

inMOBI

STATE OF PROGRAMMATIC MOBILE VIDEO ADVERTISING SOUTHEAST ASIA 2021

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 Southeast Asia. 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.



CONTENT



Just Press Play



Small Screen, Big Impact



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The Rising Impact of In-app Video



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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 Southeast Asia has been 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, excited audiences, and highly invested advertisers.

Source: eMarketer, Lime Network, Asia Video Industry Report 2021



7.38 Hrs

time spent watching
TV globally per week



7.91 Hrs

time spent watching
online video globally
per week



57%

increase in daily viewing
of online video in
Indonesia



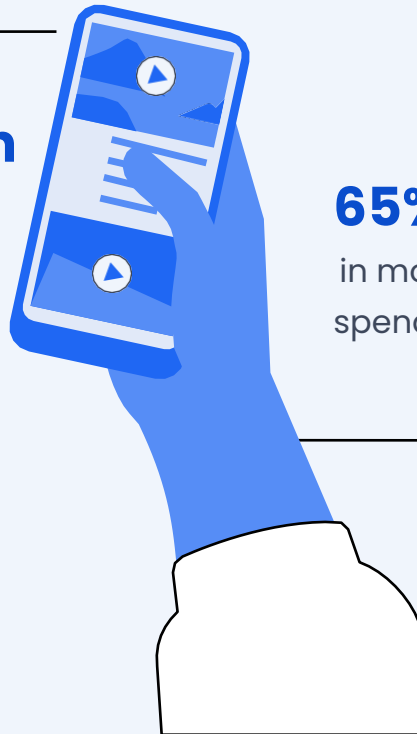
657 Bn

minutes spent
streaming on mobile
in SEA in Q2'20

THE FUTURE IS VIDEO, THE FUTURE IS NOW

93.5 million

mobile video
viewers in
Indonesia alone



65% Growth

in mobile video ad
spends across SEA

Advertisers Fueling this Growth in SEA



Retail/FMCG



Shopping/
e-commerce



Gaming



BFSI



THE FUTURE IS VIDEO, THE FUTURE IS NOW

36%

of all in-app
programmatic spends
is accounted for by
video

179%

higher CTR
driven by video
compared to
other formats

3X

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

Industries seeing top engagement on video



Shopping



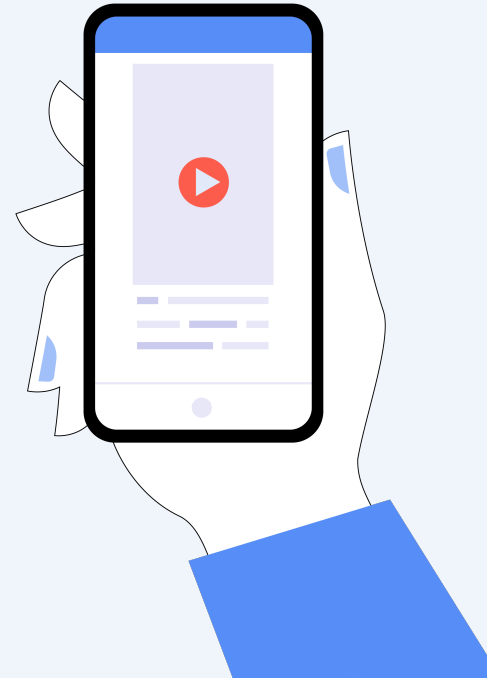
Retail/FMCG



BFSI

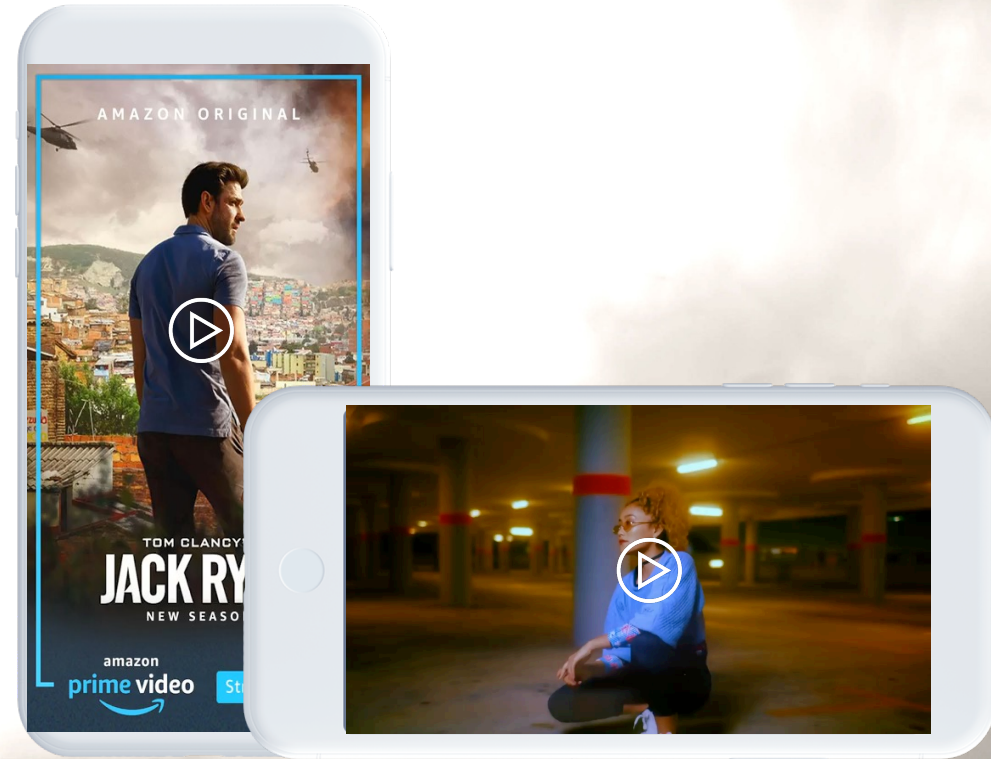


Gaming



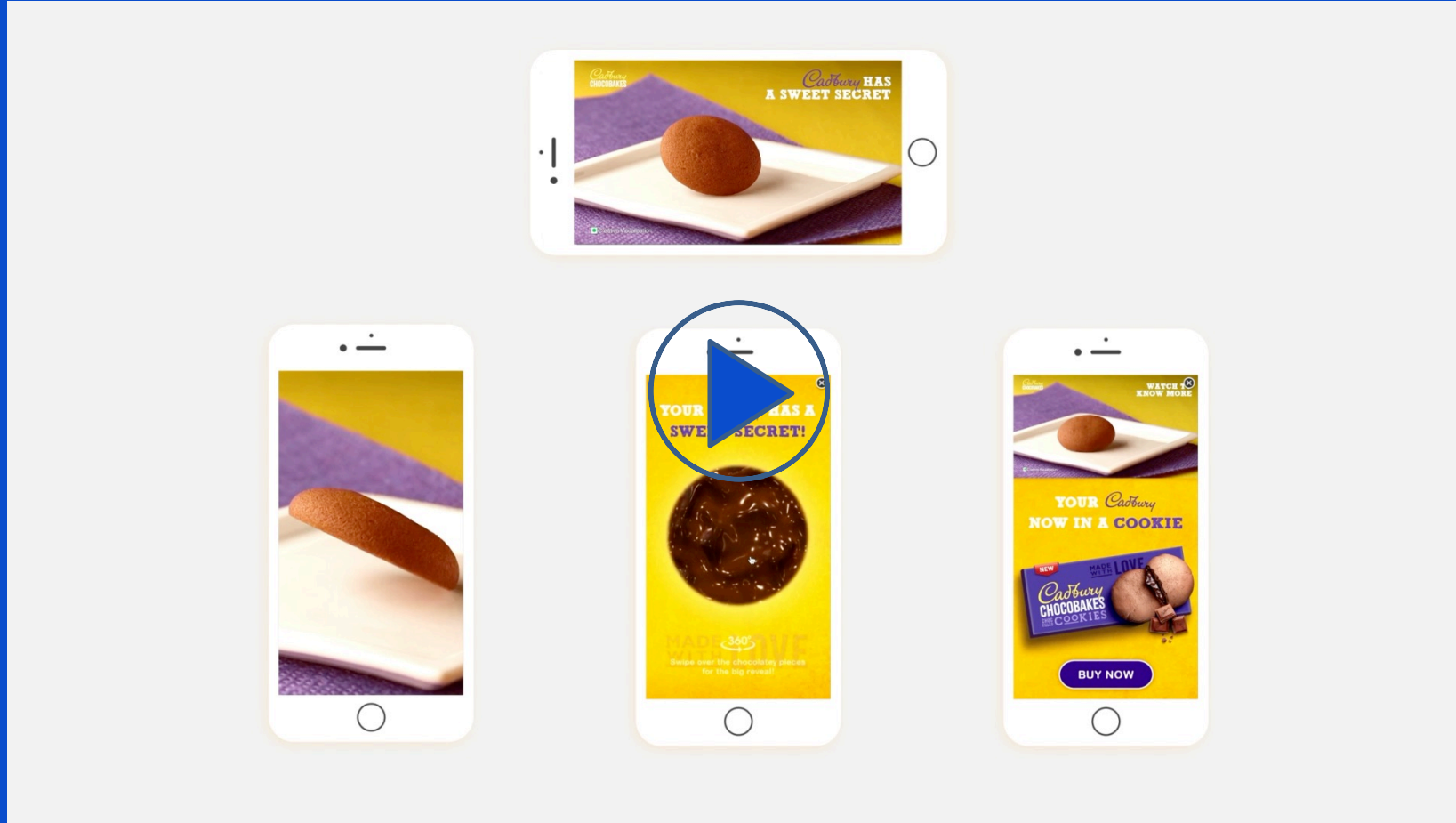
▶ Doing Mobile Video Right

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

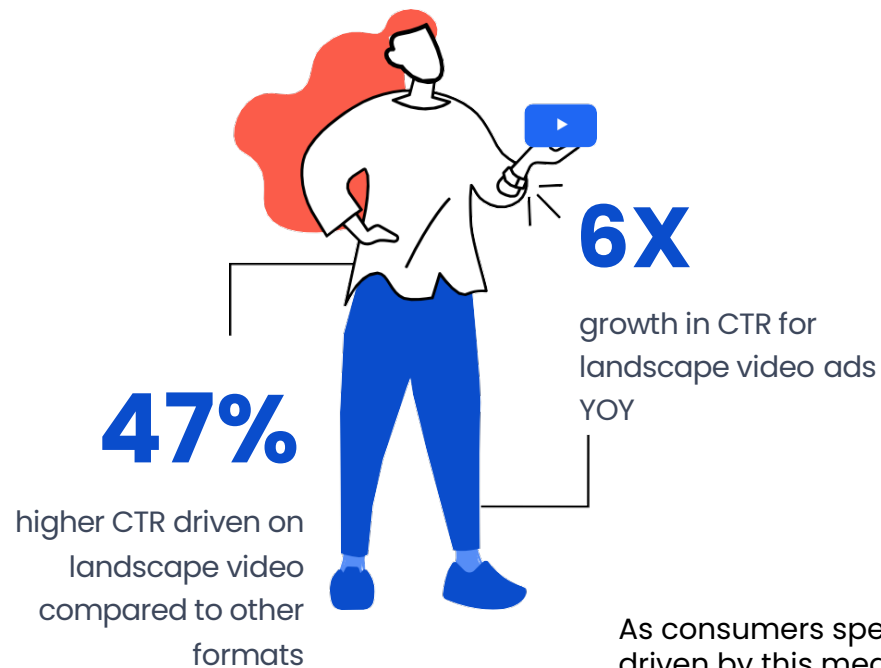


For illustrative purposes only

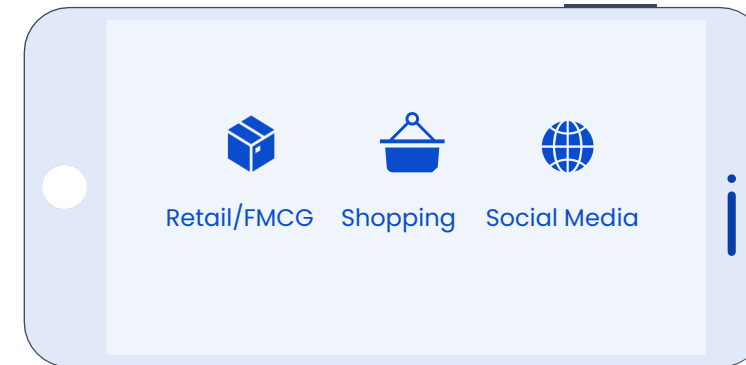
1. GETTING MOBILE VIDEO ORIENTATION RIGHT



1.1. GETTING ORIENTATION RIGHT: LANDSCAPE VIDEO



Top Spenders on Landscape Video



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

1.1. GETTING ORIENTATION RIGHT: LANDSCAPE VIDEO



*For illustrative purposes only

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



*For illustrative purposes only

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



*For illustrative purposes only

MID-ROLL IN-STREAM VIDEO

Environment: OTT

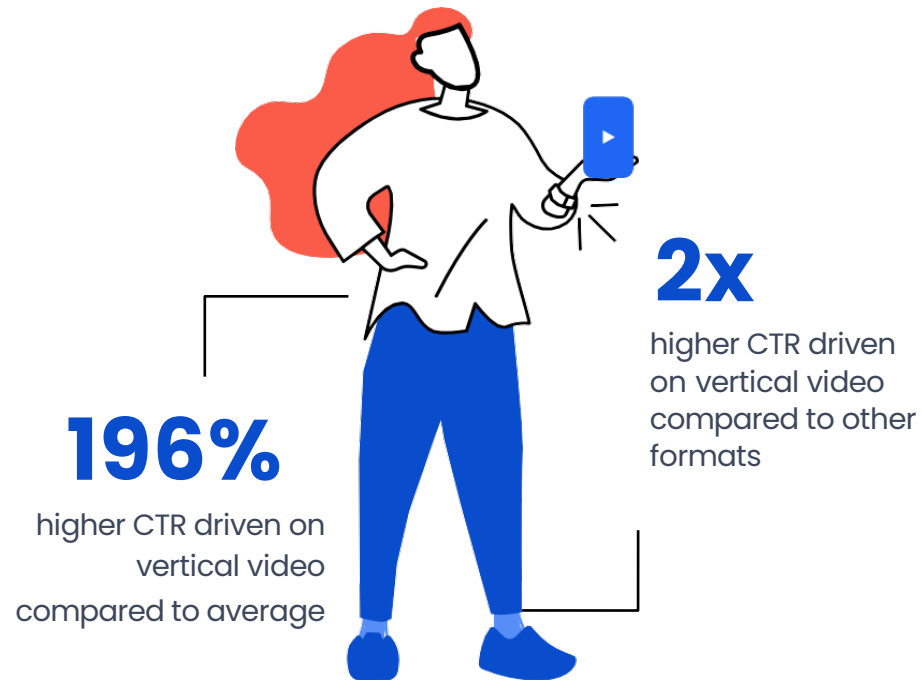
Experience:

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

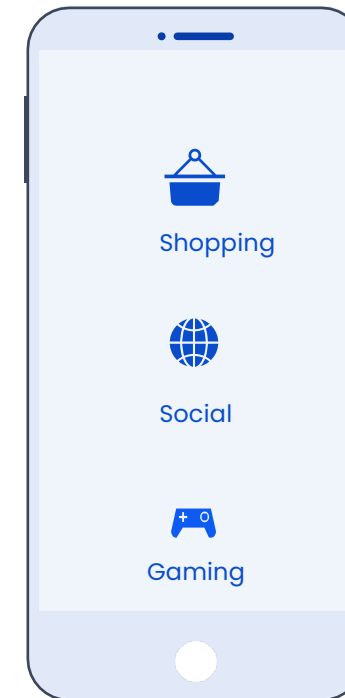
Measurement: SDK-integrated, MOAT & OMSDK viewability

1.2. GETTING ORIENTATION RIGHT: VERTICAL VIDEO

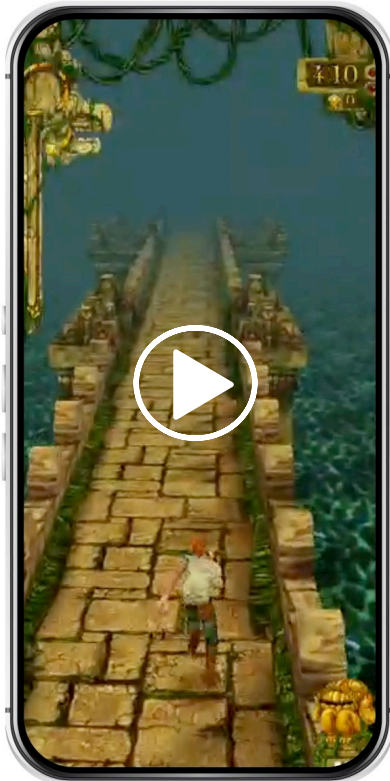
Vertical video have seen an impressive growth in CTR, year on year thanks to the increase in time spent by users.



Top Spends on Vertical Video



1.2. GETTING ORIENTATION RIGHT: VERTICAL VIDEO



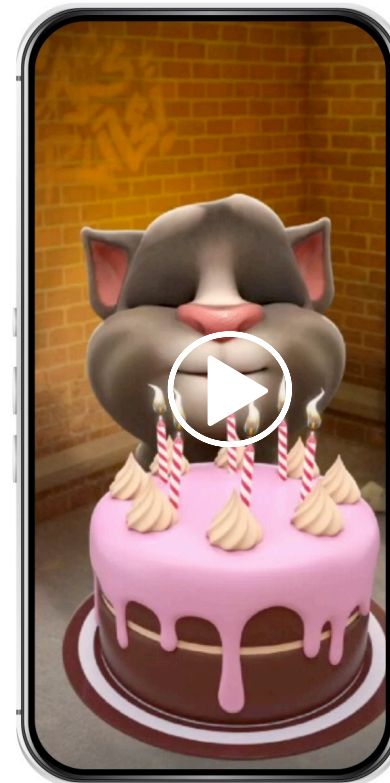
REWARDED VIDEO

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

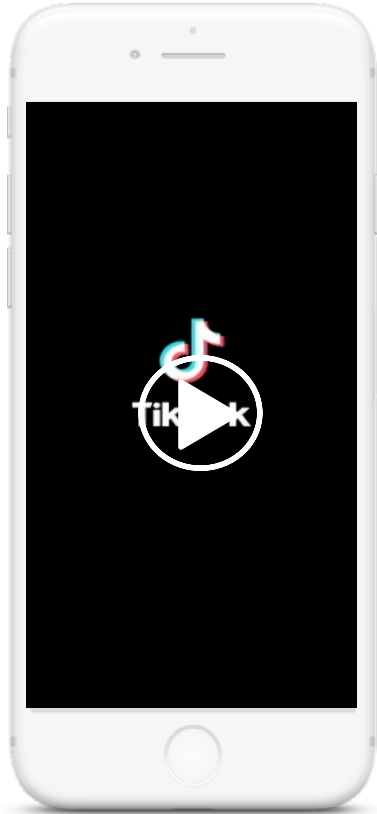
Experience:

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

Measurement: SDK-integrated, MOAT & OMSDK viewability

*For illustrative purposes only

1.2. GETTING ORIENTATION RIGHT: VERTICAL VIDEO

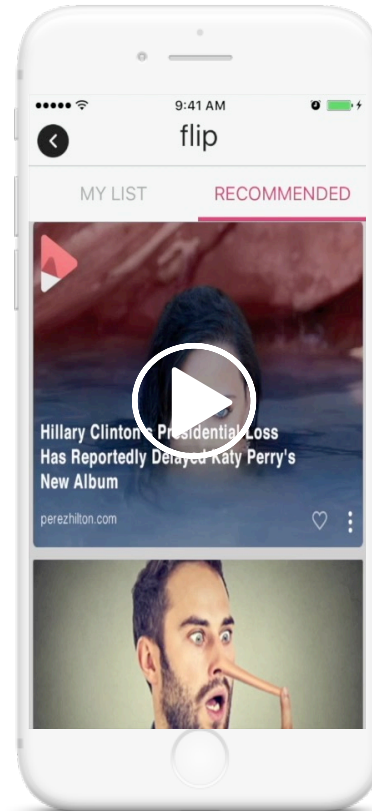


IN-FEED VIDEO

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

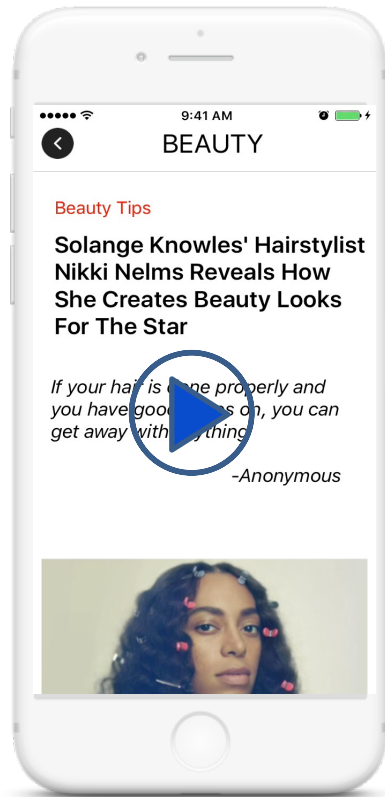
Experience:

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

Measurement: SDK-integrated, MOAT & OMSDK viewability

*For illustrative purposes only

1.2. GETTING ORIENTATION RIGHT: VERTICAL VIDEO



*For illustrative purposes only

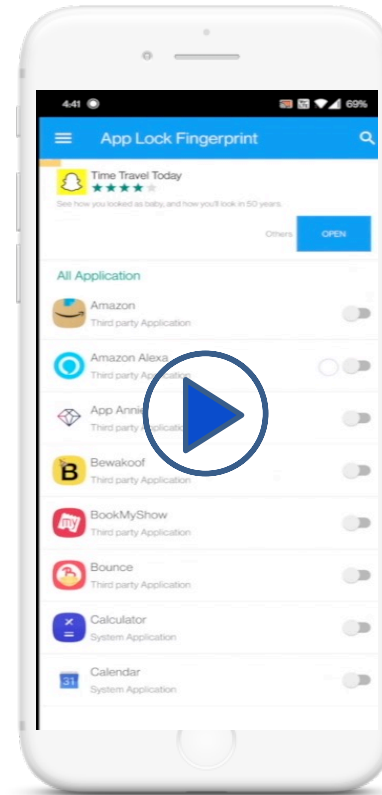
OUTSTREAM VIDEO

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

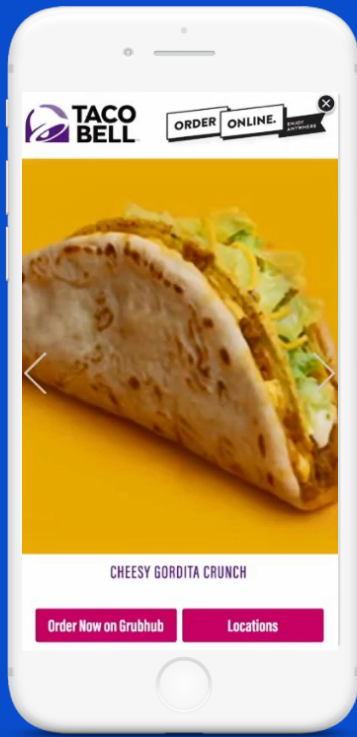
Experience:

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

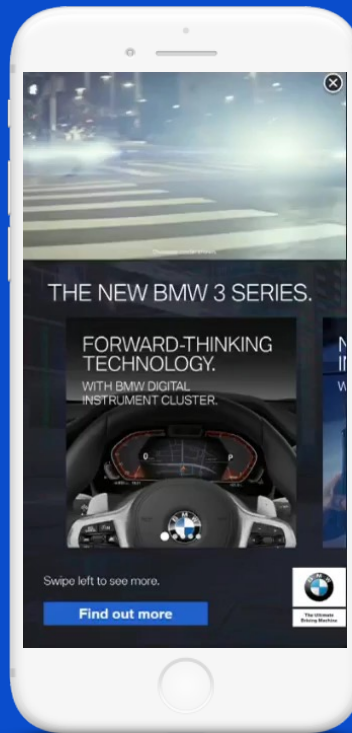
Measurement: SDK-integrated, MOAT & OMSDK viewability

1.2. GETTING ORIENTATION RIGHT: VERTICAL VIDEO

VIDEO WITH ENDCARD



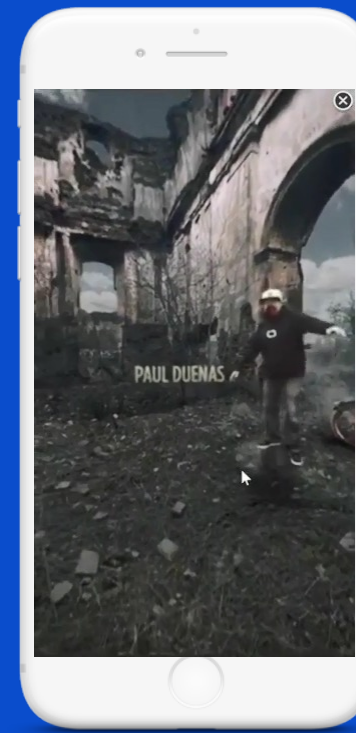
VIDEO WITH CAROUSEL



INTERACTIVE VIDEO



360° VIDEO



2. HAZARD A GUESS: TIMING MATTERS!

29%

higher CTR driven by long video ads when compared to the average



43%

higher VCR driven by short video ads when compared to the average

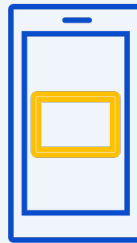


Based on the goals that you have for your campaigns, choose the right video length. Short powerful videos can be a great way to drive a message to your audience, while longer videos can be a great way to help your audience understand your proposition in detail.

3. ENHANCE EFFICIENCIES WITH PROGRAMMATIC



Define the right audience



Scale and engage with different placement types

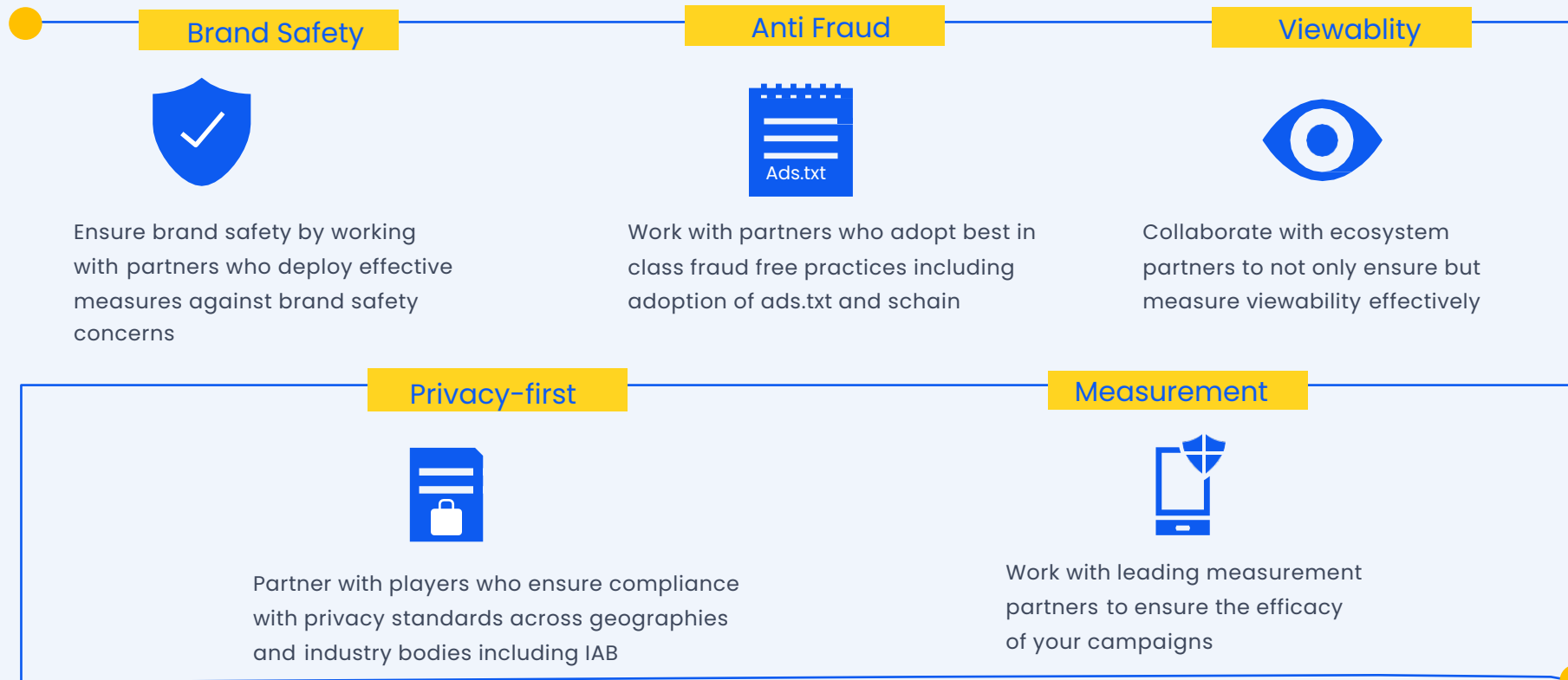


Reach your audience at the right time



Pay the right price with real-time bidding

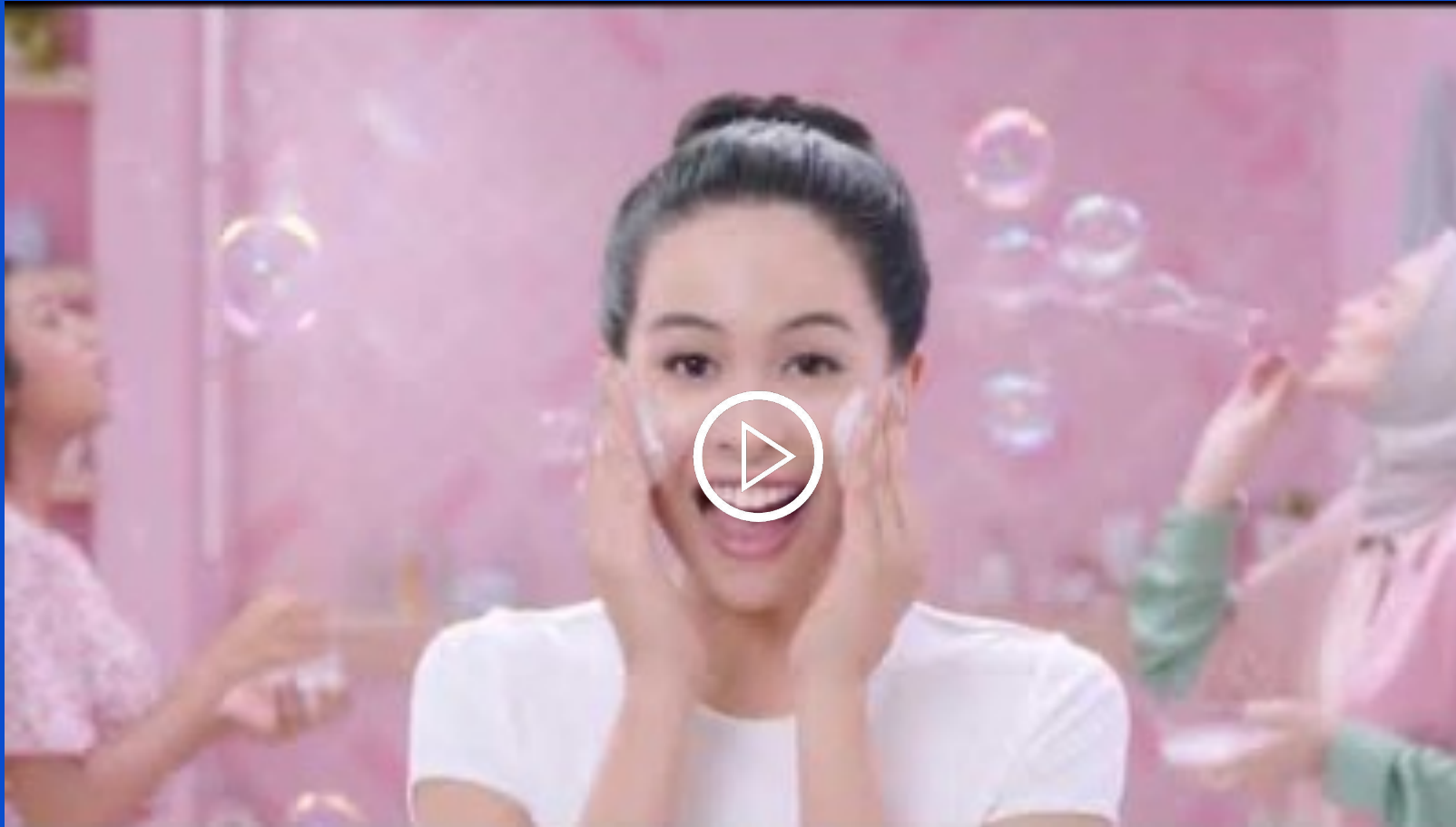
4. MAXIMIZE TRANSPARENCY AND BRAND SAFETY



DOING MOBILE VIDEO RIGHT – DOVE



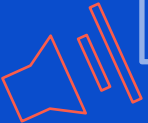
DOING MOBILE VIDEO RIGHT – POND'S



DOING MOBILE VIDEO RIGHT – BREEZE



HD



Marketing Cloud

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 use at mobilemarketing@inmobi.com

