Forward looking statements and Non-GAAP Financials

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Inventory:
The future of television
How does inventory help drive growth?
Every impression on every screen. Everywhere in the world.
Today’s global consumer
Our inventory team is global

50+ team members
14 offices around the world
Move fast, be first.
Expand depth and breadth
Connected TV inventory increased 6X in 2018
How do we define CTV?

Any internet-connected TV or streaming device used to access premium or subscription-based content on demand.
The makeup of the household

HOUSEHOLD

AUDIENCE

DEVICES

IDENTIFIERS
What can you access across CTV inventory?

- **80 million households**
- **120 million CTV devices**

Source: The Trade Desk CTV Graph numbers, August 2018
Enabling clients to reach consumers
The beginning of the transition

U.S. programmatic TV ad spending, 2016-2020
billions, % change and % TV ad spending

Note: the use of software platforms to automate the buying, selling or fulfillment of live TV and VOD advertising, distributed through cable, satellite or broadcast networks
Source: eMarketer, July 2018
Fragmentation of supply chain
The Trade Desk CTV avails:

single inventory source

Source: Single source CTV avails over 7 days
Normalizing fragmentation

The Trade Desk
80 million households

MVPD #1
25.3 million households

MVPD #2
22.5 million households

MVPD #3
17.2 million households

Source: Multichannel.com: TOP 25 MVPDs
The Trade Desk CTV avails: **ALL** inventory sources

Source: The Trade Desk CTV avails over 7 days
Inventory deep dive
The television: a screen with apps
How are people watching CTV?

Viewers are...

**Using**
- Smart TV
- OTT devices
- Gaming consoles

**Watching**
- Streaming service
- Direct to consumer
- vMVPDs
Content consolidation; distribution fragmentation

Content owners negotiates ad sales rights similar to a carriage deal.

DTC: Direct-to-Consumer; MVPDs: Multi Channel Video Programming Distributor; OTT: Over-The-Top
Content distribution layers

vMVPDs

Premium Content

Streaming

Devices

VMVPDs: Virtual Multi Channel Video Programming Distributor
The lifespan of a single ad

DTC: Direct-to-Consumer
Content distribution layers

VMVPDs: Virtual Multi Channel Video Programming Distributor
Going upstream (everywhere)
How we approach big media: Upstream
Objectivity cuts both ways
The Guaranteed Markets will evolve
The Private Marketplace has evolved

Brands and agencies

PG

PMP

Open Market

theTradeDesk

theTradeDesk Investor Day
Portfolio management
Opportunity ahead
Inventory growth from live TV
International Growth
China: the opportunity lies in the numbers.
Recap

CTV Inventory Landscape:
• Inventory is growing. 6x in 2018.
• TTD graph provides access to 80M HH and 120M devices
• The supply chain is changing
• Content consolidation, distribution fragmentation
• We partner at each link in the chain

Strategic Themes 2019
• Move fast, be first
• Going Upstream (with big media)
• Guaranteed buying will evolve
• Live TV can drive new inventory
• International inventory growth (CTV)
• China – the next wave of partners
Final thoughts
Thank you