rubicon PROJECT

Opportunity in Motion

Automating Vertical Video Advertising

John Peragine, Head of Video


LOEW'S
VALENCIA
NEW SHOW
EVERY
WEDNESDAY
THE PIRATE
JUDY GARLAND-GENE KELLY
ADVENTURES of CASANOVA
LATE
EVERY
& SATU
JUDY GARLAND
GENE KELLY
the PIRATE
Adventures of CASANOVA
NOW SHOWING
COOL
Loew's

Consumer Behavior Continues to Change:

- 25% of time spent watching video is now digital (desktop and mobile)
- 90% of millennials watch some TV online weekly, as do 58% of older adults
- 23% of adults watch TV show clips on their phones



Source: eMarketer, April, 2015

The forecast is clear for continued growth

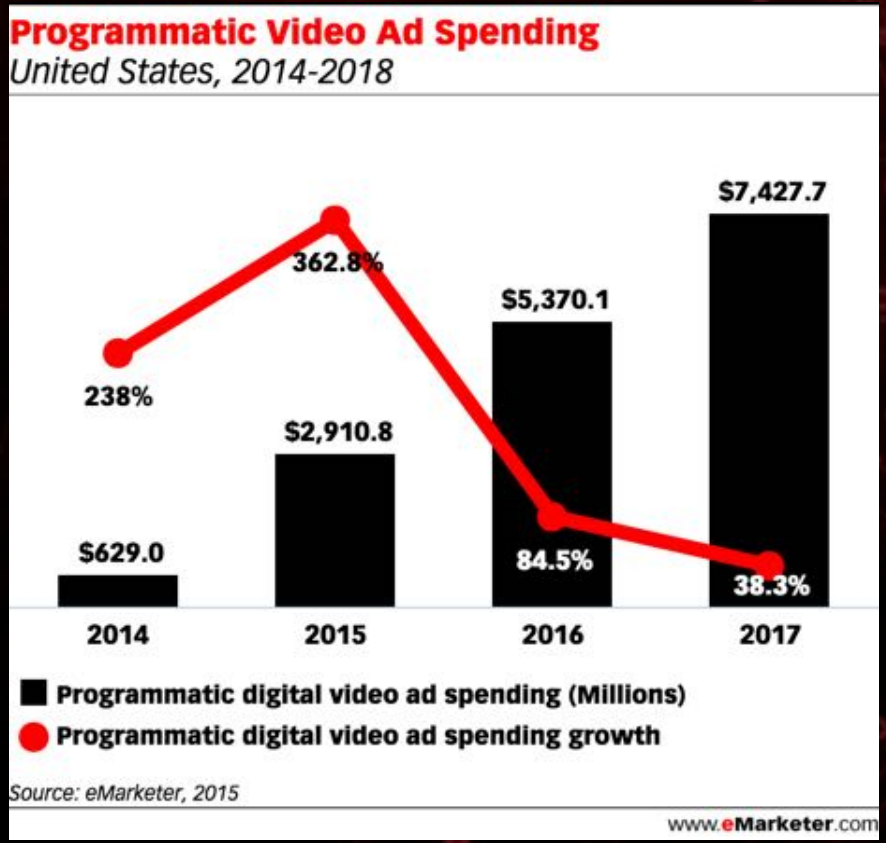
Category	2016	2017	2018	2019
Online Video	$9.8 Billion	$11.1 Billion	$12.5 Billion	$13.4 Billion
Mobile Video	$8.7 Billion	$13.5 Billion	$18.5 Billion	$25.7 Billion



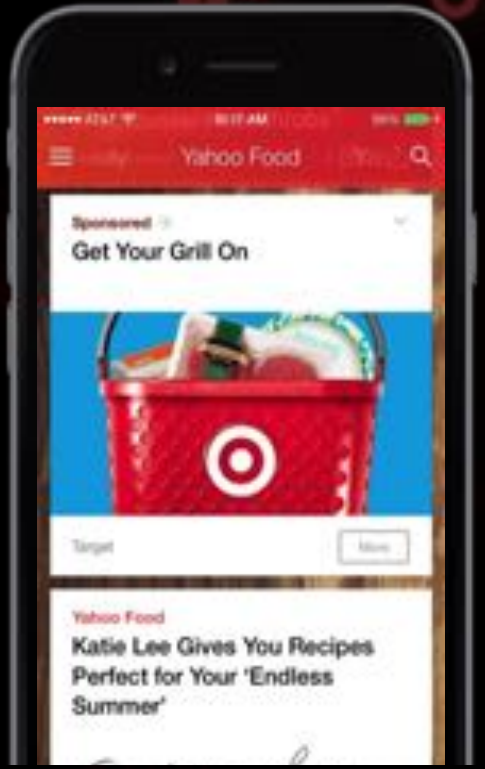


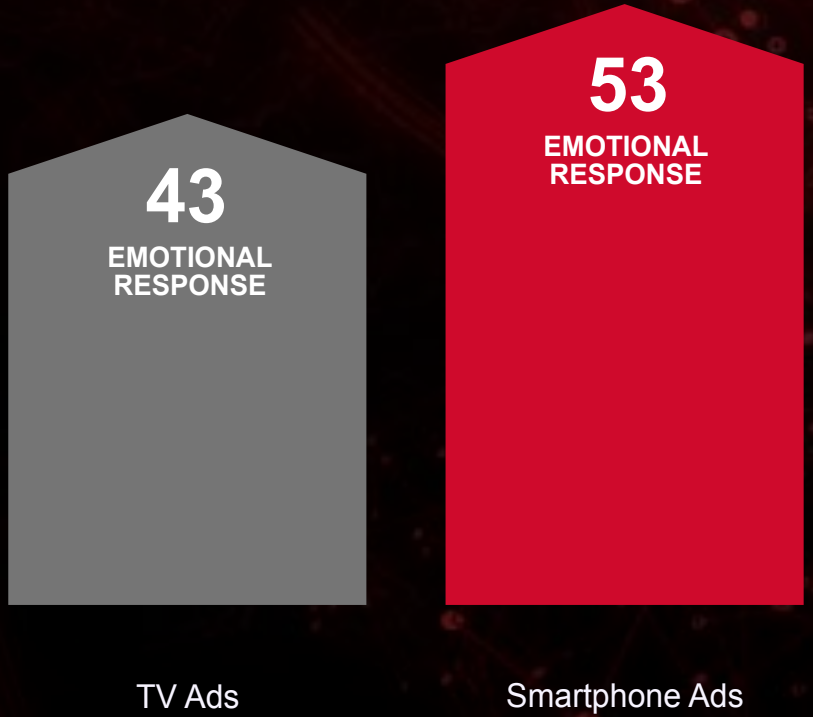
Programmatic Video Taking Off!

- Programmatic video will hit $5.37 billion in 2016.
- That is more than 50% of total predicted digital video ad spend ($9.59 billion)



Ads achieve more emotional response on Smartphones vs. TV

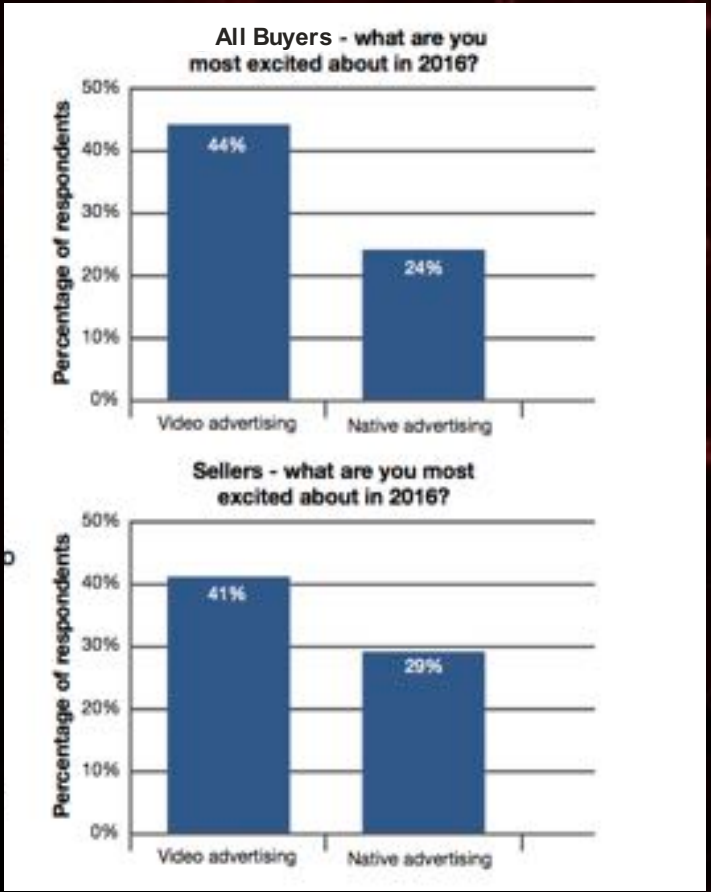




Source: Nielsen Biometric Day in the Life

Globally, buyers and sellers say they are more excited about video

- 100% of buyers in North America, APAC, and LATAM expect to increase spend on mobile video in 2016
- 90% of buyers in EMEA expect to increase spend on mobile video in 2016
- 44% of all buyers, and 41% of sellers are most excited about video in 2016



2014: We set out on a mission to build a global and premium quality automated video marketplace

- A clean, well-lit environment: a trusted marketplace where buyers can safely buy quality inventory from sellers
- Sellers are in full control of negotiation, transaction and execution and are empowered to meet buyers' needs
- Buyers find the variety of video formats they need -- across all screens -- and buy in whichever way(s) they prefer



Video Scale

24 Billion

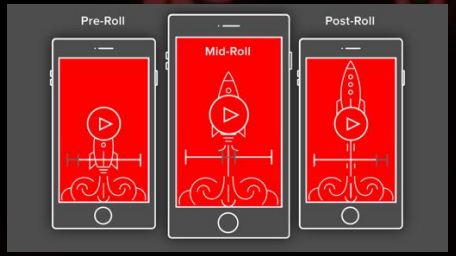
Impressions a Month

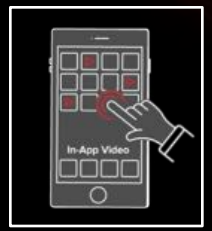
Top 4

Video Marketplace

Confidential – Rubicon Project

Now automating ten varieties of mobile video including Vertical









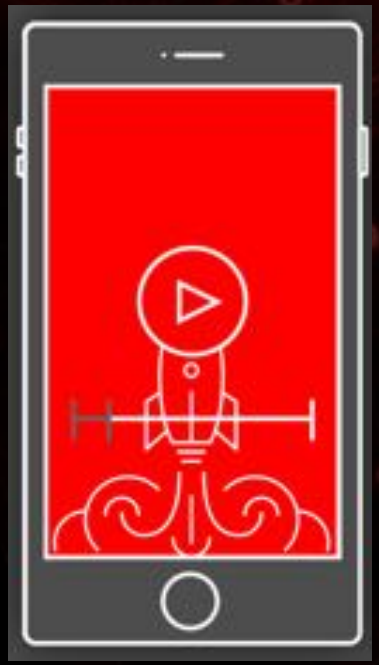






2016: The Smartphone Wins!

Changing Video's Aspect Ratio



Made for Mobile



Up to 9x completion rate compared to horizontal mobile video

Source: Snapchat internal data

Vertical Video @ Rubicon Project:

- Sellers can offer vertical video on Mobile Web
- Buyers can buy that inventory, as well as in-app vertical video inventory on InMobi


INMOBI™
IN-APP TALK: VERTICAL VIDEO
KAYLA WILSON HEAD OF PROGRAMMATIC PARTNERSHIPS

IN-APP VIDEO: OPTIMAL, INSTANT PLAY HD EXPERIENCE



HORIZONTAL VS. VERTICAL



4X greater visual effects

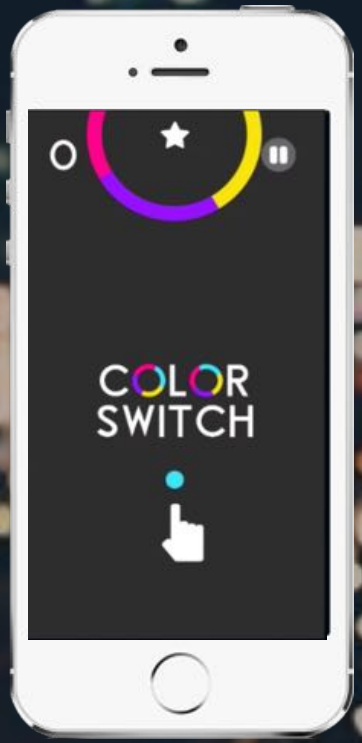
Source: InMobi internal data

IN-APP VERTICAL VIDEO: IMPLEMENTED AS FULL SCREEN INTERSTITIAL (MRAID 9:16)

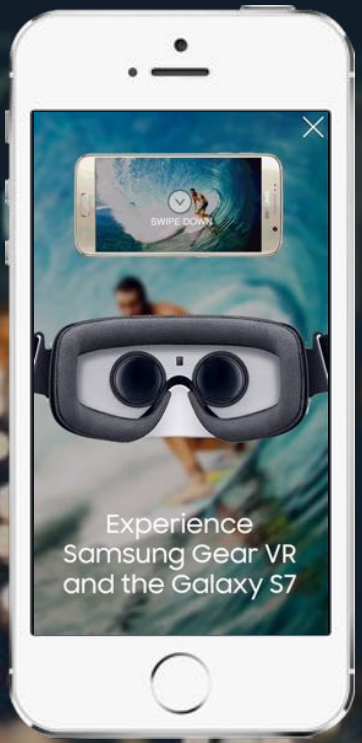


ADVANCED, ENGAGING CREATIVE: 360 VERTICAL VIDEO

INMOBI



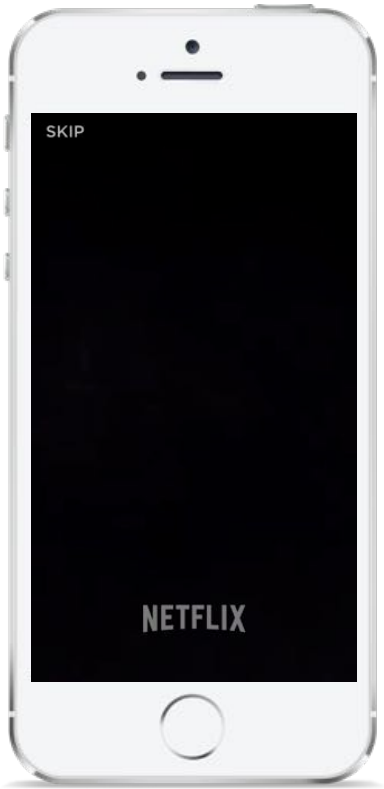
SAMSUNG SOCCER



SAMSUNG WINDSURF

LEVERAGE UNIQUE MOBILE-ONLY FEATURES WITH END CARDS

1/3rd of users are more likely to interact with the brand after seeing end card message



User engagement time on video ads is **2X** bigger with end cards

ACTIONABLE INSIGHTS

Vertical and 360° video is a Mobile-First Experience. Must be filmed in portrait mode (9:16).

15 second, non skippable video.



Video files must be 5MB or less.

Leverage Rich Media Interactive End Cards to drive 2X engagement rates.


THANK YOU!





VERTICAL VIDEO ADVERTISING

UTILIZE ALL FOUR CORNERS

ENGAGES THE MODERN VIEWER

MADE FOR MOBILE WEB

Mobile web properties have unique audiences that are more than **2.5X** the size of mobile apps…

…and these audiences are growing **twice as fast**.

More than 60% of our site traffic coming from mobile web and vertical video has the potential to become a big part of our video monetization strategy.

The Daily Dot

MIKE FOLEY

DIRECTOR OF PROGRAMMATIC

virool rubicon PROJECT

SOURCE: COMSCORE, 2015 U.S. MOBILE APP REPORT