

Quarterly Industry Update

As of December 31, 2016

Industry: Video Streaming and Content



Industry Summary

Cogent Valuation identified Video Streaming and Content publicly traded companies, IPOs, and recent M&A transactions within the Video Streaming and Content industry, which provides a basis for market and transaction pricing that can be used by your firm in estimating market sentiment and its impact on your firm's value. Over the last year since December 31, 2015, the median 52-week share price return of the Video Streaming and Content industry was 9.1%. Between December 31, 2014 and December 31, 2016, the median EV/EBITDA multiple decreased from 23.2 to 19.1.

Comparable Public Company Key Statistics

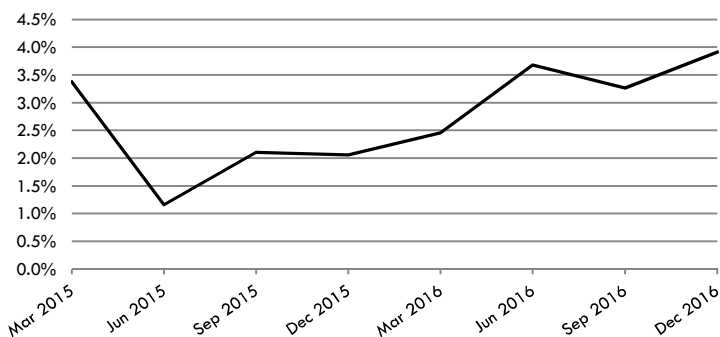
Median 52-Week Return	9.1%	Median EV/Revenue Multiple	3.9x	Median Price/Earnings Multiple	27.9x
Median 3-Year CAGR Return	8.4%	Median EV/EBITDA Multiple	19.1x	Median EV/Gross CF Multiple	19.9x

Comparable Public Company Market Price Returns As of December 31, 2016

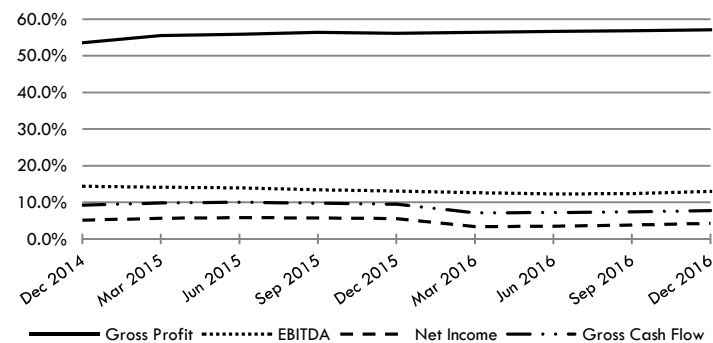
	YTD	3 Month	1 Year	2 Year	3 Year	5 Year	2015	2014	2013	2012	2011
Alphabet Inc.	1.7%	-0.7%	1.7%	21.3%	N/A	N/A	44.6%	N/A	N/A	N/A	N/A
Brightcove Inc.	29.8%	-38.3%	29.8%	1.7%	-17.1%	N/A	-20.3%	-45.0%	56.4%	N/A	N/A
Dish Network Corp.	1.3%	5.8%	1.3%	-10.9%	0.0%	15.3%	-21.6%	25.8%	59.1%	27.8%	44.9%
Facebook, Inc.	9.9%	-10.3%	9.9%	21.4%	28.2%	N/A	34.1%	42.8%	105.3%	N/A	N/A
Limelight Networks, Inc.	72.6%	34.8%	72.6%	-4.6%	8.4%	-3.2%	-47.3%	39.9%	-10.8%	-25.0%	-49.1%
Nefflix, Inc.	8.2%	25.6%	8.2%	59.3%	33.0%	65.7%	134.4%	-7.2%	297.6%	33.6%	-60.6%
Median of Industry Public Companies	9.1%	2.5%	9.1%	11.5%	8.4%	15.3%	6.9%	25.8%	59.1%	27.8%	-49.1%

(Multiple year periods are calculated as the average annual return.)

Median Quarterly Revenue Growth of All Video Streaming and Content Companies



Median Gross Profit, EBITDA, Net Income and Gross Cash Flow Margins



Median Public Company Multiples of the Video Streaming and Content Industry

Date:	12/31/2014	3/31/2015	6/30/2015	9/30/2015	12/31/2015	3/31/2016	6/30/2016	9/30/2016	12/31/2016
EV/Revenues Multiple	2.6x	2.6x	3.0x	2.7x	2.6x	2.2x	2.4x	2.8x	3.9x
EV/EBITDA Multiple	23.2x	14.8x	15.1x	15.8x	19.7x	18.3x	16.0x	17.2x	19.1x
EV/Gross Cash Flows Multiple	35.7x	37.4x	20.2x	18.8x	22.5x	21.9x	20.2x	20.5x	19.9x

This industry research is provided at no charge to Cogent Valuation's clients. Research or detailed information not covered in this report can be obtained for a fee. Contact Steven Kam at 415-392-0888 for additional information or questions in connection with this research report. Copyright © 2017 Cogent Valuation. All Rights Reserved.

Quarterly Industry Update

As of December 31, 2016

Industry: Video Streaming and Content

Industry Initial Public Offerings (dollars in millions, except share prices)

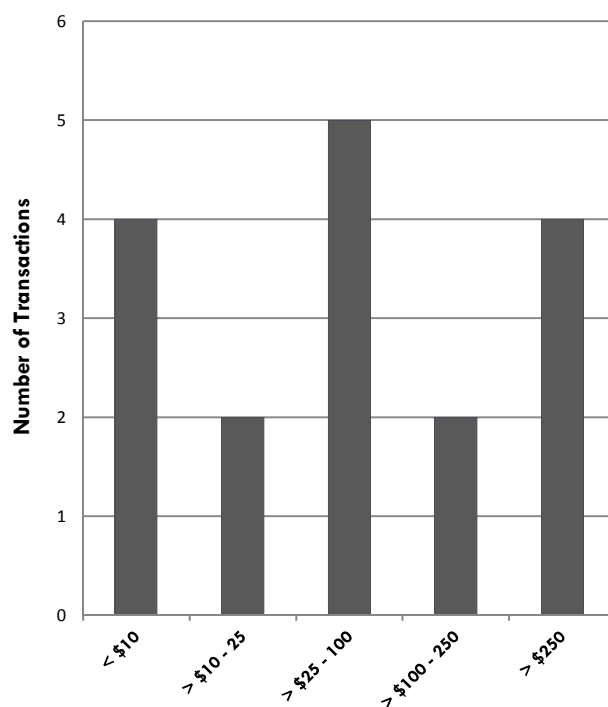
Offer Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets	Debt	LTM Revenues	LTM EBITDA	LTM Net Income	LTM Cash Flows
12/2/2013	SyQic Plc	\$1.01	4.0	\$5.2	\$5.9	\$0.7	\$5.1	\$0.9	\$0.7	\$1.0
5/17/2012	Facebook, Inc.	\$38.00	421.2	\$16,006.9	\$6,859.0	\$706.0	\$4,038.0	\$2,131.0	\$972.0	\$2,493.0
6/7/2007	Limelight Networks, Inc.	\$15.00	16.0	\$240.0	\$79.1	\$25.0	\$76.4	\$10.0	(\$9.4)	\$23.9
5/22/2002	Nefflix, Inc.	\$15.00	5.5	\$82.5	\$44.7	\$6.6	\$89.4	(\$12.0)	(\$22.5)	(\$6.4)
Median of All IPOs		nm	nm	\$161.3	\$61.9	\$15.8	\$82.9	\$5.4	(\$4.3)	\$12.4

nm: not meaningful, N/A: not applicable

Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

Transaction Date	Target	Acquirer	Transaction Size	% Bought
12/19/2016	Opera TV AS	Moore Frères & Company	\$114.3	100%
9/27/2016	Polycom, Inc.	Siris Capital Group, LLC	\$1,928.8	100%
6/30/2016	Versus LLC	Opal Energy Corp.	\$3.4	100%
6/21/2016	Cablevision Systems Corp.	BC Partners	\$19,433.3	100%
6/6/2016	Stitcher, Inc.	Midroll Media, LLC	\$4.5	100%
5/23/2016	IrishCentral LLC	N/A	\$3.0	100%
5/18/2016	Time Warner Cable	Charter Communications	\$78,746.5	100%
2/29/2016	Thomson Video Networks	Harmonic International AG	\$90.1	100%
12/18/2015	TeraLogics, LLC	Cubic Corporation	\$39.0	100%
12/17/2015	iConcerts SA	Stingray Digital Group Inc.	\$8.6	100%
10/19/2015	Elemental Technologies	Amazon Web Services, Inc.	\$296.0	100%
5/20/2015	Booxmedia Oy	Amino Technologies plc	\$11.6	100%
4/30/2015	ActiveVideo Networks, Inc.	Charter Communications	\$135.0	100%
3/20/2015	Pacific Avionics Pte. Ltd.	Rockwell Collins, Inc.	\$24.0	100%
2/17/2015	HRTV, LLC	ODS Technologies, L.P.	\$73.4	100%
1/30/2015	DivX, LLC	NeuLion, Inc.	\$66.0	100%
10/31/2014	Fanhattan, Inc.	Rovi Corporation (nka:TiVo)	\$38.1	100%
Median of the 17 M&A Transaction Targets			\$66.0	100%

Size of the 17 M&A Transactions (dollars in millions)



Definitions of Financial Terms Used in this Quarterly Industry Update:

Enterprise Value (EV): Market Value of Equity + Market Value of Debt - Cash

Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA): Profitability metric sometimes also referred to as operating profit or operating earnings.

Gross Cash Flows: Net Income + Depreciation and Amortization Expense

Latest Twelve Months (LTM): Financial information is as of the latest twelve months through the date of this Quarterly Industry Update.

Disclosures and Limitations: This research report is for informational and discussion purposes only. Information presented herein is not investment advice of any kind to any person and does not constitute a recommendation as to the purchase or sale of any interests or as to any other course of action. General, financial, and statistical information concerning the details of this report and related industry are from sources Cogent Valuation believes to be reliable. Cogent Valuation has accurately reflected such information in this research report; however, Cogent Valuation makes no representation as to the sources' accuracy or completeness and has accepted this information without further verification. Neither all nor any part of the content of this report may be conveyed to the public through advertising, public relations, news, sales, mail, direct transmittal, or other media without the prior written consent of Cogent Valuation. Cogent Valuation's research is as of the date reported herein. Cogent Valuation has no affiliation with any of the companies comprising the industry used as a basis for research in this report, nor does Cogent Valuation hold any investments in the companies listed herein. The content of this report may be used, in part, as a basis for any work that Cogent Valuation performs for you in the future at the sole discretion of Cogent Valuation. THIS REPORT IS NOT TO BE USED OR CONSIDERED UNDER ANY CIRCUMSTANCE BY ANYONE AS INVESTMENT ADVICE. This industry research is provided at no charge to Cogent Valuation's clients. Research or detailed information not covered in this report can be obtained for a fee. Contact [Steven Kam](mailto:Steven.Kam@CogentValuation.com) at 415-392-0888 for additional information or questions in connection with this research report. Copyright © 2017 Cogent Valuation. All Rights Reserved.