

ROKU

Group Overview

Production & Acquisition Trends

Language & Genre Trends

Top Partners



ROKU GROUP: Content Production, Acquisition & Top Partners

Vitrina is the **Global Sourcing Hub** for the Entertainment Industry. We track 120,000 companies in the supply-chain to help our members find partners, content and opportunities.

This report:

We analyzed the Roku Group for their content production, development and acquisition deal activities
Period : Jan 2021 to Sep 2023

ROKU GROUP & ITS SUBSIDIARIES

Key Statistics:

- Revenue (year ending June 30, 2023): **\$3.22B**
- Year-over-Year Growth: **5.69%**
- Number of Employees: **3,600**
- Number of active accounts (year ending 2022): **70 million**
- Number of streaming hours (year ending 2022): **87.4 billion**
- Claim by Company: **No. 1 TV Streaming Platform** in the U.S., Canada and Mexico by hours streamed.
- # of Apps on Channel Store: **10,000+**
- # of Live TV Channels on Roku Channel: **400+**

ROKU GROUP & SUBSIDIARIES

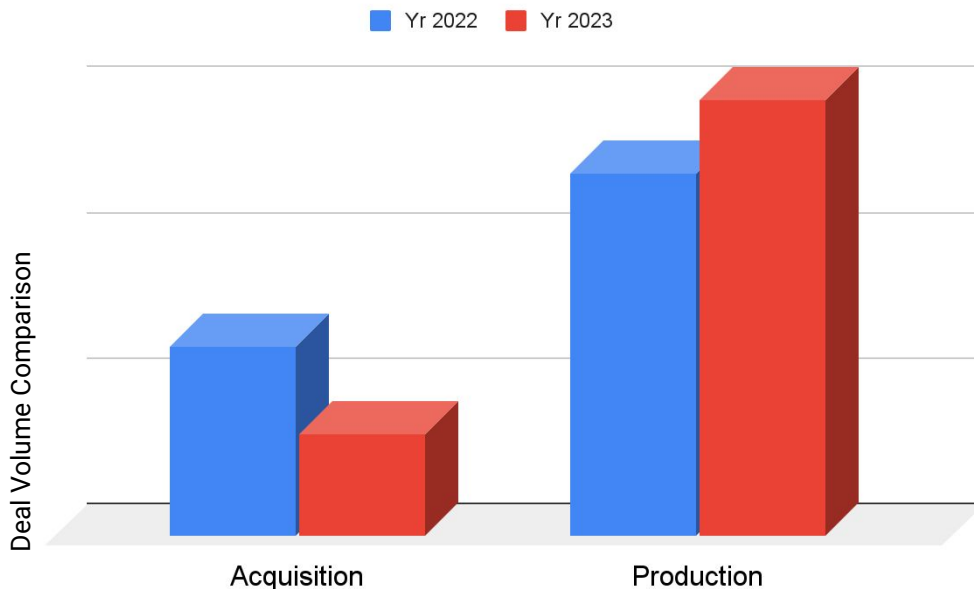






ROKU MIXING IT UP WITH ROSTER OF ORIGINAL PRODUCTIONS & ACQUISITIONS

- Roku acquired 75+ Quibi Originals in 2021;.Deal Value est. <100MN\$; Boosted AVOD catalog
- That explains their lower acquisitions over the last two years
- Roku Productions have focused on Hispanic, Unscripted and Reality



ROKU MIXING IT UP WITH ROSTER OF ORIGINAL PRODUCTIONS & ACQUISITIONS

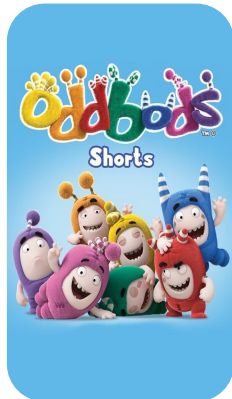
Acquisitions

- Continues to build on catalog:
 - **Preschool** content and Kids animation
 - **K-Dramas** from CJ ENM
 - Festive Specials & Holiday content
 - Cooking **Reality** content

Productions

- Recent production projects focus on:
 - **Hispanic** Dramas with Spanish Originals
 - US Focussed Unscripted Sports **Documentaries**
 - **Reality Formats** & Spin-offs

Pre-School



K-Dramas



Reality



Hispanic



Sports Docs



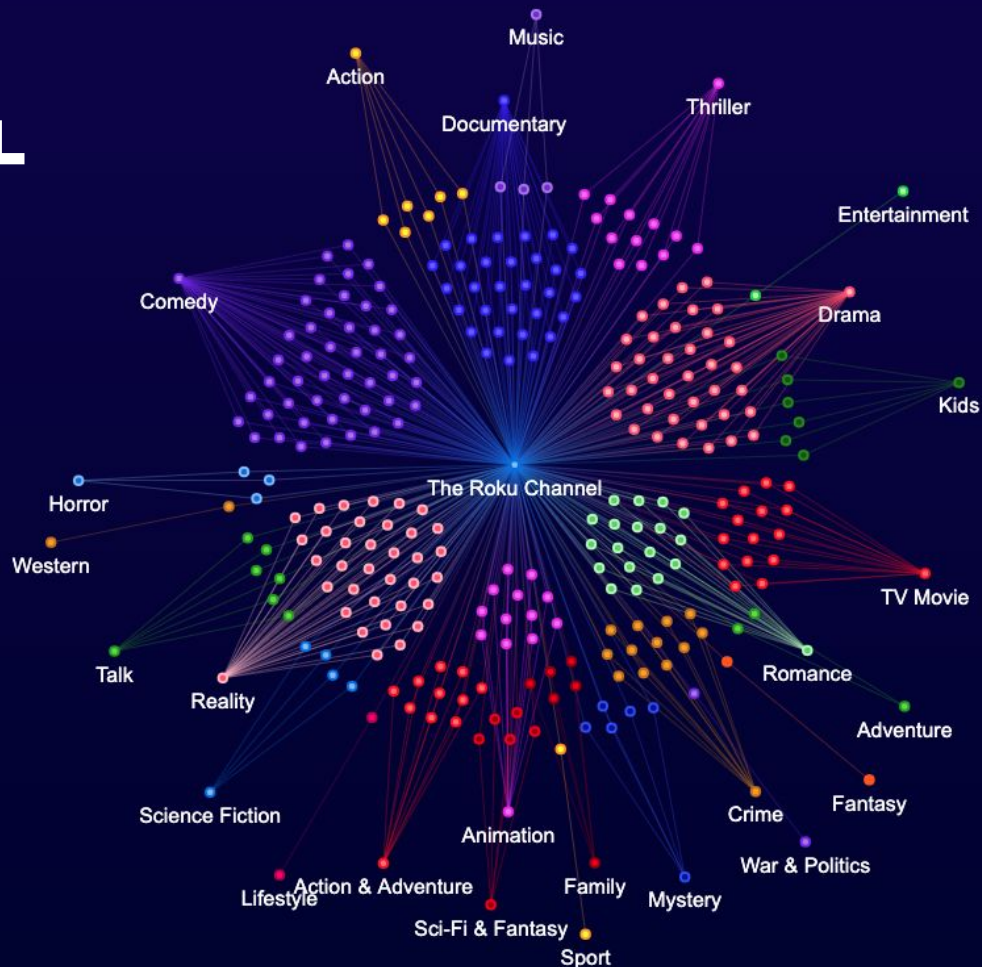
Reality Formats



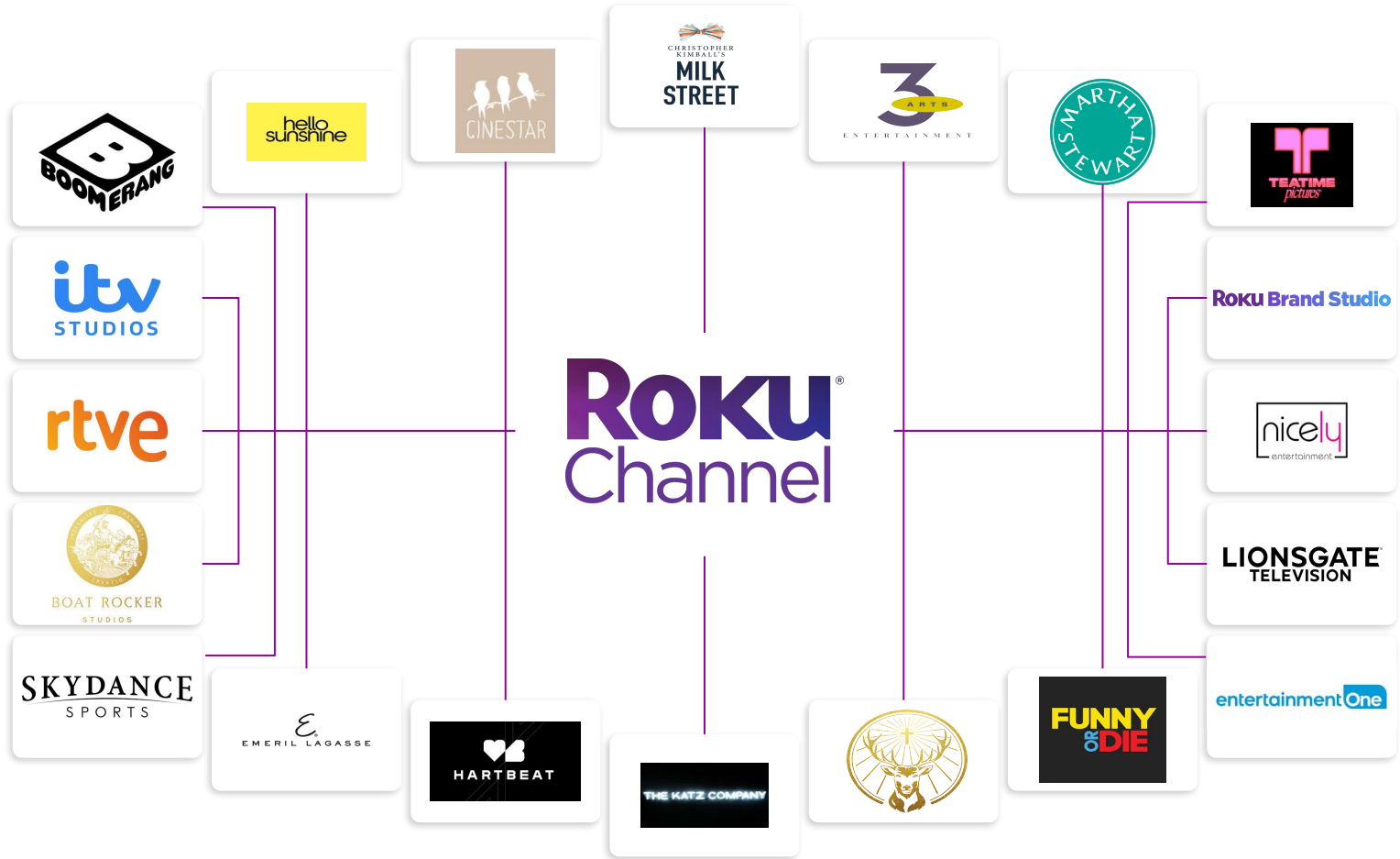
THE ROKU CHANNEL GENRE DISPERSION

Drama, Comedy:
Includes Quibi Libraries

Documentary, Reality:
More Recent Investments



ROKU CHANNEL AND THEIR TOP PARTNERS



ROKU AND THEIR THIRD PARTY DEVELOPER PARTNERS

Third Party Roku Developer	Apps/Channels Launched	Third Party Roku Developer	Apps/Channels Launched

Thank You.