MMA FORUM VIETNAM
NOVEMBER 3, 2017 HO CHI MINH, VIETNAM

MMA
MOBILE MARKETING ASSOCIATION

The Future of Mobile Video

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AdColony





58% of all online video viewing in 2017 will occur on mobile

** ZenithOptimedia forecast*

Largest Global Mobile Platform

Most Awarded Mobile Ad Tech Platform in APAC

THE 2016 MUMBRELLA AWARDS

WINNER
MARKETING TECHNOLOGY COMPANY OF THE YEAR
2016 & 2017 - *APAC*

59 AWARDS

Instant-Play ™ HD Video
Zero Buffer
Full Screen
90% + Completion Rate
Certified 100% MOAT viewable
Brand Safe & Transparent

MOAT Integral Ad Science



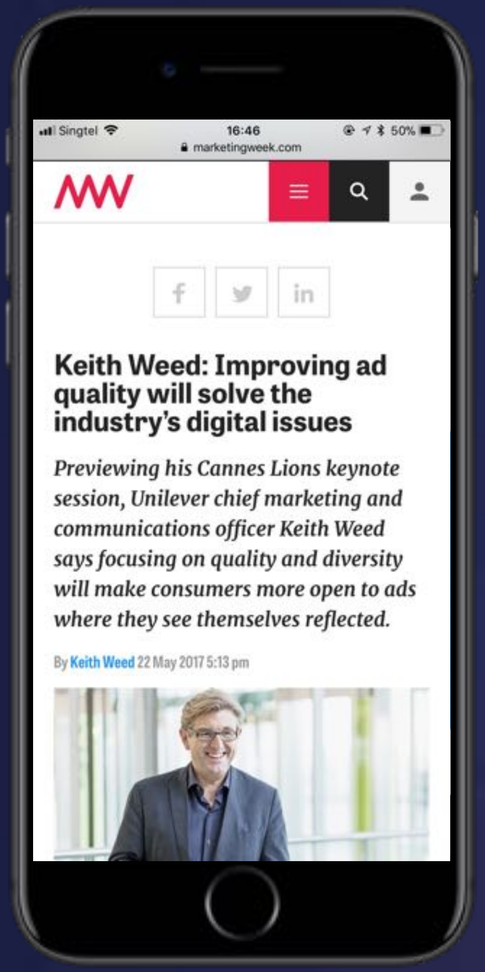
1.5B
Global unique consumers reached every month

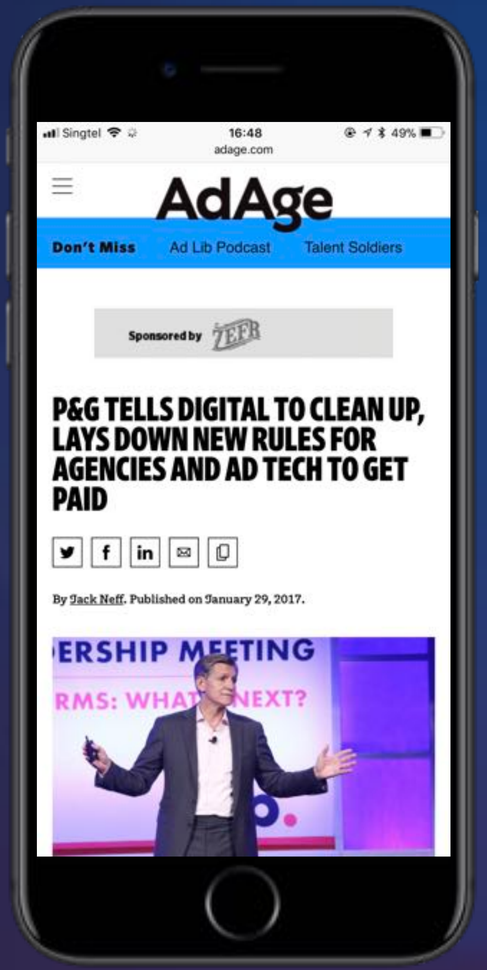
25,000+
Of the Top Mobile Sites & Apps

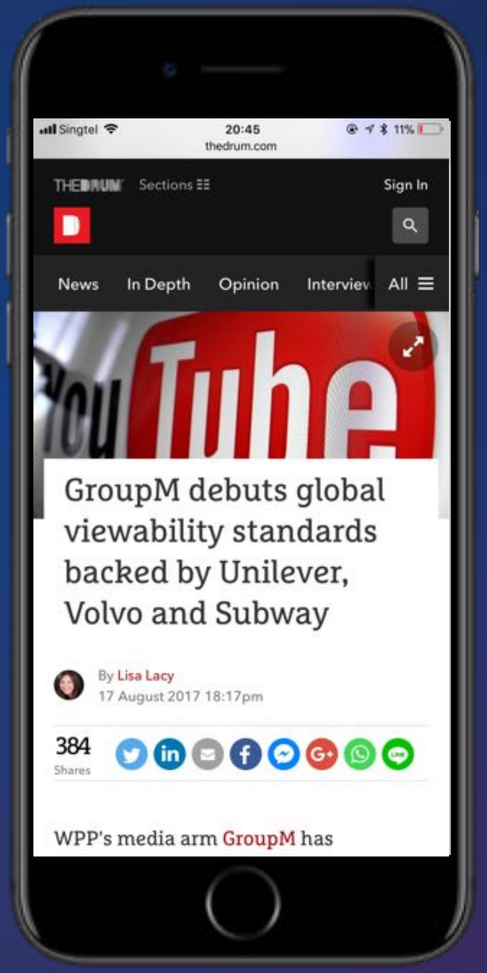
1:1
Working Directly with Publishers via SDK

90%
of the Ad Age Top 100 Working with Us

Media Quality is Most Important Conversation in Advertising Right Now









In a complex media environment how can brands deliver media quality?

Defining Media Quality



1st Party Supply at Scale



Highest Quality Ad Formats



Viewability + Brand Safety



Delivering Performance KPIs



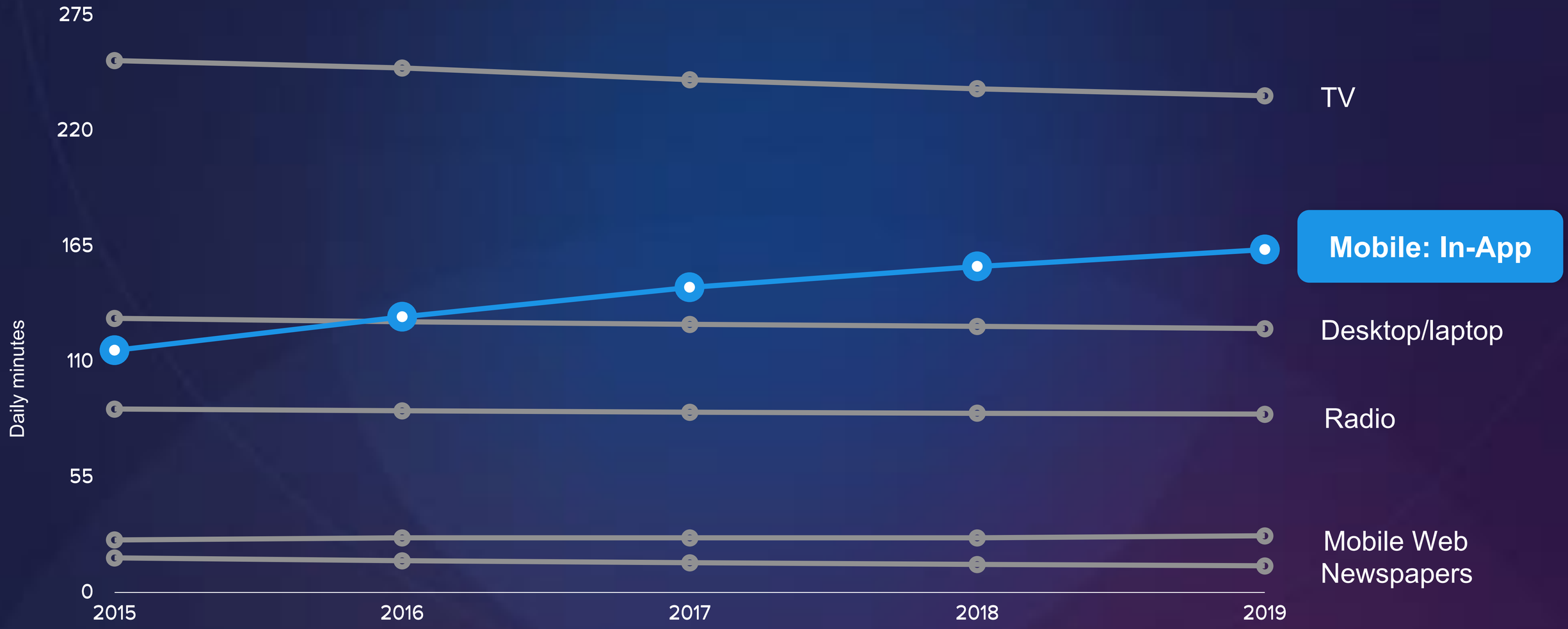
Consumer Choice



1st Party Supply at Scale

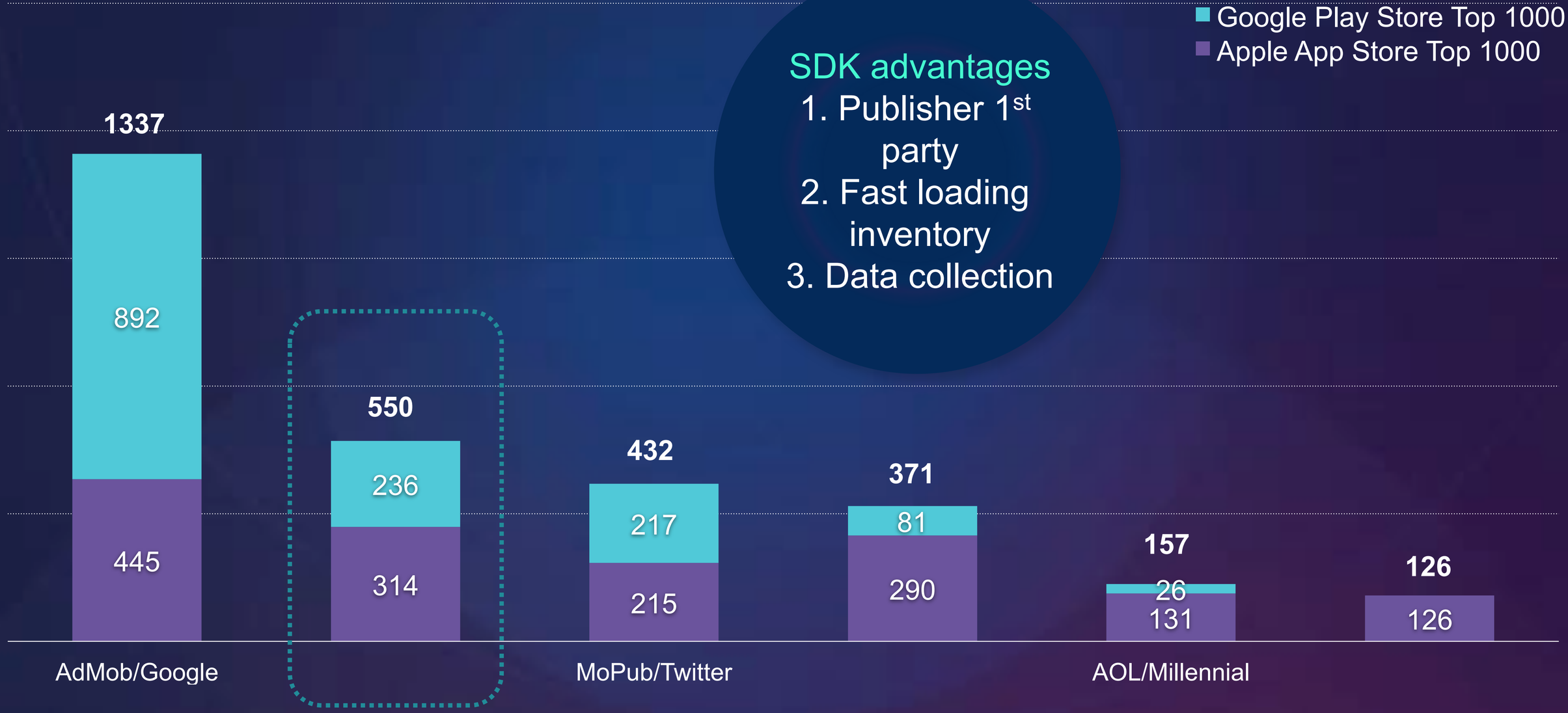
AdColony is the largest source of 1st party mobile supply outside social

Mobile apps' share of time spent is growing - second only to TV in time spent



*Source: eMarketer, April 2017 (In-App & Web data), 3/1/17 (non-mobile data)

A global **100% SDK** powered footprint second only to Google



Source: MixRank, Q2 2017

Consumers spend 70% of their time outside UGC and Messaging environments


7


#18


63



84


50

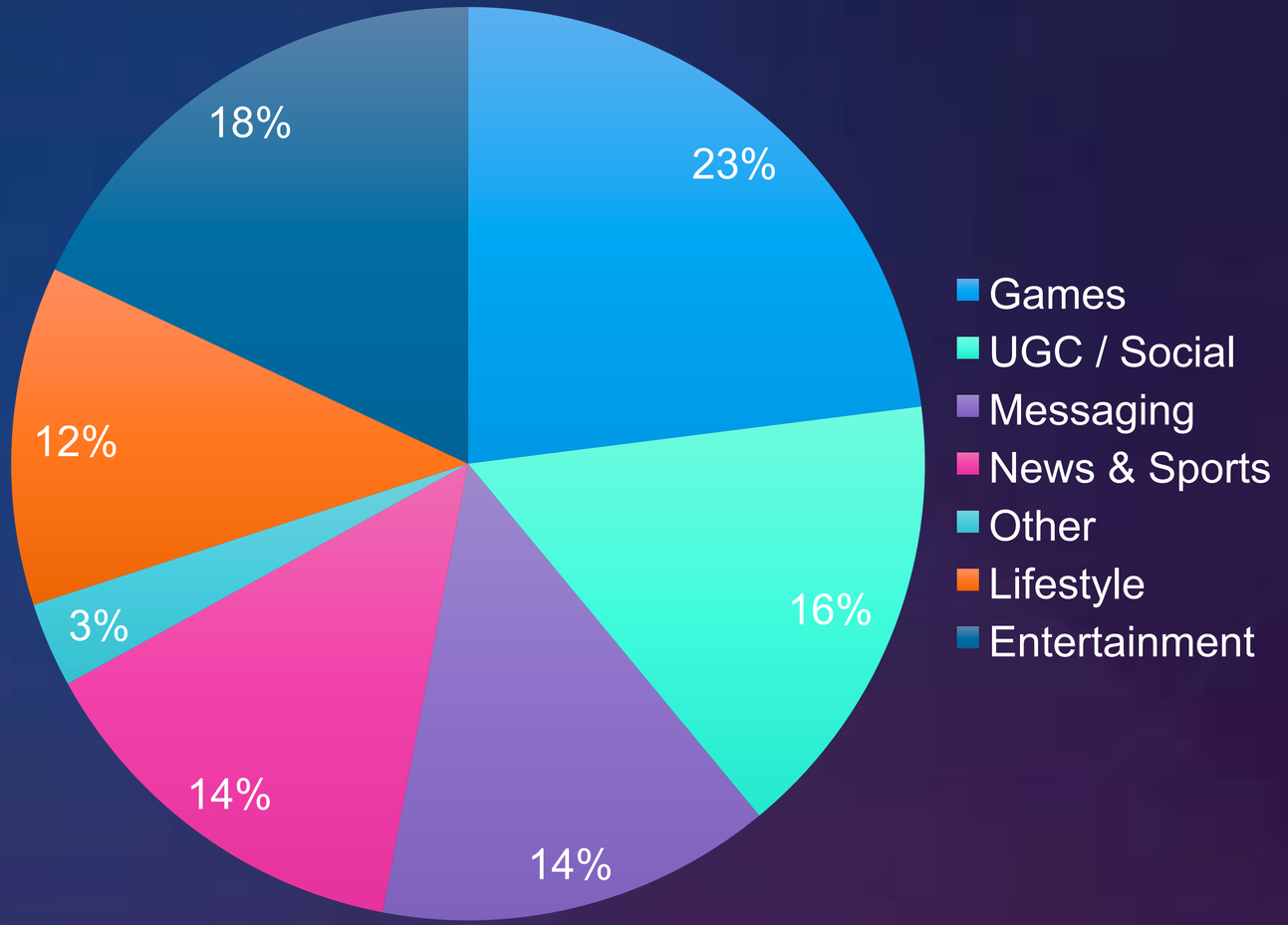

#81


11


#17



37



Source: Comscore, SensorTower; 2017

Gaming is the a huge opportunity for brands – just like UGC 7 years ago, but more brand safe

Audience

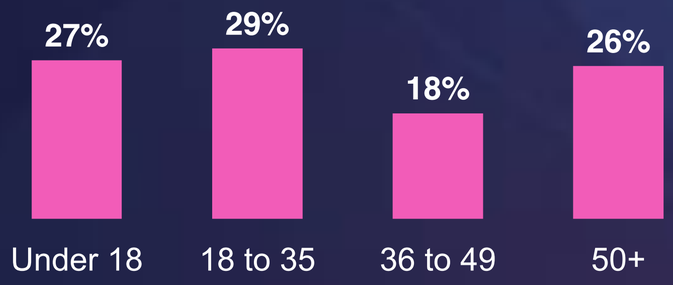


161 Million
monthly uniques[1]

52/48
m/f split[2]



Gaming Age Breakdown[3]



Attention

36/100
of iTunes Top Free Apps are games

72/100
of iTunes Top Grossing Apps are games

Experience



Brand Safe



Full Screen Creative



Highly Viewable

** Sources: 1. eMarketer, May 2017; 2. https://newzoo.com/insights/articles/male-and-female-gamers-how-their-similarities-and-differences-shape-the-games-market; 3. Entertainment Software Association, 2016; 4. Sensor Tower iTunes App Rankings, August 2017*



Highest Quality Ad Formats

AdColony video is always Full Screen, HD Quality and Zero Buffer



AdColony-powered

Instant-Play™ HD



Streaming Video





100% Viewable Brand Safe Video

Instant-Play™ HD Video

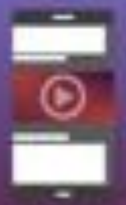
- 97% Viewability Rate
- 93% View Completion Rate
- Full Screen
- Zero Buffer
- HD Quality
- Brand-Safe & Transparent

MOAT

Integral Ad Science

Not all Video is Created Equal

What	Where	Why
 Full-Screen HD Video	Within a dedicated video player app or as a user-initiated experience (e.g., rewarded video)	User-initiated: they want to be there & pay attention Only way it's not viewable is if user quits or x's out within first second Video audio aligns with user's current audio settings = best user experience
 Interstitials and Full-Screen (320x480) Display	Within an app as a true interstitial during a natural break in the experience	Space for high-quality creative, visually compelling rich media and CTAs Full-screen experience = undivided attention Won't disrupt, when placed thoughtfully within user experience (e.g., between game levels)
 Instant-Play*, No buffering	With vendors who have the right SDK technology integrated directly within mobile apps	SDK integration = no load times (key for slow connection speeds) No delay = hold user's attention, won't quickly quit before viewing

What	Where	Why
 Partial Screen Banner Display Ads, Including In-Banner Video	Mobile web and in-app, wherever the publisher thinks to "squeeze them in"	Pre-loading below the fold = Impression "fire" (no one sees the ad) Easily ignored, disruptive or never make it on the screen (adjacent to UI)
 In-Feed Display and Video	Within a feed-based app (e.g., News, Social Media) where the user scrolls quickly through content	Difficult to "stop the thumb." User wants content & ad is in the way Video often muted at default, doesn't align with current user audio settings Not surprising that Facebook's viewability rates reported as low as 20%
 Overlaid or "Sticky" Video	In-app and mobile web, where the video is locked to the screen and cannot be ignored or scrolled past	Viewability high, but pop-up & spammy nature of video on top of content = bad user experience* *Ref: Better Ads Coalition*



84% of the time mobile phones are being used in portrait mode

*Mobile Marketer, June 2017


ADCOLONY
UFC
Instant-Play™
HD Vertical
Video
98% Viewability
93% Video Completion
12% Engagement

Introducing Aurora™ HD Interactive Video

The future of mobile video



Amazing, life-like graphics

Tap into advanced technology to power graphics usually only possible in games or movie special effects.

True in-video interactivity

Users touch, tap, swipe, tilt and shake to engage with the in-video experience.

Video ads you can feel

Shake and vibrate devices during key action moments or when a user interacts.




HOLD YOUR FINGER ON THE SCREEN
TO KEEP AWAY THE STRANGENESS




LG


BURGER
KING

Eye-catching creative. Jaw-Dropping results.

Initial beta campaigns metrics show massive engagement opportunity

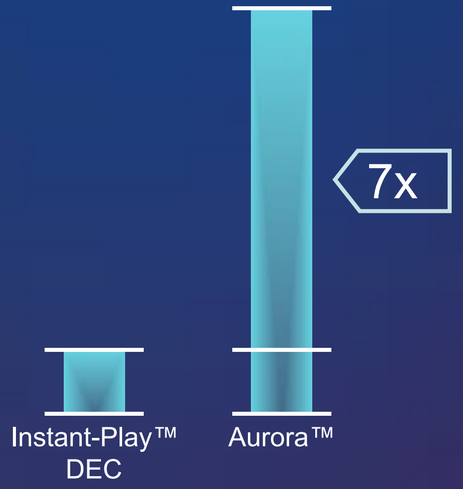
177%

Total Interaction Rate



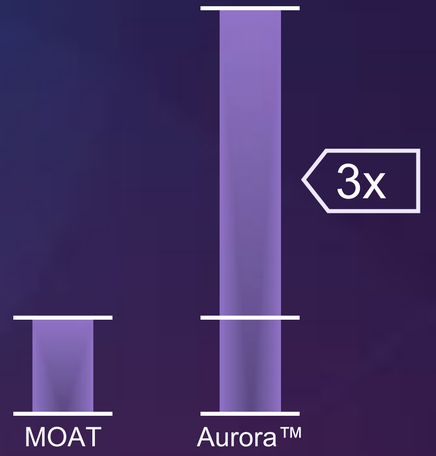
45%

Unique Interaction Rate



90%

Viewable Completion Rate



Total Interaction Rate: Innovid 2017 Global Video Benchmarks for Custom Interactive Video compared to Aurora™
Unique Interaction Rate: Instant-Play Complex Dynamic End Card benchmark compared to Aurora™
Viewable Completion Rate: MOAT Q1 benchmark for Mobile In-App Video Audible and Visible on Complete Rate compared to Aurora™ based on AdColony's MRC-certified viewability technology


TAP TO COLLECT
TREASURES
32

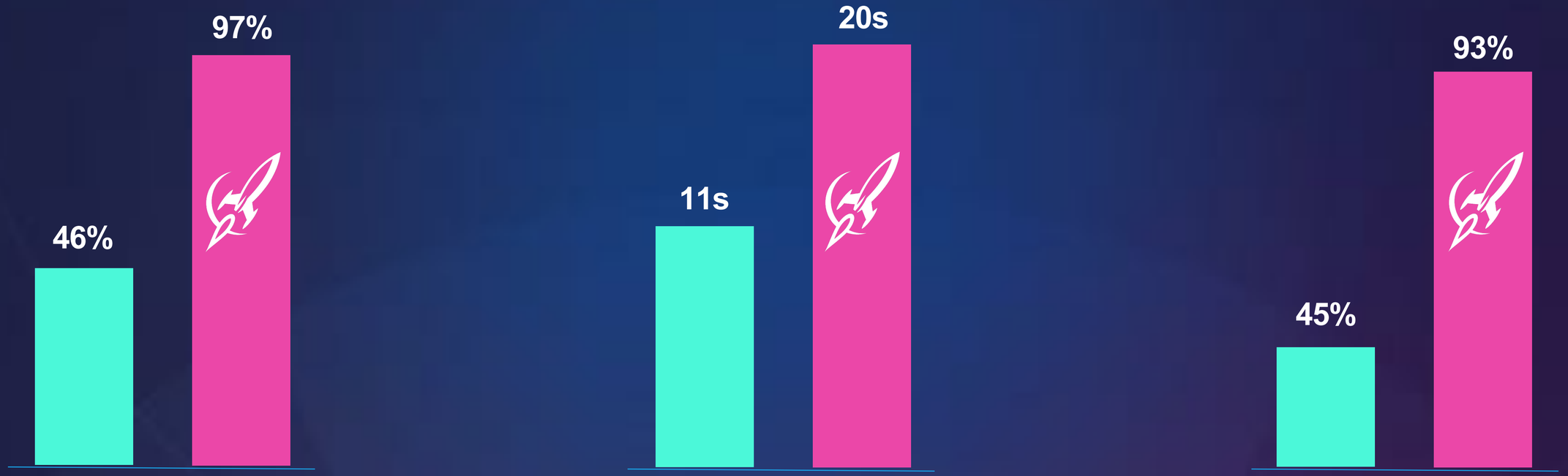


Viewability + Brand Safety

AdColony has 97% Moat Viewability and is ranked #1 globally for brand safety

Unprecedented, industry-leading ad quality scores

Source: Moat, Q2 2017



Human & Viewable Rate

The percentage of impressions that were viewable and delivered to humans

In-View Time

The average time an ad was viewable in seconds

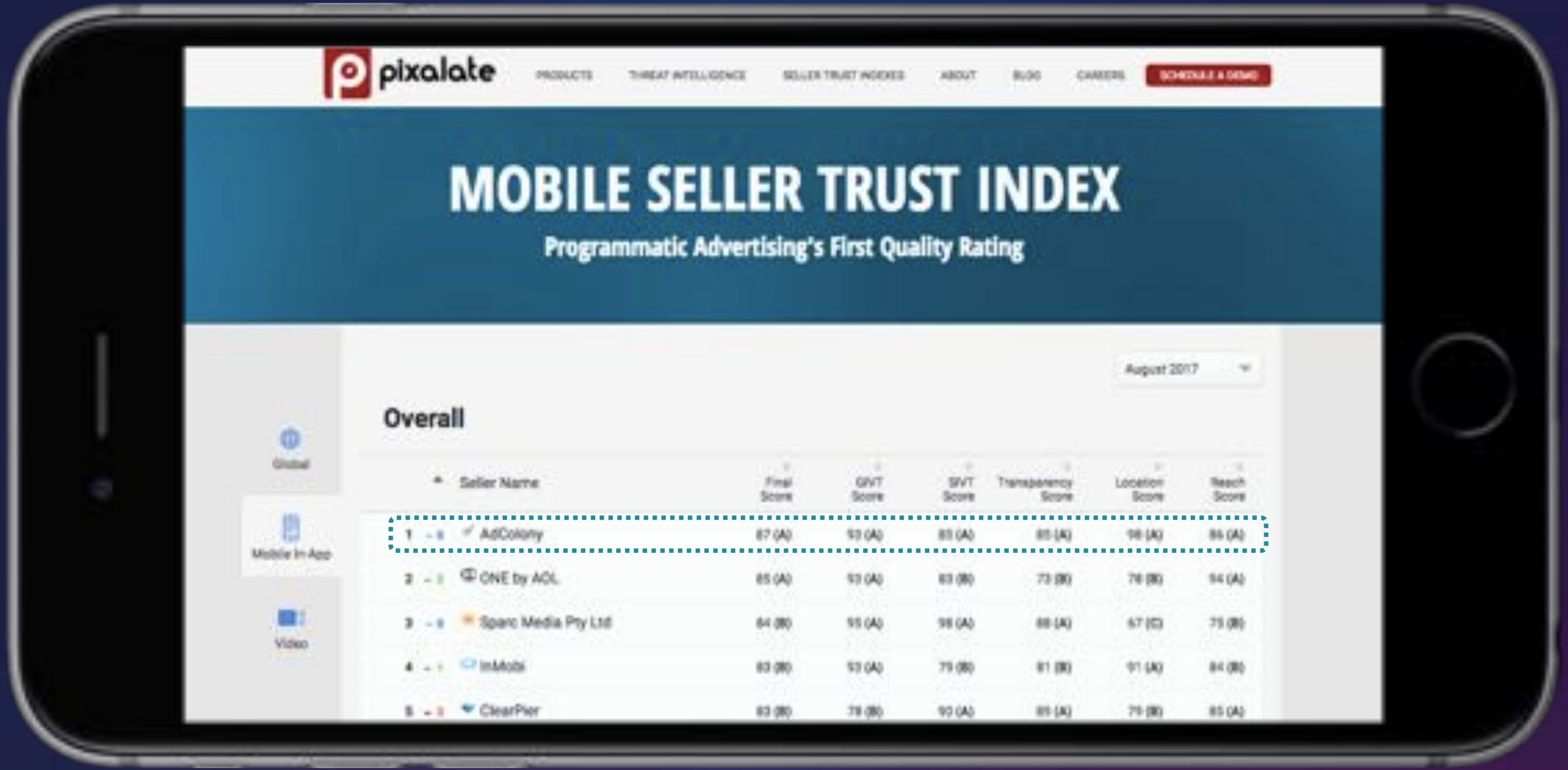
Completion Quality

The percentage of video completions that were audible and visible

Moat Mobile In-App Benchmarks

AdColony Benchmarks

Number 1 Global Programmatic Supplier



Delivering Performance KPIs

AdColony video enjoys 93% completion rates (and we also deliver on brand metrics)

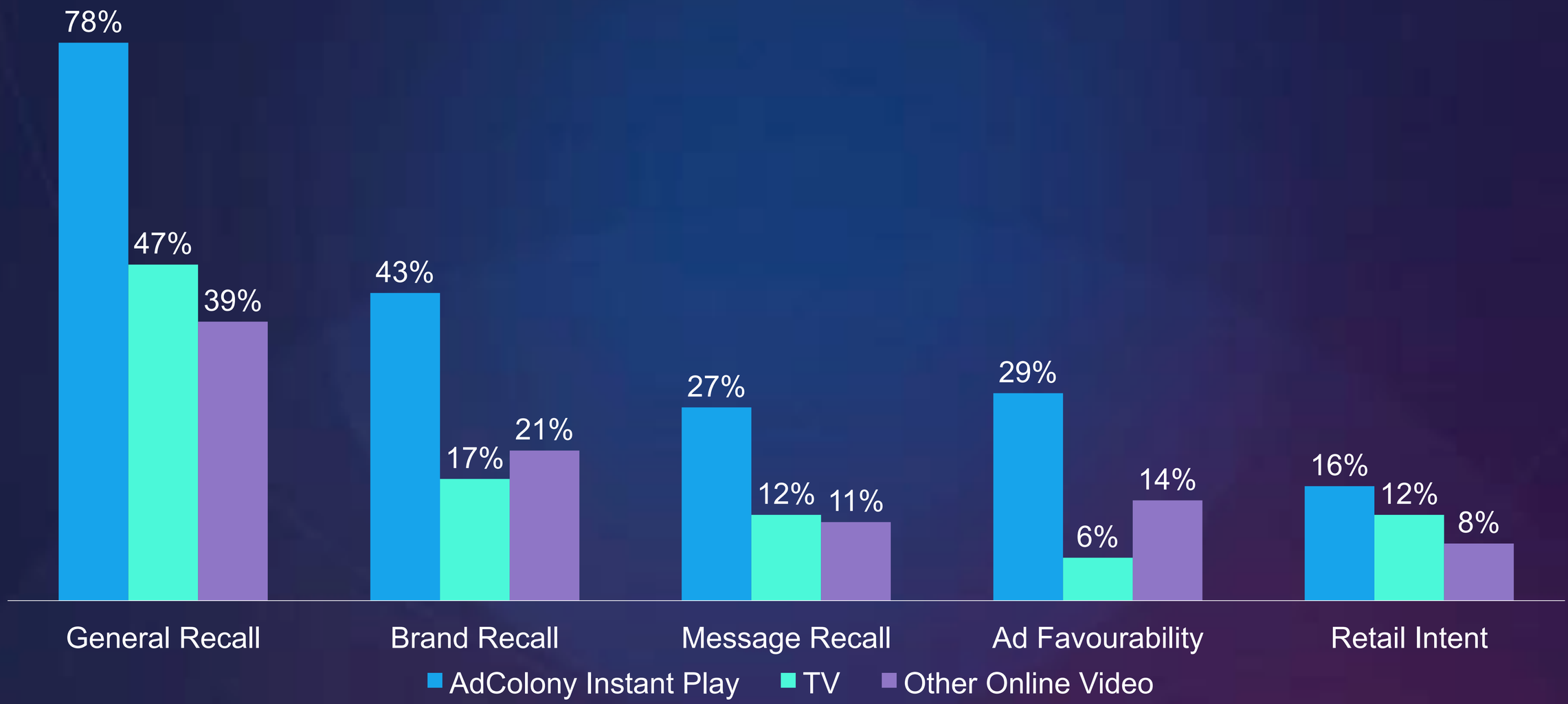


Our video gets 93% completion rates

	Video A	Video B	Video C
CPM	$2.00	$10.00	$10.00
Viewability	46%	97%	70%
Video Completion Rate	28%	93%	70%
Cost per Completed Viewable View	**$0.016**	**$0.011**	**$0.020**

Source: Moat, AdColony; 2016

Entirely unsurprisingly, delivering high quality video media drives better results for brands



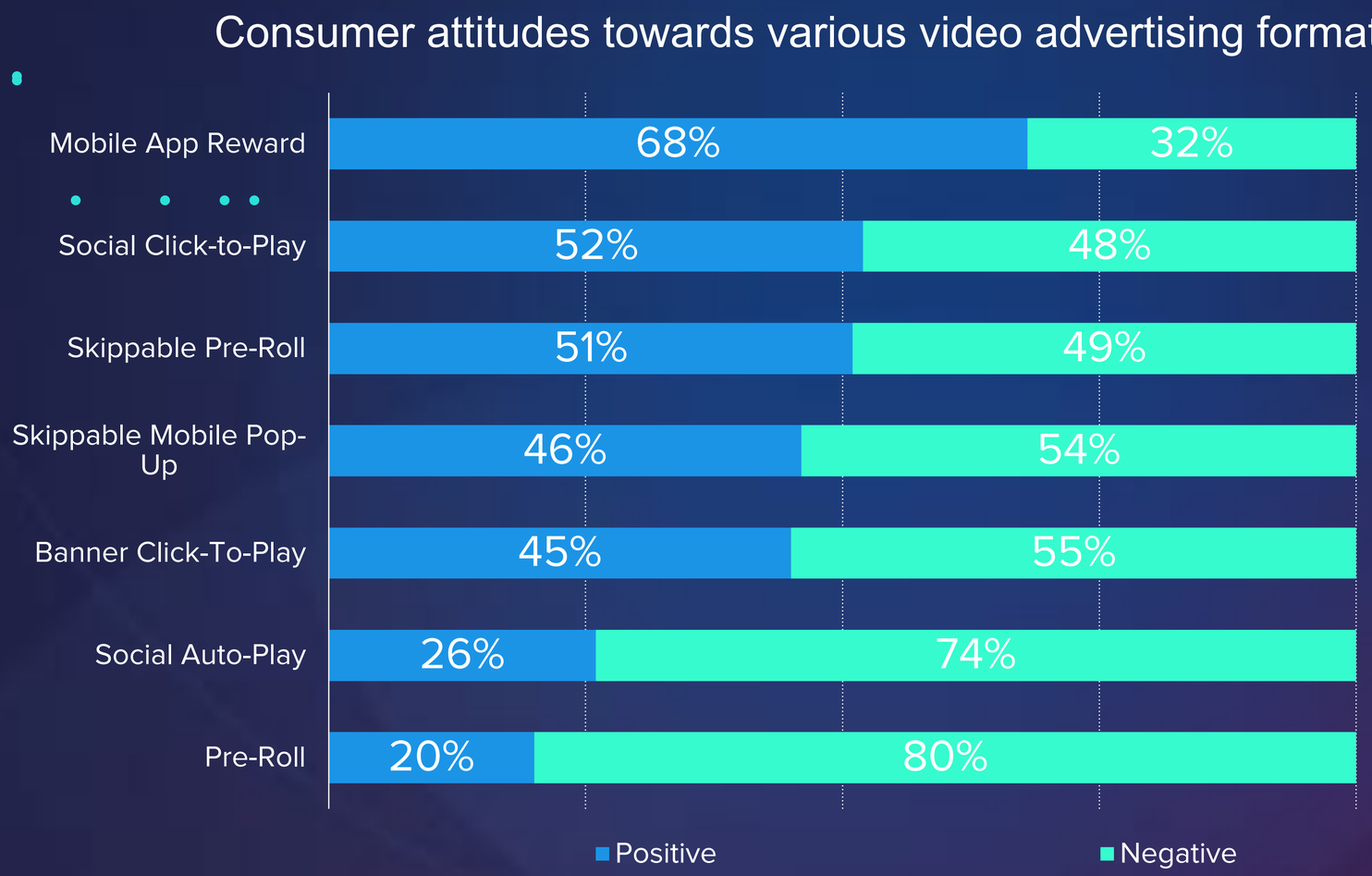
Source: Nielsen, AdColony; 2016



Consumer Choice

AdColony inventory is permission based and viewed positively by the majority of consumers (unlike preroll)

Consumers prefer to choose when they see ads



Featured in Mary Meeker's 2017 Trends Report

Source: Milllward Brown AdReaction Video Creative in a Digital World, 2016 (featured in 2017 Mary Meeker Internet Trends Report)

More Advertisers Turned to Mobile Video in 2017

Brands flock to mobile video to increase brand awareness and reach more targeted audiences



Mobile Video Ad Spend will grow **68%** in 2017

Source: Emarketer, IAB; 2017

The Future of Mobile Video is the Future of Video

Mobile apps are already the biggest part of consumers lives & video advertising – whether marketers realise it or not

Mobile specific formats & creativity present an important & unique opportunity for brand equity – think vertical!



Mobile is personal, so consumer choice & permission is crucial

Media quality is emerging as the number 1 priority for brands

MMA
MOBILE MARKETING ASSOCIATION

THANK YOU




ADCOLONY

Brand Safe & Transparent

- In-App supply meets App Store guidelines
- Top-ranking apps
- Extensive platform controls & white/blacklists
- Publisher names transparent in 97% of bid requests
- IVT rates of 0.8%, per Moat





Ads people like.

Outcomes you love.

A wide range of data signals for targeting

Standard data

Device type, OS and Carrier
State, DMA, and Zip Code
App/Site domain
Device ID: 90% enriched supply

Unique platform data

Apps installed
GPS location
Ads engaged with

Leading data & CRM on-boarding providers

ORACLE
LOTAME
factual
LiveRamp
an acxiom company



Eye-catching creative. Jaw-Dropping results.

Initial beta campaigns metrics show massive engagement opportunity

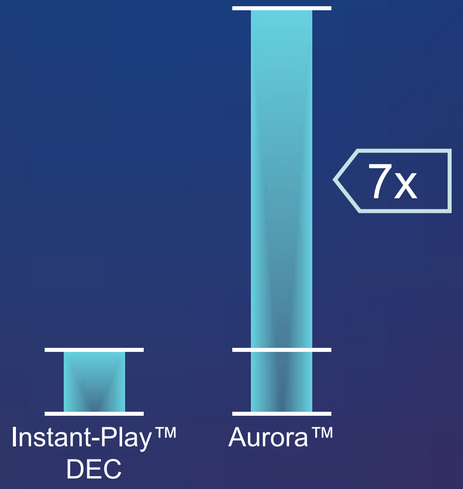
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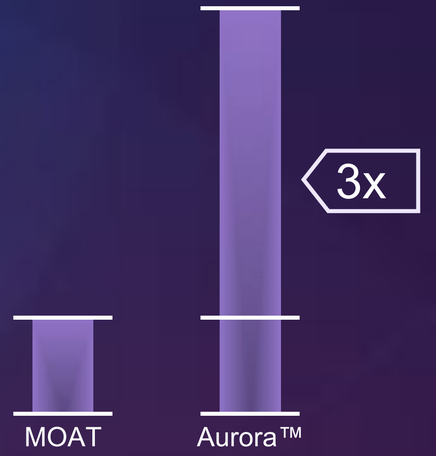
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