

Welcome to Viant Innovation Day 2024. I'm Tim Vanderhook, CEO and co-founder of Viant. And joining me is Chris Vanderhook, COO and co-founder.

Today marks our second annual new product update. As we provide you with an advanced glimpse into our product pipeline and our progress as we execute towards our long term vision of autonomous advertising. Today we'll be diving into many critical areas in our industry, including connected TV growth, supply path optimization, sustainability advances, as well as the emergence of artificial intelligence in advertising.

It has been a very dynamic year as the media landscape has continued to evolve. We see this change accelerating as connected TV continues to capture linear TV dollars. Supply path optimization continues to play a bigger role, as premium content owners look to improve their revenue by connecting directly to demand partners like in Viant. Sustainability initiatives continue to evolve and remain critical to future success. And AI moves more mainstream and addresses real business challenges.

At Viant, we have made big strides on our path towards our vision of autonomous advertising that we plan to share with you today.

As one of the few by side only DSPs in the market, our focus is squarely on supporting both advertisers and their agencies. This focus also informs our investment in AI aimed at significantly improving the accessibility of open web advertising by combining a simple user interface with advanced capabilities.

2024 has been a pivotal year at Viant. We are riding the momentum of five consecutive quarters of more than 20% growth, outpacing the industry and gaining market share. Our vision for autonomous advertising is quickly becoming a reality.

For marketers, the ease of buying advertising on search and social media is simple and straightforward without any training. This is in stark contrast to the friction of certification and training to onboard a new customer into programmatic buying.

It can take weeks to months, and this is what reduces the accessibility of the open web. At Viant, we are focused on applying AI to improve the efficiency and effectiveness for customers and their ad investments. In simple terms, we are providing an easy to use interface to enable very robust capabilities. Many of these solutions are already available with many more in development.

Today, we'll share what our clients are already utilizing and what they'll soon be able to accomplish with our new technology.

First, let's unpack one of the biggest channel shifts in the advertising industry since smartphones came on the scene. The rapid growth of connected TV. According to eMarketer, in just over a decade, CTV households went from 15% to over 85% in the US.

This penetration is clearly a catalyst driving the rapid shift from linear to streaming. Take the CPG company Mondelez, who earlier this year announced that they shifted their media spend in linear TV from 42% of their total down to 15%. Several of the largest premium content owners have made bold moves into ad supported streaming, including Netflix, Amazon Prime and Disney+.

Once subscription only services, further scaling the ad supported space. Last year, approximately 87% of CTV inventory was transacted programmatically, and this number is expected to increase while the available pool of CTV inventory continues to grow. This shift drove the sizable decline of legacy linear television companies this year across the major content owners. New fronts and up fronts highlighted the CTV first approach by the largest premium content owners, and this will only continue as CTV is now the primary component of most major media plans.

CTV is often cited as the most effective channel for driving advertiser goals. However, legacy adtech measurement considers every impression to be equal. It treats a :30 second CTV ad on an 80 inch smart TV, with the same weight as a banner ad you're quickly scrolling through on your phone. While the traditional last touch attribution has been the standard in programmatic measurement for over a decade, it's been misleading marketers and negatively influencing their digital media investment.

In the end, when marketers spend money on advertising, they expect to get incremental sales for every dollar that they spend. The data shows that the most incrementality is coming from CTV, but current measurement systems attribute all of the credit to just the last ad shown. This game of attribution is the secret driver. That's fueling all the ad spending in search, social, and display ads.

At Viant, we are introducing a new measurement offering called Conversion Contribution. In this new measurement approach, Viant customers will know which ads are truly driving incremental sales and which ones were simply along for the ride. We expect smart marketers to shift their mindset away from the attribution models of old, which will drive less money in search and social while increasing investment in superior channels like CTV.

Look for more details on advancements in measurement coming soon.

We would be remiss if we didn't highlight a major catalyst in the rise of CTV. The deals with professional sports leagues, including the new NBA rights deal, to show the real impact of live sports and programming 93 of the top 100 programs last year were NFL broadcasts, and Sunday Night Football has been the number one rated primetime program for over ten years. At Viant, CTV continues to be our largest and fastest growing channel, outpacing our overall company growth and representing over 40% of advertiser spend on our platform. Our rapid growth in CTV is largely fueled by direct access. Our Supply Path Optimization program. There

continues to be a focus in our industry and streamlining the path between advertisers and publishers to ensure we are removing waste in the middle.

Direct Access is a program that provides clear benefits to both the buy side and sell side, including a premium publisher, focus, cost efficiency and walled garden level addressability on the world's best content. Unlike other SBO programs in our space Viant's Direct Access program is squarely pointed at premium content owners in the CTV space where we know there is high growth and big impact for advertisers.

Lower media costs for the advertiser, along with higher revenue for the publisher, which comes at the expense of non value add resellers that drive up the tech tax and unnecessarily complicate the digital supply chain. First party data matches with our Direct Access premium content owners make CTV both biddable and addressable, and unlocks the highest yield for content owners while providing outsized results for our advertisers.

In less than two years, Direct Access publishers now account for over 50% of total CTV spend in our platform and is growing over 100% year over year. We recently held our second annual Direct Access Summit at the NASDAQ in Times Square, featuring key publishers and advertisers including Disney, NBCU, WPP and others. Another key area of focus where we remain steadfast and committed is sustainability and advertising.

Believe it or not, digital ad campaigns contribute to around 3.5% of global carbon emissions, growing at a rate of 6% annually. It's an impact on our planet we simply can't ignore. We have made tremendous progress in our sustainability efforts since we launched our Adtricity program in early 2023. This year we delivered on the next step in our sustainability journey, one we outlined last year at this time by launching our Adtricity Supply Decarbonization program earlier this year.

What does this mean? The Viant DSP is carbon free and we now procure renewable energy on behalf of our entire supply chain and partners to make the entirety of the ad transaction powered by renewable energy. The DSP, SSP, data partner, measurement partner and publisher are now fully carbon free only through the Viant DSP.

This is on display to consumers with our carbon label. This green leaf icon displayed on all of our ads. This is a huge step forward at a time when many companies are at a crossroads in terms of how to make a meaningful impact through their supply chain. As a company, Viant last year marked our first year being carbon neutral, and in Q1, we published our first sustainability report outlining our corporate efforts.

Now, I'd like to come back to our vision of autonomous advertising, the catalyst driving our rapid progress. Remember when cloud computing and SAS changed the way we thought about software? Suddenly, scalable on demand solutions were accessible to businesses of all sizes at the click of a button. Today, we're at the forefront of something just as disruptive. AI as a service.

In the next five years, I believe we will see a transformation where companies don't just offer services, they offer AI that performs those services autonomously. This evolution will impact industries from finance to healthcare, logistics to advertising, and the leaders of tomorrow will be the ones that embrace AI driven solutions to deliver faster, smarter, more efficient services.

This isn't just automation or an efficiency boost. AI as a service is about machines taking on decision making roles, optimizing complex processes in real time, learning and improving constantly. It's a step beyond automating human tasks. It's about offering services with intelligence, scale, and adaptability that humans could never do alone.

Last year, we made a case for AI in advertising by discussing the immense number of choices facing programmatic traders every day.

The sheer number of options available for advertisers to spend their budgets is staggering, and it's not humanly possible to sift through them all to make optimal decisions in a timely and efficient manner. Jumping to the punchline here. If you combine all the possible channels, audience segments, and ad formats in today's programmatic ecosystem, you get over 98 trillion combinations.

This is choice overload. It's effectively holding traders back from achieving their full potential in terms of campaign efficiency and effectiveness. At Innovation Day 2023, we outlined a number of AI innovations that we were developing. We are proud of our incredible progress here, as well as the recognition as it Viant was named the winner in the 2024 Big Innovation Awards for our AI product suite in January of this year.

This summer, we were recognized as the best demand side platform as part of the MarTech Breakthrough Awards.

But that is just the beginning. A few weeks ago, we officially launched our cutting edge product, ViantAI. It's clear we are on to something here as we captured the attention of the industry and shifted the conversation away from the tired topics like walled gardens, signal loss, and made for advertising websites to now focus the industry on what's possible with AI.

ViantAI is in advertising as a service platform powered by AI. It simplifies and automates every step of programmatic advertising. With AI doing the grunt work. Leveraging a simple prompt, advertisers can generate fully data driven media plans with ease while allowing them to shift their focus toward larger strategic initiatives. That's the core vision behind buying AI, empowering our clients to prioritize their business goals while automation and intelligence are joined at the hip to drive more efficiency.

ViantAI is built around the essential pillars of the programmatic ecosystem planning, bidding, measurement, and decisioning. So far, the response has been outstanding, with one industry insider saying this was the biggest launch ever in adtech. We had sector analysts comment that

ViantAI will expand via its addressable market opportunity and countless others, they simply said, wow, we appreciate the vote of confidence and we are just getting started.

Like any breakthrough innovation ViantAI continues to evolve and advance. Much of what you're going to see is already live today with other elements that are on our product roadmap. Come join us on a look into the future of programmatic ad buying.

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Introducing ViantAI.

Like any campaign, you need to build a plan. Start at the AI prompt, filling in just four key elements to build the plan: Advertiser URL, campaign, flight dates, campaign budget, and the goal of the campaign.

ViantAI quickly brings back a comprehensive campaign plan, including Target Audience Profile, Media Channel Recommendations, Budget Allocations by Channel, Dayparting Recommendations, Frequency Capping and ultimately builds the overall media plan with the specific publisher recommendations.

Maybe you don't have digital out of home creative assets, so let's eliminate that from the plan. ViantAI recast the plan by removing digital out of home and reallocating the budget appropriately across the other recommended channels.

Or let's say you want to ask the best way to measure this campaign. ViantAI respawns based on the campaign's key goal of creating brand awareness.

Now we have our final plan. So let's activate and seamlessly load the final campaign parameters into the Viant DSP.

Next, Viant's advanced AI driven bidding infrastructure takes over, delivering cost savings through better bid price discovery, and simplifies the bidding process while making it exponentially faster. The efficiency created through this advanced bidding process puts more dollars toward working media, ultimately driving better campaign results.

Now the campaign is live, and we want to understand how it's performing. Viant's advanced reporting can tell you everything from incremental lift to conversion contribution.

But who has the time to pore through 40 pages of analytics when you're just looking for a few key data points? Let's determine our top performing markets based on the campaign KPI. We can drill into one of the top performing markets to gain more specific metrics through this interactive interface.

Now let's consider which creative executions are driving the most engagement. You can see here that the "offer" creative is the top performer, followed by the "new product" creative. This information on markets and creatives provides a number of insights we can use to further

optimize this campaign, which is where the AI recommendations and decisioning comes in. Human directed actions against key campaign goals shift campaign investment where it will drive the best return.

As is the nature of AI, ViantAI learns and adjusts over time, improving recommendations and ultimately campaign outcomes.

ViantAI is also customizable to different buying situations and preferred partner structures. As you can see, ViantAI is a simple yet powerful tool that is paving the way for the future of programmatic advertising.

Learn more at [Viant.AI](https://viant.ai)

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As you've seen today, we've made tremendous strides in realizing our vision for autonomous advertising with ViantAI.

But our journey is far from over. As an AI first company, we're not just talking about the future. We are actively building it. This is a continuous evolution, a journey without a finish line. We owe our success to the unwavering dedication of the brilliant team at Viant that comes to work every day, to build the future of advertising, and to our incredible customers who allow us to innovate on their behalf. Together, we're shaping the future of advertising and achieving new milestones.

Thank you so much for being a part of this journey with us. Our best is yet to come.