

inMOBI™

THE STATE OF MOBILE VIDEO ADVERTISING

2018





APPROACH AND METHODOLOGY

InMobi analyzed over 750 billion in-app mobile ad impressions, in order to provide insights and trends around mobile video advertising. The report explores how the rising demand for greater transparency and control has resulted in a programmatic-led video ecosystem that delivers higher efficiency to advertisers. This study explores the increasingly central role video plays in an advertiser's mobile strategy. Tens of thousands of campaigns were analyzed which present growing video investment, higher consumer engagement and conversions from mobile video, and the increasing relevance of tracking and measuring viewability of in-app mobile video ads. This study specifically excludes data from AerServ which InMobi acquired in Q4, 2017 in order to better highlight underlying industry trends.

Data Analyzed:

750+ BILLION
MOBILE AD IMPRESSIONS

Time Period:

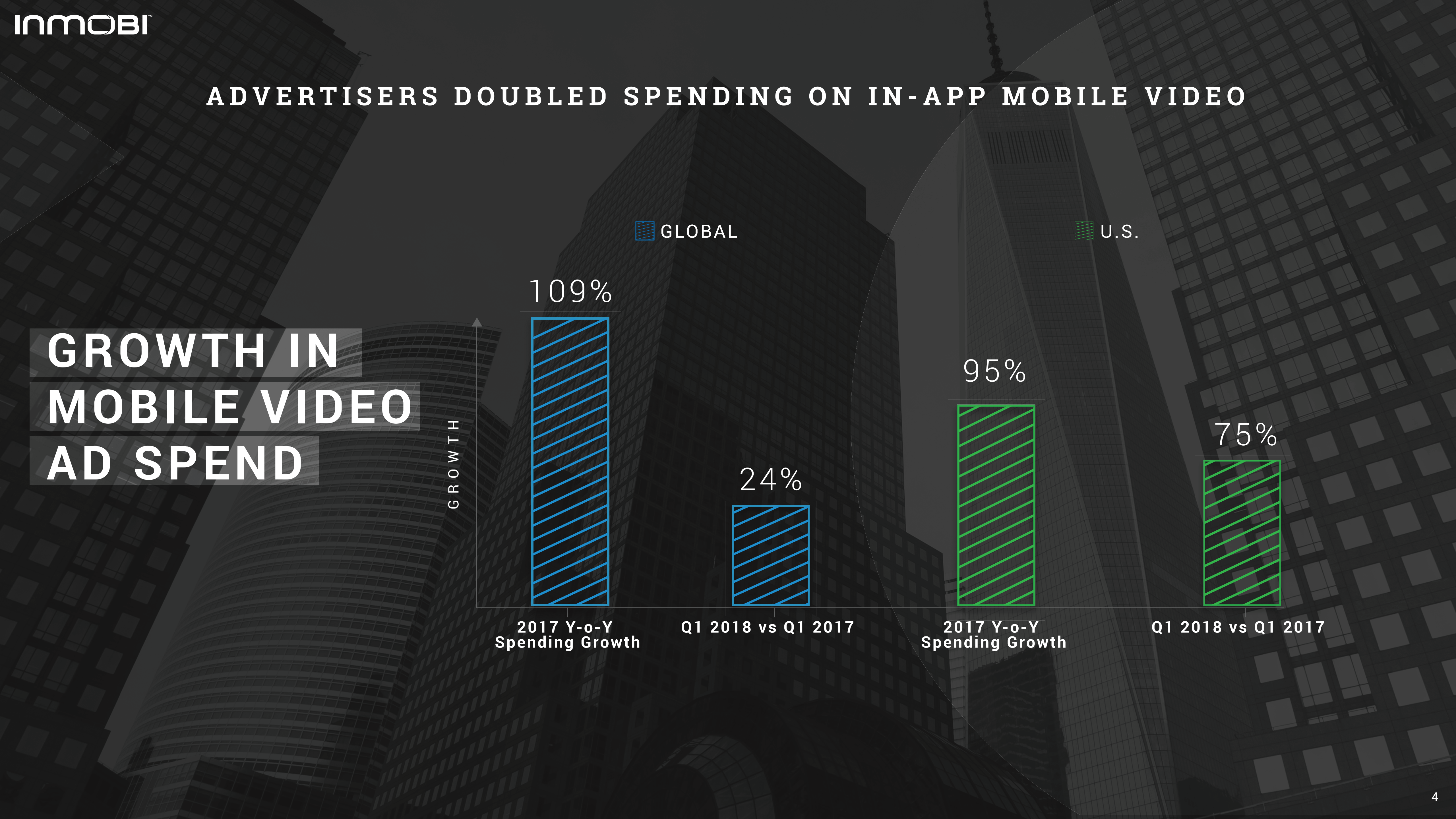
JANUARY 2016 - MARCH 2018

Data Source:

INMOBI PLATFORM DATA

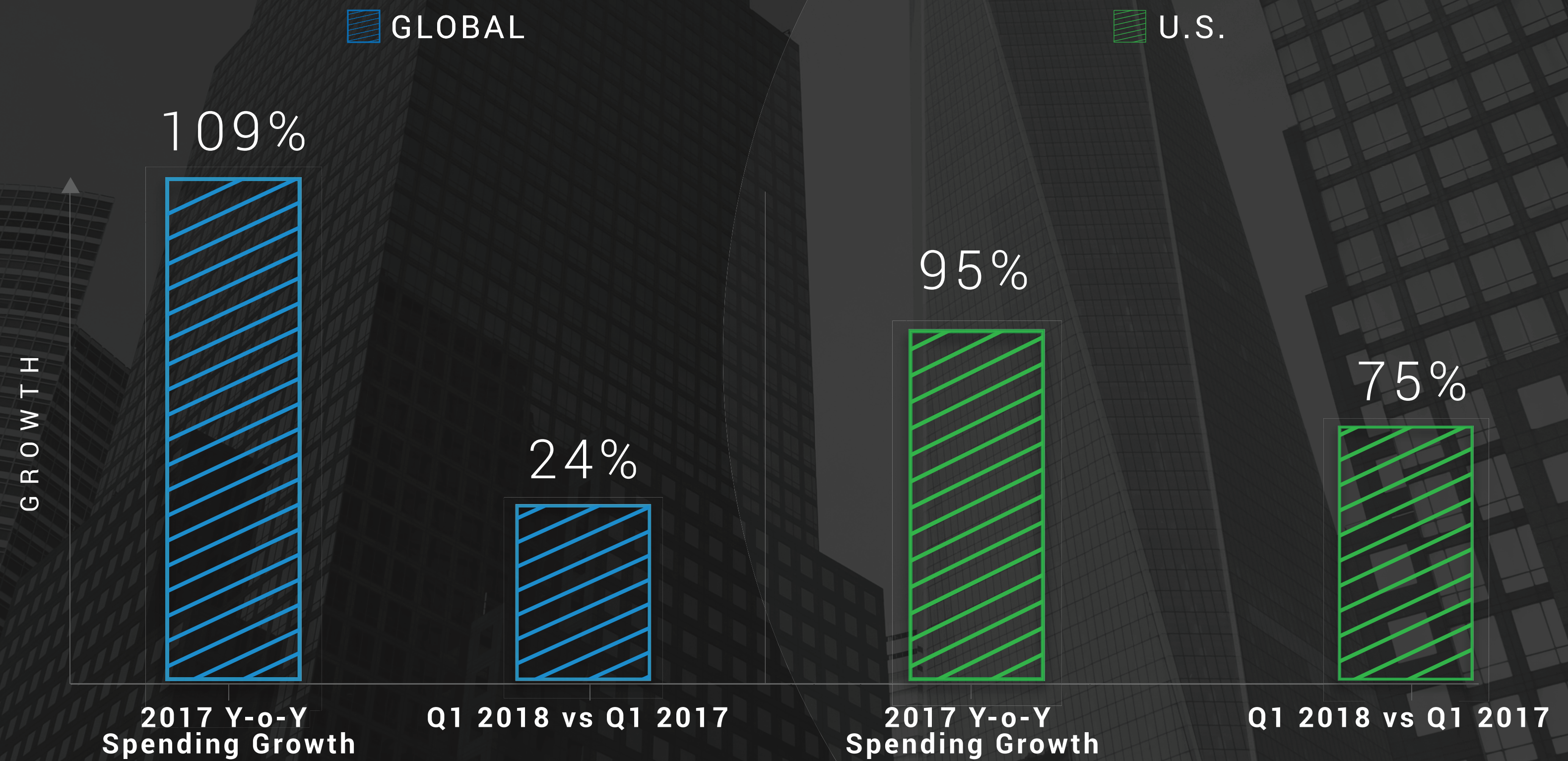


GROWTH OF MOBILE VIDEO ADVERTISING



ADVERTISERS DOUBLED SPENDING ON IN-APP MOBILE VIDEO

GROWTH IN MOBILE VIDEO AD SPEND

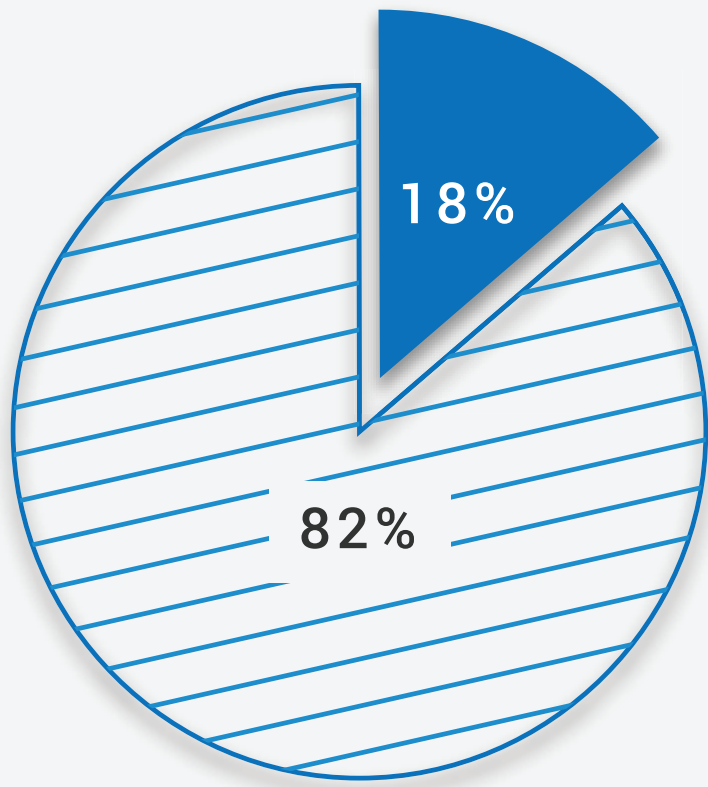


SHARE OF SPEND SHIFTING TOWARDS MOBILE VIDEO ADS

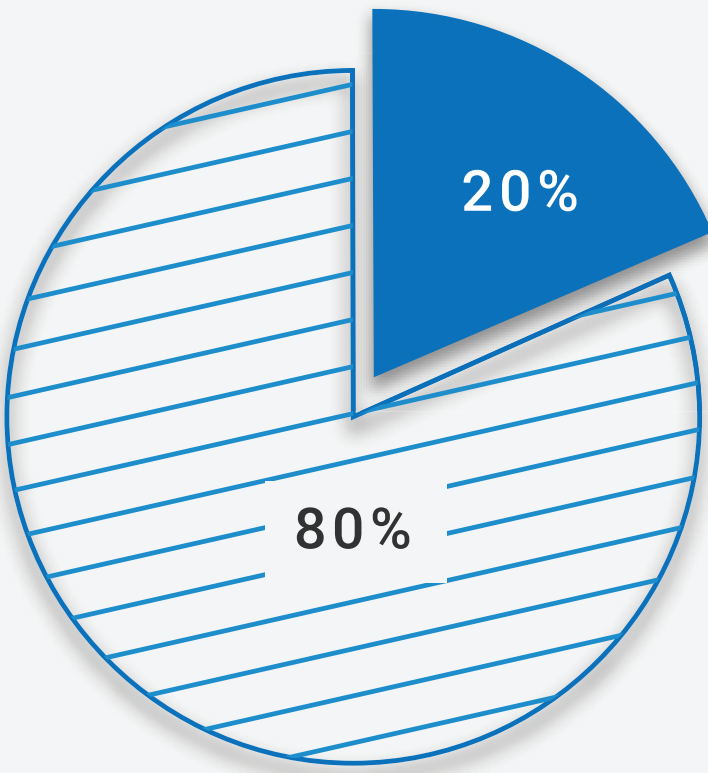
IN THE U.S., THERE HAS BEEN A 21% SHIFT IN SHARE TOWARDS VIDEO WITH
OVER A THIRD OF IN-APP MOBILE ADVERTISING BEING SPENT ON VIDEO IN Q1 2018.

SHARE OF SPEND ACROSS AD FORMATS

GLOBAL

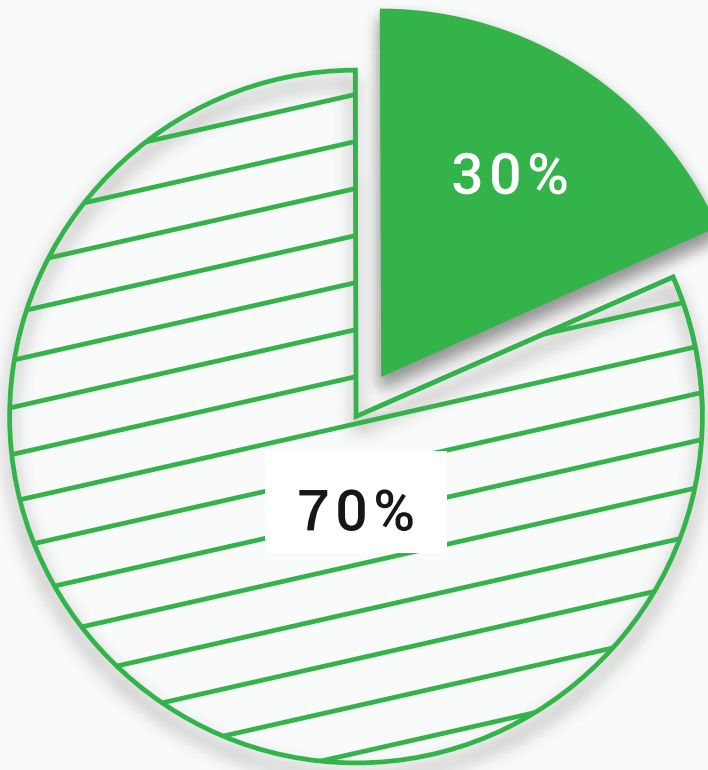


2017 Global Share of Spend across Ad Formats

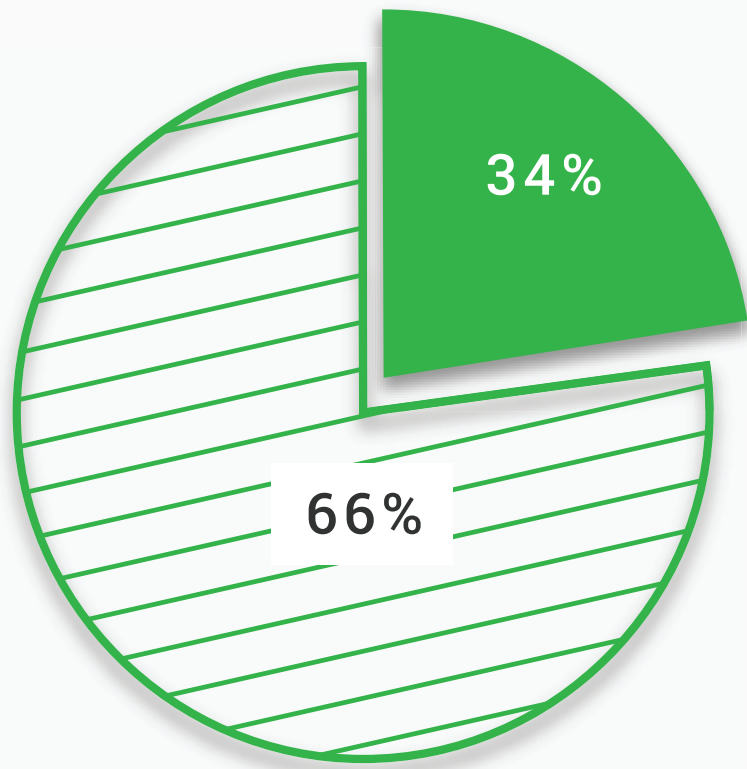


Q1 2018 Global Share of Spend across Ad Formats

U.S.



2017 U.S. Share of Spend across Ad Formats



Q1 2018 U.S. Share of Spend across Ad Formats

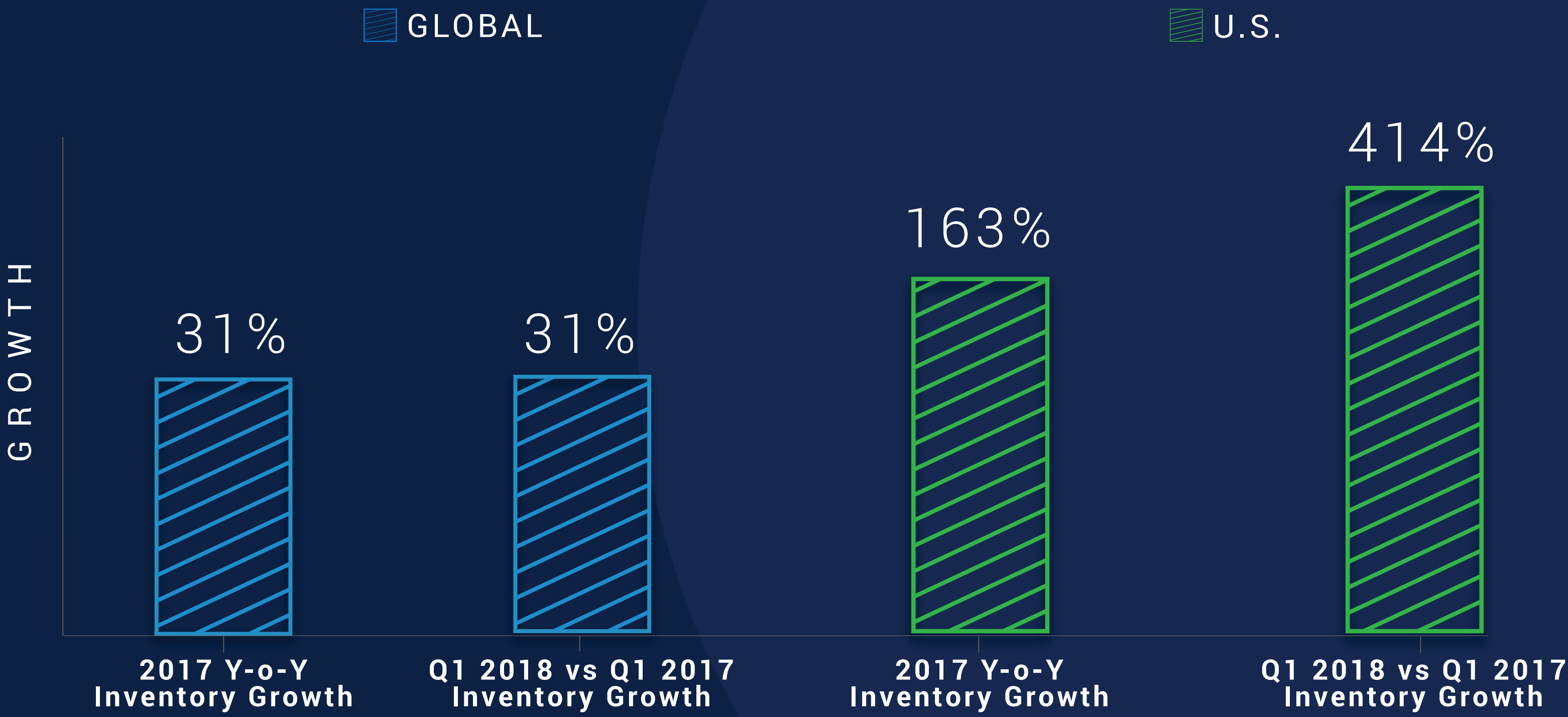
Global Share of Spend on Video Ads Global Share of Spend on Other Formats

U.S. Share of Spend on Video Ads U.S. Share of Spend on Other Formats

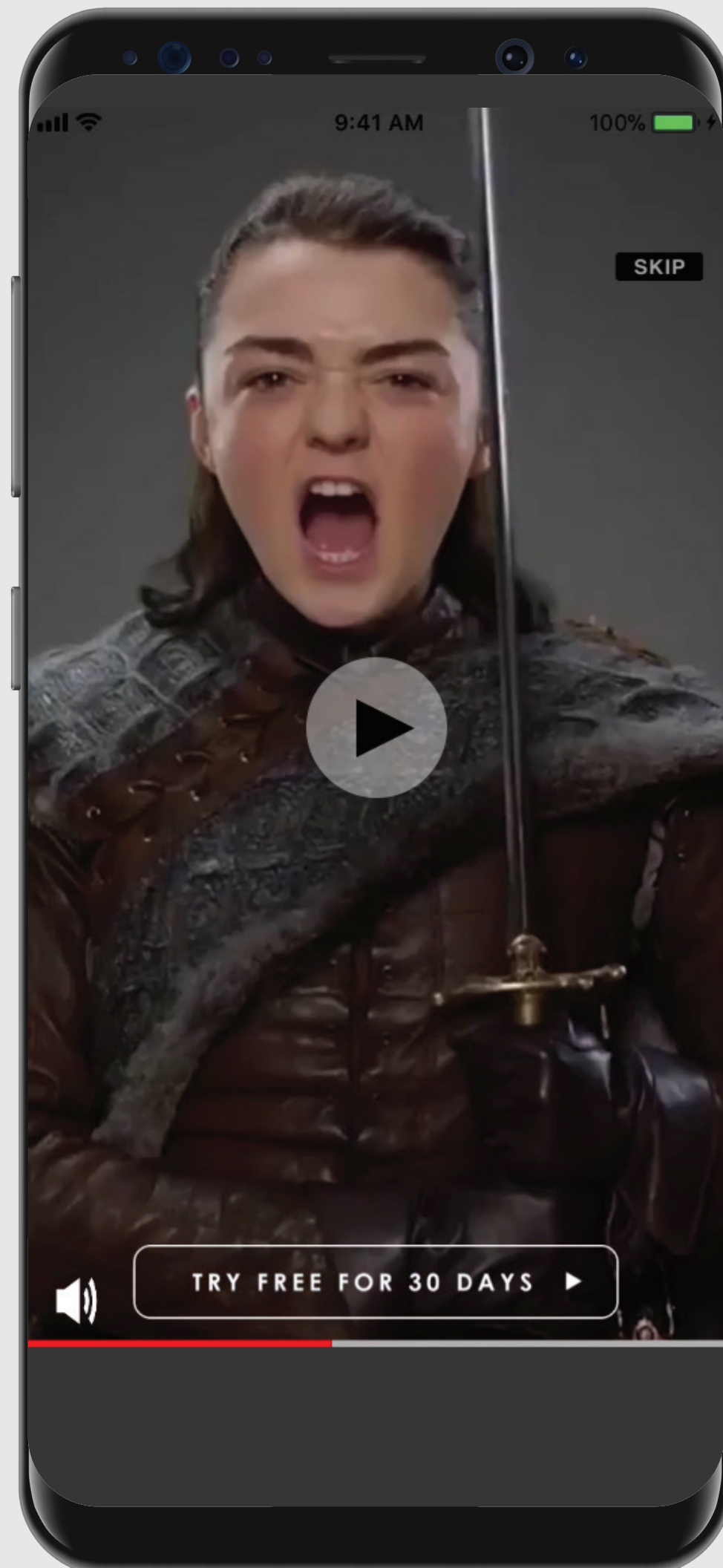
ADOPTION OF MOBILE VIDEO BY APP DEVELOPERS IS GROWING

APP DEVELOPERS INCREASINGLY SEEING GREATER VALUE FROM IN-APP MOBILE VIDEO ADS.

GROWTH IN VIDEO AD INVENTORY

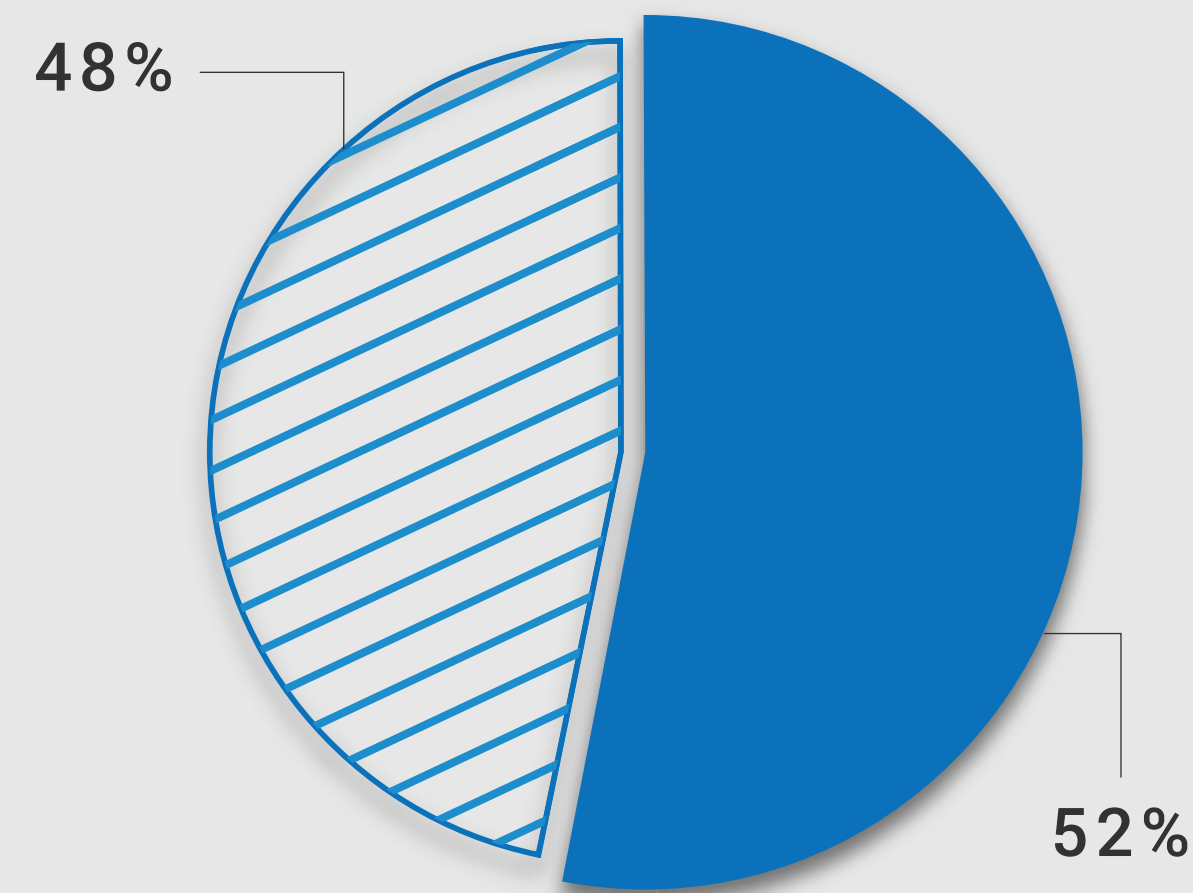


HALF OF MOBILE AD INVENTORY IS VIDEO



SHARE OF AD INVENTORY BY AD FORMATS

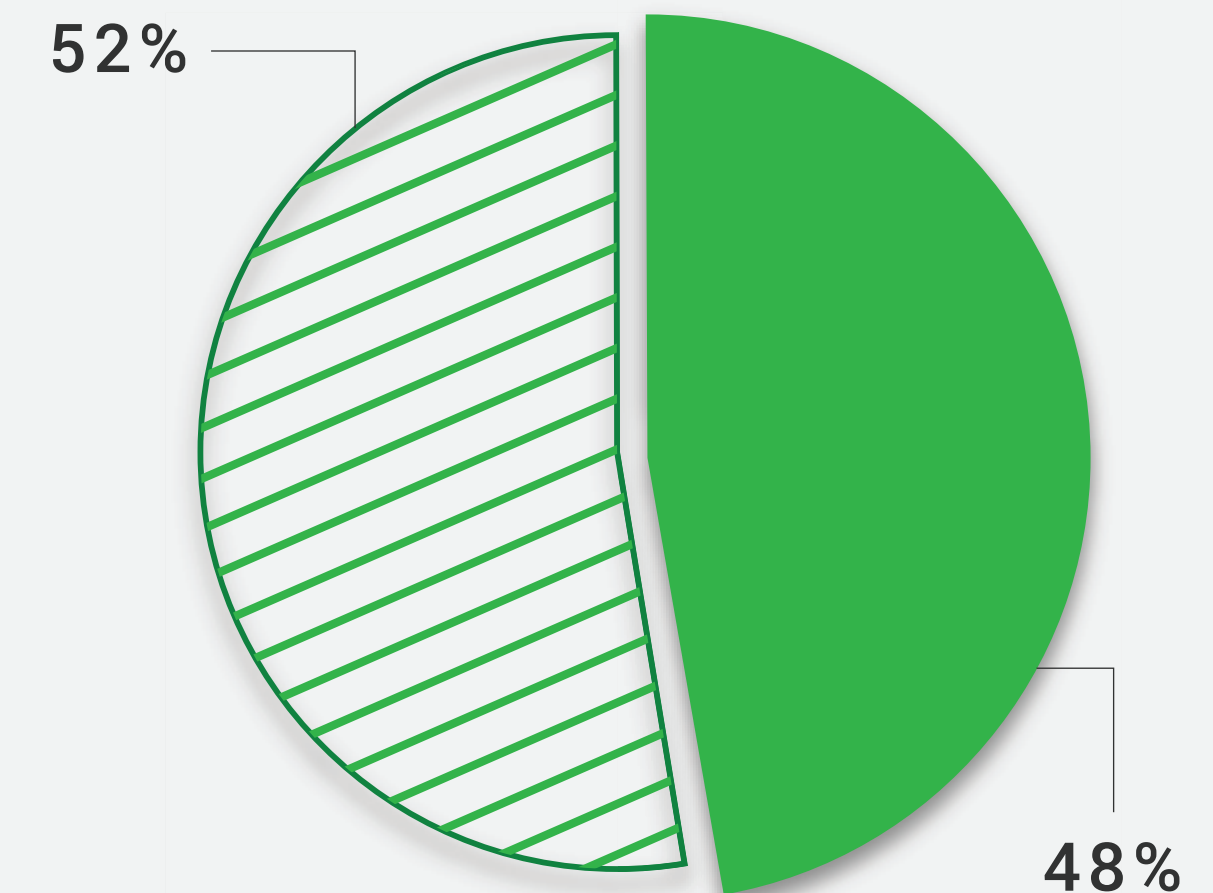
GLOBAL



Q1 2018 Global Share of Ad Inventory by Ad Format

- Global Share of Video Ad Inventory
- Global Share of Inventory for Other Ad Formats

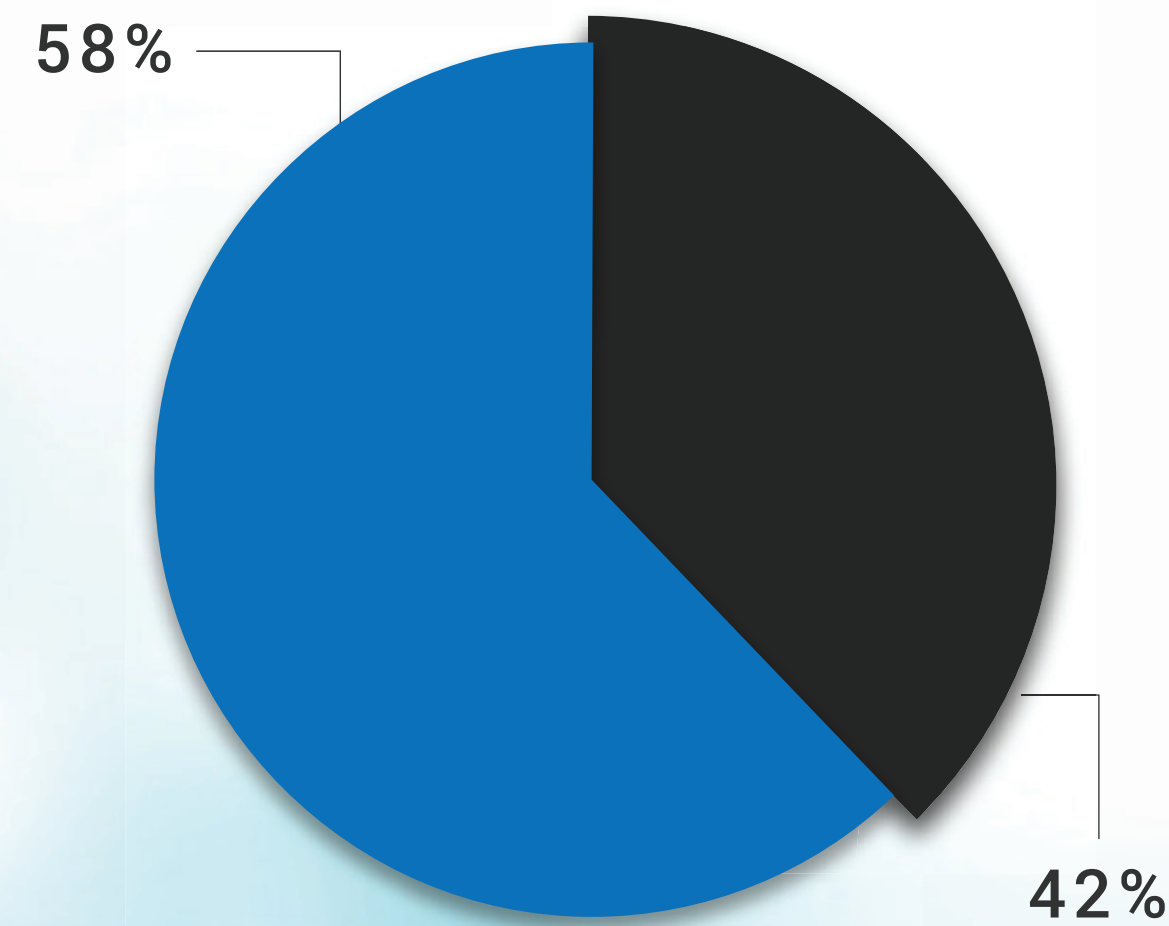
U.S.



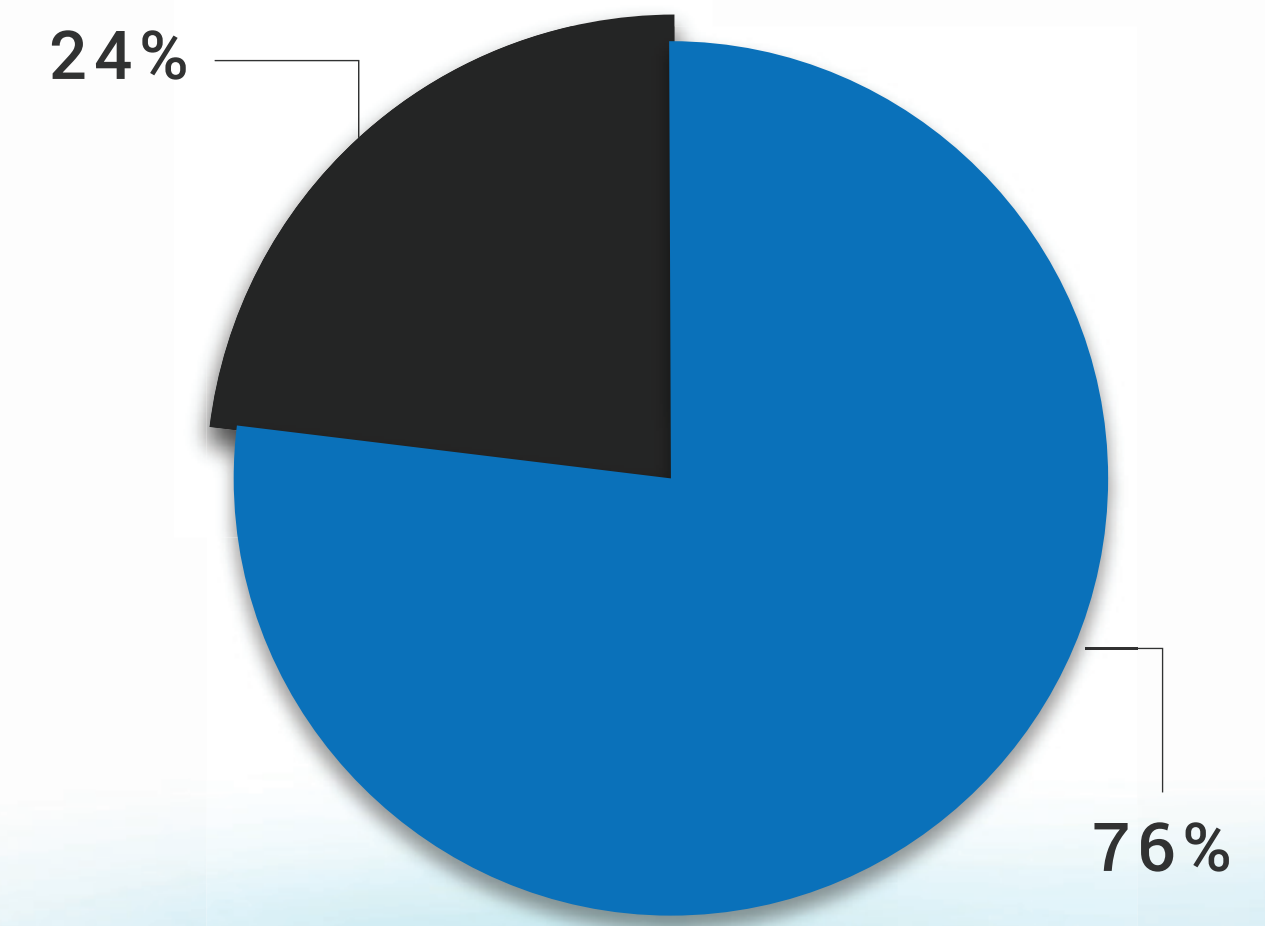
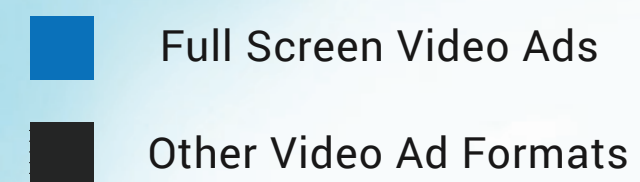
Q1 2018 U.S. Share of Ad Inventory by Ad Format

- U.S. Share of Video Ad Inventory
- U.S. Share of Ad Inventory for Other Ad Formats

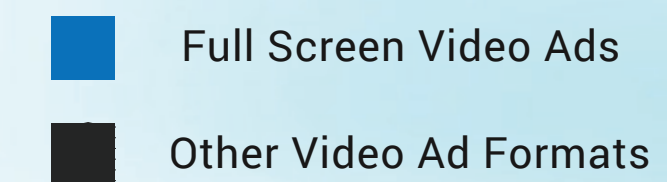
FULL SCREEN IS THE DOMINANT VIDEO FORMAT



H1 2017 Global Ad Inventory for Full Screen Video Ads vs. Other Video Formats



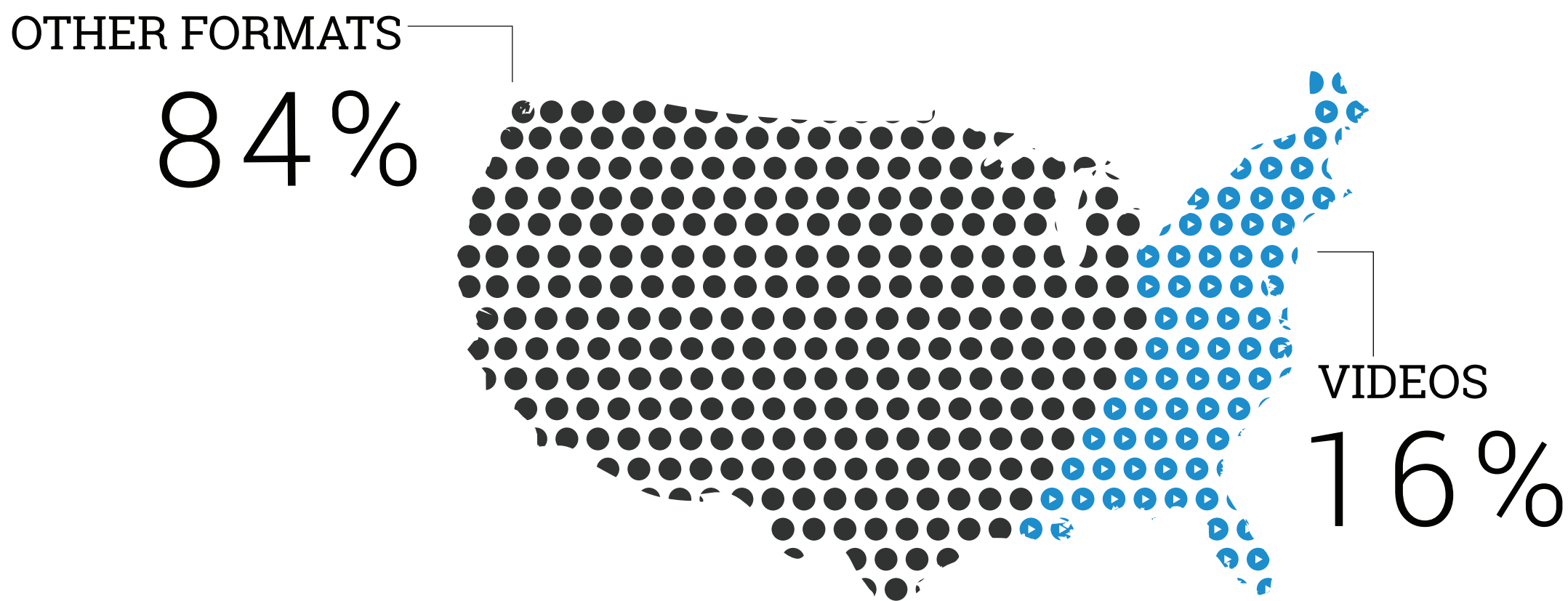
H1 2017 Global Ad Spend Based on Full Screen Video Ads vs. Other Video Formats



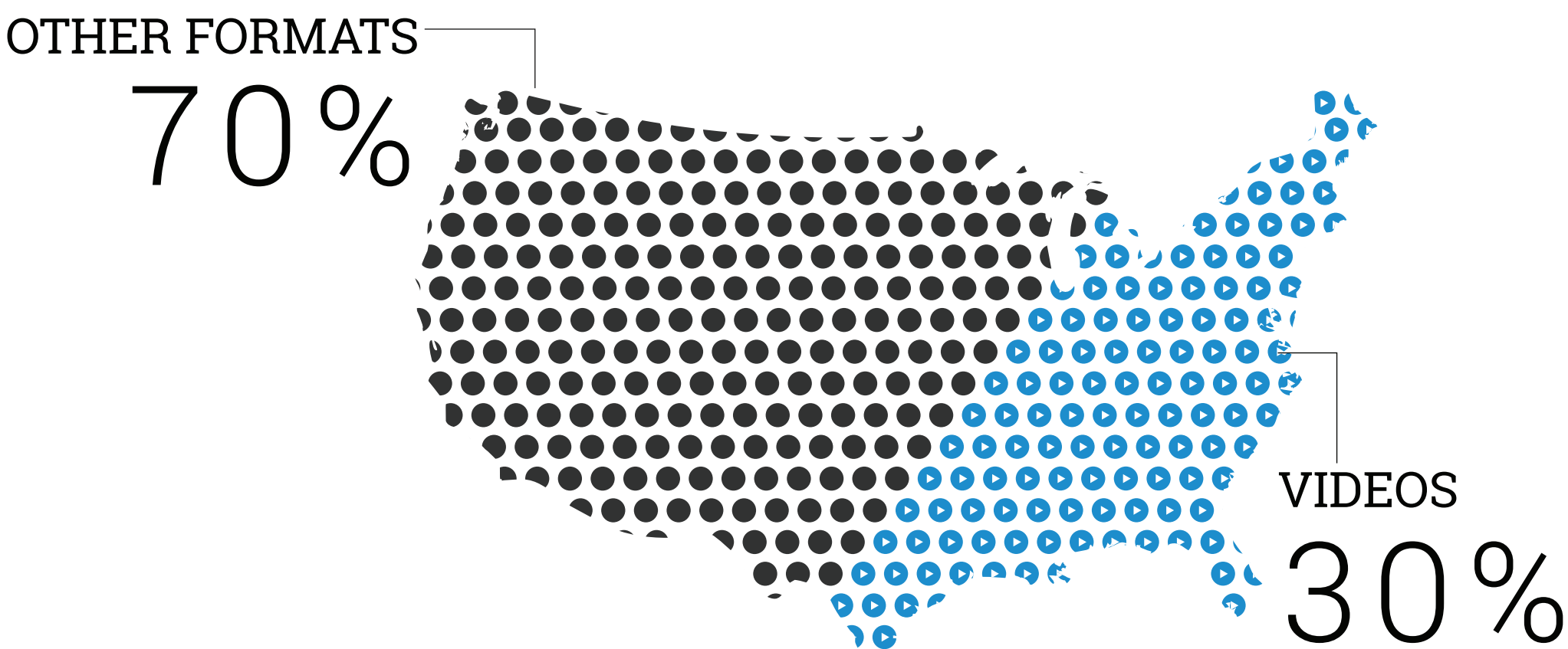
VIDEO OUTPACING GROWTH AMONG ALL AD FORMATS IN U.S.

ADVERTISERS ARE DEVOTING MORE OF THEIR MEDIA SPEND TO MOBILE VIDEO ADS, RESULTING IN NEARLY A 2X INCREASE IN SHARE IN SPEND TOWARDS VIDEO IN 2017 VERSUS 2016.

2016 share of ad spending in the U.S.

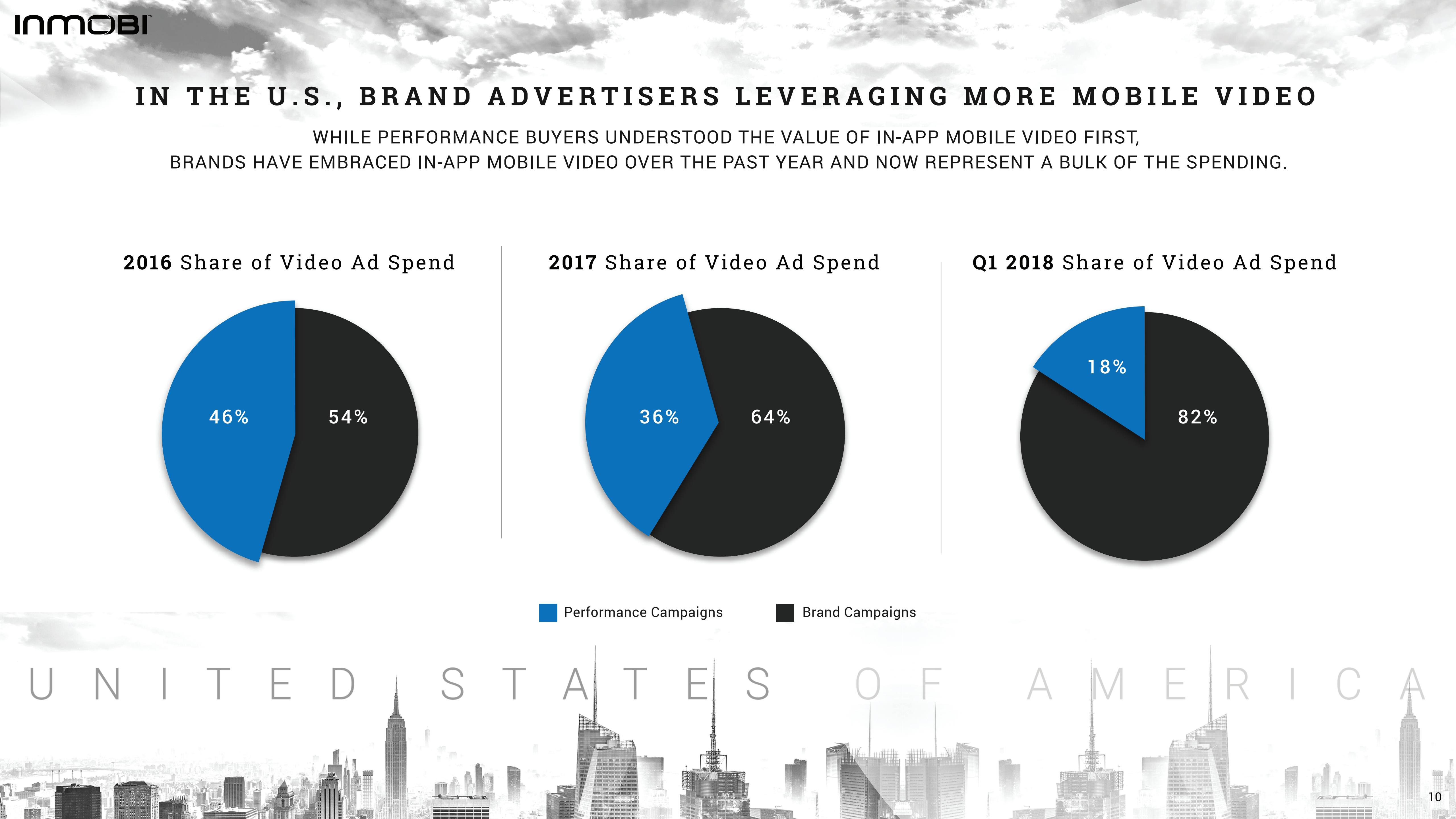


2017 share of ad spending in the U.S.



UNITED STATES OF AMERICA

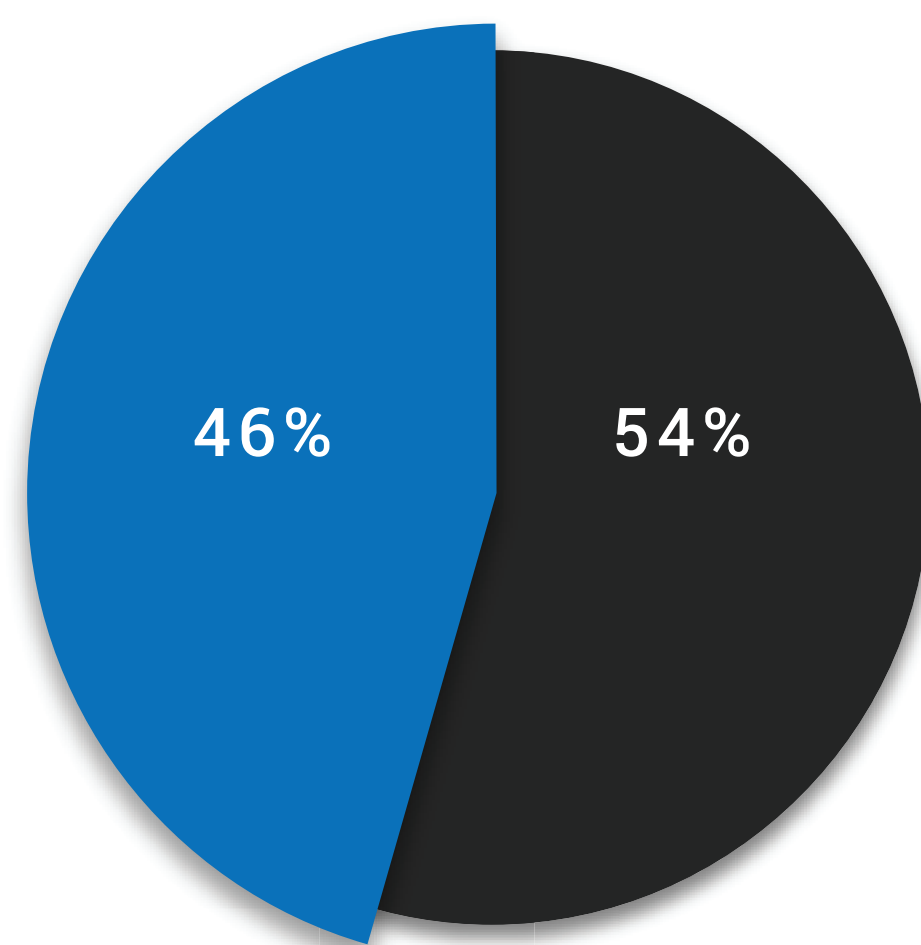




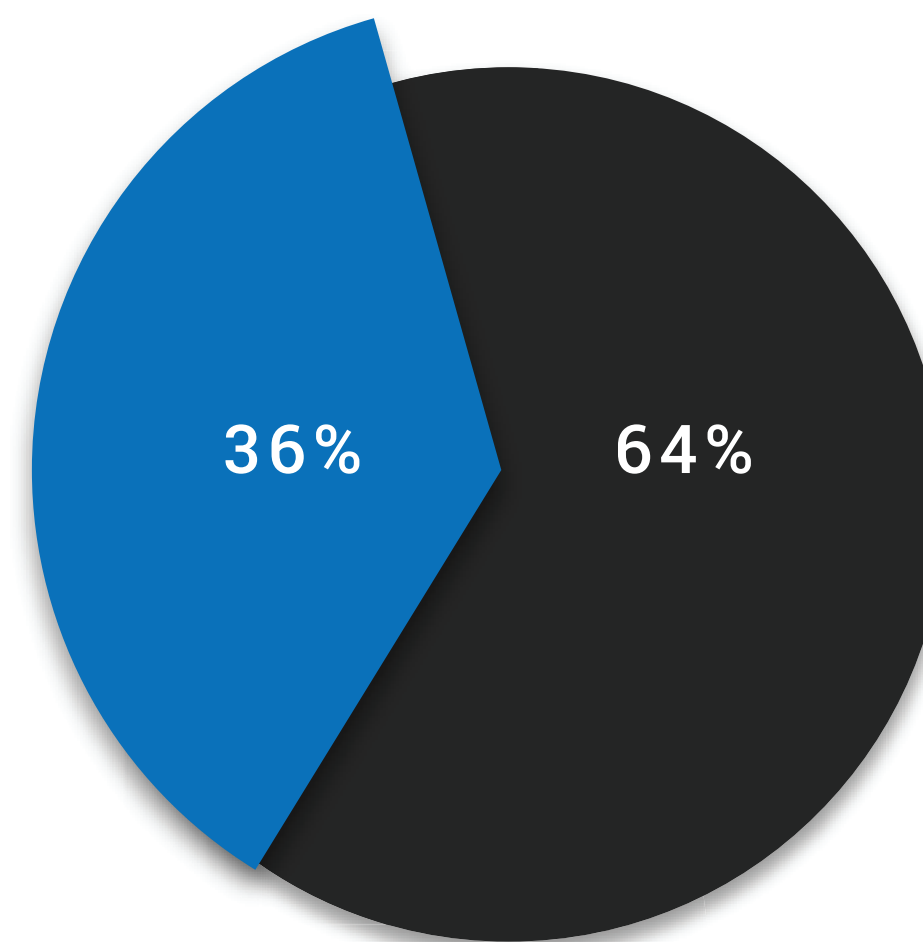
IN THE U.S., BRAND ADVERTISERS LEVERAGING MORE MOBILE VIDEO

WHILE PERFORMANCE BUYERS UNDERSTOOD THE VALUE OF IN-APP MOBILE VIDEO FIRST, BRANDS HAVE EMBRACED IN-APP MOBILE VIDEO OVER THE PAST YEAR AND NOW REPRESENT A BULK OF THE SPENDING.

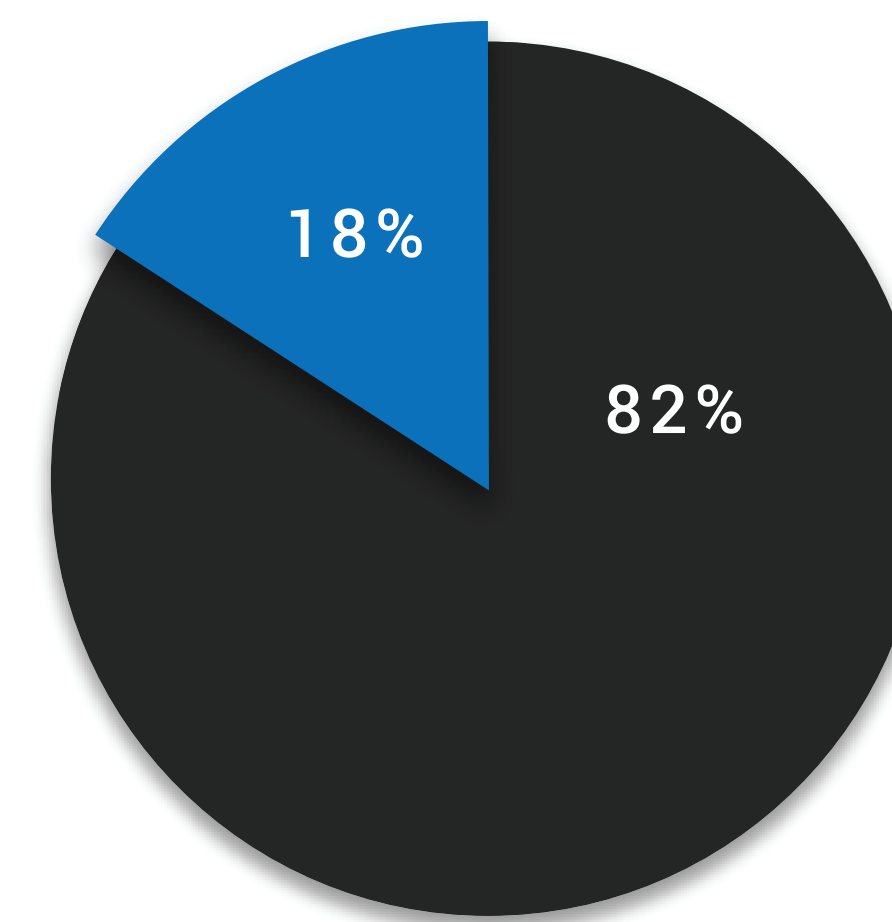
2016 Share of Video Ad Spend



2017 Share of Video Ad Spend

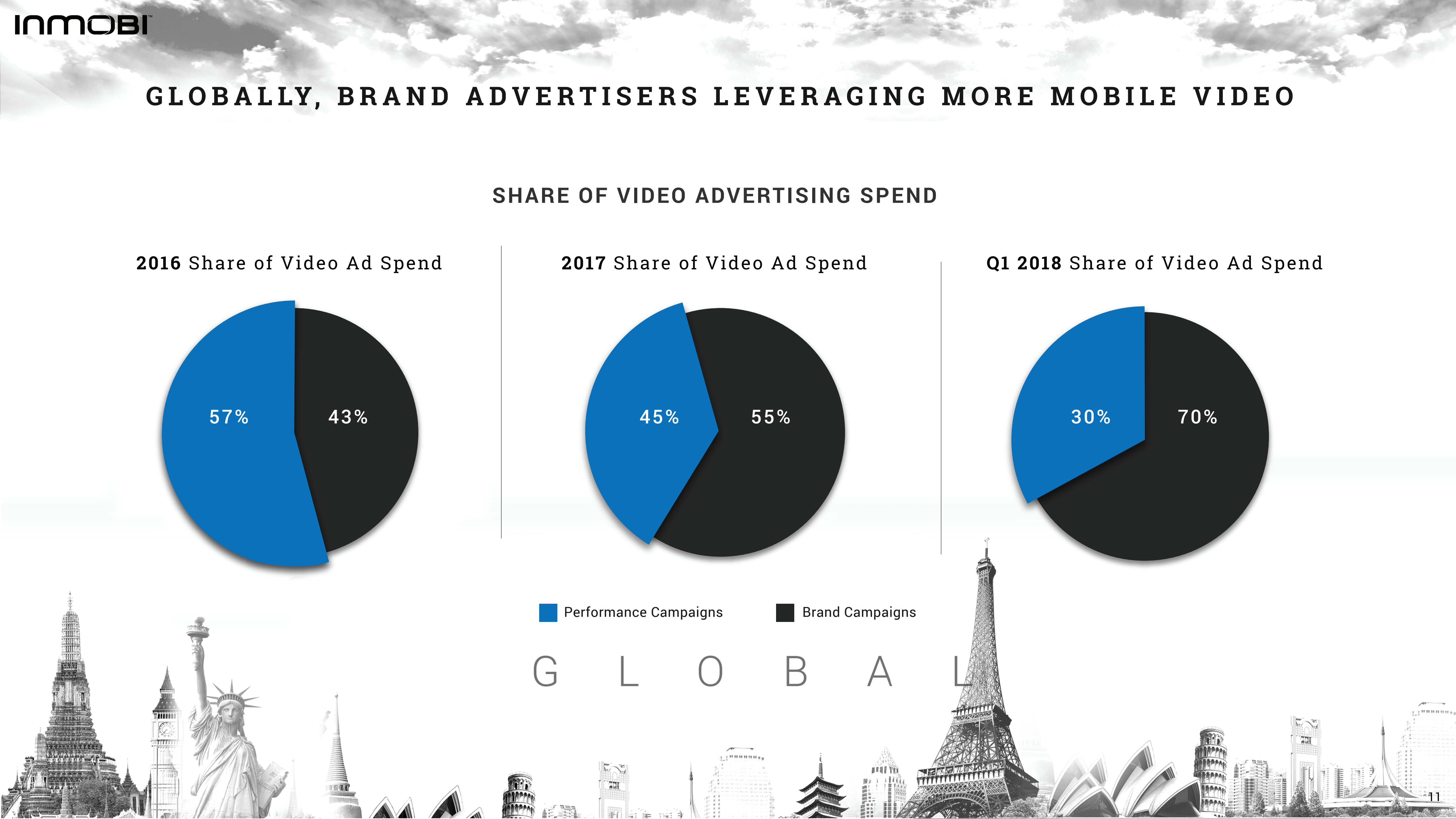


Q1 2018 Share of Video Ad Spend



■ Performance Campaigns ■ Brand Campaigns

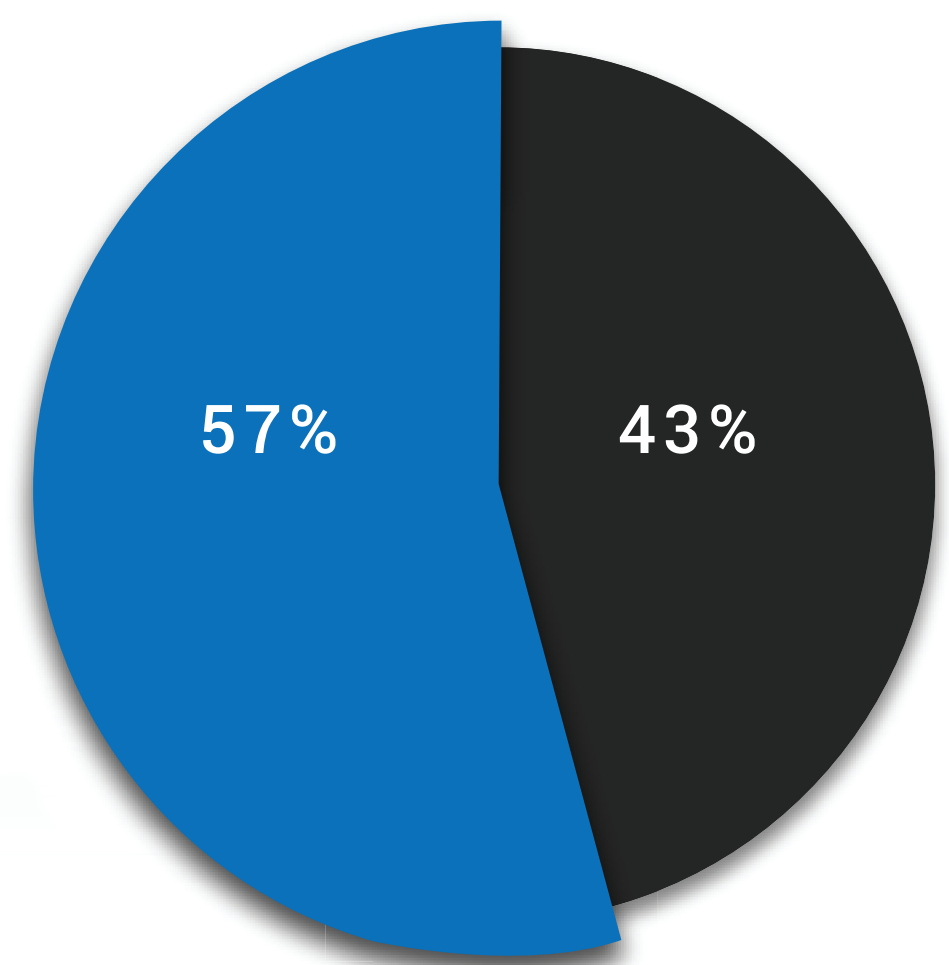
UNITED STATES OF AMERICA



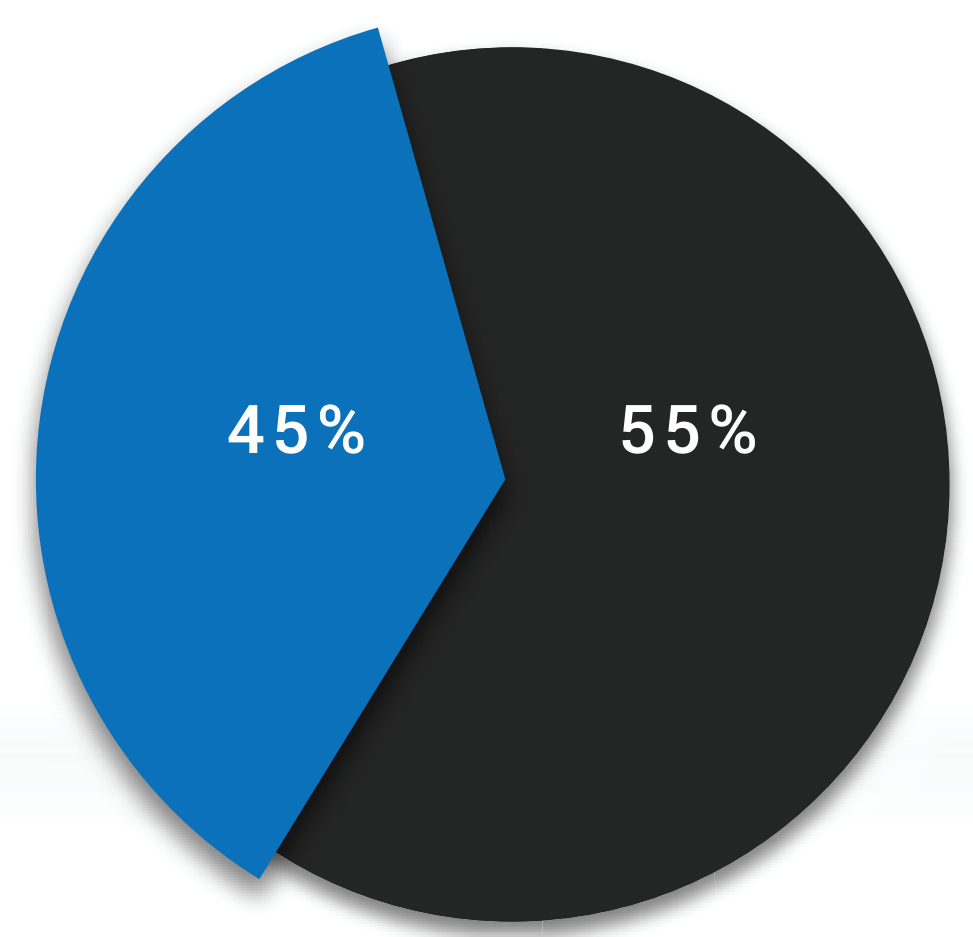
GLOBALLY, BRAND ADVERTISERS LEVERAGING MORE MOBILE VIDEO

SHARE OF VIDEO ADVERTISING SPEND

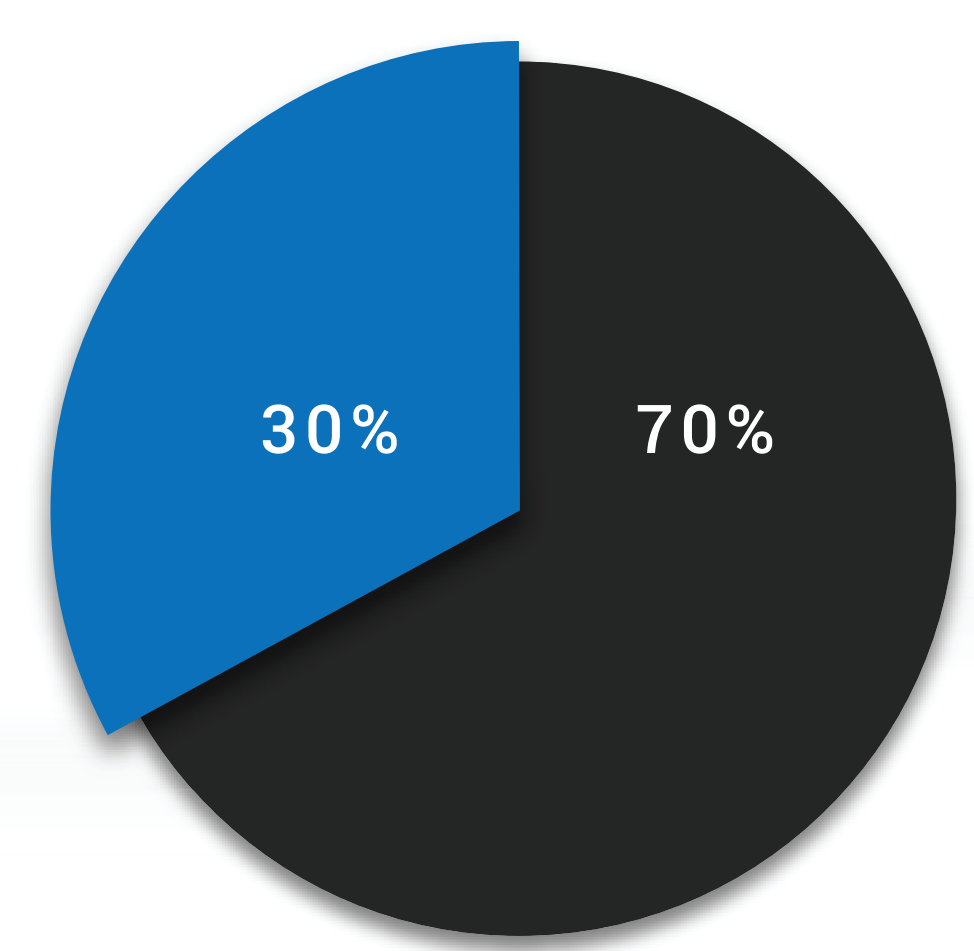
2016 Share of Video Ad Spend



2017 Share of Video Ad Spend

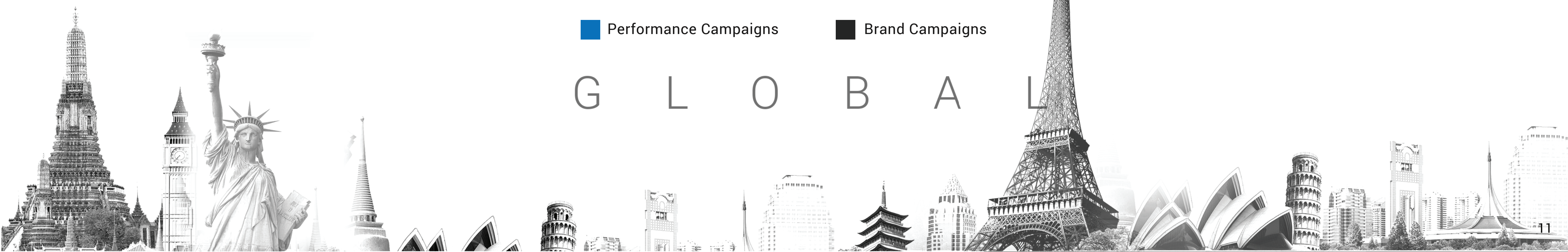


Q1 2018 Share of Video Ad Spend



■ Performance Campaigns ■ Brand Campaigns

G L O B A L

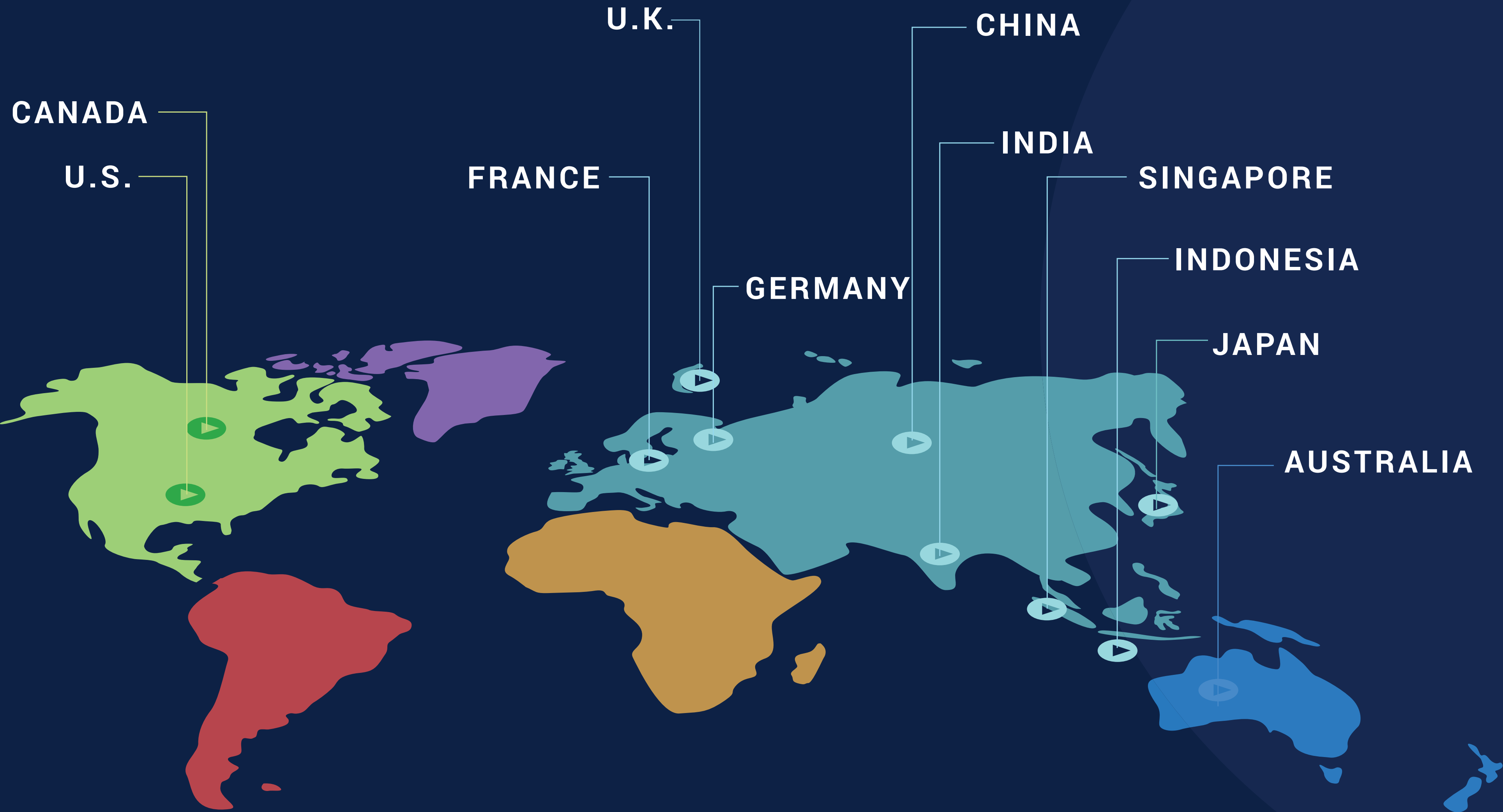




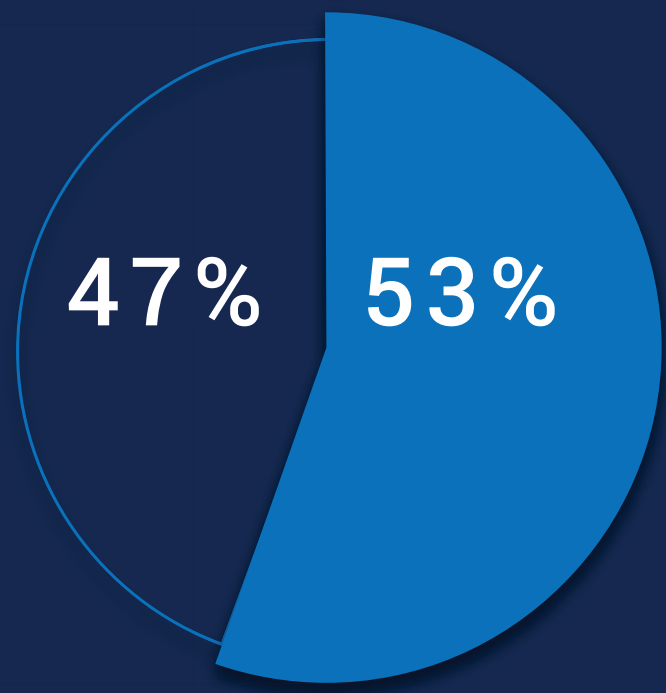
REGIONAL ADOPTION OF MOBILE VIDEO ADS

GLOBAL MOBILE VIDEO AD SPENDING

U.S. ACCOUNTS FOR HALF OF ALL SPENDING WORLDWIDE



Share of Mobile Video Ad Spend Q1 2018



■ U.S.
■ REST OF WORLD

IN-APP VIDEO SPENDING GROWTH IS NOT JUST A NORTH AMERICA PHENOMENON

NORTH AMERICA



214%

EMEA



67%

APAC W/O CHINA



128%

CHINA



470%

GROWTH IN MOBILE VIDEO AD SPEND: Q1 2017 VS Q1 2018

EMEA = Europe, Middle East, Africa

APAC = Asia Pacific

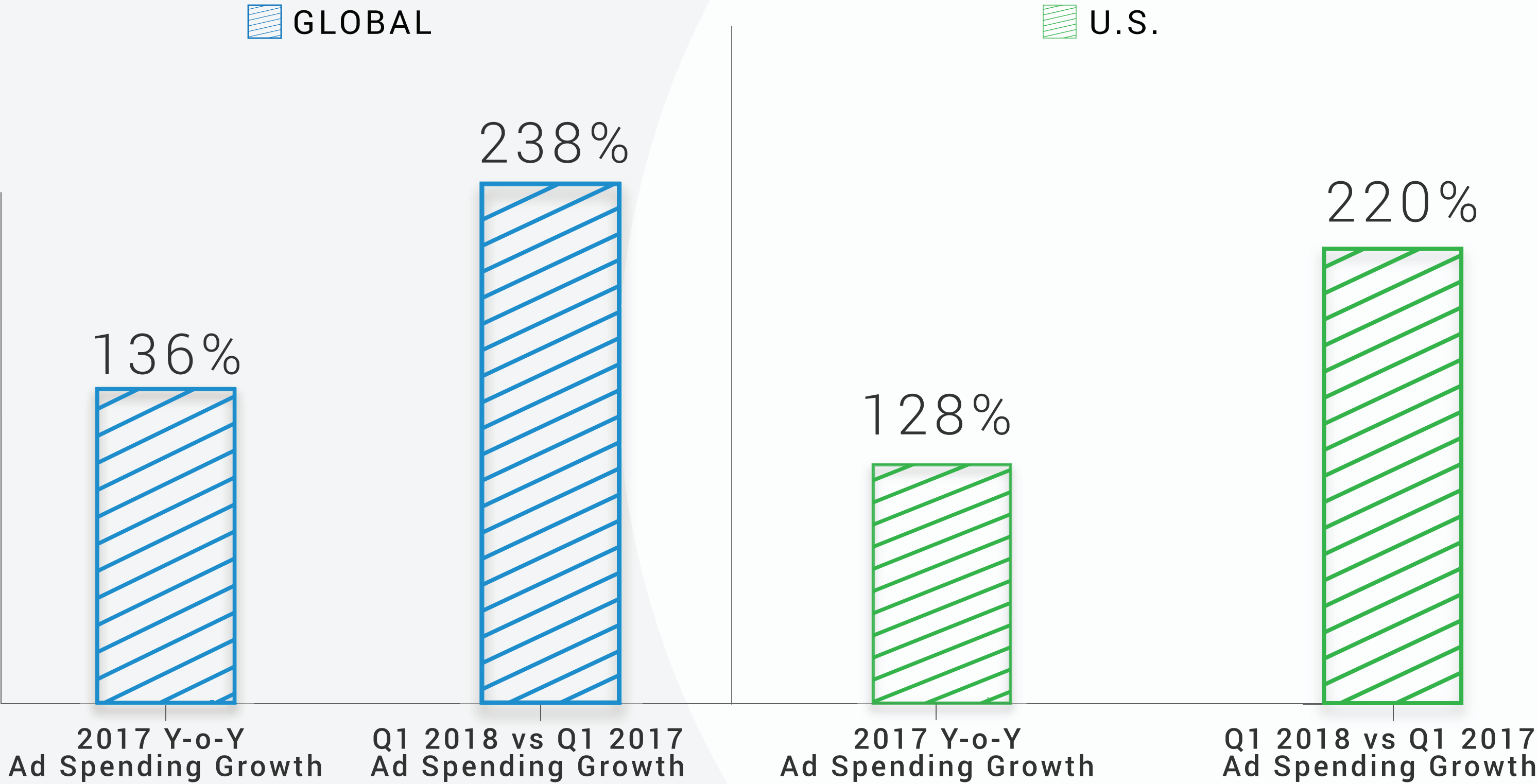


PROGRAMMATIC VIDEO DEEP DIVE

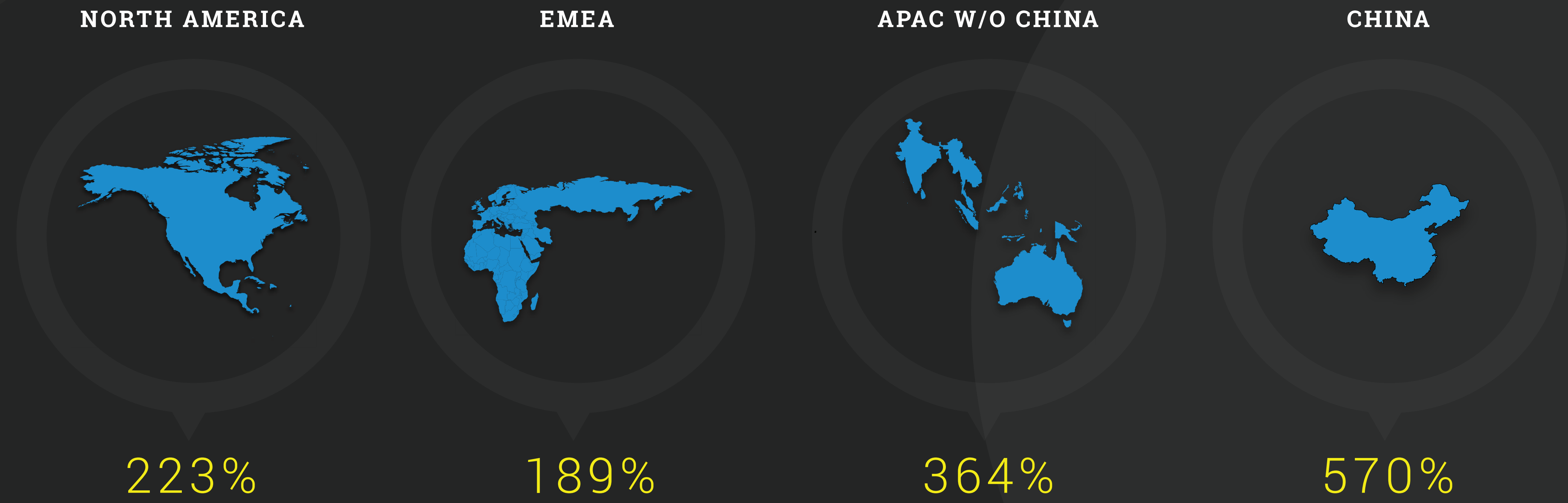
2018 SHOWS INCREASED ADOPTION FOR PROGRAMMATIC VIDEO BUYING

IN THE U.S., PROGRAMMATIC IS THE PREFERRED METHOD FOR BUYING IN-APP MOBILE VIDEO.
2018 IS SHOWING INCREASED USAGE FOR PROGRAMMATIC GLOBALLY.

GROWTH IN PROGRAMMATIC MOBILE VIDEO AD SPEND



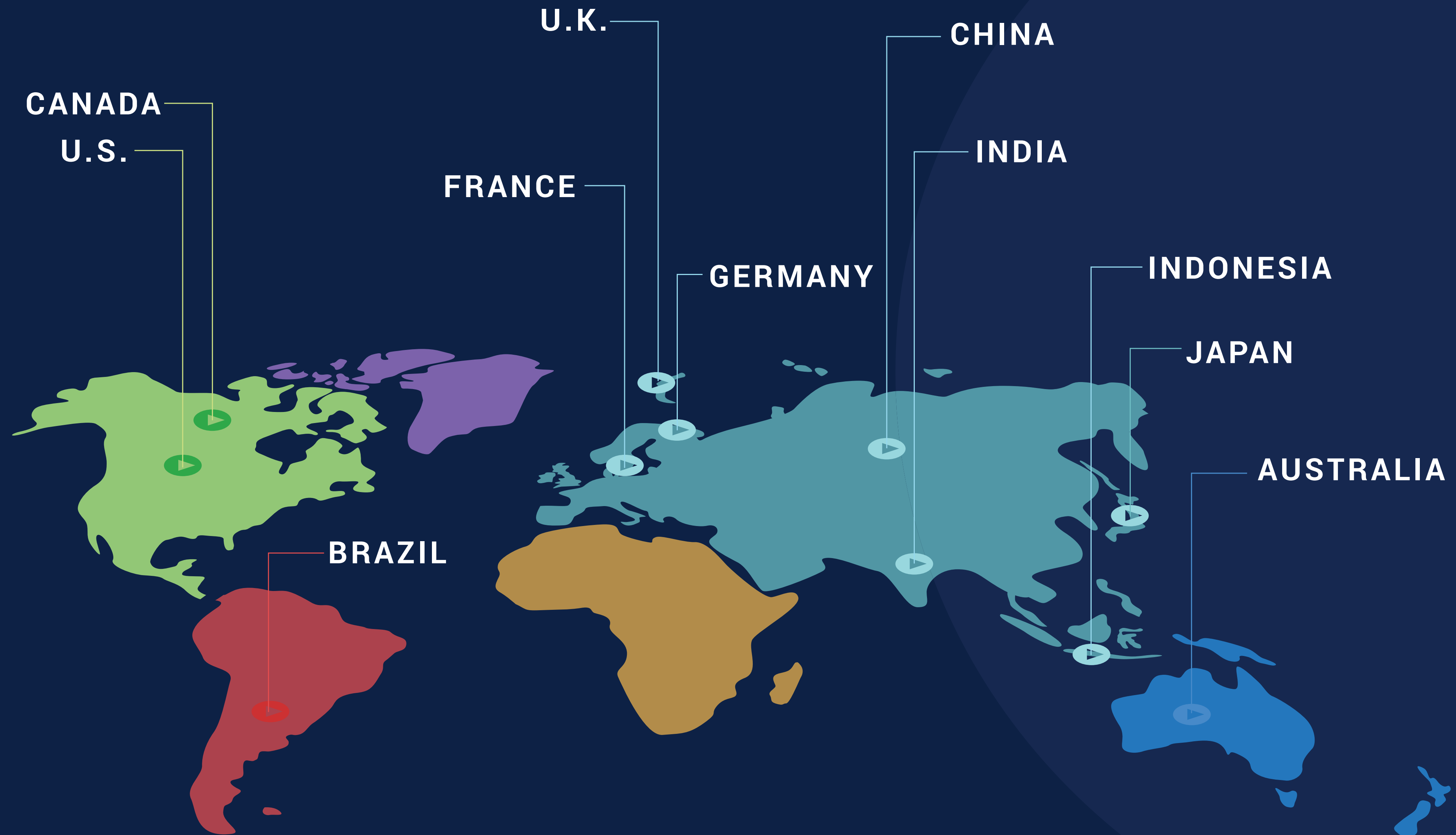
PROGRAMMATIC IN-APP VIDEO BUYING SEEING MASSIVE GROWTH WORLDWIDE



GROWTH IN PROGRAMMATIC IN-APP VIDEO AD SPEND Q1 2017 - Q1 2018

EMEA = Europe, Middle East, Africa
APAC = Asia Pacific

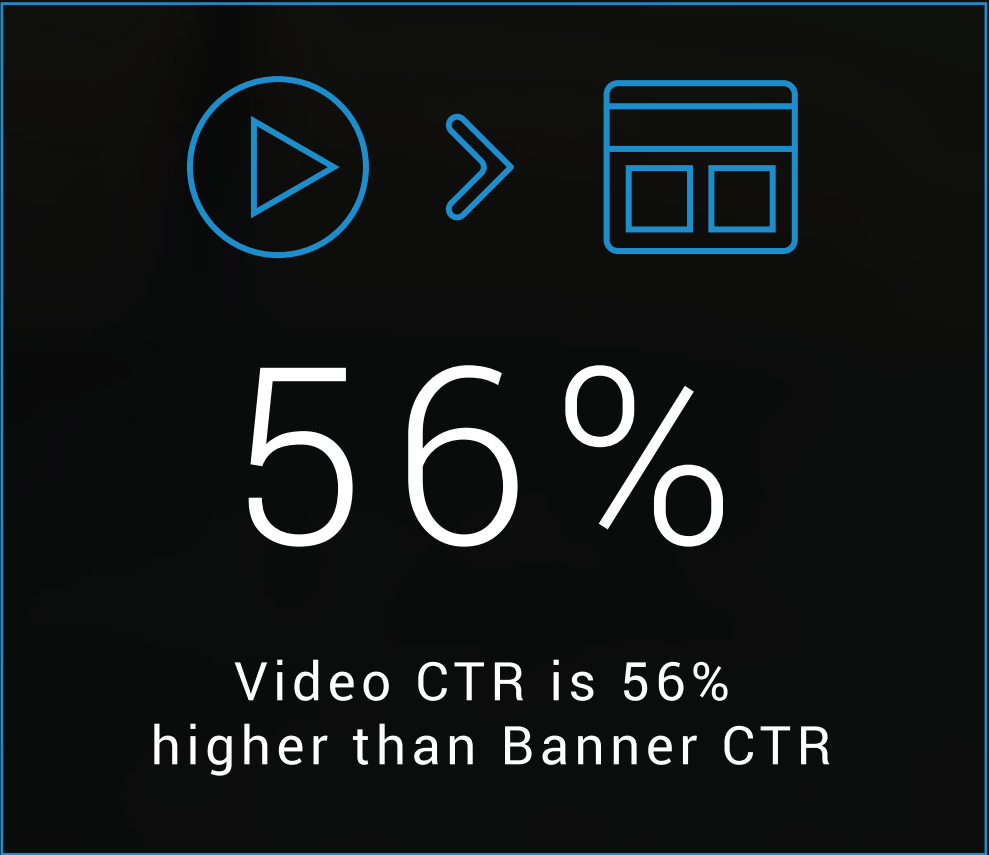
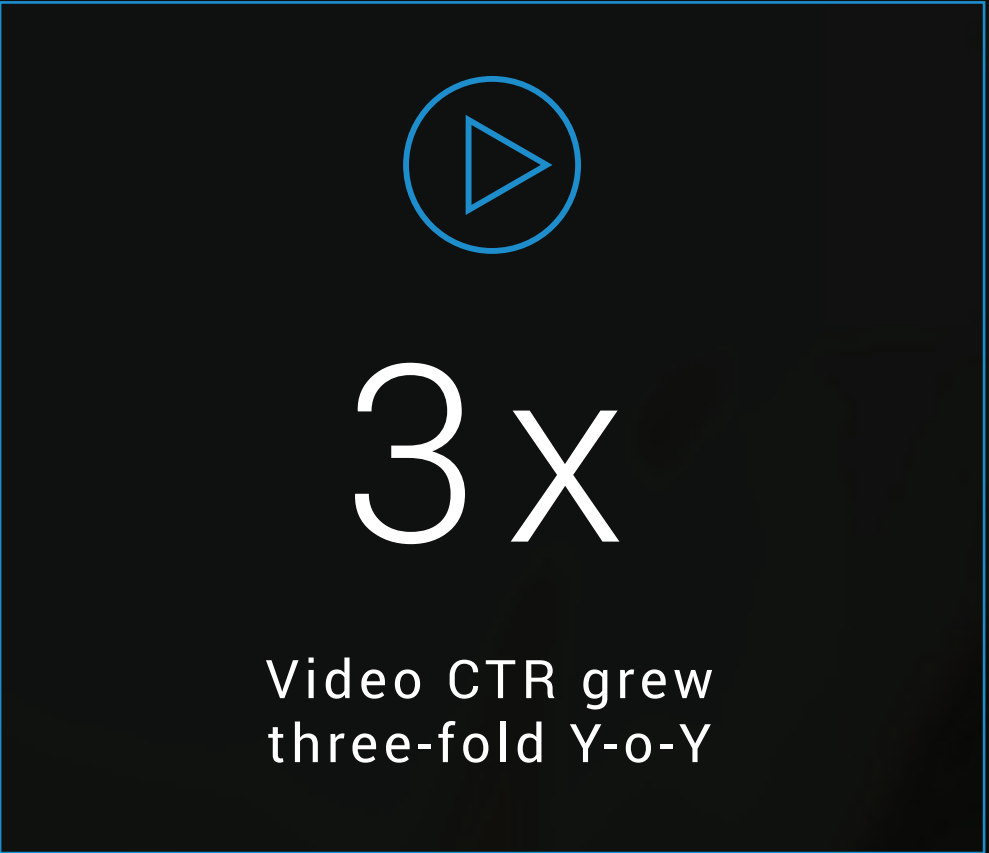
TOP COUNTRIES FOR PROGRAMMATIC VIDEO SPENDING





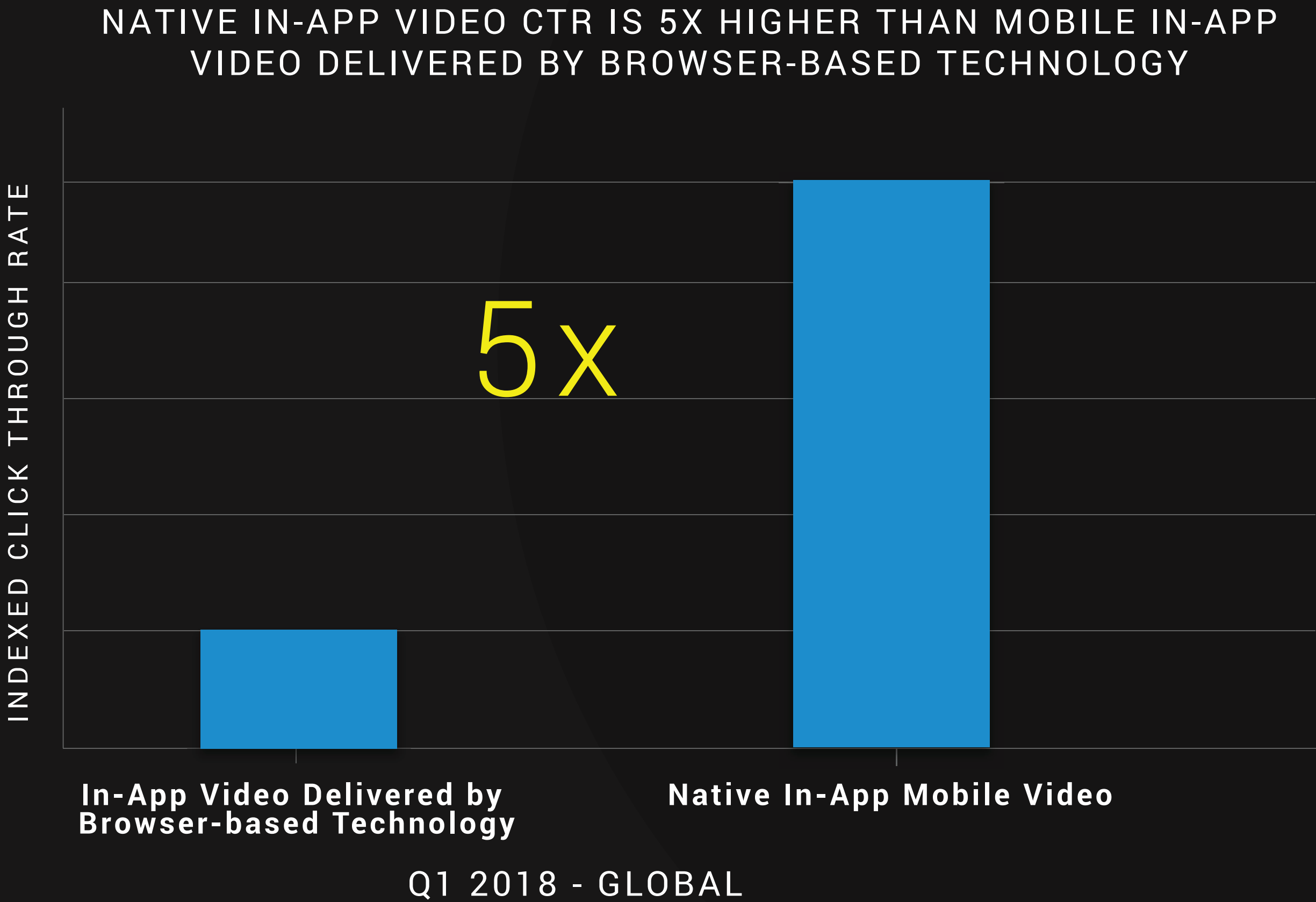
MOBILE VIDEO AD PERFORMANCE

MOBILE IN-APP VIDEO ENGAGEMENT GROWING,
DELIVERS THE HIGHEST USER ENGAGEMENT OF ALL AD FORMATS



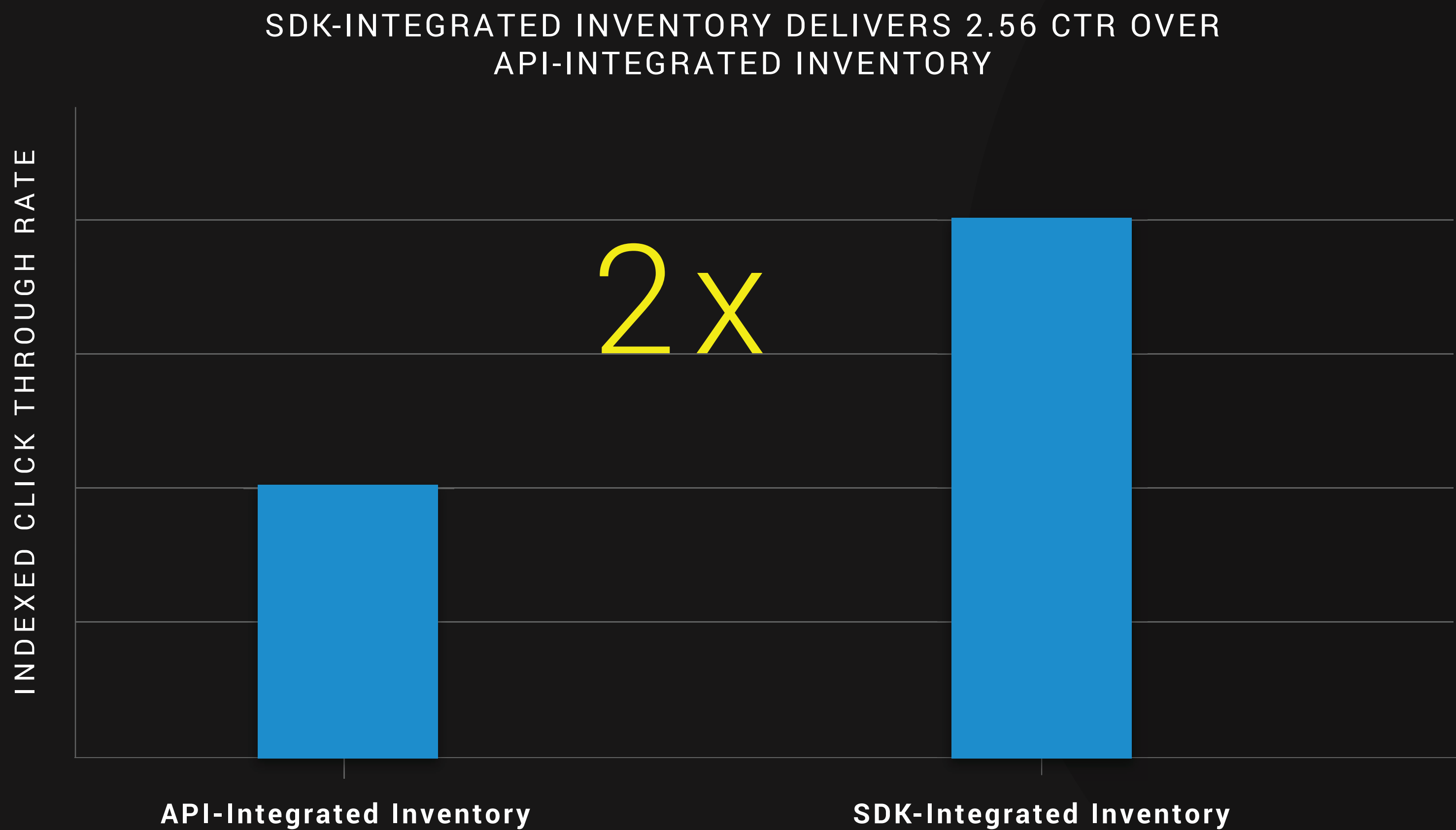
**NATIVE IN-APP VIDEO CTR IS 5X HIGHER THAN MOBILE IN-APP VIDEO
DELIVERED BY BROWSER-BASED TECHNOLOGIES**

- User engagement is more than five times higher for in-app mobile video when native video technologies are used rather than browser-based technologies.
- This has precipitated the move from VPAID to VAST for in-app mobile video, as VPAID requires the use of browser-based technologies causing slow load times and prevents buffer-free consumer mobile video experiences.
- With improving mobile technology to allow for video caching, fast ad load speeds and instantaneous play, users are enjoying better ad experiences and are thus interacting and engaging more with video ads.



CTR = Click through rate = Clicks/impressions ; CTR Indexed against Q1 2018 Global Video CTR

SDK INTEGRATIONS ENABLE HIGHER CTRS FOR ADVERTISERS



GLOBAL CTR Q1 2018

KEY TAKEAWAYS

Massive Growth of In-App Mobile Video Advertising	Advertisers doubled spending on in-app mobile video in 2017. Pace of growth continues in 2018 and shows no sign of slowing.
More Mobile Ad Spend Being Devoted to In-App Video	22% shift in share globally towards video and U.S. marketers spent over a third of their budgets on in-app mobile video in Q1 2018.
Inventory Insights	App Developers increasingly seeing greater value from in-app mobile video ads. Half of in-app mobile ad inventory is video.
Massive Growth Everywhere	Mobile in-app video spend is not just a North America phenomenon. Adoption of programmatic in-app video buying is enabling this massive growth.
Advertiser Goals / Campaign Objectives	Brand advertisers have caught up with performance advertisers/buyers in seeing the value of in-app mobile video ads in the U.S. and globally.
Video Ad Performance	User engagement (as measured by CTR) on mobile in-app video surpasses all other ad formats by at least 50%. CTRs on video have increased Y-o-Y by 3x, with interactive video formats and native in-app video technology replacing browser-based technologies on mobile.

ABOUT US

A mobile-first and mobile-only platform, InMobi has been pioneering the next generation of video ad experiences, deep learning-based optimization algorithms, and header bidding to deliver maximum value to advertisers, users and publishers.

InMobi's platform help brands, performance marketers and app publishers engage mobile users across different stages of their lifecycle, converting each mobile moment into an opportunity to drive engagement and revenue. Recognized by Fast Company as one of the 2018 Most Innovative Companies, InMobi reaches over 1.5 billion unique mobile devices worldwide and is redefining business models for the mobile ecosystem. For more information, visit www.inmobi.com

contactus@inmobi.com





THANK YOU