



INVESTOR DAY



TIM SIMS

CHIEF REVENUE OFFICER



CRO FOCUS

GO-TO-MARKET PARTNERSHIPS



INVESTOR DAY 2022

 theTradeDesk



THE STATE OF OUR MARKETPLACE IS IN A MOMENT OF CHANGE.

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 theTradeDesk[®]

WE CONTINUE TO GROW MUCH FASTER THAN THE AD MARKET.

ADVERTISING¹

9.9%

THE TRADE DESK²

OVER 4X

DIGITAL ADVERTISING¹

16%

THE TRADE DESK²

OVER 2X

VIDEO (incl. CTV)¹

20%

THE TRADE DESK²

OVER 4X

1. Source: The Trade Desk; Magna Global; eMarketer. Note, Video (incl CTV) does not include Youtube.

2. Comparable 2-year CAGRS from 2019-2021



WHY WE WILL CONTINUE TO LEAD

A high-angle, wide shot of a bustling night market. The scene is filled with a dense array of colorful pop-up tents in various colors including red, blue, green, yellow, purple, and white. The market is crowded with people, and the area is illuminated by warm, yellowish lights, creating a lively and festive atmosphere. The tents are arranged in a somewhat grid-like pattern, with narrow aisles between them. The overall impression is one of a large-scale, popular outdoor market event.

A STRONG GO-TO-MARKET

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OUR FOUNDATION:

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POINT #1

OBJECTIVITY



POINT #2

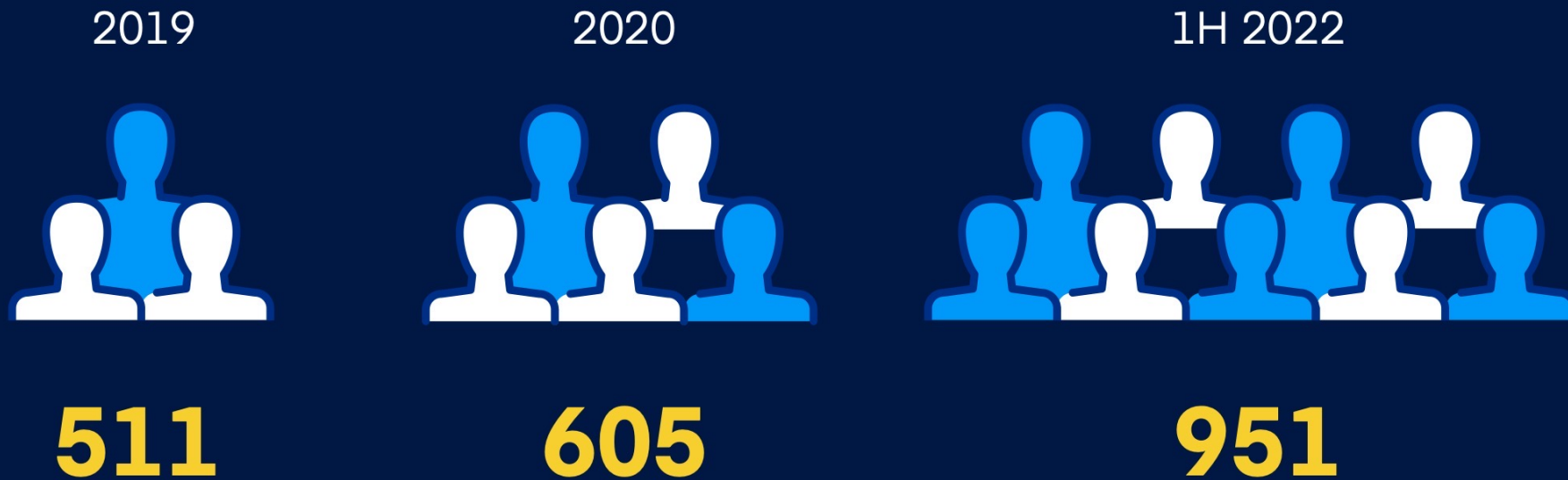
OUR PEOPLE:

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GO-TO MARKET ORG GROWTH 2019 THROUGH Q2 2022



Source: The Trade Desk – Total Sales, Business Development, Account Managers, Traders and Technical Account Management

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OUR TYPICAL MODEL



WE ARE COLLABORATORS, WE ARE ADVISORS



**Sales
engagement**



Partnership



Collaborator




**Trusted
advisor**

OUR STRENGTH:



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A SCALED MARKETPLACE

13

Channels

100+

Inventory
partners

250+

Data and value-added
service providers
in our marketplace

4,000+

Private marketplace
contracts

2,000,000+

Accessible domains on the
open internet

500+

UID2 partners

Source: The Trade Desk as of August 31, 2022

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EVERYTHING CONNECTS



OUR BUSINESS CYCLE



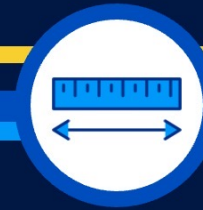
PRODUCT



SUPPLY CHAIN

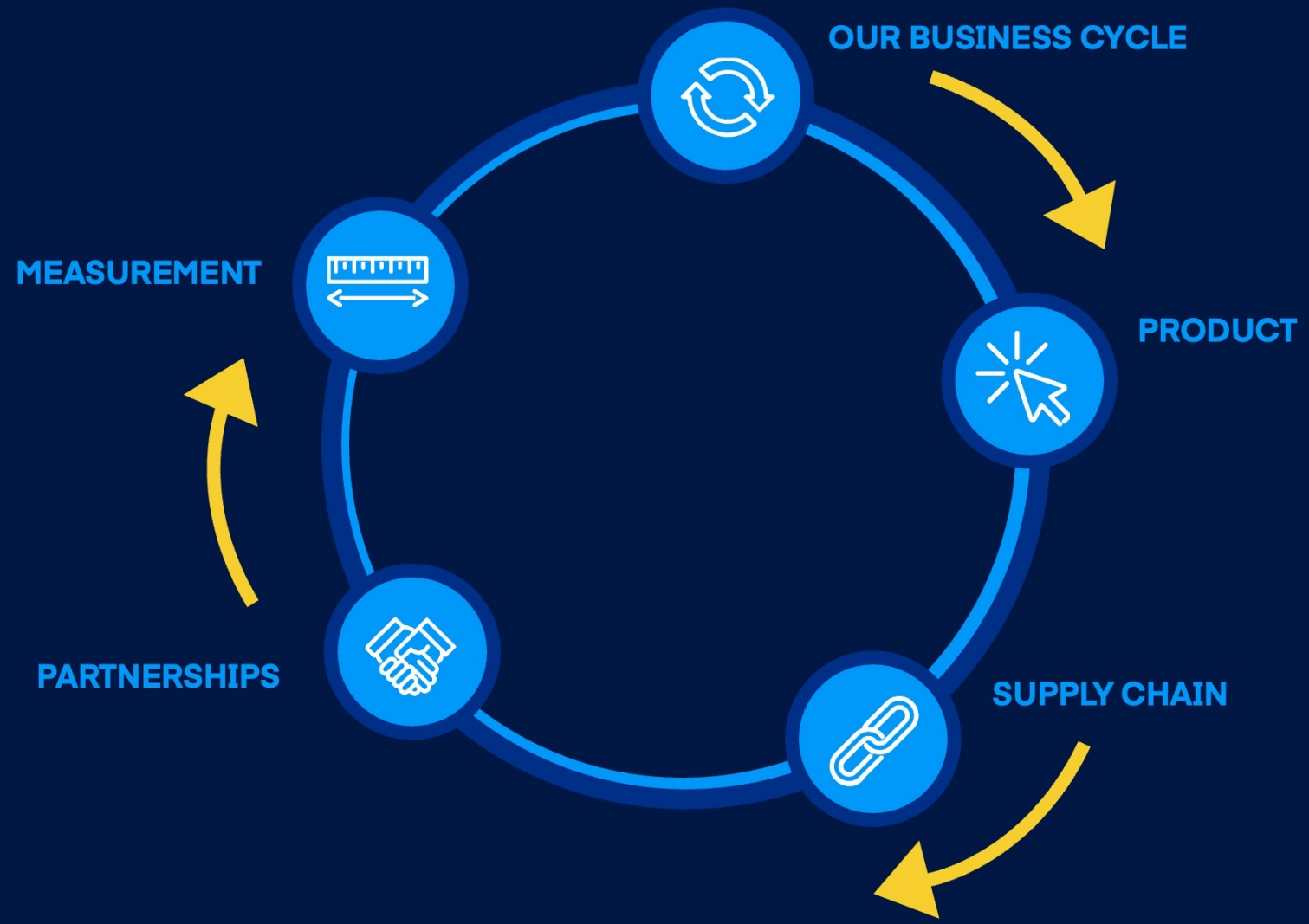


PARTNERSHIPS



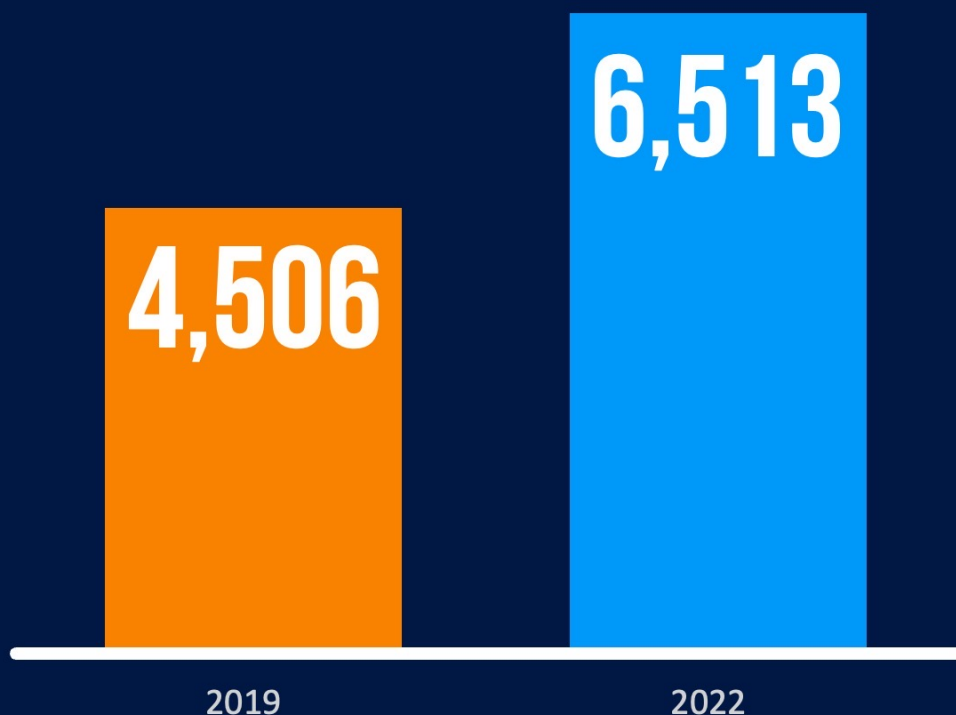
MEASUREMENT

IT'S A VIRTUOUS CYCLE.



FOUNDATION:

WHERE WE ARE TODAY




**Our relationship
with agencies
is strong**

Source: TTD: Active major agency holding company seats

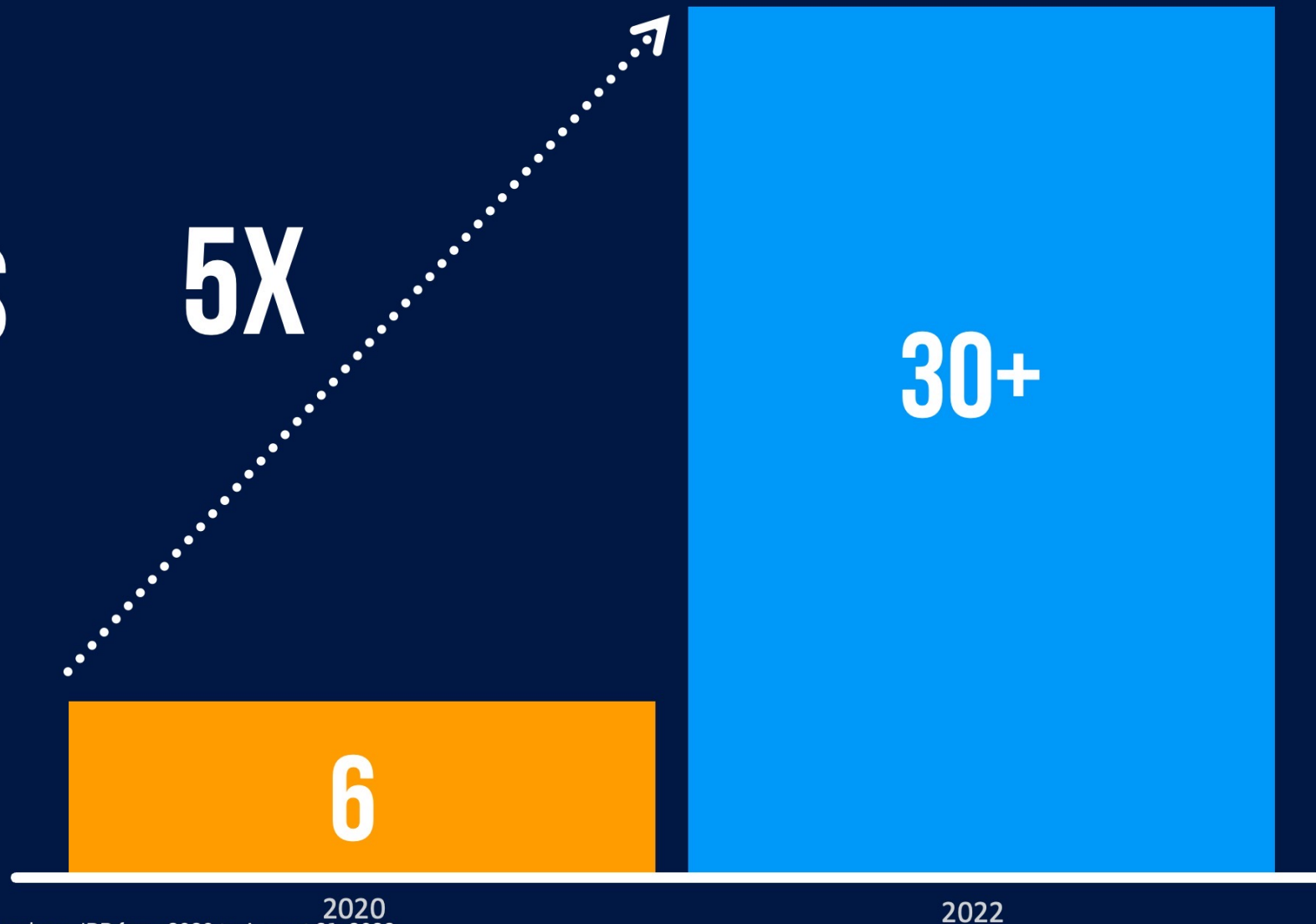
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A group of five fish, likely rainbow trout, are swimming upstream in a turbulent, foamy stream. The water is white with foam, and the fish are positioned at various points in the frame, all moving towards the top of the image. The fish have silvery scales and some have orange-red markings on their sides and tails. The background is a mix of white foam and dark blue water.

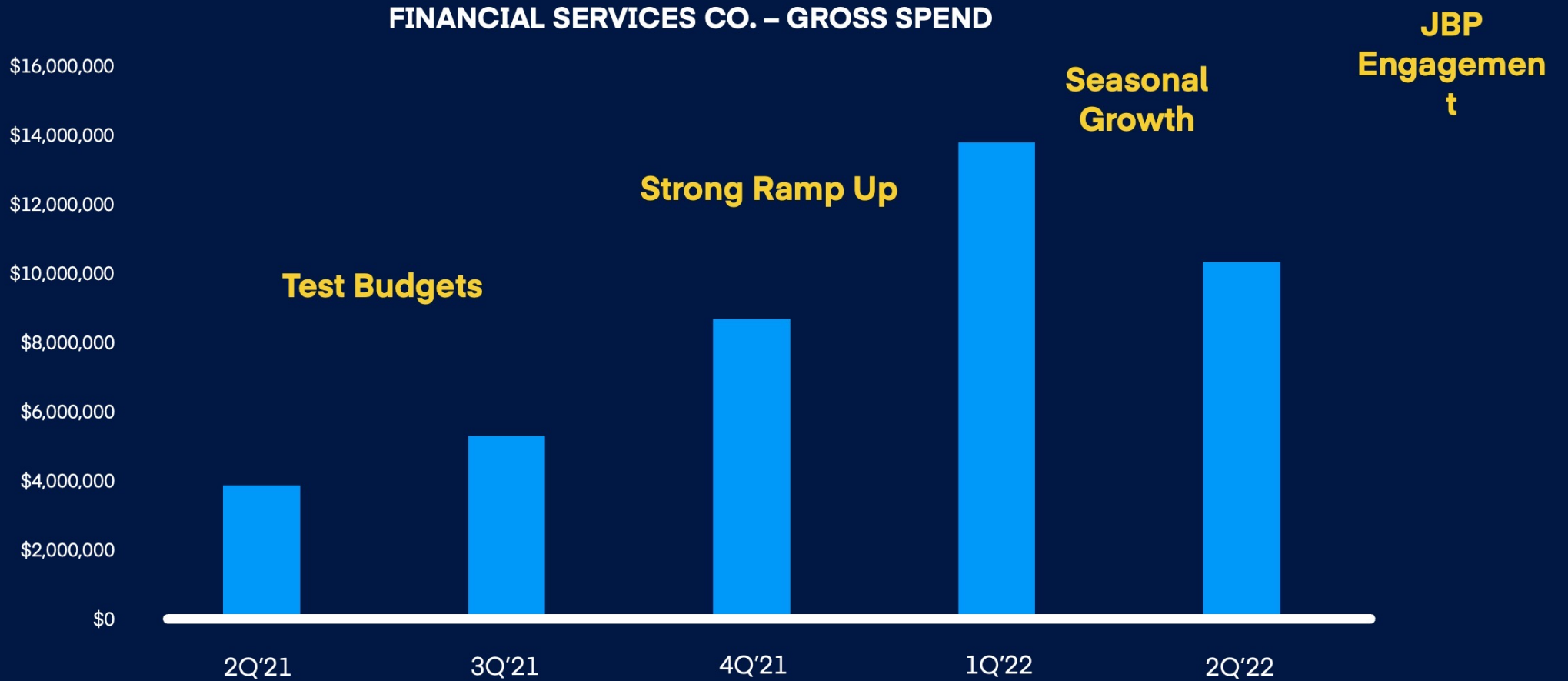
**WE ARE RACING
UPSTREAM,
AND ITS WORKING.**

JOINT BUSINESS PLANS INCREASING



Source: The Trade Desk. Number of Agencies or Advertisers Spending under a JBP from 2020 to August 31, 2022

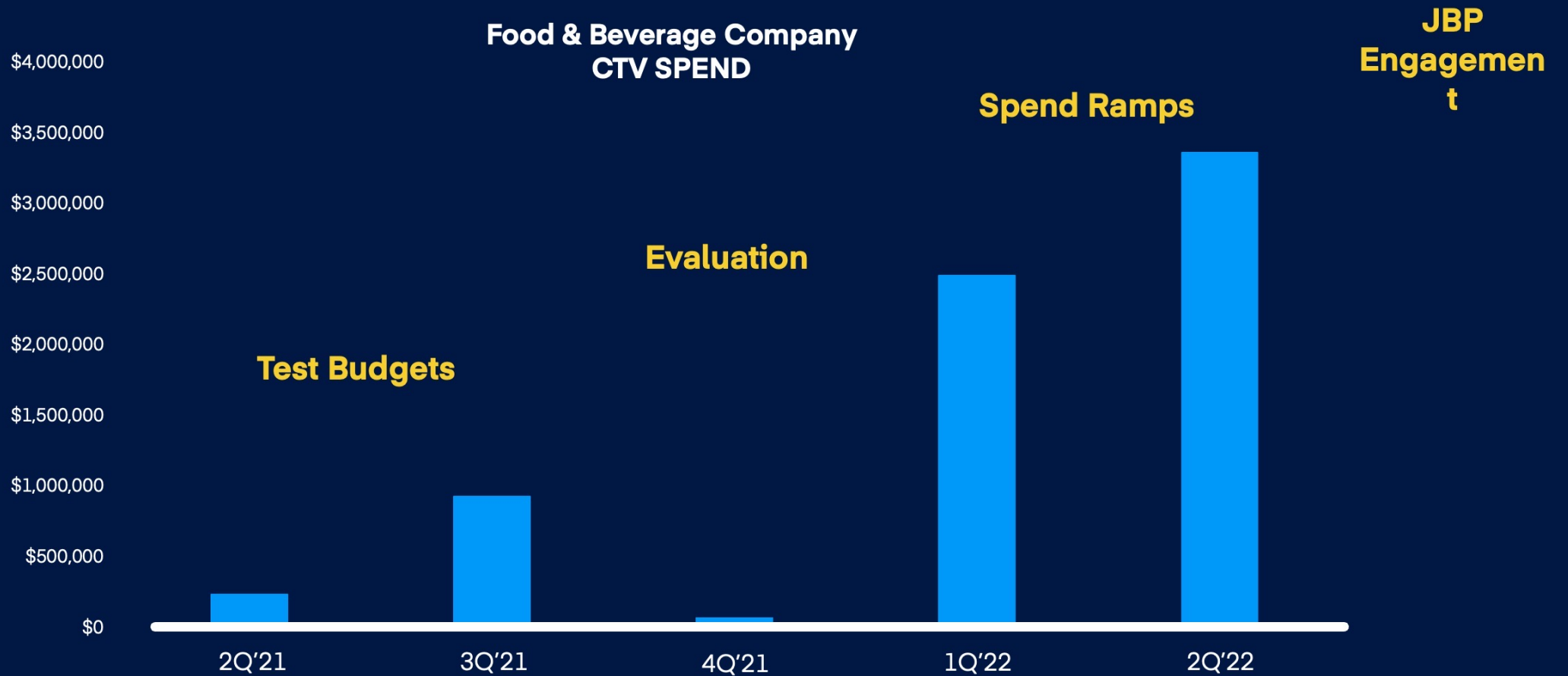
GROWING AN OMNI-CHANNEL CLIENT



Source: The Trade Desk client spend data

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GROWING AN OMNI-CHANNEL CLIENT

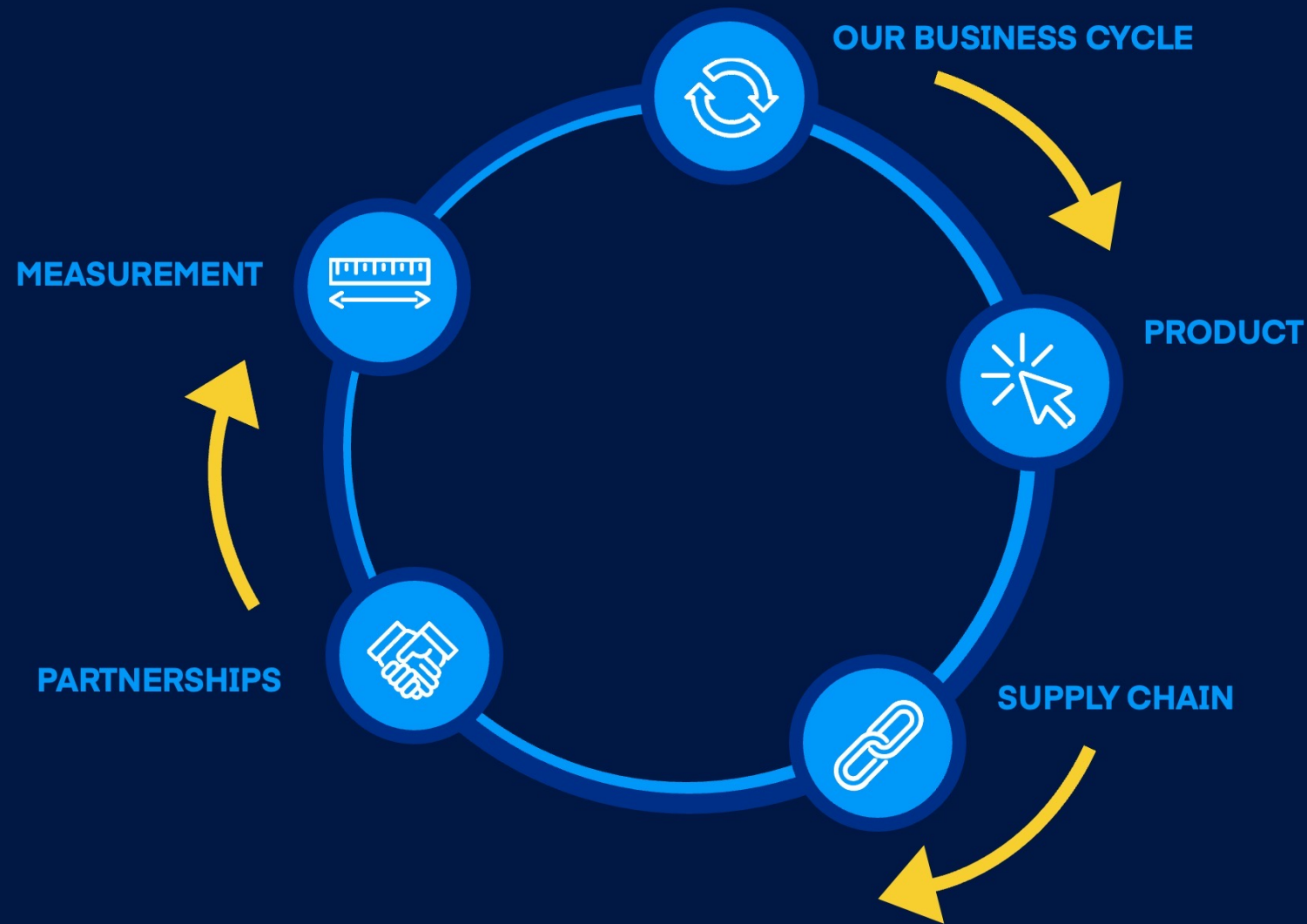


Source: The Trade Desk client spend data

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IT'S A VIRTUOUS CYCLE.





WE THINK GLOBALLY

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AND WE CONTINUE TO ADD WHERE IT IS PRUDENT



ADDED IN 12 MONTHS:

MILAN, STOCKHOLM, NEW DEHLI,
MELBOURNE, & MORE TO COME.



**OUR GLOBAL PARTNERSHIPS
HAVE NEVER BEEN STRONGER.**

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POINT #3

ACCELERATING CHANGE

An aerial photograph of a motorcycle racer on a dark asphalt track. The racer is wearing a blue and white helmet and a red and white suit. The motorcycle is white with red accents. A checkered finish line is visible in the foreground, and several white brackets are scattered on the track to the right.

MOVE FAST AND BE FIRST

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HBO ORIGINAL
Insecure



HBO ORIGINAL
SUCCESSION



DC ORIGINAL
DOOM PATROL

max ORIGINAL
LOVE, DEATH & ROBOTS



**HBO
max**

**8-BIT
CHRISTMAS**

WIZARDING WORLD
Harry Potter
8-FILM
COLLECTION



max ORIGINAL
Selena + CHEF



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HBO ORIGINAL
Curb Your Enthusiasm

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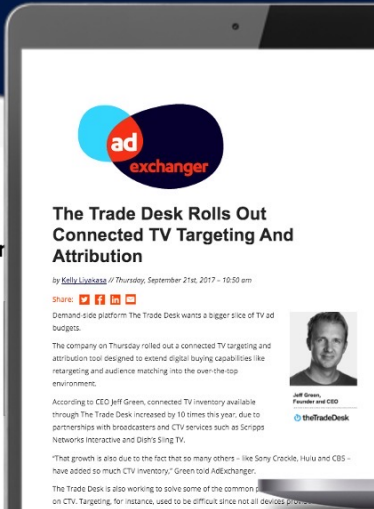


**EVERY IMPRESSION
EVERY SCREEN
EVERYWHERE IN THE WORLD**

WE COULD NOT HAVE SCRIPTED THIS MOMENT



PRESS COVERAGE OF OUR CTV LAUNCH IN 2017



CONSUMER TV TRENDS

CTV SURPASSED LINEAR IN 2021¹



Cable subscriptions in U.S.
estimated to fall to

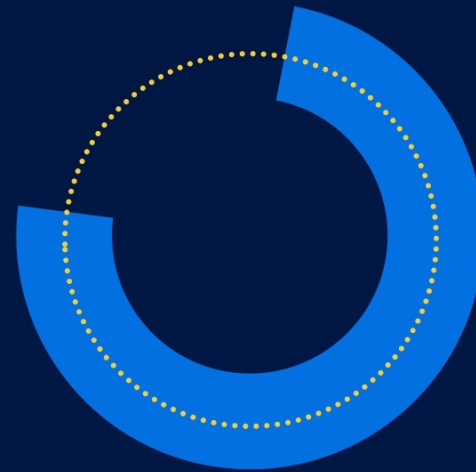
68.5M



U.S. CTV households
reach over

109M+

CORD CUTTING IS THE NORM²



74% of 18-34 year olds
have, or plan to, cut cable

PEOPLE CONSUME TV ON MULTIPLE SOURCES³



53% willing to see more ads in order to pay less
The average home now has almost **6** TV sources

Sources ¹ eMarketer, Feb 2021, TTD Household Graph, Feb 2021; ² YouGov Consumer Survey; ³ Statista, TTD survey April 2020

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MOMENTUM IS BUILDING GLOBALLY

LARGEST STREAMING SERVICES
GO BIDDABLE GLOBALLY

NETFLIX 

.....

PRESSURE IS
INCREASING ON
CONTENT PROVIDERS
OUTSIDE THE US





THE FUTURE OF LIVE SPORTS IS DIGITAL

HIGHLIGHTS

Over 2X

growth in spend across all live sports from 2020 to 2021¹

ACCESS TO



ACROSS PREMIUM PARTNERS



1. Source: The Trade Desk

THIS MEANS OPPORTUNITY FOR ADVERTISERS

30B+

CTV impressions
per day

90M+

Global CTV Household
Reach

300+

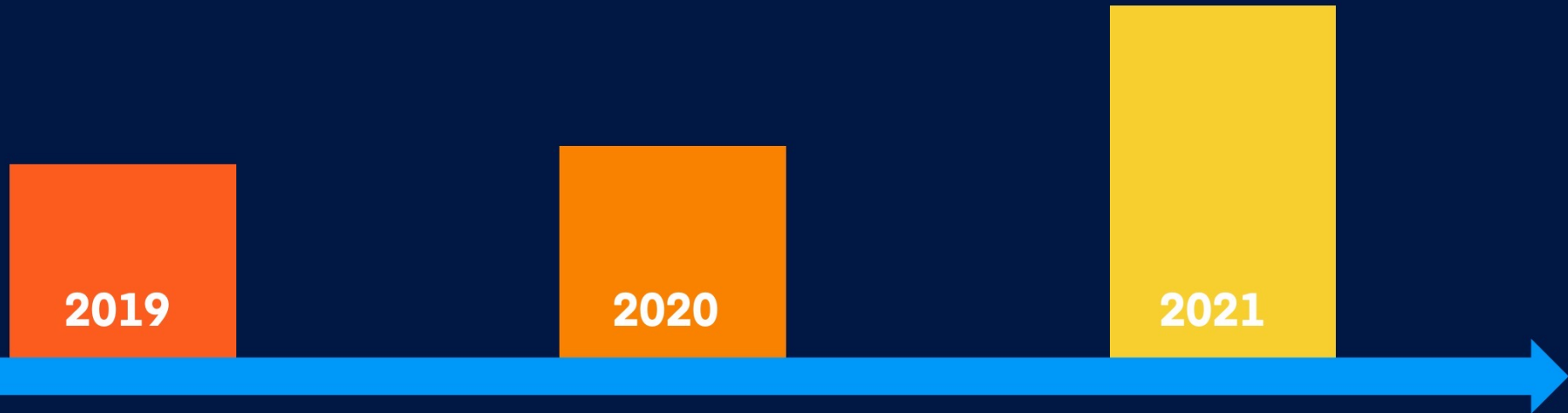
Brands spending >\$1M
per year on CTV (ttm)

Source: The Trade Desk

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U.S. CTV AVAILS INCREASED BY ABOUT 80% BETWEEN 2019 AND 2021



hulu **slings** **pluto tv**
fubo TV **philo** **DIRECTV stream**

FREEWHEEL
A COMCAST COMPANY

FOX **dish**

Paramount+

peacock

discovery+

HBOMAX

Source: The Trade Desk

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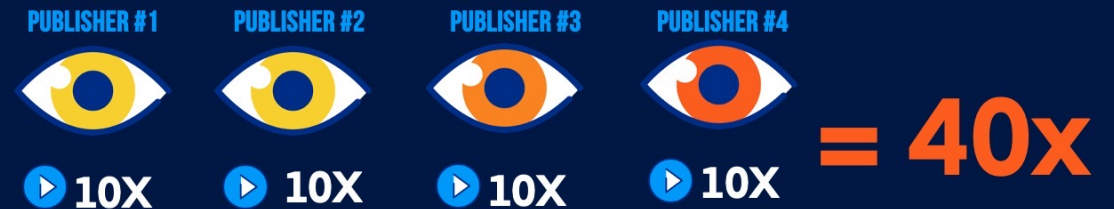
HOW A BRAND AND ITS AGENCY SPENDS CTV DOLLARS IS IMPORTANT



Household can see your ad up to 40x in one week

- Inability to manage frequency across direct buys
- Household oversaturation
- Disjointed measurement

Frequency managed by publishers



Data based on TTD avails vs. Demo OCR Audience, (7) day period

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GAIN COST EFFICIENCIES WITH HOLISTIC FREQUENCY CONTROLS

- ✓ Optimal frequency
- ✓ Better consumer experiences
- ✓ Avoid oversaturation
- ✓ Drive business outcomes and measure the impact

Frequency managed by publishers



Frequency managed by single DSP



Data based on TTD avails vs. Demo OCR Audience, (7) day period

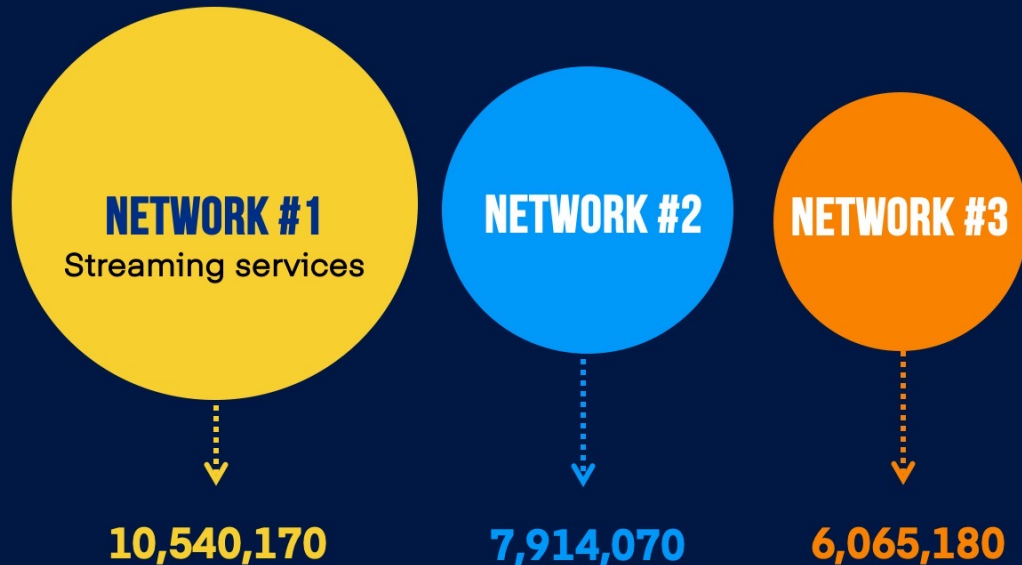
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DRIVE EFFICIENCY AND COST SAVINGS WITH CONSOLIDATION

SILOED DIRECT BUYS: RAW REACH

Budget To Reach Max Audiences
with 10x Frequency: **\$6,129,855**



CONSOLIDATED CTV BUY WITH TTD

Save \$ and improve the consumer experience with
The Trade Desk's frequency controls



Target Frequency: 10

CPM: \$25

Deduped HH overlap:
9,179,290

Impression overages:
91,792,900

New budget:
\$3,835,033

Frequency savings:
\$2,294,822

COMBINE PREMIUM INVENTORY WITH SHOPPER DATA

THE TRADE DESK INDUSTRY-LEADING CTV

- ✓ 87 Million households + Retail Shopper Data
- ✓ Premium Biddable inventory
VIACOMCBS Discovery NBCUniversal Paramount+
sling Warner Media hulu FOX Disney tubi
- ✓ Holistic omnichannel sales measurement



RETAILER SHOPPER DATA



Albertsons Kroger Walgreens Walmart*

LOGGED IN AUDIENCES

Connect brand CTV campaigns to online & in-store sales with retailer closed-loop measurement

STATE OF THE CTV MARKETPLACE

LEADING US TO THIS MOMENT

MULTI-YEAR CONSOLIDATION IN MEDIA INDUSTRY

EXAMPLE 1

PLUTO^{TV} + VIACOM + CBS + SHOWTIME =



EXAMPLE 2:

HBO + Turner + WB + Discovery =



EXAMPLE 3:

NBC + Comcast + UNIVERSAL =



...BUT DISTRIBUTION IS FRAGMENTED

Viewers are using...

SMART TV



OTT DEVICES



GAMING CONSOLES



Viewers are watching...

STREAMING SERVICE



DIRECT TO CONSUMER



VMVPDS



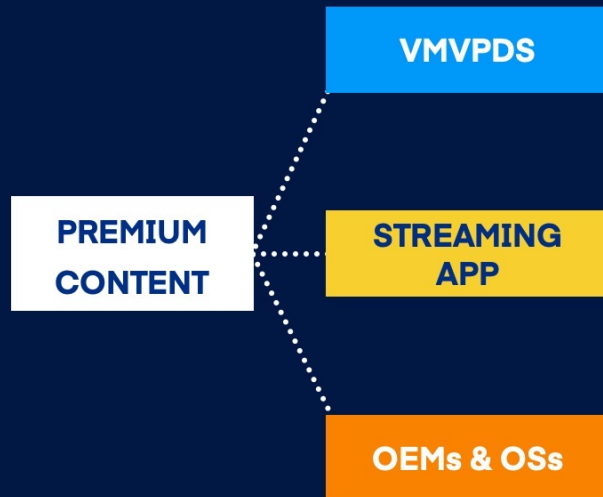
CONTENT DISTRIBUTION LAYERS

**PREMIUM
CONTENT**

VMVPDs: Virtual Multi Channel Video Programming Distributor

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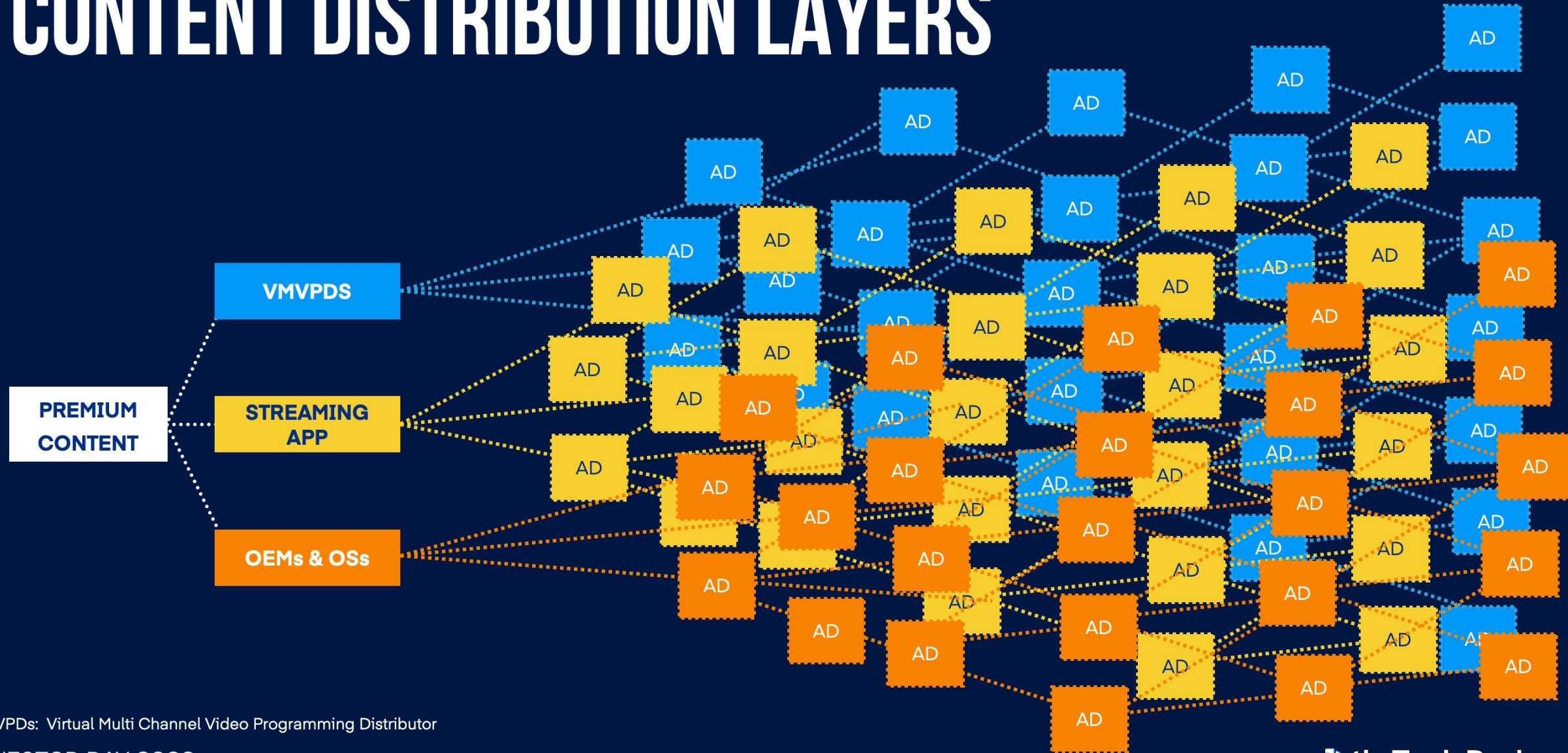
CONTENT DISTRIBUTION LAYERS



VMVPDs: Virtual Multi Channel Video Programming Distributor

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CONTENT DISTRIBUTION LAYERS

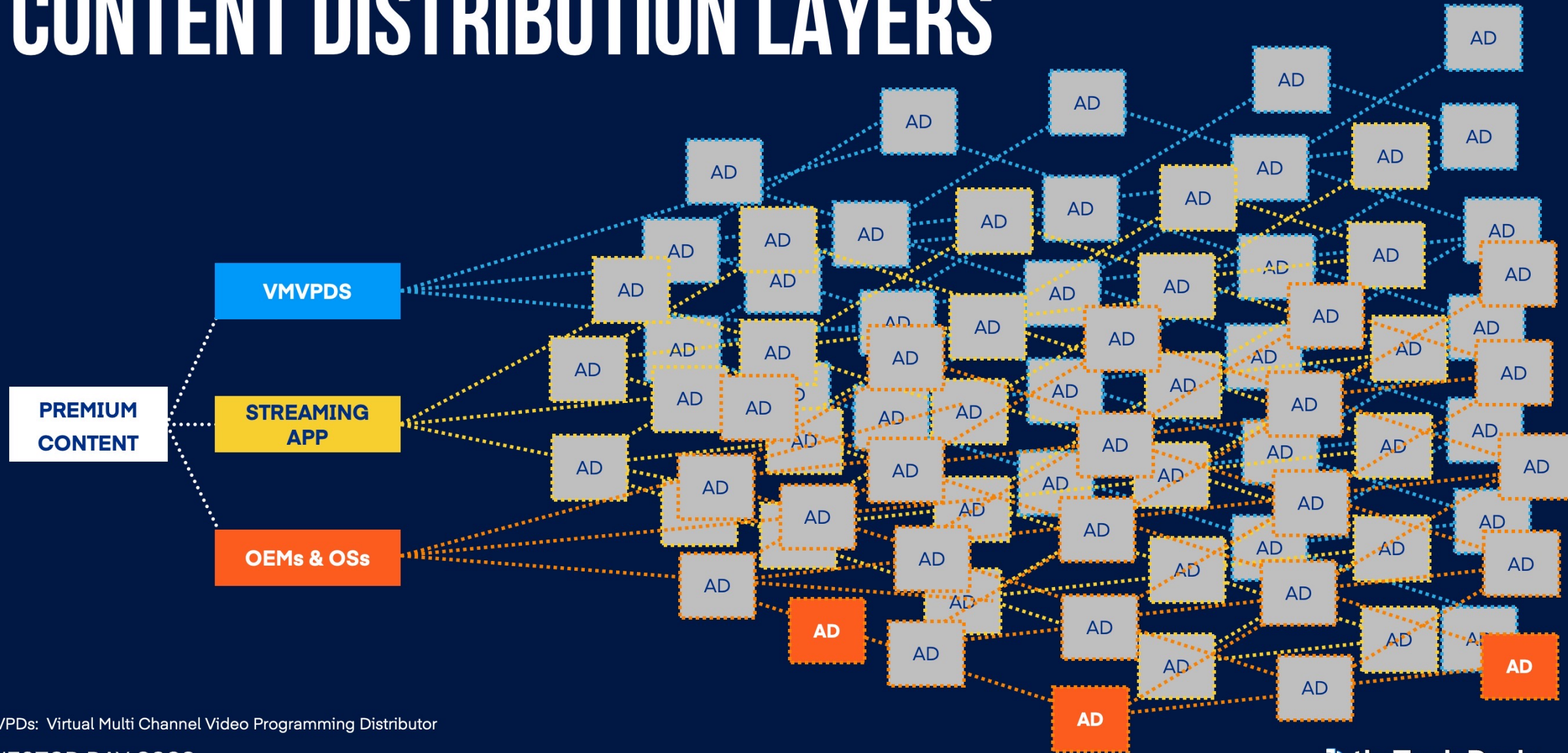


VMVPDs: Virtual Multi Channel Video Programming Distributor

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CONTENT DISTRIBUTION LAYERS



VMVPDs: Virtual Multi Channel Video Programming Distributor

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THE SUPPLY CHAIN

OUR STRATEGY IS TO WORK DIRECTLY WITH CONTENT OWNERS

- Premium content from biggest networks
- Efficient supply chain through direct connections or the network's SSP
- Safe and transparent marketplace

THE FUTURE OF TV IS **AD SUPPORTED** & **BIDDABLE**

In recent years, every major streaming service has added an AVOD model

NETFLIX

HBOMAX™



EVERY STREAMING SERVICE THAT HAS LAUNCHED AVOD HAS GONE BIDDABLE

EXAMPLE

PHASE 1

Category
Exclusives

PHASE 2

Direct Only

PHASE 3

PG with
extensive view

PHASE 4

Biddable

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HOW IMPRESSIONS ARE PURCHASED

2022 CTV TAM
\$16B



SOURCE: Magna Global and TTD estimates

FREEWAY
ENTRANCE

CALIFORNIA
91

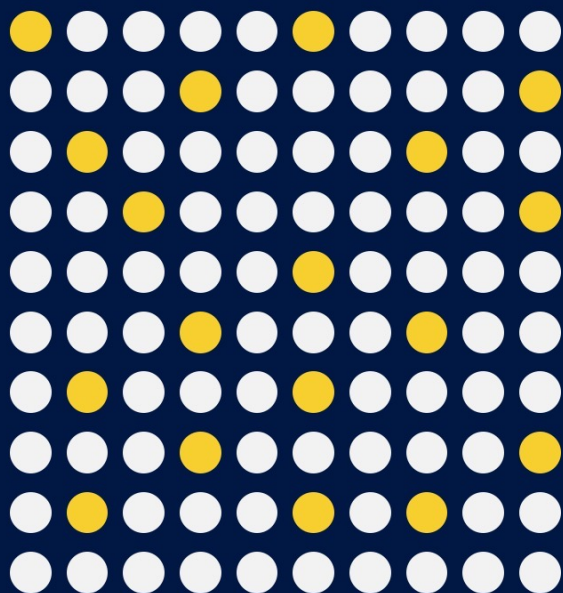
WEST



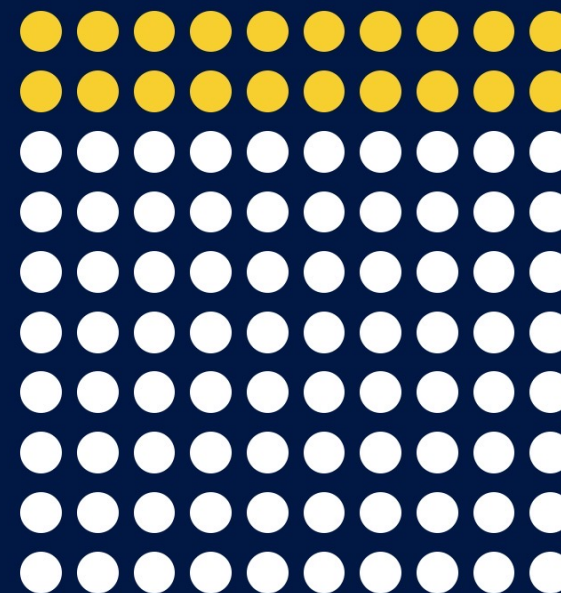
**TODAY, MOST OF
CTV (I/O AND PG)
IS THE ON RAMP**

BUT, I/O AND PG IS NOT BUILT WITH DECISIONING IN MIND

DECISIONED



NOT DECISIONED

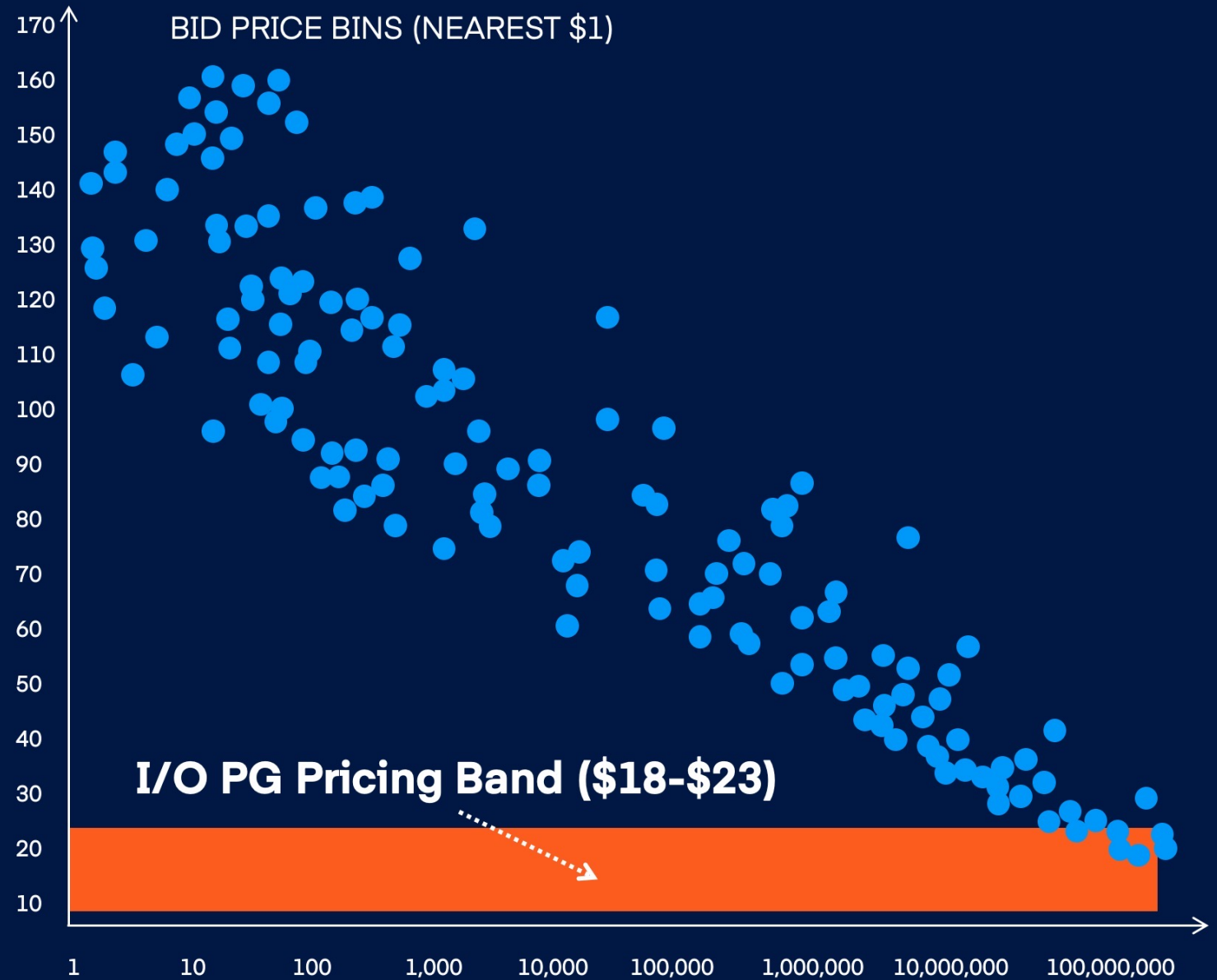


HOW WILL IT EVOLVE?

I/O and PG still commands significant budget in CTV, but it doesn't allow the market to work for both sides

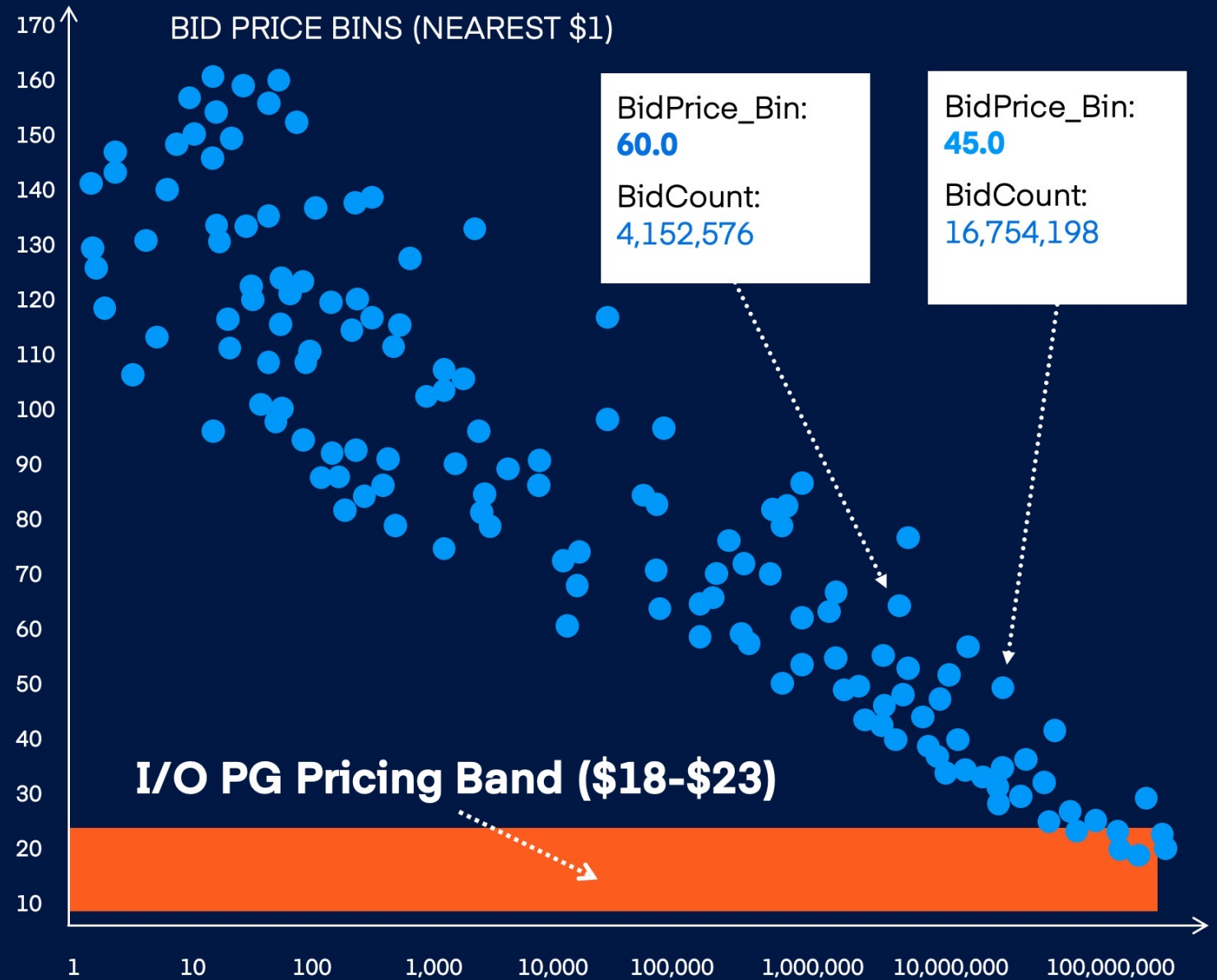


BID LANDSCAPE FROM ONE DAY OF CTV BIDS (IN CLUSTERS) ON OUR PLATFORM



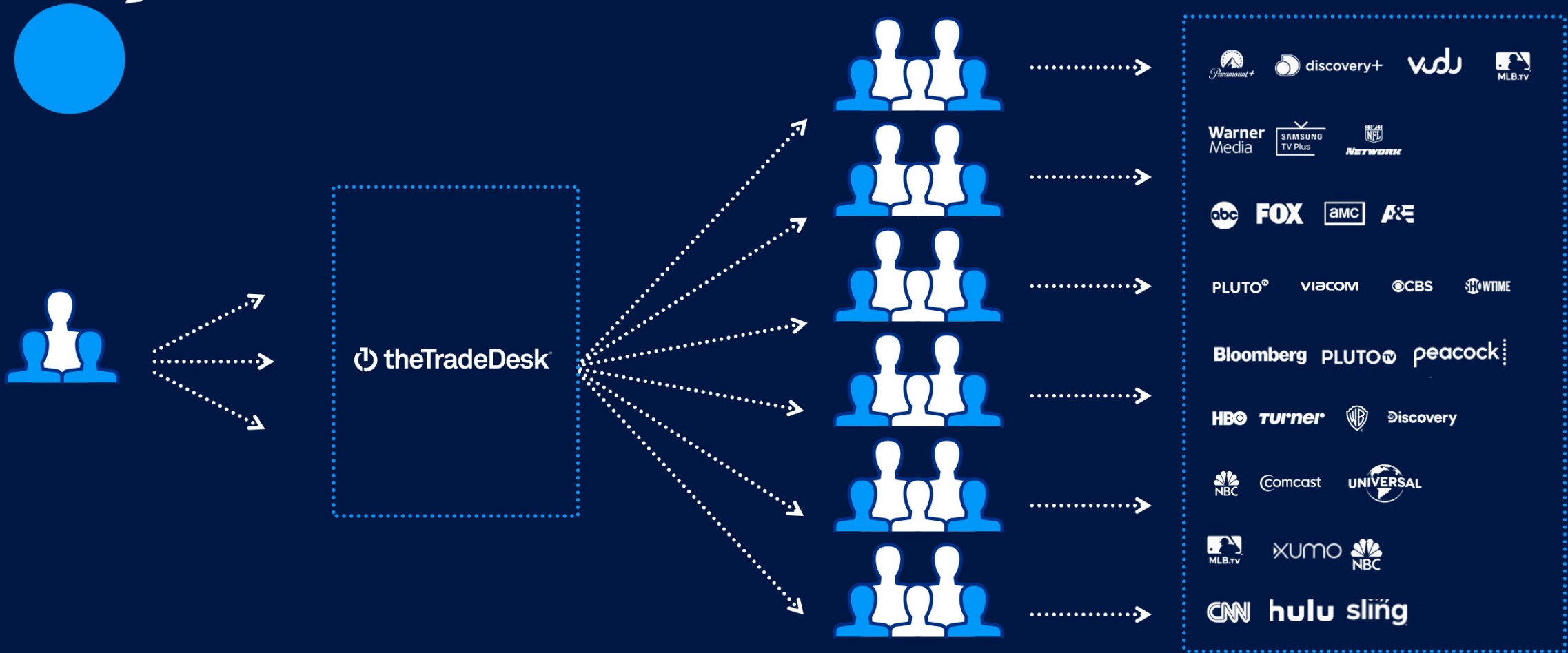
WHEN THE
CONTENT DOESN'T
CLEAR THOSE
BIDS THAT'S \$1M
OF MISSED
OPPORTUNITY IN
TWO DOTS.

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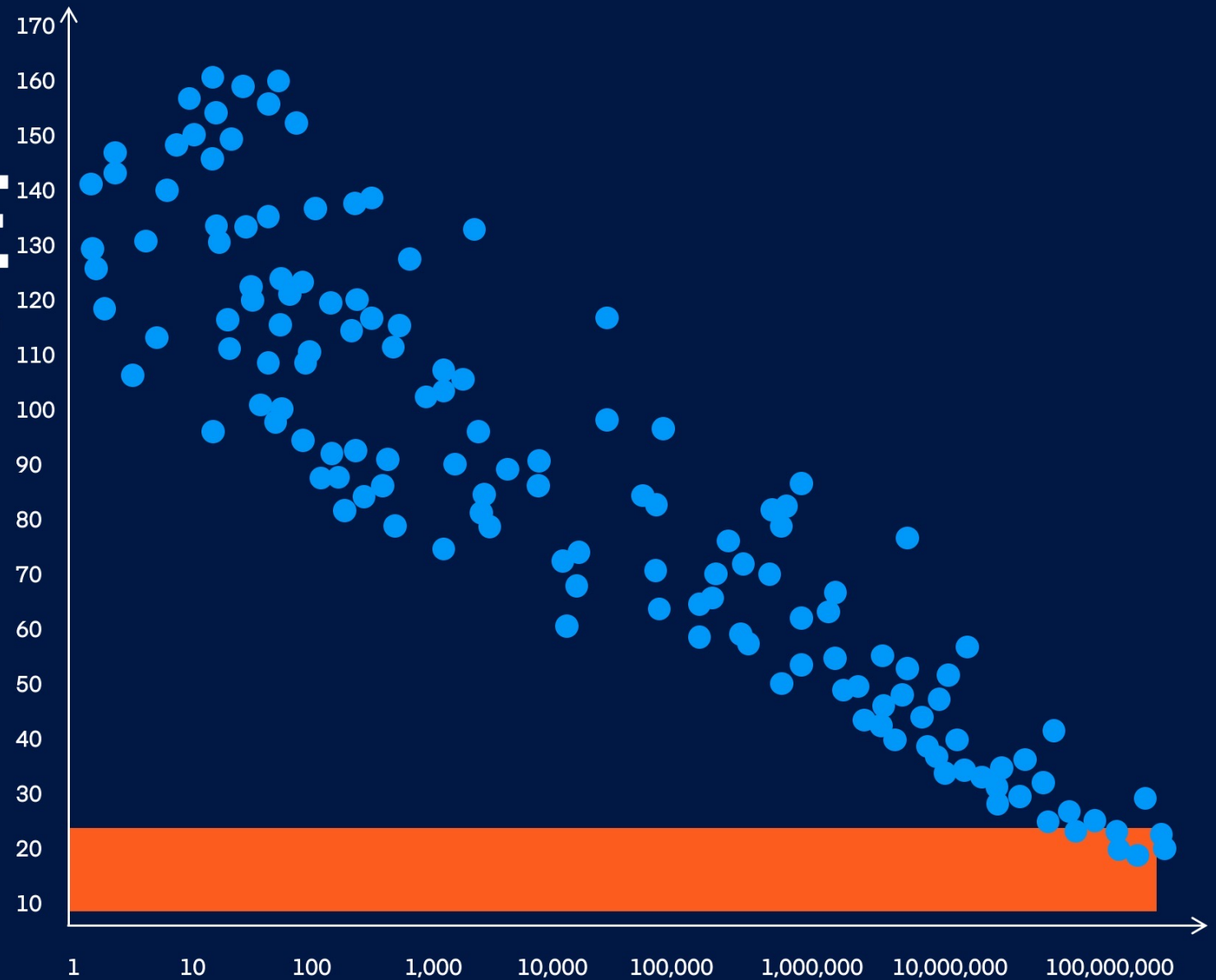


BidPrice_Bin: 60.0
BidCount: 4,152,576

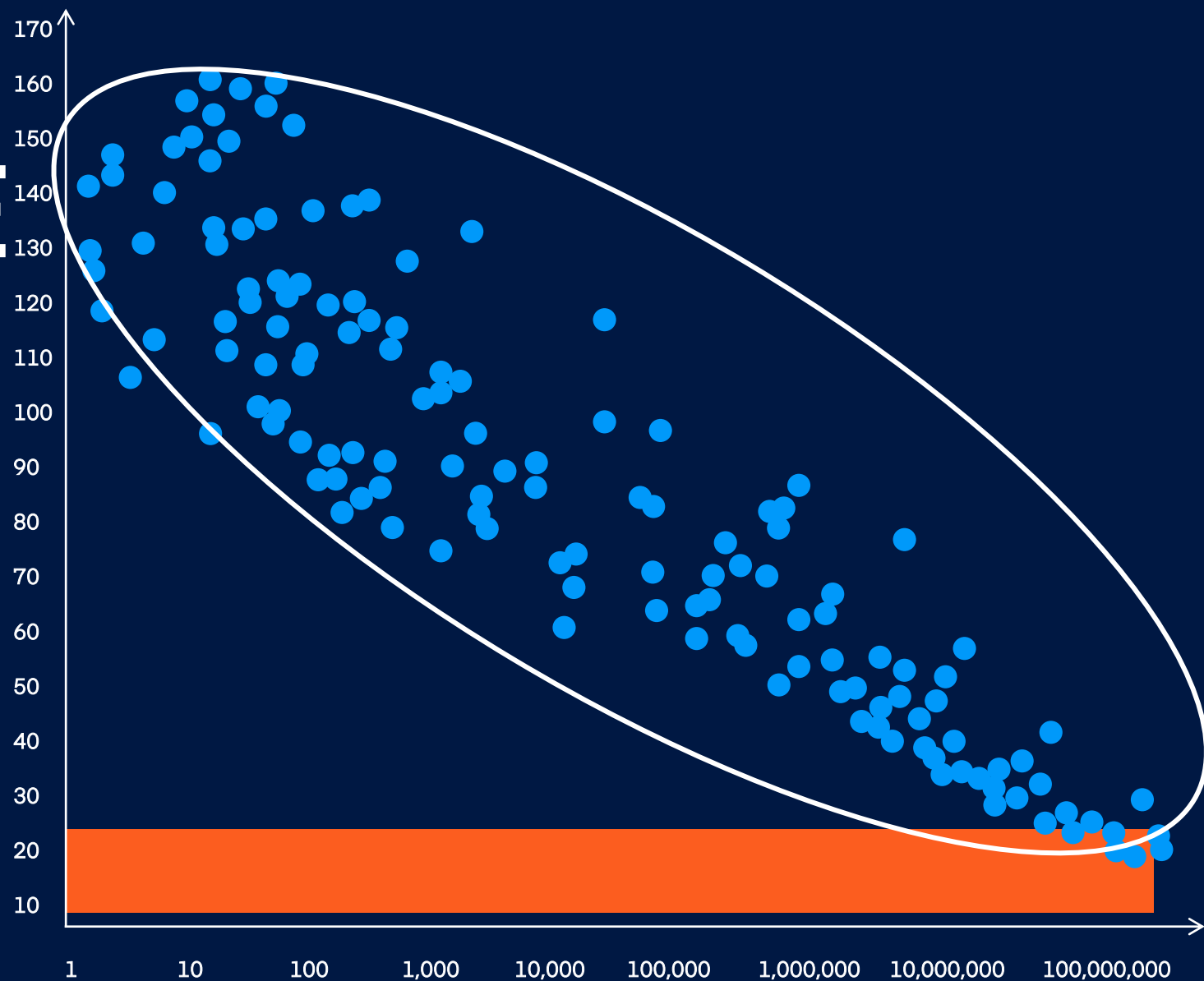
...LET'S ZOOM IN



THIS IS WHERE THE FORWARD MARKET IS BUILT



THIS IS WHERE THE FORWARD MARKET IS BUILT



...AND THE NETWORKS ARE MOVING IN THIS DIRECTION

HOW WE GET THERE



Strong Tech



Identity Resolution



Data



Competition



FOX

HBOMAX™

peacock

hulu

A person is seen from behind, sitting on a couch in a dimly lit room. They are watching a television that displays a bright blue, abstract, glowing image. The room is dark, with a warm light source visible in the upper left corner. The overall mood is focused and serene.

THE MARKETPLACE FOR CTV WILL THRIVE

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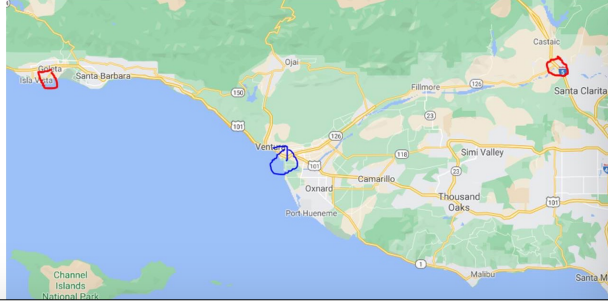
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Hello Everyone!

My name is Trevor Ayers and I joined The Trade Desk back in October of last year as a Business Intelligence Analyst with our Ventura BI team. My first 4 months here have been fantastic and I couldn't be happier to be a part of this organization!

Here's a bit about myself (in no particular order):

- For our Ventura office natives, I grew up in Camarillo, attended UCSB for Undergrad and UCLA for Grad school, before getting a job at Princess Cruises and relocating to Santa Clarita (where I currently reside). As a result, I have essentially lived 1 hour away from my Ventura office in every available direction (see map).



New Year's resolution: complete my **New Hire Intro** email before I hit six month mark. (Check!)

Yes, a little late (darn you Bill Michaels for beating me to it!), but here goes...

Hi all,

I joined TTD a little over 5 months ago and am so happy to be here and to have gotten to know many of you since joining, even if it's all by Zoom. I came from Oracle Data Cloud and joined Oracle when my prior company, Datalogix, was acquired by them ~ 5 years ago.

I live east of San Francisco in Lafayette, CA with my husband, Chris, and three boys: Will (14), Parker (10) and Finn (7):



Hi TTD Team,

I realized I have not sent out my introduction, and that I probably sit at Sr. Account Executive, focusing on IPG and Publicis business. I am small but mighty Detroit team and being a part of the greater Centre.

I grew up in Cincinnati, OH, and left the Midwest for sunnier shores I studied International Communications and Spanish, studying abroad.

I got into the media/advertising world a bit by accident, not realizing application for Scripps Networks Interactive (HGTV, Food Network), about the world of digital advertising. This set me up for success in Los Angeles, Chicago, and Detroit.

I live in the Detroit suburbs with my boyfriend, James, and our mic mix didn't like being home without other dogs, so Mac came home a few friends and snuggle up in their bed together by my desk while I work.

Pre-covid, we loved to travel (I've been to 24 countries outside of my renovation/addition for nearly two years. Since last spring, I learned enjoyed making use of our non-commuting time by being more active dogs.



Hi Everyone,

Happy New Year! I'm excited to be a part of TTD and looking forward to meeting many of you. I started ~2 months ago as a Data Partnerships Director based out of LA supporting measurement initiatives.

A bit about me: I grew up in southern CA and for college, I left home for Boston to attend Northeastern University with a pair of canvas Chucks and a couple of sweatshirts. I wish the phrase "Winter is coming" had existed back then. :)

Once I graduated, I relocated to Brooklyn and ended up finding a job with The Walt Disney Company. I was ready to start my life in New York! When... In a year's time, I was asked to relocate back to LA.

In total, I spent just shy of 9 years in various data and market research roles supporting product and ad sales teams. My last role at Disney was leading a Data Solutions team in support of linear and digital ad sales for the company.

Currently, it's the two of us, me and my wife, hunkered down in LA

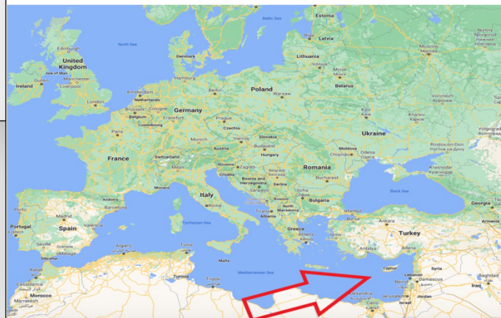


(We'll probably move...)

My name is Stelios Hadjistyliis, I joined TTD on January 4th as a Vertica Database Engineer and I am assigned to the Ventura office. I have many years of experience in databases and for the last ten plus years I have been supporting Vertica and other MPP databases in companies like Samsung, HP, Yellow Pages, Cardlytics, Machine Zone and others. I am very excited to join TTD and work on one of the biggest Vertica clusters in the world.

I am originally from the beautiful island of Cyprus and I came to the US many years ago to go to school. After graduating from CSUN in the Los Angeles area, I decided to "stay a few years" before going back to Cyprus - thirty years later, I am still here!

In case you didn't know, Cyprus is a relatively big island in the Mediterranean, it is part of the EU and is famous for its hot summers and beautiful beaches



rite this once I had a few months under my belt (and was a little bit of a kl). I joined Trade Desk a little over 4 months ago and am one of the Client Development team as a Senior Director. I am super humbled and excited to be a part of the Client Development team as a Senior Director. I am super humbled and excited to be a part of the Client Development team as a Senior Director.

heart with a lot of love for city living! I spent most of my upbringing moving from place to place, coast to coast (California) and finally settled in the southern part of the United States (North Carolina & Georgia). I love all the typical southern accents and chicken salad with too much Duke's Mayo, southern/Charleston architecture (think cozy wrap around porches), southern accents, and last but certainly not least, a deep sense of pride for growing up in the south.

My husband of 6.5 years and two King Charles Spaniels. I have a passion for good books, good food and wine and I live in a city with a huge international airport with easy access to other designations.



Hi everyone,

My name is Yuto and I joined TTD 2 weeks ago as a Data Partnerships Director based out of Tokyo office. I feel very humble and honored to be part of this amazing team and looking forward to meeting many of you virtually or in person and collaborating with you going forward.

Prior to joining TTD, I was at Teads (French ad-tech company who invented Outstream format for online video advertising) for 5.2 years and I was in charge of strategic inventory partnerships and business operation for both Japan and South Korea. Before Teads, I have worked in several companies in various industries including music label, software, VOD business etc. but I found my strong passion and interest in online advertising world where I have been working for almost 9 years until today and I'm thrilled to continue my journey in digital marketing here at TTD!

A few professional & fun facts about me:

- I was born and raised in main island in Okinawa Prefecture which is in southern part of Japan. (2.5 hours away on flight from Tokyo)
- I was playing Handball when I was in high school as left wingman so I could run fast. I believe I can still run as Road Runner in Cartoons.
- My prior professions include AdWords SMB Online Advertising specialist at Google, Customer and Tech support Advocate at Hulu, Product Specialist at Apple and Media Promotion Representative at Avex (Music label).
- I like to 'Think outside of box'. Here is one of the industry events I organized with Huffington Post Japan. We invited marketers, advertisers, publishers and the users to discuss 'The effective way to produce beloved advertising campaign' by showcasing professional flamenco dancing. https://www.huffingtonpost.jp/entry/teadsjapan-event1_jp_5d4a7ecfe4b01e44e47291b5
- In my free time, I enjoy developing my additional skills in playing piano, surfing, dancing and singing. Recently, I'm practicing BTS dancing 'Dynamite' and enjoying outdoors as a nature lover!



Greetings Fellow TTDers,

I am seriously late in my introduction. No excuses: just know that despite the delay, I was well-intentioned, and like a New Year's resolution to reduce dessert servings -- it has been a "work in progress".

In any event, I was happy to connect with many of you virtually this week and do look forward to meeting each of you soon. PERSON. Until then, here is a quick cheat-sheet or primer:

- **FAMILY:** I love spending time with mine (Yuliana, Taejun, and Tyler-the-MultiPoo [Tyler's agent demanded a stand-alone photo & yes, my son named him after Tyler-the-Creator (not pictured)]). Our family is a busy crew and we look forward to time together. Preferably that time is spent on a beach or somewhere warm with lots of food. (I try to make up for the time with a mix of running, weights, and yoga -- but that's also a work in progress.) Please note that my son is now a teen and would only consent to photos as a pre-teen. Tyler's agent was not successful in negotiation and his photo reflects actual age.... and here we are:



THANK YOU!