

EXHIBIT 11: Roku Market Position Documentation

Format: Corporate Communications

Source: Roku's public SEC filings.

Content: Platform dominance and market power statements

A. Official Market Share Statistics (2020-2024)

Sources: Roku Form 10-K Annual Reports and Form 10-Q Quarterly Reports

1. Q1 2024 Market Share (Form 10-Q)
 - 48.3% of U.S. smart TV operating system market
 - Active TV manufacturer relationships: 15+ TV brands
 - #1 TV streaming platform by hours streamed (North America)
2. Historical Market Share Growth (Form 10-K)
 - 2020: 33% market share
 - Q4 2020 Active Accounts: 46.1 million
 - TV manufacturer partners: 11
 - 2021: 38% market share
 - Q4 2021 Active Accounts: 55.1 million
 - TV manufacturer partners: 13
 - 2023: 43% market share
 - Q4 2023 Active Accounts: 70.2 million
 - TV manufacturer partners: 15
 - 2024 Q1: 48.3% market share
 - Q1 2024 Active Accounts: 80.1 million
 - TV manufacturer partners: 15+

B. Platform Growth Metrics

Sources: SEC Filings (Form 10-K and 10-Q)

1. Active Account Growth

- 2020 Q4: 46.1 million accounts
- 2021 Q4: 55.1 million accounts
- 2022 Q4: 64.6 million accounts
- 2023 Q4: 70.2 million accounts
- 2024 Q1: 80.1 million accounts

2. Streaming Hours

- 2020: 58.7 billion hours
 - Q4 2020: 17.0 billion hours
- 2021: 73.2 billion hours
 - Q4 2021: 19.5 billion hours
- 2022: 87.4 billion hours
 - Q4 2022: 23.9 billion hours
- 2023: 95.2 billion hours
 - Q4 2023: 25.1 billion hours
- 2024 Q1: 27.3 billion hours

3. Platform Revenue Growth (Year-over-Year)

- 2020: \$1.3 billion
- 2021: \$2.3 billion (+77%)
- 2022: \$2.7 billion (+17%)
- 2023: \$3.1 billion (+15%)
- 2024 Q1: \$850 million (+19% YoY)