

**Taboola**

# MARKET OPPORTUNITY

**Tom Inbal**

VP of Strategy

March 29<sup>th</sup>, 2022



# THE OPEN WEB

where we spend  
25% of our time

## *RECOMMENDATION*

AI, personalized, relevant,  
based on the user and the context



## *WHERE*

article page, homepage,  
app, ctv,...

## *WHAT*

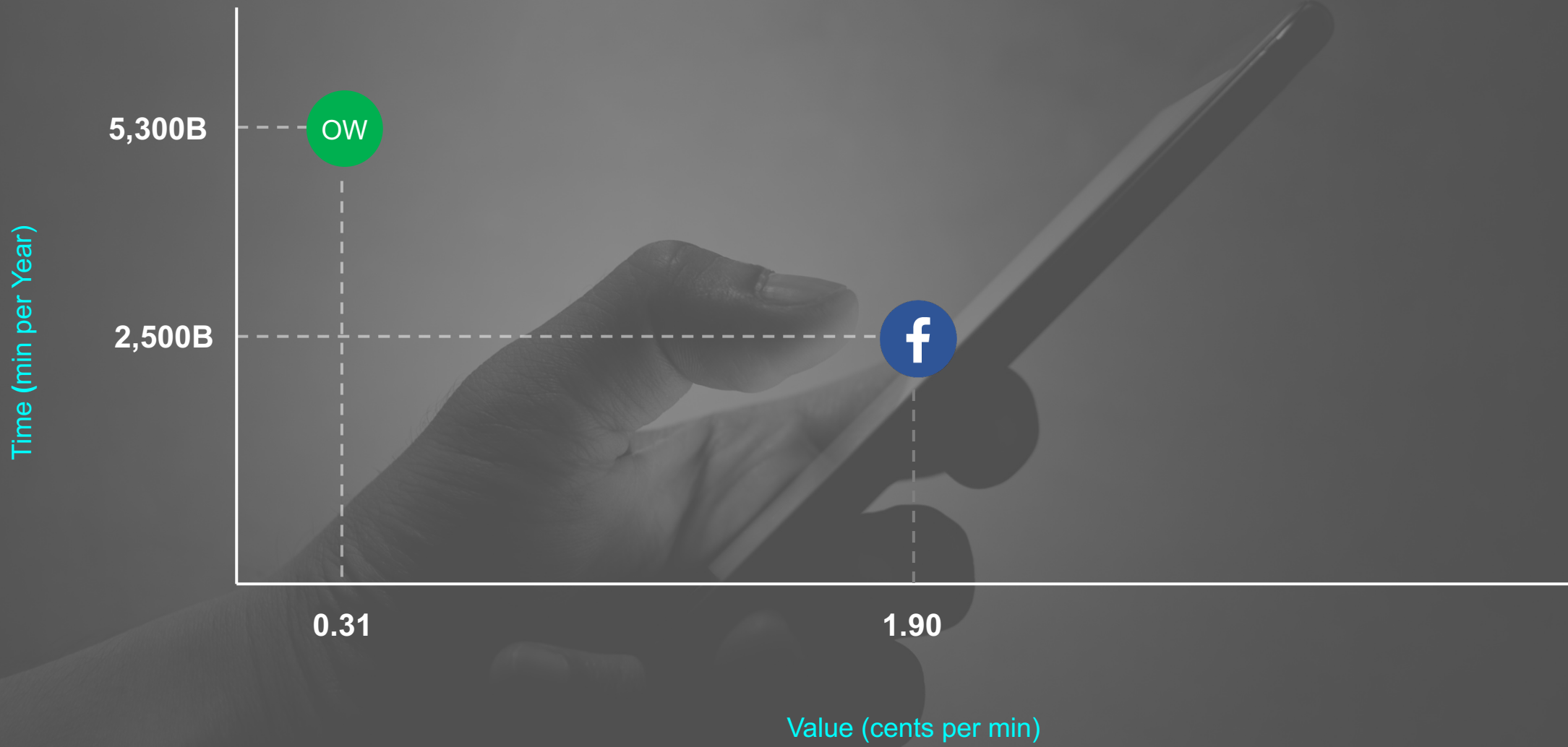
video, product, tv show, app,...

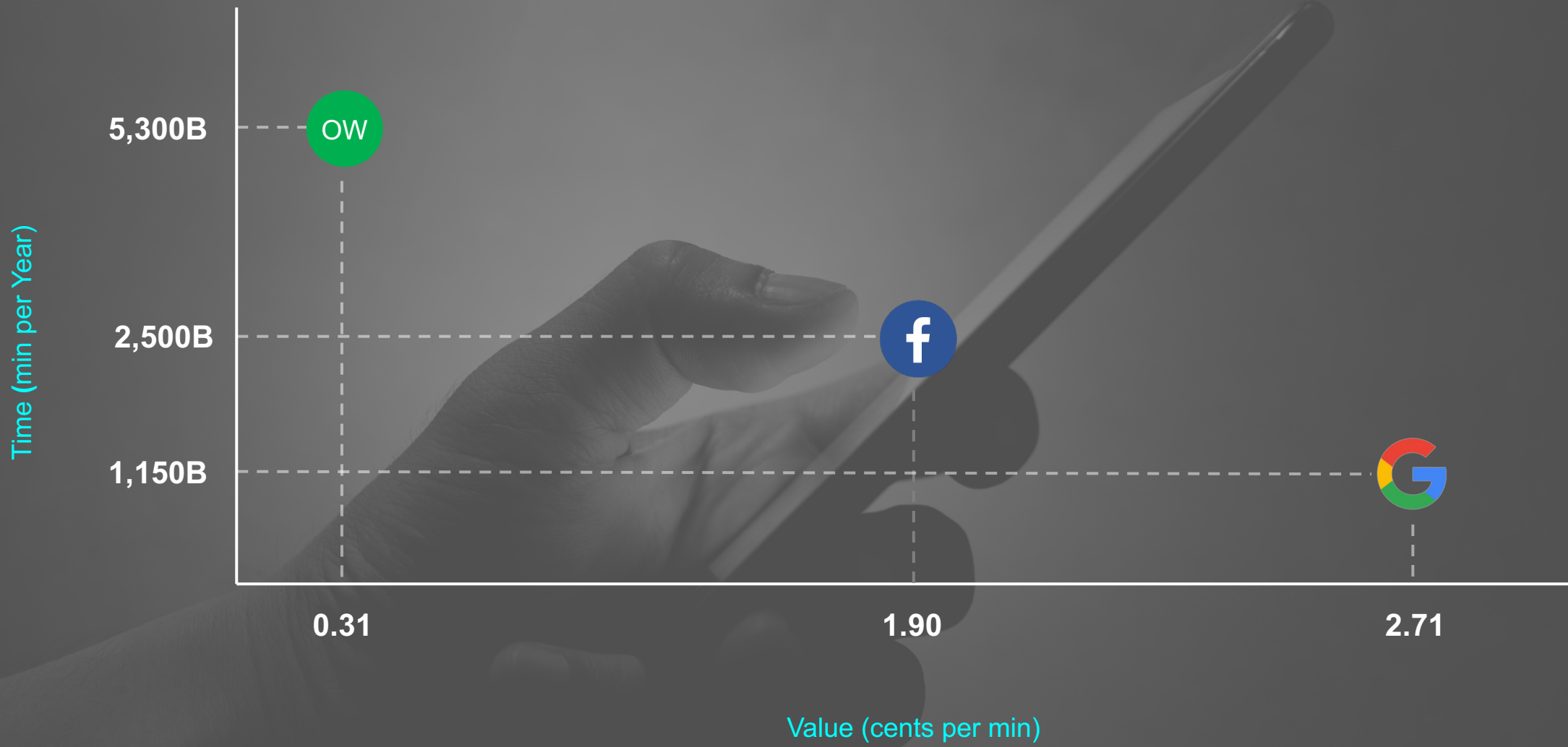
Time (min per Year)

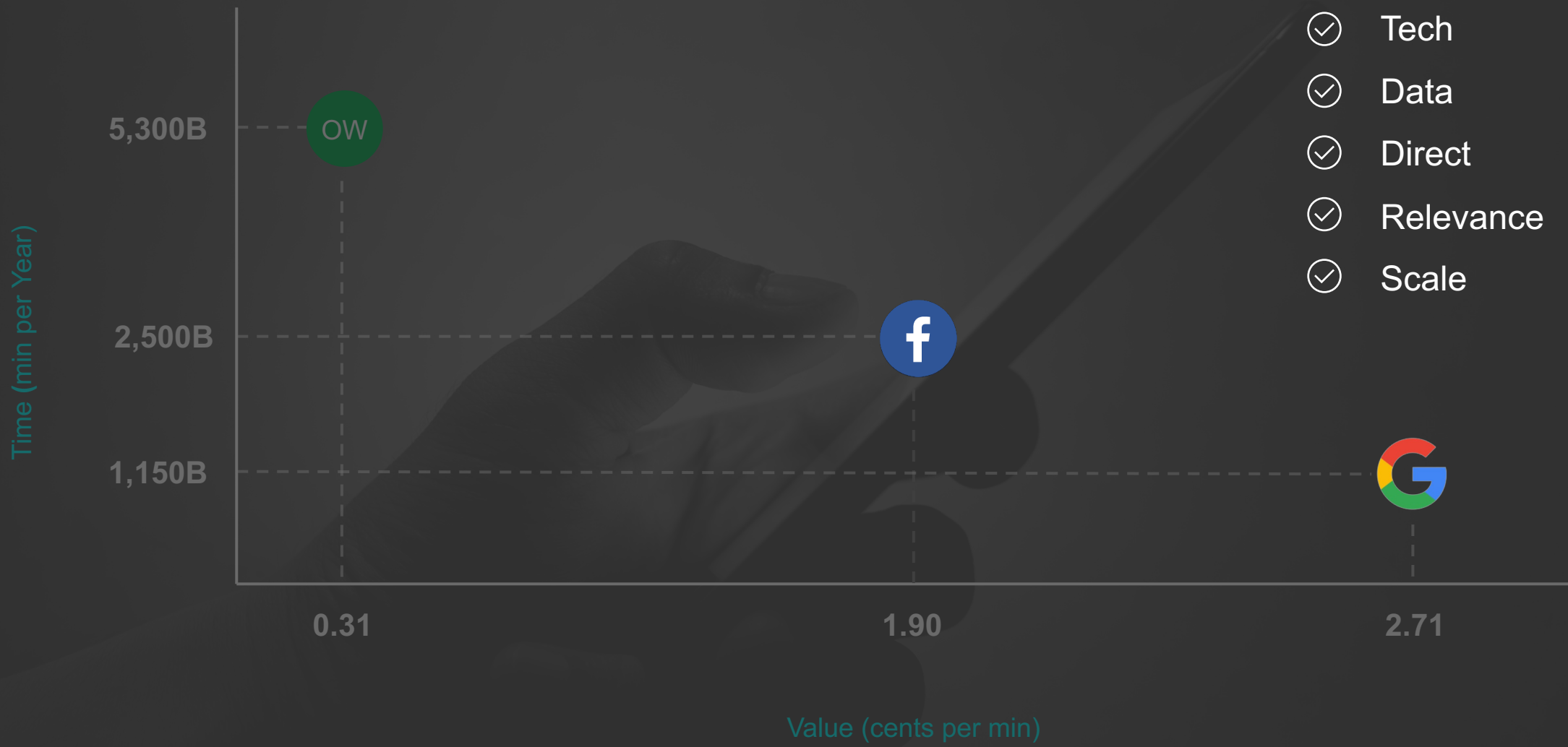


Value (cents per min)

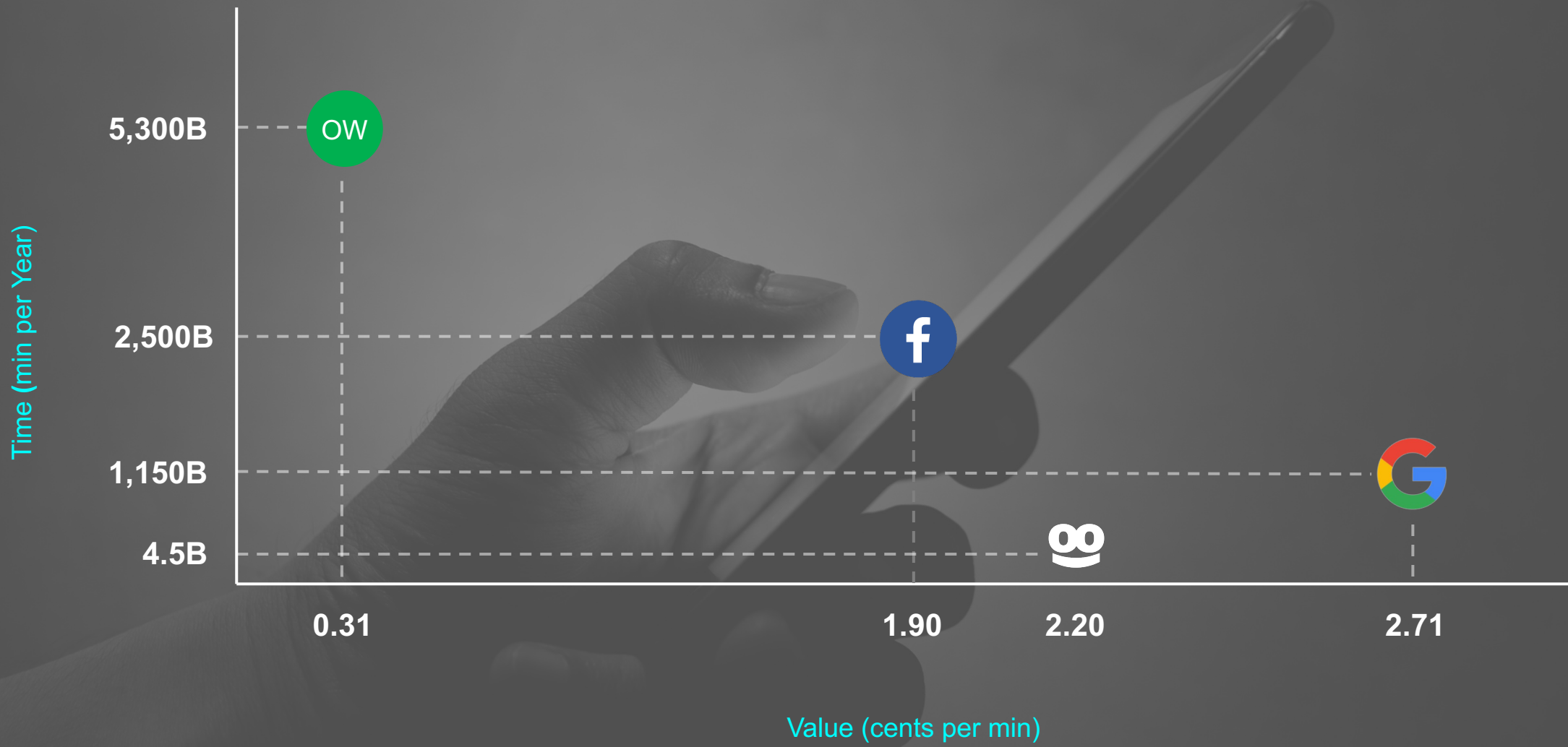




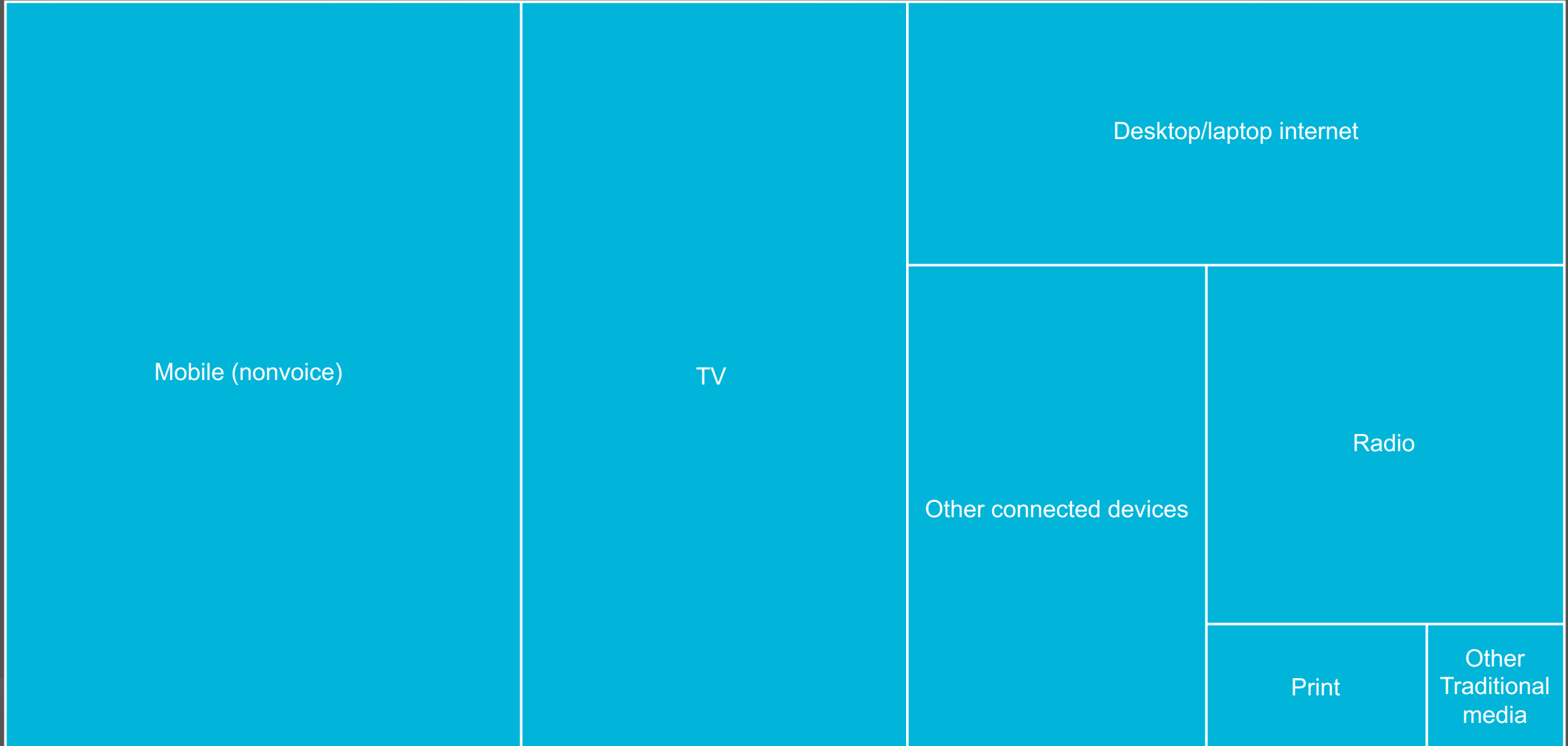


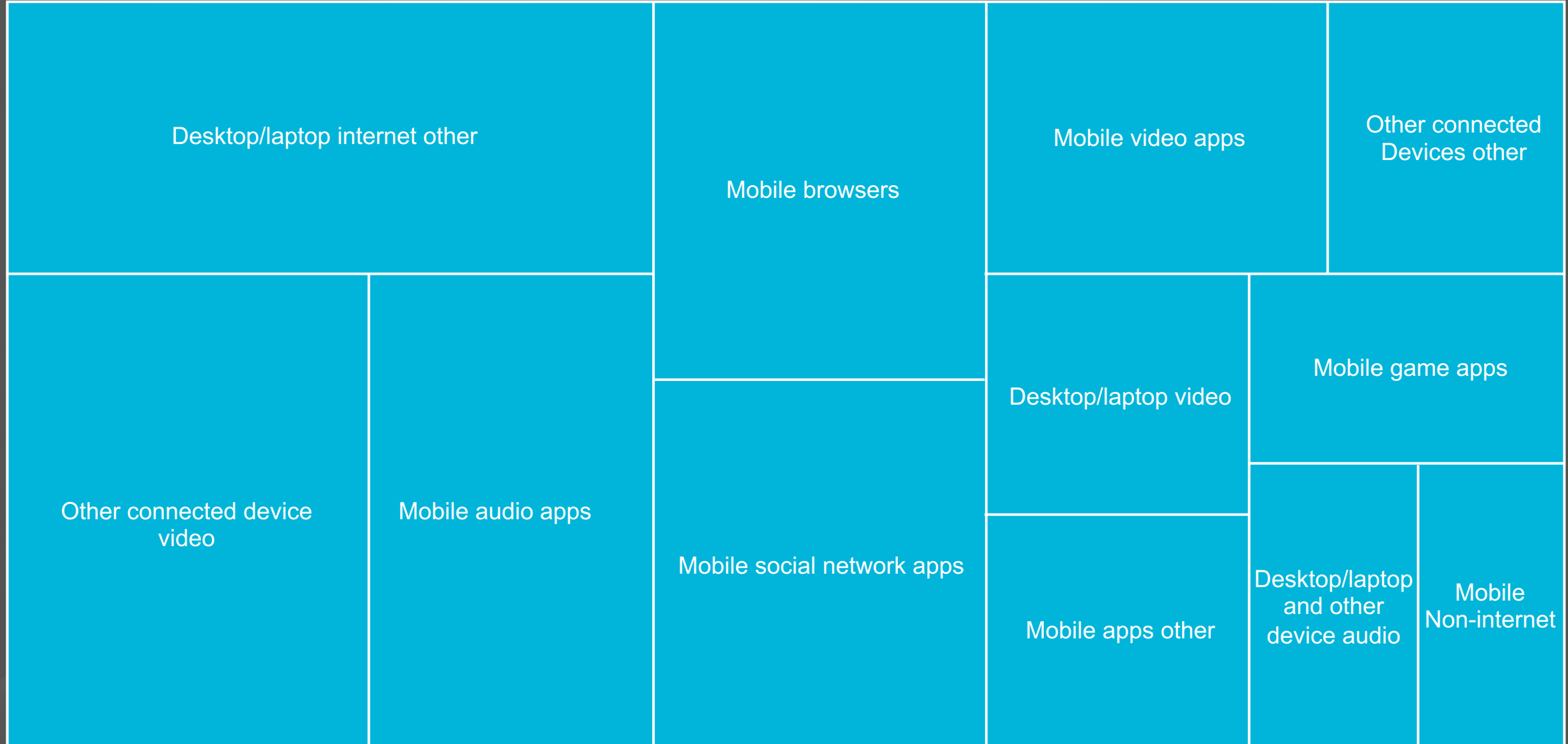


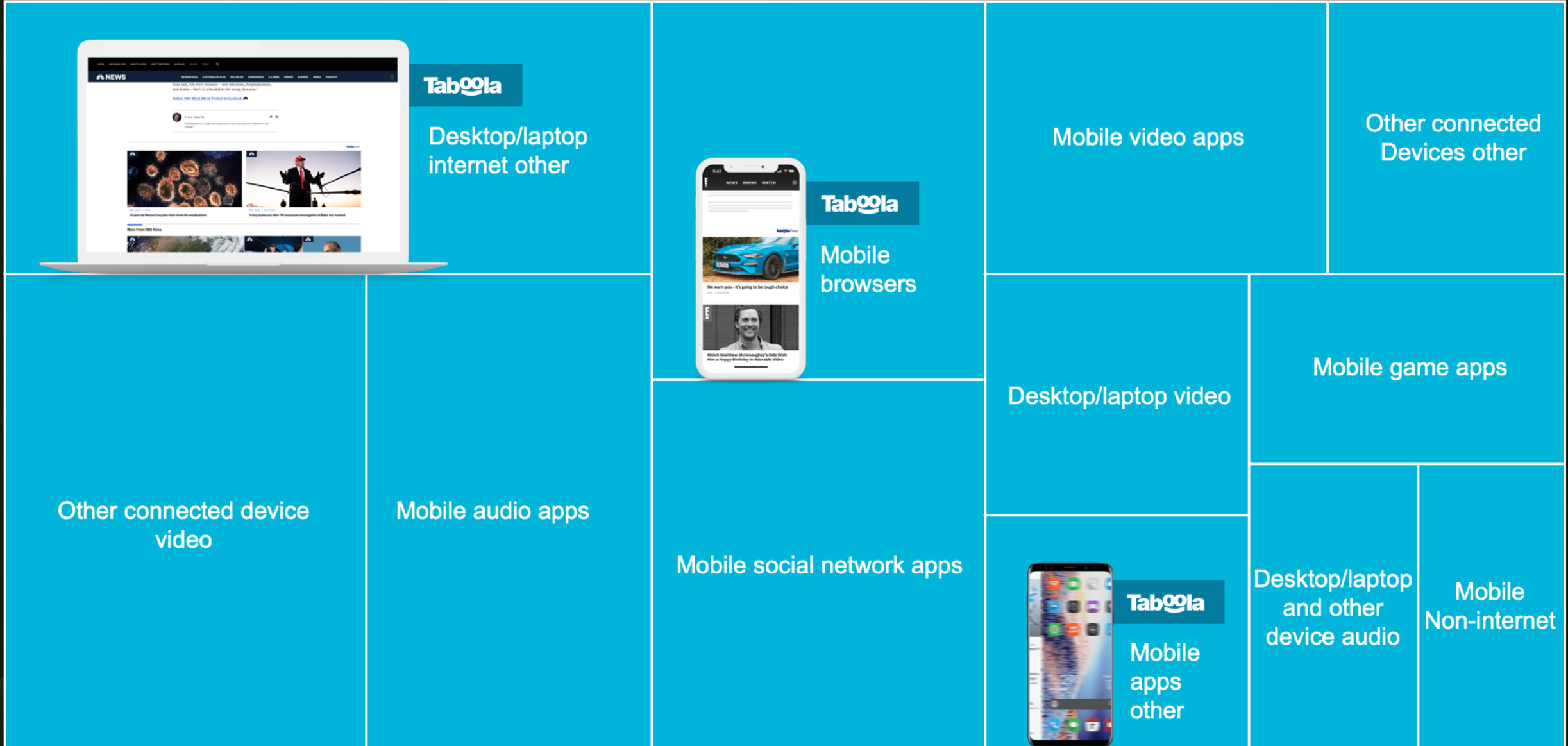


















**\$519M in 2021**

from 10 sec a day





**\$519M in 2021**

from 10 sec a day



**0.03%**

of the 480 min in  
digital media

**\$519M in 2021**

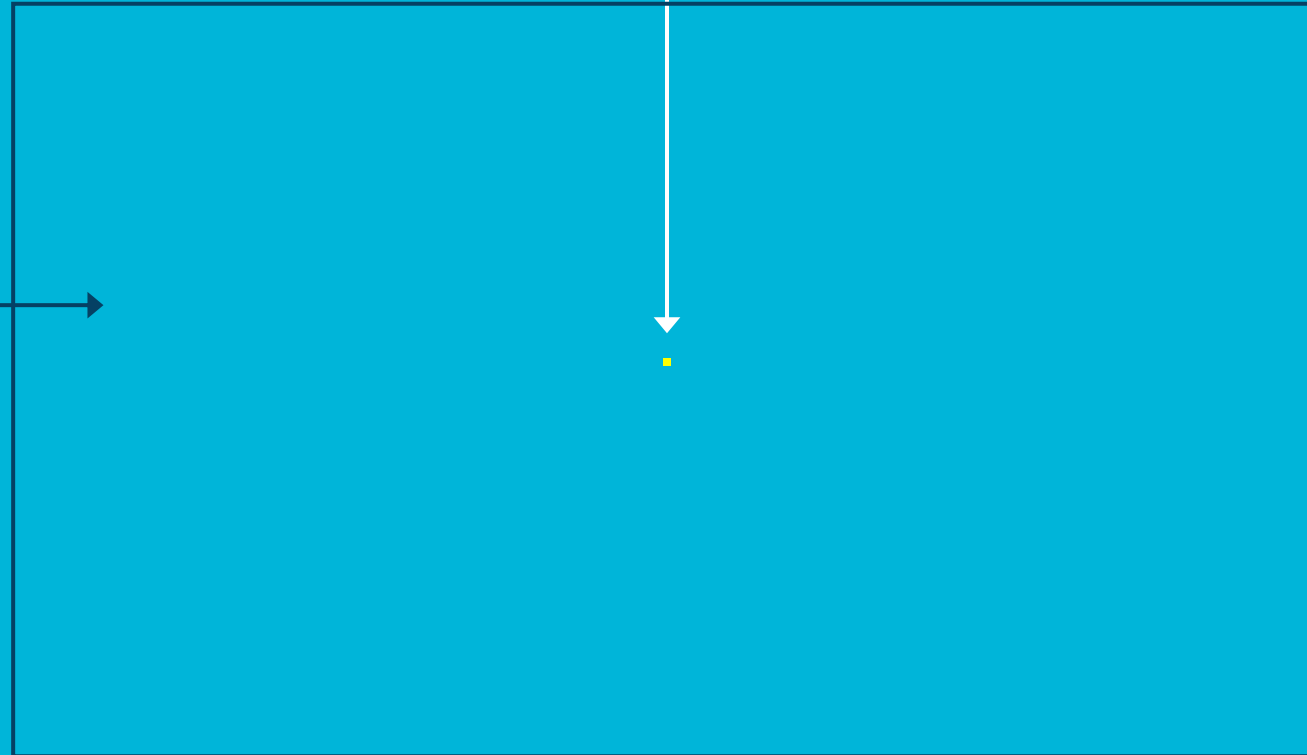
from 10 sec a day

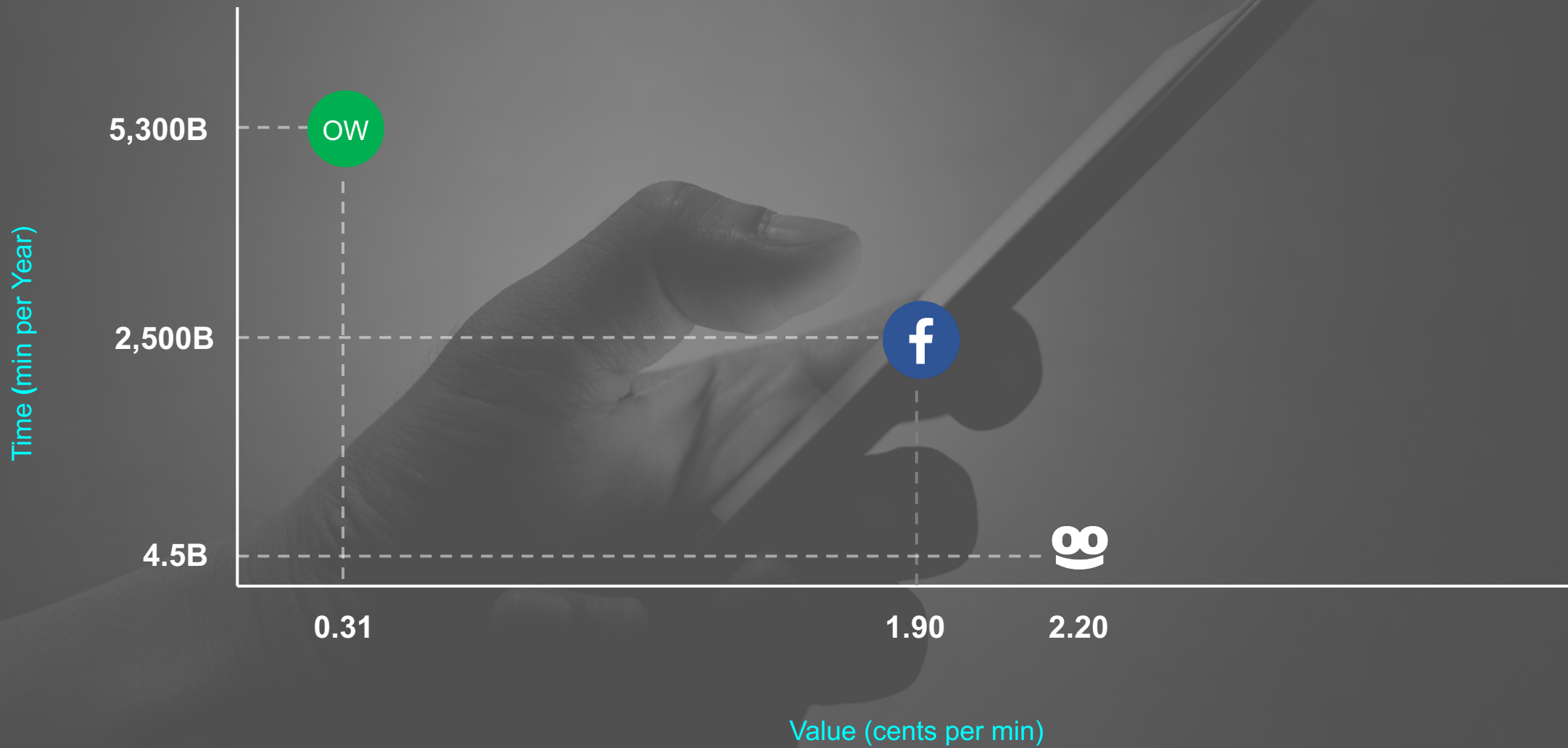
**0.13%**

of the 130 min spent in segments Taboola is already established in exc. Social networks

**0.03%**

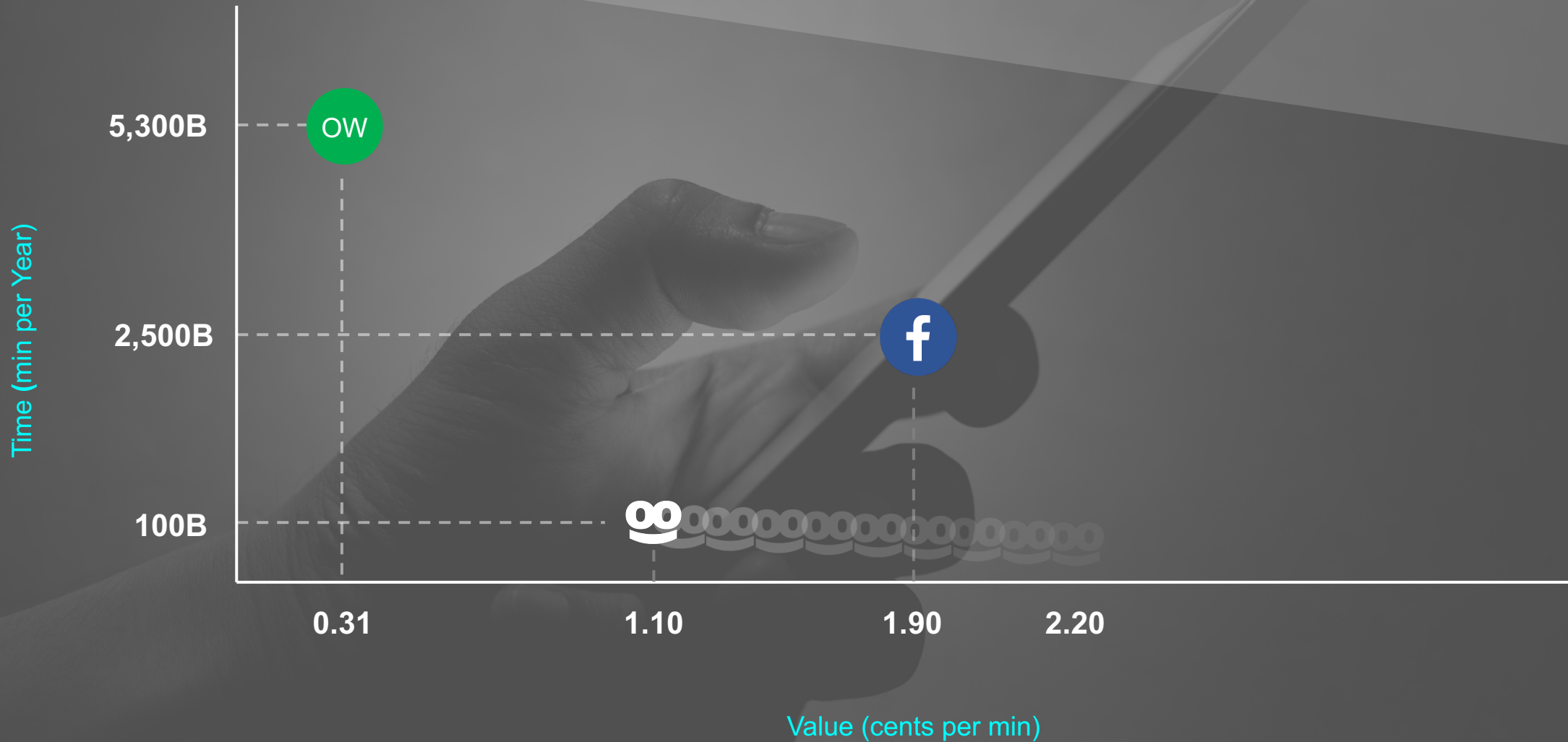
of the 480 min in digital media







$$\begin{array}{ccccccc}
 \sim 3.5 & \rightarrow & 100\text{B} & \times & 1.10 & = & \$1.1\text{B} & = & \$3.5\text{B} \\
 \text{min per user} & & \text{min} & & \text{cents} & & \text{ExTAC} & & \text{Total ExTAC} \\
 \text{per day} & & \text{per year} & & \text{per min} & & \text{Gross Profit} & & \text{Gross Profit} \\
 & & & & & & \text{In US Mobile} & & 
 \end{array}$$



$$\begin{array}{ccccccc}
 \sim 5 & \longrightarrow & 140\text{B} & \times & 1.10 & = & \$1.5\text{B} & = & \$5\text{B} \\
 \text{min per user} & & \text{min} & & \text{cents} & & \text{ExTAC} & & \text{Total ExTAC} \\
 \text{per day} & & \text{per year} & & \text{per min} & & \text{Gross Profit} & & \text{Gross Profit} \\
 & & & & & & \text{In US Mobile} & & 
 \end{array}$$

