

inMOBI™

MMA
MOBILE MARKETING ASSOCIATION

THE BRAND MARKETER'S GUIDE TO
MOBILE VIDEO VIEWABILITY



MMA Purpose

WHO The People We Serve

Prime Audience: Chief Marketers

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT Our Strategic Priorities



Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data



Advocacy

Working with partners and our members to protect the mobile marketing industry

MMA is 800+ Members
Strong Globally

Marketers, Agencies, Media Sellers,
Technology & Operators



Presenters



Jayesh Easwaramony
VP & GM, Asia Pacific,
Middle East and Africa
InMobi
@JEaswaramony



Vinay Uttamchandani
Director, Products-Brand &
Programmatic
InMobi

Moderator



Rohit Dadwal
Managing Director
Mobile Marketing Association
Asia-Pacific, Ltd.

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MOBILE VIDEO VIEWABILITY



THE RISE OF CONNECTED DEVICES

Clearly, there is a massive rise in video viewing on **connected devices**: smartphones, tablets, set top boxes, VR headsets, smart TVs, watches and cars



MOBILE APPS DOMINATE CONNECTED DEVICE MEDIA TIME

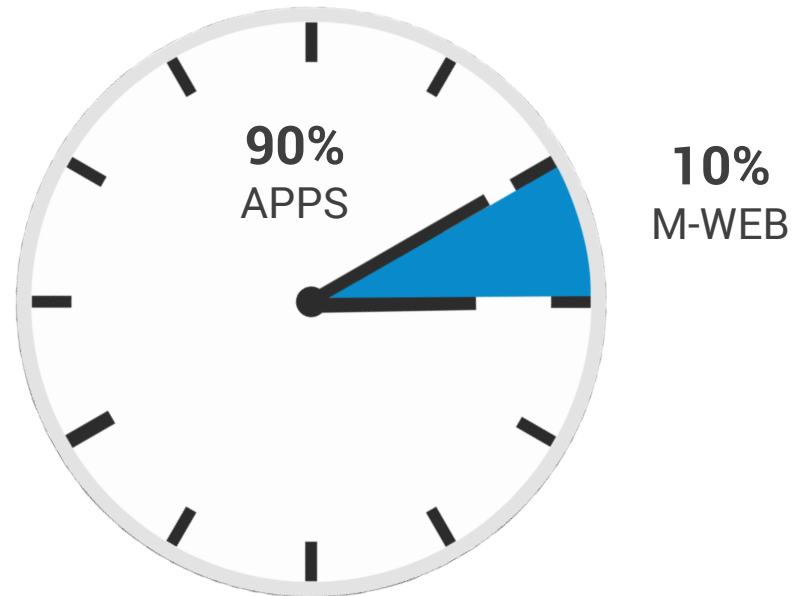
Media Time Spent
APPS vs. MOBILE WEB

1 hour & 54 minutes / day

Apps

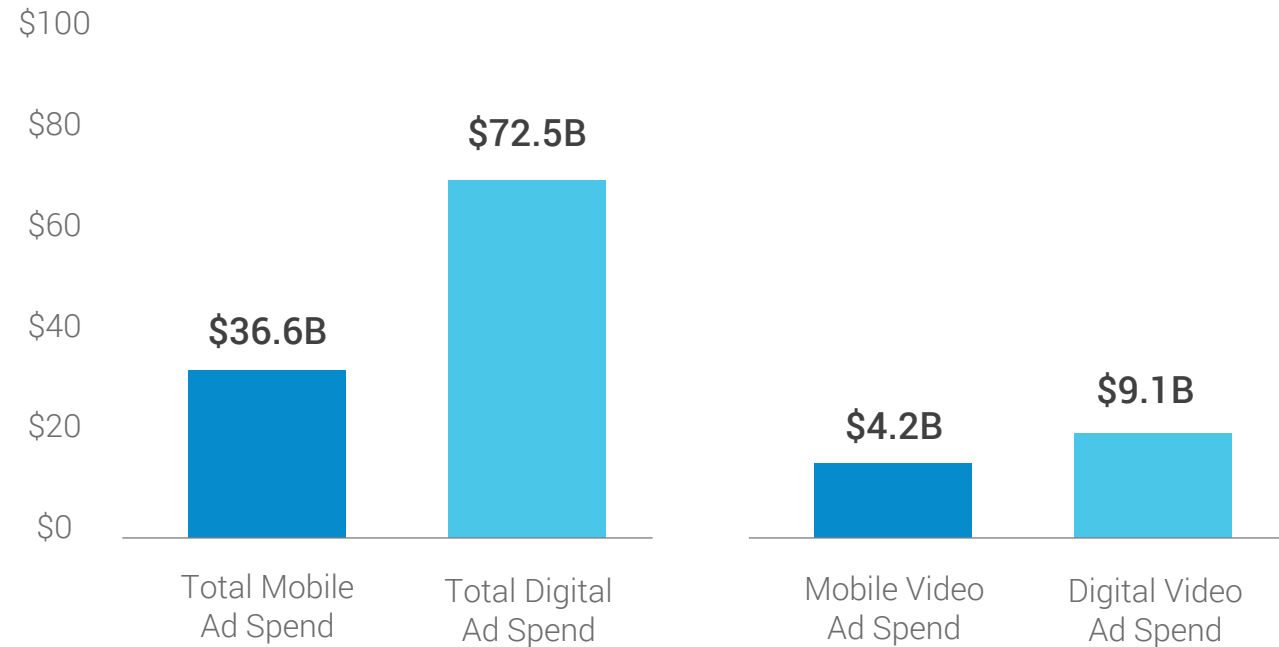
19 minutes / day

Mobile Web



MOBILE VIDEO IS RAPIDLY CAPTURING THE DIGITAL SPOTLIGHT

Mobile video represents nearly half of all digital video spend



MOBILE IS THE PRIMARY DIGITAL VIDEO VIEWING SCREEN



Of global digital video views were on mobile in 2016



Of programmatic video spend will be on mobile in 2016



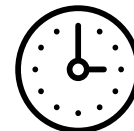
Of decision makers are expected to increase their spending on mobile video



360 video



Vertical video



Short-form video

THE CHALLENGES WITH MOBILE VIDEO TODAY

- **Ads not being viewed**
- Poor consumer experience
- Decreased media effectiveness



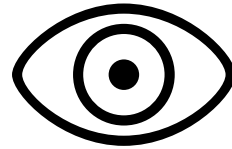
WHAT MOBILE VIDEO VIEWABILITY MEANS

Mobile video viewability measures the effectiveness of a video ad by checking if it has been



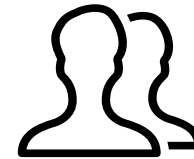
PLAYED

and



SEEN

by a

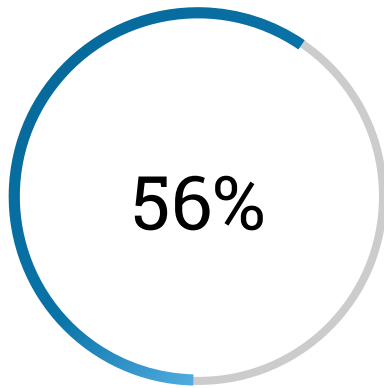


HUMAN

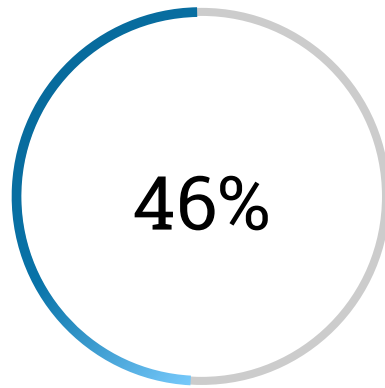
MRC GUIDELINES

50% in view + 2 seconds of play

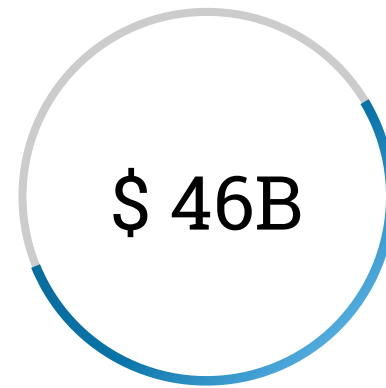
THE STATE OF VIEWABILITY TODAY



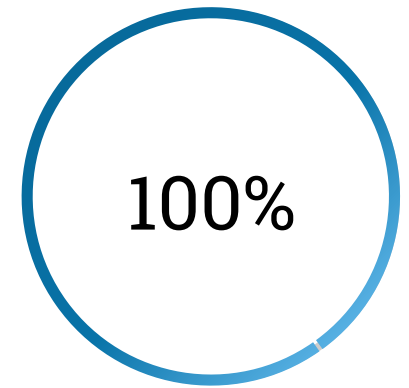
OF DIGITAL ADS ARE NEVER SEEN BY USERS¹



OF VIDEO AD IMPRESSIONS SERVED ARE SIMPLY NOT VIEWABLE¹



SPENT ON MOBILE ADVERTISING IN 2016 ALONE²



CERTAIN THAT A VIDEO AD IS ACTUALLY VIEWABLE?
NO

¹ Source: <https://adwords.googleblog.com/2015/11/the-google-display-network-ups-its.html>

² Source: <https://www.emarketer.com/Article/US-Digital-Ad-Spending-Surpass-TV-this-Year/1014469>

WHY USERS CAN'T SEE SOME MOBILE VIDEO ADS



LOAD SPEEDS



BELOW THE FOLD



FRAUD



CLICK-OFF



AD CLUTTER



AD BLOCKING

THE INDUSTRY NEEDS TO COME TOGETHER ON VIEWABILITY



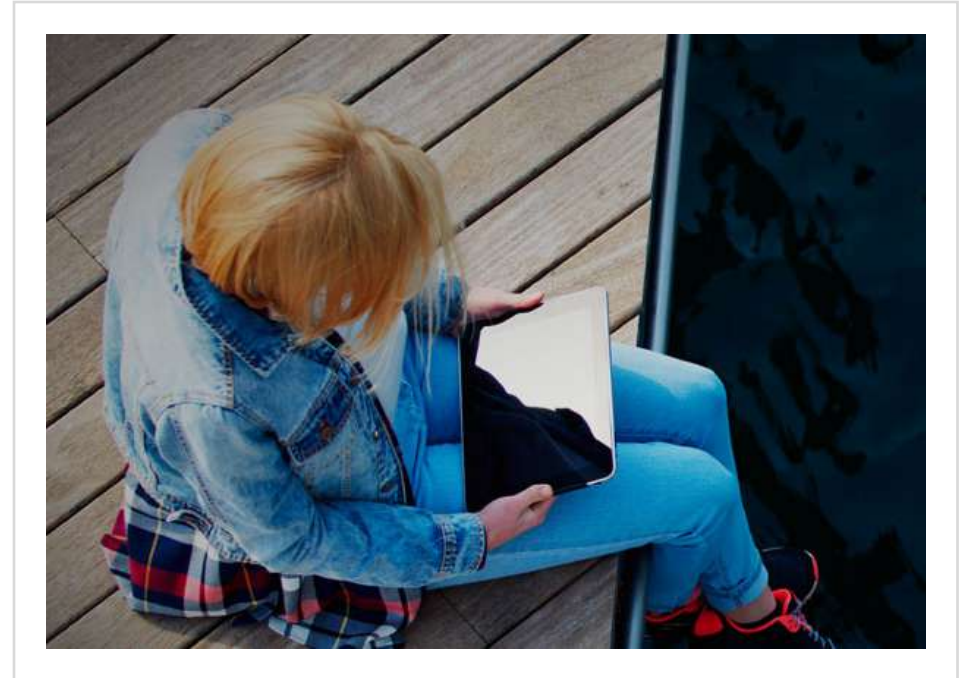
Advertisers spend more



Publishers improve UX



Single source of truth
across platforms



INDUSTRY CHALLENGES

1



**MOBILE VIDEOS
DON'T LOAD FAST
ENOUGH**

2



**THE LEGACY OF
DESKTOP AND
VPAID**

3



**ECOSYSTEM
SUPPORT**

4



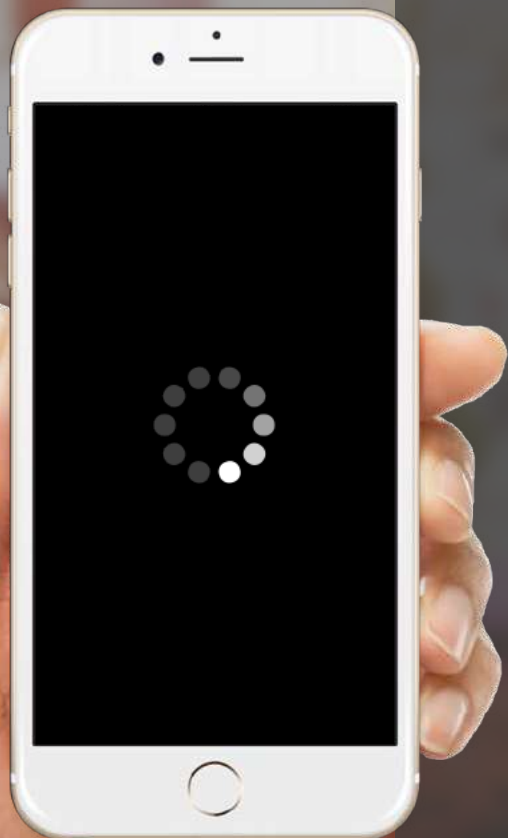
**LACK OF GLOBAL
STANDARDS &
INDEPENDENT
MEASUREMENT**

INDUSTRY CHALLENGE NO. 1



**MOBILE VIDEOS
DON'T LOAD FAST
ENOUGH**

MOBILE VIDEOS DON'T LOAD FAST ENOUGH



"Mobile ads take too long to load at **5 seconds** on average"
- Media Ratings Council

53%

Of mobile site visitors
leave a page that take
over 3 sec to load

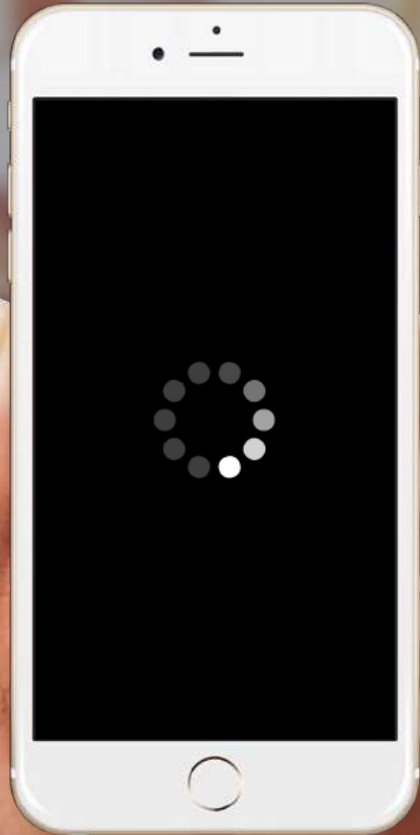
62%

Of digital video viewers that stopped
watching videos due to poor load
times were on mobile

The No. 1 reason consumers abandon video content/ads

MOBILE VIDEOS DON'T LOAD FAST ENOUGH ?

THE SOLUTION !



Move from a traditional
desktop browser-based
experience to a
**native in-app video
experience.**

NO TRADE OFF BETWEEN MEDIA PERFORMANCE AND VIEWABILITY



Pre-cached



Buffer-free



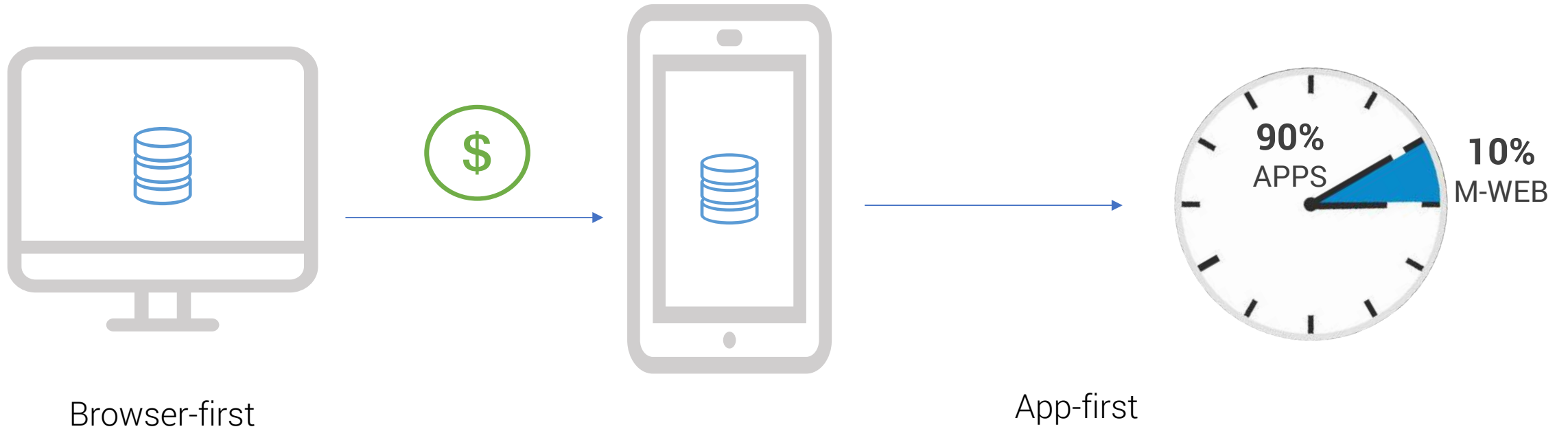
INDUSTRY CHALLENGE NO. 2



**THE LEGACY OF
DESKTOP AND
VPAID**

THE LEGACY OF DESKTOP AND VPAID

Mobile video advertising continues to be powered by outdated browser-based technology that is unsuited to mobile native environments



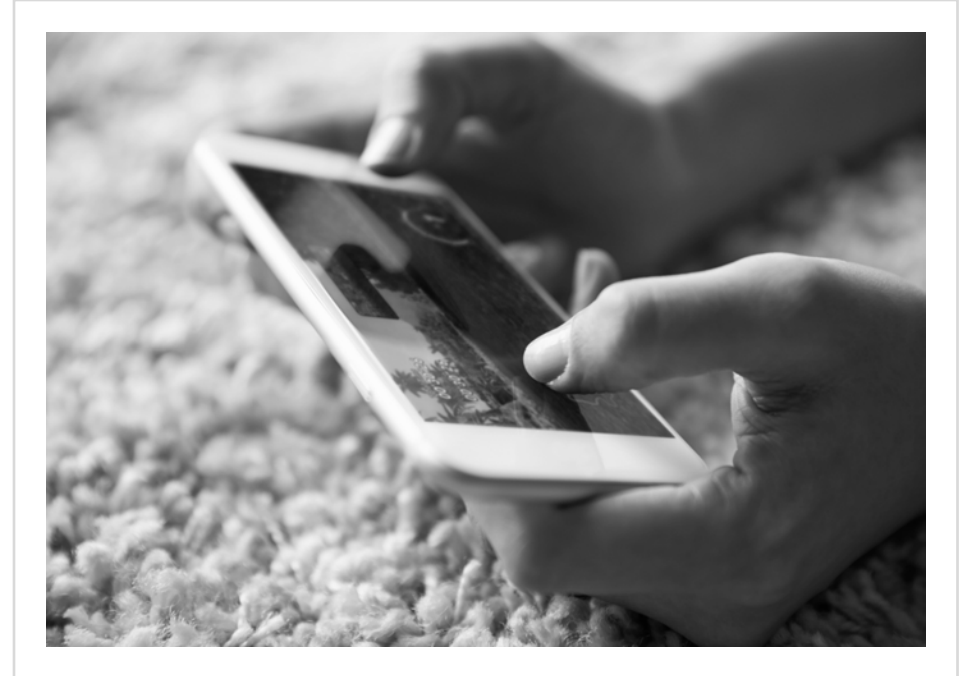
APP : MOBILE DEVICE :: BROWSER : DESKTOP



Video Ad Serving Template
(VAST)



Video Player Ad Interface
Definition **(VPAID)**



THE LEGACY OF VPAID

Legacy browser-based experience



Load time = 2.6 seconds

VPAID

2.6 Sec

THE EFFECTIVENESS OF VAST

VAST in-app mobile video experience



Load time = 0.06 seconds.

VAST

0.06 Sec

THE LEGACY OF DESKTOP AND VPAID ?

THE SOLUTION !



VAST

0.06 Sec



VPAID

2.5 Sec

Move to VAST-tagged mobile video

NO TRADE OFF BETWEEN MEDIA PERFORMANCE AND VIEWABILITY



High completion rates



Buffer-free video



Interactivity



INDUSTRY CHALLENGE NO. 3



**ECOSYSTEM
SUPPORT**

ECOSYSTEM SUPPORT

\$ 46B

MOBILE AD SPEND
IN 2016¹

Alignment across industry players

- Advertisers
- Publishers
- Ad networks / platforms
- Measurement partners

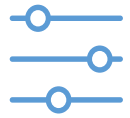


INDUSTRY CHALLENGE NO. 4



**LACK OF GLOBAL
STANDARDS &
INDEPENDENT
MEASUREMENT**

LACK OF GLOBAL STANDARDS & INDEPENDENT MEASUREMENT



DIFFERING
DEFINITIONS



INCONSISTENT
REPORTING



LACK OF GLOBAL STANDARDS & INDEPENDENT MEASUREMENT ?

THE SOLUTION !



GLOBAL DEFINITIONS

MRC GUIDELINES

- 50% in view
- 2 seconds



INDEPENDENT MEASUREMENT PARTNERS

IAS
MOAT



RIGHT INTEGRATION

- JS
- API
- ✓ • **SDK**

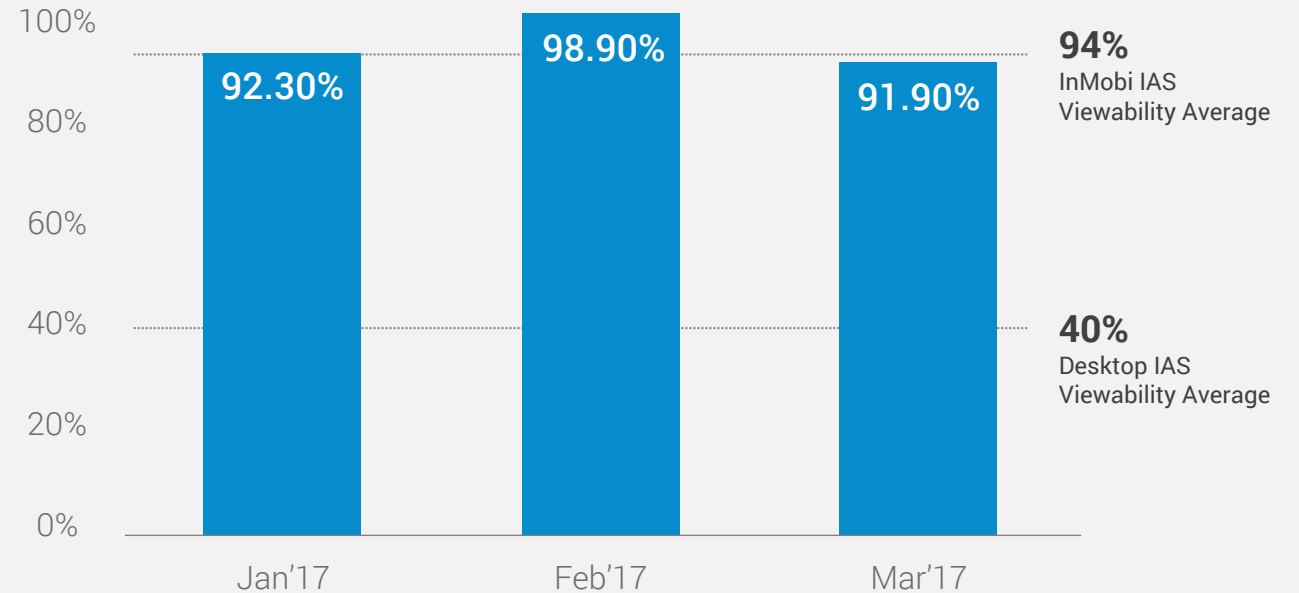
INMOBI VIDEO SOLUTIONS OFFER BEST-IN-CLASS VIEWABILITY

<50% Industry average

2X Industry average = InMobi



InMobi Viewability % on IAS in Q1'17



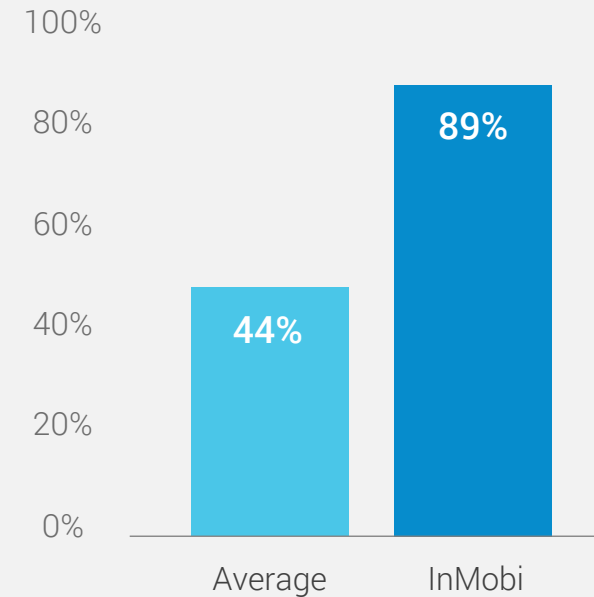
INMOBI VIDEO SOLUTIONS OFFER BEST-IN-CLASS VIEWABILITY

<50% Industry average

2X Industry average = InMobi

MOAT

Human and Viewable %



THE BRAND MARKETER'S GUIDE TO MOBILE VIDEO VIEWABILITY

A CHEAT SHEET TO DOING MOBILE VIDEO VIEWABILITY RIGHT

Maximize video opportunity



**INCLUDE IN-APP
MOBILE VIDEO**

Future-proof your investment



**ADOPT THE VAST
STANDARD**

Ensure brand safety



**INVEST IN
THIRD PARTY
MEASUREMENT**

Remember! Only SDK-level integrations with third-party measurement partners are truly MRC-accredited

Fix for the first second of loading!

IF MOBILE VIDEO VIEWABILITY IS DONE RIGHT, THIS MEANS

FOR CONSUMERS



Buffer-free UX



Fewer distractions

FOR BUYERS



Higher completion rates



Performance + viewability



Performance + interactivity

MMA Asia Pacific Events



June 9, 2017
Singapore



August 25, 2017
Shanghai



September 8,
2017 India



October 12, 2017
Indonesia



October 27, 2017
Vietnam

Take a Seat at the Table

MMA programs and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.

Attribution Analysis



Currency Measurement



Internet of Things



Location



Mobile Messaging



Mobile Native Advertising



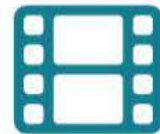
Mobile Programmatic



Mobile Shopper Marketing



Mobile Video



Privacy



To join a program, contact committees@mmaglobal.com.

Participate in the Conversation

MMA Smartbrief



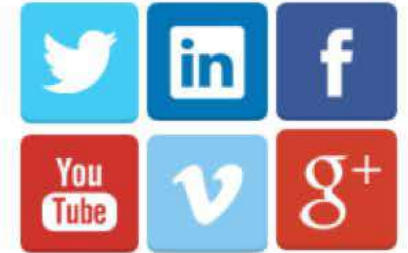
Mobile Smart Fundamentals



MMA LinkedIn Group

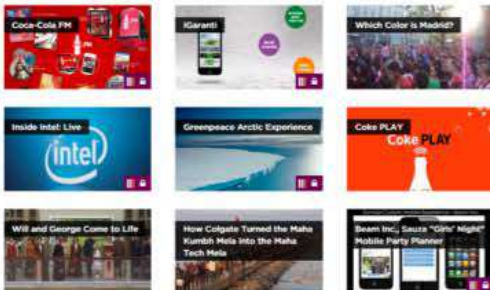


Get Social with MMA



Getting Great at Mobile

Case Study Hub



The Mobile Marketing Playbook



Guidance Reports and Benchmarks



Webinar Library



THANK YOU

