



Ecosystem

Service Assurance

On Addressability

Results

Resources

About



120 BILLION

Ad Impressions Served

38 MILLION

Unique Households

180+

Designated Market Areas

97

Networks

22

Programmers

Canoe leverages the resources of major video distribution companies to provide service assurance that helps national TV programming networks monetize their VOD advertising inventory to the fullest.

**Canoe Service Assurance<sup>TM</sup>** provides integration, monitoring, resolution, and analysis, resulting in a quality TV experience for viewers on all our MVPD VOD platforms and successful ad delivery for programmer clients.

Our MVPD VOD platforms include set-top-box, IP, and mobile in 38 million US households across the top 180+ DMAs enabling advertisers to reach consumers across the country on quality program outlets.

Over 6 billion ad impressions per quarter are delivered for our clients who include: ABC, Afrotainment, A+E, AMC, CBS, CW, Discovery, Epix, Fox, Hallmark, Kabillion, Kartoon Channel!, MTV, Music Choice, NBC, Reelz, Showtime, Starz, TNT, TV One, and Univision.

Canoe is also responsible for the enablement and service assurance for On Addressability, a cross-distributor addressable advertising initiative.

Canoe is owned by Charter, Comcast, and Cox, and has offices in Denver, Colorado and New York City, and is expanding operations to Canada, LATAM, and Europe.

### CANOE SERVICE ASSURANCE<sup>TM</sup>



#### Integration

Integration assembles and maintains a quality VOD DAI national footprint



#### Analytics

Analytics provides insights for forecasting, planning, and ad yield optimization



#### Monitoring



#### Ad Maps