

Roku Always on PMP with IP address

Engage like never before with viewers across Roku's 100 channels including sought after content such as Sports, News, Movies, Comedy, Lifestyle & Food. **For the first time, Roku will pass full client-side IP address to allow for targeting in the DSP.**

- The most popular ad-supported video streaming service in the U.S. and Canada!¹
- Great deal for any buyers already taking advantage of other AVOD services like Tubi, PlutoTV, Samsung, or Vizio.
- Identity is now enabled! This allows holistic audience targeting, frequency controls, and measurement.

ROKU

yahoo!

Inventory Details

Roku RON No News via SpotXchange

Exchange Deal ID: 2872b.5018c.a6e2 - No News | Price: \$25 Floor

Roku RON via SpotXchange

Exchange Deal ID: 2872b.b0bdd.f991 | Price: \$23 Floor

