

Investor Call with Scott Salik at Carpe Canum Media

JUNE 16, 2022 | 2:00PM ET

Connected TV for Small-to-Mid Sized Businesses

We believe the emergence of connected TV advertising for local, small-to-mid sized businesses, and performance advertisers represents a significant catalyst for names within our ad-tech coverage list. Of the \$149 bil. in ad spend allocated to search/social ad channels in 2021, we believe over 50% was represented by small-to-mid sized businesses, whom covet user targeting, audience segmentation, measurement, attribution, and real-time data feedback. With the emergence of connected TV technology, these advertising attributes are now available on the biggest screen in the home. To access the connected TV ad channel, advertisers first need to produce a video creative...enter Carpe Canum Media.

Conference call date and time subject to change. To join the call or to obtain more information, please contact your Stephens sales representative.

About Scott Salik



Scott Salik
Carpe Canum Media

Scott Salik is a digital media executive, content strategist, and video technology expert, with 25+ years of diversified experience helping emerging and established companies tell their brand stories in relatable, engaging and profitable ways. He has worked on everything from local commercials to feature films and live global television specials. Scott has produced content all over the world.

About Carpe Canum Media

Based in Los Angeles, California, Carpe Canum Media is a media production Company creating connected TV commercials for local businesses, small-to-mid sized businesses and performance advertisers. With Connected TV technology, advertisers can now easily target specific viewers within specific geographic areas, driving ad spend efficiency. For advertisers to take advantage of Connected TV capabilities, Carpe Canum offers commercial production packages enabling any size business to have their own professionally produced, effective television commercial built for deployment on CTV.

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Topics of Discussion:

- Boots on the ground perspective of local, SMB, performance advertisers interest in CTV advertising.
- Various client examples, use cases and targeting techniques.
- Video production process - how quickly/easily CTV commercials are produced and deployed.
- QR code usage within CTV commercials and associated benefits.
- General CTV demand trends, observations and outlook.

Sample CTV commercials produced by Carpe Canum provided below:

<https://vimeo.com/showcase/8700043>

Conference Call Host

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