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A better way
to TV

Philo: A Timeline

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2010
Founded as Tivli at Harvard University.

2013 philo
Tivli became Philo, named after Philo Farnsworth, the inventor of electronic television.

2017
Launched Philo publicly

A&E amc Paramount WARNER BROS. DISCOVERY

2020
Achieved 500K paid subs; Launched first add-ons.

STARZ MGM+

2022
Launched first native smart TV app on Samsung

2024
- Acquired ROW8 (movie rentals and purchases).
- Launched free version of Philo with 100+ free channels

2025
Added HBO Max, Discovery+, and AMC+ into a new premium bundle; standardized legacy pricing tiers

AMC+ HBOmax discovery+

2026
- Pause ads launch
- FAST users reach record high

bravo **Launch**
Linear, FAST, VOD

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A one-stop shop for Free, Live, and Premium

Philo is a unified, value-driven entertainment platform, with a tier for every viewer

Free

$0

Free streaming TV



170+ FAST Channels

Essential

$25/mo

Live TV and on demand



70+ live channels | 75K+ VOD titles

Bundle+

$33/mo

Live TV plus premium streaming

Everything in Essential, PLUS:



HBO Max Basic with Ads plan

Philo O&O Ads only*

*Philo sells O&O inventory only. AMC+, discovery+, and HBO Max are consumer-facing inclusions in Bundle+; Philo has no ad inventory access to these third-party SVODs.

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How Philo stacks up

An affordable entertainment solution in an increasingly expensive landscape

philo Essential plan	Spectrum (TV Select Plan)	hulu LIVE	YouTube TV Base	fuboTV PRO	sling Blue
$25/mo (70+ Premium channels 150+ FAST channels)	$130/mo* (150+ channels)	$90/mo* (95+ channels)	$83/mo* (100+ channels)	$74/mo* (210+ channels)	$45/mo* (40+ channels)
+ amc+ HBO max discovery+	Includes: HBO Max, Hulu, Disney+, amc+ ESPN, Paramount, Peacock	Hulu, Disney+ ESPN Unlimited	ESPN, Disney	ESPN Unlimited	No apps included
DVR Unlimited (12 month storage)	DVR Extra fee	DVR Unlimited (9 month storage)	DVR Unlimited	DVR Unlimited	50 hours

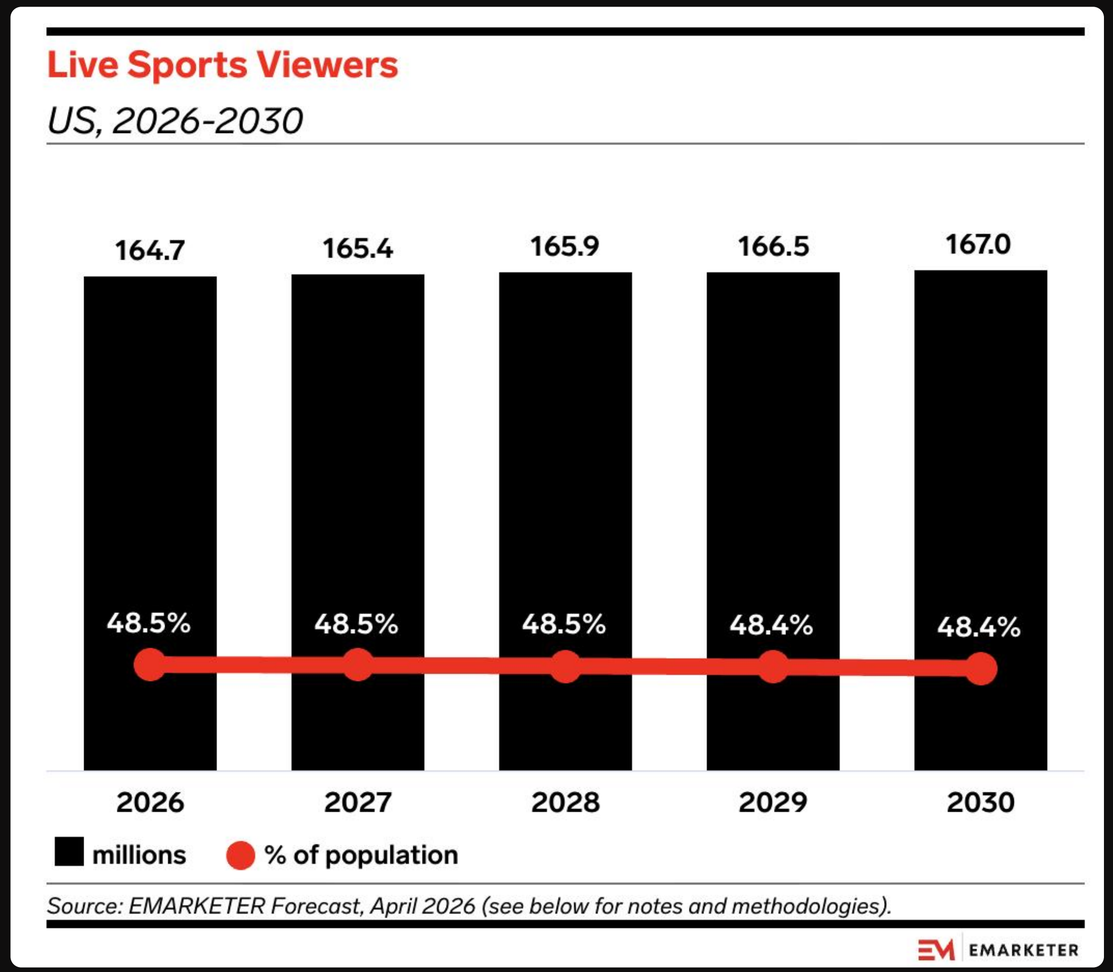
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Half of US households do not watch sports

A huge audience exists beyond the sports fan

Did you know?

- **51%+** of consumers in US internet households **do not watch live sports** content.
- This larger share of viewers engage outside sports across a variety of **lifestyle** genres—including comedy, drama, home/food, and **reality**



Source: EMARKETER Forecast, April 2026

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Reality Viewing is a Lifestyle

Where Reality Reigns



51%

of Americans consider themselves **avid reality** TV fans, watching weekly or following multiple shows at once

59%

of reality fans **binge through streaming platforms**, making streaming the top way to watch.

32%

of reality fans turn watching into a **watch party**

Lifestyle viewers watch with intent

77%

Lifestyle viewers don't just watch—they shop. 77% purchased on mobile in the past 30 days, 6 pts above average

Source: CableTV.com reality TV fan surveys, 2026.

Parks Associates:Unified Streaming: Unlocking Next-Gen Advertising, Q1 2026

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Philo by the numbers

3.4M+

Monthly Active Users

79M+

Hours streamed monthly

100%

Distribution on major platforms

Roku, fire tv, tv, VIZIO, SAMSUNG, LG, android, iOS, chromecast

1.5B+

Average monthly impressions

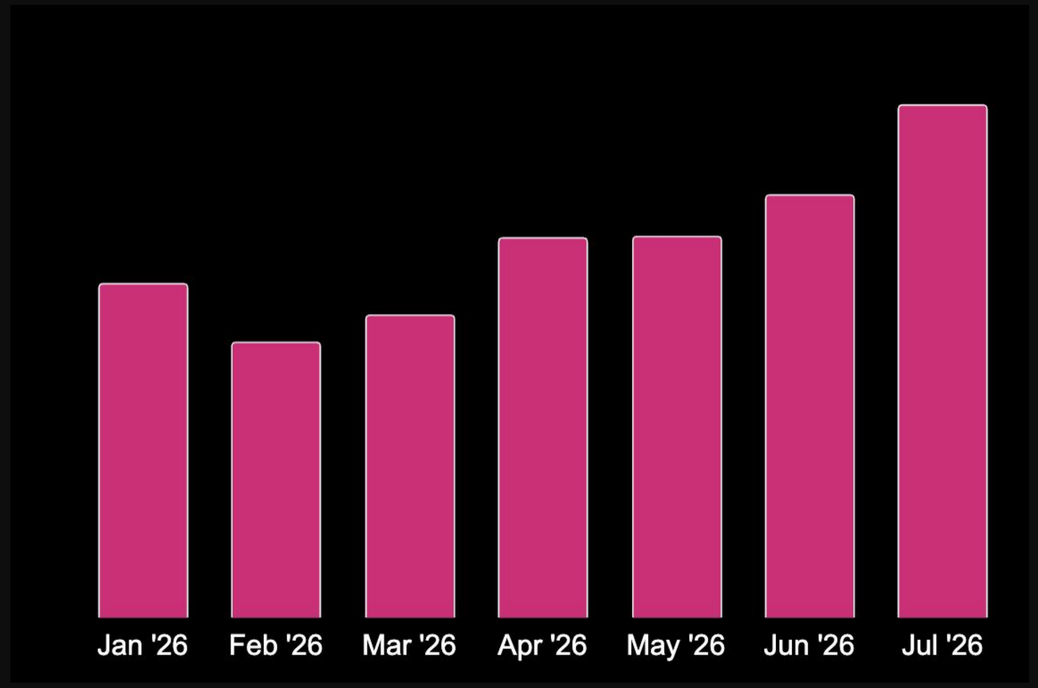
Source: Internal data

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FAST on Philo

170+ channels and growing

2026 User Growth



Quality content and additional programming channels have resulted in a **+53%** increase in viewers since Jan ‘26.

FAST on Philo delivers high-quality, premium programming that engages and retains audiences.

Top Content











Top Channels

A&E CRIME 360

4UV

ONE CRIME & JUSTICE

All Reality WE TV

CONFESS by nosey

GAME SHOW CENTRAL

Are We There Yet? CHANNEL

I (ALMOST) GOT AWAY WITH IT by tv

COLD CASE FILES by A&E

DEAL ZONE BY H HISTORY

New Programming Driving 2026 FAST Growth:

BET TYLER PERRY COMEDY

48 forty eight hours

365 BLK

JUDGE JUDY

NOST THE NOSTALGIA NETWORK

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Top content on Philo

Movies, TV and everything in between

Top channels

BET
MTV
TLC
bravo
A&E
ONE
Hallmark CHANNEL
Lifetime
HGTV
nickelodeon
Discovery
OWN

Top programs



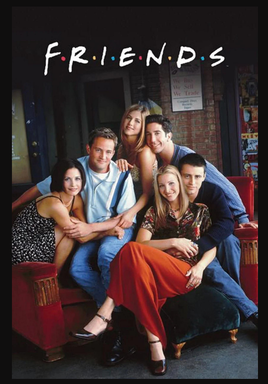




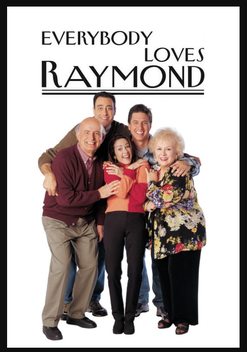














We love that show too

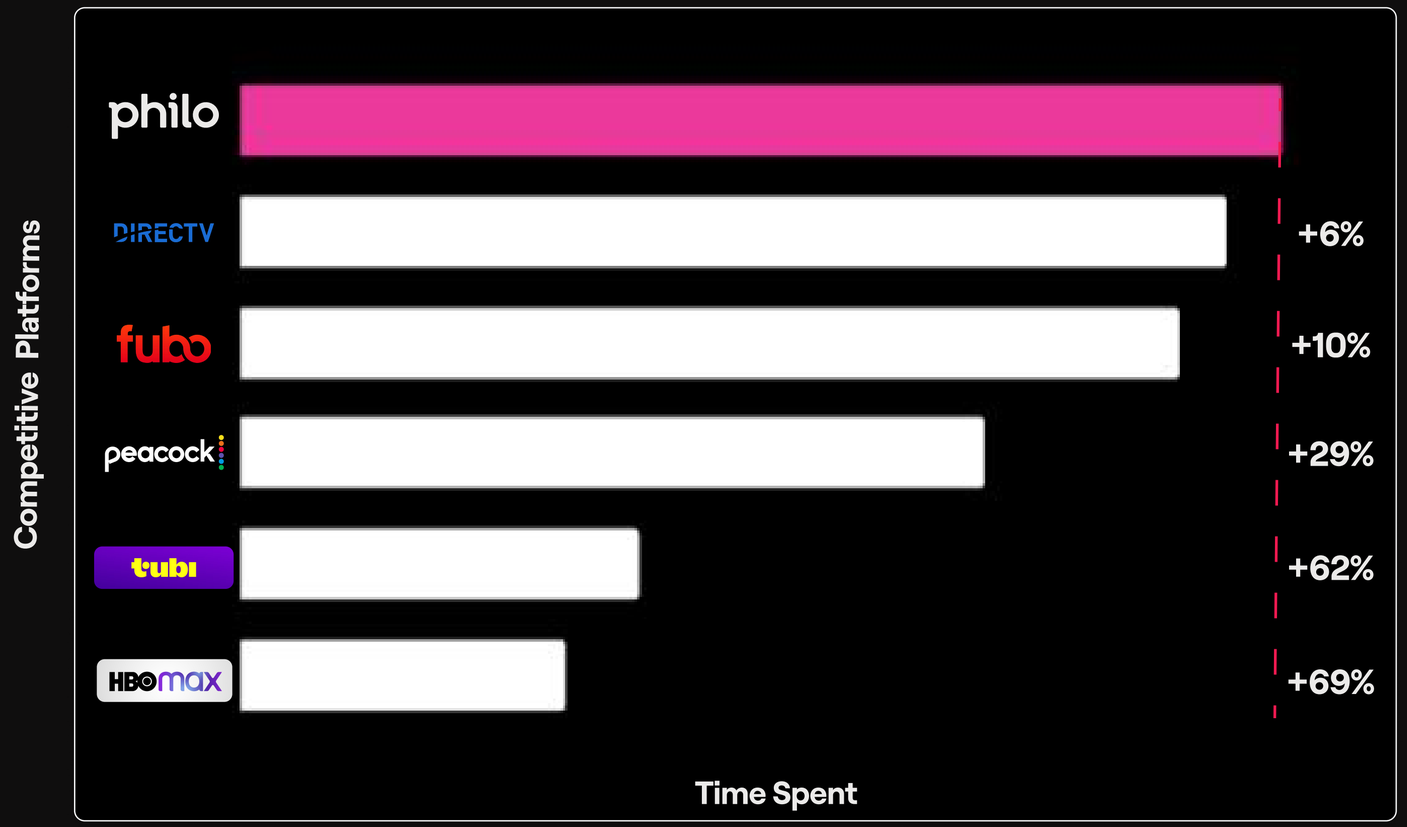
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Philo users are more engaged!

Average time spent on Philo outperforms competitors



Time Spent on Philo vs. other platforms



Comscore: Video Metrix Media Trend: CTV Trend - Minutes per Viewer
9 month period in 2025

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Philo audiences are unique and incremental

Make your buy incremental

95%+ of the Philo Audience does not use other vMVPDs

DIRECTV

hulu + LIVE TV

sling

YouTube TV

70%+ of the Philo Audience does not subscribe to SVOD services

Paramount+

peacock

Disney+

tv

hulu

*Antenna Overlap Report - March 2026

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The Philo streamer



Demographics

60/40
Female/Male

60%
Age 25-54

35
Median age

55%
Multicultural

62%
HH with kids <18
COPPA Compliant



Engagement metrics

98%
Living Room viewing

75%
Live linear

4+
Avg hours watched daily

Liveramp audience match February 2025
MRI April 2026 Study Universe

Source: Internal data

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Who is watching Philo?

Philo attracts a variety of audiences who seek a low cost, premium viewing experience that includes all of their favorite channels.

Multicultural Maven



W18-49 70% are between 18-49

Power Mom



W25-54 60% are between 25-54

Classic + Cool



A45+ 44% are 45+

BET · OWN · bravo · TV ONE

Hallmark Channel · Lifetime · Discovery Family · nickelodeon

food network · Paramount Network · HGTV · TV LAND

Liveramp audience match February 2025
MRI April 2026 Study Universe; Comscore Q4 2025

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What Philons Are Saying

"We just cut the cord last year. Just signed up with Philo last month. Just wondering why we were paying nearly three hundred dollars a month for Uverse? I'm blown away."

February 2026

"We love Philo! I have a streaming service for all other channels, but my wife loves to be able to turn to the Cloud DVR on Philo to binge watch her favorite shows whenever she wants."

January 2026

"I love Philo. 75 channels plus I have HBO max, discovery+ and AMC+ through philo for 33 a month."

January 2026

"My cable alternative! Love it! Had it for years!"

February 2026

"My family loves Philo. We don't even bother with other streaming apps. Philo has everything we need. It's like cable TV but without the cords."

January 2026

"I had YouTubeTV but it cost $50 more a month. I don't watch local tv or sports so this works better for me."

January 2026

"Love it. Canceled cable for this so happy I did."

February 2026

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Philo Activation Opportunities







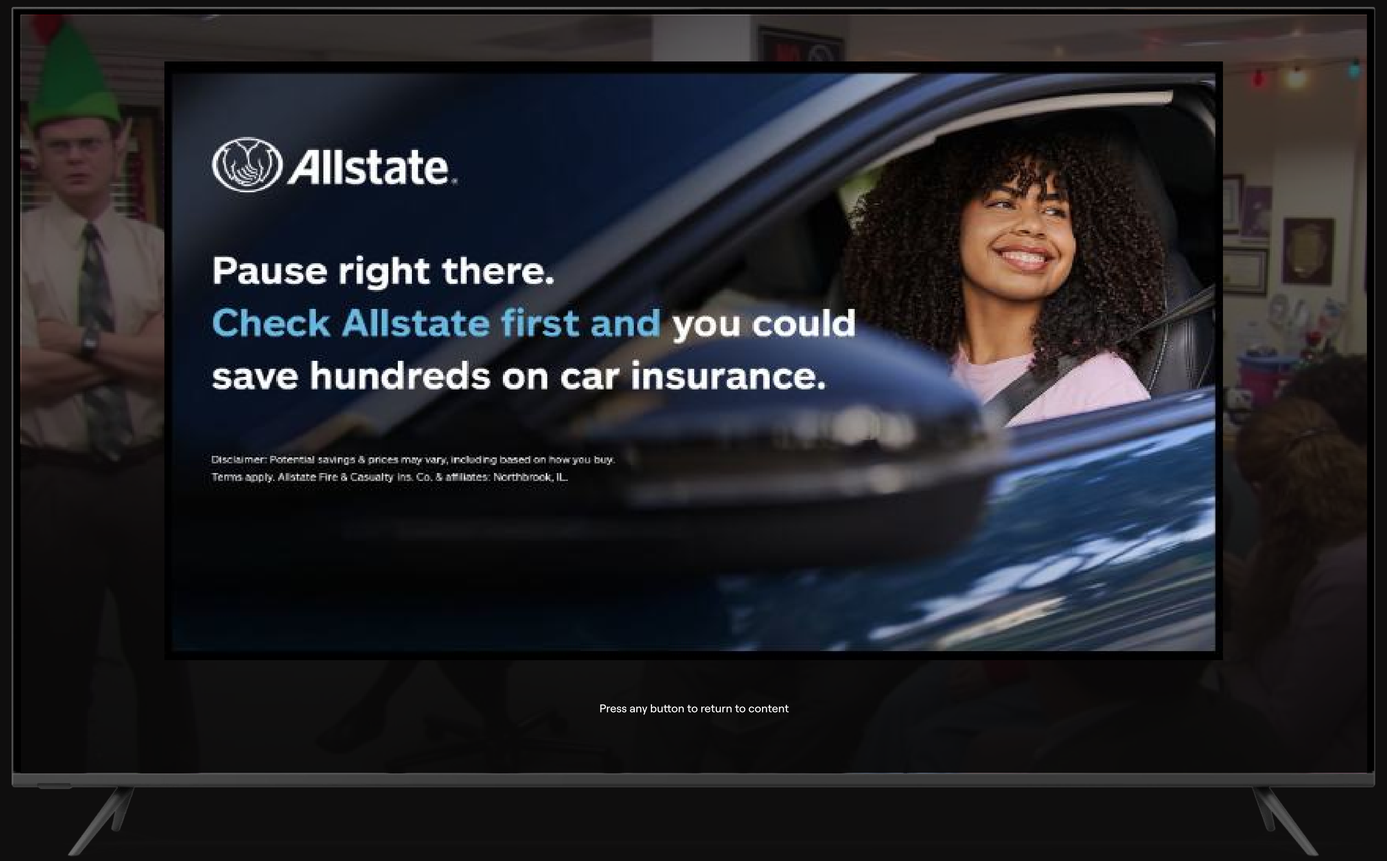
Addressable	Contextual	Innovation
Authenticated 1P audiences	Genre, Rating	Pause Ads
Audience Targeting	Seasonal + Cultural	**A** Positions
Device, Geo, Daypart (no charge)	Turn-key or Custom Fandom	Advanced & Interactive Formats BETA

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New Product Launch: Pause Ads on Philo

Available via direct and programmatic activation - including FAST

Pause Ads offer a non-intrusive, high impact ad experience initiated when viewers take a break from the content they're watching.



2x

the attention vs traditional ads

60%+

of viewers prefer pause ads to a frozen screen

100%

of pause ad inventory is exclusive to Philo

Emarketer: Pause ads deliver nearly twice the attention of standard CTV formats, per Wunderkind (June 2026)

Emarketer Pause ad reach is unmatched by other CTV formats, study finds (June 2025)


A&E
AccuWeather
amc
animal planet
axstv
BBC AMERICA
BBC NEWS
BET
bravo
CLEO TV
COMEDY CENTRAL
CRIME+ INVESTIGATION
COOKING CHANNEL
Discovery
Discovery Family
DISCOVERY Life
diy network
food network
Thank you
gustotv
Hallmark CHANNEL
H&I
HGTV
KIN
LAW& CRIME
Lifetime
LMN
Logo.
MAGNOLIA NETWORK
MTV
nick jr.
nickelodeon
OWN
Paramount NETWORK
SUNDANCE TV
TASTEMADE FOOD & MORE
TLC
TV ONE
VH1
VICE
WE TV