MMA FORUM INDONESIA
OCTOBER 12, 2017 | JAKARTA



The Future of Mobile Video - Engage. Immerse. Play!

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AdColony

MMA
MOBILE MARKETING ASSOCIATION

Most Awarded Mobile Ad Tech Platform in APAC

THE 2016 MUMBRELLA AWARDS

WINNER

MARKETING TECHNOLOGY COMPANY OF THE YEAR 2016 & 2017 - *APAC*

46 AWARDS

Instant-Play ™ HD Video

Zero Buffer

90% + Completion Rate

Certified 100% MOAT viewable

Brand Safe & Transparent

MOAT

Integral Ad Science



1.5B

Global unique consumers reached every month

25,000+

Of the Top Mobile Sites & Apps

1:1

Working Directly with Publishers via SDK

90%

of the Ad Age Top 100 Working with Us

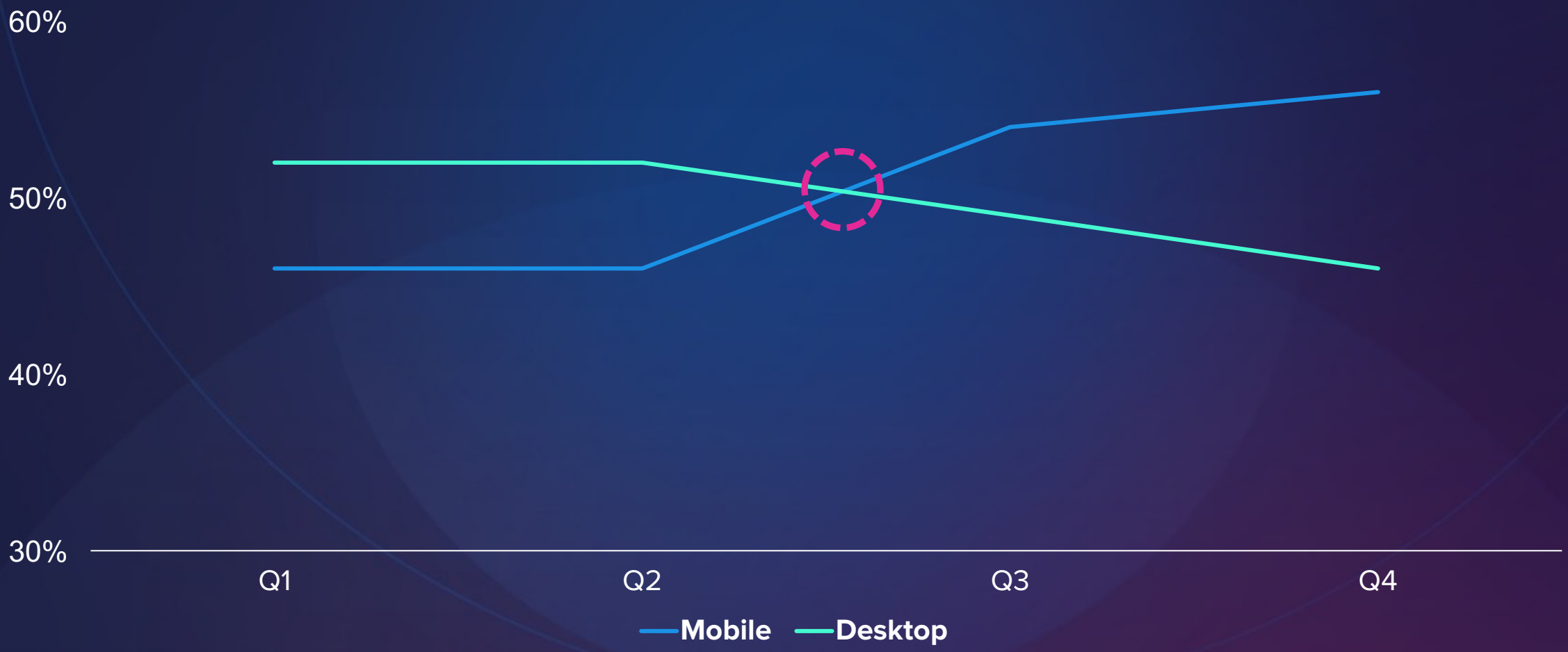
Mobile apps' share of time spent is growing - second only to TV in time spent



*Source: eMarketer, April 2017 (In-App & Web data), 3/1/17 (non-mobile data)

2016 saw mobile video views exceed desktop

By Q4 2016 mobile video views accounted for 56% of all views



Source: Emarketer, IAB; 2017

More Advertisers Turned to Mobile Video

Brands flock to mobile video to increase brand awareness and reach more targeted audiences



Mobile Video Ad Spend grew **51%** in 2016

Source: Emarketer, IAB; 2017

The Future of Mobile Video - Engage. Immerse. Play!

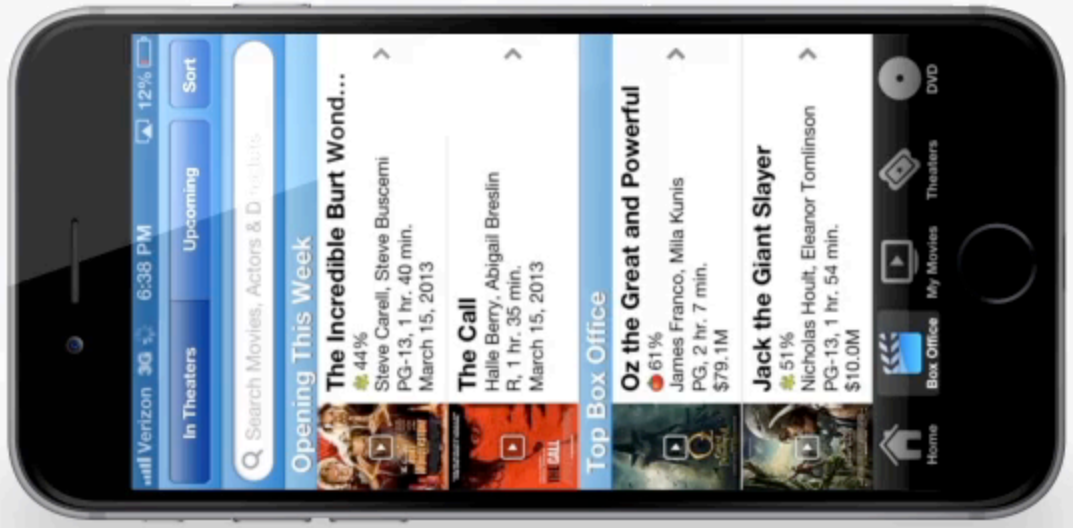
- ✓ Not all video is created equal
- ✓ Premium platform
- ✓ Accountability to business outcomes
- ✓ Elevating video with creativity and tech
- ✓ Innovate, innovate, innovate



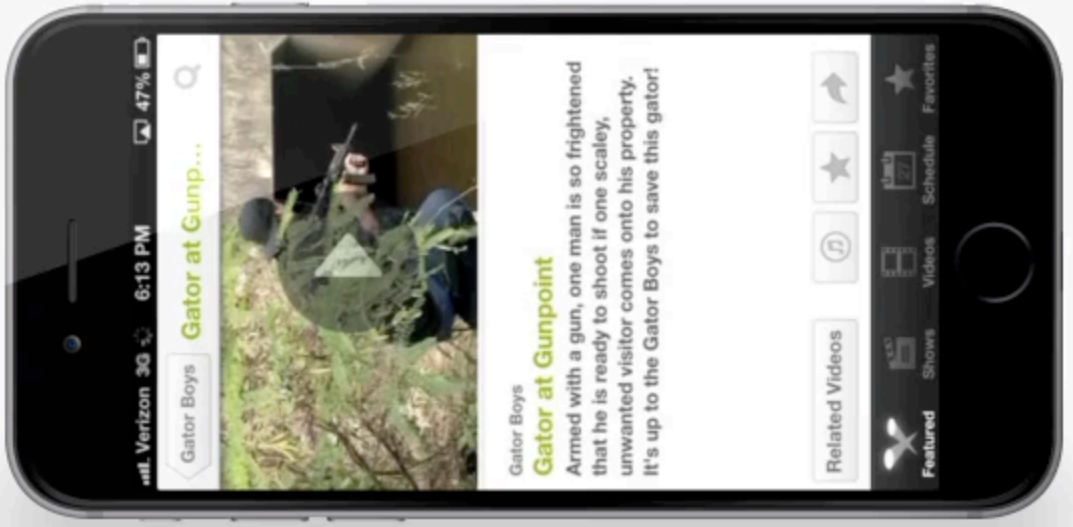


AdColony-powered

Instant-Play™ HD



Streaming Video





100% Viewable Brand Safe Video

Zero Buffer
HD Quality
90% + Completion Rates
Certified 100% MOAT viewable
Brand Safe
Transparent

MOAT

Integral Ad Science

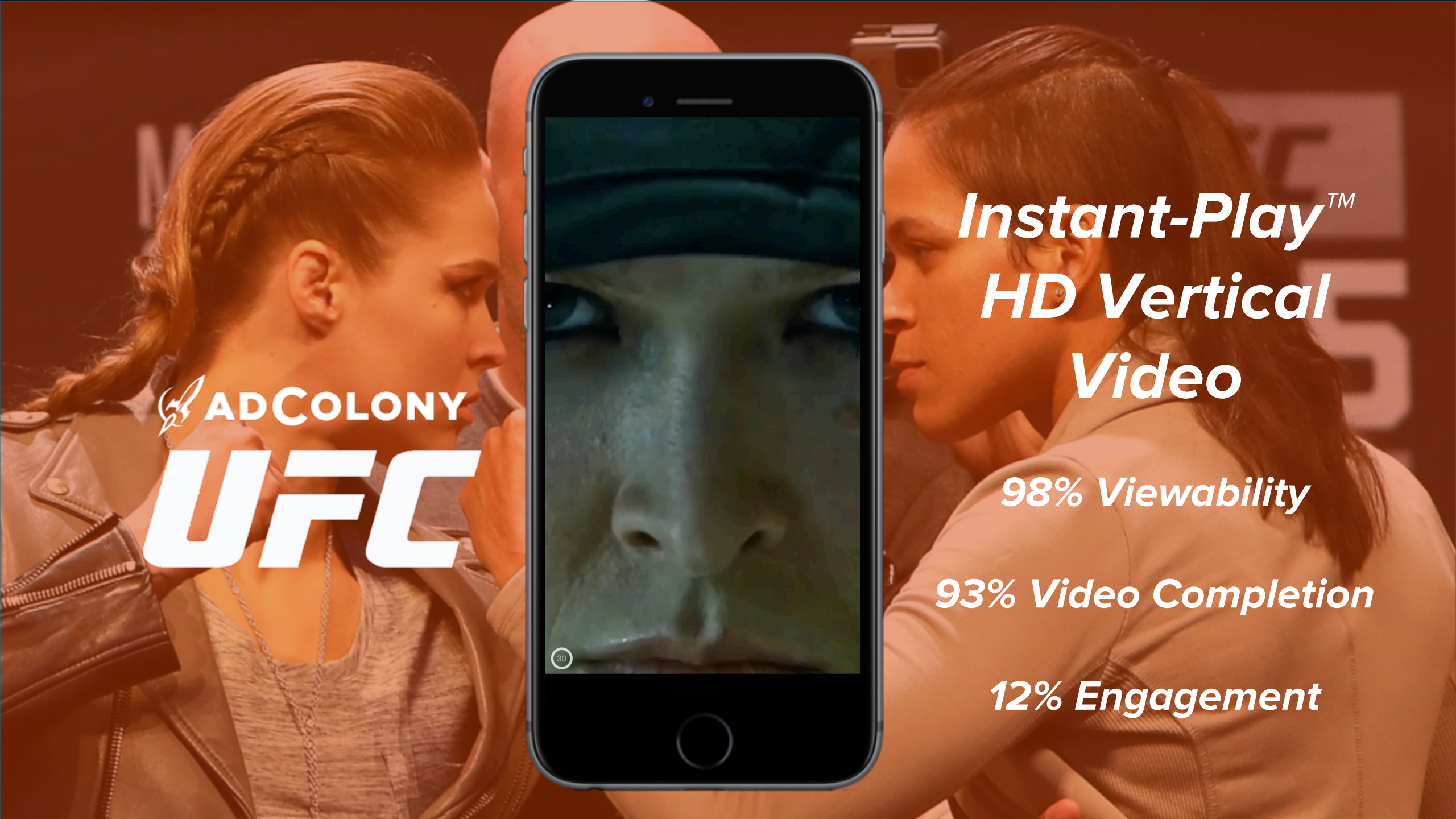
Not all video is created equal

What	Where	Why
 **Full-Screen HD Video**	Within a dedicated video player app or as a user-initiated experience (e.g., rewarded video)	User-initiated: they want to be there & pay attention Only way it's not viewable is if user quits or x's out within first second Video audio aligns with user's current audio settings = best user experience
 **Interstitials and Full-Screen** (320x480) Display	Within an app as a true interstitial during a natural break in the experience	Space for high-quality creative, visually compelling rich media and CTAs Full-screen experience = undivided attention Won't disrupt, when placed thoughtfully within user experience (e.g., between game levels)
 **Instant-Play™, No buffering**	With vendors who have the right SDK technology integrated directly within mobile apps	SDK integration → no load times (key for slow connection speeds) No delay = hold user's attention, won't quickly quit before viewing

What	Where	Why
 **Partial Screen Banner Display Ads, Including In-Banner Video**	Mobile web and in-app, wherever the publisher thinks to "squeeze them in"	Pre-loading below the fold → impression "fire" (no one sees the ad) Easily ignored, disruptive or never make it on the screen (adjacent to UI)
 **In-Feed Display and Video**	Within a feed-based app (e.g., News, Social Media) where the user scrolls quickly through content	Difficult to "stop the thumb." User wants content & ad is in the way Video often muted at default, doesn't align with current user audio settings Not surprising that Facebook's viewability rates reported as low as 20%
 **Overlaid or "Sticky" Video**	In-app and mobile web, where the video is locked to the screen and cannot be ignored or scrolled past	Viewability high, but pop-up & spammy nature of video on top of content = bad user experience* *Ref: Better Ads Coalition*

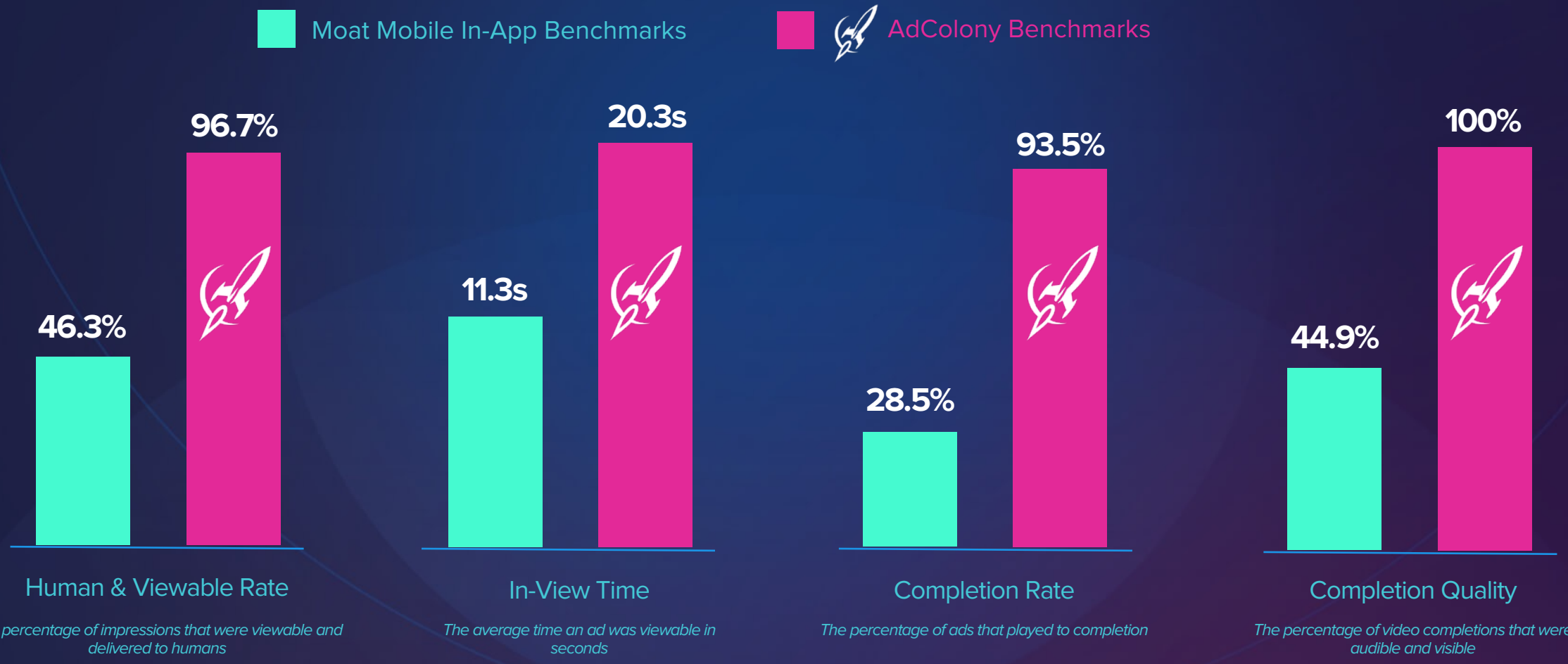


MMA MOBILE MARKETING ASSOCIATION SMARTIES


ADCOLONY
UFC
Instant-Play™
HD Vertical
Video
98% Viewability
93% Video Completion
12% Engagement

Unprecedented, industry-leading ad quality scores

Source: Moat, Q2 2017



In 2017 a Premium Platform is about Media Quality



Format Quality



3rd Party Viewability

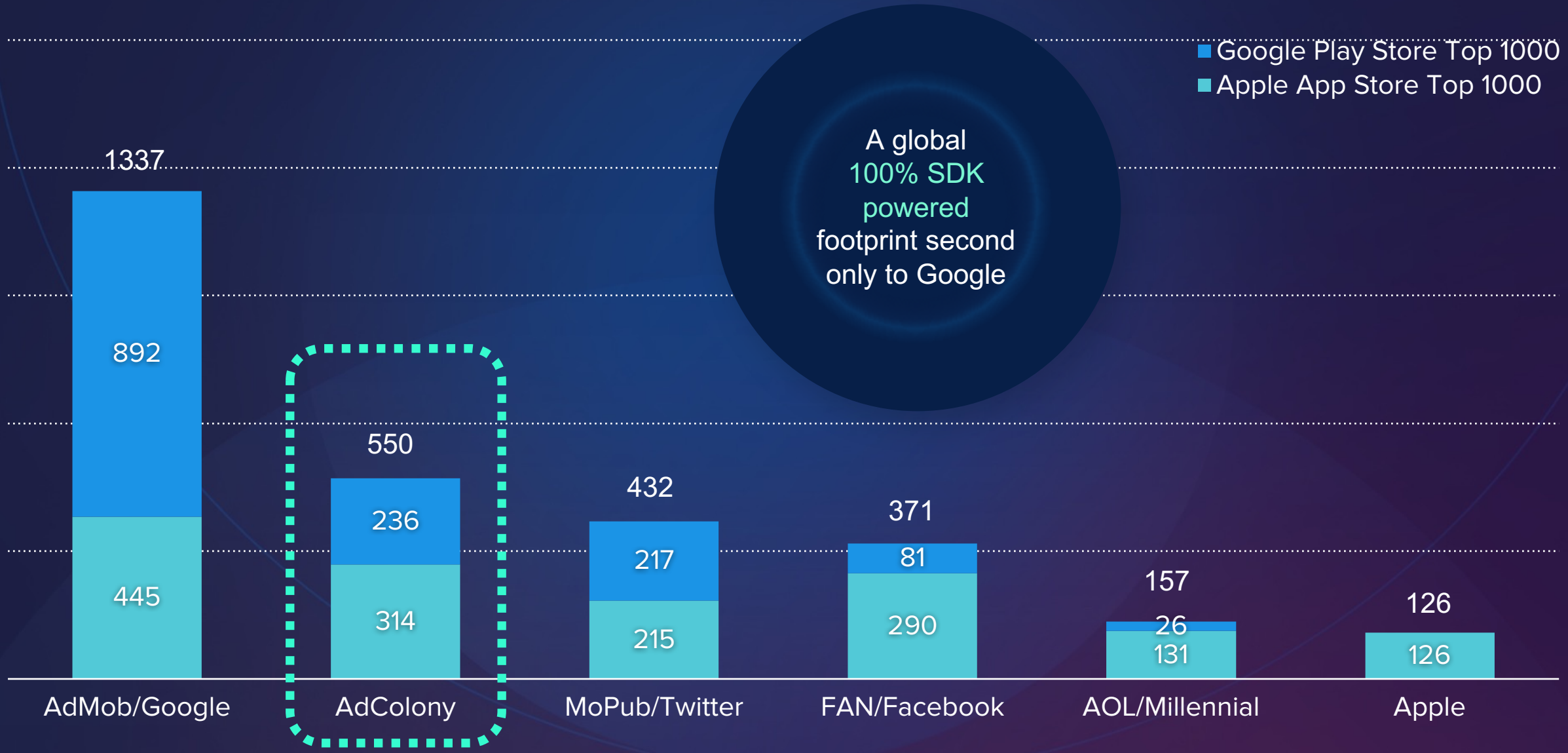


Owned SDK Reach



Consumer Opt-in

2nd Largest SDK Footprint Globally



Source: MixRank, Q2 2017, U.S.

Consumers spend 70% of their time outside UGC / Social and Messaging environments


7


#18


63



84


50

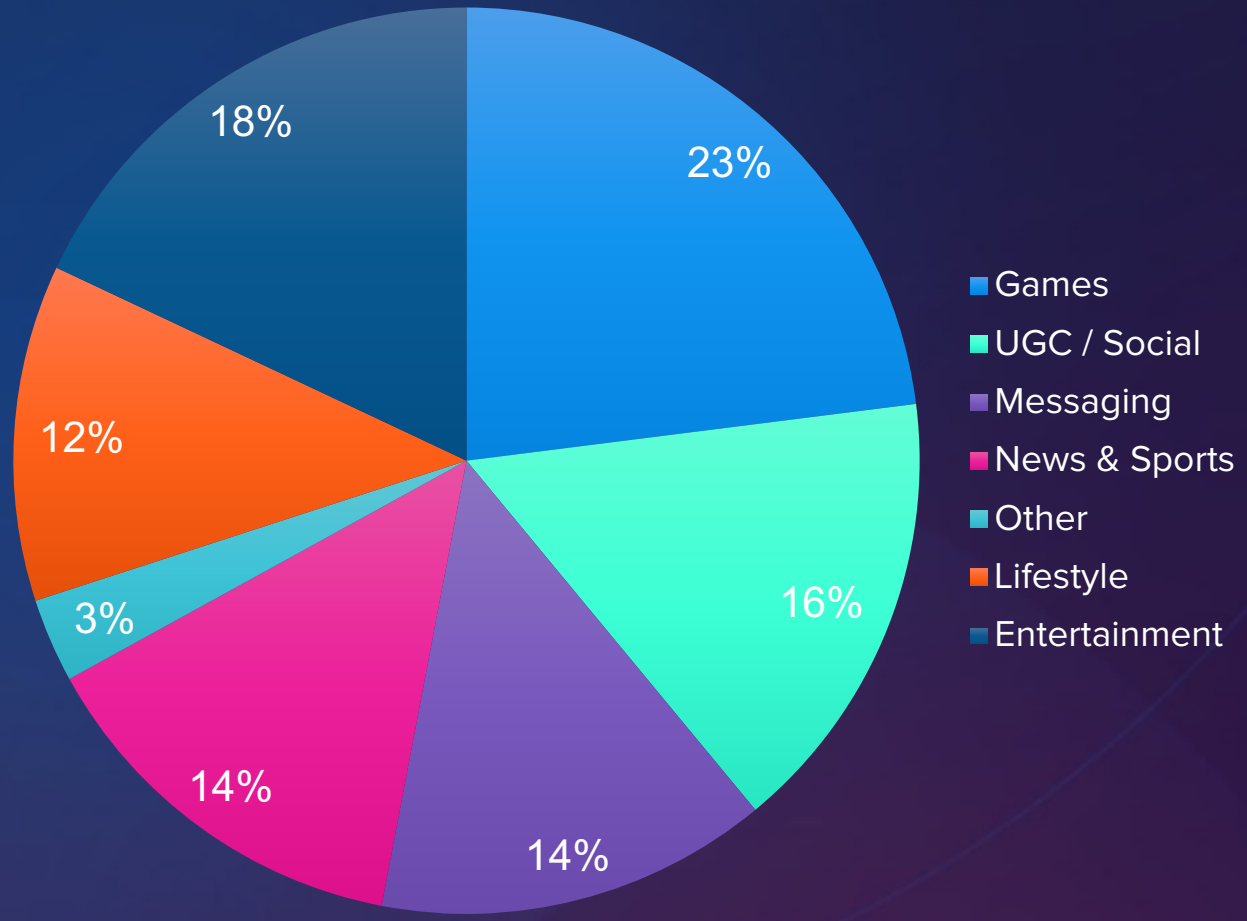

#81


11


#17



37



Source: Comscore, SensorTower; 2017

A true opportunity for brands: Gaming is the primary form of mobile entertainment

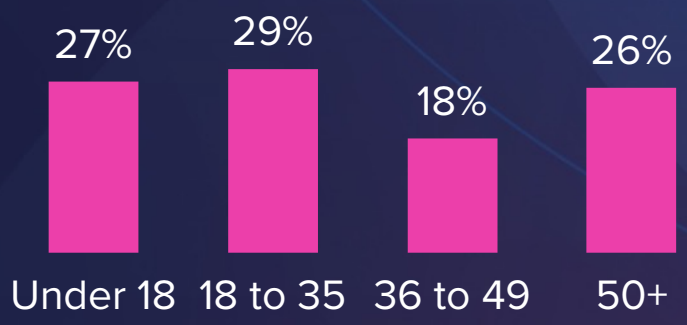
Audience

51 Million
monthly uniques[1]

52/48
m/f split[2]



Gaming Age Breakdown[3]



Attention

36/100
of iTunes Top Free Apps are games

72/100
of iTunes Top Grossing Apps are games

Experience

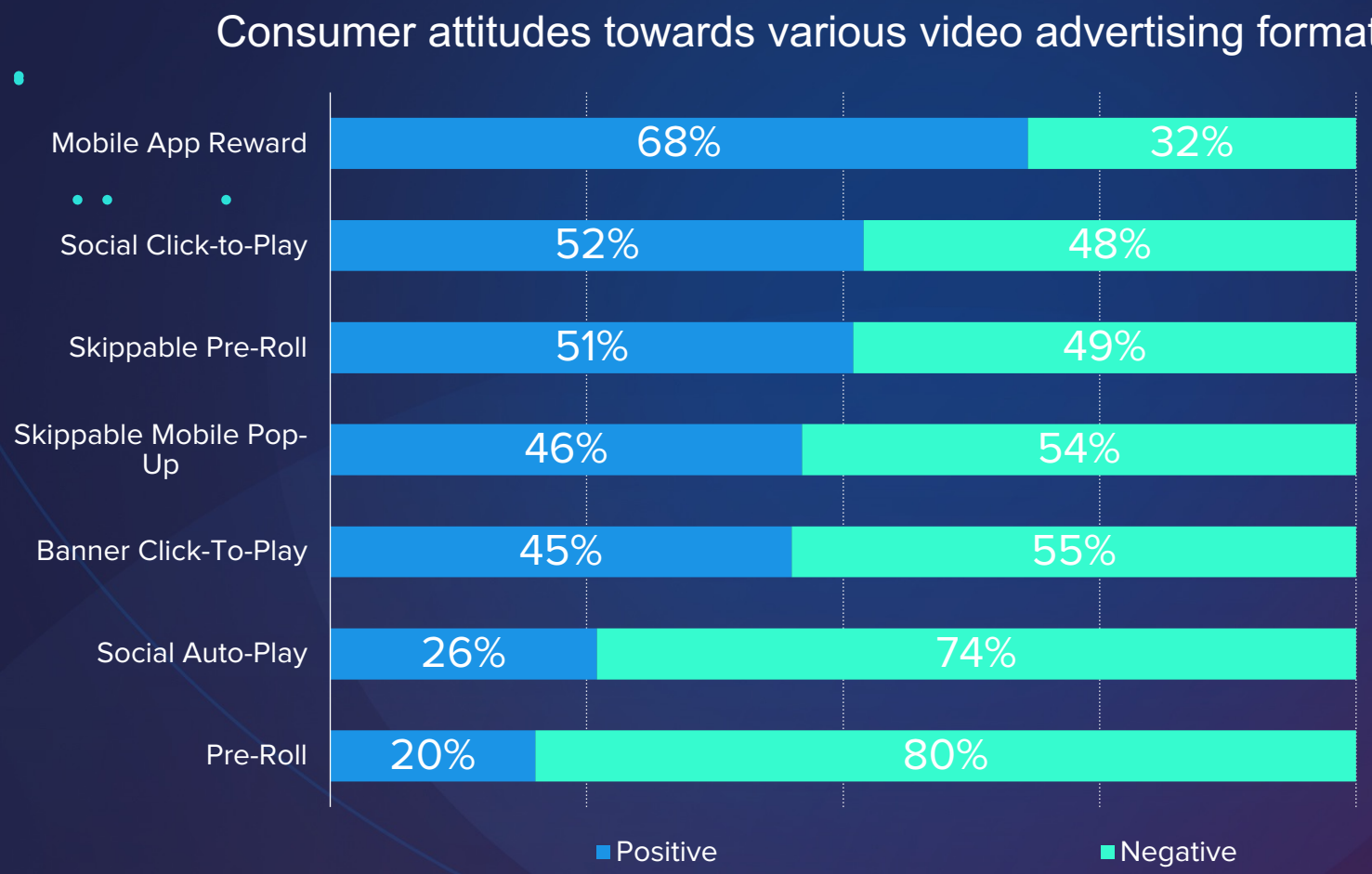
Brand Safe

Full Screen Creative

Highly Viewable

** Sources: 1. eMarketer, May 2017; 2. https://newzoo.com/insights/articles/male-and-female-gamers-how-their-similarities-and-differences-shape-the-games-market; 3. Entertainment Software Association, 2016; 4. Sensor Tower iTunes App Rankings, August 2017*

Consumers prefer to choose when they see ads



Featured in Mary Meeker's 2017 Trends Report

Source: Milllward Brown AdReaction Video Creative in a Digital World, 2016 (featured in 2017 Mary Meeker Internet Trends Report)



Glimpse into future of Video 2020



Aurora™ HD Video

Next generation interactive video that captivates with eye-catching, truly unique experiences.



A powerful creative framework for brand storytelling

Finally an interactive video ad format that's as powerful as your imagination.



Amazing, life-like graphics

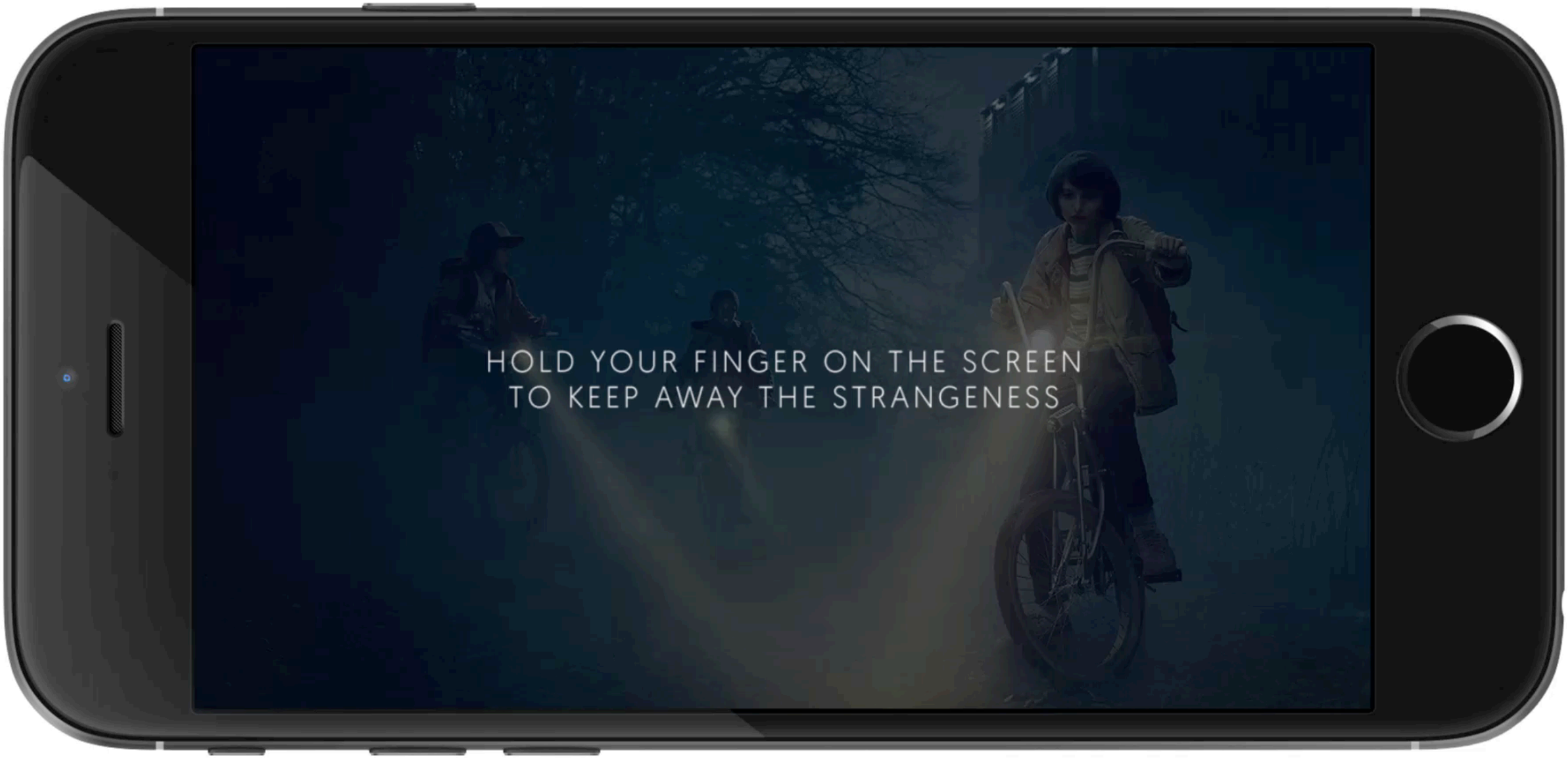
Tap into advanced technology to power graphics usually only possible in games or movie special effects.

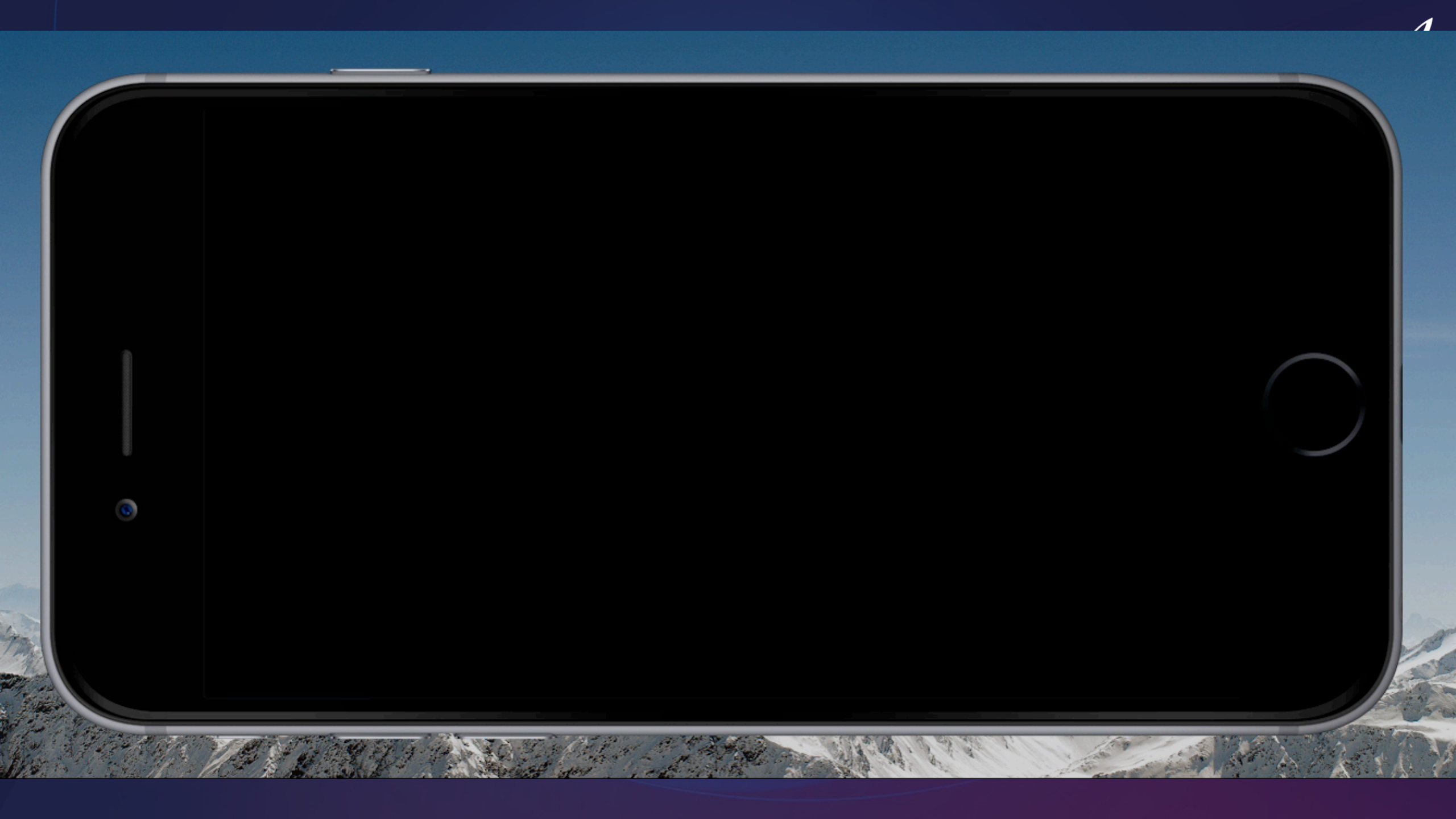
True in-video interactivity

Users touch, tap, swipe, tilt and shake to engage with the in-video experience.

Video ads you can feel

Shake and vibrate devices during key action moments or when a user interacts.


HOLD YOUR FINGER ON THE SCREEN
TO KEEP AWAY THE STRANGENESS




BURGER
KING

Eye-catching creative. Jaw-Dropping results.

Initial beta campaigns metrics show massive engagement opportunity

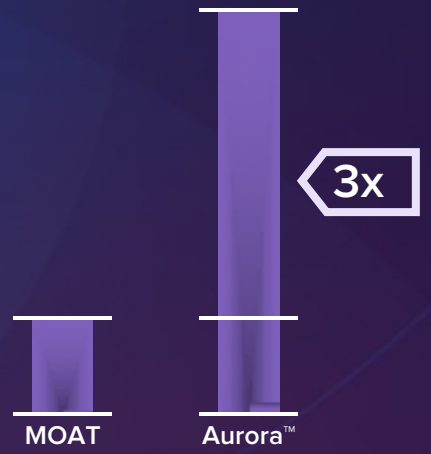
177%
Total Interaction Rate



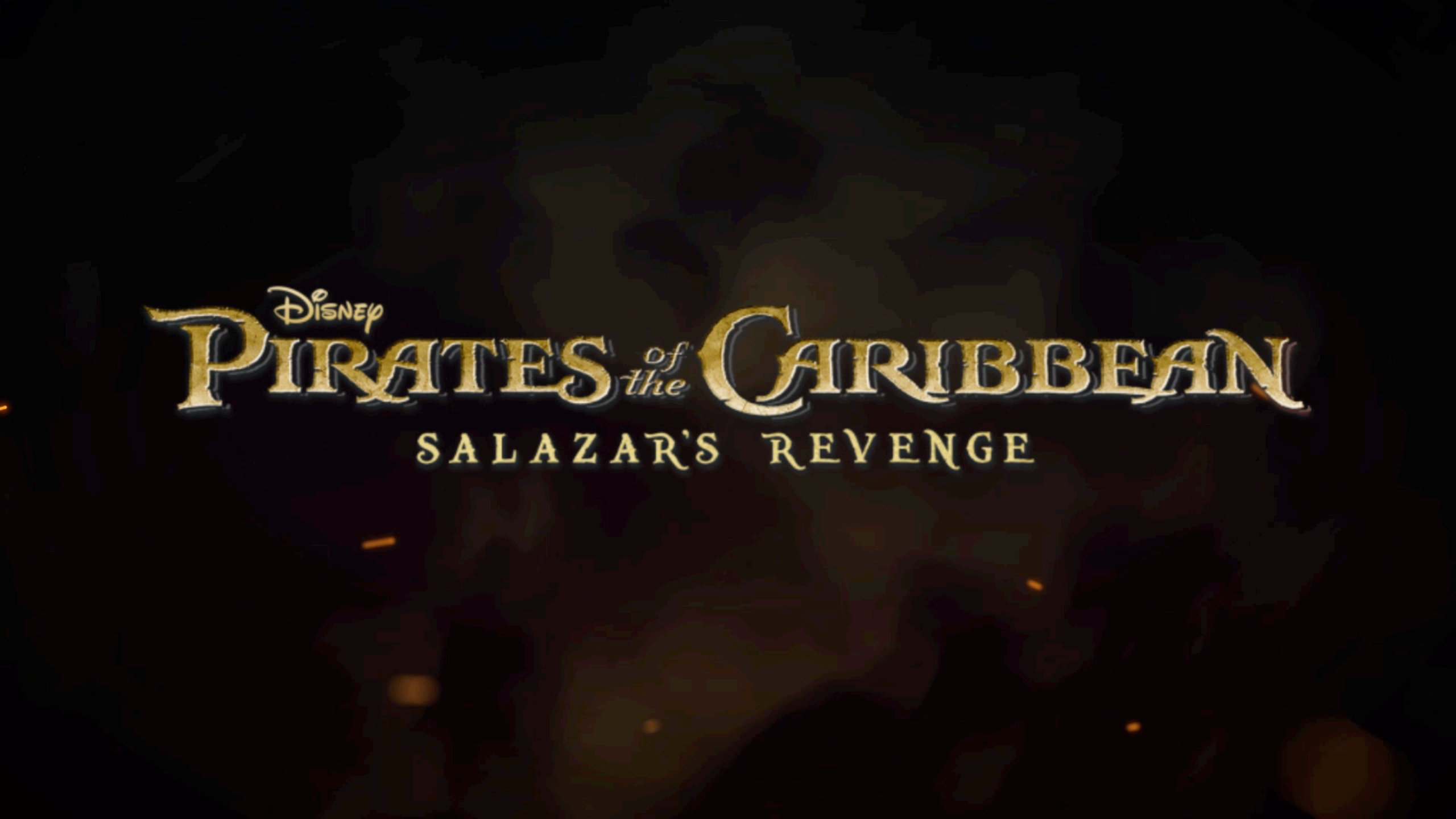
45%
Unique Interaction Rate



90%
Viewable Completion Rate



Total Interaction Rate: Innovid 2017 Global Video Benchmarks for Custom Interactive Video compared to Aurora™
Unique Interaction Rate: Instant-Play Complex Dynamic End Card benchmark compared to Aurora™
Viewable Completion Rate: MOAT Q1 benchmark for Mobile In-App Video Audible and Visible on Complete Rate compared to Aurora™ based on AdColony's MRC-certified viewability technology

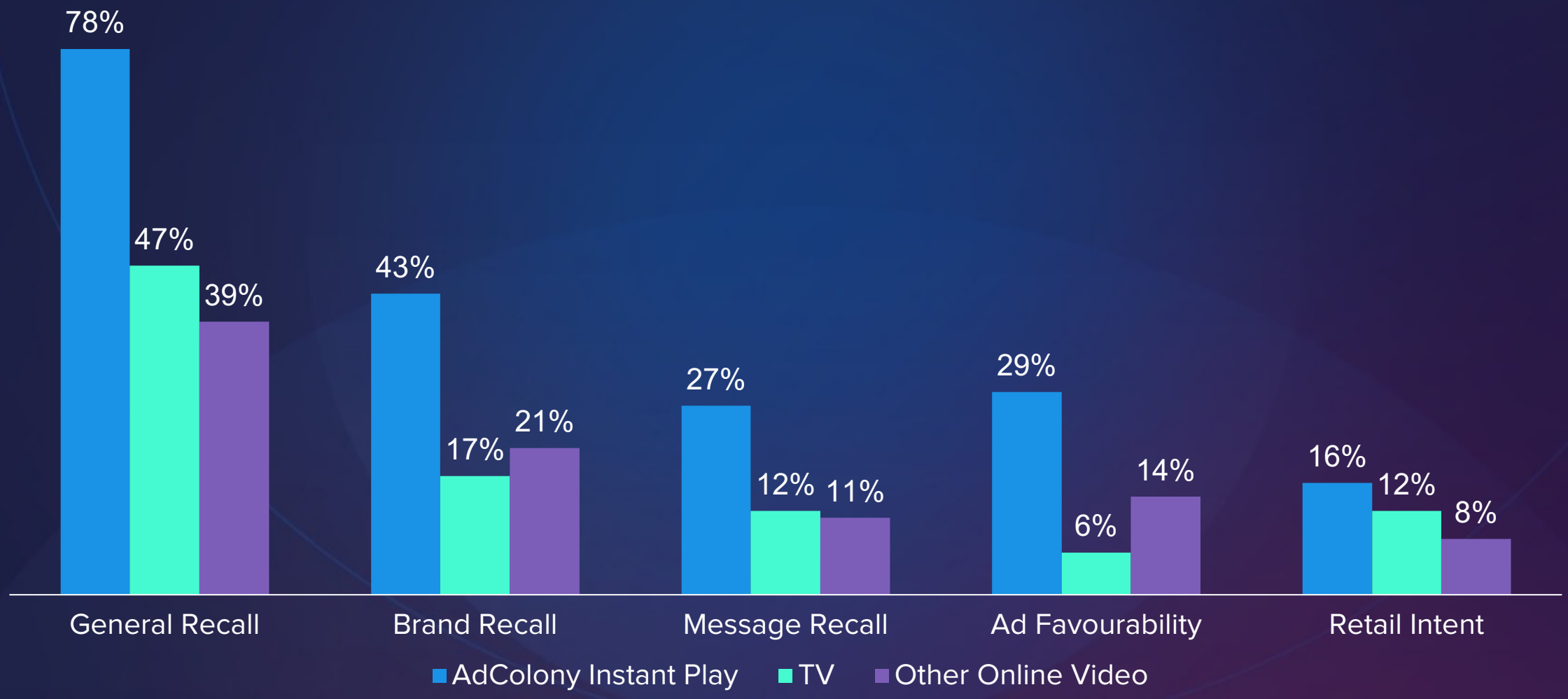

Disney
PIRATES of the CARIBBEAN
SALAZAR'S REVENGE

Data-driven outcomes from Standard to Interactive



	Instant-Play™ HD Video *Standard*	Instant-Play™ HD Video + DEC *Standard+*	Instant-Play™ HD Vertical Video *Vertical*	Aurora™ HD Video *Interactive*
Video Type	6s / 15s / 30s	6s / 15s / 30s	6s / 15s / 30s	6s / 15s / 30s
Dynamic End Card		✓	✓	✓
Zero Buffer	✓	✓	✓	✓
HD Quality	✓	✓	✓	✓
Viewability Rate	97%	97%	97%	97%
Completion Rate	93%	93%	93%	93%
Engagement Rate	4%	7%	12%	43%
Brand Safe	✓	✓	✓	✓
Transparent	✓	✓	✓	✓

Mobile Video delivers against brand objectives



Source: Nielsen, AdColony; 2016

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THANK YOU

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