

## Roku, Inc. (ROKU)

**\$116.60** (As of 05/14/20)

Price Target (6-12 Months): **\$121.00**

Long Term: 6-12 Months

**Zacks Recommendation:**

**Neutral**

(Since: 11/10/19)

Prior Recommendation: Outperform

Short Term: 1-3 Months

**Zacks Rank:** (1-5)

**3-Hold**

Zacks Style Scores:

VGM:F

Value: F

Growth: F

Momentum: D

### Summary

Roku's first-quarter 2020 results benefited from increased ARPU and user engagement owing to the coronavirus-led lockdown. Premium subscriptions in The Roku Channel witnessed a surge in signups, as consumers took advantage of more than 25 extended free trials. Consumption of ad-supported video on demand content grew faster than overall platform growth. Moreover, streaming hours growth is likely to boost TV streaming advertising on Roku's platform driving advertising revenues in the near term. However, an increase in video ad campaign cancellations or delayed starts throughout March from categories like travel, theatrical and automotive among others were an overhang. Notably, the company scrapped 2020 guidance due to economic uncertainty arising from the outbreak. Shares have underperformed the industry on a year-to-date basis.

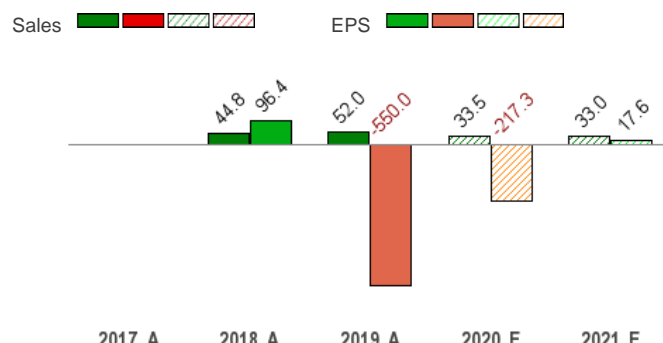
### Price, Consensus & Surprise



### Data Overview

52 Week High-Low	<b>\$176.55 - \$58.22</b>
20 Day Average Volume (sh)	<b>13,974,202</b>
Market Cap	<b>\$14.0 B</b>
YTD Price Change	<b>-12.9%</b>
Beta	<b>1.96</b>
Dividend / Div Yld	<b>\$0.00 / 0.0%</b>
Industry	<b>Broadcast Radio and Television</b>
Zacks Industry Rank	<b>Bottom 32% (173 out of 253)</b>

### Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	<b>4.3%</b>
Last Sales Surprise	<b>8.2%</b>
EPS F1 Est- 4 week change	<b>-13.5%</b>
Expected Report Date	<b>08/05/2020</b>
Earnings ESP	<b>-1.3%</b>

P/E TTM	<b>NA</b>
P/E F1	<b>NA</b>
PEG F1	<b>NA</b>
P/S TTM	<b>11.3</b>

### Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021	408 E	403 E	436 E	611 E	2,004 E
2020	321 A	305 E	334 E	534 E	1,507 E
2019	207 A	250 A	261 A	411 A	1,129 A

### EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021	-\$0.37 E	-\$0.43 E	-\$0.38 E	-\$0.14 E	-\$1.36 E
2020	-\$0.45 A	-\$0.53 E	-\$0.49 E	-\$0.14 E	-\$1.65 E
2019	-\$0.09 A	-\$0.08 A	-\$0.22 A	-\$0.13 A	-\$0.52 A

\*Quarterly figures may not add up to annual.

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 05/14/2020. The reports text is as of 05/15/2020.

## Overview

Roku is the leading TV streaming platform provider in the United States based on hours streamed.

The company reported 39.8 million active accounts as of Mar 31, 2020, a net increase of nearly 3 million since Dec 31, 2019 attributed to sale of stand-alone streaming devices, partnerships with TV brand partners like TCL, JVC, Sharp and other leading TV-makers who license the Roku OS to manufacture and sell Roku TV models, and licensing of Roku OS to certain service operators.

Moreover, Roku is benefiting from growth in advertising driven by monetized video ad impressions on increasing popularity of The Roku Channel. The acquisition of dataxu, a Boston-based advertising technology company in 2019 is expected to strengthen Roku's over-the-top (OTT) advertising roadmap.

Roku reported revenues of \$1.12 billion in 2019. The Los Gatos, CA-based company operates through two reportable segments: Platform and Player.

The Platform segment generates revenues from advertising sales, subscription and transaction revenue shares, the sale of branded channel buttons on remote controls and licensing arrangements with TV brands and service operators. In 2019, Platform revenues increased 78% year over year to \$740.8 million.

The Player segment derives revenues from the sale of streaming players through consumer retail distribution channels, including major brick and mortar retailers, such as Best Buy and Walmart, and online retailers, primarily Amazon.

In 2019, Roku generated \$388.1 million player revenues with 29% year-over-year increase in volume of players sold. Nearly one in three smart TVs sold in the United States were Roku TVs.

Roku faces immense competition from existing local traditional pay TV services and products. Companies such as Amazon, Apple and Google offer TV streaming devices that compete with Roku streaming players and Roku TV. Additionally, Google and Amazon license their respective OS for integration into smart TVs.



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## Reasons To Buy:

- ▲ Roku generates revenues from subscriptions and advertising, with the latter boasting long-term potential for sustainable growth. Roku monetized video ad impressions more than doubled in 2019. The company is the market leader in ad-supported streaming space with 40.3 billion hours of streamed content reported in 2019. The Roku Channel reached active accounts with an estimated 56 million viewers in 2019 and more than 55 live linear channels.
- ▲ Roku's acquisition of demand-side platform, Dataxu will position the streaming service provider to compete more fiercely for ad dollars as it shifts from the \$70 billion linear TV market to digital platform. The acquisition will enhance and automate services provided to marketers on Roku's advertising platform. Dataxu's software will provide marketers on Roku the ability to automate how they purchase video ads across platforms, including online video TV and over-the-top (OTT), on Roku's owned and operated properties using a self-serve interface.
- ▲ Roku brings value to TV brands, offering lower hardware cost, more content, low return rates, automatic software updates, wide retail distribution and the strength of the Roku brand. The range of sizes and features at affordable price points is appealing to a broad range of consumers. In 2019, the company added many TV brands and retailers to the Roku TV ecosystem including Walmart's house brand, onn. The first onn. Roku TV, announced in fall, was sold exclusively in Walmart U.S. stores over the Black Friday weekend.
- ▲ International expansion is key to Roku's top-line growth. In September 2019, the company announced the launch of Roku TV in UK with Hisense. Roku partnered with TPV in Brazil, bringing locally built AOC Roku TV models to market. Moreover, the company also launched streaming service Globoplay for Roku customers in partnership with Brazil-based media powerhouse Globo. Notably, more than one in four smart TVs sold in Canada were Roku TVs in 2019.
- ▲ Roku's improved liquidity makes the stock attractive to investors. As of Mar 31, 2020, cash, cash equivalents including short-term investments were \$588.3 million compared with \$515.5 million as of Dec 31, 2019. The improved liquidity will help Roku to meet its working capital requirements. Although the company's total debt of \$169.7 million as of Mar 31, 2020 increased from \$99.8 million as of Dec 31, 2019, it should not be a bother for Roku due to its solid cash balance.

Roku benefits from the growing popularity of The Roku Channel, dominance in ad-supported streaming space, expanding TV-brands & retailer partner base and international expansion.

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## Reasons To Sell:

- ▼ Increased competition carries risk of lower sales volume, revenues and operating margins. Roku faces immense competition from existing local traditional pay TV services and products, including those provided by incumbent pay TV service providers and mobile streaming platforms. Competitors with more extensive product lines and stronger brand identity such as Apple or Google possess greater bargaining power with retailers. Companies such as Amazon, Apple and Google offer TV streaming devices that compete with Roku streaming players and Roku TV. Additionally, Google and Amazon license their respective OS for integration into smart TVs. Roku's Smart Soundbar and Roku Wireless Subwoofer face additional competition from makers of TV audio speakers and sound bars, as well as makers of other TV peripheral devices.
- ▼ Evolving TV standards such as 4K, 8K, HDR and technology upgrades require continued investments in the development of Roku players, Roku TV and other platforms putting margins under pressure, thereby increasing operating cost. In 2019, research and development expenses (24% of total revenues) increased 55% year over year to \$265 million. As of Dec 31, 2019 the company had 1,650 full-time employees, of which 850 were in research and development.
- ▼ International expansion and content additions resulted in cost escalations in the form of marketing expenses. Sales and marketing expenses increased 74% year over year to \$175 million in 2019, a trend likely to continue in 2020.
- ▼ Roku has been incurring operating losses since inception and had an accumulated deficit of \$313.8 million as of Dec 31, 2019. The company does not expect to generate profit sooner amid growing investments on sales & marketing and research & development. Despite the increasing top line, mounting losses doesn't augur well for investor confidence in our view.

Increasing competition in the streaming space from the likes of Amazon, Apple and Google and higher sales & marketing expenses are major concerns.

## Last Earnings Report

### Roku Q1 Loss Narrower Than Expected, Revenues Up Y/Y

Roku reported first-quarter 2020 loss of 45 cents per share that was narrower than the Zacks Consensus Estimate of a loss of 47 cents. The company had reported loss of 9 cents per share in the year-ago quarter.

Revenues soared 55.2% from the year-ago quarter to \$320.8 million and comfortably beat the consensus mark by 3%.

Active accounts jumped 37% year over year to 39.8 million. Streaming hours increased 49% year over year to 13.2 billion. Moreover, average revenue per user (ARPU) grew 28% to \$24.35 (on a trailing 12-month basis).

#### Top-Line Details

Platform revenues (72.5% of revenues) surged 73.4% year over year to \$232.6 million. Premium subscriptions in The Roku Channel witnessed a surge in signups, as consumers took advantage of more than 25 extended free trials amid lockdown in the first quarter.

Per management, The Roku Channel reached households with an estimated 36 million people in the first quarter. The Global Citizen's One World: Together at Home special drove the largest single day of live viewing in the history of the channel.

Moreover, consumption of ad-supported video on demand content grew faster than overall platform growth.

However, the company witnessed an increase in video ad campaign cancellations or delayed starts throughout March, primarily from categories including travel, quick-serve restaurants, theatrical and automotive among others, hardest hit by stay-at-home policies.

Player revenues (27.5% of revenues) increased 21.7% from the year-ago quarter to \$88.2 million. Player unit sales were up 25% year over year, primarily attributed to growth in core retail channels of the company.

Average sales price (ASP) declined 7% due to the company's strategy of offering attractive discounts to players.

It witnessed strong unit sales of Roku TV in the reported quarter. In January, Roku entered the Brazil market with Roku TVs manufactured and sold by AOC. The company witnessed tremendous initial sales and response in the country.

The company believes that Roku TV represented more than one in three smart TVs sold in the United States and more than one in four smart TVs sold in Canada in first-quarter 2020.

#### Operating Details

Gross margin contracted 480 basis points (bps) on a year-over-year basis to 44%. Decline in ASPs affected gross margin.

Operating expenses, as a percentage of revenues, increased 720 bps from the year-ago quarter to 61.2%. Growth in headcount and sales & marketing (S&M) expenses led to higher operating expenses.

S&M, research & development (R&D) and general & administrative (G&A) expenses increased 490 bps, 60 bps and 170 bps, respectively.

In the first quarter, adjusted EBITDA declined 9.9% year over year to \$16.3 million.

Operating loss was \$55.2 million in the reported quarter. The company had reported an operating loss of \$10.7 million in the year-ago quarter.

#### Balance Sheet & Cash Flow

As of Mar 31, 2020, cash and cash equivalents including short-term investments were \$588.3 million compared with \$515.5 million, as of Dec 31, 2019.

Quarter Ending **03/2020**

Report Date	May 07, 2020
Sales Surprise	8.16%
EPS Surprise	4.26%
Quarterly EPS	-0.45
Annual EPS (TTM)	-0.88

## Recent News

On Apr 16, Roku announced a partnership with Global Citizen to bring Roku users *One World: Together at Home*, a global special that pays tribute to and celebrates frontline healthcare workers fighting against coronavirus outbreak.

On Apr 13, Roku announced withdrawal of its full-year 2020 financial outlook due to economic uncertainties arising from the COVID-19 pandemic. Roku expects first-quarter streaming hours to be 13.2 billion, indicating an increase of 49% year over year.

On Apr 6, Roku announced the launch of The Roku Channel streaming in the U.K. comprising more than 10000 movies, TV episodes and documentaries. The channel is available to consumers with a Roku streaming player, Roku TV, NOW TV device or Sky Q box.

On Mar 31, Roku announced that it will start to roll out the Roku OS 9.3 to Roku devices in the UK shortly. The new update comes with Roku Voice and compatibility with Amazon Alexa and Google Assistant.

On Jan 21, Roku announced the launch of its streaming platform for audiences in Brazil. The company partnered with AOC in Brazil to bring the AOC Roku TV to consumers in the country.

On Jan 7, Roku announced the new Roku TV Ready program enabling third-party consumer electronics products to work seamlessly with Roku TV models. Denon and TCL North America are among the first partners under the program.

On Jan 6, Roku announced that five TV brands including Hisense, Hitachi, InFocus, JVC, Philips, Polaroid, and TCL among others will launch Roku TV models in Canada, Mexico, the United States and the U.K. in 2020 at an affordable price.

## Valuation

Roku shares are down 13.8% in the year-to-date period while up 38.7% over the trailing 12-month period. Stocks in the Zacks sub-industry are up 1% while the same in the Zacks Consumer Discretionary sector are down 21% in the year-to-date period. Over the past year, the Zacks sub-industry is up 1.9% while the sector is down 15.9%.

The S&P 500 index is down 11.5% in the year-to-date period and 1.2% in the past year.

The stock is currently trading at trailing 12-month EV/Sales of 10.91X, which compares to 8.65X for the Zacks sub-industry, 2.66X for the Zacks sector and 2.72X for the S&P 500 index.

Over the past two years, the stock has traded as high as 20.84X and as low as 4.13X, with a 2-year median of 10.36X. Our Neutral recommendation indicates that the stock will perform in-line with the market. Our \$121 price target reflects 8.57X forward 12-month sales.

The table below shows summary valuation data for ROKU

Valuation Multiples - ROKU					
		Stock	Sub-Industry	Sector	S&P 500
EV/Sales TTM	Current	10.91	8.65	2.66	2.72
	2-Year High	20.84	14.71	3.55	3.45
	2-Year Low	4.13	6.79	2.29	2.23
	2-Year Median	10.36	10.56	3.26	3.02
P/S F12M	Current	8.16	6.1	1.94	3.22
	2-Year High	15.24	11.24	2.59	3.44
	2-Year Low	3.06	6.1	1.67	2.76
	2-Year Median	7.66	7.99	2.2	3.17
P/B TTM	Current	20.03	15.52	2.69	3.74
	2-Year High	41.82	52.1	4.47	4.55
	2-Year Low	10.96	11.78	2.2	3.02
	2-Year Median	23.74	19.84	3.55	3.98

As of 05/14/2020

## Industry Analysis Zacks Industry Rank: Bottom 32% (173 out of 253)



## Top Peers

Company (Ticker)	Rec	Rank
Apple Inc. (AAPL)	Neutral	3
Amazon.com, Inc. (AMZN)	Neutral	3
Comcast Corporation (CMCSA)	Neutral	3
Facebook, Inc. (FB)	Neutral	3
Alphabet Inc. (GOOGL)	Neutral	3
Netflix, Inc. (NFLX)	Neutral	2
ViacomCBS Inc. (VIAC)	Neutral	3
The Walt Disney Company (DIS)	Underperform	4

Industry Comparison Industry: Broadcast Radio And Television				Industry Peers		
	ROKU	X Industry	S&P 500	AAPL	AMZN	GOOGL
Zacks Recommendation (Long Term)	Neutral	-	-	Neutral	Neutral	Neutral
Zacks Rank (Short Term)	3	-	-	3	3	3
VGM Score	F	-	-	B	F	D
Market Cap	13.99 B	427.65 M	18.95 B	1,341.65 B	1,191.50 B	926.22 B
# of Analysts	7	1	14	12	13	12
Dividend Yield	0.00%	0.00%	2.2%	1.06%	0.00%	0.00%
Value Score	F	-	-	C	F	D
Cash/Price	0.03	0.20	0.06	0.07	0.04	0.12
EV/EBITDA	-315.86	5.01	11.58	17.07	31.20	16.04
PEG Ratio	NA	0.59	2.60	2.36	5.04	2.03
Price/Book (P/B)	20.70	0.80	2.59	17.11	18.25	4.56
Price/Cash Flow (P/CF)	NA	2.50	10.20	20.28	35.63	19.54
P/E (F1)	NA	6.43	19.00	25.15	120.96	32.72
Price/Sales (P/S)	11.25	0.51	1.93	5.01	4.02	5.56
Earnings Yield	-1.42%	4.36%	5.05%	3.98%	0.83%	3.06%
Debt/Equity	0.24	1.39	0.75	1.14	0.36	0.08
Cash Flow (\$/share)	-0.37	1.76	7.01	15.26	67.05	69.45
Growth Score	F	-	-	B	D	C
Hist. EPS Growth (3-5 yrs)	NA%	15.85%	10.82%	9.79%	102.38%	23.83%
Proj. EPS Growth (F1/F0)	-217.58%	-40.44%	-10.48%	3.50%	-14.18%	-15.64%
Curr. Cash Flow Growth	5,300.00%	-0.84%	5.68%	-3.74%	31.33%	12.62%
Hist. Cash Flow Growth (3-5 yrs)	NA%	13.08%	8.52%	7.40%	49.26%	19.91%
Current Ratio	2.60	1.73	1.27	1.50	1.08	3.66
Debt/Capital	19.39%	58.90%	44.25%	53.18%	26.42%	7.07%
Net Margin	-8.43%	5.14%	10.54%	21.35%	3.56%	20.71%
Return on Equity	-18.24%	7.67%	16.29%	64.49%	17.83%	17.43%
Sales/Assets	1.05	0.41	0.54	0.81	1.42	0.62
Proj. Sales Growth (F1/F0)	33.49%	0.00%	-2.55%	0.71%	23.48%	4.64%
Momentum Score	D	-	-	A	F	C
Daily Price Chg	-0.82%	0.84%	1.17%	0.61%	0.88%	0.63%
1 Week Price Chg	11.09%	0.00%	3.23%	7.29%	4.09%	5.09%
4 Week Price Chg	-8.91%	0.88%	1.06%	7.97%	-0.80%	7.91%
12 Week Price Chg	-6.03%	-35.32%	-22.80%	-3.36%	10.95%	-10.56%
52 Week Price Chg	40.01%	-36.58%	-12.40%	62.85%	25.23%	14.55%
20 Day Average Volume	13,974,202	125,126	2,553,422	37,817,568	5,085,351	2,254,571
(F1) EPS Est 1 week change	-4.74%	0.00%	0.00%	0.00%	0.00%	0.00%
(F1) EPS Est 4 week change	-13.50%	-13.50%	-5.57%	0.12%	-29.19%	-7.06%
(F1) EPS Est 12 week change	-34.99%	-34.99%	-16.22%	-10.68%	-28.53%	-24.15%
(Q1) EPS Est Mthly Chg	-26.32%	-16.82%	-11.63%	-2.04%	-71.25%	-17.46%

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## Zacks Stock Rating System

We offer two rating systems that take into account investors' holding horizons: Zacks Rank and Zacks Recommendation. Each provides valuable insights into the future profitability of the stock and can be used separately or in combination with each other depending on your investment style.

### Zacks Recommendation

The Zacks Recommendation aims to predict performance over the next 6 to 12 months. The foundation for the quantitatively determined Zacks Recommendation is trends in the company's estimate revisions and earnings outlook. The Zacks Recommendation is broken down into 3 Levels; Outperform, Neutral and Underperform. Unlike many Wall Street firms, we have an excellent balance between the number of Outperform and Neutral recommendations. Our team of 70 analysts are fully versed in the benefits of earnings estimate revisions and how that is harnessed through the Zacks quantitative rating system. But we have given our analysts the ability to override the Zacks Recommendation for the 1200 stocks that they follow. The reason for the analyst over-rides is that there are often factors such as valuation, industry conditions and management effectiveness that a trained investment professional can spot better than a quantitative model.

### Zacks Rank

The Zacks Rank is our short-term rating system that is most effective over the one- to three-month holding horizon. The underlying driver for the quantitatively-determined Zacks Rank is the same as the Zacks Recommendation, and reflects trends in earnings estimate revisions.

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### Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

Value Score	F
Growth Score	F
Momentum Score	D
VGM Score	F

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

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### Disclosures

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