



ATMOSPHERE

BETTER TV FOR BUSINESS

WHY ATMOSPHERE TV?

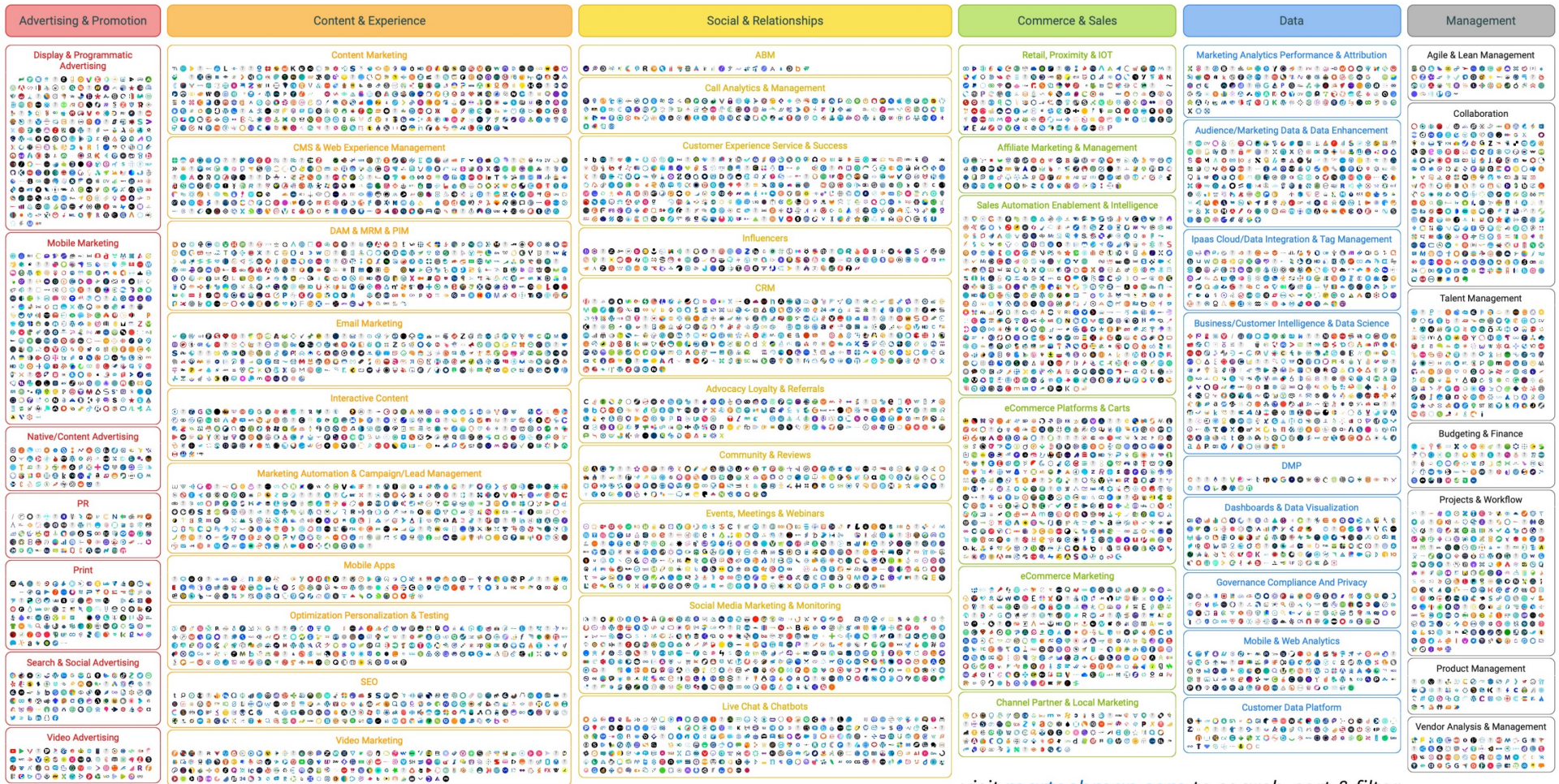
TV FOR BUSINESSES IS BROKEN.

- Retail businesses do not have the TV audio on and closed captions are not the solution

Atmosphere TV is the **leading streaming TV** service for businesses offering free - ad supported TV

- Plug and play the Atmosphere TV device that easily connects to existing TV's
- 60+ channels featuring audio-optional, family-friendly content uniquely curated to suit any mood or vibe
- Engage your customers with content they are watching on their phones
- Break free from expensive, 'one size fits all' cable provider packages
- Digital Signage gives you the capability to do digital marketing inside your rooftop
- No Costs (stream a minimum of 40 hours per month/1.5 hours p/day)
- No Contracts
- No Licensing Fees





Marketing Technology Landscape

The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1,936

Social & Relationships 1,969

Commerce & Sales 1,314

Data 1,258

Management 601

Access all the data of this landscape & more at martech5000.com



2019
7,040 solutions



2018
6,829 solutions



2017
5,381 solutions



2016
3,874 solutions



2015
1,876 solutions



2014
947 solutions



2011

Marketing Technology Landscape



2012

Marketing Technology Landscape



2014

chiefmartec.com Marketing Technology Landscape



2015

chiefmartec.com Marketing Technology Landscape



2016

chiefmartec.com Marketing Technology Landscape



2017

chiefmartec.com Marketing Technology Landscape ("Martech 5000")



2018

chiefmartec.com Marketing Technology Landscape ("Martech 5000")



2019

chiefmartec.com Marketing Technology Landscape ("Martech 5000")



2020



8,000

~150

~350

~1,000

~2,000

~3,500

~5,000

~6,800

~7,000



Adjunct Lecturer:

- Foundations of Sales & Sales Management
- Digital Marketing (WPMBA)
- Advertising Technology (WPMBA)
- Independent Studies (WPMBA)



Instructor, Institute for Leadership Advancement



Head of Local & Regional Advertising Sales



2016 Google Global Race to Rio



Advanced Search Certified



Advanced Analytics Certified



Buy-ology Enthusiast

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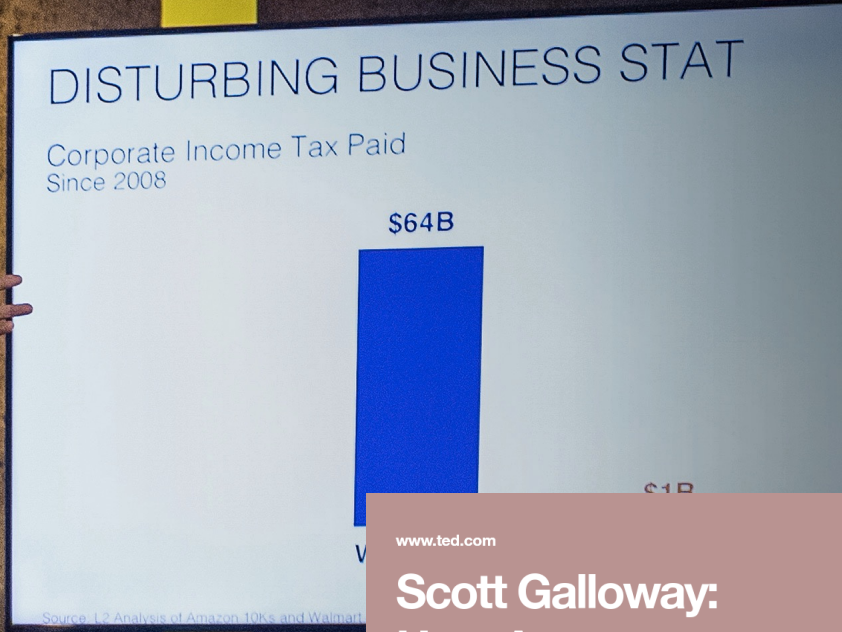


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www.ted.com

Scott Galloway:
How Amazon,
Apple, Facebook
and Google
manipulate our
emotions | TED Tal...



“He's angry that the “Four Horsemen” — as he calls them — **employ only 418,000** employees (about the population of Minneapolis), but they **have a combined stock market value** (\$2.3 trillion) **that is roughly the GDP of France**, a developed nation of 67 million citizens.”

Google = God

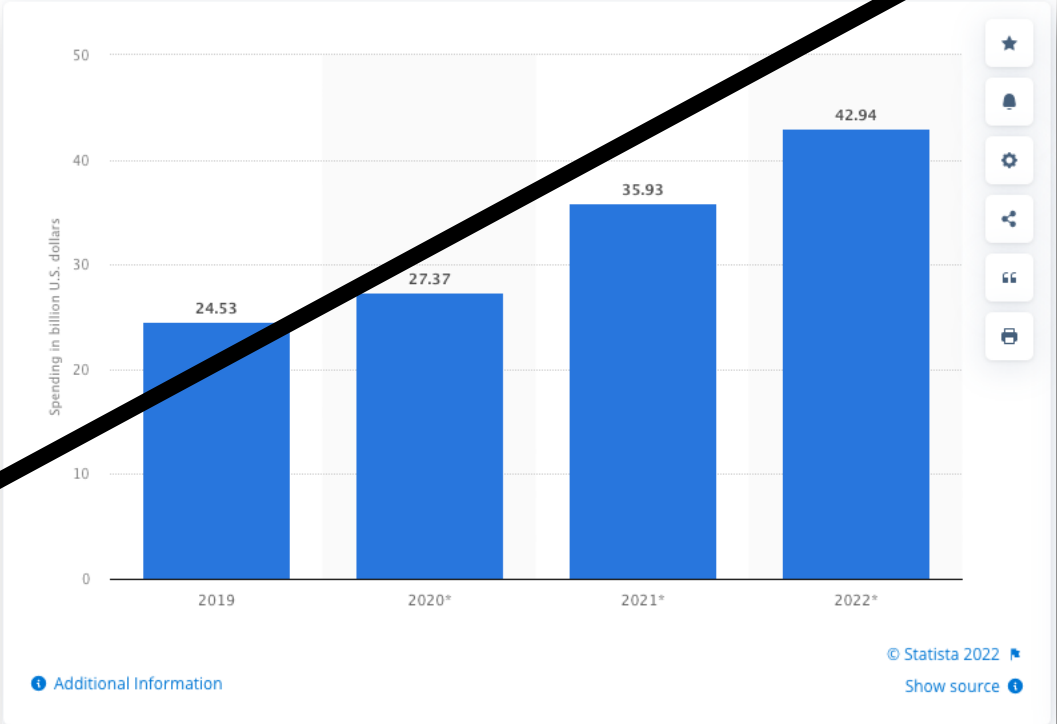
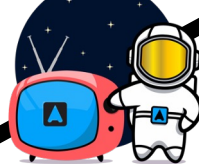


= Sex

amazon.com[®] = Consumption

facebook[®] = Love

Programmatic digital video ad spend (U.S.)



Next BILLION Dollar STARTUPS 2022

Aug 16, 2022, 06:30am EDT

With markets down and tech investors skittish, it's been a challenging year for young, venture-backed startups. The 25 represent the ones we think have the best chance of reaching a billion-dollar valuation.

Edited by Amy Feldman

Reporters: Nina Bombyshaeva, Igor Bosilkovski, Elisabeth Brier, Kenrick Cai and Will Yakowicz

Atmosphere

Founders: **Alen Durbuzovic, Michael Grisko, John Resig, Leo Resig (CEO), Eric Spielman**

Equity raised: **\$140 million**

Estimated 2021 revenue: **\$25 million**

Lead investors: **S3 Ventures, SageView Capital, Valor Equity Partners**

Nearly four-year-old Atmosphere offers what CEO Leo Resig, 42, describes as “audio-optional” videos from YouTube, Snapchat, TikTok and other sources for bars, beauty salons, doctors’ offices and other businesses.

Resig and his brother John, 43, had first delved into the world of streaming in 2015





=



Shared Experience



Shared Experience

WHAT IS ATMOSPHERE?

PLACE BASED TV TO REACH THE UNREACHABLE

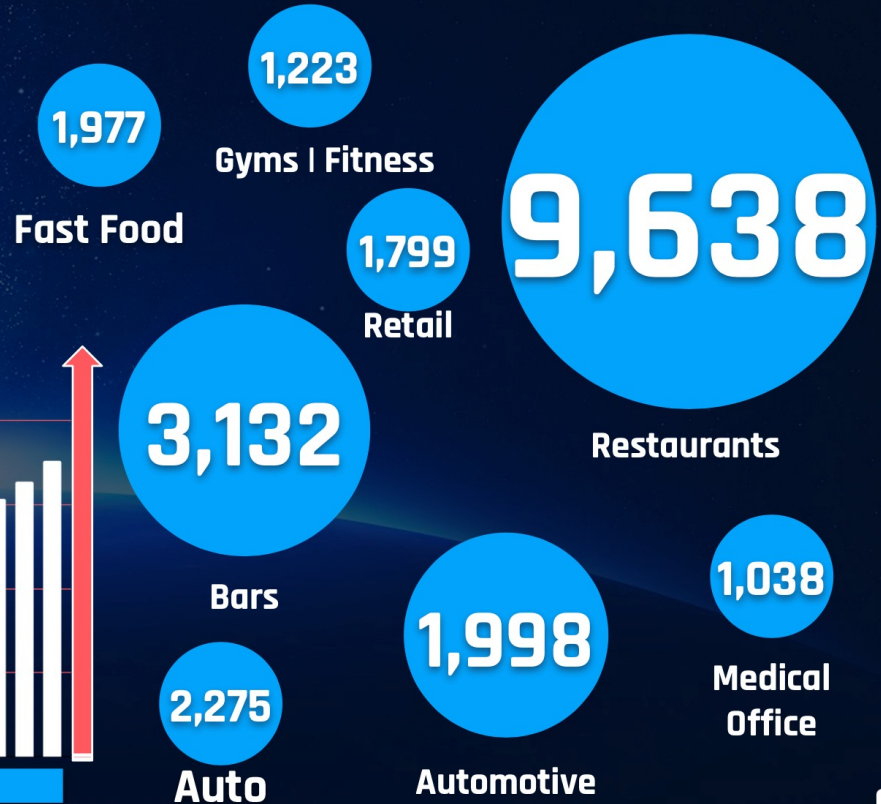
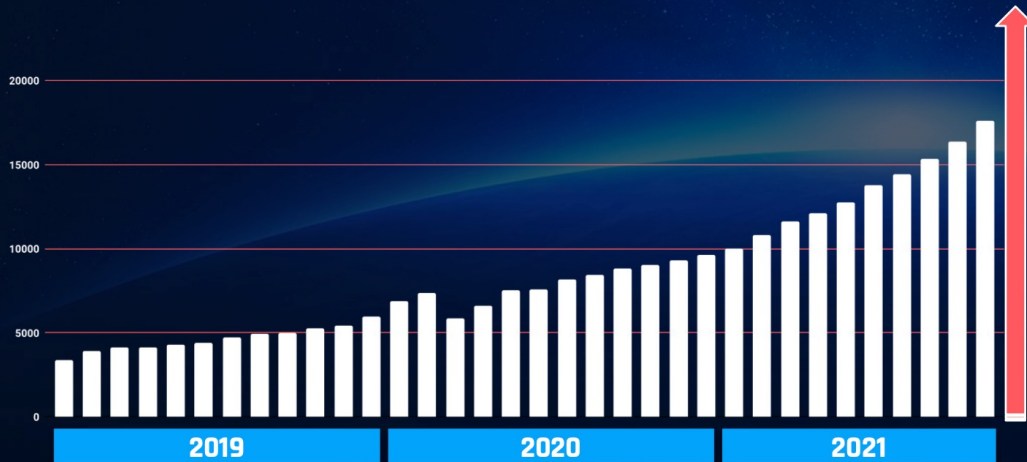
Sitting at the convergence of **CTV** | **DOOH** | **Linear**
| **Digital** - partners are able to:

- **REACH** audiences at scale when they're out of their homes and ready to spend
- **TARGET** custom audiences nationwide or hyperlocal
- **ALIGN** with major tentpole and sporting events efficiently



ATMOSPHERE'S MASSIVE REACH GROWS DAILY: 30K+ VENUES TODAY...55K VENUES BY EOY 2022

- **250+** DMA's
- **82 Million** Monthly Viewers
- **1 Billion** Monthly Impressions
- **22 Million** Unique Monthly Viewers



We think we're cool ... we hope you'll think we're cool too...

What we **solve** for our advertisers:

- Efficient access to premium Video/TV/Streaming Inventory
- Raise brand awareness/credibility for their brand
- Drive on-premise sales
- Drive foot traffic & off-premise sales



NETFLIX

GRUBHUB



amazon.com



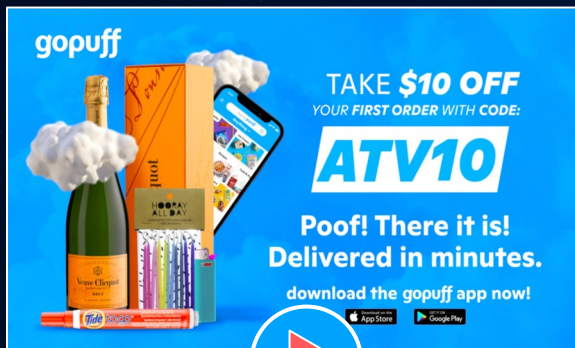
BUD LIGHT
SELTZER

Coors
LIGHT



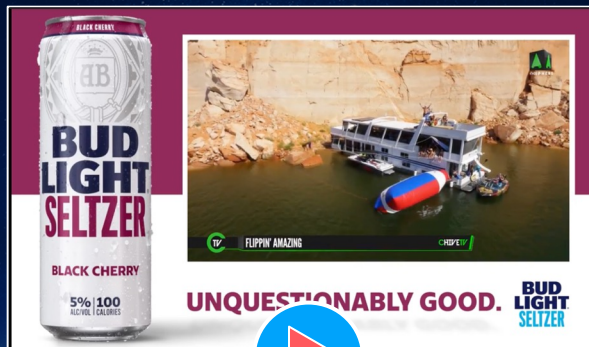
POWERFUL & PREMIUM VIDEO PRODUCTS

DYNAMICALLY ENGAGE WITH POTENTIAL CUSTOMERS



:30 VIDEO ADS

Take Existing **Video Media & Run** Across Atmosphere Screens



CHANNEL RE-SKINS | L-FRAMES

Be Right **Next To Engaging Content** While Delivering Meaningful Impressions



CUSTOM & ORIGINAL CONTENT

Create **Authentic Experiences** Based On Brand Objectives & Marketing KPIs

Click Bold Words To Watch





ATMOSPHERE

THANK YOU!