MMA FORUM INDIA
OCTOBER 27, 2017 | NEW DELHI



Doing Mobile Video Right

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VP & GM - India
InMobi

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MOBILE IS CAPTURING THE DIGITAL SPOTLIGHT– GLOBALLY & IN APAC

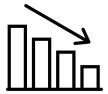
GLOBAL

52% Global digital video views on **mobile**

51% Programmatic video spend on **mobile**

62% Decision makers who will increase spend on **mobile** video

INDIA



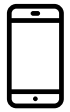
Reduction in handset prices



Increase in connectivity



Reduction in data prices



Mobile-first economy

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MOBILE APPS DOMINATE CONNECTED DEVICE MEDIA TIME IN INDIA

2 hours & 30 minutes / day

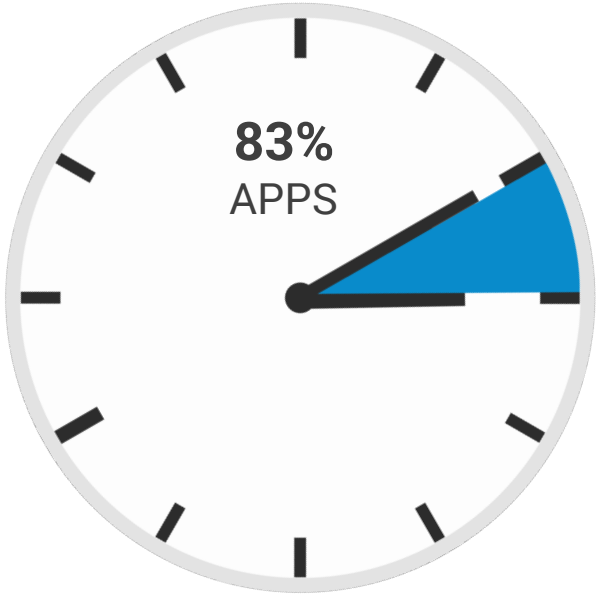
Apps

30 minutes / day

Mobile Web

Media Time Spent

APPS vs. MOBILE WEB



SOURCE: https://timesofindia.indiatimes.com/business/india-business/indians-spend-2-5-hours-per-day-on-apps-report/articleshow/58653431.cms

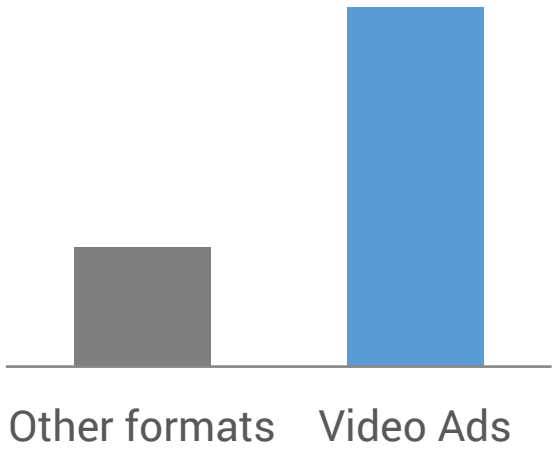
SOURCE: **http://www.adageindia.in/digital/time-spent-on-mobile-surpasses-tv-says-kantar-imrb-mma-report/articleshow/56105588.cms**

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SIGHT, SOUND & MOTION DELIVER SUPERIOR RESULTS

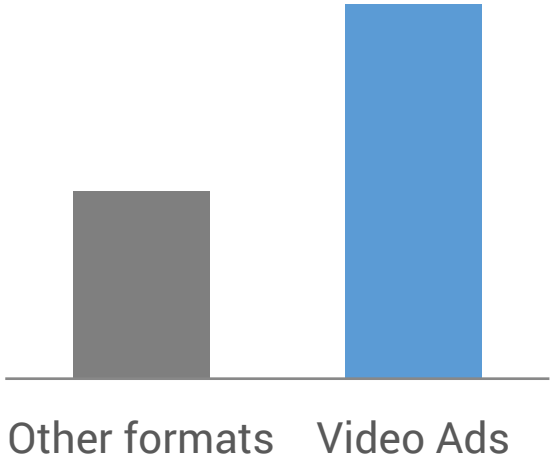
3X CTR

OVER OTHER FORMATS



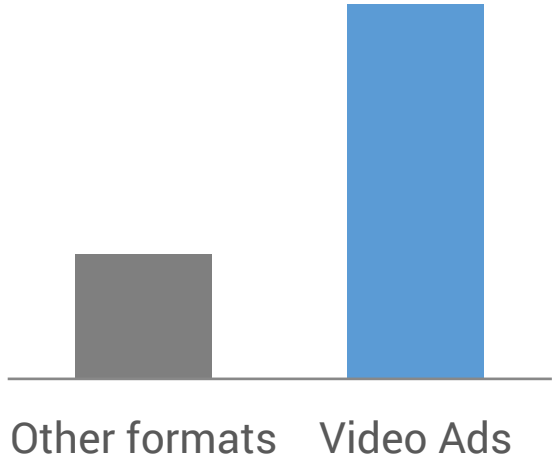
2X CVM

OVER OTHER FORMATS



3X E-CPM

OVER OTHER FORMATS



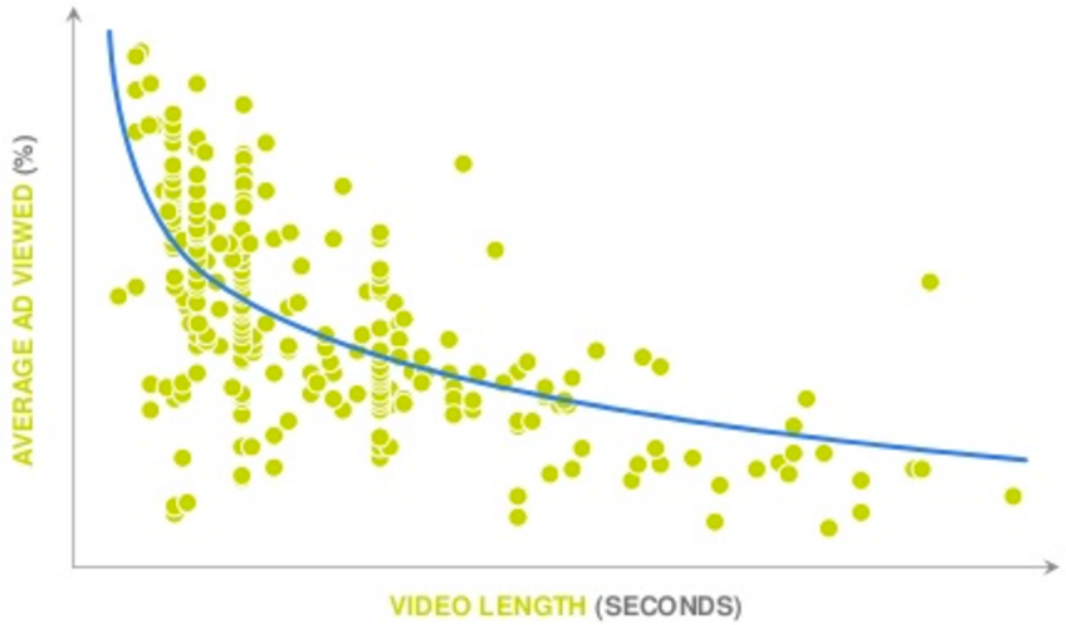
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Engagement, as measured by CTR. Video CTR includes end cards and CTAs

THE WINNING FORMULA

SHORT VIDEOS + INNOVATIVE IN-APP FORMATS

Make the first 15 seconds count



- 360 video
- Vertical video
- Interactive video

Source: Kantar Millward Brown

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CHALLENGES WITH MOBILE VIDEO TODAY

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MOBILE VIDEOS DON'T LOAD FAST ENOUGH



Poor mobile network

Inferior **mobile network strength** and **limited Wi-Fi** availability

High load time

Mobile video ads take **over 5 seconds to load**

Low completion rates

User drop-off results in **low completion rates** averaging less than 50%

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LEGACY TECHNOLOGY AFFECTS VIEWABILITY

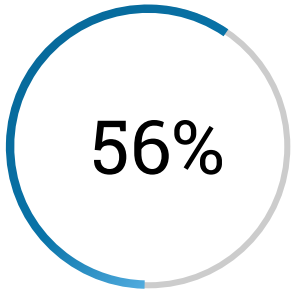
Mobile video advertising continues to be powered by outdated browser-based technology that is unsuited to mobile native environments



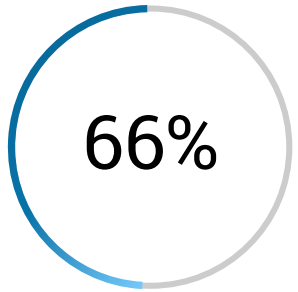
Browser-first



App-first



Of digital ads are never seen by users[1]



Average video ad viewability[2]

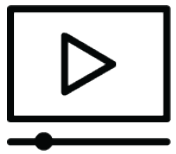
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[1] Source: https://adwords.googleblog.com/2015/11/the-google-display-network-ups-its.html
[2] Source: https://www.doubleclickbygoogle.com/articles/the-state-of-video-ad-viewability/

UNDERSTANDING MOBILE VIDEO VIEWABILITY BETTER

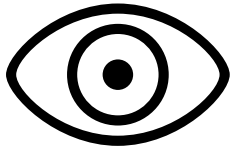
WHAT MOBILE VIDEO VIEWABILITY MEANS

Mobile video viewability measures the effectiveness of a video ad by checking if it has been



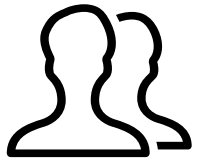
PLAYED

and



SEEN

by a



HUMAN

MRC VIDEO GUIDELINES

50% in view + 2 seconds of play

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WHY USERS CAN'T SEE SOME MOBILE VIDEO ADS



LOAD SPEEDS



BELOW THE FOLD



FRAUD



CLICK-OFF



AD CLUTTER



AD BLOCKING

CREATIVES ARE NOT MOBILE OPTIMIZED



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1 FOCUS ON IN-APP MOBILE VIDEO WITH VAST TAGS

SDK based in-app mobile video

- Pre-cached
- Buffer-free video
- High completion rates

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VIDEO ADS LOAD INSTANTLY WITH VAST

Solving for the fundamental first second of video viewing



VAST	0.06 Sec

Ad load time = 0.06 s



VPAID	2.5 Sec

Ad load time = 2.6 s

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BUFFER-FREE

VIDEOS WITH VAST TAGS

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2 WORK WITH INDEPENDENT, MRC-ACCREDITED PARTNERS FOR VIEWABILITY

Differing definitions

Inconsistent reporting

MRC GUIDELINES

- 50% in view
- 2 seconds

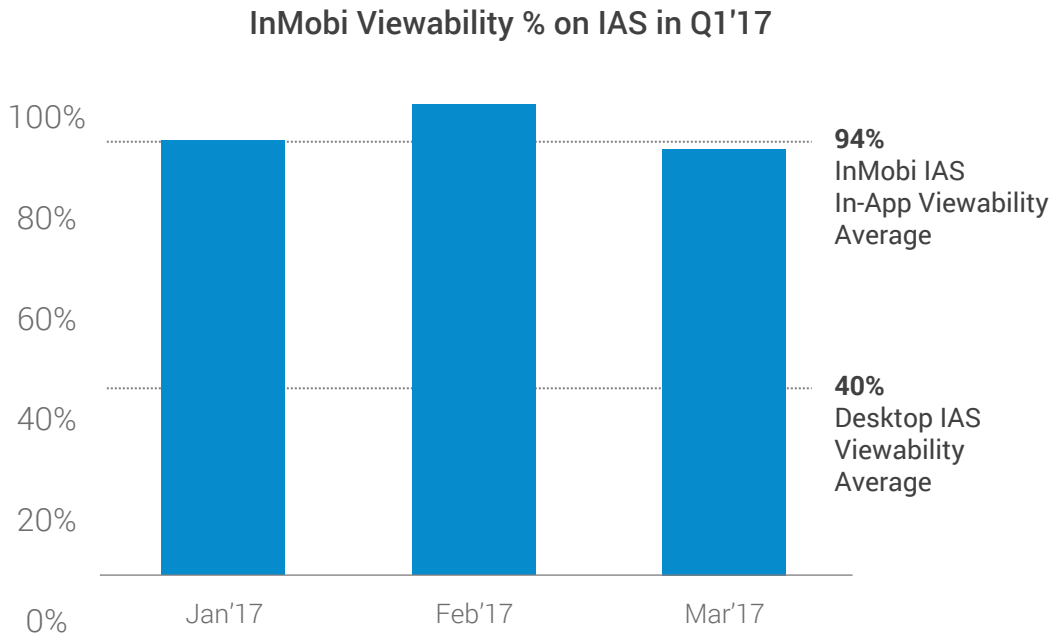
MOAT

IAS

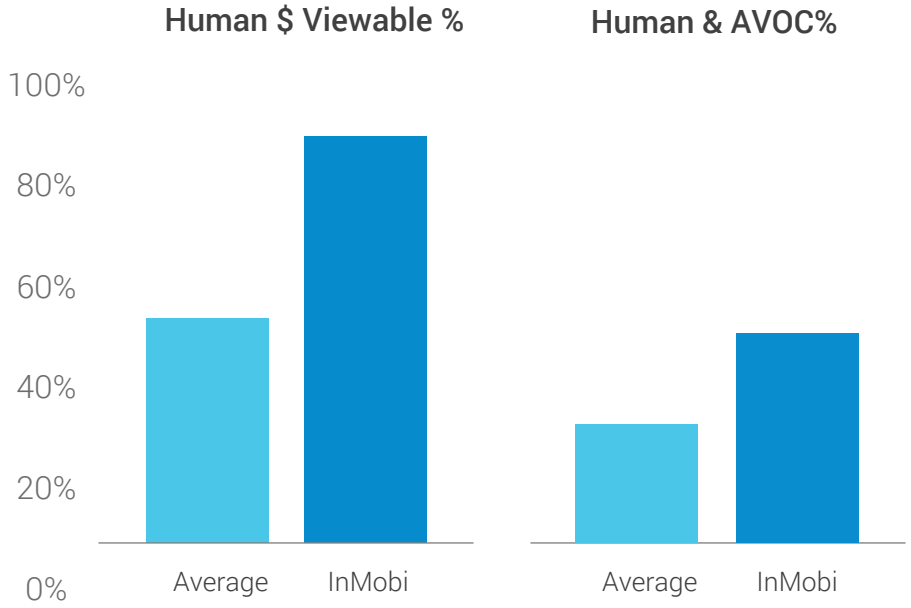
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SDK-BASED INTEGRATION LEADS TO BETTER VIEWABILITY

IAS

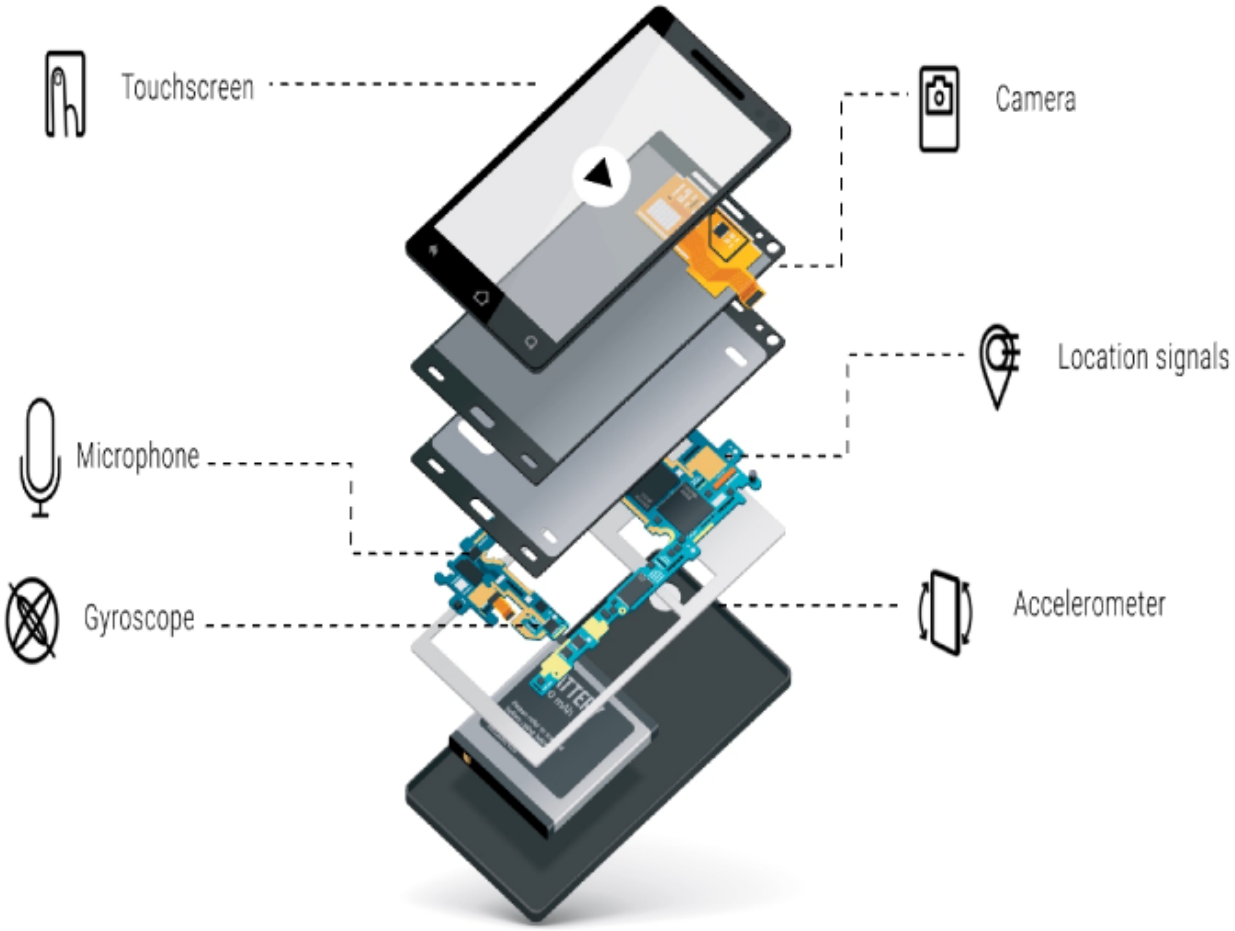


MOAT



InMobi SDK integration is performing at **2X** the average industry viewability standards

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3 LEVERAGE MOBILE-OPTIMIZED VIDEO CREATIVES

MOBILE-FIRST CREATIVES

Exclusively designed to leverage mobile's unique capabilities

MOBILE-NATIVE ENVIRONMENTS

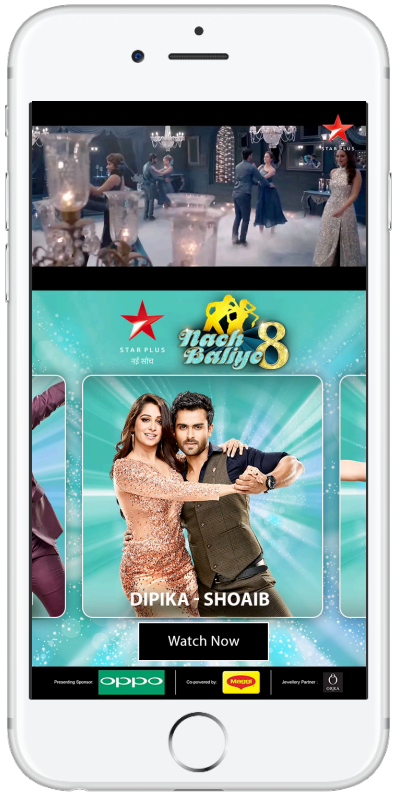
Built to engage users without interrupting their in-app journey

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THINK BEYOND AWARENESS

Convert TVCs to mobile video and drive higher performance across the funnel

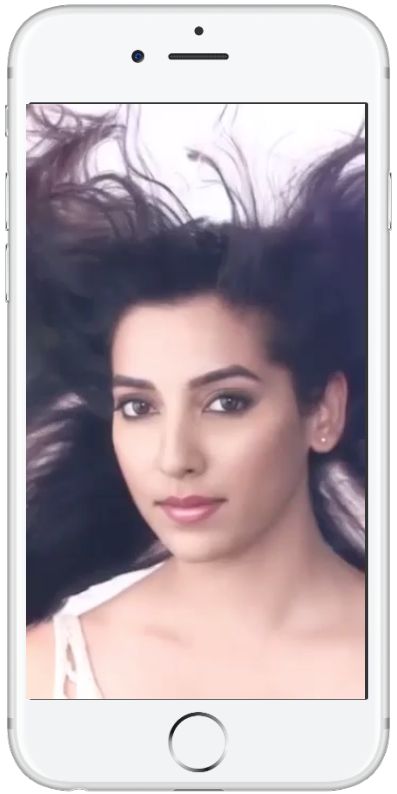
Short



Interactive



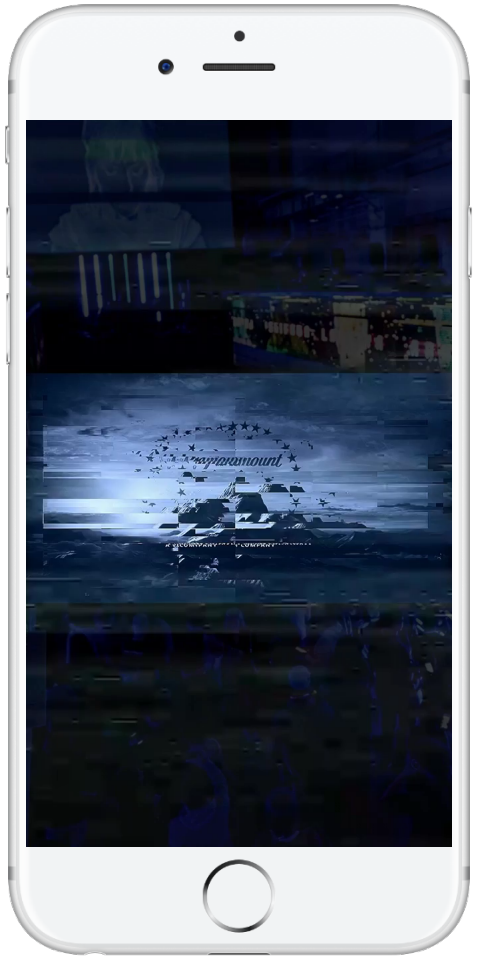
Vertical



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AUGMENTED 3D VIDEO

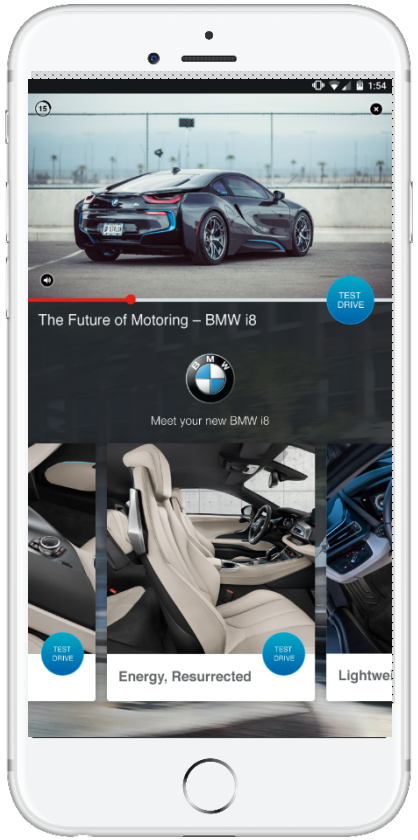
Immersive storytelling through a highly experiential format



- IMMERSIVE 3D EFFECTS
- EFFECTIVE CONVERSION FROM LANDSCAPE TO VERTICAL VIDEO
- HIGH COMPLETION RATES (>50%)

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VIDEO FORMATS IN AN IN-APP ENVIRONMENT



Ad Length < 15 s

IN-FEED

OUT-STREAM

SPLASH

REWARDED

FULLSCREEN INTERSTITIAL

IN-STREAM

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For illustrative purposes only



4 SCALE CAMPAIGNS WITH PROGRAMMATIC BUYING

EFFICIENCY AND SCALE

Access to all available inventory, to make informed decisions in real-time.

.CONTROL AND TRANSPARENCY

.3rd-party verified view into media and performance.

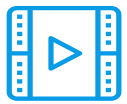
.TARGETING AND OPTIMIZATION

.Opportunity to leverage first-party data.

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THE 4 KEY COMPONENTS OF DOING MOBILE VIDEO RIGHT

1



FOCUS ON IN-APP MOBILE VIDEO WITH VAST TAGS

2



WORK WITH INDEPENDENT MRC ACCREDITED PARTNERS FOR VIEWABILITY

3



LEVERAGE MOBILE OPTIMIZED VIDEO CREATIVES

4



SCALE CAMPAIGNS WITH PROGRAMMATIC BUYING

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DOING MOBILE VIDEO RIGHT IS A WIN-WIN SITUATION

FOR CONSUMERS

- Buffer-free UX
- Fewer distractions

FOR BUYERS

- Performance
- Viewability
- Interactivity

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THANK YOU

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