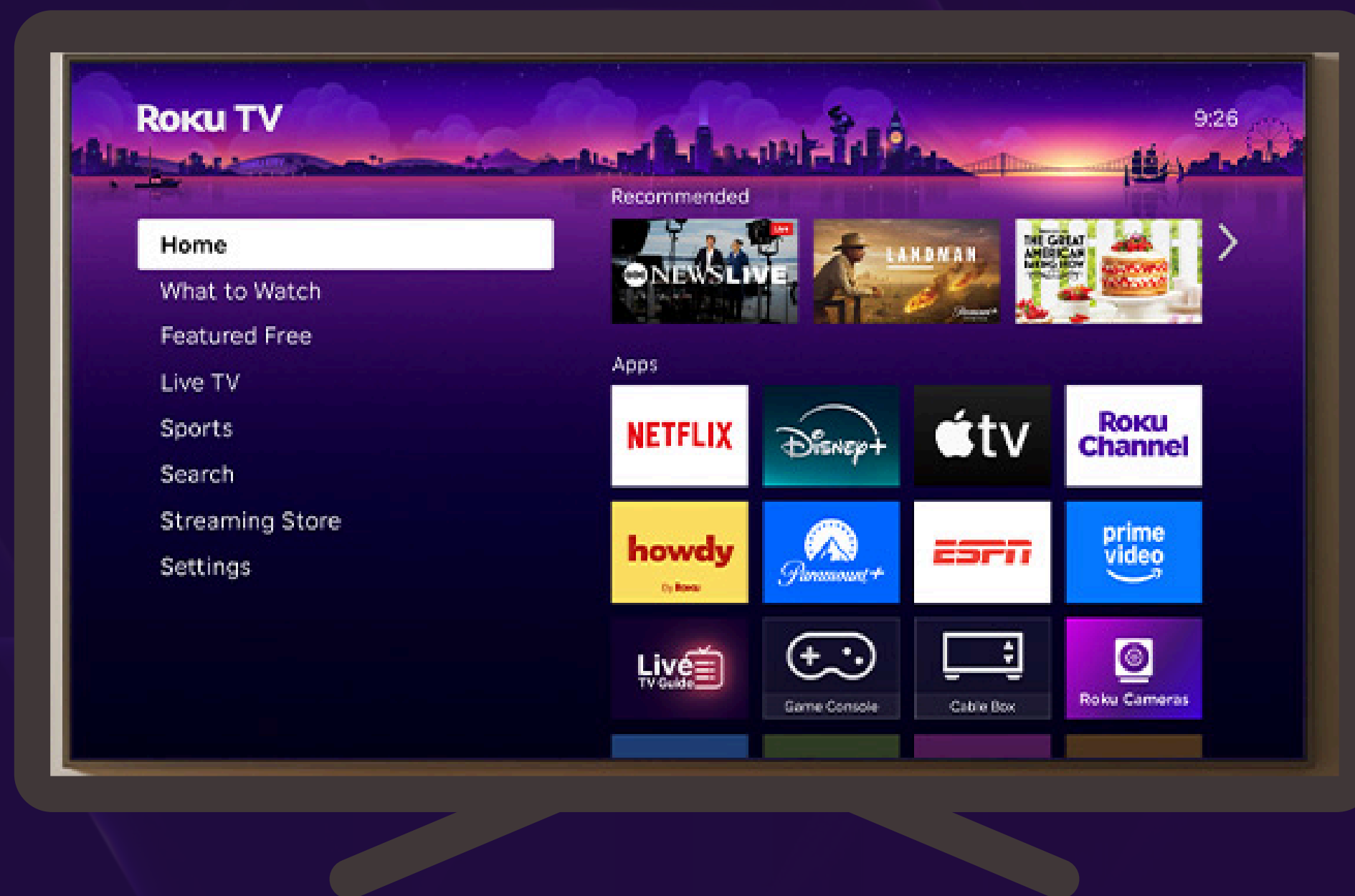


# ROKU

**Client Analysis**

# INTRODUCTION



# CORPORATE OVERVIEW

**ROKU DOES NOT SPONSOR THE INTERNATIONAL OLYMPIC COMMITTEE DIRECTLY!**

- **Functions as distribution and advertising infrastructure power**
- **As of 2025, Roku is the #1 TV streaming platform in the U.S., Canada, and Mexico by hours streamed**
- **Pioneered TV streaming**



Roku



Don't miss a minute with event coverage, highlights,



# CORPORATE OVERVIEW

## BRAND VALUES

**“Connect and benefit the entire TV ecosystem”**

**Simplicity & discoverability**

**Platform neutrality, streaming accessibility, and advertising innovation**

## BUSINESS STRUCTURE & GLOBAL OPERATIONS

**Tens of millions of accounts active worldwide**

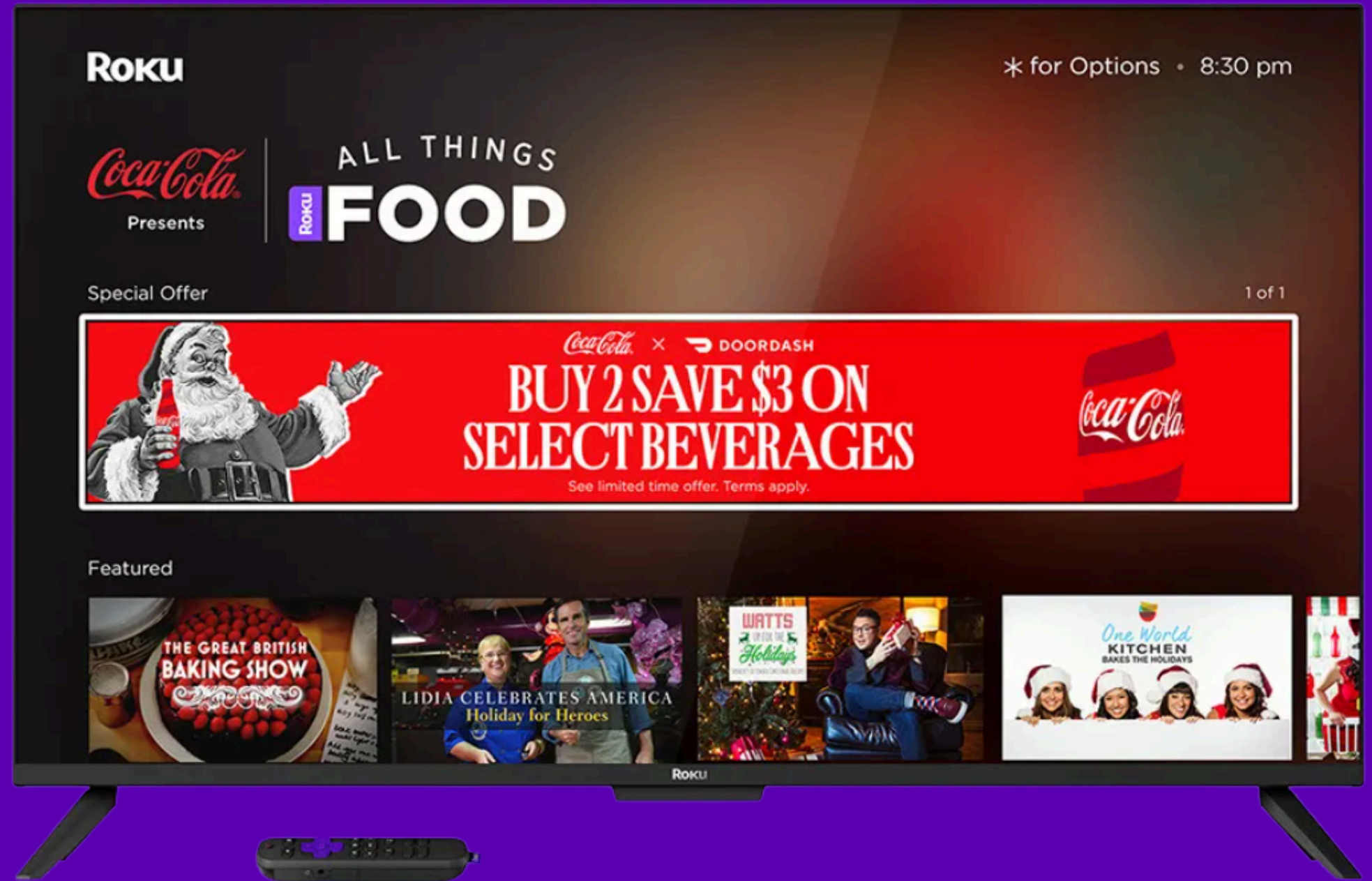
**Operates as both a hardware and platform business**

**Generates 85-90% of revenue through ads, subscription fees, and transactional revenue**



# ADVERTISING STRATEGY

- One View
- Scale, continuous innovation, and first-party streaming
- The Roku Channel
- Advertising Platform



# ADVERTISING STRATEGY

- **One View**
- **Scale, continuous innovation, and first-party streaming**
- **The Roku Channel**
- **Advertising Platform**



# HISTORICAL DEVELOPMENT & BRAND EVOLUTION

**2002**

**ROKU FOUNDED**

**2008**

**STREAMING PLAYER  
LAUNCH**

**2020**

**ONE VIEW LAUNCH**

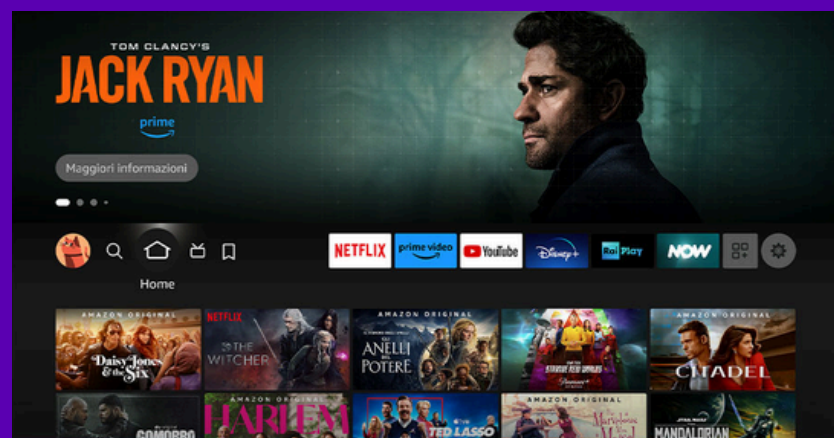
**2021**

**OLYMPIC STREAMING**

# COMPETITION

# TOP 3 COMPETITORS

## AMAZON FIRE TV



**“Smarter” integrated television and smart home features**

**Voice first navigation**

**Amazon ad infrastructure**

## APPLE TV



**Deep ecosystem integration**

**Subscription service (Apple TV+)**

**Quality > Quantity**

**Apple brand identity**

## GOOGLE CHROMECAST



**Algorithm driven recommendations powered by data**

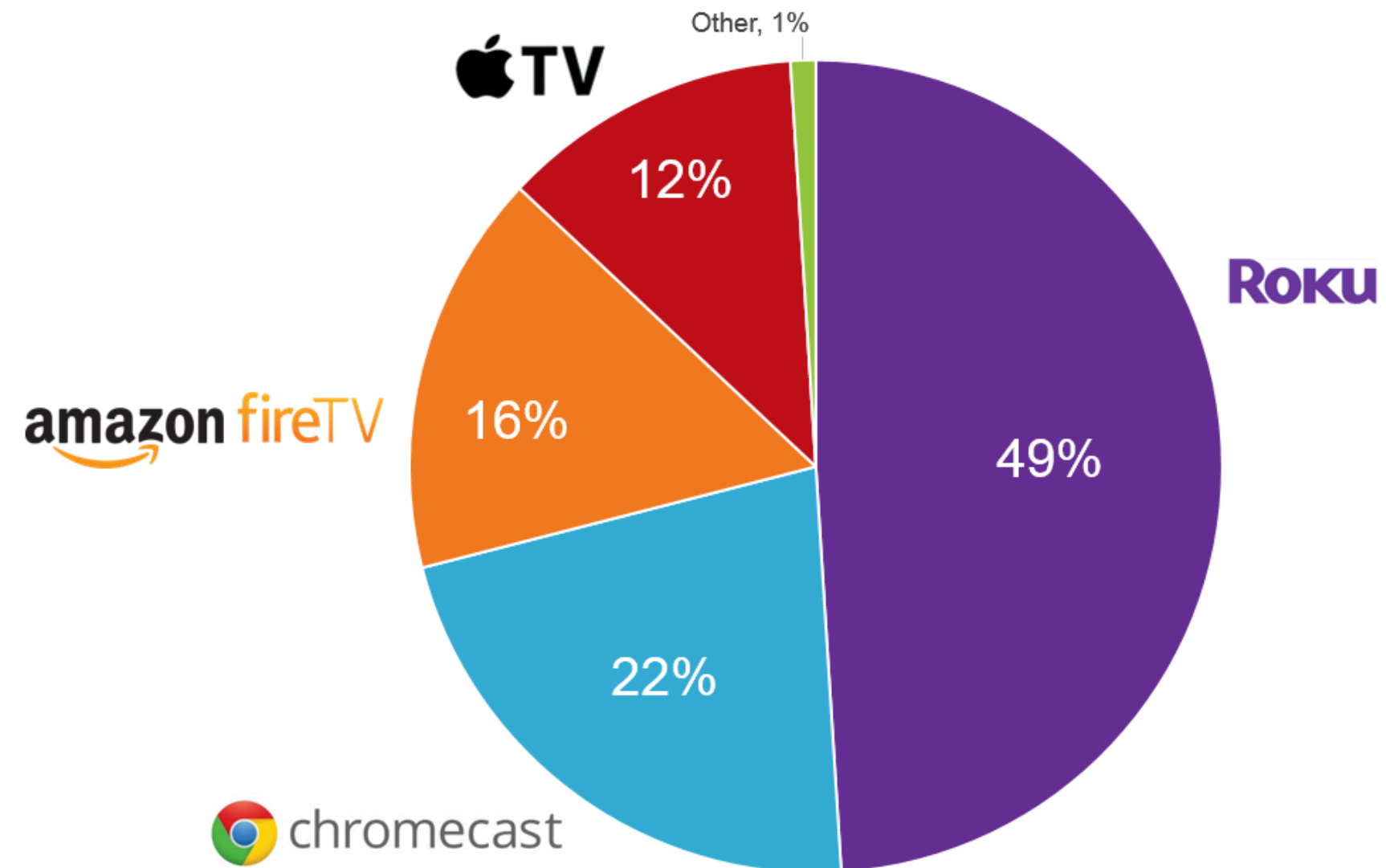
**Compatible with Android & Google**

**Cross-platform ad ecosystem**

# BRAND DIFFERENTIATION

## Device Share Amongst OTT Streaming Devices

Source: comScore Total Home Panel Custom Analysis, U.S., March 2016

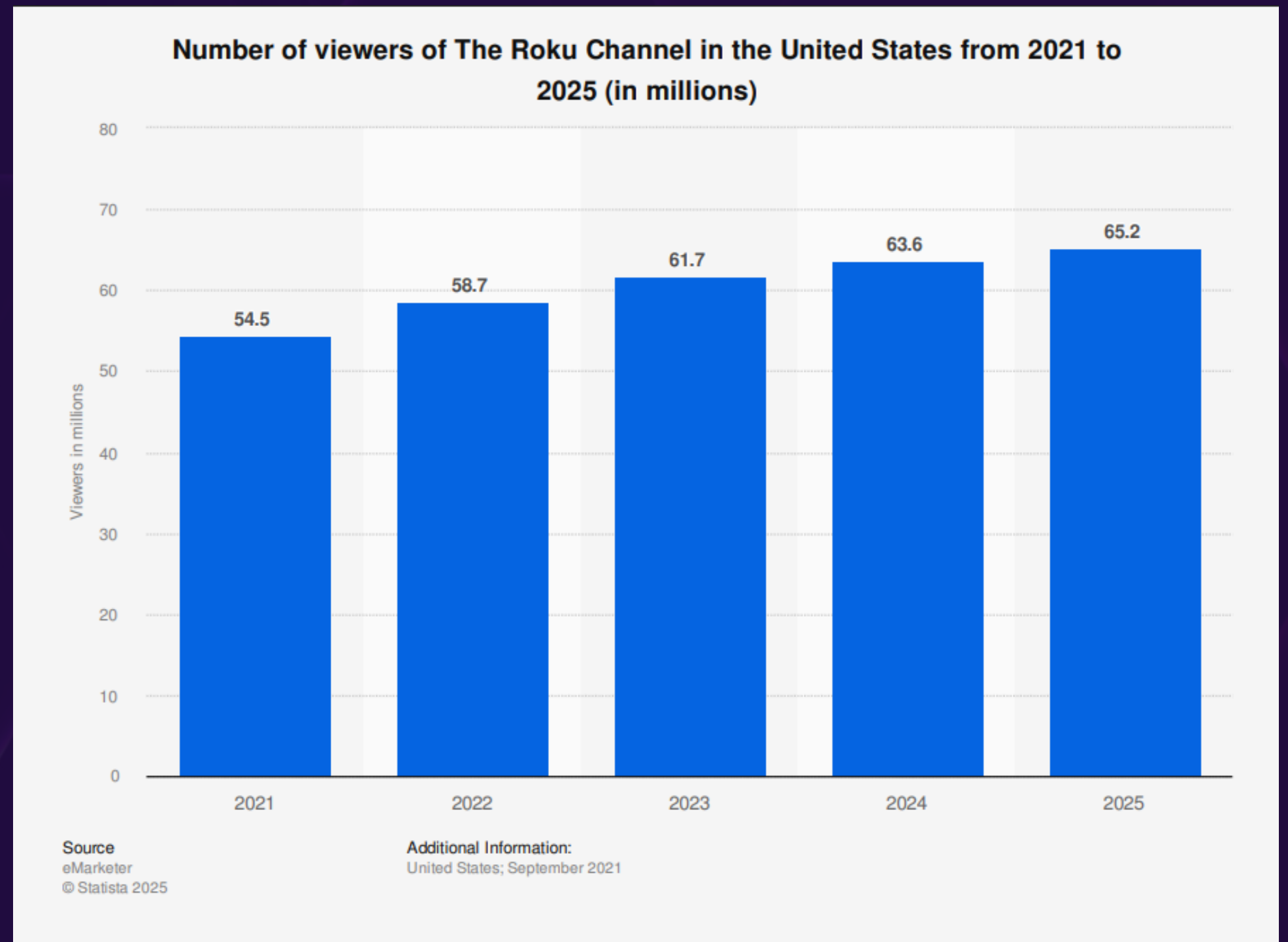


- **Prioritizes discovery**
- **Neutral Platform**
- **Engaging and shares stories**
- **First party streaming data**

(Comscore)

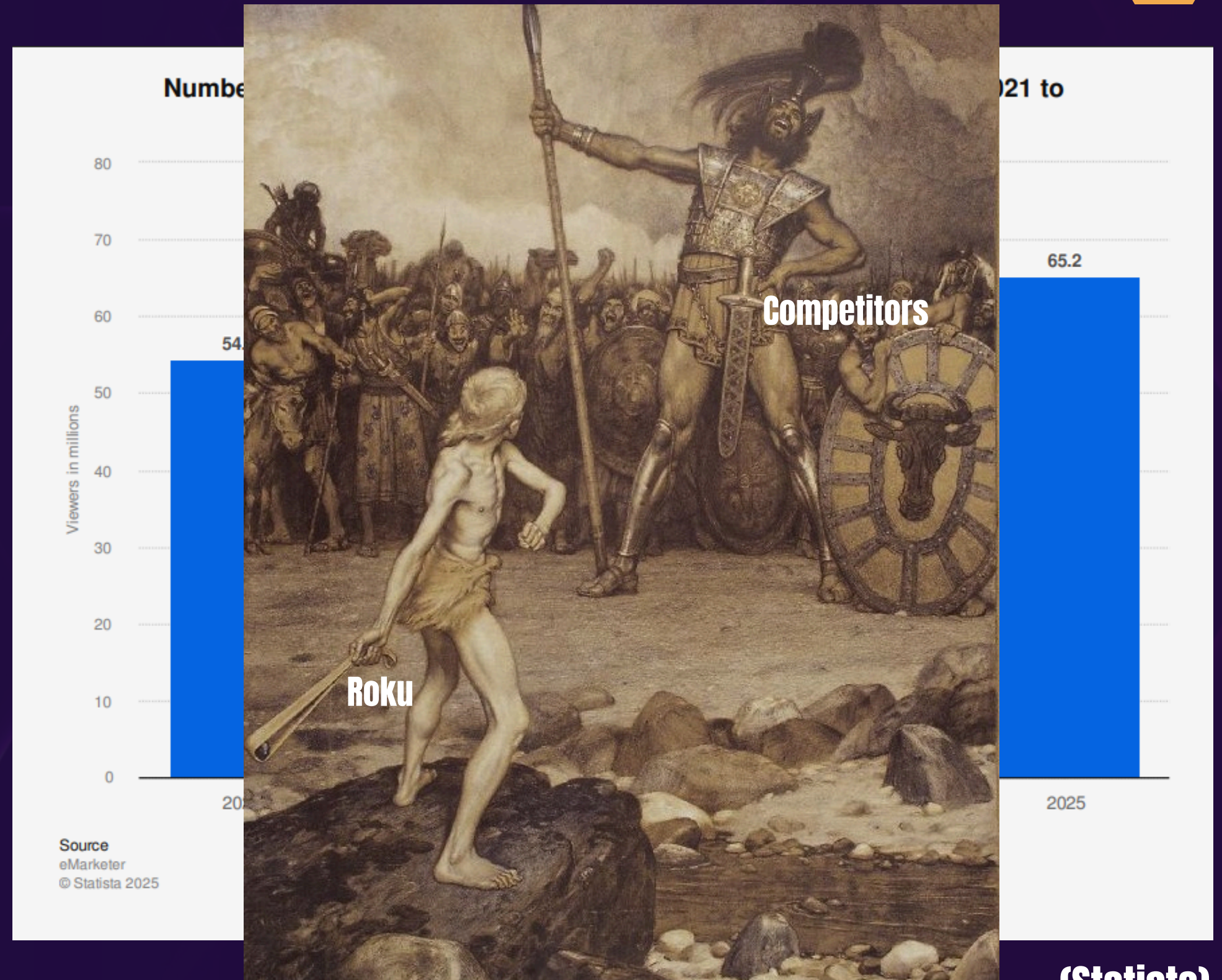
# ROKU IN THE INDUSTRY

- **Steady Growth after initial FAST boom (2019-2020)**
- **Potential Plateau phase**
- **Competitors = deeper pockets**
- **Roku positions itself as the specialist, pure-play in the living room**



# ROKU IN THE INDUSTRY

- **Steady Growth after initial FAST boom (2019-2020)**
- **Potential Plateau phase**
- **Competitors = deeper pockets**
- **Roku positions itself as the specialist, pure-play in the living room**



(Statista)



# OLYMPIC ADVERTISING STRATEGY



# ORIGINS OF OLYMPIC INVOLVEMENT

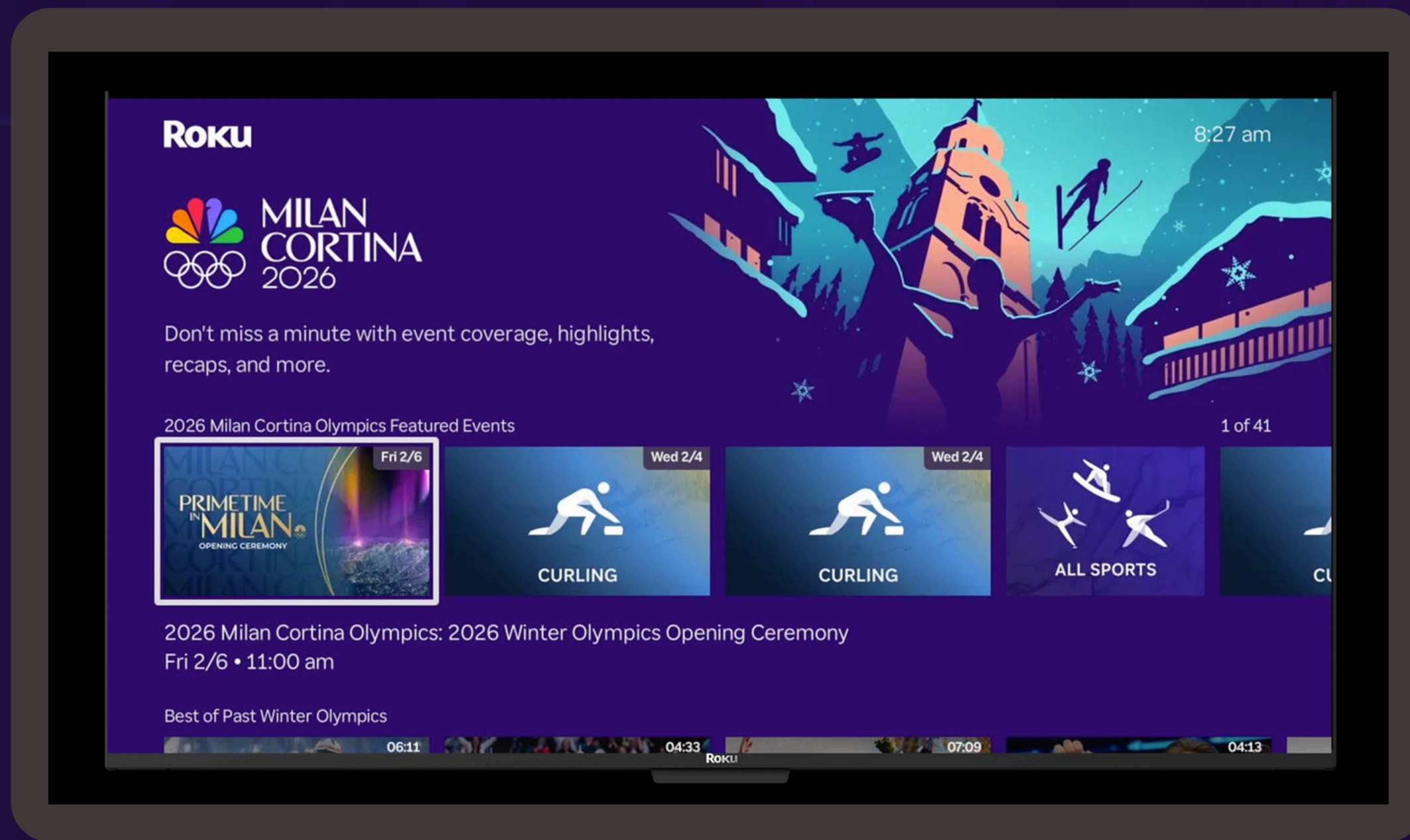
**2020: Partnership with NBC**

**Strategy as a “Front door”**

**Roku does not sell official Olympic sponsorships, they sell advertising space and promote Peacock’s Olympic streams on platform**



# STRATEGIC FOCUS FOR MILAN



**NBC Winter Olympics Experience**

**26.5 Million Views**

**Central Platform Interface**

# WHAT WE EXPECT TO SEE



## EASIER PLATFORM NAVIGATION

Peacock entry and navigation easier

- Increase both usage and subscriptions

## EXPANDED CTV ADVERTISING

Platform can sell premium placements inside high-traffic Olympic destinations and demonstrate measurable reach and engagement

**THANK YOU**

---

# REFERENCES

- ADVERTISING ROKU. (2024, AUGUST 15). *A NEW HIGH BAR FOR SPORTS: THE PARIS 2024 OLYMPICS BY THE NUMBERS*. [HTTPS://ADVERTISING.ROKU.COM/LEARN/RESOURCES/A-NEW-HIGH-BAR-FOR-SPORTS-THE-PARIS-2024-OLYMPICS-BY-THE-NUMBERS](https://advertising.roku.com/learn/resources/a-new-high-bar-for-sports-the-paris-2024-olympics-by-the-numbers)
- AMAZON. (N.D.). *LEARN ABOUT FIRE TV BENEFITS*. [HTTPS://WWW.AMAZON.COM/LEARN-ABOUT-FIRE-TV-BENEFITS/B?IE=UTF8&NODE=23477568011](https://www.amazon.com/learn-about-fire-tv-benefits/b?ie=utf8&node=23477568011)
- APPLE. (N.D.). *APPLE TV*. [HTTPS://WWW.APPLE.COM/APPLE-TV/](https://www.apple.com/apple-tv/)
- COMSCORE, INC. (2016, JUNE 16). *ROKU LEADS OTT STREAMING DEVICES IN HOUSEHOLD MARKET SHARE*. [HTTPS://WWW.COMSCORE.COM/ITA/PUBLIC-RELATIONS/BLOG/ROKU-LEADS-OTT-STREAMING-DEVICES-IN-HOUSEHOLD-MARKET-SHARE](https://www.comscore.com/ita/public-relations/blog/roku-leads-ott-streaming-devices-in-household-market-share)
- CORD CUTTERS NEWS. (2026, FEBRUARY 7). *ROKU TRANSFORMS BELOVED ROKU CITY SCREENSAVER INTO WINTER OLYMPICS WONDERLAND*. [HTTPS://CORDCUTTERSNEWS.COM/ROKU-TRANSFORMS-BELOVED-ROKU-CITY-SCREENSAVER-INTO-WINTER-OLYMPICS-WONDERLAND/](https://cordcuttersnews.com/roku-transforms-beloved-roku-city-screensaver-into-winter-olympics-wonderland/)
- GOOGLE LLC. (N.D.). *GOOGLE TV*. [HTTPS://TV.GOOGLE/INTL/EN\\_IN/](https://tv.google/intl/en_in/)
- INVESTORS.COM. (2026). *ROKU COULD GET LIFT FROM WINTER OLYMPICS, AMAZON ADS*. [HTTPS://WWW.INVESTORS.COM/NEWS/TECHNOLOGY/ROKU-STOCK-WINTER-OLYMPICS-AMAZON-ADS/](https://www.investors.com/news/technology/roku-stock-winter-olympics-amazon-ads/)
- NBCUNIVERSAL. (N.D.). *NBCUNIVERSAL'S PRESENTATION OF MILAN CORTINA OLYMPICS IS MOST-WATCHED WINTER GAMES SINCE SOCHI 2014 THROUGH OPENING TUESDAY*. [HTTPS://WWW.NBCUNIVERSAL.COM/ARTICLE/NBCUNIVERSALS-PRESENTATION-MILAN-CORTINA-OLYMPICS-MOST-WATCHED-WINTER-GAMES-SOCHI-2014-THROUGH](https://www.nbcuniversal.com/article/nbcuniversals-presentation-milan-cortina-olympics-most-watched-winter-games-sochi-2014-through)
- NBCUNIVERSAL. (N.D.). *NBCUNIVERSAL AND ROKU LAUNCH THE NBC WINTER OLYMPICS EXPERIENCE*. [HTTPS://WWW.SPORTSVIDEO.ORG/2026/02/04/NBCUNIVERSAL-ROKU-LAUNCH-THE-NBC-WINTER-OLYMPICS-EXPERIENCE/](https://www.sportsvideo.org/2026/02/04/nbcuniversal-roku-launch-the-nbc-winter-olympics-experience/)
- ROKU. (N.D.). *COMPANY*. [HTTPS://WWW.ROKU.COM/ABOUT/COMPANY?SRSLTID=AFMB00DFA5QRQ7YJ006UUS\\_ZW5E19XL6ELNLSWRLD9LH8LLIULSYDA3](https://www.roku.com/about/company?srsltid=afmb00dfa5qrq7yjo06uus_zw5e19xl6elnlswrld9lh8lliulsyda3)
- ROKU. (N.D.). *HISTORY OF ROKU*. [HTTPS://WWW.ROKU.COM/ABOUT/HISTORY-OF-ROKU?SRSLTID=AFMB00R8TA\\_VLA0MZSP82F6S1MQXT2SFM7E2GATLGDV507MJXWJMX\\_K](https://www.roku.com/about/history-of-roku?srsltid=afmb00r8ta_vla0mzsp82f6s1mqxt2sfm7e2gatlgdv507mjxwjmx_k)
- ROKU. (N.D.). *HOMEPAGE*. [HTTPS://WWW.ROKU.COM/](https://www.roku.com/)
- SPORTS VIDEO GROUP. (2026, FEBRUARY 4). *NBCUNIVERSAL AND ROKU LAUNCH THE NBC WINTER OLYMPICS EXPERIENCE*. [HTTPS://WWW.SPORTSVIDEO.ORG/2026/02/04/NBCUNIVERSAL-ROKU-LAUNCH-THE-NBC-WINTER-OLYMPICS-EXPERIENCE/](https://www.sportsvideo.org/2026/02/04/nbcuniversal-roku-launch-the-nbc-winter-olympics-experience/)
- STATISTA. (N.D.). *FASTEST RISING REVENUE U.S. COMPANIES*. [HTTPS://WWW-STATISTA-COM.LIB.PEPPERDINE.EDU/STATISTICS/1607114/FAST-REVENUE-US/](https://www-statista-com.lib.pepperdine.edu/statistics/1607114/fast-revenue-us/)
- STATISTA. (N.D.). *NUMBER OF ROKU CHANNEL VIEWERS IN THE U.S.* [HTTPS://WWW-STATISTA-COM.LIB.PEPPERDINE.EDU/STATISTICS/1305189/NUMBER-ROKU-CHANNEL-VIEWERS-US/](https://www-statista-com.lib.pepperdine.edu/statistics/1305189/number-roku-channel-viewers-us/)
- STATISTA. (N.D.). *TV ADVERTISING SPENDING IN THE U.S. BY TYPE*. [HTTPS://WWW-STATISTA-COM.LIB.PEPPERDINE.EDU/STATISTICS/1401740/TV-ADVERTISING-SPENDING-IN-THE-US-BY-TYPE/](https://www-statista-com.lib.pepperdine.edu/statistics/1401740/tv-advertising-spending-in-the-us-by-type/)
- TOM'S GUIDE. (N.D.). *BEST STREAMING DEVICE*. [HTTPS://WWW.CNET.COM/TECH/HOME-ENTERTAINMENT/BEST-STREAMING-DEVICE/](https://www.cnet.com/tech/home-entertainment/best-streaming-device/)