

loop Me™

Mobile Video



The Power of Video – Emotion & Humor



Video solves mobile format problem



Brands 'get'
video

Brands have been
built on TV



TV to Mobile



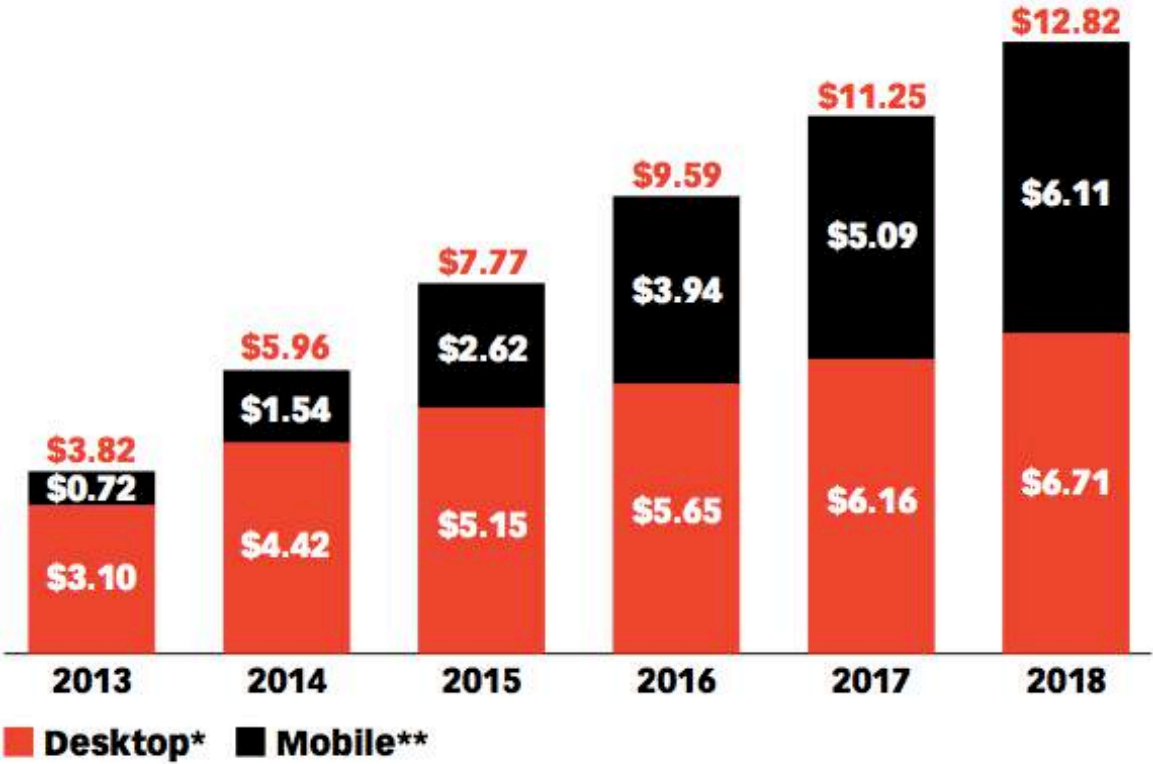
They know how
to measure

Proven
effectiveness

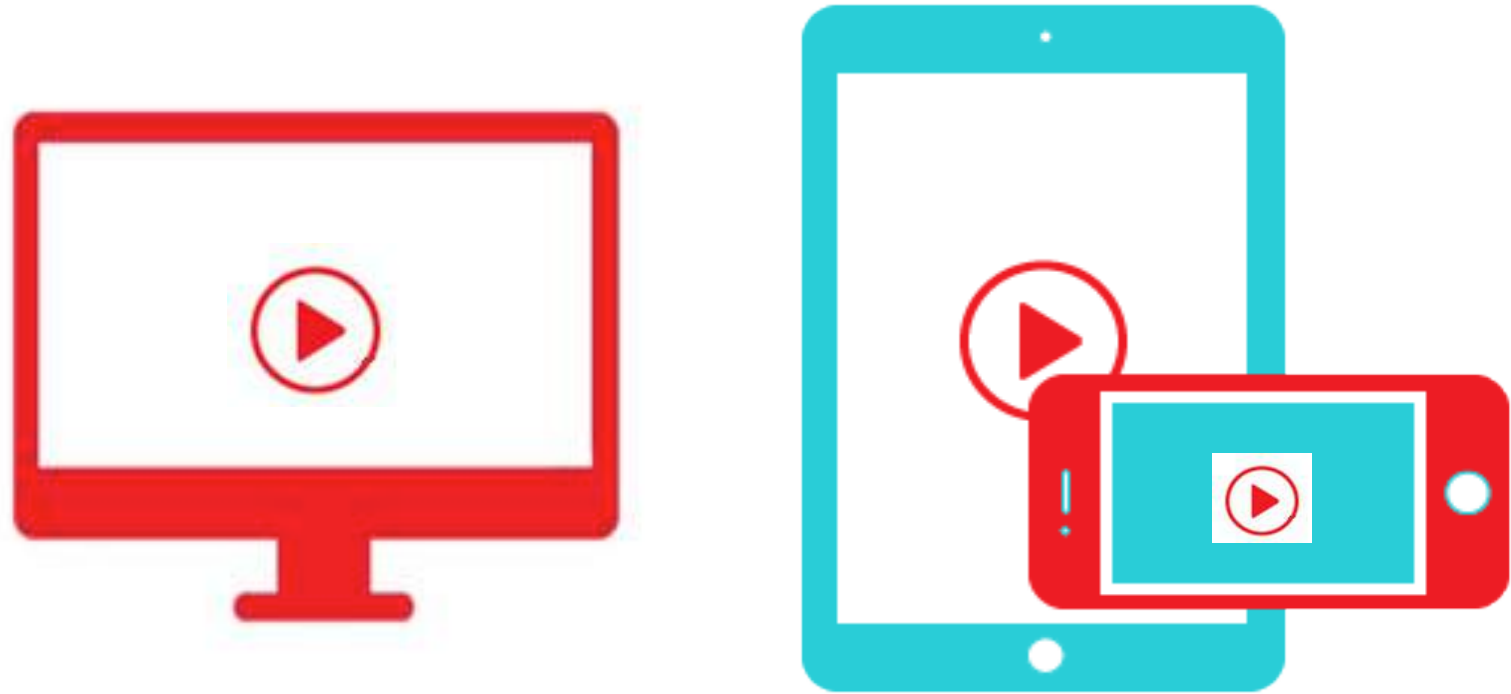


Mobile Video Over \$5bn Worldwide in 2015

US Digital Video Ad Spending, by Device, 2013-2018
billions



\$200bn TV and \$200bn digital global ad markets

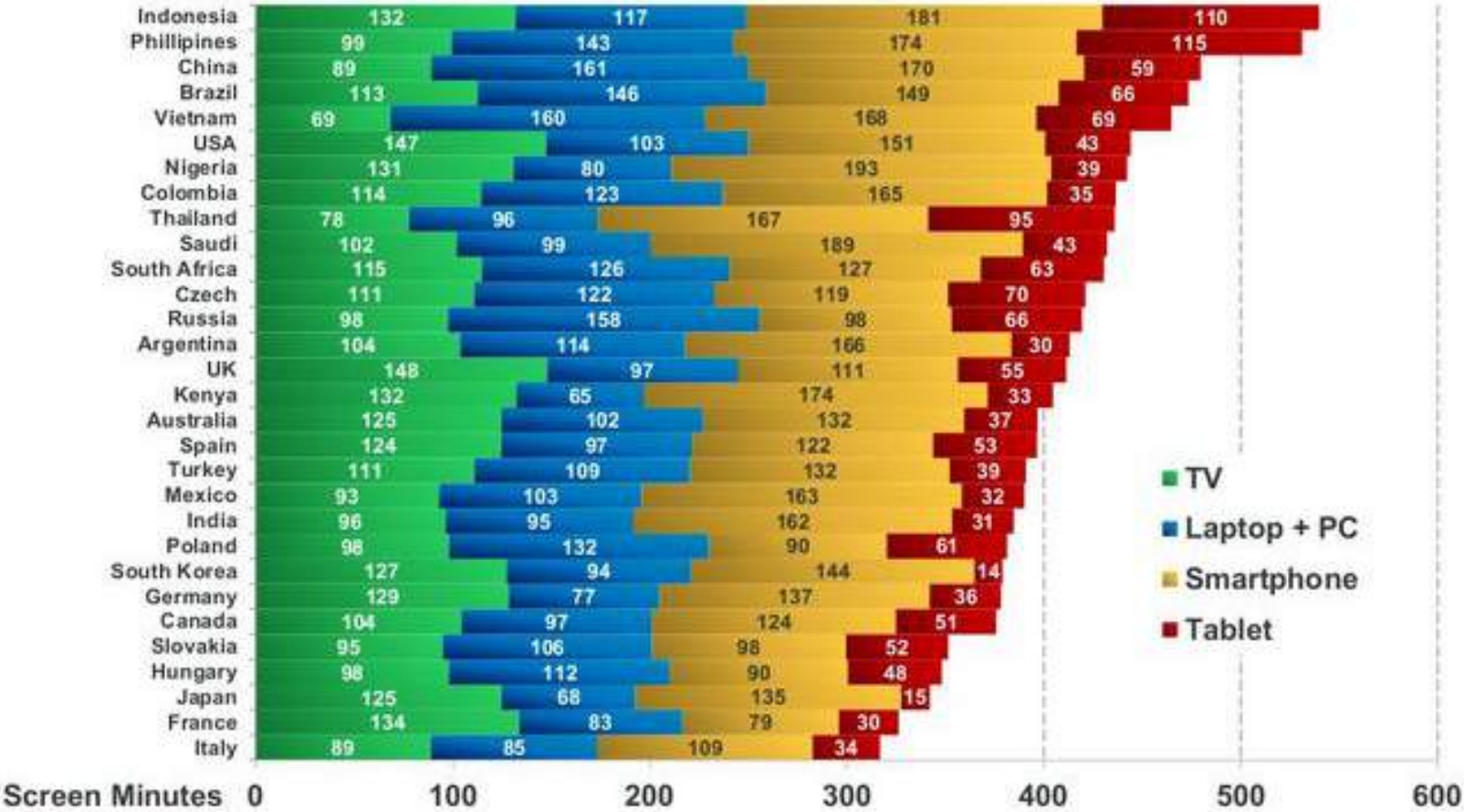


Mobile disrupting Brand TV

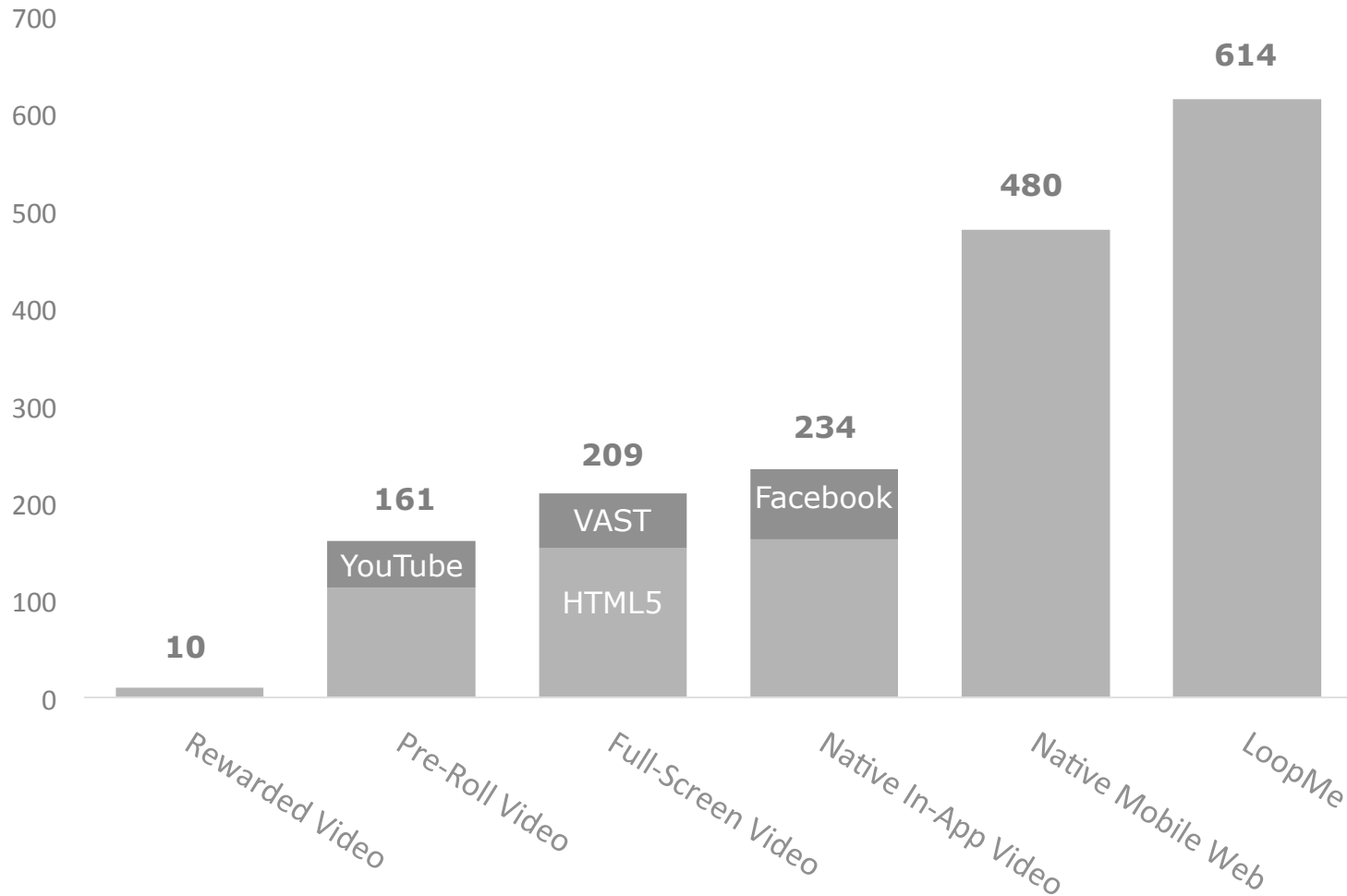


Mobile 1st Screen, TV already 4th Screen in some markets

Daily Distribution of Screen Minutes Across Countries (Mins)



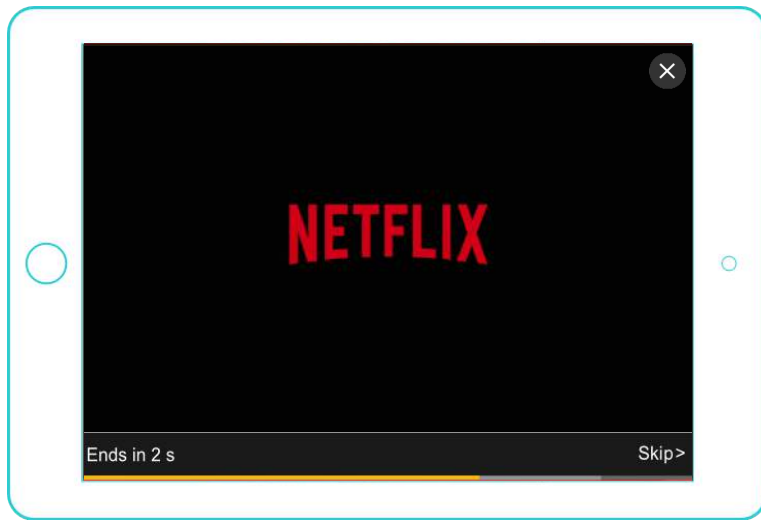
Global Mobile Video Impressions (in billions)



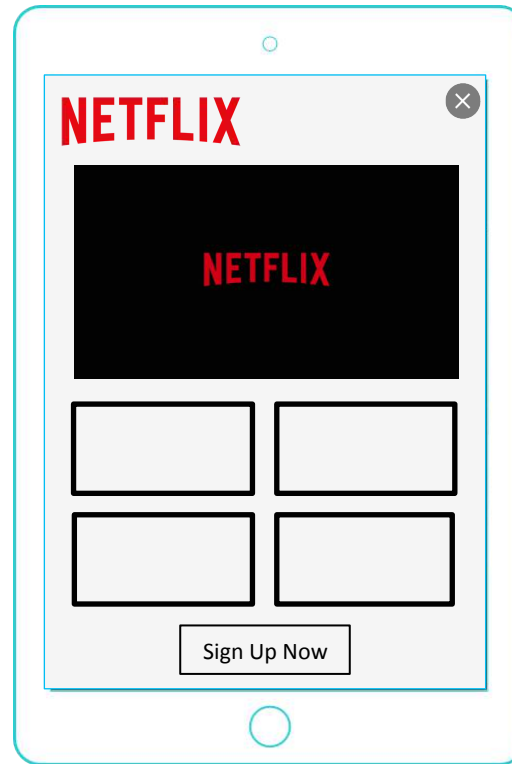
Mobile Video Formats



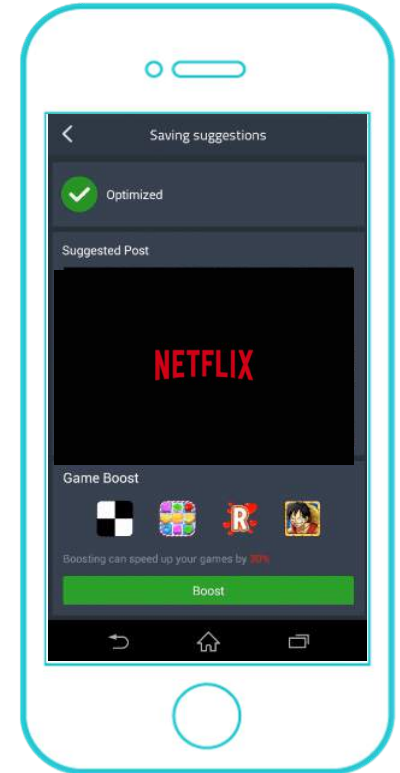
Full-Screen
& Pre-Roll



HTML5



Native



Platforms to Consider

Mobile Video DSP



Data Management Platform

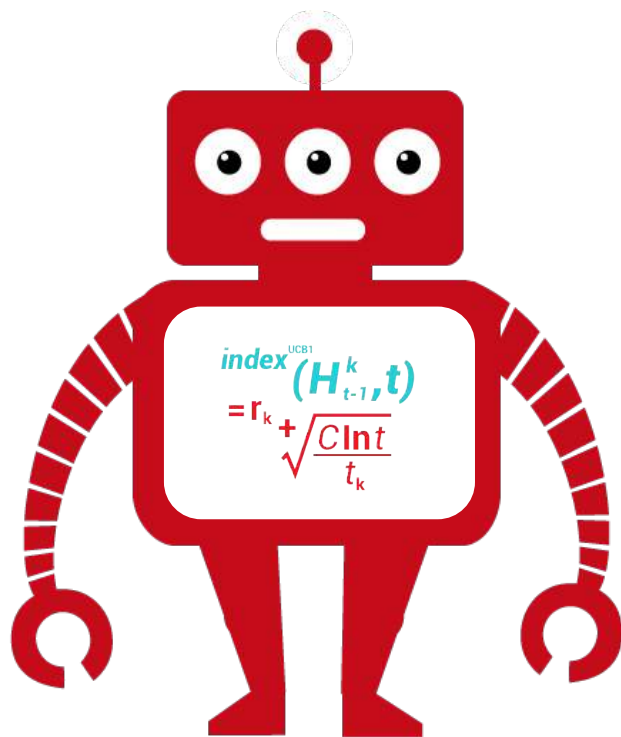


Artificial Intelligence

$$\text{index}^{\text{UCR1}}(H_{t-1}^k, t) = r_k + \sqrt{\frac{C \ln t}{t_k}}$$



Machine Learning



+85% views & engagement



Brand Launch Campaign - Adidas



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Rich Media Video - StudioCanal



亚马逊
amazon.cn

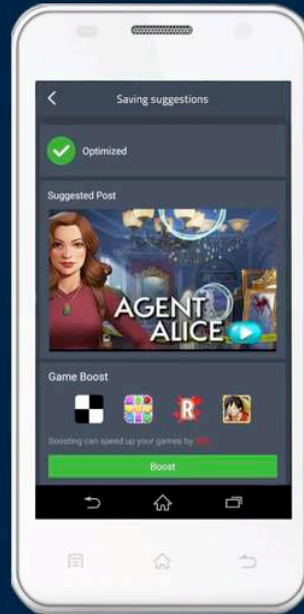


Native Video In-App Example – Agent Alice



BETTER USER EXPERIENCE

PRELOADED VIDEO

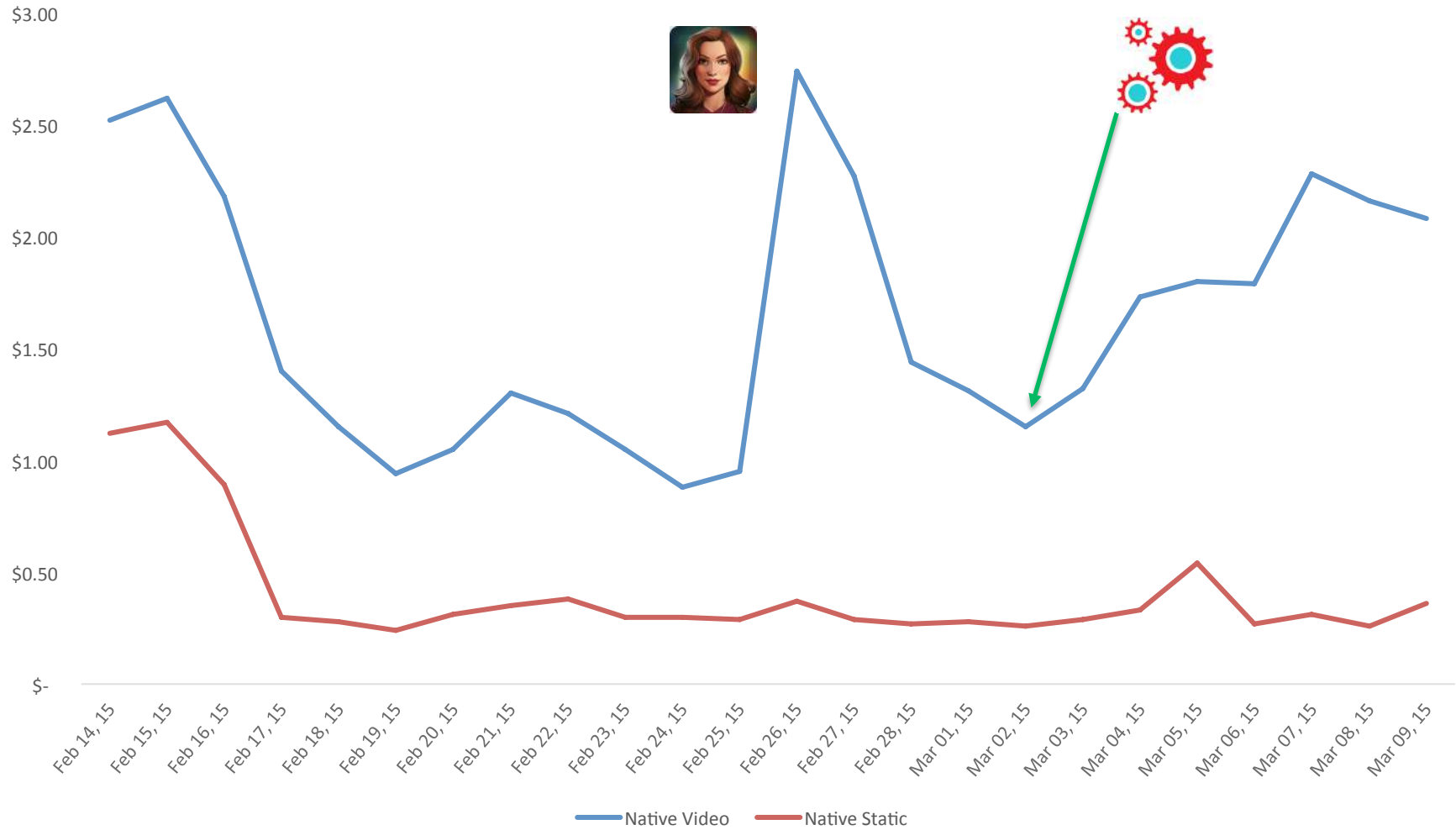


ENGAGING

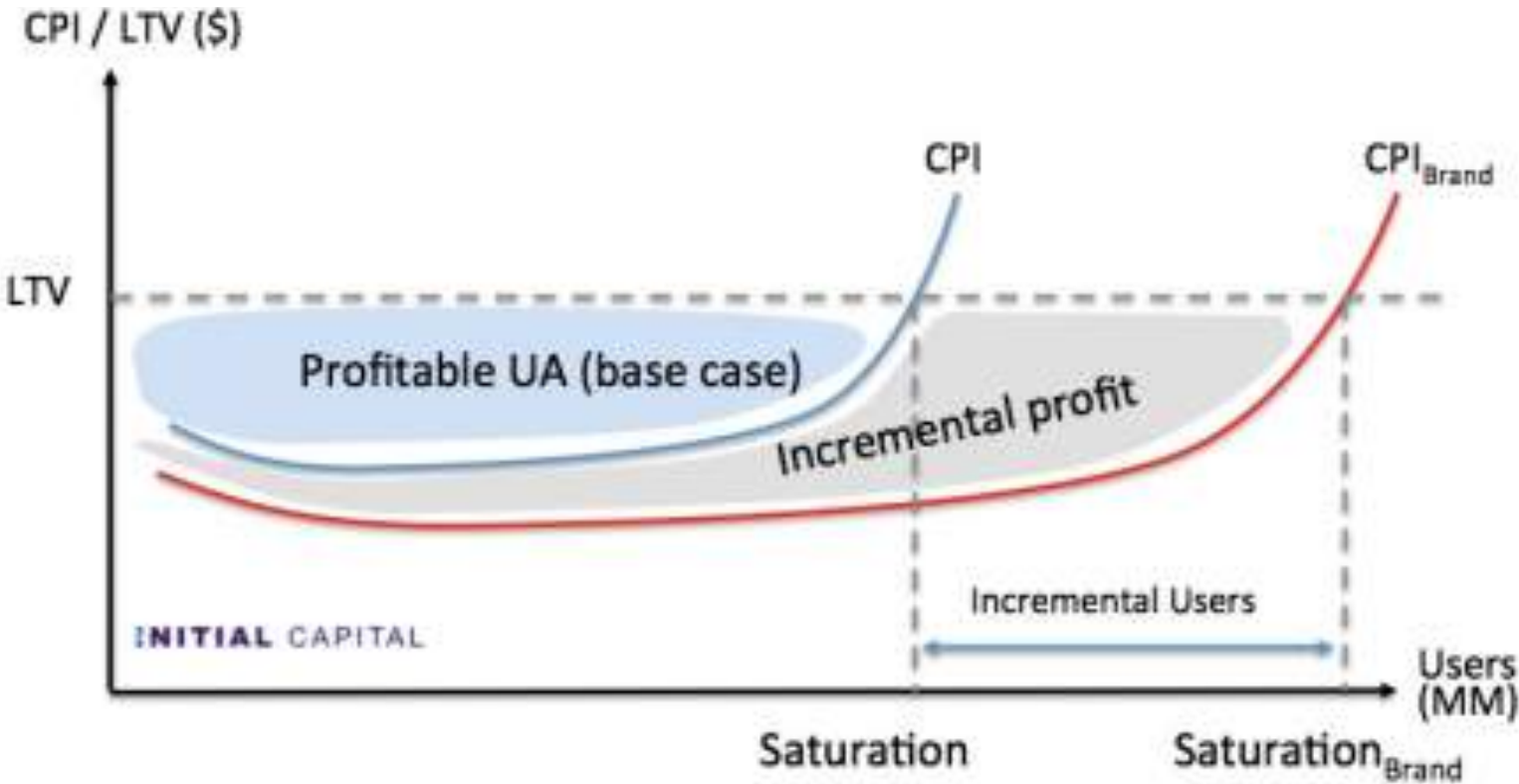
HD QUALITY



300% Conversion Uplift with Native Video, 600% for New Product Launch

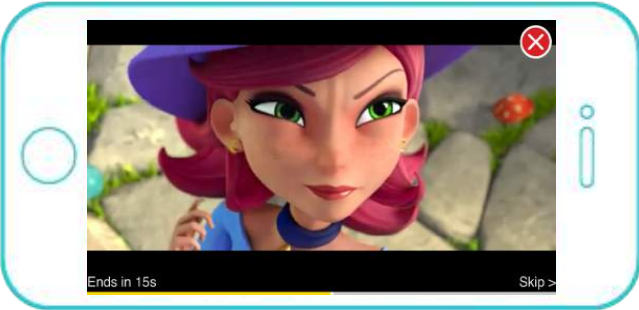


Brand App Marketing Approach



Install campaigns use post install data in real-time

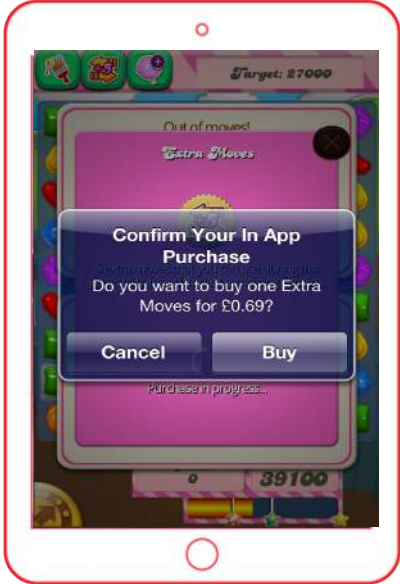
Awareness



Install



Conversion



Auto-Optimization



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Next generation Video & TV
advertising is mobile

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