

inMOBI

STATE OF PROGRAMMATIC MOBILE VIDEO ADVERTISING IN INDIA

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The following report is based on a detailed analysis of data from the InMobi advertising platform. The analysis explores the state of programmatic video in India. The analysis explores data from Jan 2020 to Jan 2021 and highlights the change in advertiser spends and the performance of video as a format.





▶ Just Press Play

- ▶ Small Screen, Big Impact
- ▶ The Future is Video, the Future is Now
- ▶ The Rising Impact of In-app Video

▶ Doing Mobile Video Right

Getting Orientation Right

Why Timing Matters

Enhancing Efficiencies with Programmatic Video

Maximizing Transparency and Brand Safety

JUST PRESS PLAY

Over the last few years there has been an unprecedented growth in video consumption across the globe. With video now reaching users beyond traditional channels such as broadcast television and movies in theaters, there has been a rapid shift in both how and what sort of video content is consumed. Be it short-form video apps or OTT, we are witnessing a content explosion around us. Much of this change has been heralded by digital channels, especially mobile which has made video experience more up close and personal than ever before.



SMALL SCREEN, BIG IMPACT

Online video consumption has exploded across the globe, now overtaking time spent on traditional television. This growth in India is being primarily driven by mobile. The always on channel has emerged as a gateway to different types of content including OTT and short form video apps leading to an extensively vibrant ecosystem of innovative players, engaged audiences, and watchful advertisers.

A circular pie chart with a light blue background. A single slice is highlighted in a darker blue, representing 7.38 Hrs.

7.38 Hrs

time spent watching
TV globally per week

A circular pie chart with a light blue background. A single slice is highlighted in a darker blue, representing 7.91 Hrs.

7.91 Hrs

time spent watching online
video globally per week

An eye-shaped graphic with a yellow center and a light yellow outer ring, representing 8.16 Hrs.

8.16 Hrs

time spent watching
smartphone video in
India per week

A yellow starburst graphic with a dark yellow center, representing 62%.

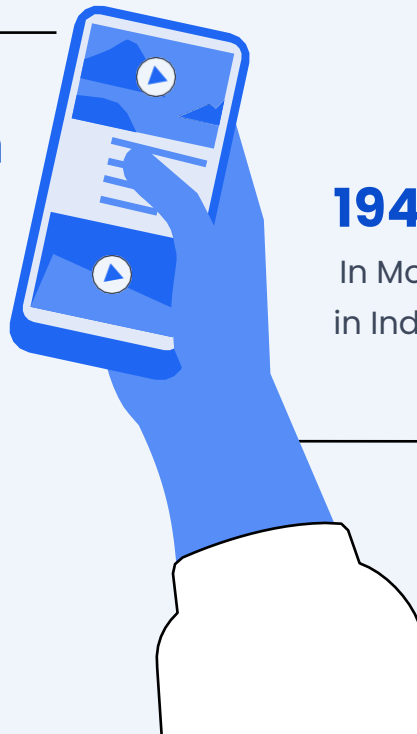
62%

of mobile users in
India watch video on
their devices

THE FUTURE IS VIDEO, THE FUTURE IS NOW

356 million

mobile video
viewers in India



194% Growth

In Mobile Video Ads
in India

Advertisers Fueling this Growth in India



CPG



Retail/Shopping



Communications



BFSI



THE RISING IMPACT OF IN-APP VIDEO

Verticals seeing top engagement on video

42%

of all in-app
programmatic
spends is accounted
by video

23%

growth year on year
in CTR driven by in-
app video

112%

higher CTR driven by
video compared to
other formats

27%

growth in VCR
driven by in-
app video YOY



Games



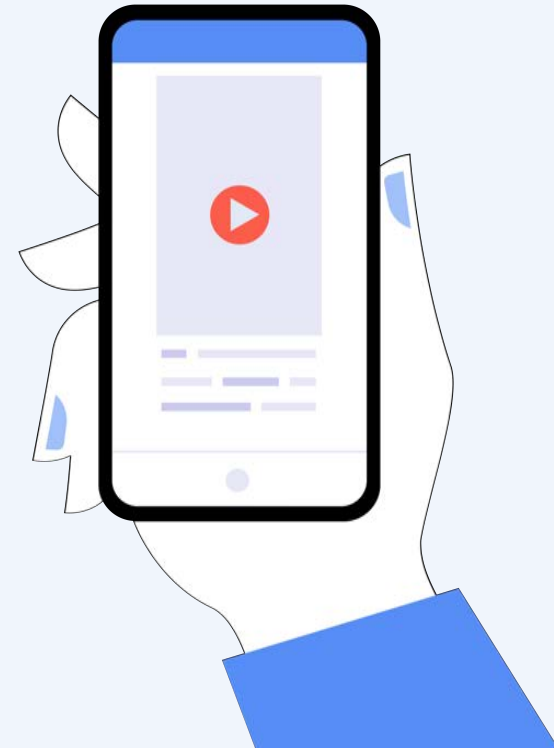
BFSI



Social media

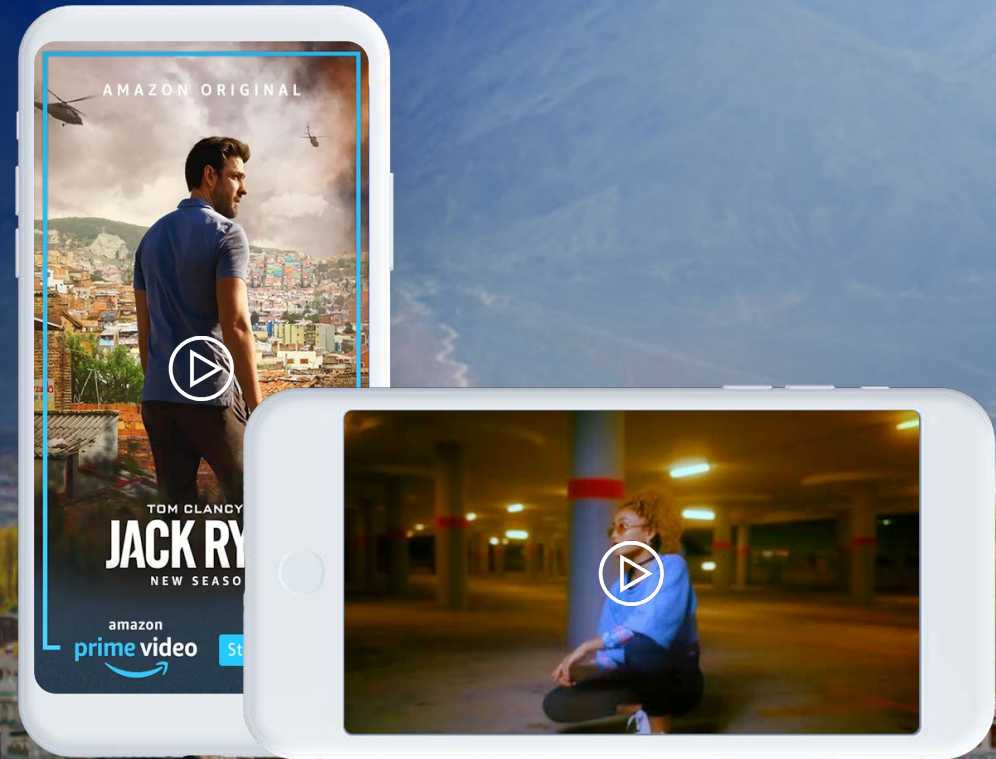


Entertainment



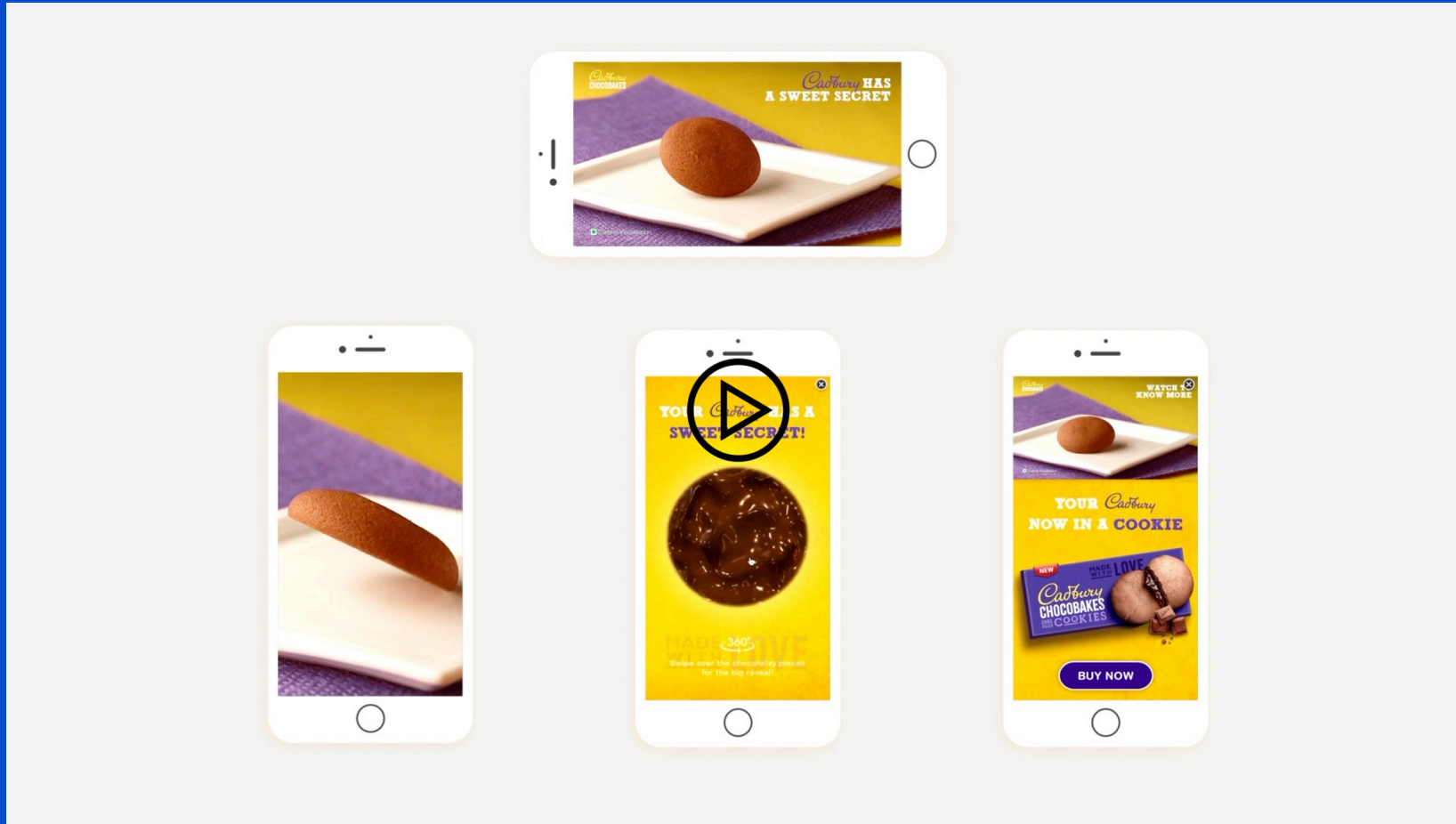
► Doing Mobile Video Right

When *thinking mobile-first*, it is critical to *do mobile-first*. Be it choosing between landscape video, the length of the video or even reaching the right audiences, there are several critical factors that advertisers need to think about when launching a mobile first campaign. We share our top tips when it comes to how advertisers should plan their mobile campaigns.



For illustrative purposes only

1. GETTING MOBILE VIDEO ORIENTATION RIGHT



1. GETTING ORIENTATION RIGHT: LANDSCAPE VIDEO

47%

higher CTR driven on landscape video compared to other formats

18%

growth in CTR for landscape video ads YOY

Top Spends on Horizontal Video



FMCG

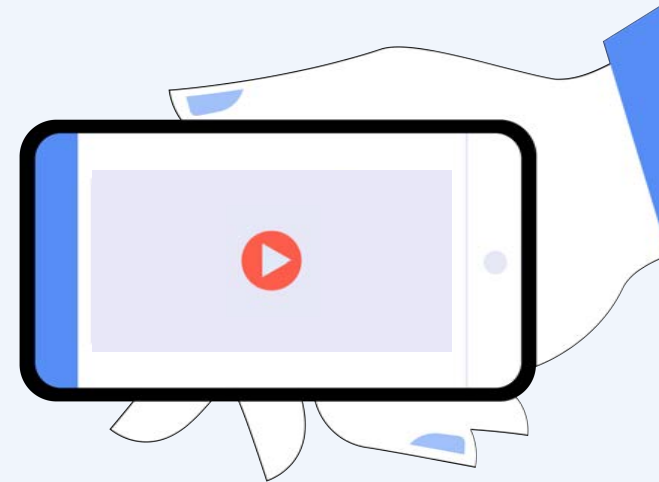


Retail

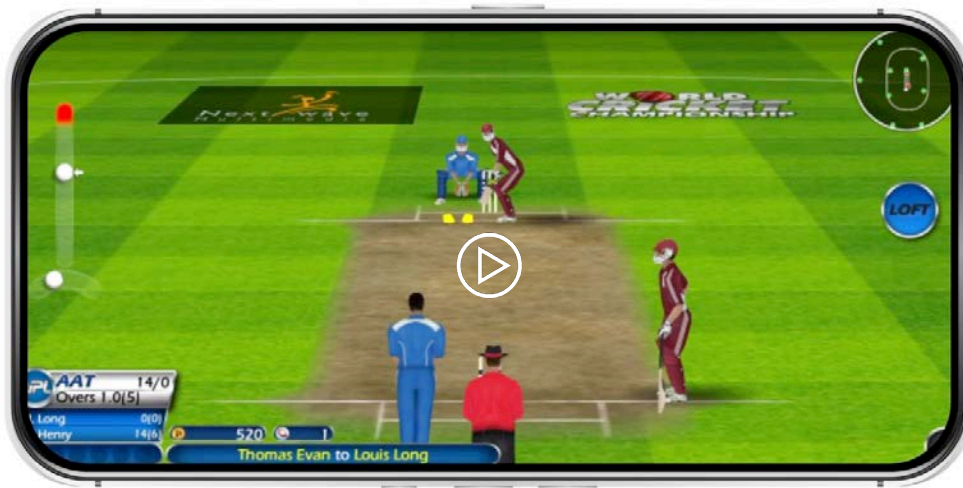


Technology

As consumers spent more time on video, we see a consistent growth in CTR that is driven by the medium. Top advertisers have recognized this trend and have invested heavily on landscape video as it is easy to convert core assets and press play on their campaigns.



1.1. GETTING ORIENTATION RIGHT: LANDSCAPE VIDEO



LANDSCAPE VIDEO

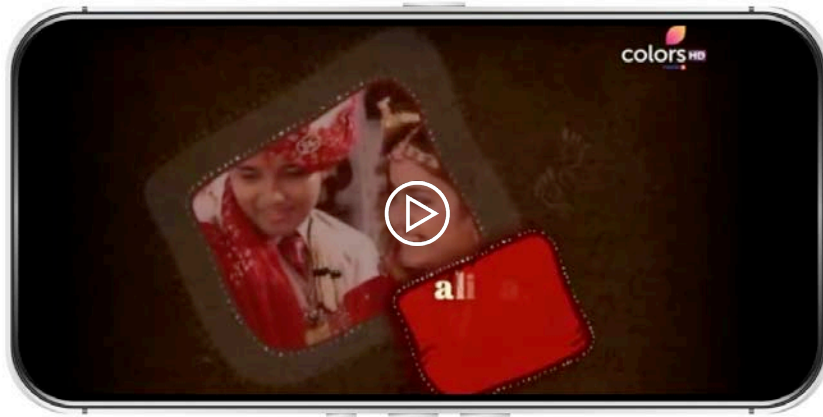
Environment: Gaming

Experience:

- True HD, buffer-free video viewing experience on InMobi Exchange
- Support for muting and unmuting audio
- Non-skippable

Measurement: SDK-integrated, MOAT & OMSDK viewability

1.1. GETTING ORIENTATION RIGHT: LANDSCAPE VIDEO



PRE-ROLL IN-STREAM VIDEO

Environment: OTT

Experience:

- True HD, buffer-free video viewing experience on InMobi Exchange
- Support for muting and unmuting audio
- Non-skippable

Measurement: SDK-integrated, MOAT & OMSDK viewability

1.1. GETTING ORIENTATION RIGHT: LANDSCAPE VIDEO



MID-ROLL IN-STREAM VIDEO

Environment: OTT

Experience:

- True HD, buffer-free video viewing experience on InMobi Exchange
- Support for muting and unmuting audio
- Non-skippable

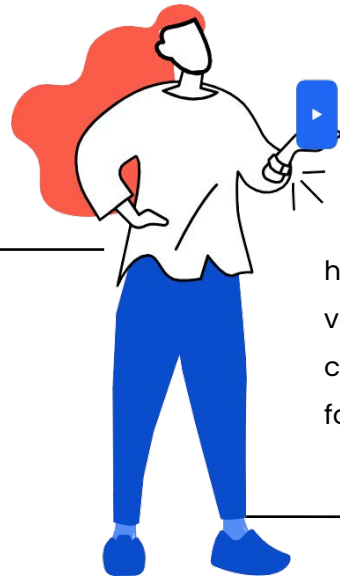
Measurement: SDK-integrated, MOAT & OMSDK viewability

1.2. GETTING ORIENTATION RIGHT: VERTICAL VIDEO

Top Spends on Vertical Video

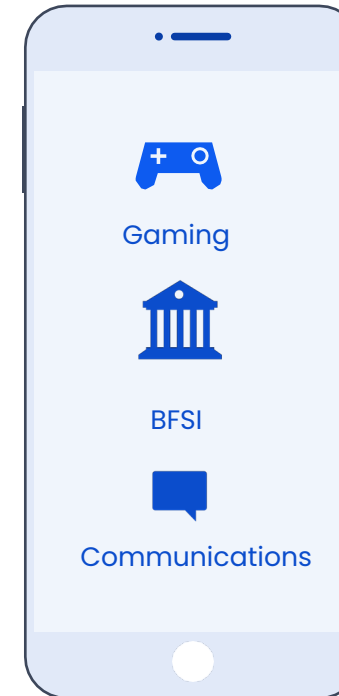
25%

growth in CTR for
vertical video
ads YOY

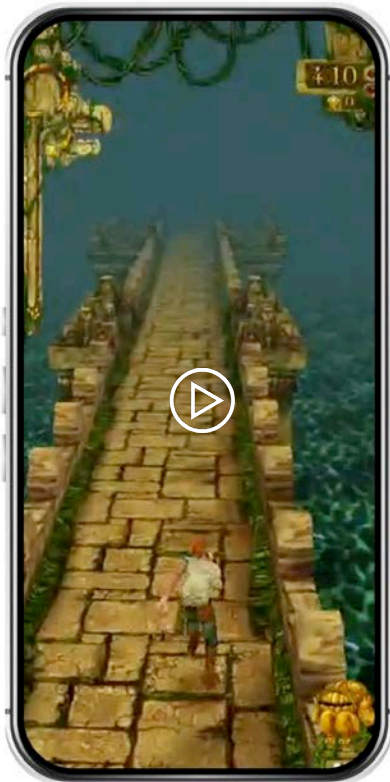


3-4X

higher CTR driven on
vertical video
compared to other
formats



1.2. GETTING ORIENTATION RIGHT: VERTICAL VIDEO



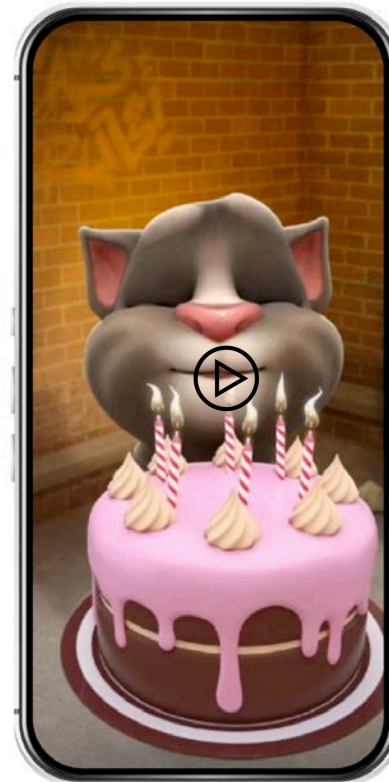
REWARDED VIDEO

Environment: Gaming

Experience:

- True HD, buffer-free video viewing experience on InMobi Exchange
- Support for muting and unmuting audio

Measurement: SDK-integrated, MOAT & OMSDK viewability



INTERSTITIAL VIDEO

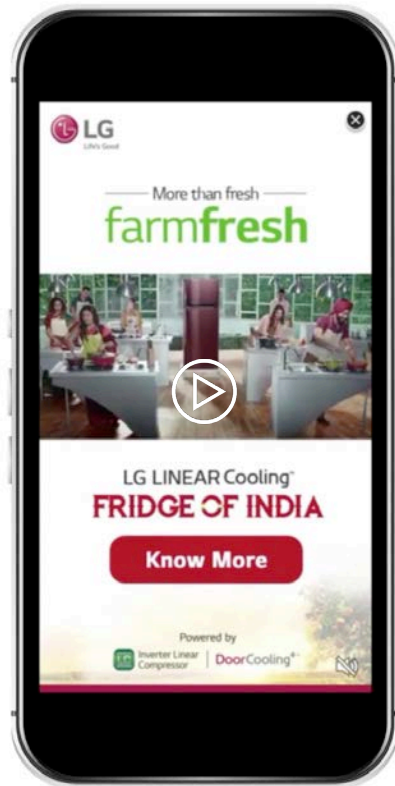
Environment: Gaming

Experience:

- True HD, buffer-free video viewing experience on InMobi Exchange
- Support for muting and unmuting audio

Measurement: SDK-integrated, MOAT & OMSDK viewability

1.2. GETTING ORIENTATION RIGHT: VERTICAL VIDEO

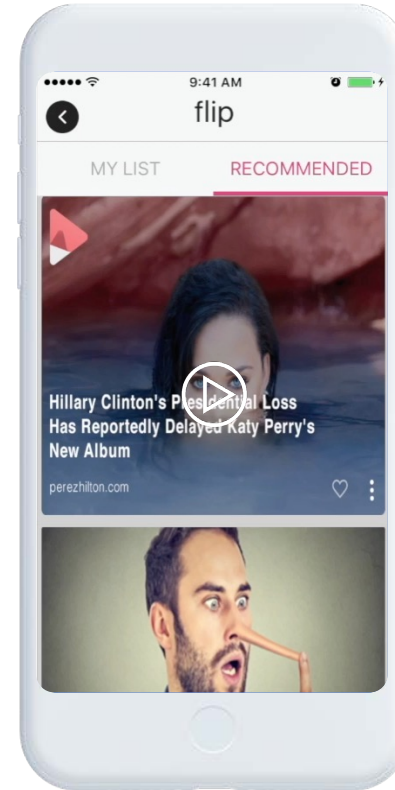


IN-FEED VIDEO

Environment: Short-form Video

Experience:

- True HD, buffer-free video viewing experience on InMobi Exchange
- Support for muting and unmuting audio



IN-FEED VIDEO

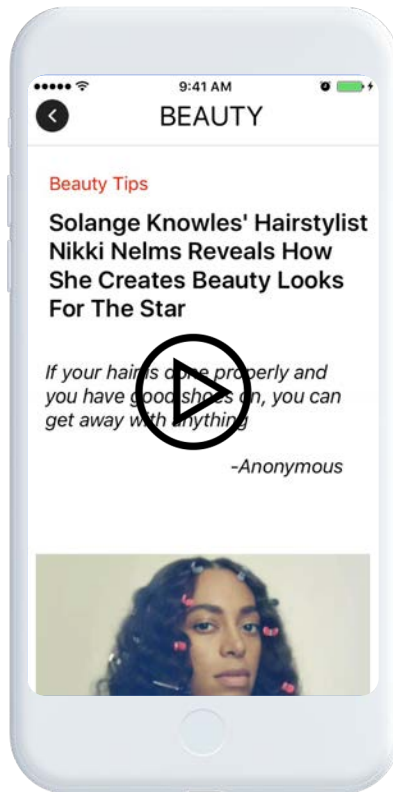
Environment: News/ Social

Experience:

- True HD, buffer-free video viewing experience on InMobi Exchange
- Support for muting and unmuting audio

Measurement: SDK-integrated, MOAT & OMSDK viewability

1.2. GETTING ORIENTATION RIGHT: VERTICAL VIDEO



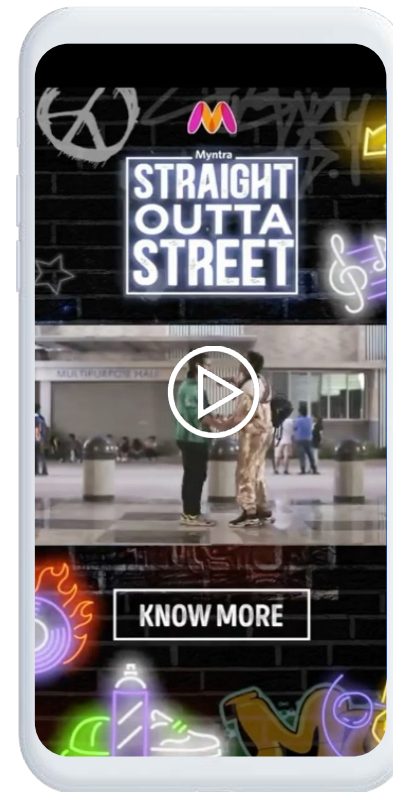
OUTSTREAM VIDEO

Environment: News & Content

Experience:

- True HD, buffer-free video viewing experience on InMobi Exchange
- Support for muting and unmuting audio

Measurement: SDK-integrated, MOAT & OMSDK viewability



INTERSTITIAL VIDEO

Environment: Utility

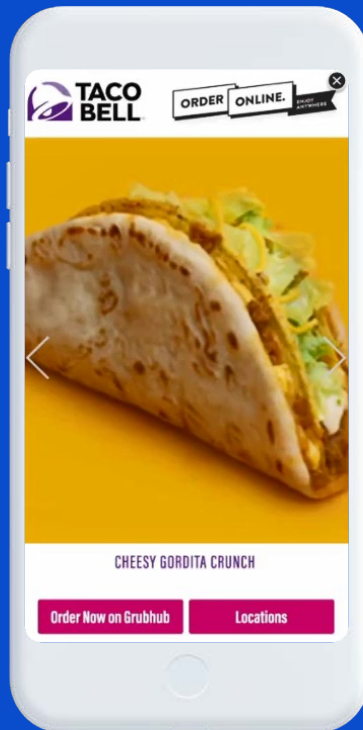
Experience:

- True HD, buffer-free video viewing experience on InMobi Exchange
- Support for muting and unmuting audio

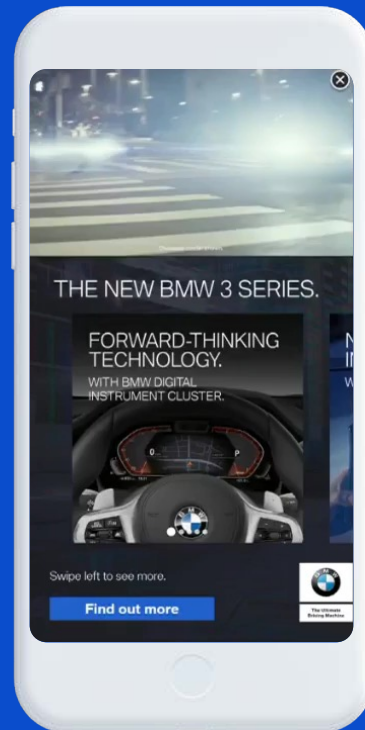
Measurement: SDK-integrated, MOAT & OMSDK viewability

1.2. GETTING ORIENTATION RIGHT: VERTICAL VIDEO

VIDEO WITH
ENDCARD



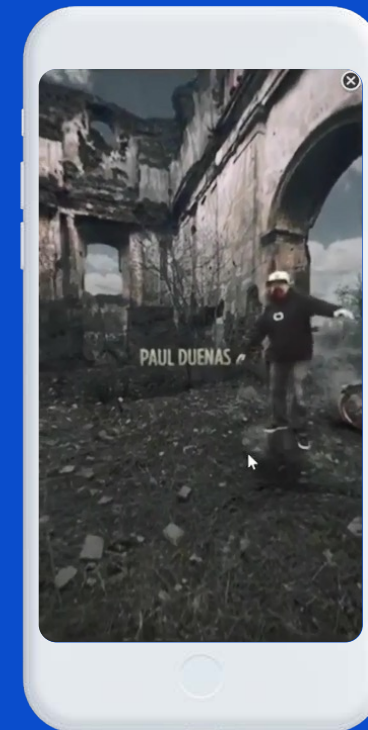
VIDEO WITH
CAROUSEL



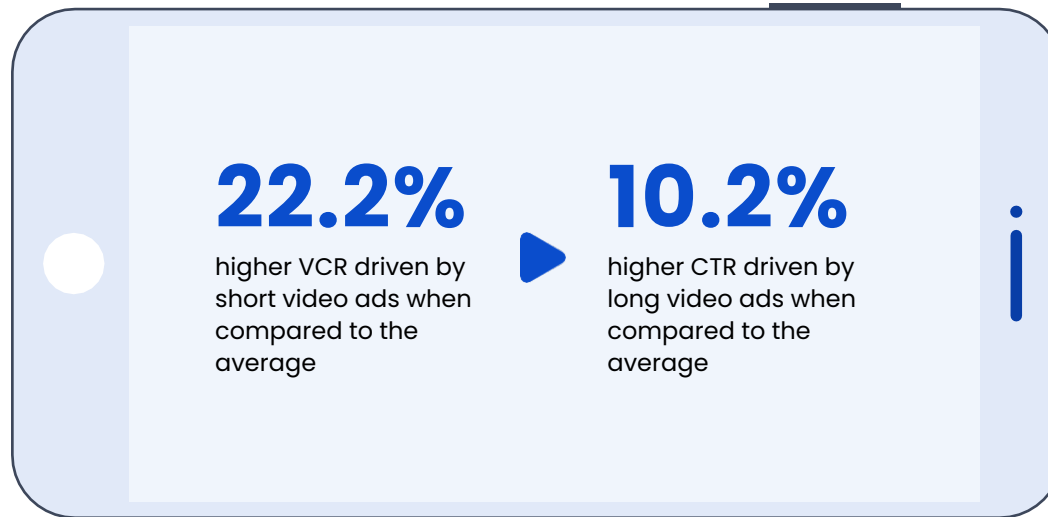
INTERACTIVE
VIDEO



360° VIDEO



2. WHY TIMING MATTERS

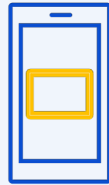


Based on the goals that you have for your campaigns, choose the right video length. Short powerful videos can be a great way to drive a message to your audience, while longer videos can be a great way to help your audience understand your proposition in detail.

3. ENHANCE EFFICIENCIES WITH PROGRAMMATIC



Define the right audience



Scale and engage with different placement types

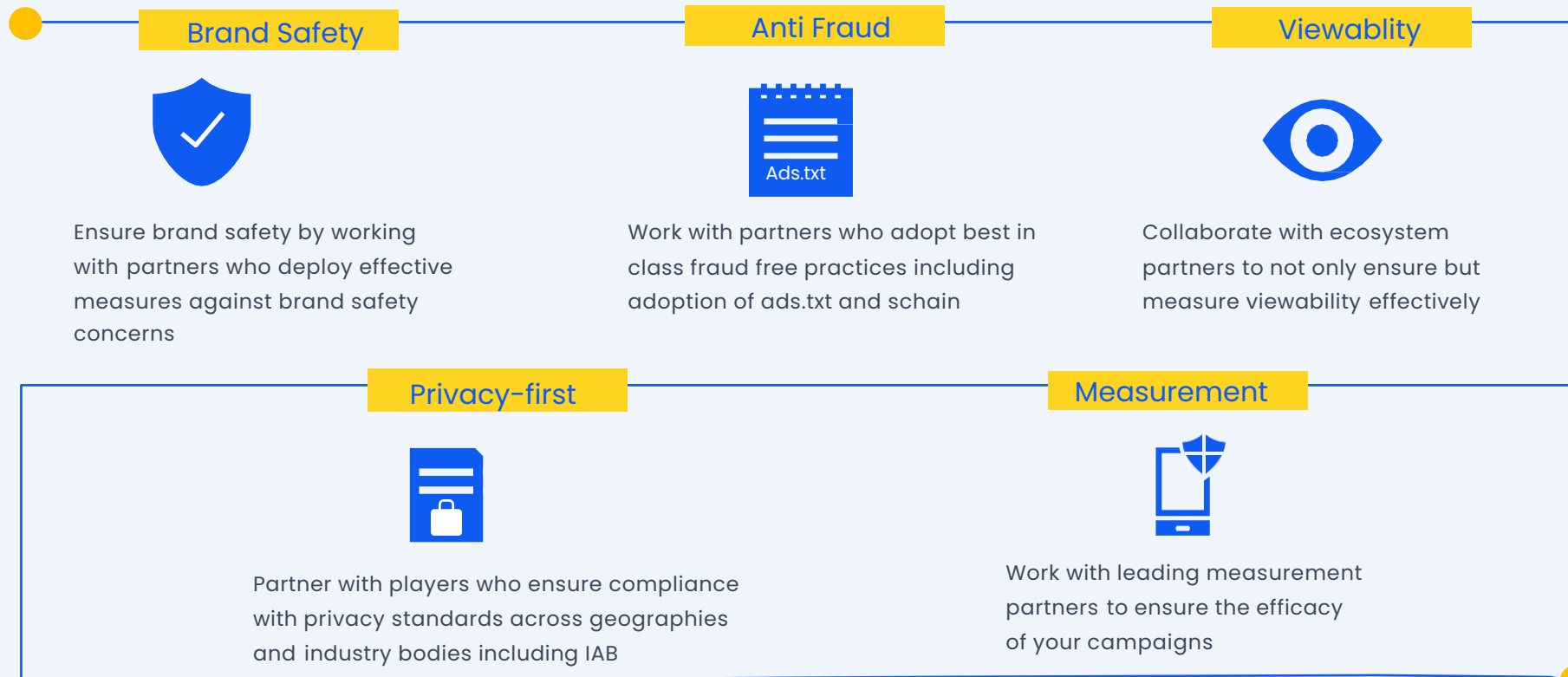


Reach your audience at the right time

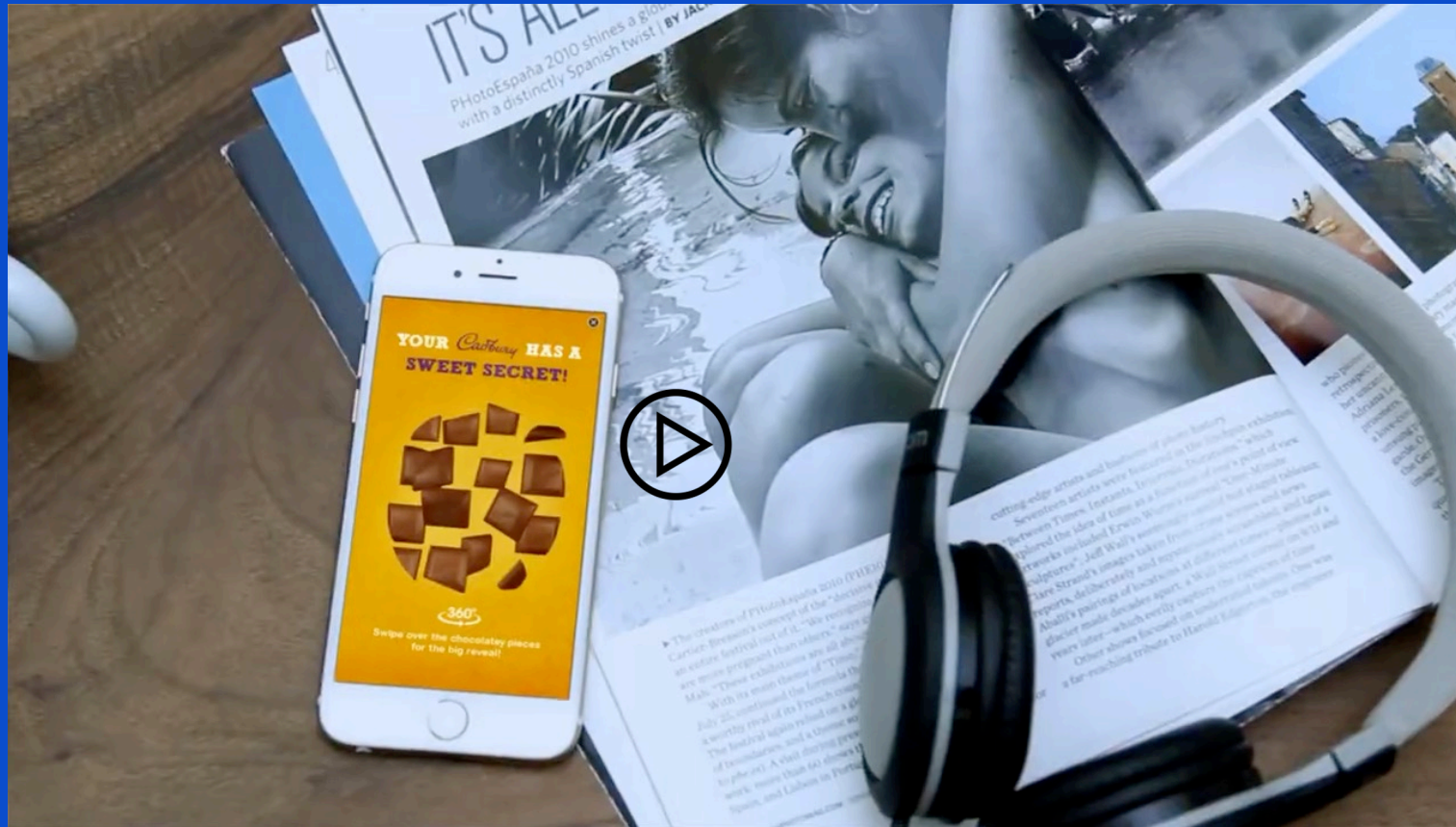


Pay the right price with real-time bidding

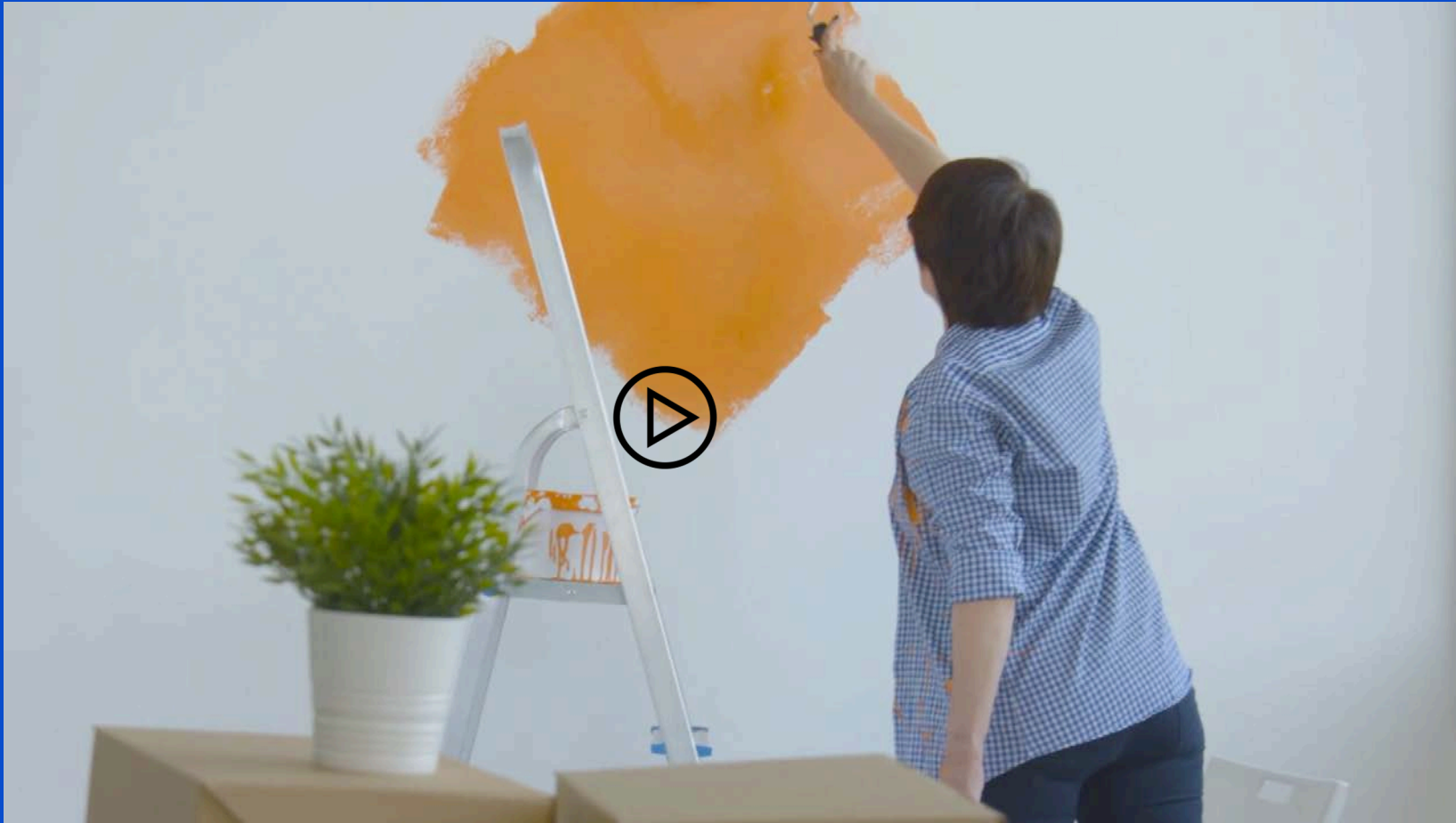
4. MAXIMIZE TRANSPARENCY AND BRAND SAFETY



HOW MONDELEZ DOES MOBILE VIDEO RIGHT



HOW ASIAN PAINTS DOES MOBILE VIDEO RIGHT



HOW KINGFISHER DRIVES REAL CONNECTIONS



InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers.

Powered by

- Mobile Intelligence
- Transparent
- Always On
- Integrated

Interested in learning more? Write to us at mobilemarketing@inmobi.com

Marketing Cloud

**Understand
& Identify**

**Engage
& Acquire**