Welcome to the MMA Mobile Video Leadership Forum

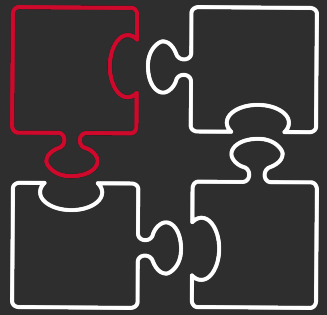
rubicon PROJECT

Joe Prusz, Head of Revenue
@JoePrusz @RubiconProject

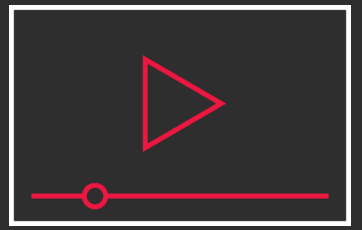
STATE OF VIDEO, THIS TIME LAST YEAR



LOOKING FOR EFFECTIVE WAYS TO SPEND

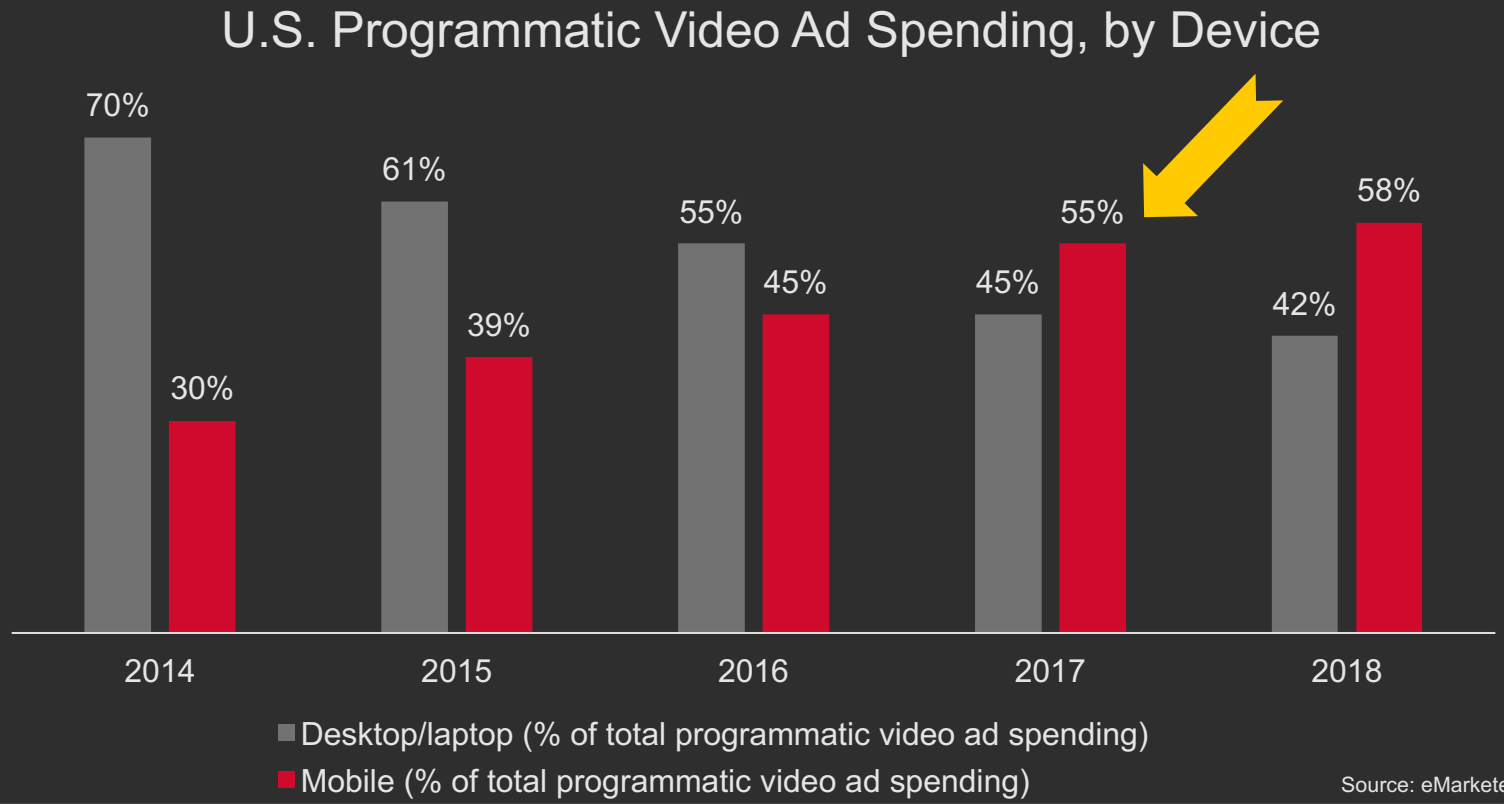


FRAGMENTED MOBILE APP ECONOMY



DEMAND FOR VIDEO FORMAT INNOVATION

PROGRAMMATIC TAKES OVER MOBILE VIDEO

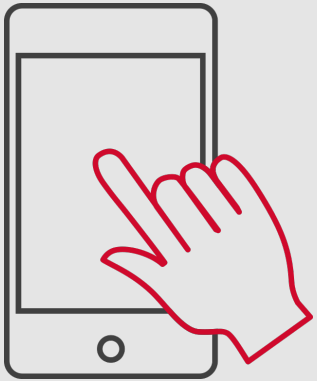


Source: eMarketer, September 2017

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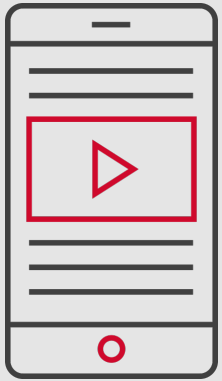
WHY DOES PROGRAMMATIC VIDEO WORK?

EFFICIENT



Efficient spending across a fragmented app economy

FLEXIBLE



Flexibility around all types of video formats

EXACT



Exact data to target your audience