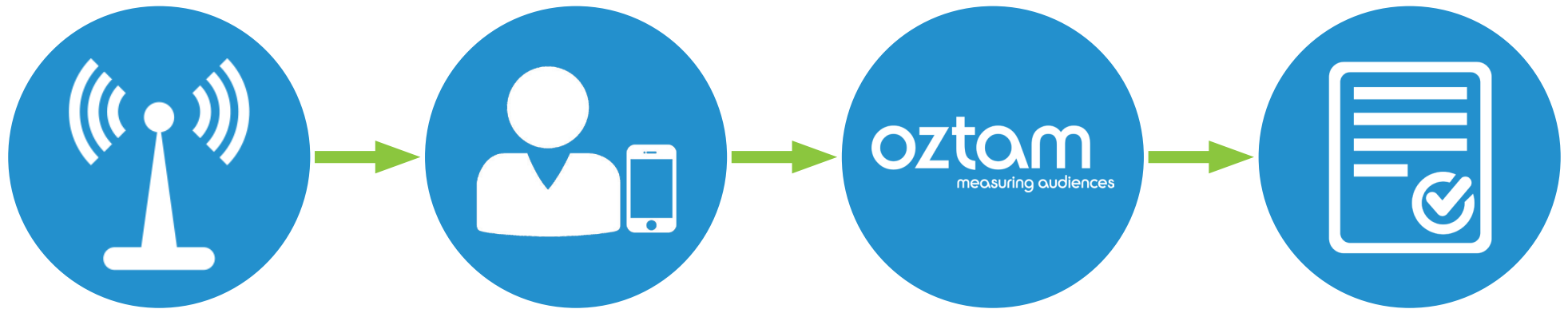




VIDEO PLAYER MEASUREMENT



STEP 1

BROADCASTER:

Embeds media IDs in video player library content

STEP 2

USER:

Plays broadcaster's video

STEP 3

OZTAM:

Collects, stores and processes online video viewing data

STEP 4

OZTAM VPM REPORT:

Delivers online video viewing data

OzTAM only detects content played from a broadcaster's online video service and at no point monitors anything other than when a device is accessing a broadcaster's app or browser-based video service. OzTAM is not able to identify the user of the device.