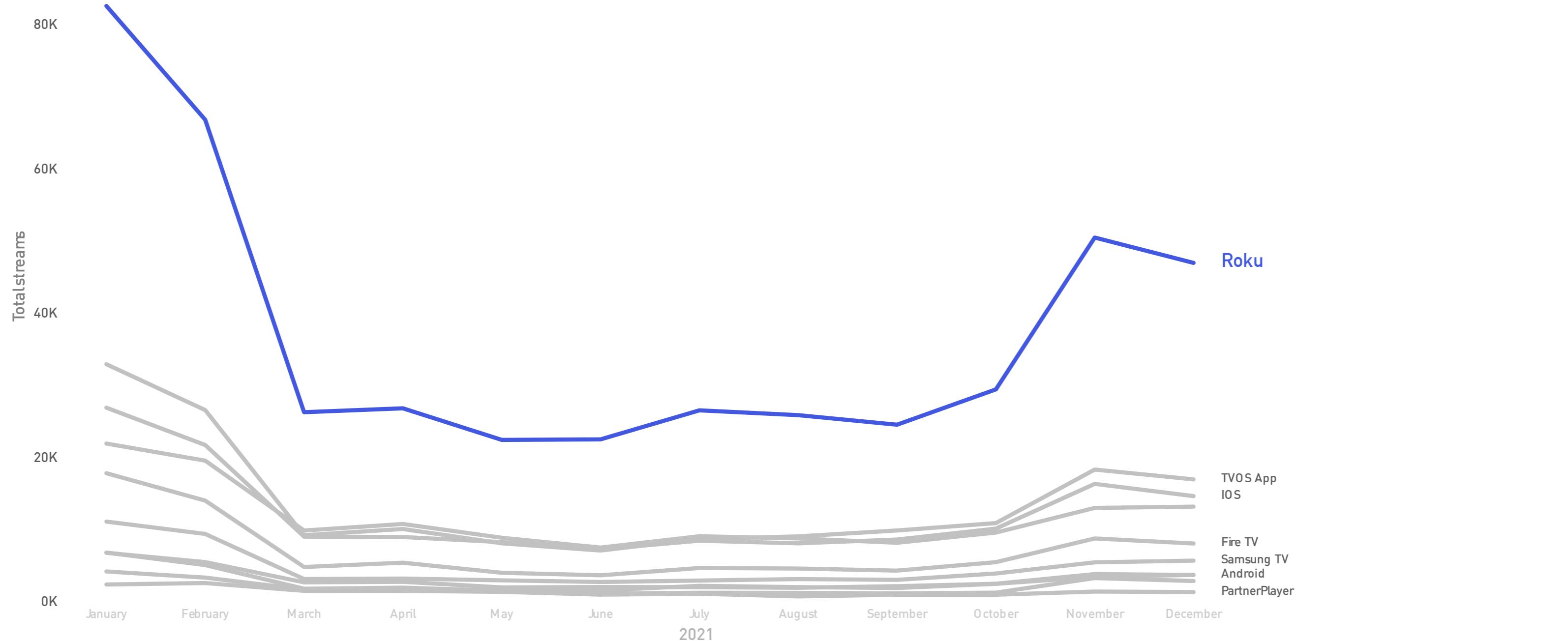

Natalie Benoy
Data Visualization Portfolio +
Telling Stories With Data

Roku is the **most popular streaming device** used by viewers localized to PBS Utah

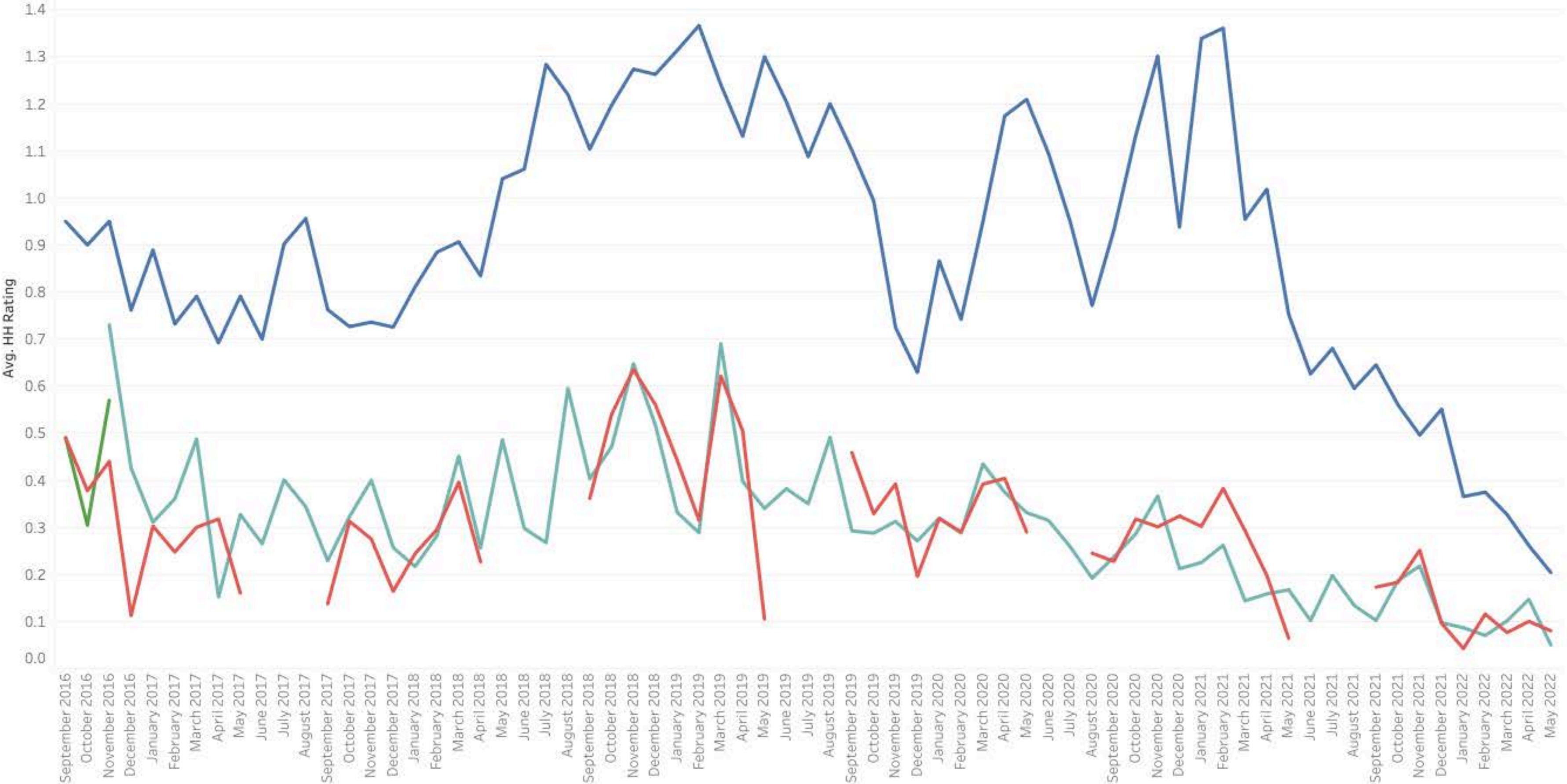
Total streams per month, by device



Weekly Average Rating, Fall 2016 – Spring 2022

PBS NewsHour, Washington Week, The Hinckley Report

Month of Date



Title
PBS NewsHour
The Hinckley Report
Washington Week
Washington Week w..

Why You Should Be Running Roku Ads

RESEARCH + CASE STUDY

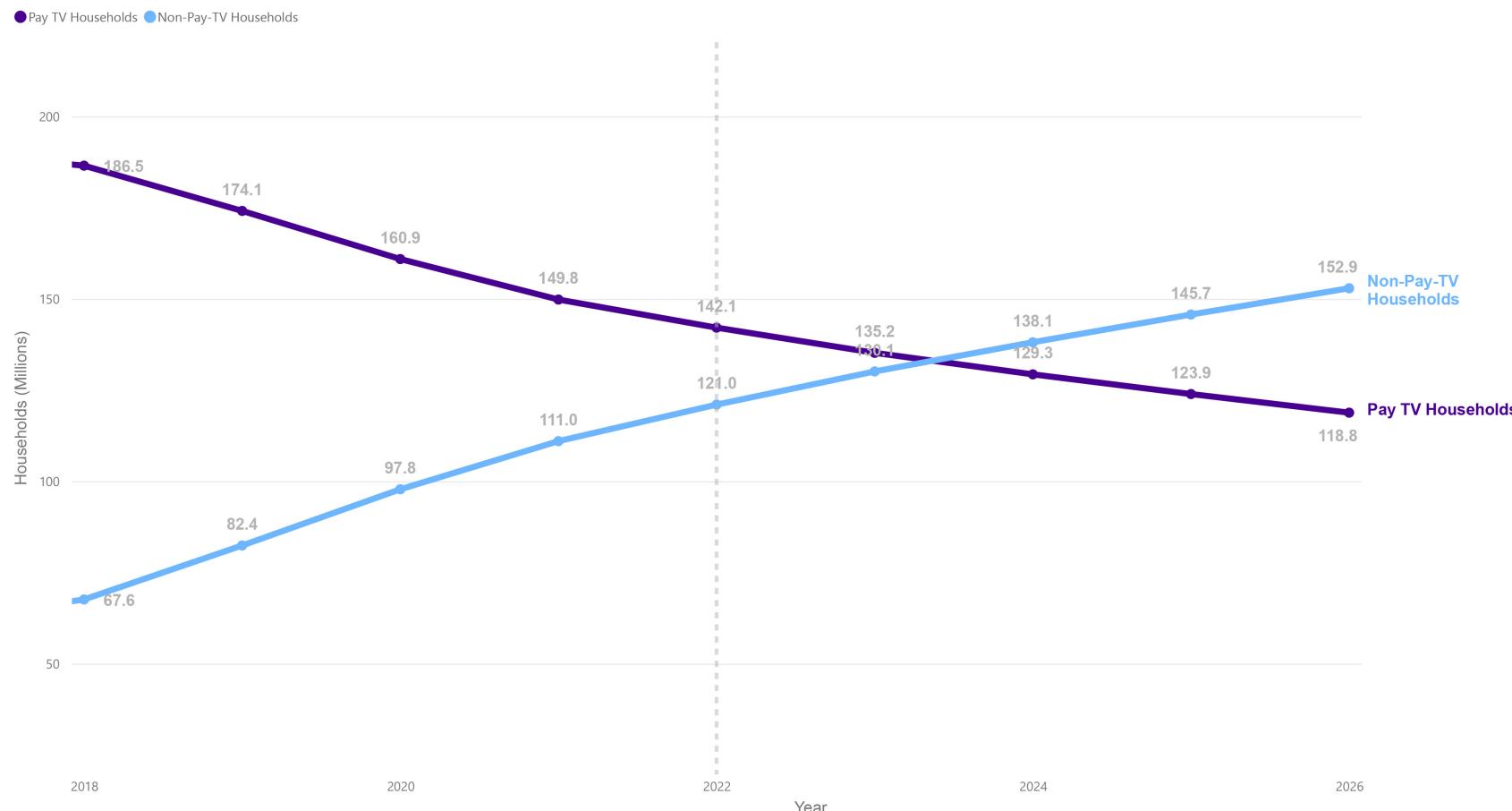


Why You Should Be Running Roku Ads

- Linear TV audiences are shrinking
- Streaming audiences are growing
- Why Roku?
 - It has ads
 - It's affordable
 - It's accessible
- More streaming users → more Passport members → more \$\$\$

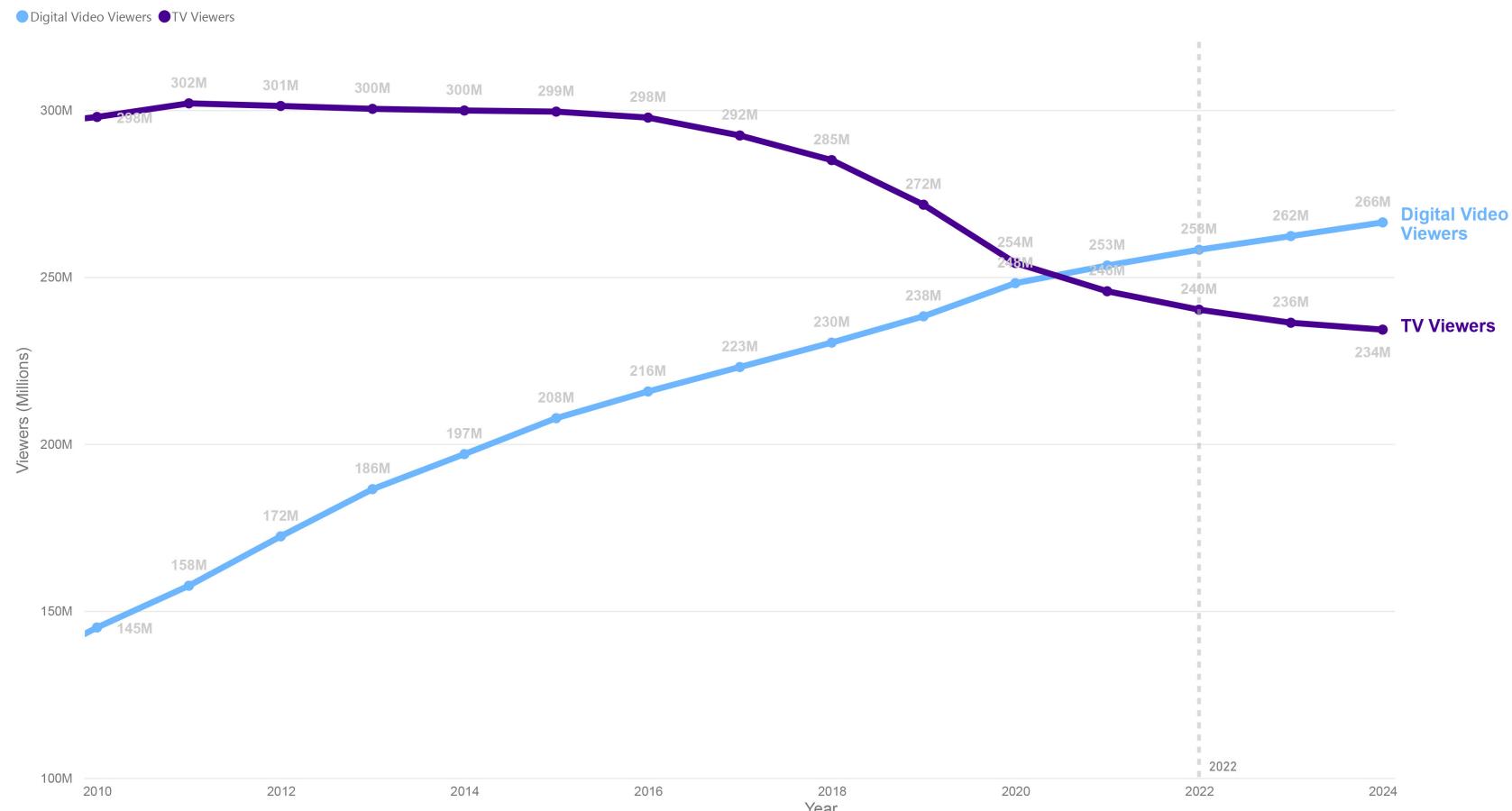
Linear TV Audiences Are Shrinking

U.S. Pay TV Households and Non-Pay-TV Households (2018-2026), in Millions



Streaming Audiences Are Growing

U.S. TV and Digital Video Viewers (2010-2024), in Millions

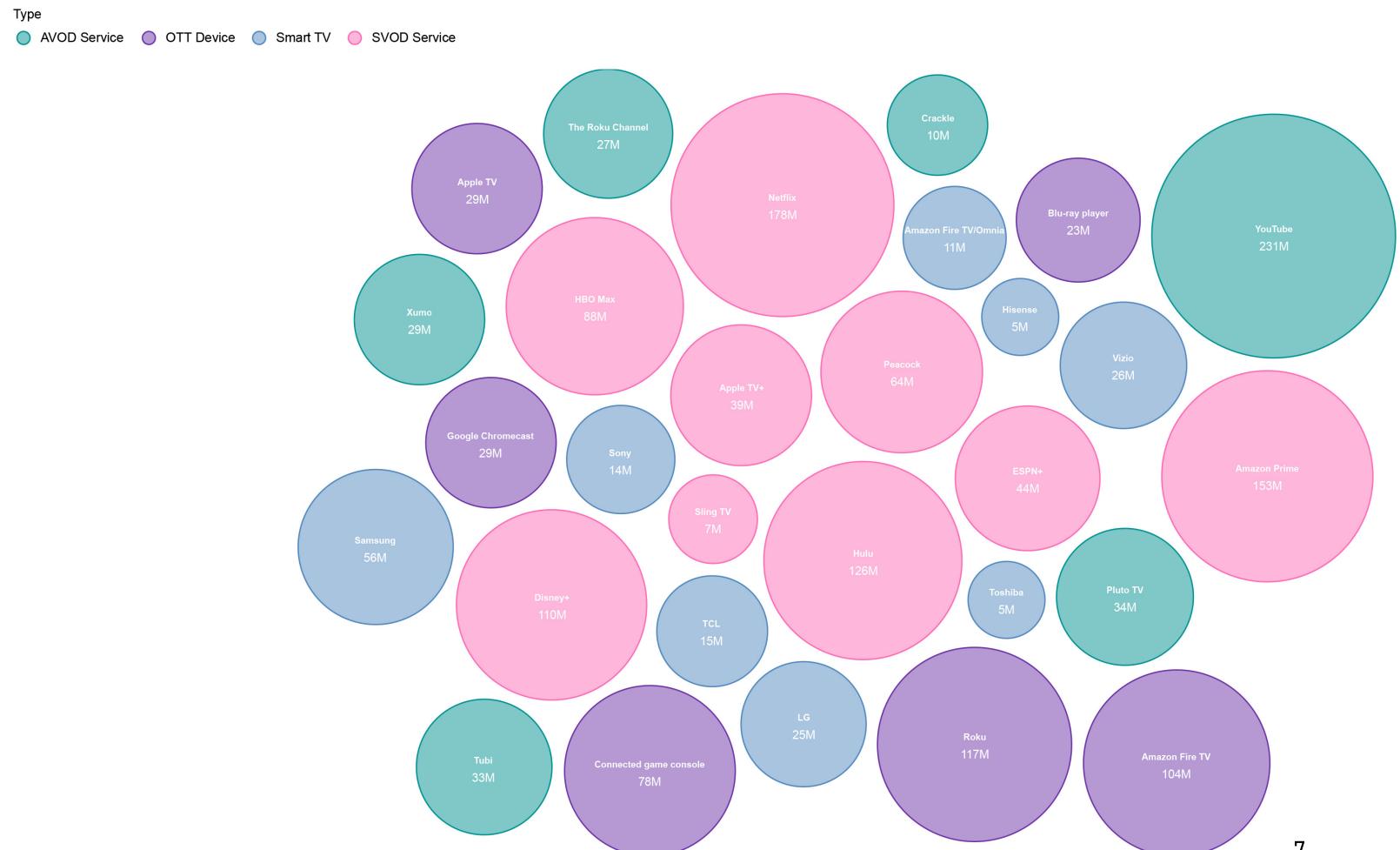


Why Roku?

The streaming video landscape is fragmented, with a mix of:

- Subscription Video On-Demand (**SVOD**) services like Netflix
- Ad-supported Video On-Demand (**AVOD**) services like YouTube
- Over-The-Top (**OTT**) devices like Roku and Amazon Fire TV sticks
- **Smart TV** manufacturers like Samsung and Vizio

The U.S. TV Streaming Landscape in 2022



Sources: eMarketer, February 2022

Kagan 2022 first-quarter U.S. Consumer Insights Survey

PBS Audience Insights 2021

Why Roku?

It has ads

Some smart TVs (Apple TV, Sony), OTT devices (Chromecast, Blu-ray players), and streaming services (Apple TV+, Netflix *, Disney+ *) **do not have advertising.**

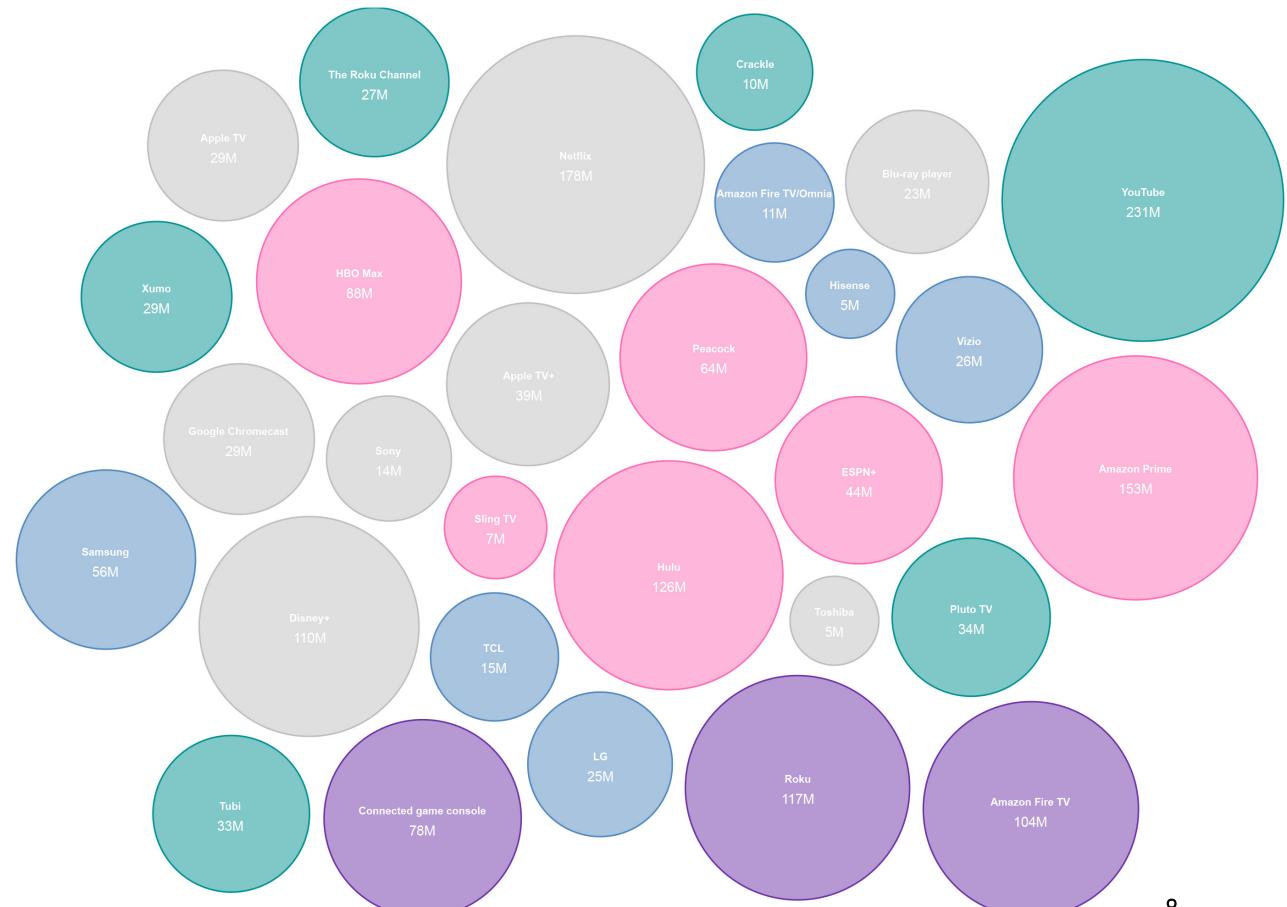
* Yet

Roku offers ads on both its AVOD service, The Roku Channel, and **within the Roku home screen interface itself.**

Platforms or Services That Have Ads

Type

No advertising AVOD Service OTT Device Smart TV SVOD Service



Why Roku?

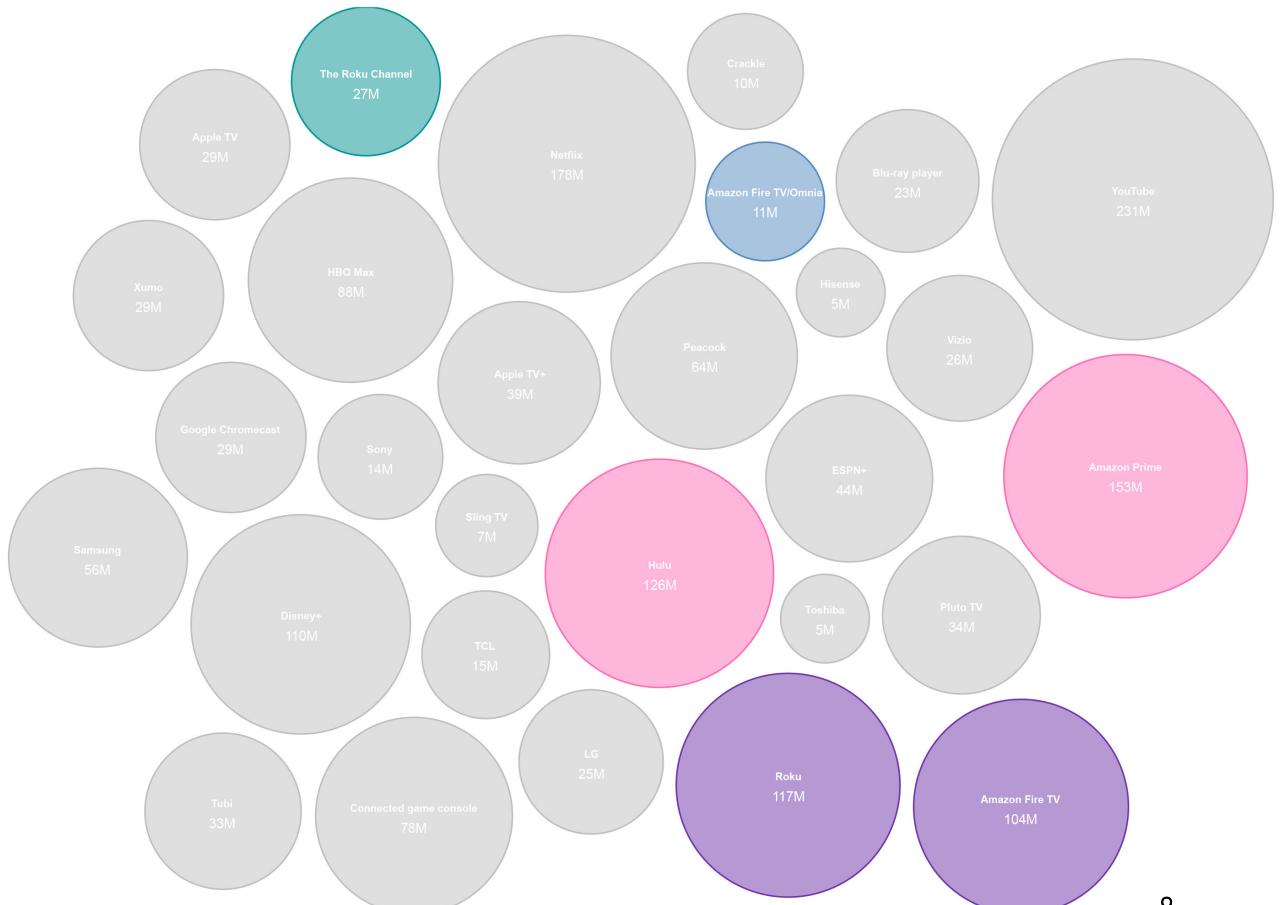
It has an ad platform

Self-service ad platforms allow you to create your own ad campaigns from scratch, **without going through a sales rep.**

Platforms or Services That Have Self-Service Ad Platforms

Type

No advertising No self-serve ad platform AVOD Service OTT Device Smart TV SVOD Service

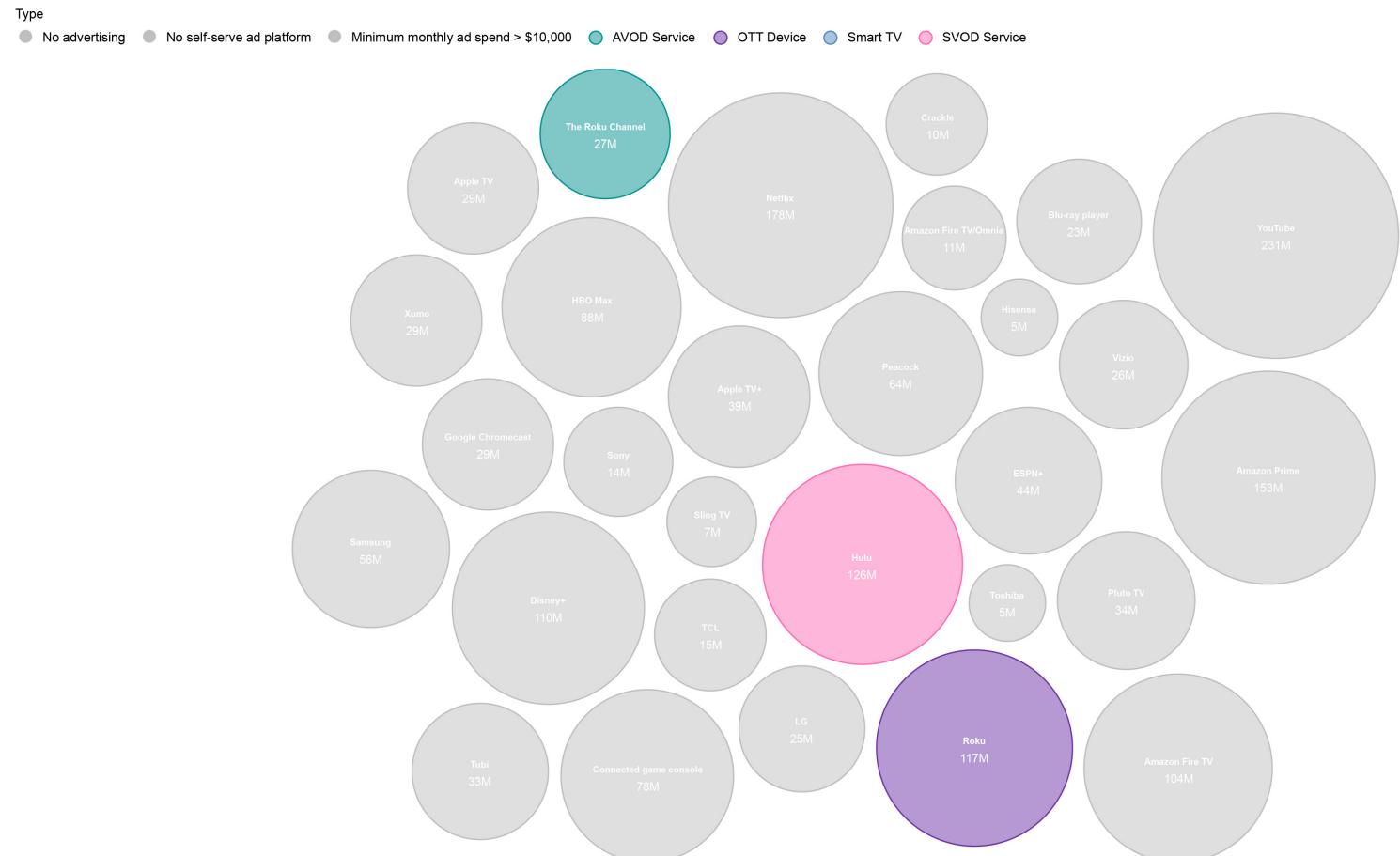


Why Roku?

It's affordable

Roku requires a **minimum campaign ad spend of only \$500**, compared to a minimum of \$10,000 (or more) for managed campaigns on other platforms or services.

Platforms or Services That Have Self-Service Ad Platforms and Have Minimum Ad Spend < \$10,000



Sources: eMarketer, February 2022

Kagan 2022 first-quarter U.S. Consumer Insights Survey

PBS Audience Insights 2021

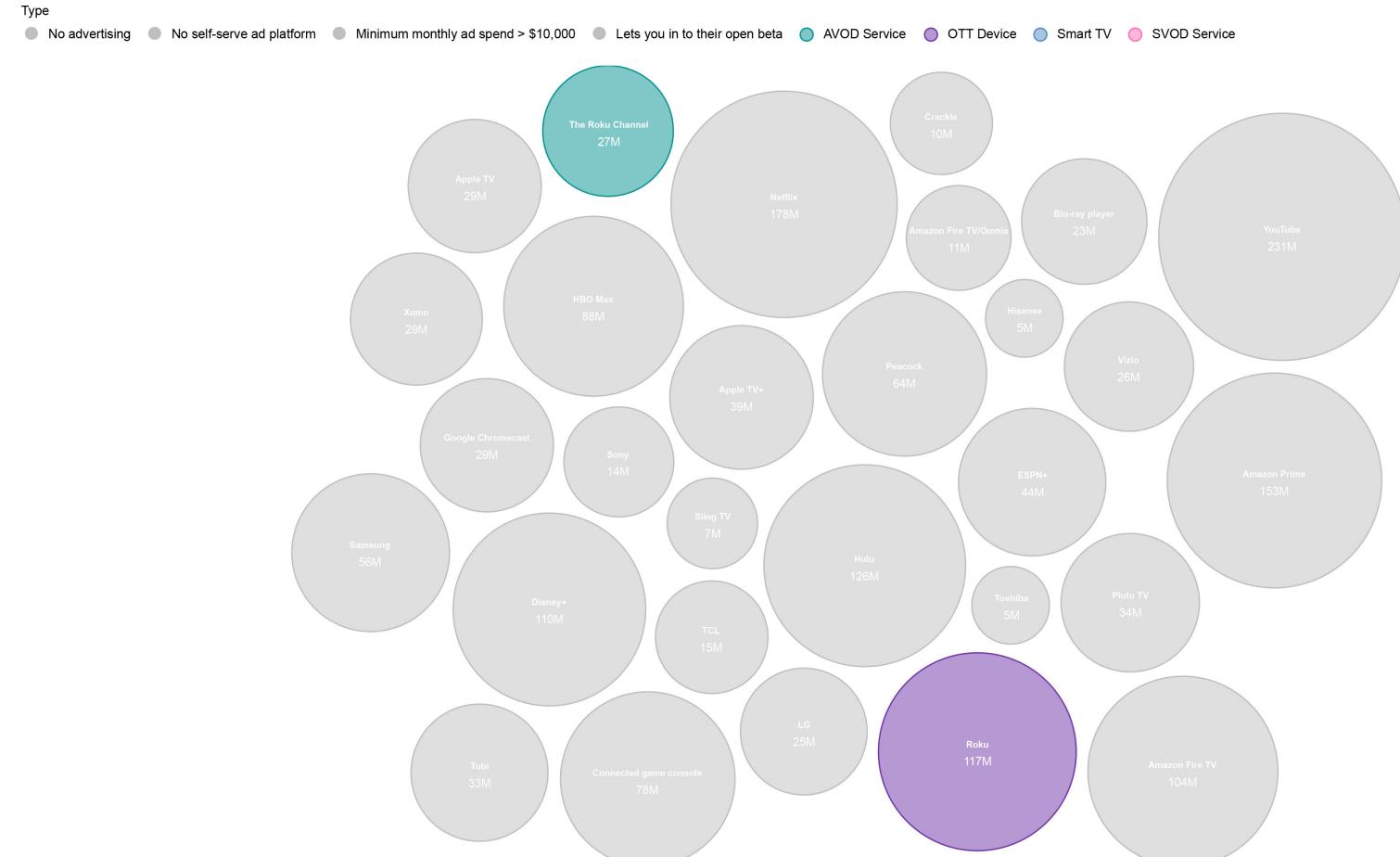
Why Roku?

It's accessible

Anyone can create a Roku Ad Manager account and **launch an ad campaign right away**, without waiting for special access to a platform's open beta.

For advertisers looking to spend less than \$10,000, **Roku is the only option left.**

Platforms or Services That Have Self-Service Ad Platforms, Have Minimum Ad Spend < \$10,000, and Let You Into Their Open Beta



Sources: eMarketer, February 2022

Kagan 2022 first-quarter U.S. Consumer Insights Survey

PBS Audience Insights 2021

(Let's blame the Comcast side of the business for this one)

More Streaming Users → More Passport Members → More \$\$\$

Stations have found **large correlations between people who stream** PBS content using the PBS Video App or their web browser **and people who donate**.

75% of online donors reported having previously streamed PBS content online, according to a 2022 survey from PBS SoCal | KCET.

In Conclusion

- Meet streaming viewers where they are by placing ads on the devices or services they already use.
- Take advantage of Roku's large audience, available ad inventory, low minimum ad spend, and low barriers to entry to start serving ads to potential viewers right away.
- Watch for new entrants into the low-cost, self-managed connected TV (CTV) ad ecosystem — the more platforms or services we can advertise on, the better.
- Convert streamers into Passport members to grow your membership file and get \$\$\$!