MMA FORUM SINGAPORE
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Doing Mobile Video Right

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InMobi

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MOBILE IS CAPTURING THE DIGITAL SPOTLIGHT– GLOBALLY & IN APAC

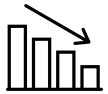
GLOBAL

52% Global digital video views

51% Programmatic video spend

62% Decision makers who will increase spend

APAC



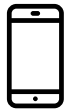
Reduction in handset prices



Increase in connectivity



Reduction in data prices



Mobile-first economies

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MOBILE APPS DOMINATE CONNECTED DEVICE MEDIA TIME

1 hour & 54 minutes / day

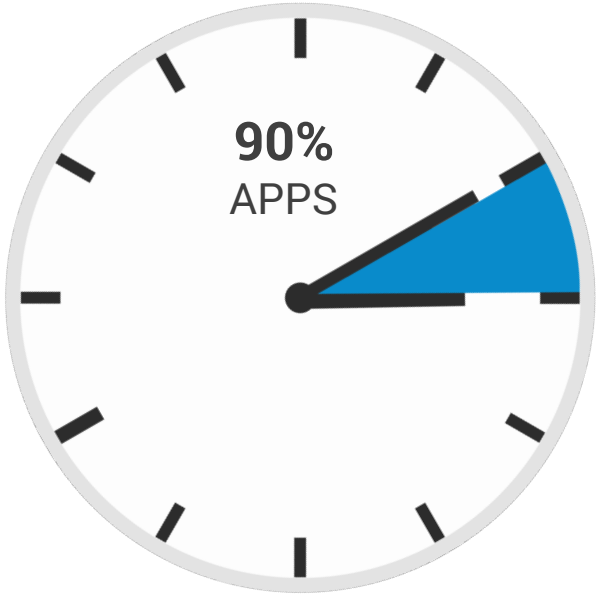
Apps

19 minutes / day

Mobile Web

Media Time Spent

APPS vs. MOBILE WEB



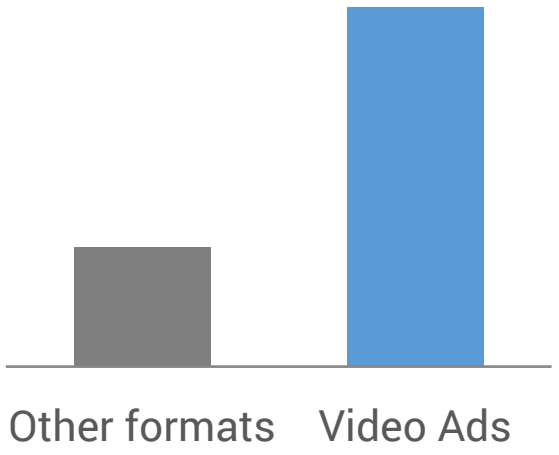
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Source: https://www.emarketer.com/Article/Digital-Video-Advertising-Continues-Expand/1013722

SIGHT, SOUND & MOTION DELIVER SUPERIOR RESULTS

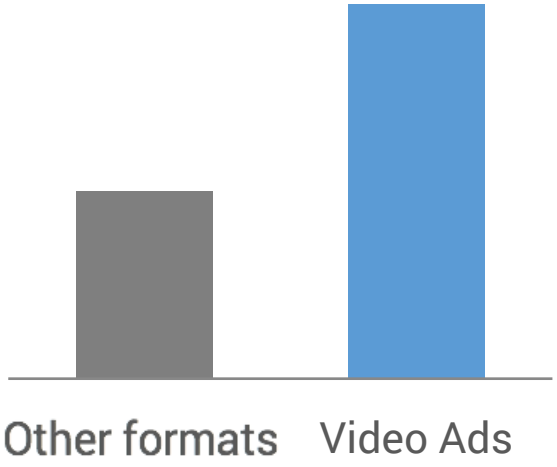
3X CTR

OVER OTHER FORMATS



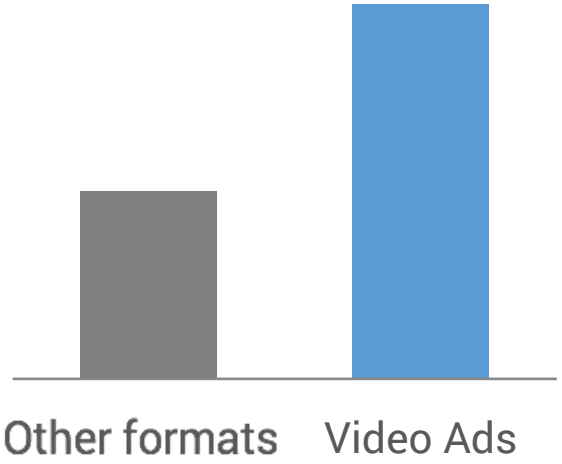
2X CVM

OVER OTHER FORMATS



3X E-CPM

OVER OTHER FORMATS



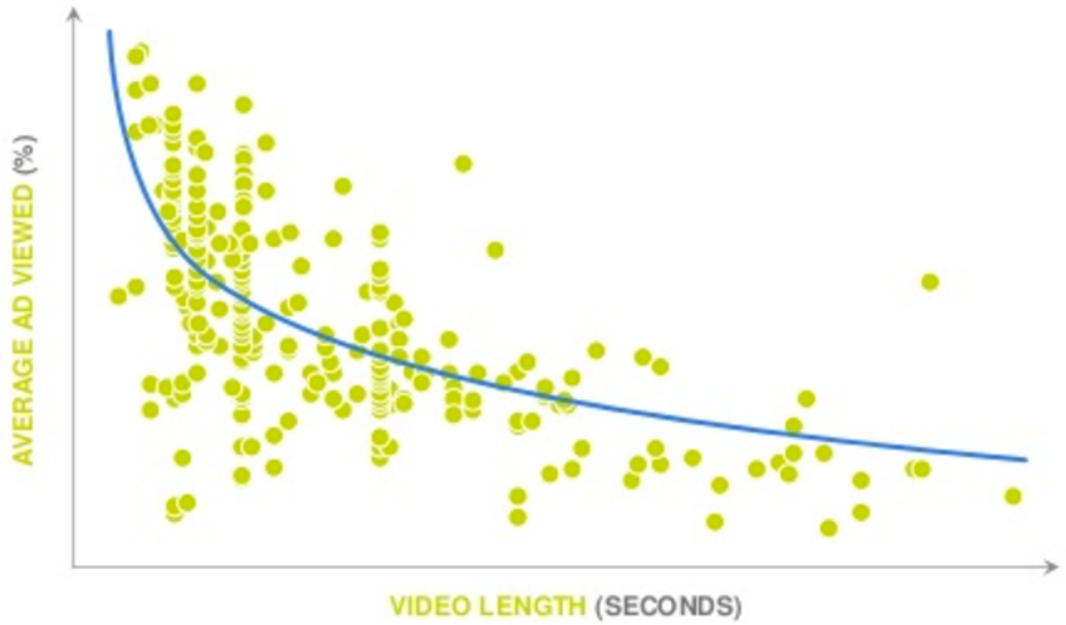
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Engagement, as measured by CTR. Video CTR includes end cards and CTAs

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

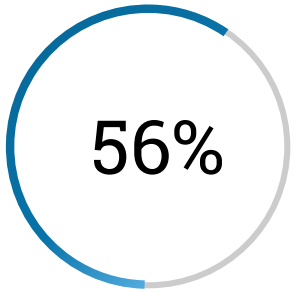
Mobile video advertising continues to be powered by outdated browser-based technology that is unsuited to mobile native environments



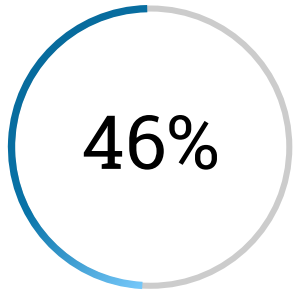
Browser-first



App-first



Of digital ads are never seen by users[1]



Of video ad impressions served are simply not viewable[1]

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[1] Source: https://adwords.googleblog.com/2015/11/the-google-display-network-ups-its.html

UNDERSTANDING MOBILE VIDEO VIEWABILITY BETTER

WHAT IT MEANS



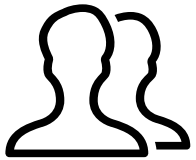
PLAYED

+



SEEN

by a



HUMAN

WHY ADS AREN'T VIEWABLE



LOAD SPEEDS



CLICK-OFF

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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

THAT DELIVERS

High completion rates

Interactivity

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VIDEOS WITH VAST TAGS

&

INTERACTIVE END CARDS

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BUFFER-FREE VIDEO WITH VAST

Solving for the fundamental first second



VAST	0.06 Sec

Ad load time = 0.06 s



VPAID	2.5 Sec

Ad load time = 2.6 s

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2 WORK WITH INDEPENDENT, MRC-ACCREDITED PARTNERS FOR VIEWABILITY

Differing definitions

Inconsistent reporting

MRC GUIDELINES

- 50% in view
- 2 seconds

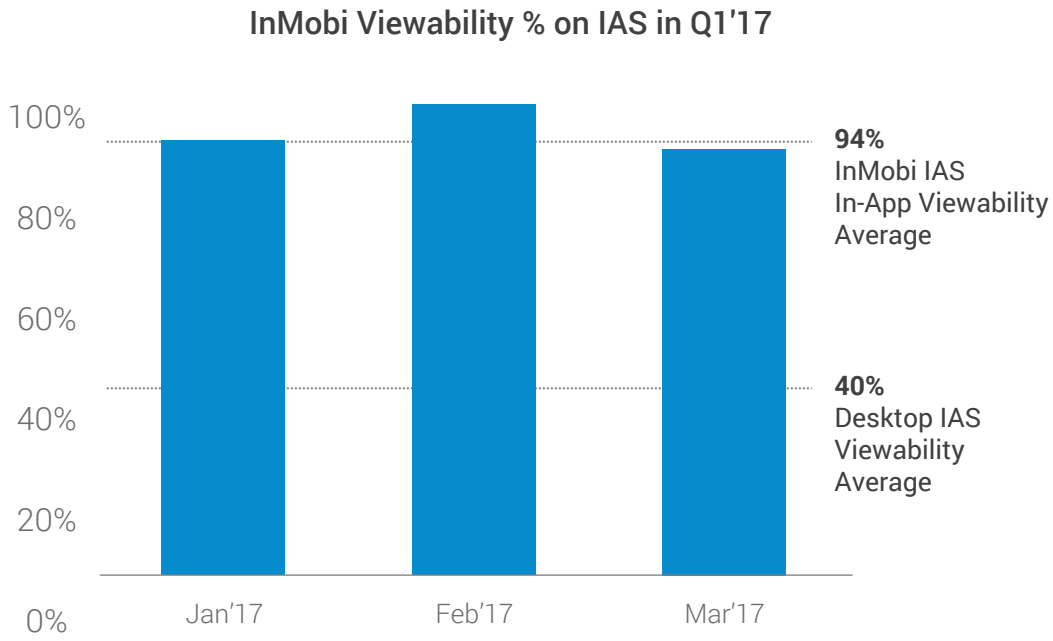
MOAT

IAS

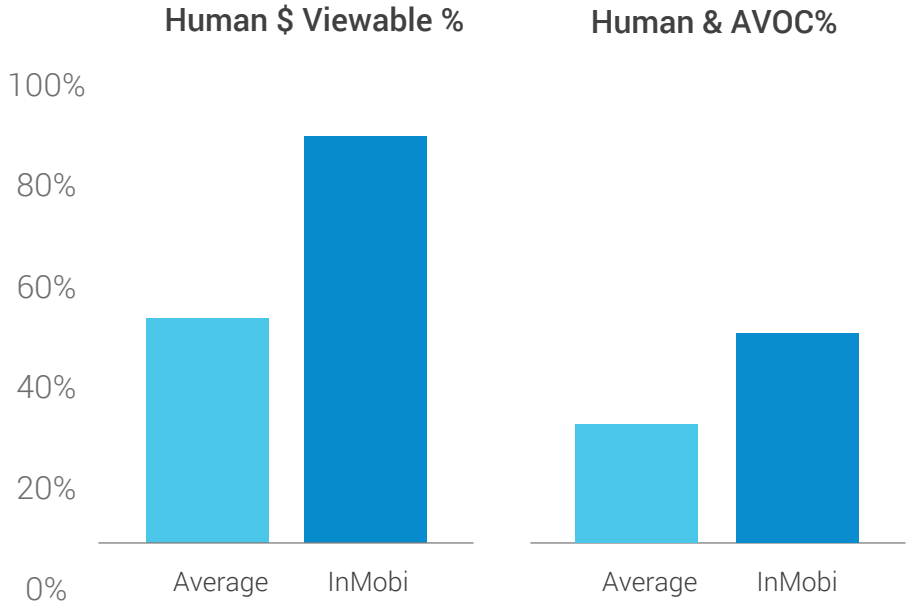
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SDK-BASED INTEGRATION LEADS TO BETTER VIEWABILITY

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

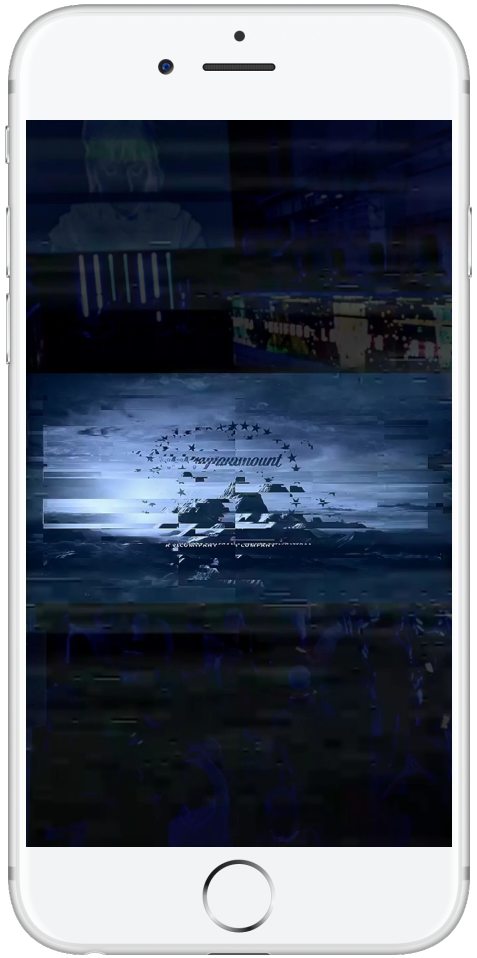
MOBILE-NATIVE ENVIRONMENTS

Built to engage users without interrupting their in-app journey

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AUGMENTED 3D VIDEO

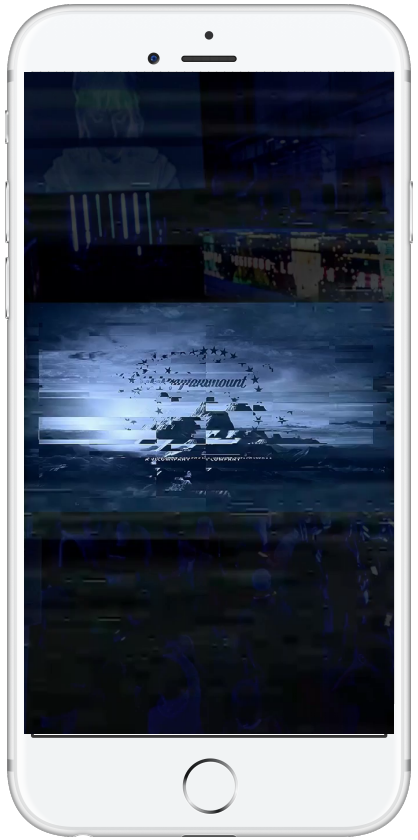
Immersive storytelling through a highly experiential format



- 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

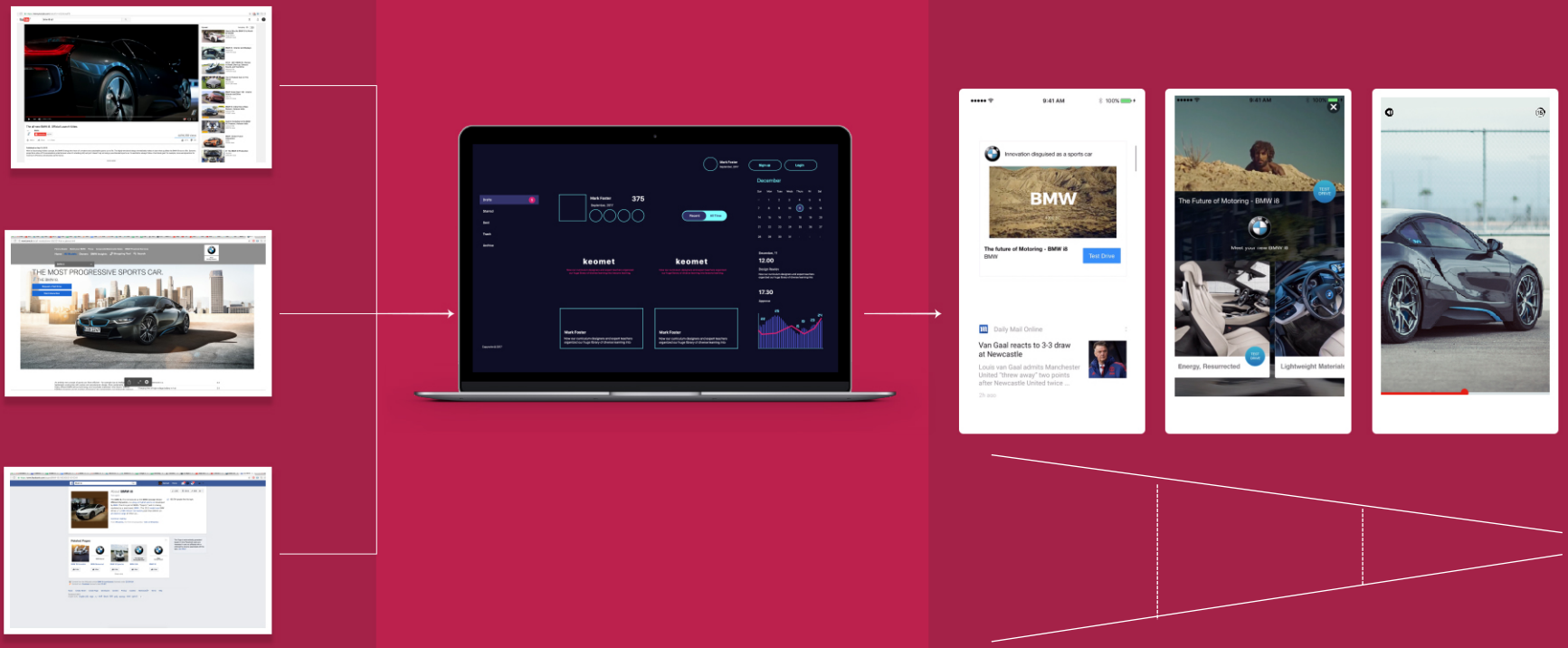
IN-STREAM

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For illustrative purposes only

REACH USERS ACROSS MOBILE MOMENTS & ENVIRONMENTS

A complete solution through the customer journey



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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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