

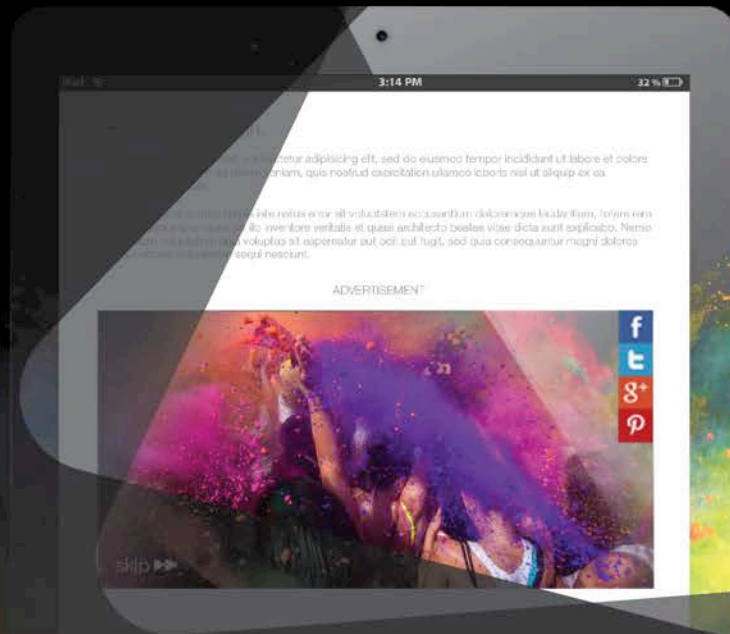


REINVENTING VIDEO ADVERTISING



EMBRACING EFFECTIVE DIGITAL VIDEO ADVERTISING

Christophe Parcot, Chief Operating Officer



Key Facts



Company Numbers

26 Offices

450 Employees

100 R&D Employees

€77 M 2014 Revenue (2015: 120 M +)

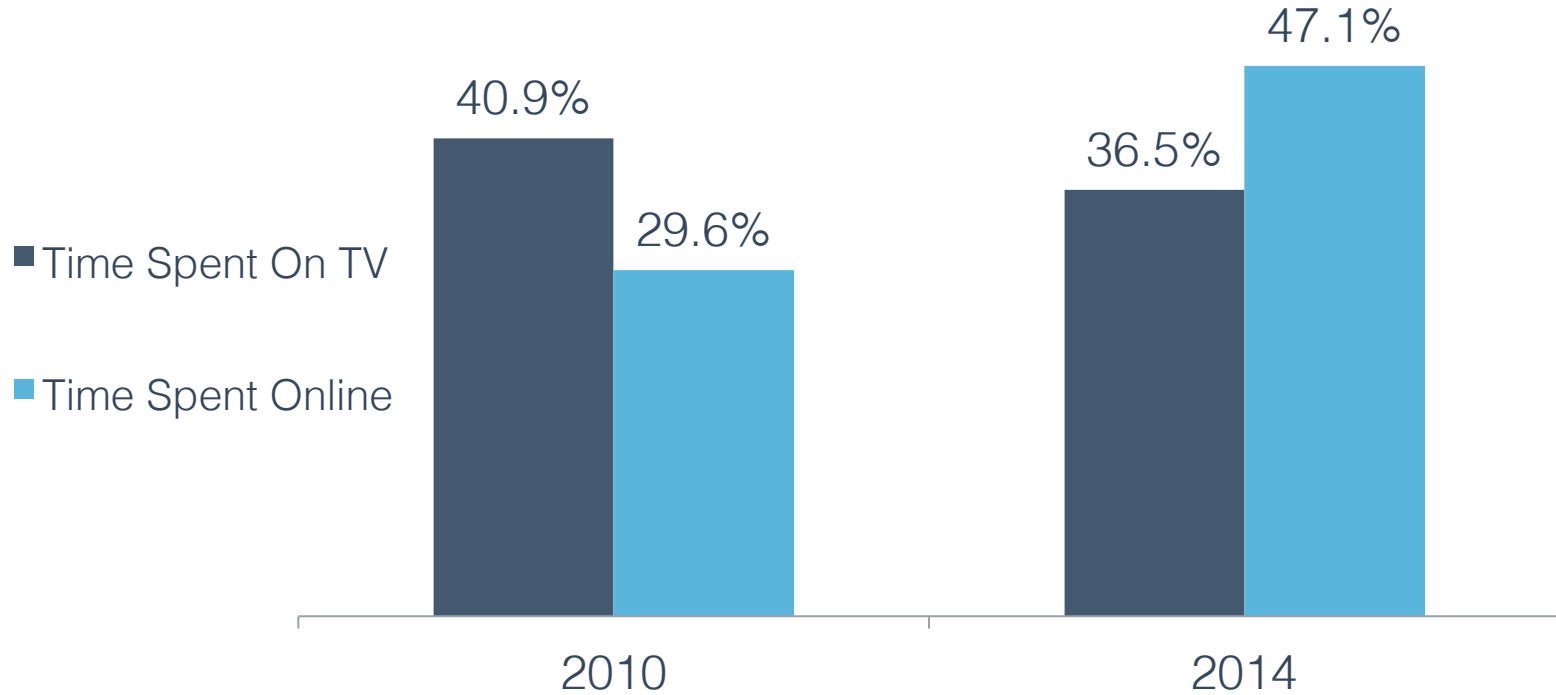
500+ Premium Publishers

730 M Monthly Reach

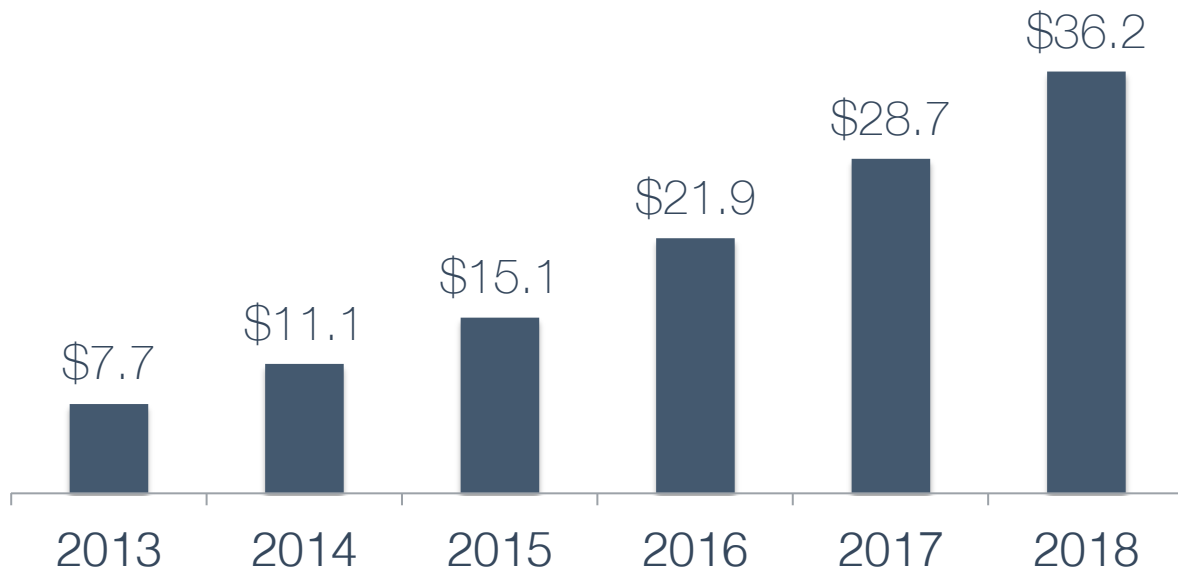


We live in a transforming landscape


End of the TV era?



Estimated global growth in video advertising (billions)



370%
increase
2013-2018

A woman with dark hair, wearing an orange sleeveless top and a chunky gold chain necklace, is sitting in the back of a car. She is holding a black smartphone in her left hand and resting her chin on her right hand, looking out the window with a thoughtful expression. The car's interior, including the window and seat, is visible in the background.

75%

of Luxury Consumers
are now connected via
Smartphone or tablet.

When asked how to best
advertise luxury products,
affluent shoppers rated


VIDEO
as most effective





The Importance of the Digital Luxury Experience

75% of the total luxury sales are influenced by brands' digital impact



If digital is the
new playing field for
fashion/luxury brands.

Then video
will be your
number 1
striker

WHAT ARE
THE CURRENT
CHALLENGES
OF VIDEO?



300 HOURS OF
VIDEO UPLOADED
EVERY MINUTE



IS THIS THE RIGHT CONTEXT
FOR YOUR BRAND?

LIMITED PREMIUM VIDEO INVENTORY



PREMIUM
VIDEO INVENTORY
IS EXPENSIVE
AND NICHE


5%

OF ONLINE VIDEO
INVENTORY
IS PREMIUM

COPYING THE TV AD MODEL







Video advertising should be Opt-in (or Opt-out) but never Forced

74% of people find being forced to
watch video ads before video
content ruins the online experience

Viewability
is being questioned





‘minimum of 50 percent of
the player in view for a
minimum of 2 seconds’

– MRC 2014



What is a viewable video
according to the MRC



78%

of non premium
pre-roll not seen

53%

of premium
pre-roll not seen

70%

of non-viewable ads
aren't viewable
because the user
leaves the page

Non-skippable pre-roll is not seen
because users escape



HOW DO
YOU REACH
AUDIENCES
IN CONTEXT &
AT SCALE?

4 golden rules

of video distribution for premium brands



Reaching the
right audience



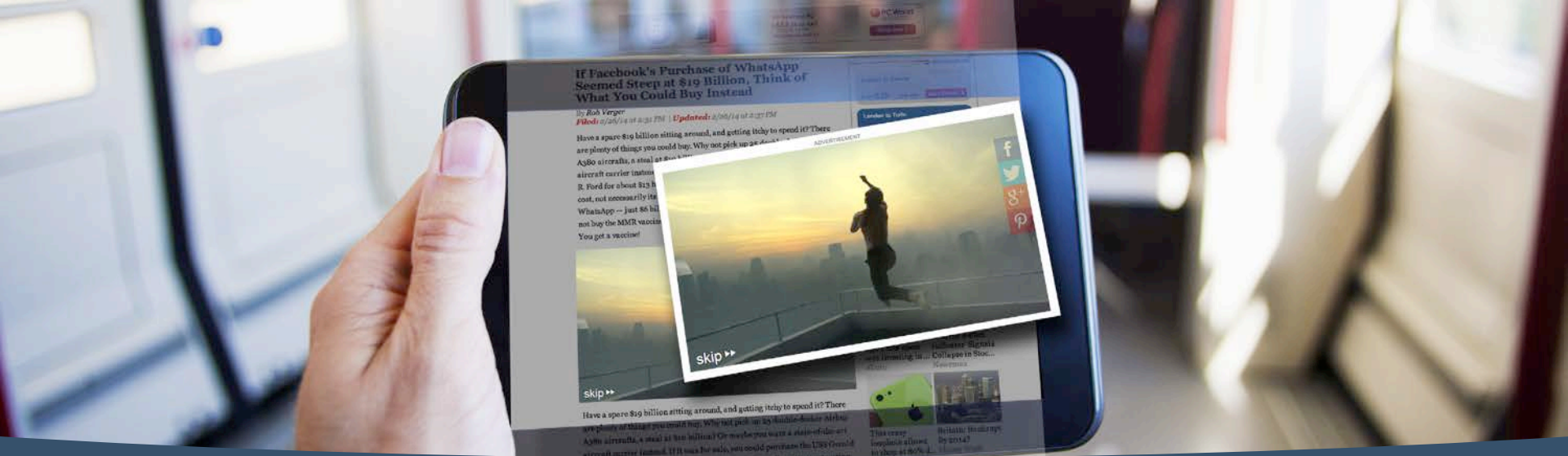
...in the
right environment..



...next to the
right content



....using the
right format.



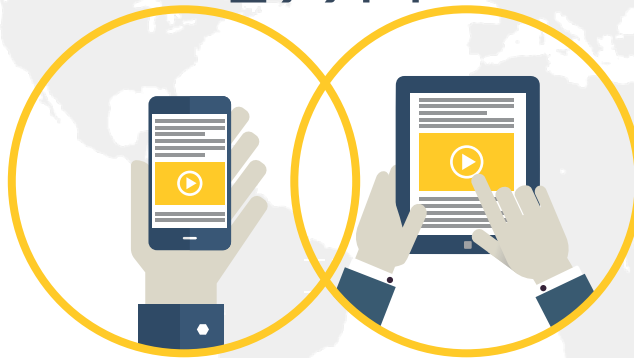
WHAT IS OUTSTREAM?

VIDEO ADVERTISING THAT SITS
OUTSIDE OF THE VIDEO STREAM

inRead™

The perfect video format
for editorial content

299M



Mobile & Tablet

431M



Desktop

- 730 Million Unique Visitors
- 138 Countries



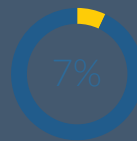
Windows



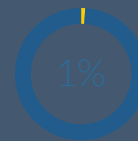
iOS



Android



OS X



Other

A Global Reach

AMERICAS



EUROPE



APAC



500+ premier world-class premium publishers

A photograph of two men, one Black and one white, looking intently at a laptop screen. The man in the foreground is leaning over the laptop, while the other man is slightly behind him. A large, semi-transparent blue circle is overlaid in the center of the image, containing the text "What about campaign KPIs?".

What about
campaign
KPIs?

inRead outperformed other video ad platforms

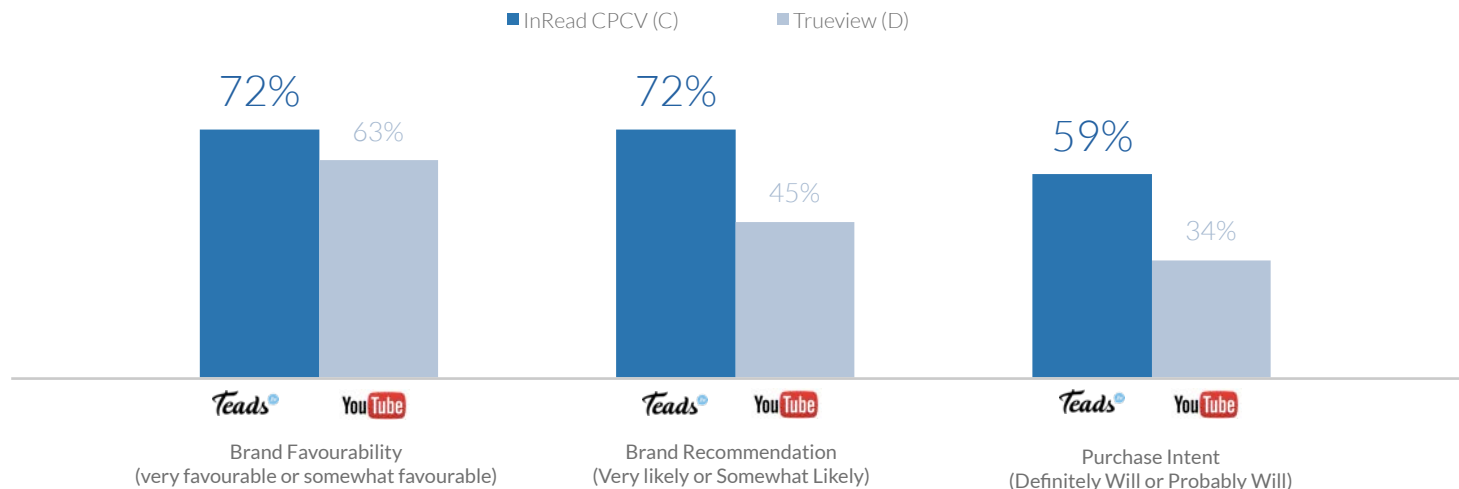
When compared to the average of Facebook Video Ads, YouTube Pre-roll and standard pre-roll,
inRead was more effective across brand metrics



InRead CPCV viewers were most favorable and likely to recommend the product

AUDIENCE: AGE 18-34

nielsen



Q9. How do you view the following smartwatch brands?

Q10. If asked by someone, how likely are you to recommend each of the following?

Q11. How likely are you to purchase the following smartwatches?

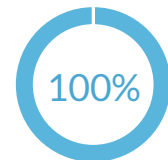
N=70

inRead is...

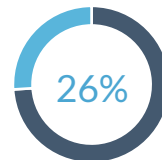
Viewable.
Efficient.
Safe.



Viewability



Teads Products



Benchmark

Ad Fraud



Teads Products

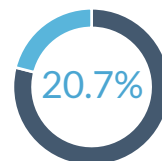


Benchmark

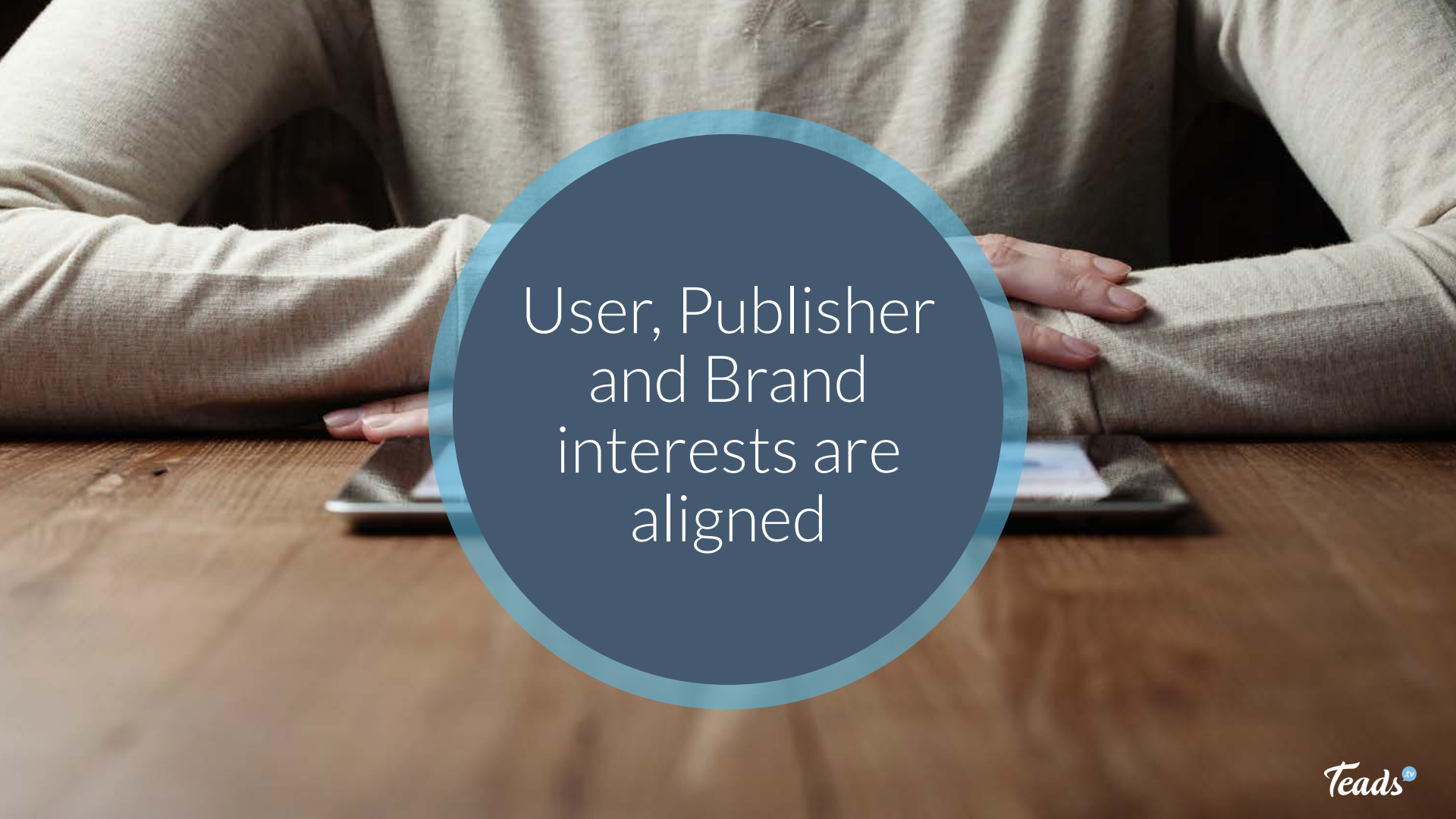
Brand Risk



Teads Products



Benchmark

A close-up photograph of a person's hands holding a smartphone on a wooden table. The person is wearing a light-colored, long-sleeved shirt. A large, semi-transparent blue circle is overlaid on the center of the image, containing white text. The background is slightly blurred, focusing attention on the hands and the text.

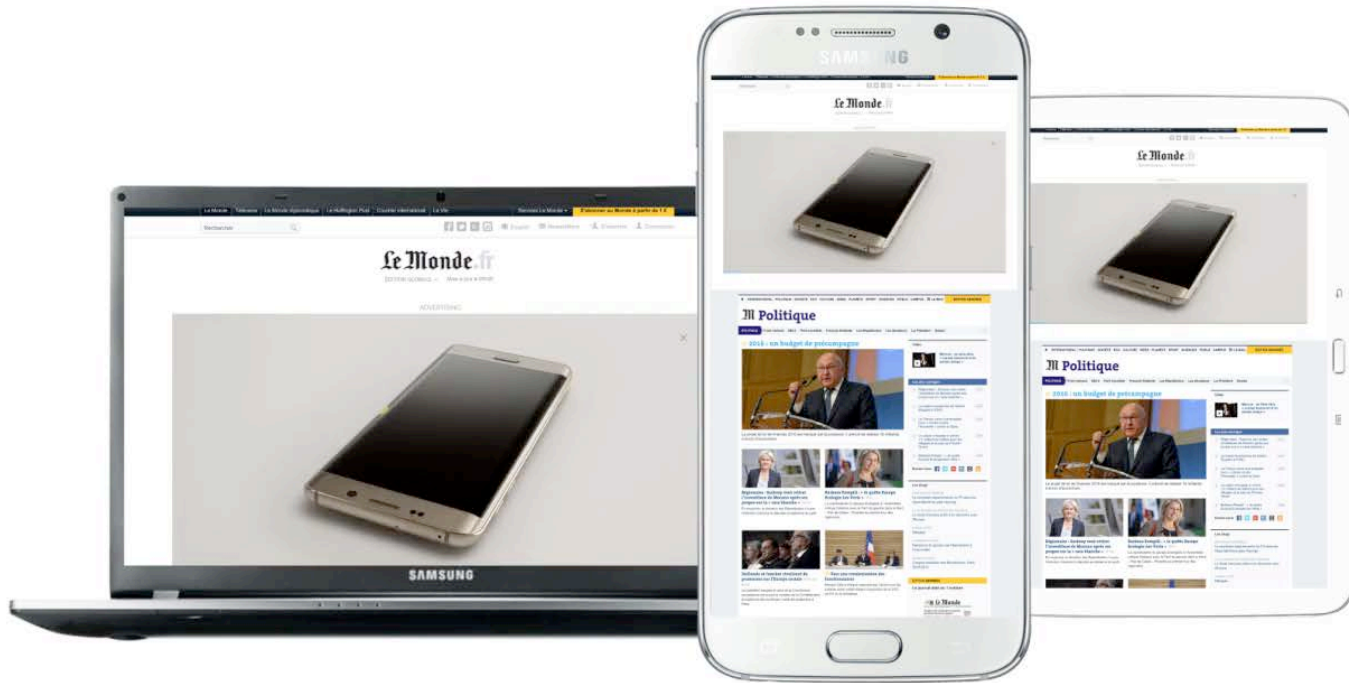
User, Publisher
and Brand
interests are
aligned

ELEGANT VIDEO ADVERTISING SOLUTIONS



Outstream video's flagship format: Introducing inRead

ELEGANT VIDEO ADVERTISING SOLUTIONS





REINVENTING VIDEO ADVERTISING

Thank you!

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