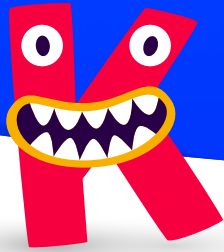


KidoodleTV™

Kidoodle.TV® for Advertisers



Kidoodle.TV is one of the world's largest, free, **Safe Streaming™** services for families. We deliver COPPA and GDPR-K compliant, cross-channel ads across a variety of premium kids' programming.

As a family-focused company we're committed to fostering a **Safe Streaming™** environment where kids can engage in healthy viewing habits without the risk of being served inappropriate or unsuitable content.





REACH

7MM active streamers/month in the US across all major CTV and mobile devices including Roku, Samsung, Vizio, Amazon FireTV, Samsung TV+, Android and iOS devices.

android iOS amazon apple tv LG Opera TV **ROKU** **SAMSUNG** **VIZIO** **ZEASR**



CONTENT

100% viewable/100% unskippable CTV and mobile inventory with VTR rates exceeding 98.5%. Buyers can access our inventory via programmatic or traditional media buys.



INVENTORY

Over 25,000 episodes of hand picked, human-vetted premium content including Paw Patrol, Talking Tom, Booba, and KidzBop.



CREATIVE REVIEW PROCESS

We've built an extensive creative review process that applies a hybrid model of automation and human review of the ads we allow on our platform. Ads are accepted (or rejected) in real-time without campaign delay.



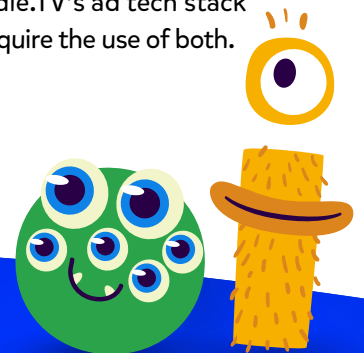
AD TECH STACK

Inventory available via your DSP of choice through curated DiDs on all leading SSP platforms. We can also guarantee spend by signing an IO and executing VAST integration at a pre-negotiated rate.



SAFE STREAMING™

100% COPPA and GDPR-K compliant while still providing advertisers with extensive contextual targeting and anonymized campaign analytics. Kidoodle.TV's ad tech stack allows the ability to pass either COPPA or DnT flags and does not require the use of both.



Let's work together to **keep kids safe.**

Mike Goodman
SON, SVP REVENUE

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