

Quarterly Industry Update

As of September 30, 2015

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 September 30, 2014, the median 52-week share price return of the Video Streaming and Content industry was -2.0%. Between September 30, 2013 and September 30, 2015, the median EV/EBITDA multiple decreased from 24.9 to 15.8.

Comparable Public Company Key Statistics

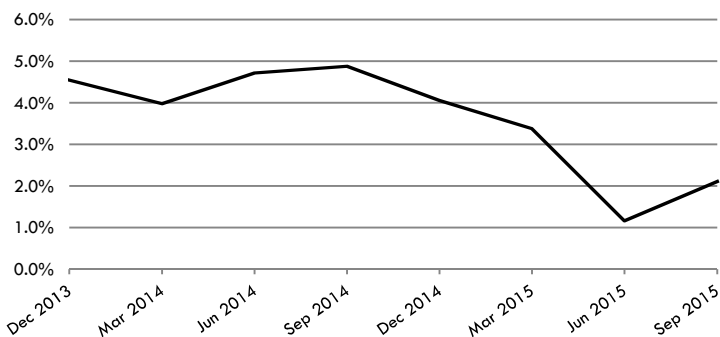
Median 52-Week Return	-2.0%	Median EV/Revenue Multiple	2.7x	Median Price/Earnings Multiple	27.5x
Median 3-Year CAGR Return	24.0%	Median EV/EBITDA Multiple	15.8x	Median EV/Gross CF Multiple	18.8x

Comparable Public Company Market Price Returns As of September 30, 2015

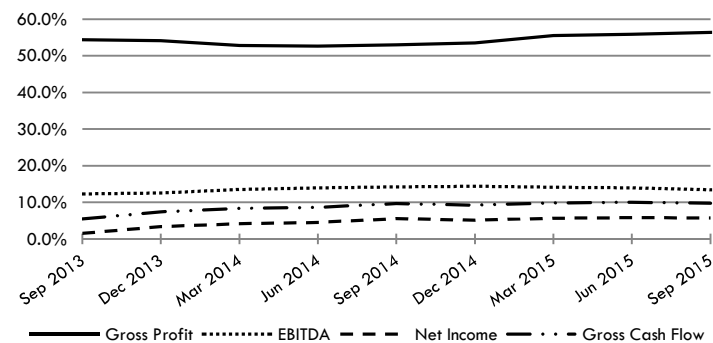
	YTD	3 Month	1 Year	2 Year	3 Year	5 Year	2014	2013	2012	2011	2010
Alphabet Inc.	N/A	16.9%	5.7%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Brightcove Inc.	-45.0%	-28.3%	-11.8%	-33.9%	-25.0%	N/A	-45.0%	56.4%	N/A	N/A	N/A
Dish Network Corp.	25.8%	-13.8%	-9.7%	13.8%	24.0%	24.9%	25.8%	59.1%	27.8%	44.9%	-5.3%
Facebook, Inc.	42.8%	4.8%	13.7%	33.8%	60.7%	N/A	42.8%	105.3%	N/A	N/A	N/A
Limelight Networks, Inc.	39.9%	-51.5%	-18.2%	-0.5%	-6.5%	-20.2%	39.9%	-10.8%	-25.0%	-49.1%	48.2%
Nefflix, Inc.	-7.2%	10.0%	60.2%	52.9%	136.8%	34.8%	-7.2%	297.6%	33.6%	-60.6%	218.9%
Median of Industry Public Companies	25.8%	-4.5%	-2.0%	13.8%	24.0%	24.9%	25.8%	59.1%	27.8%	-49.1%	48.2%

(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:	9/30/2013	12/31/2013	3/31/2014	6/30/2014	9/30/2014	12/31/2014	3/31/2015	6/30/2015	9/30/2015
EV/Revenues Multiple	2.3x	2.8x	2.3x	2.7x	2.4x	2.6x	2.6x	3.0x	2.7x
EV/EBITDA Multiple	24.9x	24.4x	17.9x	18.2x	17.5x	23.2x	14.8x	15.1x	15.8x
EV/Gross Cash Flows Multiple	54.4x	42.3x	20.5x	21.1x	20.8x	35.7x	37.4x	20.2x	18.8x

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 © 2015 Cogent Valuation. All Rights Reserved.

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Industry: Video Streaming and Content



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

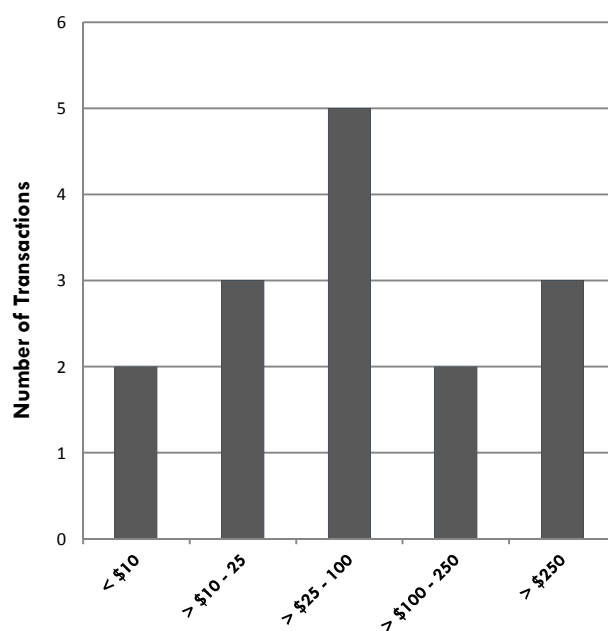
Offer Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets	Debt	LTM Revenues	LTM EBITDA	LTM Net Income	LTM Cash Flows
12/2/2013	SyQic Plc	\$1.01	4.0	\$5.2	\$5.9	\$0.7	\$5.1	\$0.9	\$0.7	\$1.0
5/17/2012	Facebook, Inc.	\$38.00	421.2	\$16,006.9	\$6,859.0	\$706.0	\$4,038.0	\$2,131.0	\$972.0	\$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
10/13/2012	Hulu, LLC	News Corporation (nka:Twenty-	\$200.0	10%
8/31/2012	Gaikai Inc.	Sony Computer Entertainment	\$380.0	100%
9/25/2014	Twitch Interactive, Inc.	Amazon.com, Inc.	\$842.0	100%
9/30/2015	Elemental Technologies, Inc.	Amazon Web Services, Inc.	\$500.0	100%
5/20/2015	Boxmedia Oy	Amino Technologies plc	\$11.6	100%
4/30/2015	ActiveVideo Networks, Inc.	Charter Communications, Inc.;	\$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	\$38.1	100%
9/19/2014	Imago Group PLC	ScanSource, Inc.	\$40.6	100%
9/1/2014	27m Technologies AB	Zenterio AB (publ)	\$5.4	100%
9/1/2014	27m Technologies AB	Zenterio AB (publ)	\$5.4	100%
8/28/2013	Teradek, LLC	Vitec Videocom Ltd	\$27.5	100%
7/28/2013	Streamark PLC	2UP Gaming PLC	\$19.8	100%
Median of the 15 M&A Transaction Targets			\$167.5	100%

Size of the 15 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.

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