

Mobile video advertising is rapidly becoming one of the best branding mediums ever. It combines the best of TV and online video while providing unparalleled consumer immersion and engagement. If you are thinking about buying mobile video advertising, you might want to consider these 7 questions before diving into this emerging area.

1. WHAT IS THE PROPER ENVIRONMENT FOR MOBILE VIDEO ADVERTISING?

- Premium content from respected media companies provides the best environment for advertisers
- Consumers are comfortable with the value exchange of watching an ad to access great content for free
- Mobile video ads within well-known properties have much higher completion rates than those shown in UGC & games

2. WHERE SHOULD MOBILE VIDEO ADS RUN?

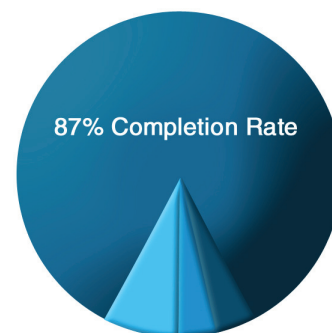
- Increased demand has led publishers and networks to insert video ads in natural and unnatural environments
- The first consideration should be consumer experience and expectation
- Video ads that run within premium video content are most popular and most similar to the television experience

3. WHAT TYPES OF MOBILE VIDEO ADVERTISING EXIST?

IN-STREAM VIDEO ADS

- Appear directly before videos clips or as a commercial break in full episodes
- Average completion rate is 87% or higher across Rhythm's partners
- In-stream video ads can be interactive with custom call-to-action buttons
- The highest performing type of mobile video ad unit, also the highest in demand

AVERAGE IN-STREAM VIDEO COMPLETION RATE
ON RHYTHM PROPERTIES



INTERACTIVE PRE-ROLL VIDEO/ INTERSTITIAL VIDEO / PRE-APP VIDEO ADS

- Called by many names in the industry, Rhythm considers these units to be interactive videos that appear outside of the usual video experience
- These units are featured at app launch, between game levels, and within photo galleries, with varying quality

IN-BANNER VIDEO ADS

- Automatically play inside a banner which boosts engagement & interaction
- Upon tap, ad expands allowing the opportunity to watch a larger format video
- Custom buttons can appear on larger format video allowing for deeper interaction

“TAP TO VIDEO” ADS

- Any display ad that taps to a full screen video ad
- This unit requires user interaction in order to launch the video ad

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4. WHAT BEST PRACTICES MAXIMIZE CAMPAIGN EFFECTIVENESS AND REACH?

- Marketers should run multiple types of mobile ad units simultaneously
 - Banner and full-page ads experience a 45-50% increase in CTR when paired with in-stream video
 - Full-page ads see a 57% higher CTR when they include social media options (i.e. tap to Facebook / Twitter)
- Demand transparency and premium content adjacencies
 - The right environment allows for maximum control over brand image
 - Completion rates are much higher within premium properties

5. WHAT INTERACTIVITY AND TARGETING OPTIONS ARE AVAILABLE?

Mobile advertising features unique call-to-action buttons that allow consumers to:

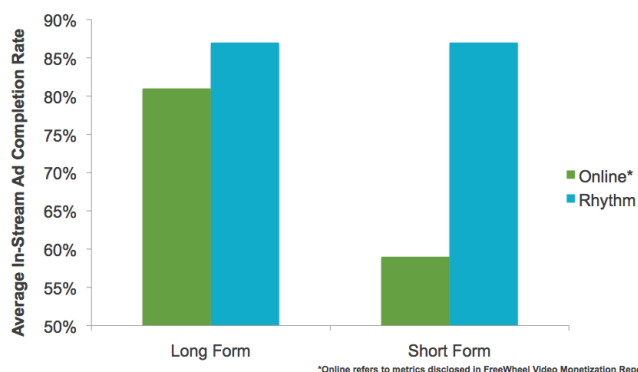
- Tap to “Like” a product on Facebook
- Tap to call advertiser number
- Tap to add advertiser event to calendar
- Tap to purchase product from e-commerce sites

Mobile also takes advantage of proven targeting methods for zeroing in on the desired audience like:

- Daypart targeting
- Demo targeting
- Device targeting
- Geotargeting

6. CAN ONLINE VIDEO CREATIVE BE USED FOR MOBILE CAMPAIGNS?

- Yes, the same video assets can be used on mobile after being transcoded by a mobile video expert
- In-stream mobile video advertising is more effective than online: 87% average completion rate vs. 59-81% online



7. HOW MUCH DOES YOUR PARTNER KNOW ABOUT MOBILE VIDEO?

- Serving high quality mobile video advertising is challenging. Mobile video ads must launch consistently & quickly:
 - On various devices
 - On various network speeds (3G, 4G, WiFi)
 - On different operating platforms
 - On a variety of streaming protocols
 - On multiple screen sizes
- To navigate these variables and ensure the highest quality mobile video campaign, it is necessary that your advertising partner be a mobile video expert