

# The WALT DISNEY Company

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Certain statements in this discussion may constitute “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding the Company’s future performance; business or financial prospects and plans; strategy or priorities; investment and business opportunities; financial or performance estimates or expectations; advertising outlook, plans and strategies; technology capabilities; future subscriber levels and growth, growth strategies and drivers; direct-to-consumer expansion and performance, including new subscription offerings; consumer demand and behavior; anticipated demand, timing, availability, utilization or nature of our offerings (including experiences, theatrical releases, direct-to-consumer offerings and content within our products and services); advertiser demand and behavior; competition; business recovery; impacts of COVID-19; and other statements that are not historical in nature. These statements are made on the basis of management’s views and assumptions regarding future events and business performance as of the time the statements are made. Management does not undertake any obligation to update these statements.

Actual results may differ materially from those expressed or implied. Such differences may result from actions taken by the Company, including restructuring or strategic initiatives or other business decisions, as well as from developments beyond the Company’s control, including: further changes in domestic and global economic conditions; changes in or pressures from competitive conditions and consumer preferences; health concerns and their impact on our businesses and productions; international, regulatory, political, or military developments; technological developments; labor markets and activities; consumer or advertiser demand and behavior; adverse weather conditions or natural disasters; legal or regulatory changes; the advertising market for programming; and timing, availability and performance of content; each such risk includes the current and future impacts of, and is amplified by, COVID-19 and related mitigation efforts. Such developments may further affect entertainment, travel and leisure businesses generally and may, among other things, affect (or further affect, as applicable): our operations, business plans or profitability; demand for our products and services; and the performance of the Company’s content.

Additional factors are set forth in the Company’s Annual Report on Form 10-K for the year ended October 2, 2021 under the captions “Risk Factors,” “Management’s Discussion and Analysis,” and “Business,” and subsequent filings with the Securities and Exchange Commission, including, among others, quarterly reports on Form 10-Q.



# Disney's Addressable Advertising Platform

BUILT FOR VELOCITY AND INNOVATION



160M CTV IDS | 190M DEVICE IDS | 100M U.S. HOUSEHOLDS



# Disney+ U.S. Advertising

## SUMMARY

Creating the best consumer experience means the best impact for brands

Disney+ will initially be sold as a **stand-alone** offering with **video ad experiences**

## AUDIENCE INSIGHTS

**65% of subscribers said Movies** were the top reason to subscribe <sup>1</sup>

**62% of Viewers 18+** are adults without kids in the home <sup>2</sup>

**40% of Viewers are BIPOC** and **53% are cordless** <sup>2</sup>

## OVERVIEW

**Ad Load** 4 minutes or less/hour on average

**Ad Frequency** 1 per hour, 2 per day, 12 per week

**Four Quadrant Advertisers** Following Disney brand guidelines

**Direct Sales & Programmatic** through Programmatic guarantee

## AD TECH

Advertising will be planned, delivered, and measured through the **Disney Ad Server**

## FUTURE STATE

**Advanced Ad Experiences and Targeting Capabilities**

<sup>1</sup>: Internal Disney+ Subscriber 1st Party Data:

<sup>2</sup>: 2022 March MRI Cord Evolution Study. Streaming services used last 30 days – Non-ad supported: Disney+. Base: A18+.