-time bidding and direct-buy. Once the Demand-Side Partner buys an ad opportunity, Tubi immediately prepares the ad for display by customizing it according to the ad criteria specified in the ad campaign.