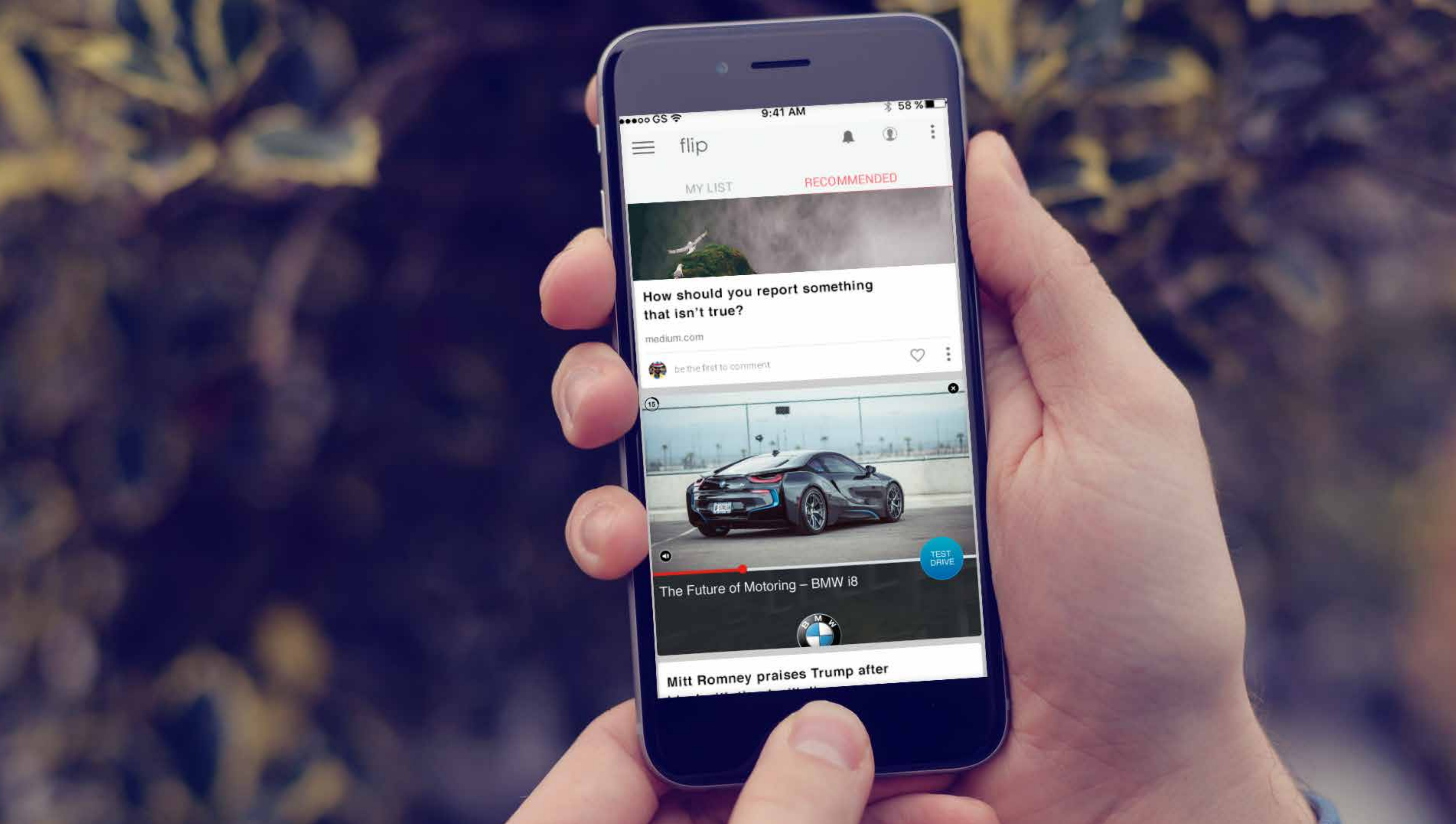


US MOBILE VIDEO ADVERTISING INSIGHTS 2018

TOP TAKEAWAYS

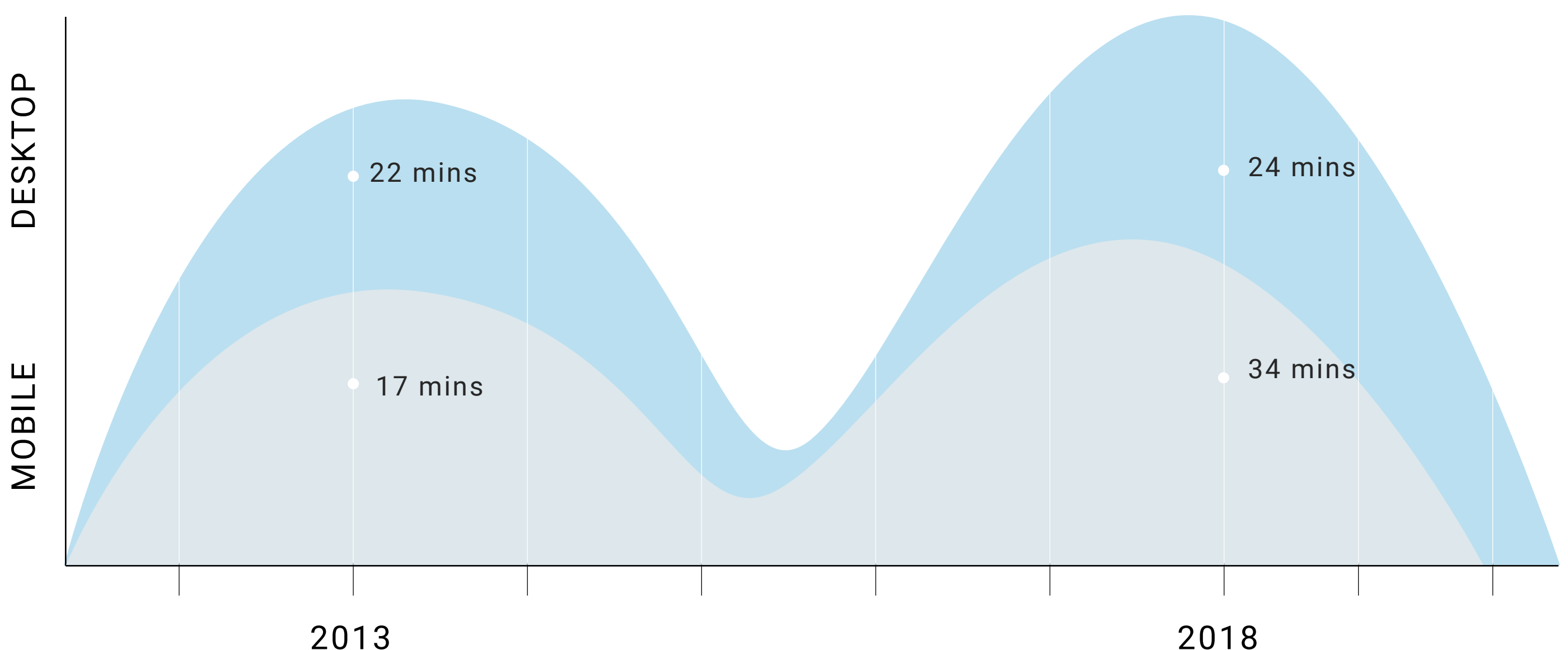




INTRODUCTION

Over the past five years, user consumption patterns have moved away from desktops and embraced the convenience of mobile devices. As a result, video consumption on mobile devices has risen exponentially, especially on smartphones. Just five years ago, adults in the US spent five additional minutes watching videos on their desktops compared to mobile. Come 2017, adults now spent ten additional minutes watching videos on their mobile phones compared to desktops. Between 2013-2018, video consumption on mobile phones will nearly double, while the same on desktops is slated to remain the same.

This explosion has fueled major advancements in mobile video advertising. By embracing video that is built for the mobile device and also the behavior of a mobile user, advertisers are now able to achieve superior performance that only video can deliver.



1. eMarketer, US time spent with mobile

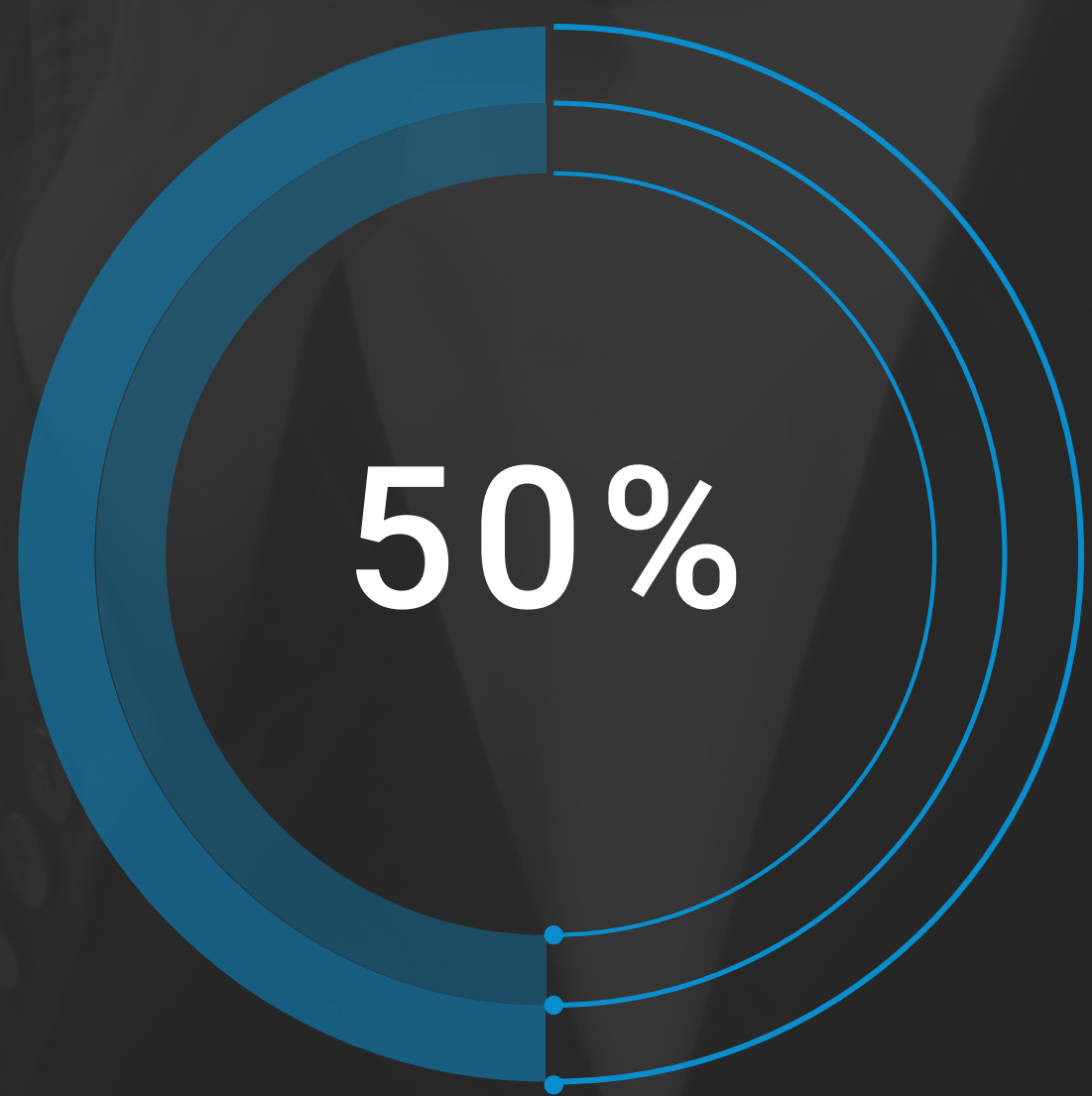
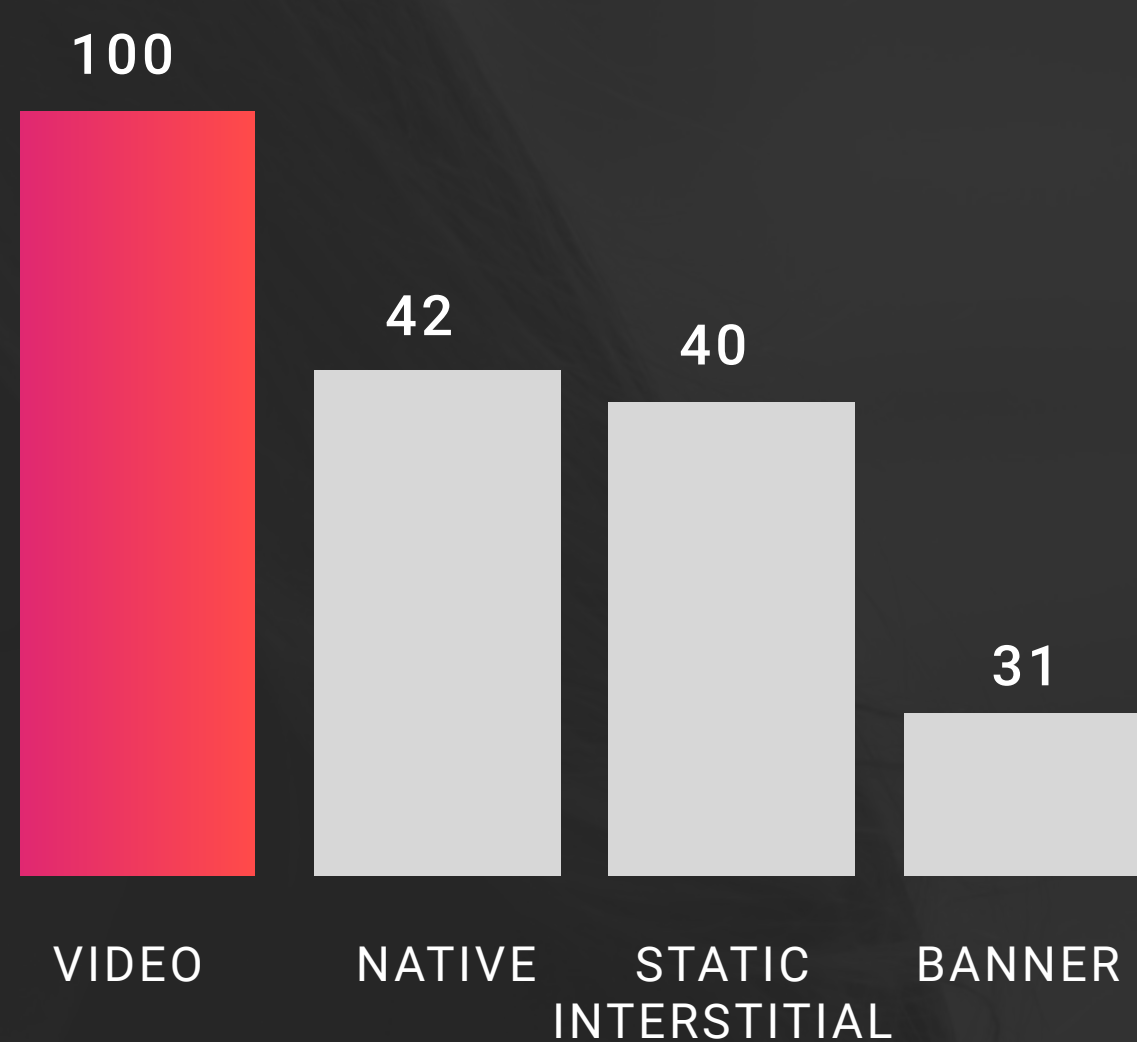
SPEND, CONSUMPTION AND ENGAGEMENT

The share of time spent inside mobile apps is growing, so is the video viewing time inside apps. North America leads the world in both ad spend and views.²

As the number of digital video viewers increase by 10% between 2016 – 2020 to 235.9 million, brand marketers especially in North America and USA in particular will turn more to mobile devices to take advantage of connected devices.³



Video traffic drives higher engagement: 3x above banner ads and 3x over both static interstitial and native ads.⁴



North America represents 50% of mobile video ad spend globally in 2017²



US brand advertisers increased mobile video advertising spends by 150% over last year²

2. InMobi Video Insights Report

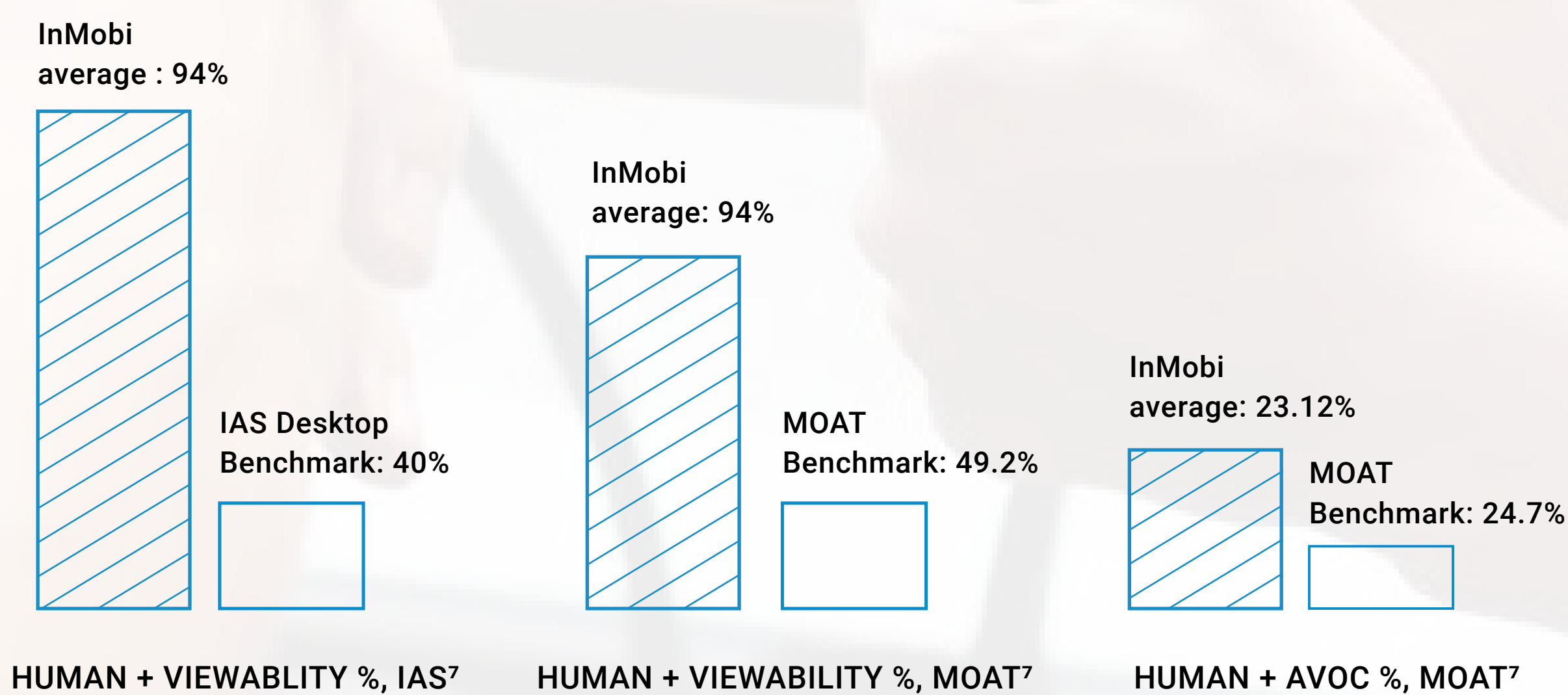
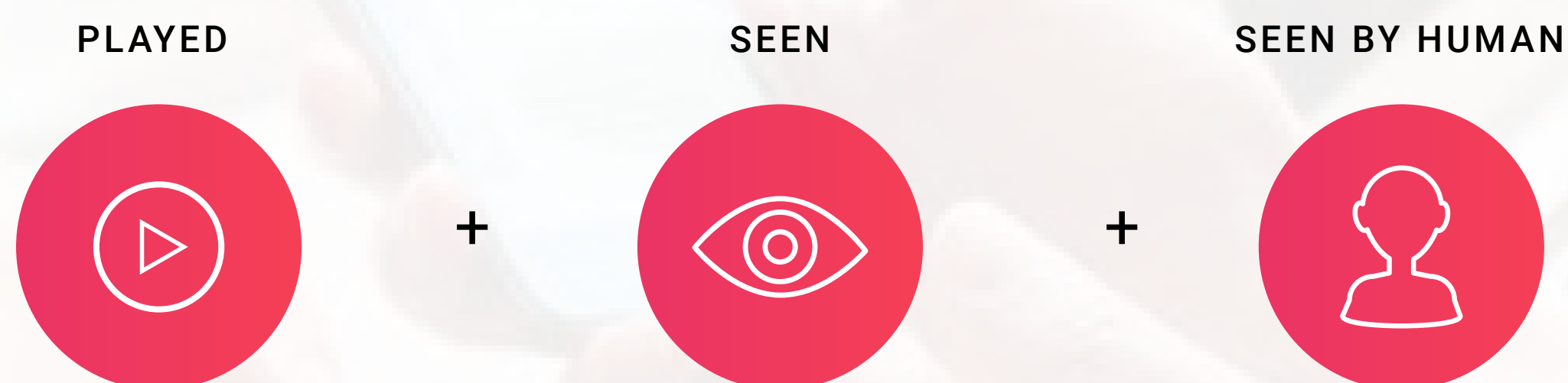
3. Statista, Mobile Video in USA; Y-o-Y Change refers to the change between 2016 – 2017, based on H1'17 data from the InMobi network

4. Engagement rates based on CTR, measured on InMobi in 2017. Video Indexed CTR = (CTR/Global Average Video CTR)*100. The Global average CTR Index = 100. Based on 2017 data from the InMobi network.

VIEWABILITY AND INVALID TRAFFIC

Viewability metrics continue to evolve on connected devices. To truly capitalize on ad spends, there are several technical ways brands can ensure viewable, buffer-free ads with no trade-offs in media performance. With the right technologies in place, marketers can achieve up to 2x the industry standard for viewability.⁶

By integrating the device's native player, we can precache video and deliver a buffer-free user experience. With a fast ad-load speed, advertisers see higher user engagement, completion rates, and viewability metrics. Viewability can be measured as:



The Media Rating Council's industry standard for acceptable invalid traffic levels are around 0.3%.⁵

[READ THE BLOG](#)

5. IAS Q3 2017, over 2x average viewability across a sample of desktop campaigns during the same period; Moat Q3 2017.

6. Based on 2017 data from the InMobi network



THE ADVANTAGE OF VAST

VAST-tagged mobile video ads can deliver a seamless, truly native and immersive user experience with engaging end cards and social sharing within the app-environment itself. Moreover, since the VAST standard supports ad caching, users enjoy faster load times and better completion rates.

Advertisers are seeing the immediate performance increase by using VAST ads over VPAID. In 2018, more advertisers are expected to adopt the interactive end card approach for further performance gains in their mobile video creative.

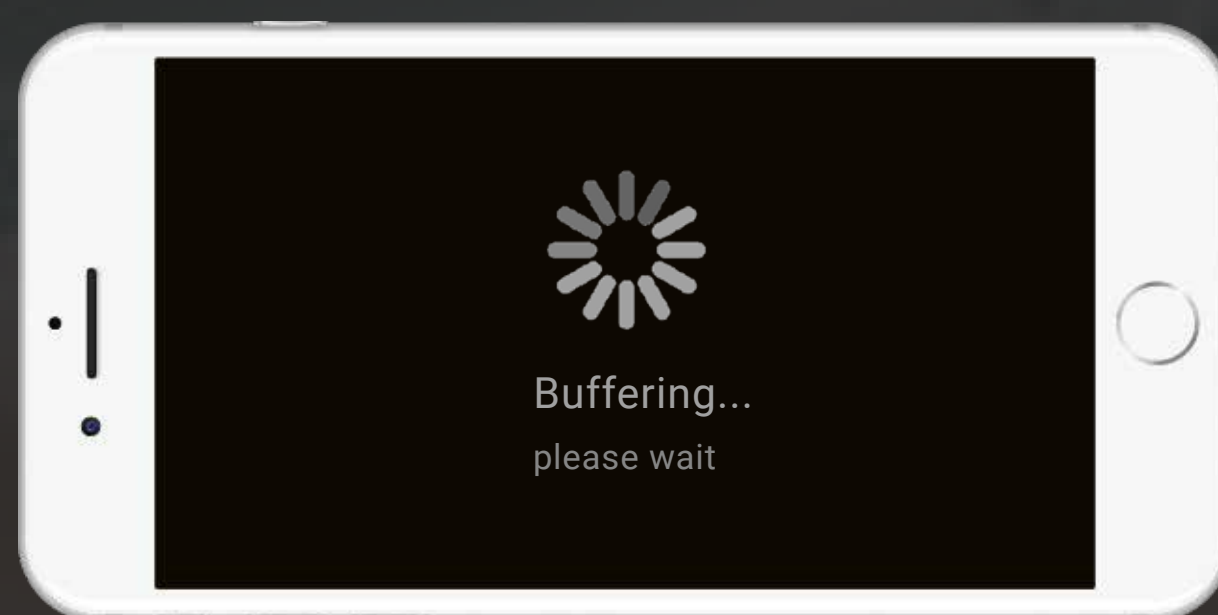


With the VAST standard, the average human and viewable rate for InMobi advertisements is 92%, 2x MOAT's benchmark (46.3%)⁸

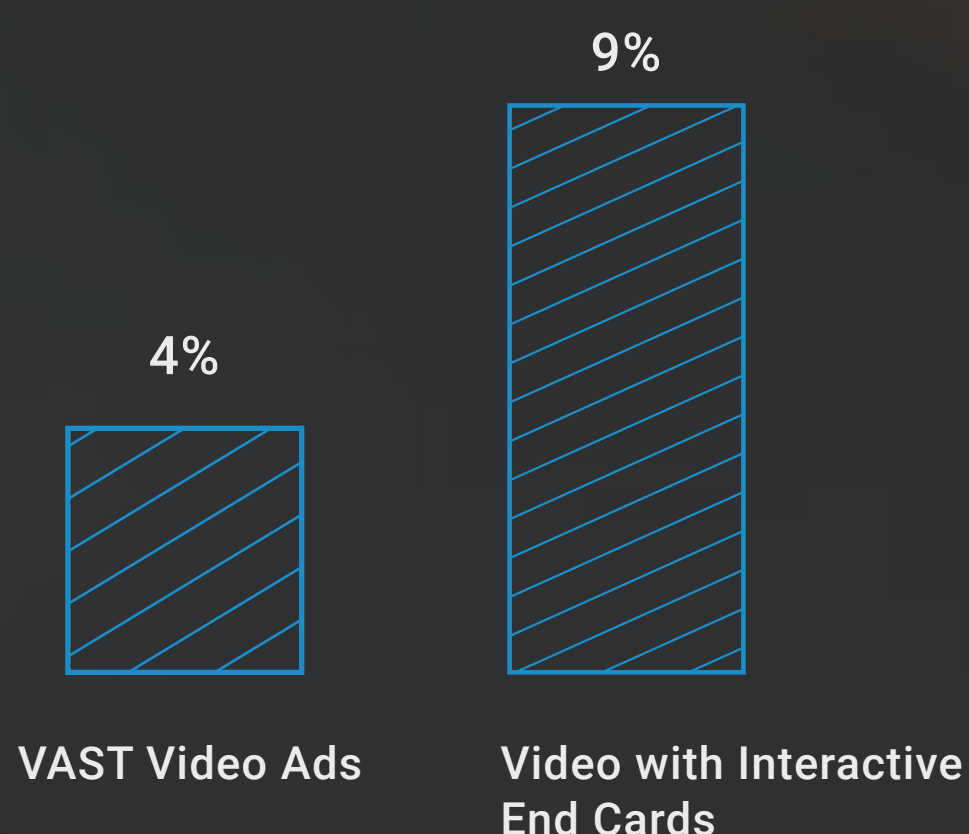
Unlike the web-browser VPAID model, VAST video enables buffer-free experiences, performing well on connected devices. By adding an interactive end card, advertisers provide a stronger call to action and additional interactive elements.

VAST drives better:

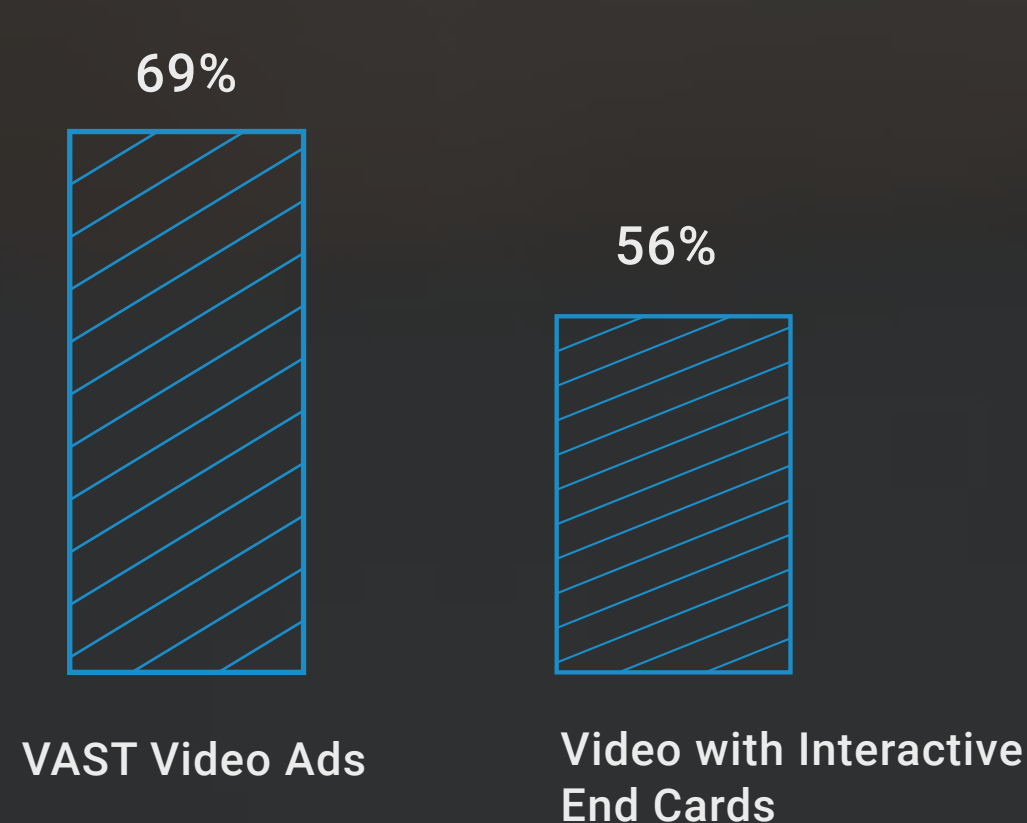
- Media performance (0.06 seconds load time, vs. 2.6 seconds VPAID)⁸
- Viewability (2x industry average)
- Engagement (4% CTR)⁷



USER ENGAGEMENT (CTR) ACROSS MOBILE-FIRST VIDEO AD FORMATS⁷



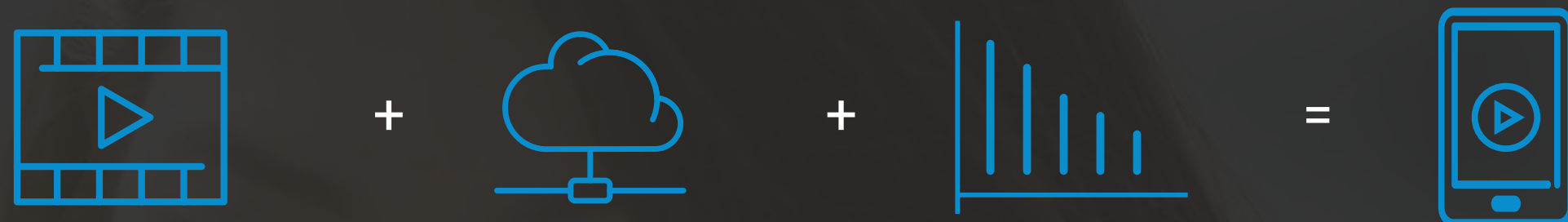
SHARE OF BRAND ADVERTISER SPEND ACROSS MOBILE-FIRST VIDEO AD FORMATS



7. Engagement, as measured by CTR. Video Indexed CTR = (CTR/Global Average Video CTR)*100. The Global average CTR Index = 100. Based on H1'17 data from the InMobi network

8. MRC Mobile Viewable Ad Impression Measurement Guidelines, 2016. Based on H1'17 data from the InMobi network

PROGRAMMATIC BUYING TRENDS



Programmatic transacting of video combines the benefits of rich and diverse data sources, efficiencies of automation, and transparency of targeting and reporting. The entire mobile advertising industry is moving towards programmatic buying of inventory to satisfy the growing need for higher transparency, efficiency and control.

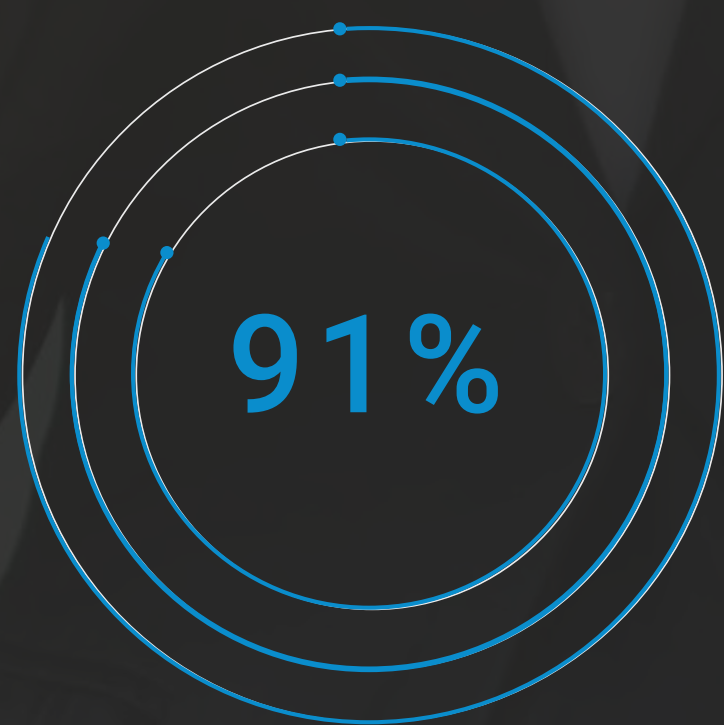
At InMobi we are witnessing similar trends, with programmatic buying increasing by 136% YOY. As programmatic gains popularity, advertisers across verticals are eagerly adopting programmatic as part of their advertising strategy.



Year-over-year growth in programmatic buying, from InMobi insights.

\$10.65M

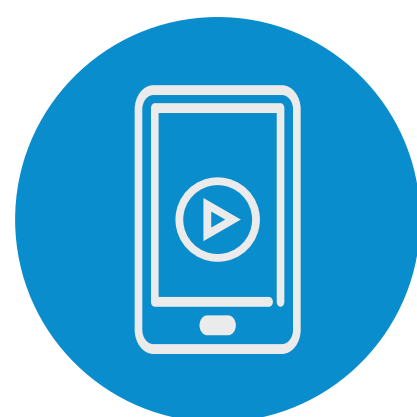
In 2018, programmatic digital video ad spending is estimated to reach \$10.65 million. ⁹



Programmatic represents 91% of total video ad spend in 2017.

9. eMarketer, Most US Digital Video Ads will be Transacted Programmatically This Year

TAKEAWAYS ON NORTH AMERICAN MOBILE INSIGHTS

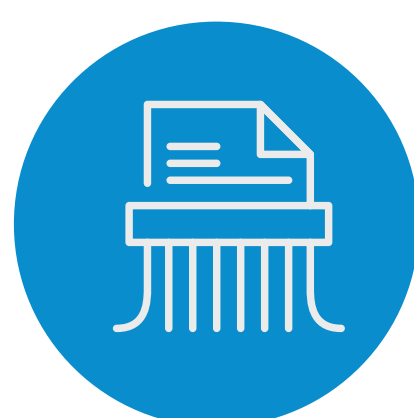


Include in-app video in your programmatic buys to maximize your video opportunity

Move from a desktop-based video experience to a native in-app video solution when buying programmatically.

Adopt VAST-tagged mobile video technology in order to future-proof your investment

Switch to a Video Ad Serving Template, VAST with a load time of 0.06 seconds. This leads to higher completion

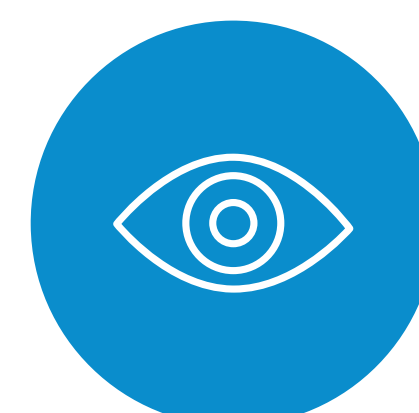


Invest in third-party verification partners to ensure brand safety

Incorporate SDK integration for best-in-class video plus viewability solutions. Our SDK integration with IAS and Moat enables InMobi's viewability to be 2x the industry average

Invest in a partner with no trade-off between media performance and viewability

Pre-cached and buffer-free ads deliver high completion rates and high viewability.



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