

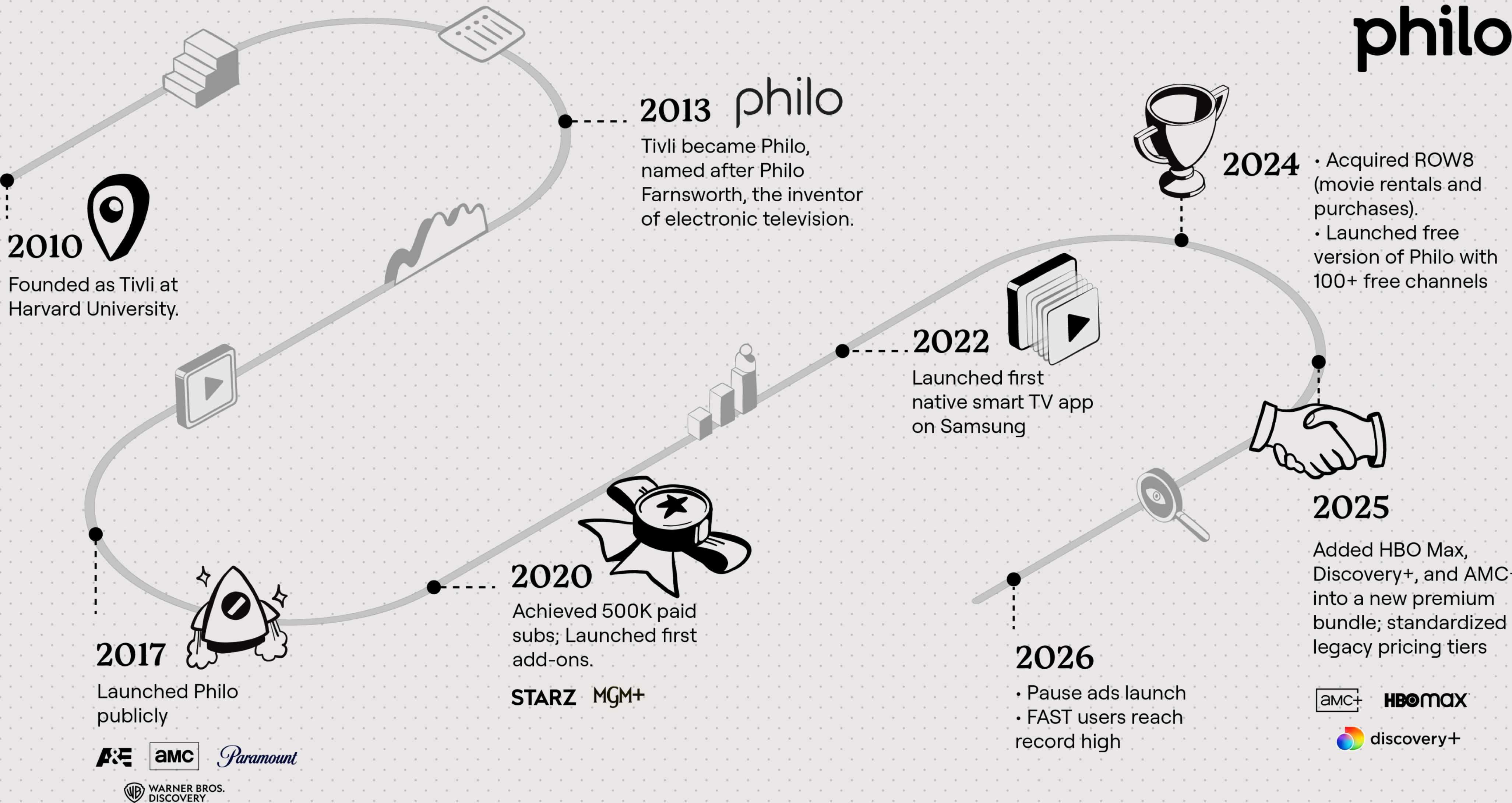


philo

A better way
to TV

Philo: A Timeline

philo



Philo

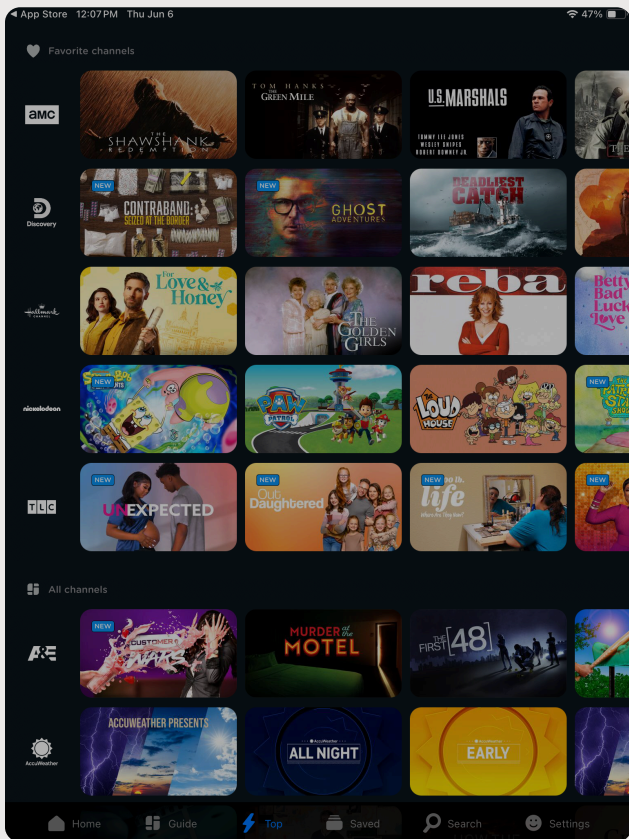
A unified, value driven entertainment platform

A one stop shop for
Live, Premium, and Free

Premium vMVPD + SVOD

Starting at \$25

Essential
\$25/mo



70+ Top rated Live
Channels
75K+ titles on demand

Bundle+
\$33/mo



Essential plan plus access
to amc+, discovery+
HBO Max (basic with ads)

FAST

\$0 cost



150+ Free Channels

How Philo **stacks** up

An affordable entertainment solution
in an increasingly expensive landscape

philo Essential plan \$25/mo (70+ Premium channels 150+ FAST channels) + amc+ hbo max discovery+ DVR Unlimited (12 month storage)	Spectrum (TV Select Plan) \$130/mo* (150+ channels) Includes: HBO Max, Hulu, Disney+, amc+ ESPN, Paramount, Peacock DVR Extra fee	hulu LIVE \$90/mo* (95+ channels) Hulu, Disney+ ESPN Unlimited DVR Unlimited (9 month storage)	YouTubeTV Base \$83/mo* (100+ channels) ESPN, Disney DVR Unlimited	fuboTV PRO \$74/mo* (210+ channels) ESPN Unlimited DVR Unlimited	sling Blue \$45/mo* (40+ channels) No apps included 50 hours
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Half of US households are **not** watching sports

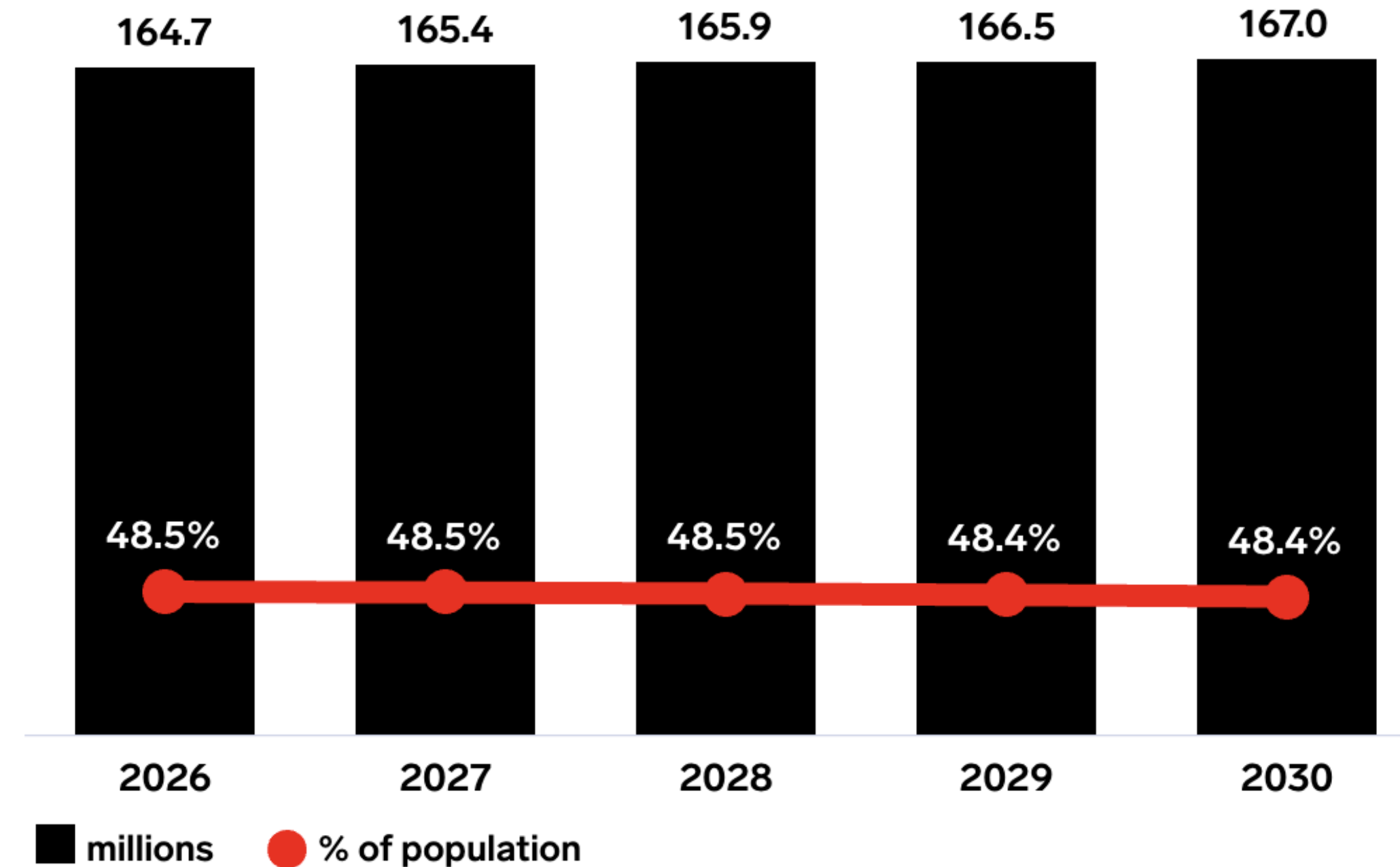
A huge audience exists beyond the sports fan

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

Live Sports Viewers

US, 2026-2030



Source: EMARKETER Forecast, April 2026 (see below for notes and methodologies).

Lifestyle viewers are watching with intent

77%

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

49%

are interested in the ability to shop for special merchandise related to a show vs 23% non vMVPD

41%

of TV Streamers are Tech innovators or early adopters, vs 30% of non Streaming HH s

Did you know?

- **Lifestyle viewers** make more purchases per month on their phones, tablets, and PCs than the average viewer

Philo by the numbers

4.4M+

Monthly Active Users

79M+

Hours streamed
monthly

100%

Distribution on major
platforms



1.5B+

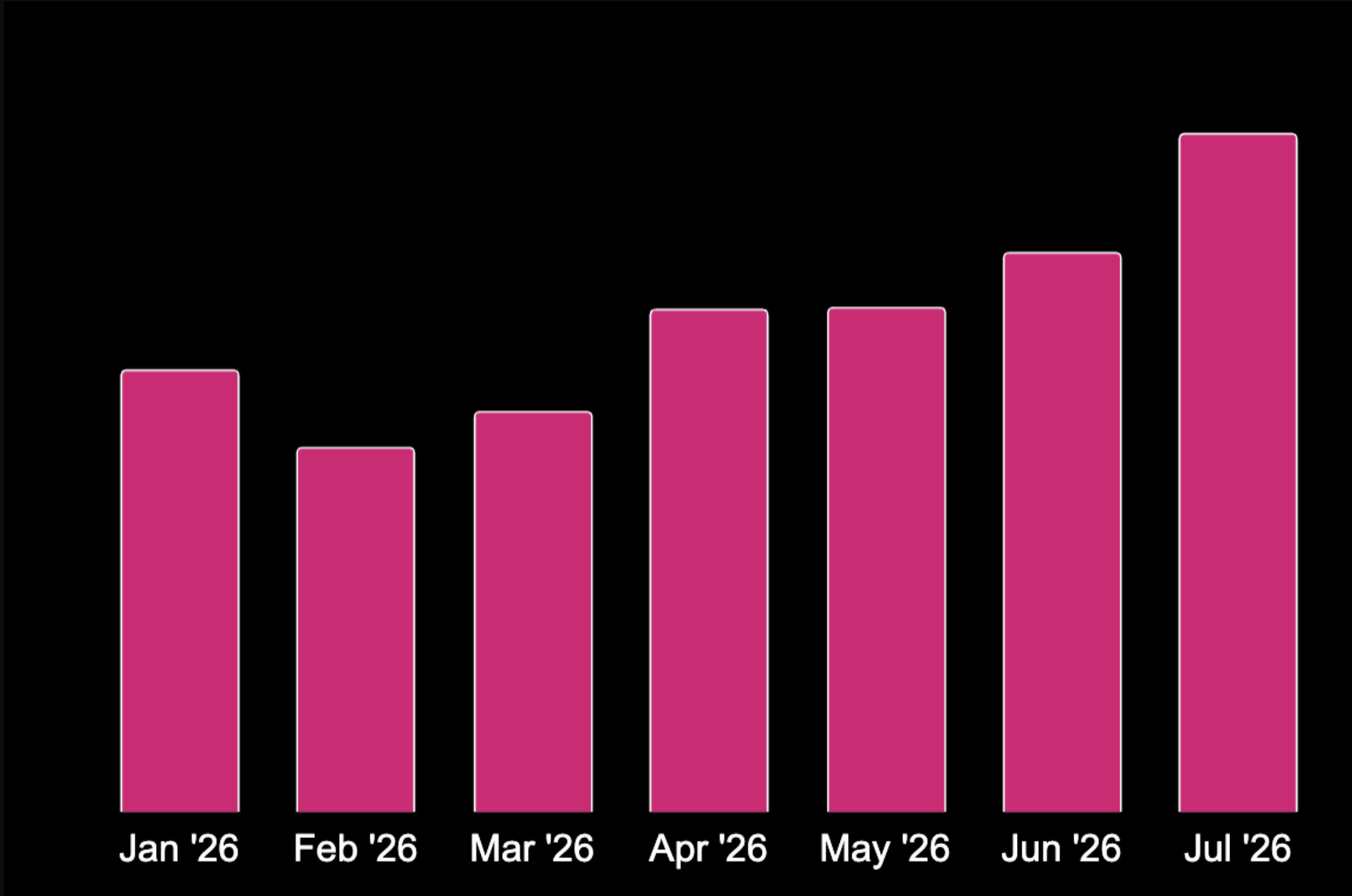
Average monthly
impressions

FAST on Philo

150+ channels and growing

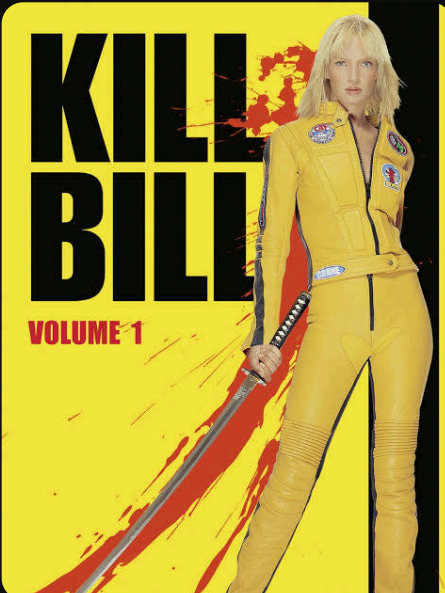
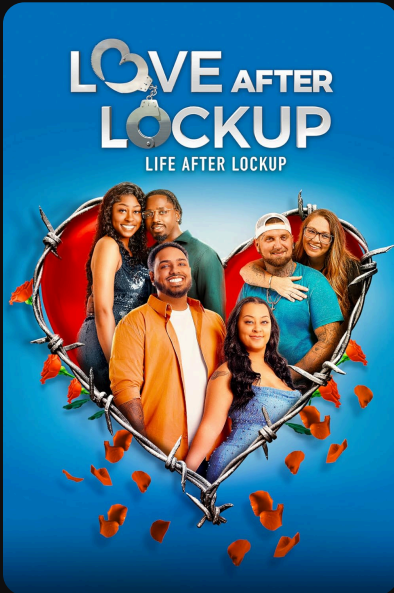
FAST on Philo delivers high-quality, premium programming that engages and retains audiences.

2026 User Growth



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

Top Content



Top Channels



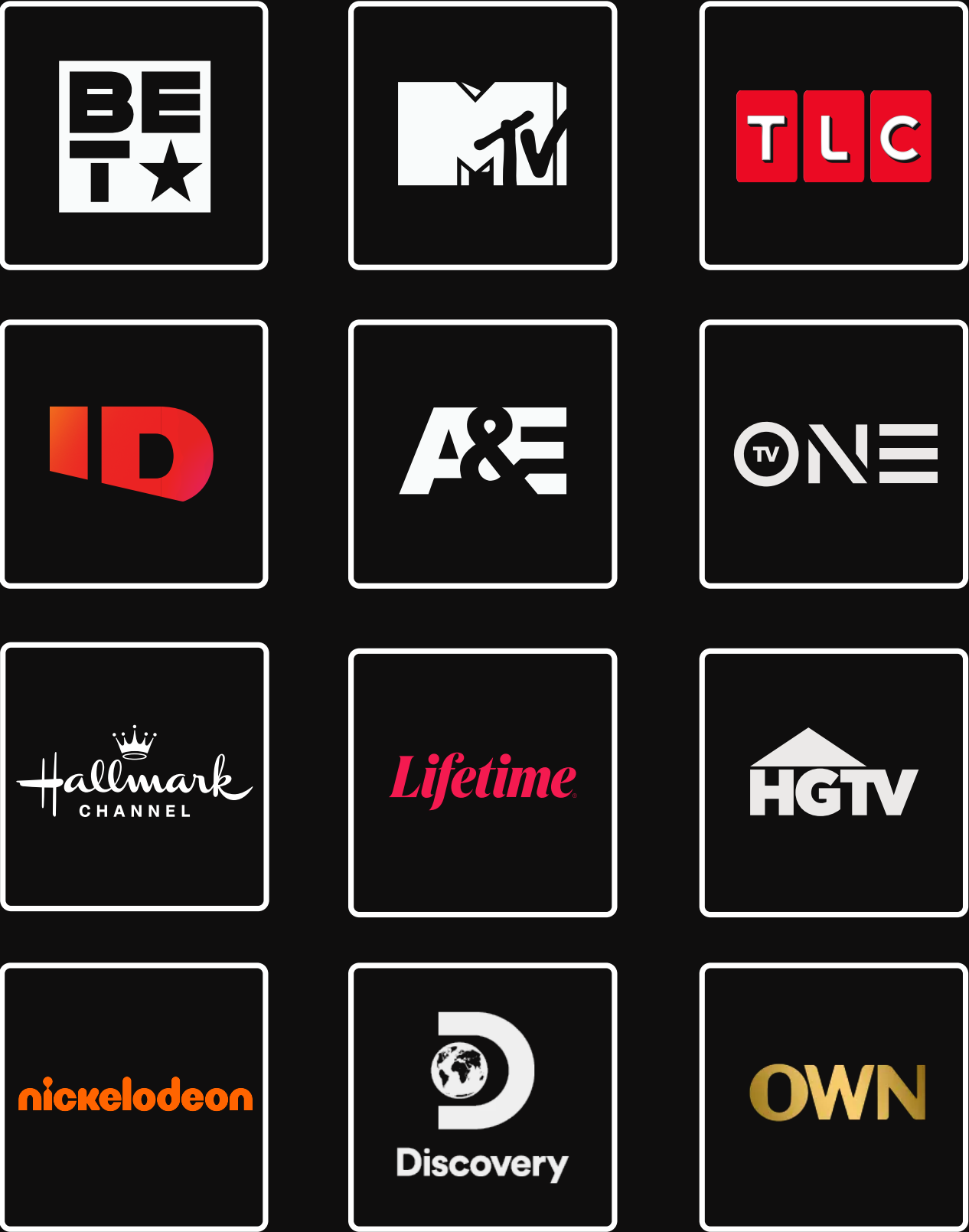
New Programming
Driving 2026 FAST
Growth:



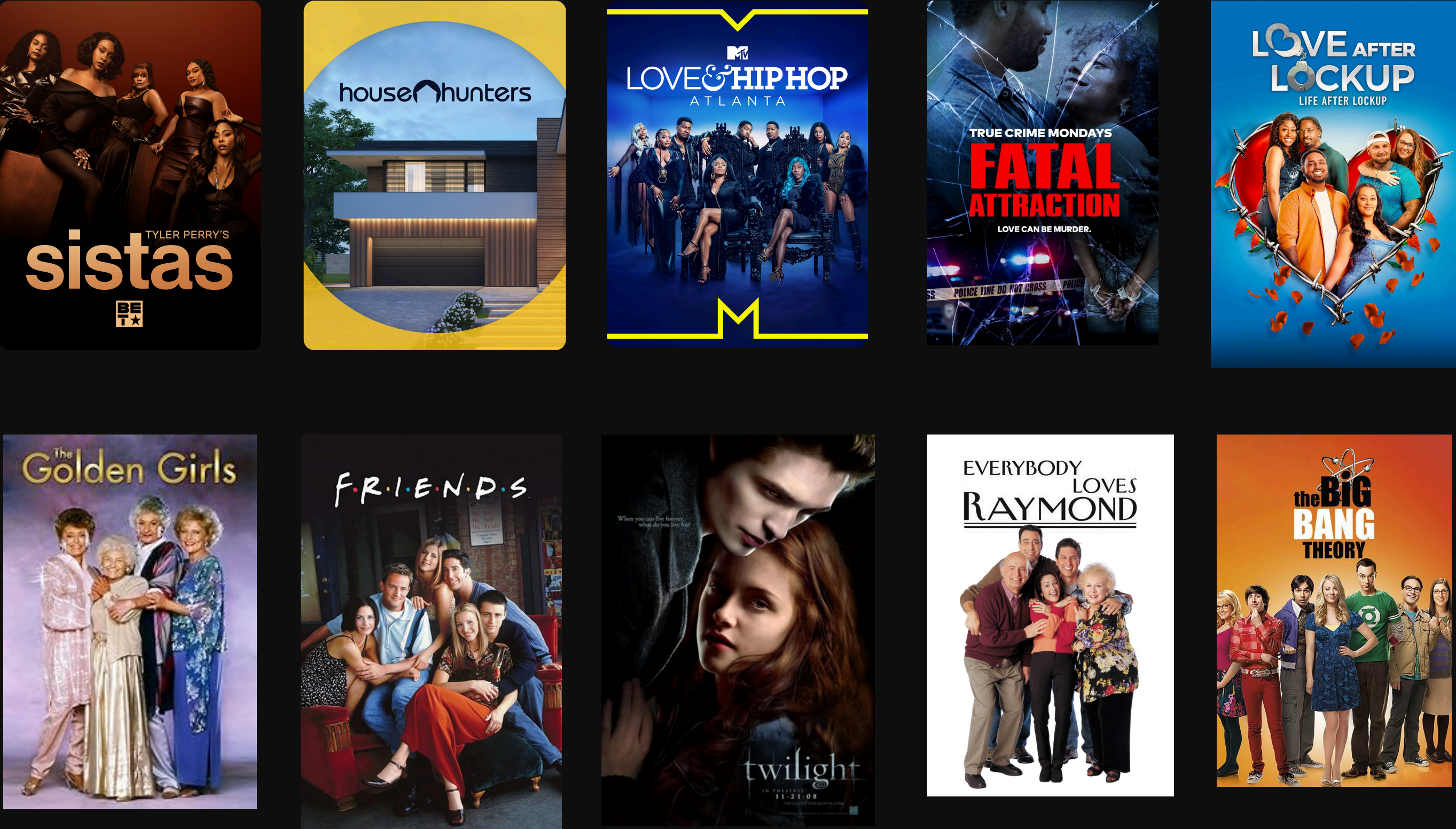
Most **streamed** content in 2026

Movies, TV and everything in between

Top channels



Top programs



We love that show too

Philo users are **more engaged!**

Average time spent on Philo outperforms competitors



Time Spent on
philo
vs. other platforms

HBOmax +69%

tubi +62%

peacock +29%

fubo +10%

DIRECTV +6%

Philo audiences are **unique and exclusive**

Make your buy incremental

95%+

of the Philo Audience
does not use other vMVPDs

70%+

of the Philo Audience
does not subscribe to SVOD
services

50%

of Philo's inventory is
EXCLUSIVE
to Philo Ad Sales

The Philo streamer



Demographics

60/40

Female/Male

60%

Age 25-54

35

Median age

62%

HH with kids <18

55%

Multicultural



Engagement metrics

98%

Living Room
viewing

75%

Live linear

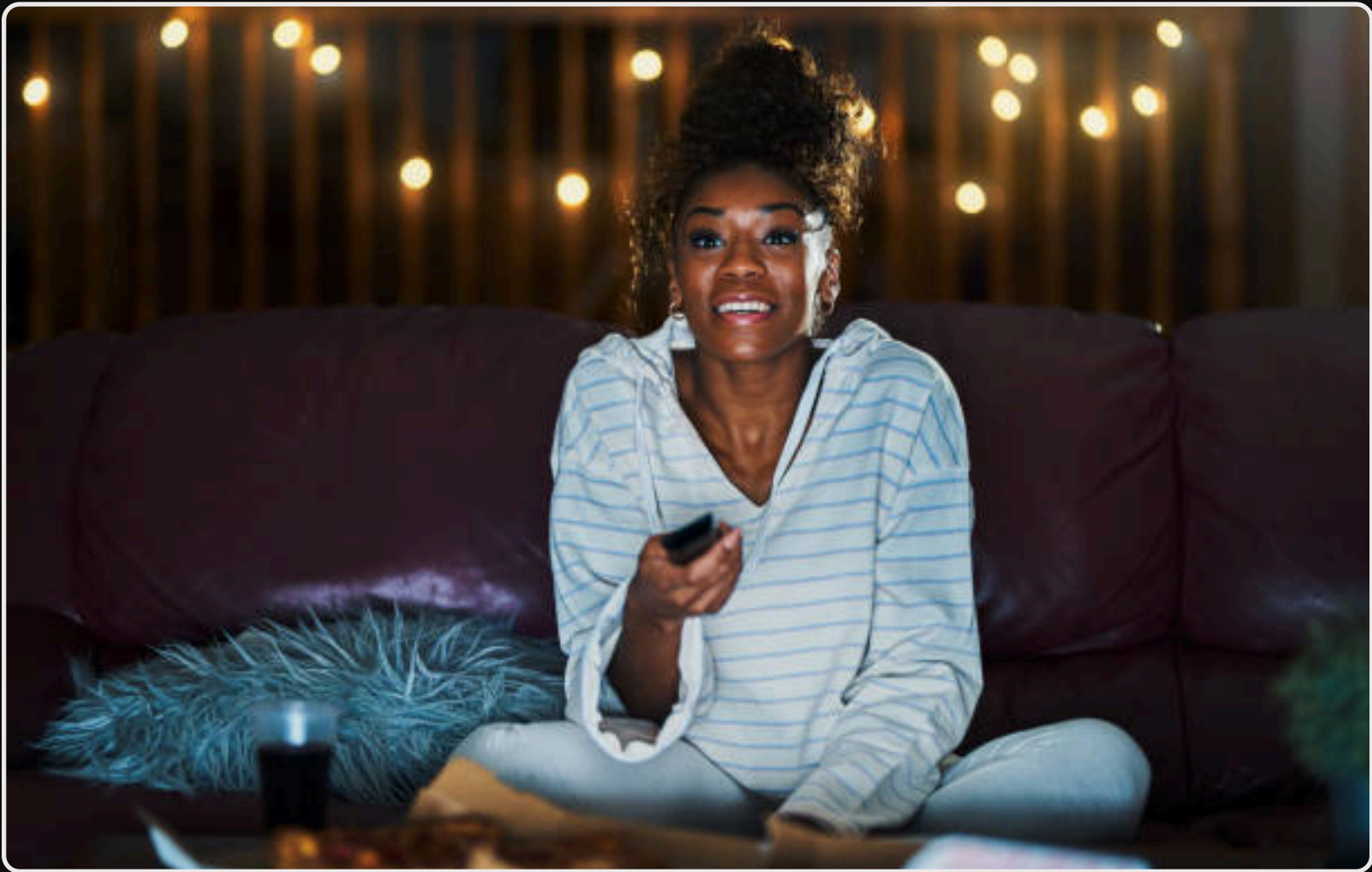
4+

Avg hours watched
daily

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

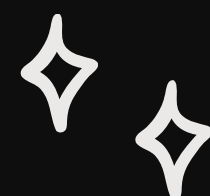


A45+ 44% are 45+





What Philons Are Saying in 2026



"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



"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



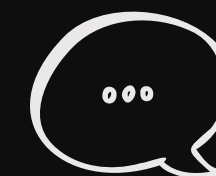
"We love Philo! I have a streaming service for all other channels, but my wife loves to be able to turn to the Cloud DVR on Philo to binge watch her favorite shows whenever she wants."

January 2026



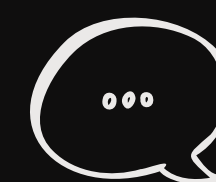
"I had YouTubeTV but it cost \$50 more a month. I don't watch local tv or sports so this works better for me."

January 2026



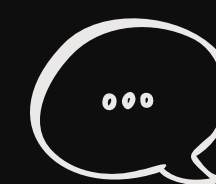
"I love Philo. 75 channels plus I have HBO max, discovery+ and AMC+ through philo for 33 a month."

January 2026



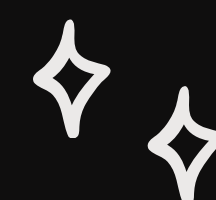
"My cable alternative! Love it! Had it for years!"

February 2026



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

February 2026



Philo Activation Opportunities



Addressable	Contextual	Innovation
Authenticated 1P audiences	Channel, Genre, Rating	Pause Ads
Audience Targeting	Seasonal + Cultural	A Positions
Device, Geo, Daypart (no charge)	Turn-key or Custom Fandom	Sponsorships BETA
Brand Safety Controls	Show level reporting transparency	Scene Level BETA

Philo is upgrading your watchlist

Available for Sponsorship

Featured
AVOD
Collections

Brought to you by
treatment

Seasonal
Tentpole
Collections

High SOV Media
Alignment

JUL



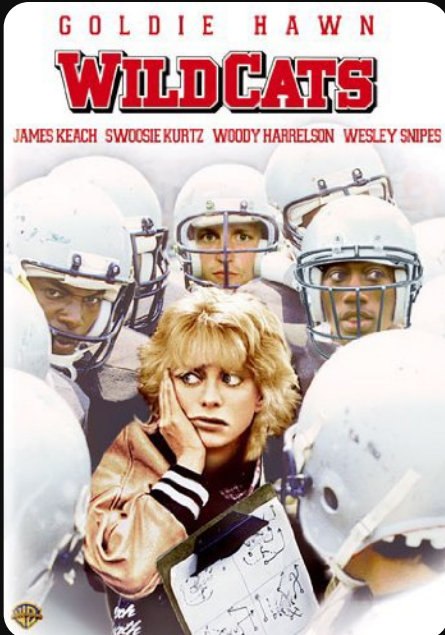
Shark Week

AUG



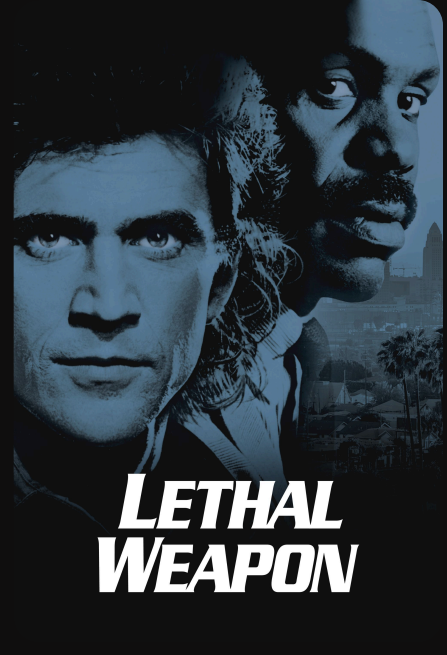
Back to School

SEPT



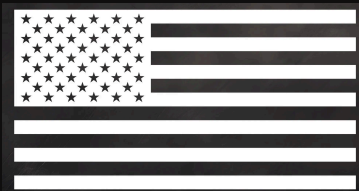
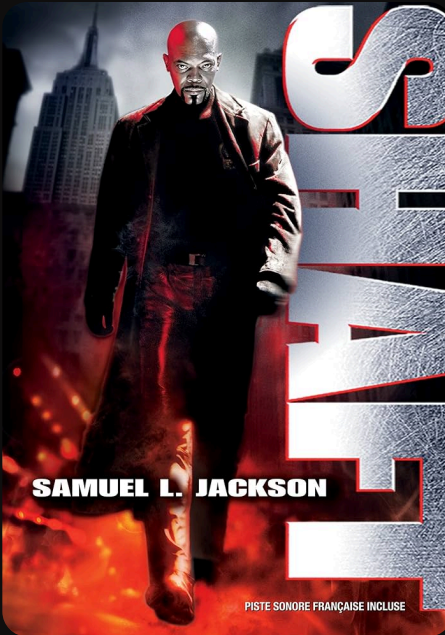
LatinX Heritage Month

OCT



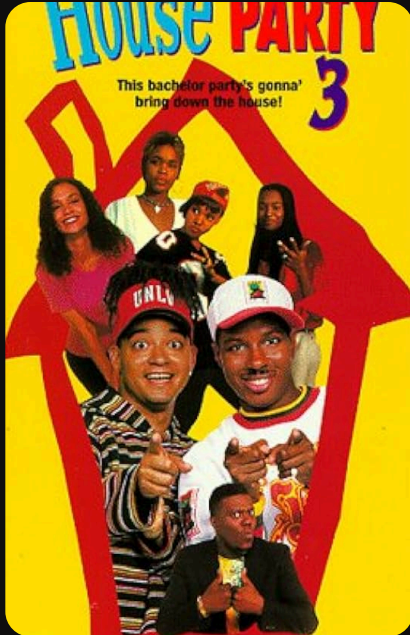
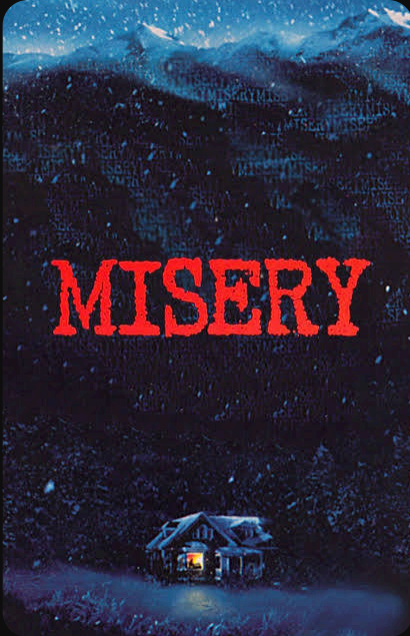
Halloween

NOV



Veteran's Day

DEC



Holidays

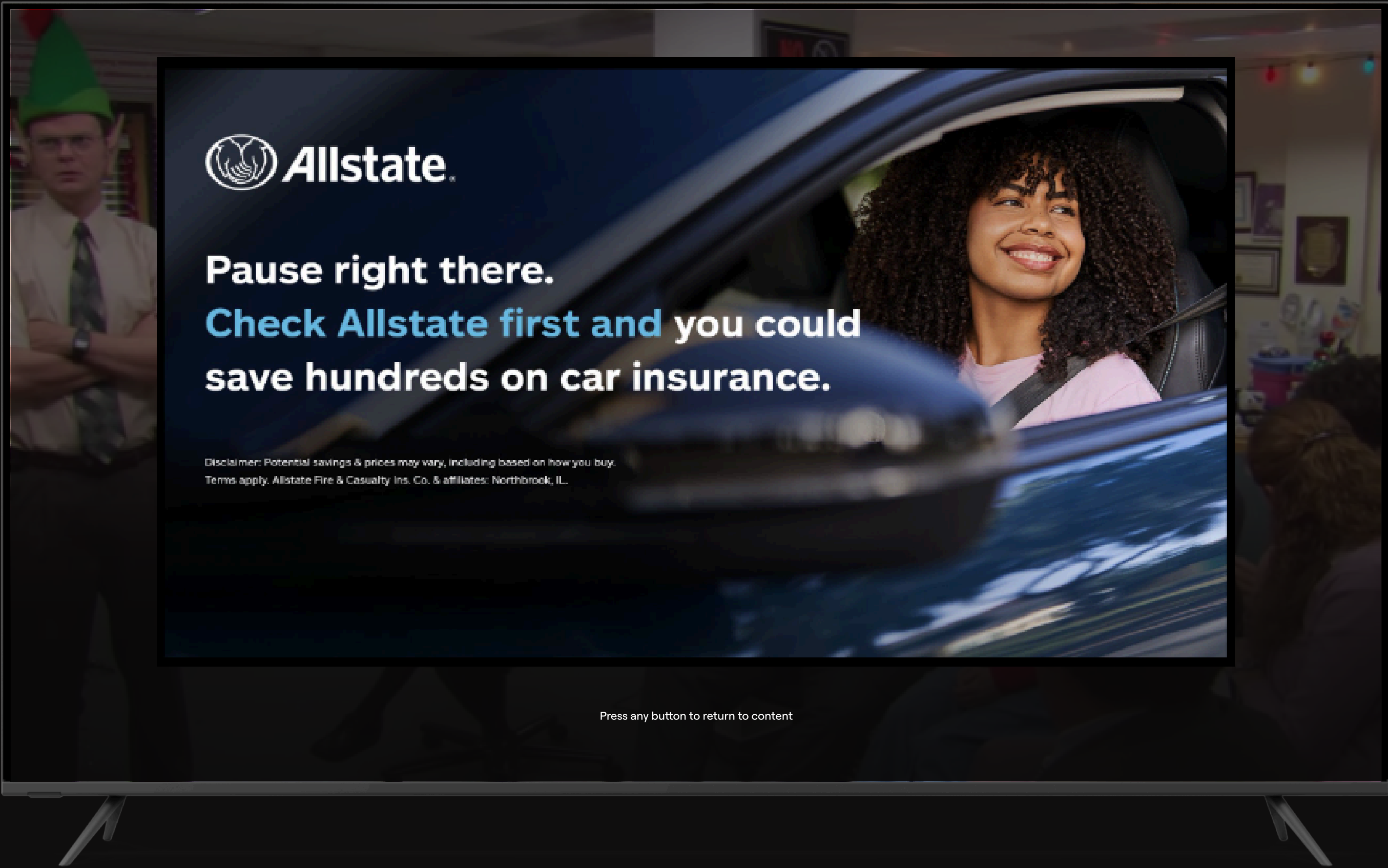
Philo is turning up the fun with blockbuster and seasonal favorites that make staying in feel like a night at the movies.

*Movie titles are subject to change and not available for individual sponsorship

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

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)



Thank you

