PHOENIX ENTERTAINMENT LLC

Roku CTV Inventory & Advertising Traffic | SSP Partner Information Package

Prepared 10 October 2026 | Reporting period: 10 September – 10 October 2026

Publisher: Phoenix Entertainment LLC **Website:** https://phoenixentertainment.org

Portfolio: 86 publisher-supplied Roku app listings. All channels are free to viewers and supported by advertising, with no subscription or pay-per-view charges. Programming is predominantly classic and retro motion pictures, with additional niche entertainment and informational content.

Advertising integration: AdSpeed third-party ad server. Each Roku app uses an individually named AdSpeed zone beginning with **PHX ROKU** and receives a VAST advertising tag. Publisher can deploy shared or app-specific SSP VAST tags. Exact CSAI/SSAI implementation is not yet documented.

Advertising traffic — first-party AdSpeed reports

Measurement	Value	Scope / interpretation
Gross impressions — Roku-named zones	117,249	90 PHX ROKU zones; not necessarily 90 distinct live apps
Gross impressions — Phoenix ROKU channel	117,040	AdSpeed channel-level Basics report
United States geographic share	85.19%	AdSpeed Phoenix ROKU channel geographic report; may be sampled
Estimated U.S. channel impressions	~99,707	117,040 × 85.19%; estimate, not a verified count
Average channel impressions / day	3,775	AdSpeed channel Basics report, 31-day period

Interpretation: These are publisher-reported AdSpeed impression metrics. They are not confirmed ad-request counts, fill rates, completed video views, HUMAN verification results, or independently measured invalid-traffic (IVT) rates. The channel-level geographic percentage must not be applied as a verified breakdown of the entire Roku-zone inventory.

Pending SSP onboarding information

Monthly U.S. ad requests; monetizable impression opportunities; fill rate; independently measured IVT/HUMAN verification; exact ad placements and creative durations; confirmed CSAI/SSAI architecture; agreed CPM floor and commercial terms. These should be supplied only after verification.

Channel inventory — Roku Store links

The following app IDs and store URLs are reproduced from the publisher-supplied inventory and have not been individually verified as currently live. Links are clickable in this PDF.

#	Roku app name	App ID (supplied)	Roku Channel Store
1	Short Film Festival	669200	Open Roku Store listing
2	Local Used Cars	682537	Open Roku Store listing
3	DriveInMovies	767803	Open Roku Store listing
4	Retro	817639	Open Roku Store listing
5	Classic	817638	Open Roku Store listing
6	Public Domain Movies	818664	Open Roku Store listing
7	Red Skelton	818632	Open Roku Store listing
8	Western Action Movies	818600	Open Roku Store listing
9	Western TV	818504	Open Roku Store listing
10	Public Domain	818284	Open Roku Store listing
11	Blood Moon II	830519	Open Roku Store listing
12	Free Horror Movies	154005	Open Roku Store listing
13	Used Car Lot	666600	Open Roku Store listing
14	DriveInMoviesVIP	767770	Open Roku Store listing
15	Retro Movie Club	642554	Open Roku Store listing
16	Western Movies	818702	Open Roku Store listing
17	Romance Classic Movies	818659	Open Roku Store listing
18	SciFi Classic Movies	818660	Open Roku Store listing

#	Roku app name	App ID (supplied)	Roku Channel Store
19	Old Movies	818639	Open Roku Store listing
20	Mystery Classic Movies	818700	Open Roku Store listing
21	Silent Movies	818730	Open Roku Store listing
22	Halloween Classics	818618	Open Roku Store listing
23	Cartoon Classics	818575	Open Roku Store listing
24	Charlie Chaplin Silent Movies	818594	Open Roku Store listing
25	Buster Keaton Silent Movies	818619	Open Roku Store listing
26	Blood Moon	831393	Open Roku Store listing
27	Free Westerns	818536	Open Roku Store listing
28	Western Classic Movies	121999	Open Roku Store listing
29	Free Western Movies	153943	Open Roku Store listing
30	Nostalgic Movies	152502	Open Roku Store listing
31	Free Comedy Movies	153966	Open Roku Store listing
32	Robin Hood	118212	Open Roku Store listing
33	Dream Palace	136363	Open Roku Store listing
34	Grandpas Favorite Movies	148496	Open Roku Store listing
35	The Lucy Show	118346	Open Roku Store listing
36	Criminal	122592	Open Roku Store listing

#	Roku app name	App ID (supplied)	Roku Channel Store
37	Family Movie Night	116553	Open Roku Store listing
38	Christian Movie Night	117411	Open Roku Store listing
39	The Big Screen	64606	Open Roku Store listing
40	REWIND	50637	Open Roku Store listing
41	Movie Train	163195	Open Roku Store listing
42	The Movie Club	51848	Open Roku Store listing
43	Old Reel Movies	129899	Open Roku Store listing
44	Horror	112387	Open Roku Store listing
45	Classic Era Television	152560	Open Roku Store listing
46	Free Silent Movies	154023	Open Roku Store listing
47	Free Musical Movies	154011	Open Roku Store listing
48	Christmas Classics	122300	Open Roku Store listing
49	Sci-Fi Collection	112433	Open Roku Store listing
50	Tales o Tomorrow	102137	Open Roku Store listing
51	Golden Age of Hollywood	148910	Open Roku Store listing
52	Mystery Movie Theatre	100532	Open Roku Store listing
53	Movie Time Machine	127505	Open Roku Store listing
54	Movie Ticket	127505	Open Roku Store listing

#	Roku app name	App ID (supplied)	Roku Channel Store
55	Theatre for the Insane	101647	Open Roku Store listing
56	Classic Movie Library	152534	Open Roku Store listing
57	Our Time	160953	Open Roku Store listing
58	WAR	120859	Open Roku Store listing
59	LGBTVegas	295828	Open Roku Store listing
60	Eye for the Insane	150508	Open Roku Store listing
61	Digital Drive-In	47117	Open Roku Store listing
62	The Living Christ	831053	Open Roku Store listing
63	Steptoe and Son	831446	Open Roku Store listing
64	Silver Screen	831403	Open Roku Store listing
65	Retro Movie Channel	831402	Open Roku Store listing
66	Reel Country	831348	Open Roku Store listing
67	Three Musketeers	831000	Open Roku Store listing
68	Dinner and a Movie	831468	Open Roku Store listing
69	Classic Film Festival	830420	Open Roku Store listing
70	SHERLOCK	831413	Open Roku Store listing
71	Admit One	831458	Open Roku Store listing
72	Reel Big Movies	831479	Open Roku Store listing

#	Roku app name	App ID (supplied)	Roku Channel Store
73	Free Mystery Movies	831001	Open Roku Store listing
74	Free Cinema Ticket	831110	Open Roku Store listing
75	Phoenix Flix	830419	Open Roku Store listing
76	Reel Flix	831490	Open Roku Store listing
77	Gold Leaf Classic Movies	831021	Open Roku Store listing
78	Spanish Subtitle Classics	831370	Open Roku Store listing
79	Hercules	831425	Open Roku Store listing
80	Binge Watch Classic Movies	831424	Open Roku Store listing
81	Cheap Date Night	831457	Open Roku Store listing
82	Free Action Movies	831371	Open Roku Store listing
83	Holiday Flix	831152	Open Roku Store listing
84	Midnight Movies	830999	Open Roku Store listing
85	Green Screen	830935	Open Roku Store listing
86	Old School Movies	831316	Open Roku Store listing

Inventory validation note: App ID 127505 appears for both Movie Time Machine and Movie Ticket in the source inventory. Their store URLs differ. Confirm the correct IDs before technical onboarding. AdSpeed zone count and Roku app count need not match because zone configurations may include legacy or additional entries.

Source records: Publisher-supplied Roku app inventory; AdSpeed PHX ROKU zone export; AdSpeed Phoenix ROKU channel Basics and Geographical exports. No independent verification is asserted.