MOBILE VIDEO TRICKERY: HOW TO DETECT AND AVOID IT



MODERATOR: JOHN PERAGINE
SVP, HEAD OF VIDEO
RUBICON PROJECT



MICHAEL TIFFANY
CEO
WHITEOPS



RAJIV BHAT
SVP, DATA SCIENCES
INMOBI



JEFF IMBERMAN
CRO
SUPERAWESOME



PAUL LONGHENRY
SVP, STRATEGY, CORPORATE & BUSINESS DEVELOPMENT
TAPJOY



JON LEVINSON
SR. DIRECTOR, PARTNER DEVELOPMENT OPERATIONS
TUBEMOGUL

#doitbetter

rubicon

MOBILE VIDEO AUDIENCES ARE EXPANDING



SMARTPHONE VIDEO VIEWERS: 151M AND GROWING

There are 151 million smartphone video viewers in the US in 2016, or 72.9% of total smartphone users. By 2018, there will be 168.7 million, an 11.7% increase.

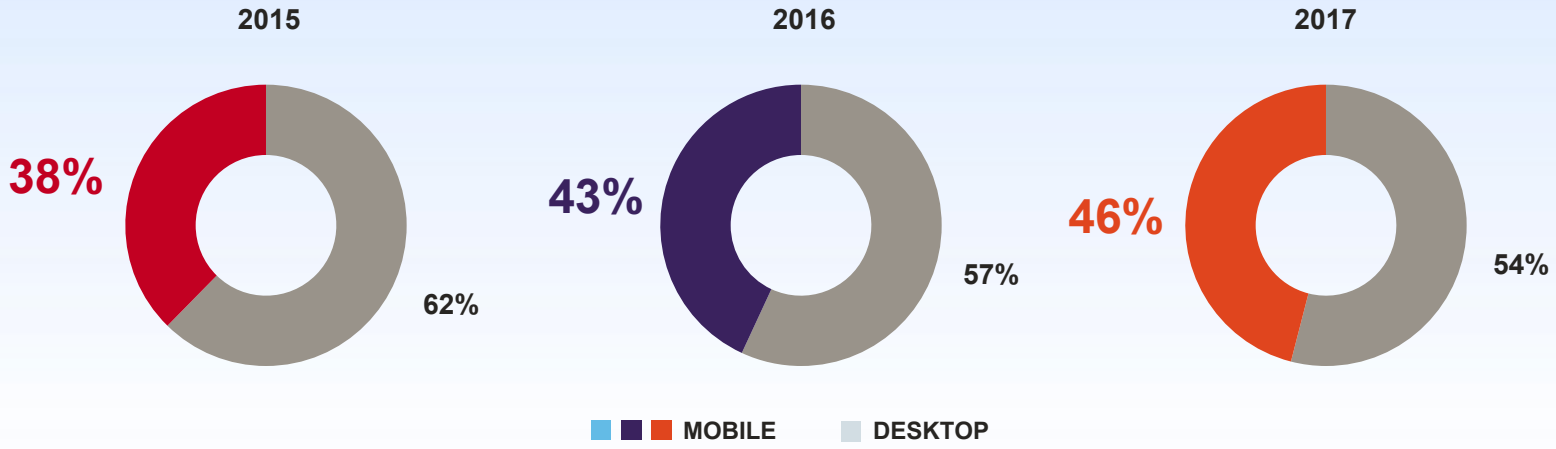
SOURCE: EMARKETER, 2015

TABLET VIDEO VIEWERS: 107.2M AND GROWING

There will be 107.2 million tablet video viewers in the US in 2016, or 64.3% of total tablet users. By 2018, there will be 177.1M, an 8.68% increase.

SOURCE: EMARKETER, 2015

SHARE OF MOBILE VIDEO AD SPEND IS INCREASING



A THIRD OF 2015 BUDGETS

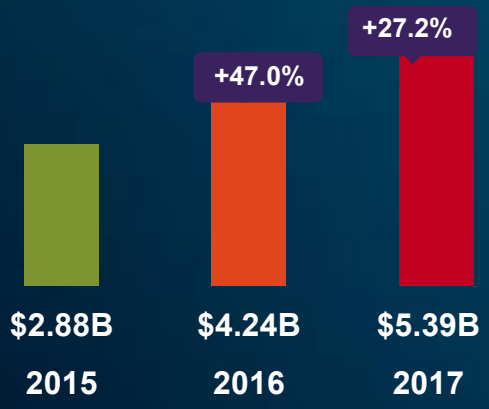
Mobile video ad spending accounted for just over a third of total video ad spend in 2015.

HALF OF 2017 BUDGETS

By 2017, mobile is expected to account for nearly half of total digital video ad spend.


BY 2020, 75% OF MOBILE TRAFFIC WILL BE VIDEO [CISCO STUDY]
CARLA MARSHALL • FEBRUARY 8, 2016

ADVERTISERS ARE FOLLOWING WITH AD SPEND



MOBILE VIDEO INVESTMENTS CONTINUE TO INCREASE

Between 2015 and 2017, mobile video ad spending is expected to rise 87.2%.

SOURCE: EMARKETER, MARCH 2016



THE IMPORTANCE OF MOBILE VIDEO



CONSUMERS ARE WATCHING MOBILE VIDEO

US adults will spend an average of 28.9 minutes each day with mobile video in 2016.

SOURCE: EMARKETER, 2015



BRANDS ARE MAKING MOBILE VIDEO CONNECTIONS

Smartphone video viewers are 2x as likely as TV viewers and 1.3X as likely as desktop viewers to feel a sense of personal connection to brands that show video content or ads on their devices.

SOURCE: GOOGLE/IPSOS, BRAND BUILDING ON MOBILE SURVEY (U.S.), FEBRUARY 2015



MOBILE VIEWABILITY EXCEEDS DESKTOP VIEWABILITY

Mobile and tablet video viewability significantly outperform desktop video viewability.

SOURCE: GOOGLE AND DOUBLECLICK ADVERTISING PLATFORMS DATA, APRIL 2015

MOBILE VIDEO TRICKERY: HOW TO DETECT AND AVOID IT



MODERATOR: JOHN PERAGINE
SVP, HEAD OF VIDEO
RUBICON PROJECT



MICHAEL TIFFANY
CEO
WHITEOPS



RAJIV BHAT
SVP, DATA SCIENCES
INMOBI



JEFF IMBERMAN
CRO
SUPERAWESOME



PAUL LONGHENRY
SVP, STRATEGY, CORPORATE & BUSINESS DEVELOPMENT
TAPJOY

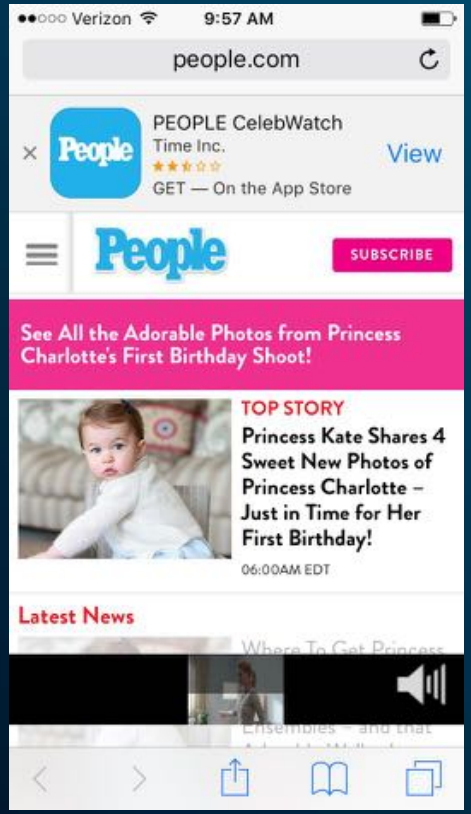


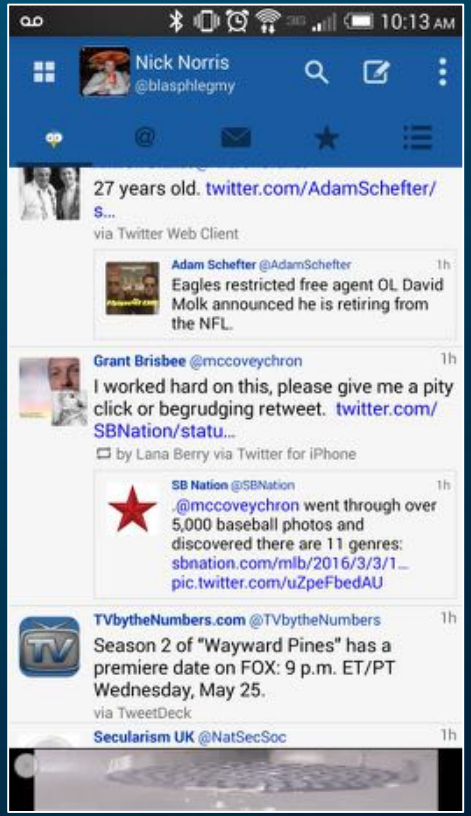
JON LEVINSON
SR. DIRECTOR, PARTNER DEVELOPMENT OPERATIONS
TUBEMOGUL

#doitbetter

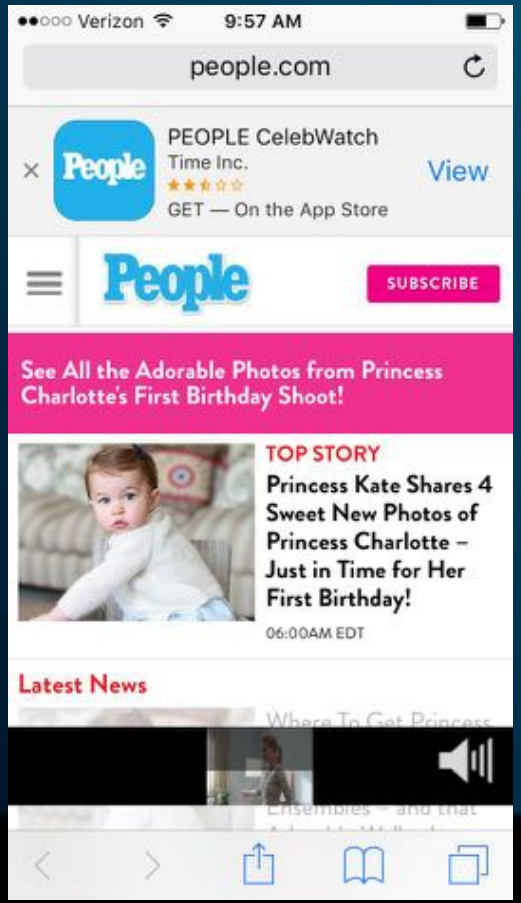
rubicon

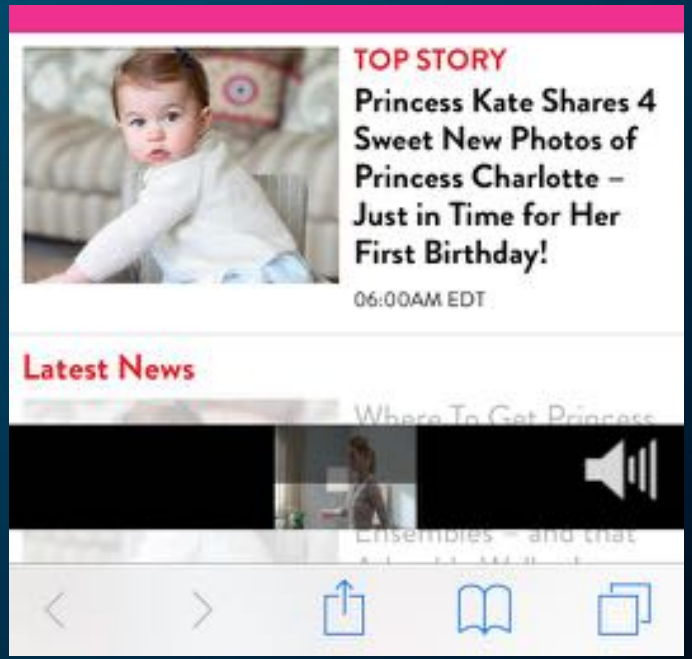
FRAUDULENT MOBILE IN-APP VIDEO





FRAUDULENT MOBILE IN-APP VIDEO





FRAUDULENT MOBILE IN-APP VIDEO





MOBILE VIDEO TRICKERY: HOW TO DETECT AND AVOID IT



MODERATOR: JOHN PERAGINE
SVP, HEAD OF VIDEO
RUBICON PROJECT



MICHAEL TIFFANY
CEO
WHITEOPS



RAJIV BHAT
SVP, DATA SCIENCES
INMOBI



JEFF IMBERMAN
CRO
SUPERAWESOME



PAUL LONGHENRY
SVP, STRATEGY, CORPORATE & BUSINESS DEVELOPMENT
TAPJOY

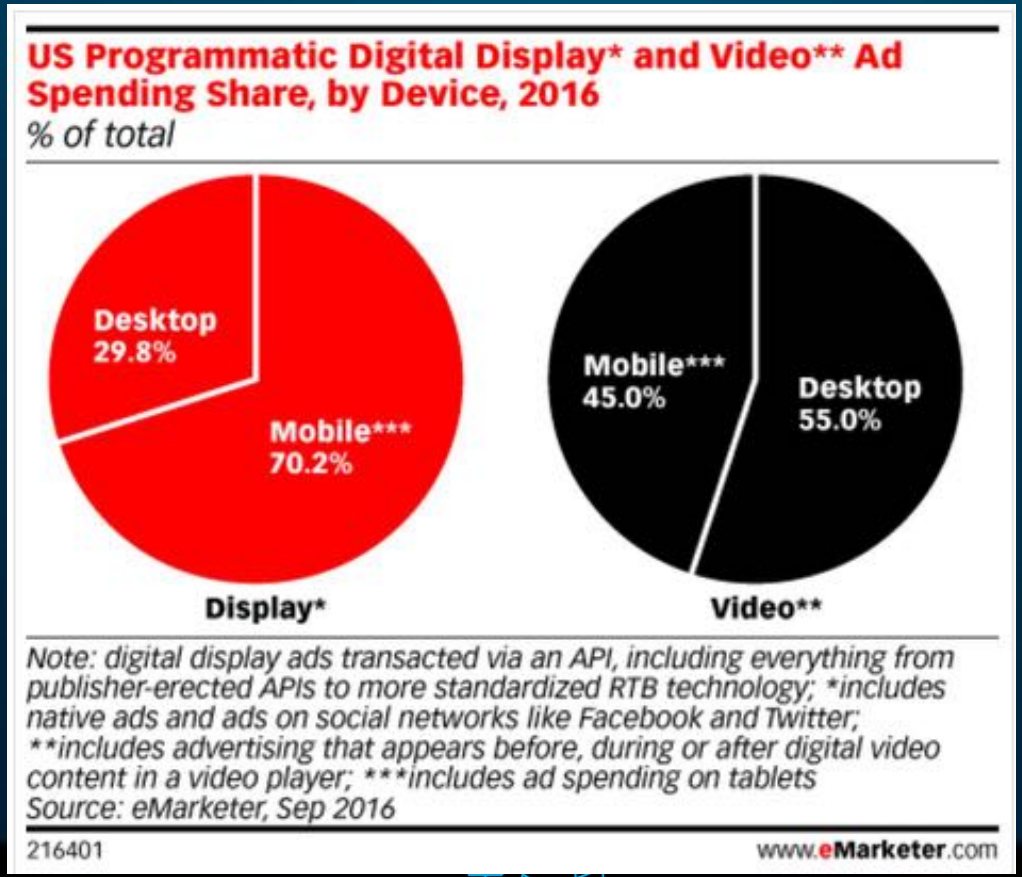


JON LEVINSON
SR. DIRECTOR, PARTNER DEVELOPMENT OPERATIONS
TUBEMOGUL

#doitbetter

rubicon

FRAUDULENT MOBILE IN-APP VIDEO



rubicon


#doitbetter
rubicon