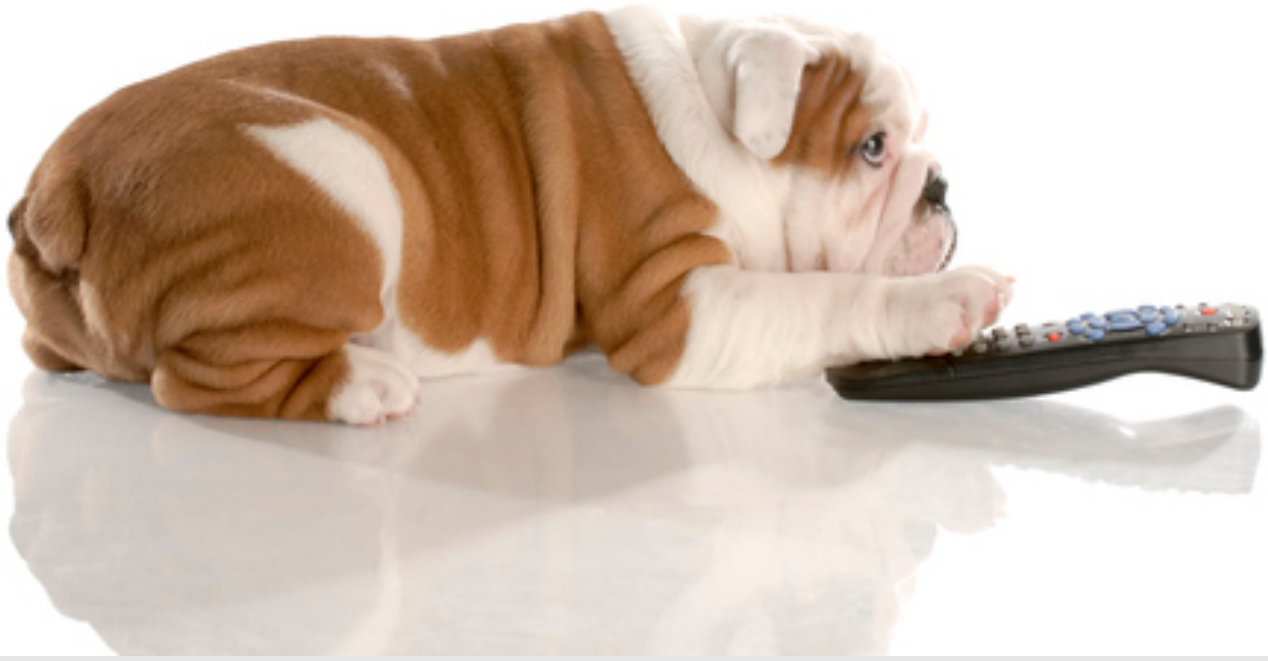
Video at the tipping point

rubicon PROJECT

“TV is dead!”



“TV is dead!”

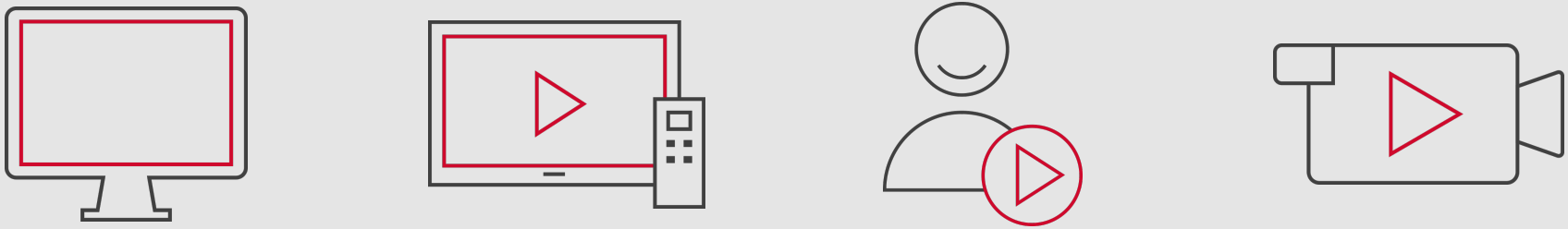
… not exactly.



But the way in which we deliver video is forever changing



CUSTOMERS WILL CONSUME VIDEO IN VERY DIVERSE WAYS....



Linear TV | OTT | SOCIAL | VIDEO

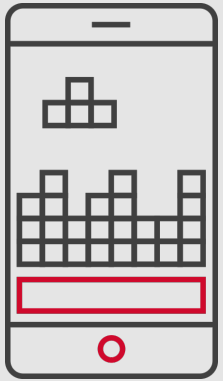
Devices, Internet TV, Platforms, Content Provider Channels

YouTube hulu PLUTO tv chrome SMART TV

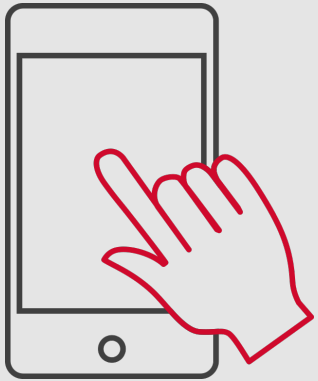
rubicon PROJECT

...AND VIDEO WILL BE THE PREFERRED WAY OF REACHING THEM

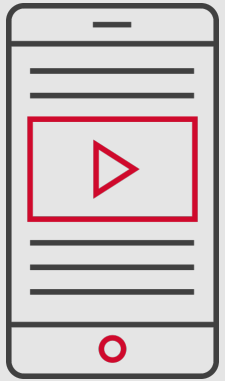
INCENTIVIZED



INTERACTIVE



OUTSTREAM

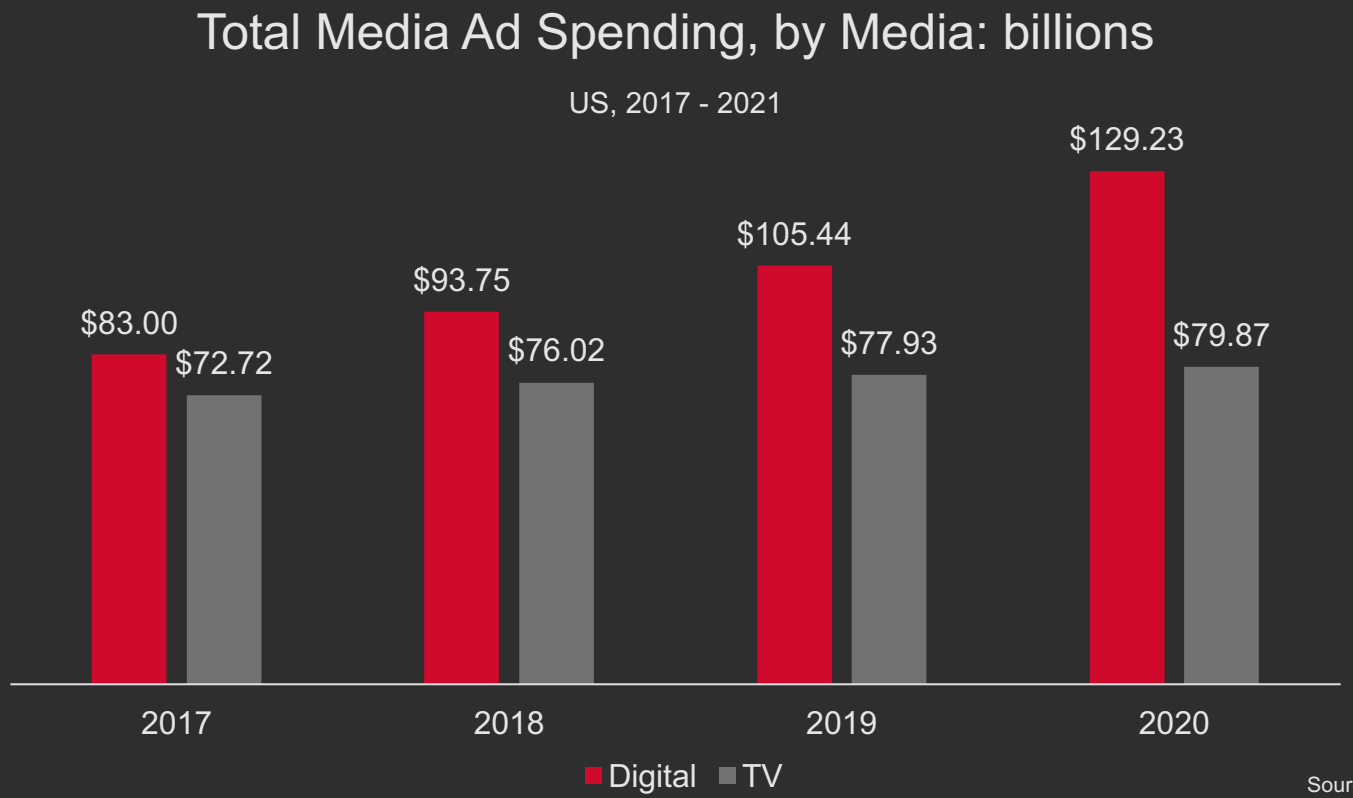


Every type of content will employ video (and audio) formats

rubicon PROJECT


FOCUS ON
THE
CONTENT,
NOT THE
DEVICE

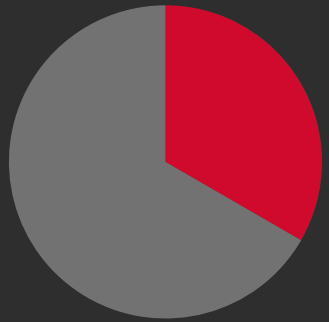
DIGITAL SPENDING LEAVES TV BEHIND



Source: eMarketer, March 2017

rubicon PROJECT

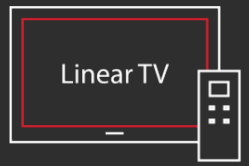
TV IS BECOMING MORE LIKE A DIGITAL CHANNEL



Daily time spent watching

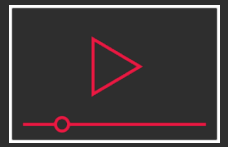
4 HOURS

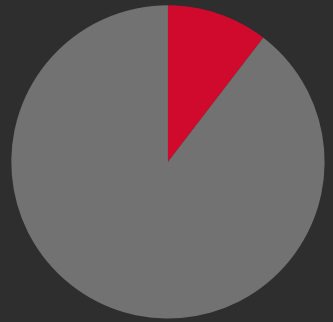
TELEVISION



1.25 HOURS

DIGITAL VIDEO





60%

Digital video viewers who subscribe to pay TV and SVOD

59%

People watching digital video via TV devices

Source: eMarketer, 2016

rubicon PROJECT

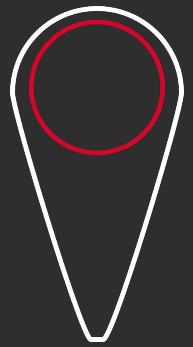

MOBILE
IS THE
GATEWAY
TO ALL
OTHER
SCREENS

OPPORTUNITY IN MOBILE



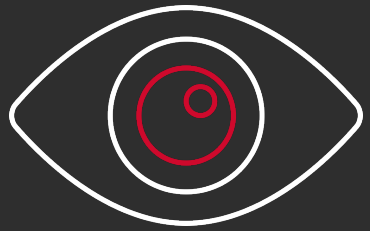
IDENTITY

We know exactly who is watching



LOCATION

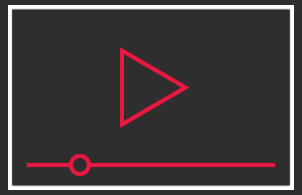
We know where they are, where they came from and where they are going



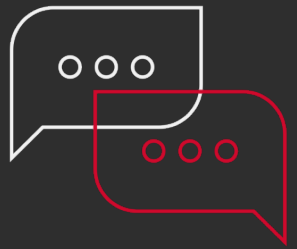
PRESENCE

We know when they are tuned in

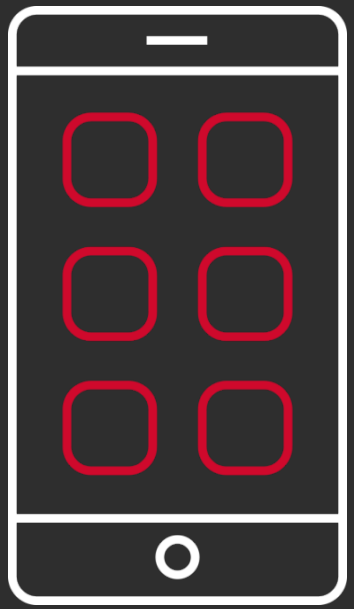
CONSUMERS WILL SPEND ALL THEIR TIME IN MOBILE APPS



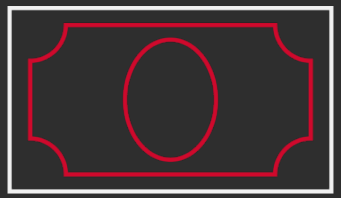
VIDEO



SOCIAL



2 HOURS, 41 MINUTES



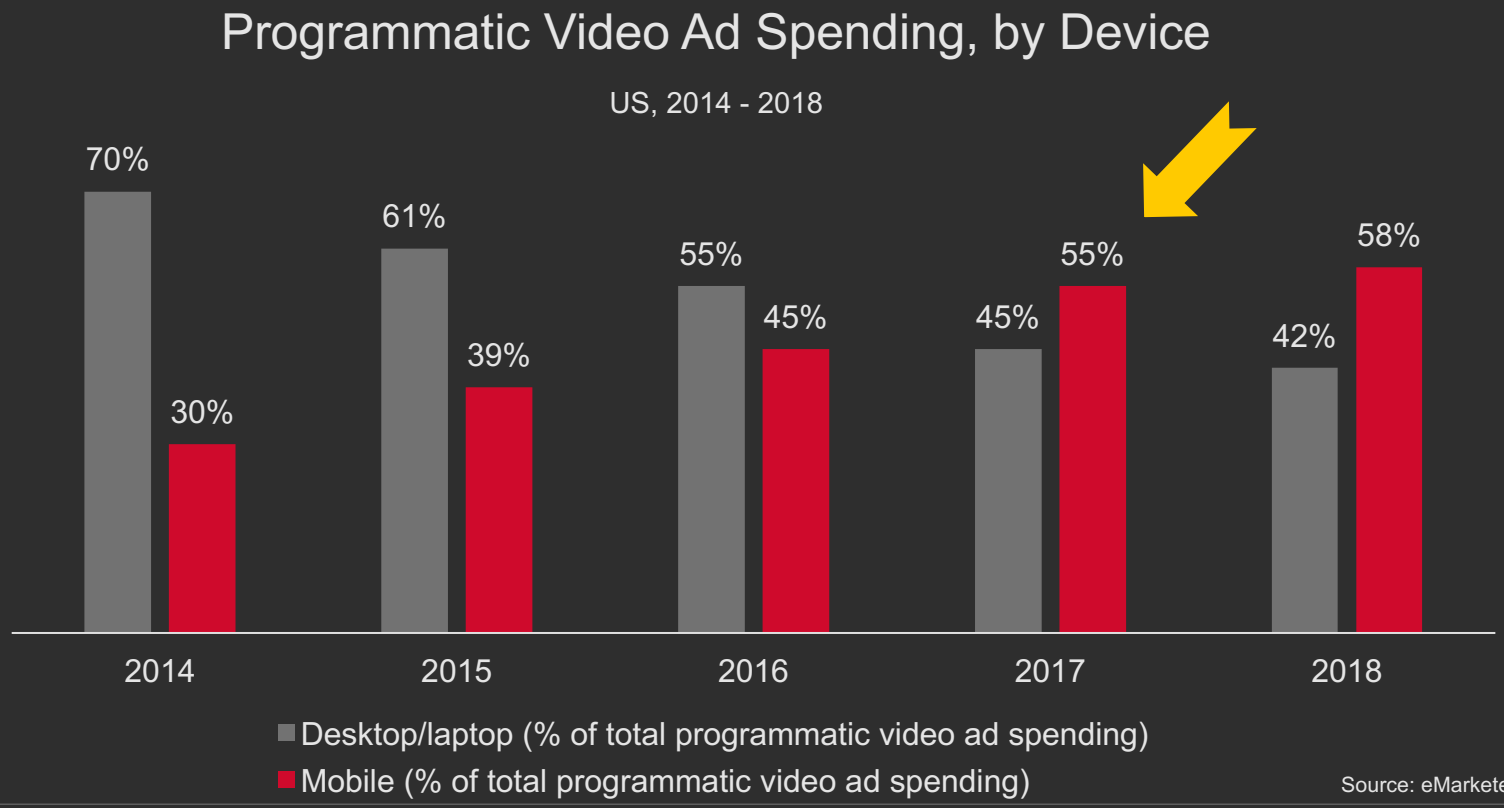
COMMERCE



CHAT

Source: eMarketer, Jan 2017

PROGRAMMATIC TAKES OVER MOBILE VIDEO

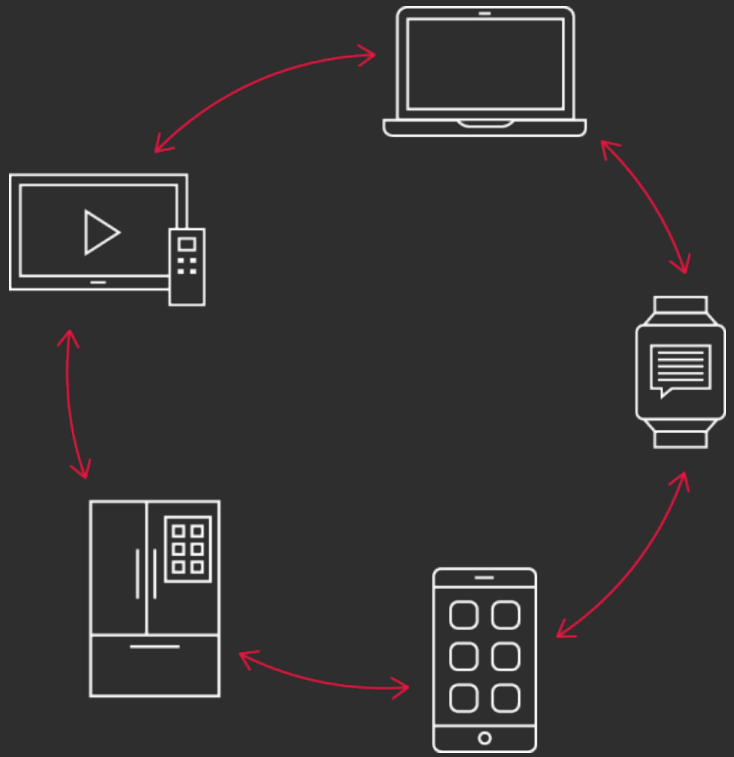


Source: eMarketer, September 2017

THE TIPPING POINT OF VIDEO



TARGET THE IDENTITY, NOT THE DEVICE



The new age living room requires a video marketing plan that targets an identity, not a device

- Unified audience reach
- Increased efficiency
- Advanced measurement

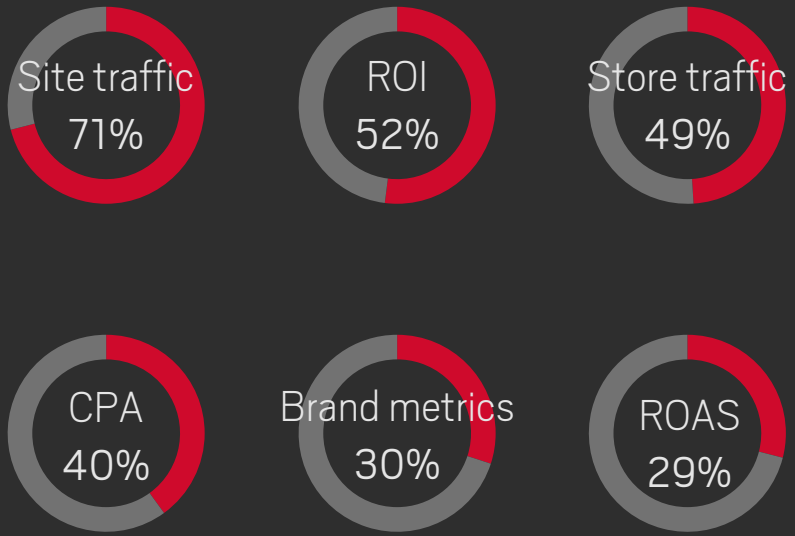
87% of consumers use more than one device at a time

Source: Accenture, 2015

MEASURE CONVERSIONS FROM END TO END

Ways in Which US Brand Marketers Measure Digital Video Ad Performance, June 2016

% of respondents



It's not just about measuring reach, it's measuring outcomes

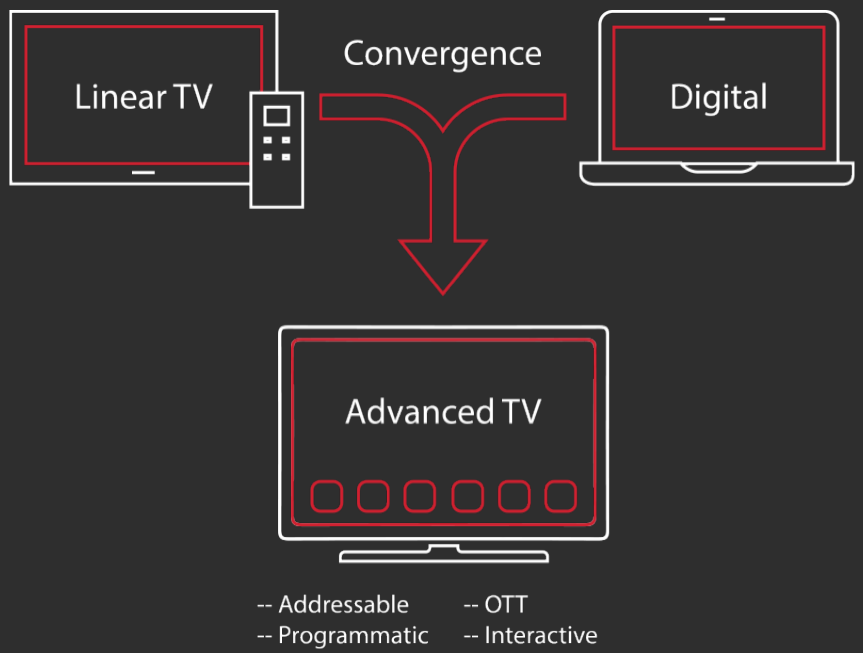
- Sales lift
- Brand lift
- Store or site traffic
- Customer life cycle

93% completion rates for US digital video ads on OTT devices, compared with 78% for smartphones in 2016

Source: Sequent Partners and Eyeview, Oct, 2016
Source: FreeWheel, 2016

rubicon PROJECT

IT'S NOT TV VS DIGITAL; IT'S A HYBRID CONSUMPTION MODEL



Pay-TV providers will continue shifting to internet delivery

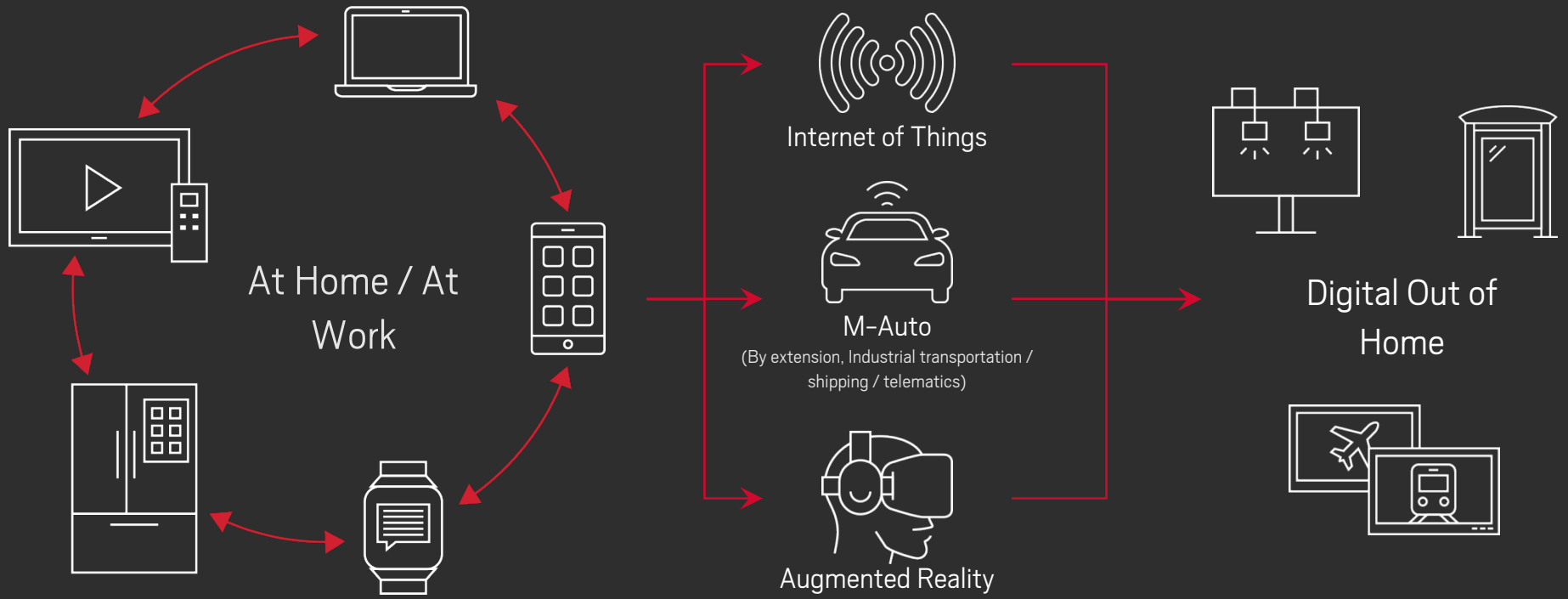
- Lean back, dynamic video
- 100% viewable environment
- Fraud-free
- Highly engaged viewers

Programmatic TV ad spending in the US will reach $4.43 billion in 2018

Source: eMarketer, 2016

rubicon PROJECT

VIDEO IS MORE THAN A FORMAT

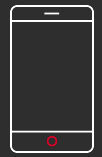


Mobile/Tablet ⧫ Desktop/Laptop ⧫ Smart TV ⧫ Over-the-Top (OTT) ⧫ Programmatic TV ⧫ Digital Out-of-Home (DOOH) ⧫ IoT

rubicon PROJECT

WE'RE MOVING TOWARDS A NEW DIGITAL VIDEO ECONOMY

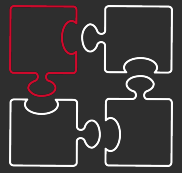
TODAY



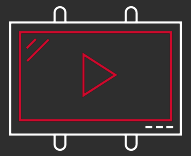
Device-driven



Browser-based



Fragmentation



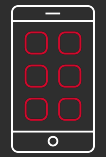
Traditional TV ads

Consumers are passive participants in monetization

TOMORROW



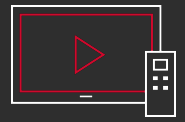
Audience-driven



Application-based



Convergence



Innovative, interactive ad formats

Consumers are active participants in monetization

Questions? Thank you!

