
TubeMogul
SOFTWARE FOR BRAND ADVERTISING

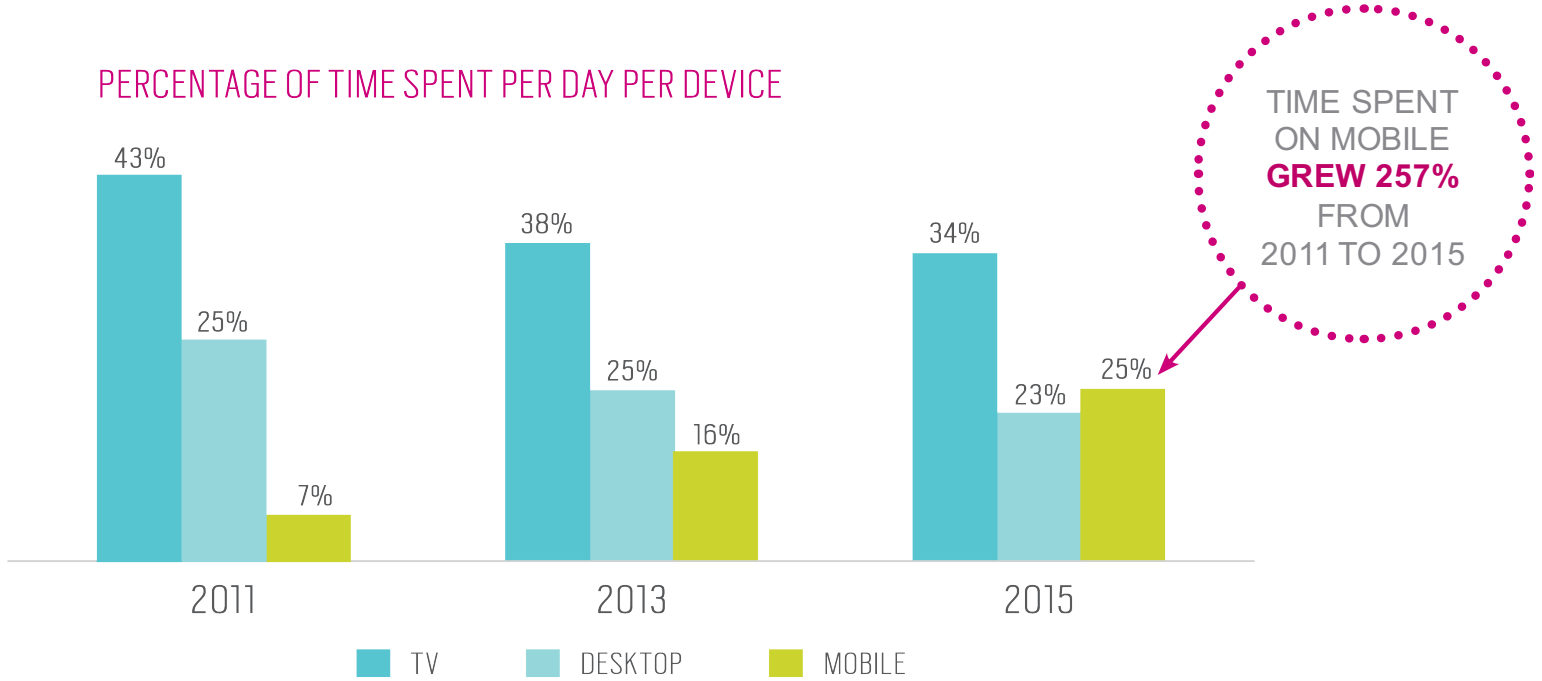
TEN YEARS AGO...



Media Landscape Shifts Towards Mobile

THE RISE OF UK MEDIA CONSUMPTION ON MOBILE

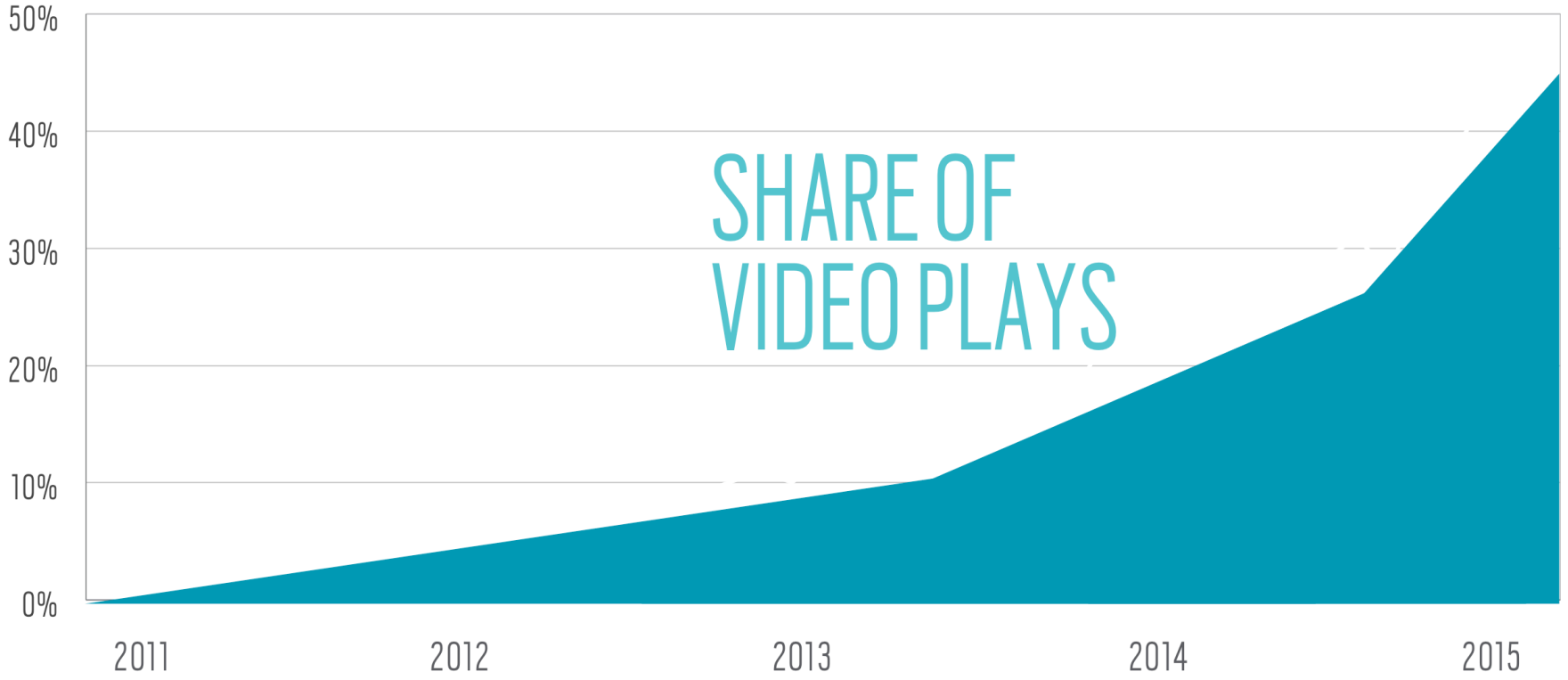
IN 2015, MOBILE SURPASSED DESKTOP AND BECAME THE NUMBER 2 MODE OF MEDIA CONSUMPTION AFTER TV



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Source: eMarketer, April 2015

Mobile Video Consumptions Increases More than 10X

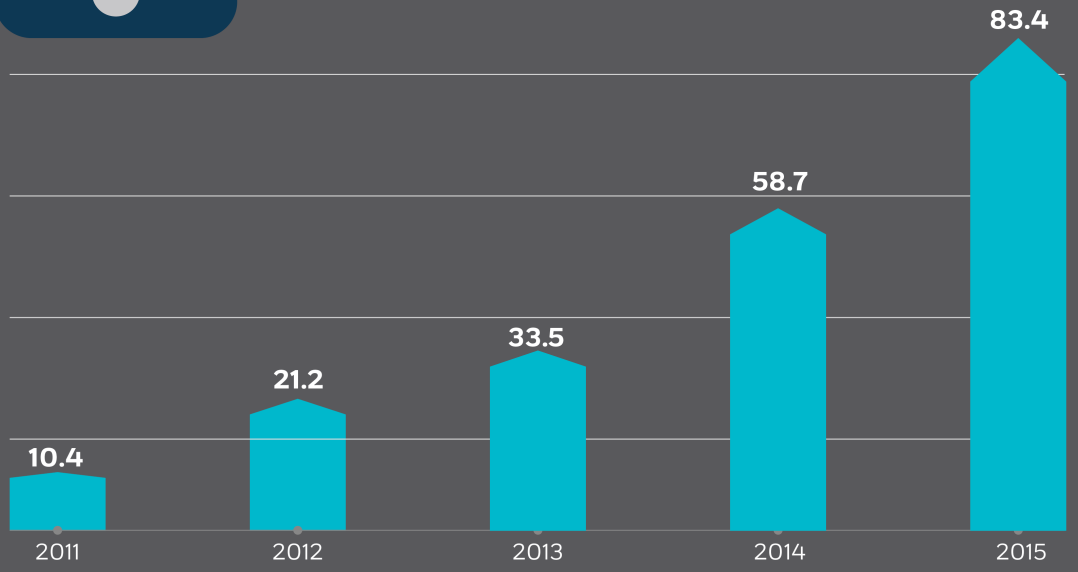


Source: Ooyala,"Global Video Index Q2 2015", July 2015.

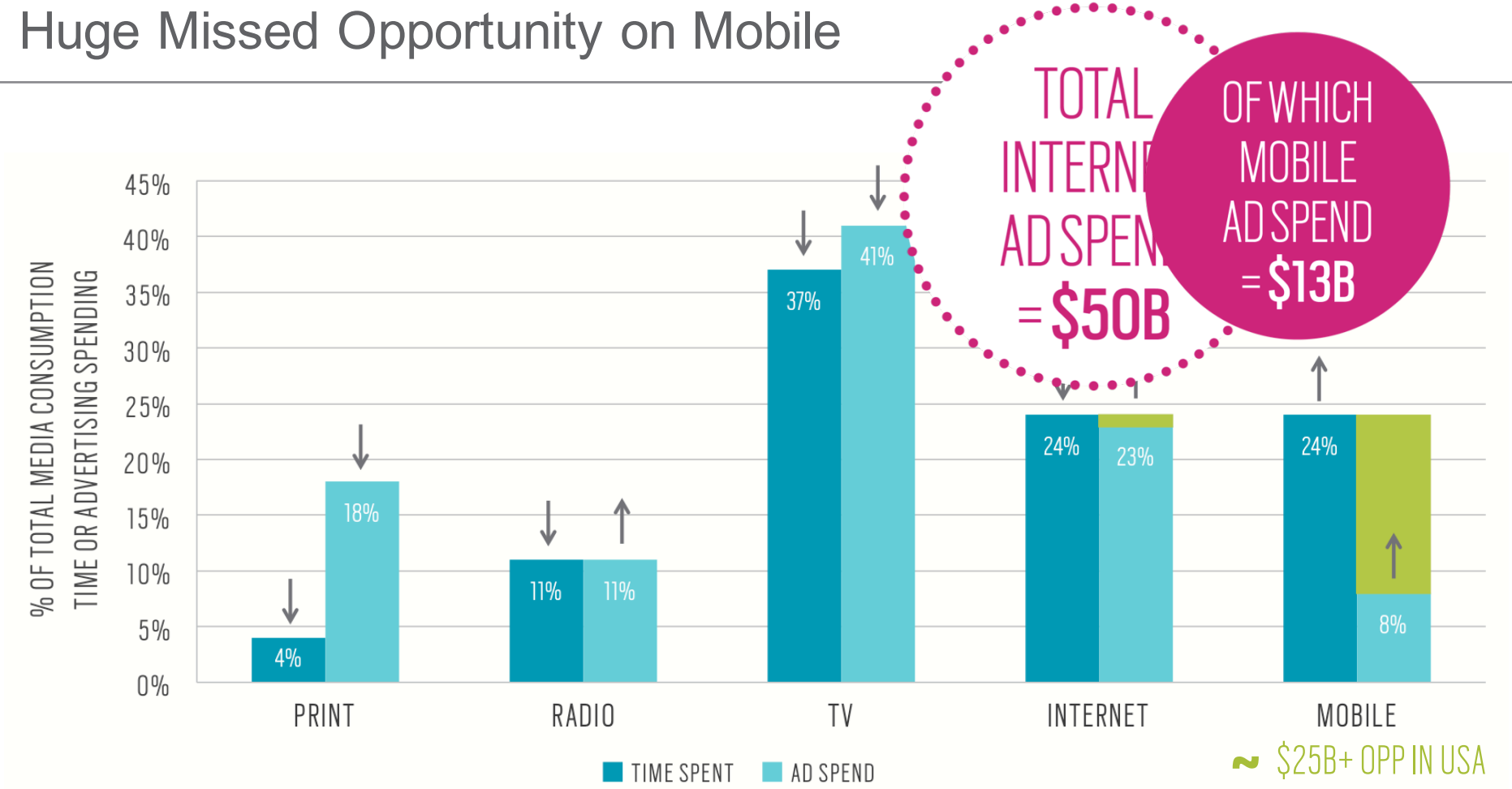


Mobile-only internet users are on the rise

slated to reach 83 million users in Western Europe by 2016.



Huge Missed Opportunity on Mobile



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Source: Mary Meeker, "Internet Trends; KPCB", May 2015

The Future of Mobile Video & Cross-Screen

PANELISTS:



CHRIS HULME
Programmatic & Network Advertising Manager
Channel 4



NICK GRAHAM
Global Digital Marketing Director
Huawei

HUAWEI



ADAM HANCOX
Programmatic Associate Director
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