



SAFE EXCHANGE™

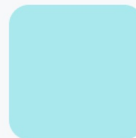
Ad Classification, Monetization and
Delivery Products

Introducing Safe Exchange

Safe Exchange is a brand safety focused monetization platform for CTV publishers who want to ensure ad quality or ad creative propriety for their audience.

Our unique ad moderation system works in real time to screen and reject bad ads, protecting publishers and cleaning up the ecosystem.

We work with top CTV publishers and our own O&O streaming apps to provide a diverse supply marketplace and deliver a premium, safe ad experience.



500+

Apps and Channels

900 MM+

Average Requests/Month

800,000+

Unique Creatives Reviewed

BY THE NUMBERS...

Unlock the Power of Co-viewing Families

It's becoming increasingly common that the majority of a parent's streaming screen time is dominated by watching children's content with their kid(s). Our findings illustrate that **97% of parents co-view with their child(ren)** throughout their child's streaming, and **69% of parents reported having purchased products that were targeted to them while co-viewing.**



Direct, Premium CTV Supply Partners

Make the most of your media budget. Safe Exchange is the only platform that can safely monetize many of our supply partners programmatically and maintain the most direct path to reach our O&O and new, differentiated supply.

wurl



orkatv

amagi



LG Ad Solutions

pocket.watch



Top Channels on Safe Exchange



Transparent, multi-publisher contextual targeting



KIDS & FAMILY



GAMING



SPANISH



NEW PARENTS



MORNING CO-VIEWING



ENTERTAINMENT



BUILD YOUR OWN

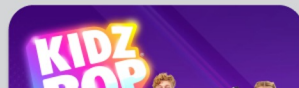
Safe Exchange Kids and Family Package

Premium, direct COPPA CTV supply targeting kids content safely and at scale. Our multi-publisher package bundles up Kids supply across stand alone premium CTV apps and channels to make it the best place to reach your audience at scale.

Safe Exchange also offers unique programmatic access to incremental COPPA supply. Our rigorous COPPA compliance and extensive brand safety measures provide our brand partners the opportunity for high scale and efficient COPPA CTV all in one place - for the first time!

\$16 CPM FLOOR

PACKAGE INCLUDES APPS/CHANNELS BELOW AND MORE!



SAMSUNG

APMC A Parent Media Co. Inc.



Premium CTV and Mobile Inventory

Kidoodle.TV® is a Safe Streaming™ platform with over **40,000 episodes of premium content** for families with kids up to 12.

Every episode of our content titles are vetted by our trusted team, for a quality viewing experience that parents can enjoy watching with their kids.



INTRODUCING...

GLITCH+

Next Level Streaming

Glitch+ is the next step for 8 - 16 year-olds to gain independence over their online content experience. A curated space to watch their favorite gamers, influencers, content creators, and friends without the dangers of the open internet.

Providing a sophisticated and age-appropriate environment Glitch+ ensures brand integrity while delivering the content young teens want to see in the safe environment parents demand.

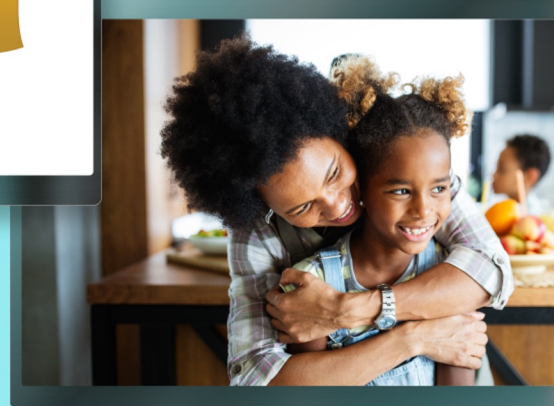


Leave COPPA to us!

The Safe Exchange platform is built to be fully COPPA compliant to help protect our partners.

We work with each of our publishers to understand their audience and what level of ad content should be allowed. Services with a child targeted audience will only receive ads that are appropriate for any age viewer through our proprietary ad review process.

All COPPA requests have PII stripped out before being sent to demand partners. We'll replace the device ID with a session ID and remove the last octet of the IP address. Similarly, all related requests are tagged with the 'Do Not Track' flag to prevent inappropriate data collection.



Thank you.