Roku Deepens Measurement Capabilities to Further Capture Benefits of OTT Advertising

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Eleven Companies Join New Measurement Partner Program to Provide More Robust Third-Party Solutions for Media Campaigns

LOS GATOS, Calif.--(BUSINESS WIRE [3])--Roku, Inc. (Nasdaq: ROKU) today announced a Measurement Partner Program to help brands and publishers quantify the impact of OTT advertising campaigns running on the Roku® platform across a wide variety of marketing and sales outcomes.

Eleven partners including Acxiom, comScore, Experian, Factual, IHS Markit, Kantar, Nielsen, Nielsen Catalina Solutions, Oracle Data Cloud, Placed and ResearchNow SSI are now part of the program. Each of the companies measure a specific part of the marketing funnel including audience demographics, brand awareness, store visits, website visits and sales increases. The tools are included within the Roku Ad Framework, which is built on an open platform that leverages Roku's unique first party data.

Advertisers continue to shift dollars from linear TV to OTT. By offering a broad set of measurement solutions, Roku and its measurement partners are helping brands achieve more campaign success and quantify their return on investment in OTT.

Roku helps marketers track results on both OTT and linear TV across a variety of points during a campaign. Through the Measurement Partner Program, Jack in the Box worked with Placed to determine its campaign on the Roku platform drove more than 164,000 store visits from December 2017 through February 2018. 43 percent of the campaign reach came from potential new customers.

"As OTT becomes a larger share of their annual ad spend, brands are actively seeking trusted third-party measurement," said Dan Robbins, director of ad and programming research, Roku. "Roku is committed to providing an open ad platform that ensures marketers have a wide variety of tools and standards to benchmark against."

"Our clients are increasingly looking to us to demonstrate specific ways their campaign resonated with their target audience and drove better business results," said Mike Law, executive vice president, managing director, Video Investment for *Dentsu* Aegis Network. **"**Having access to Roku's various measurement capabilities will help us continue to improve our OTT strategy, planning, and investment."

With the Measurement Partner Program, Roku is further expanding its measurement capabilities across its platform. Roku was the first OTT platform to integrate Nielsen Digital Ad Ratings (DAR) and offer audience guarantees based on age and gender. Earlier this year, Roku also announced Ad Insights, a new measurement suite that leverages Roku's first party data to measure campaign reach and effectiveness across linear TV and OTT.

About Roku, Inc.
Roku pioneered streaming to the TV. We connect users to the streaming content they love, enable content publishers to build and monetize large audiences, and provide advertisers with unique capabilities to engage consumers. Roku streaming players and Roku TV™ models are available around the world through direct retail sales and licensing arrangements with TV OEMs and service operators. Roku is headquartered in Los Gatos, Calif. U.S.A.

Roku is a registered trademark and Roku TV is a trademark of Roku, Inc. in the U.S. and in other countries.

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