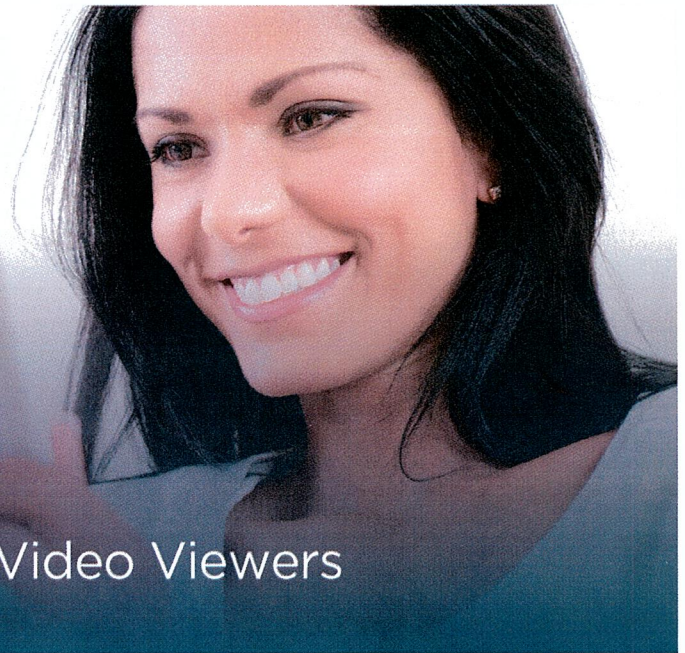




PreRoll



Reach Engaged Video Viewers

Use the impact of video to stand out from the competition. Your message plays in front of viewers as they watch their preferred news, sports and entertainment content on top national and local sites via mobile phones, tablets and PCs. A PreRoll video ad commands higher interaction and engagement rates. In fact, consumers are 27 times more likely to click-through online video ads than standard banners.*

Features:

- Hyper-target by geography & demographic
- No ad skipping
- Rich media enabled, social sharing, mapping etc.
- Premium placement on comScore top 250 sites, including YouTube and a large list of cable networks
- Convert your television ad to digital video ads
- Evaluate performance with click and completion rate reporting

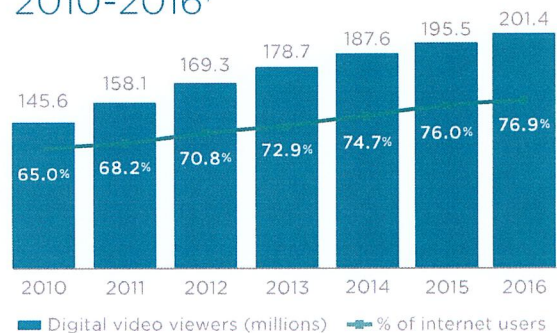
Digital Video Viewers[†]

39 yrs average age

43% have children

87% typically watch at home

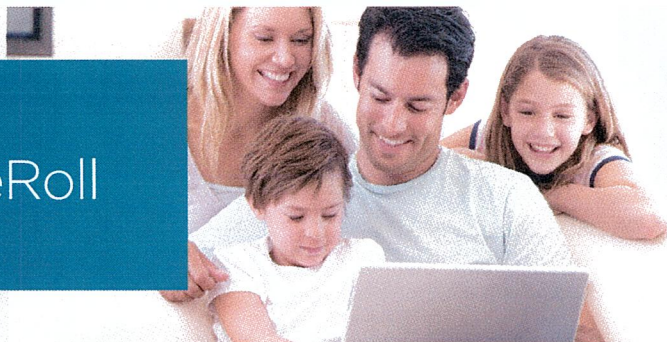
US Digital Video Viewers 2010-2016[†]



* 2012 MediaMind In-Stream Video Benchmark Study
 † IAB/GFK Original Digital Video Consumer Study, April 2014
 ‡ eMarketer, "US Digital Media Usage: A Snapshot of 2014", November '13



PreRoll



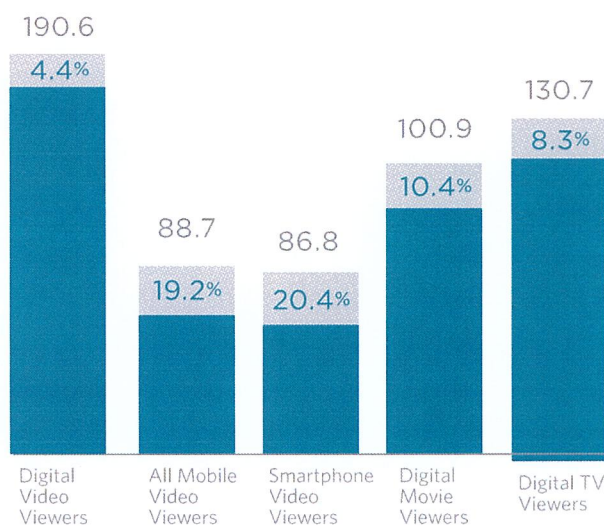
"Last year I was primarily on my PC, but now I'm more and more likely to be on my laptop or iPad. That's where I'll see them (original digital videos)."

Male, 39[†]

Growth of Digital Video Viewing, Shift to Mobile[†]

- › The average US adult spends nearly an **hour with digital video daily**
- › **41.4% of US population** will watch digital video at least monthly this year
- › Daily time spent with digital video rose from 6 minutes in 2010 to **55 minutes** in 2014
- › Mobile viewing accounts for more than half that time, or **33 minutes**

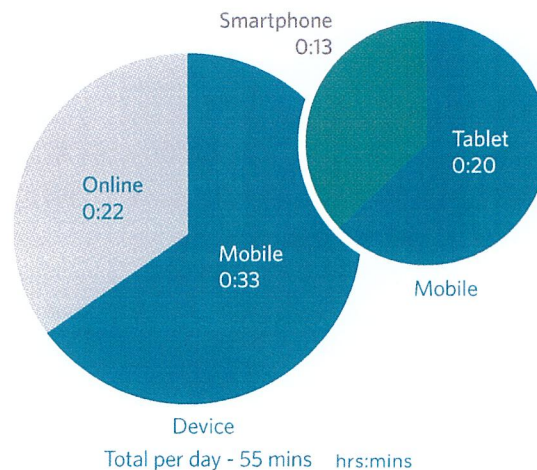
Digital Video Viewers[†]



Digital Video Viewing by Device

- › Video viewers on smartphones will number 89 million in 2014 and are projected to grow to **125.4 million by 2018**
- › Time spent with video on smartphones will grow over 40%, from 9 minutes in 2013 to **13 minutes** this year
- › In 2014, time spent with video on tablets will **increase 54%** to 20 minutes daily, from 13 minutes in 2013

Avg Time Spent per Day with Digital Video by US Adults, by Device, 2014[†]



[†]IAB/GFK Original Digital Video Consumer Study, April 2014
[‡]eMarketer, "US Digital Media Usage: A Snapshot of 2014", November '13