



Target and reach your audience anywhere with mobile video advertising

SOLUTION

With mobile marketing through SpotXchange's video advertising marketplace, advertisers can reach their target audiences across a variety of devices at anytime. Users can interact with your brand wherever they are, which helps provide a single, more powerful ad experience. Wondering how to get started with mobile video advertising?

- SpotXchange will help you adapt traditional TV or web video into video pre-roll ad formats for different mobile devices (smartphones, tablets, etc.)
- Mobile can be included as part of any digital buy, or can be purchased exclusively
- Your mobile ad units will receive the same high standards of brand protection that we have instituted for online video



SPOTXCHANGE MOBILE AD PLACEMENT TYPES

Game/app pre-loader

Video pre-roll

Click-to-play-video banners

** All ads are clickable*

SAMPLE MOBILE SITES INCLUDE

NFL

Disney

NBC

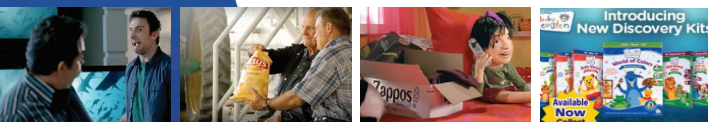
CafeMom

Slacker Radio

Yahoo!

Drudge Report

** And more than 1700 additional in-app partners*





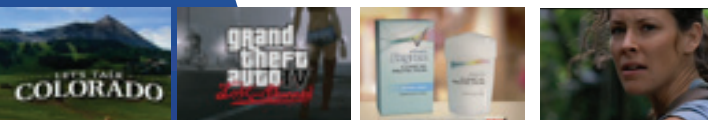
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mobile

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Benefits of SpotXchange Mobile Video Ads

- **Volume**— SpotXchange offers more than 1 billion mobile video impressions through our network each month, reaching consumers of sports, business, lifestyle, finance, news and gaming content
- **Device Agnostic** — Reach users throughout their day, no matter where they are or what device they're using
- **Precision** — Advanced, precise targeting down to the consumer level (demographic, geo-location)
- **Strong User Engagement** — users are generally very engaged with their smartphones and not multitasking, and many ad placements are full-screen, which minimizes viewer distraction
- **Flexibility** — Ads can be served to Android and Apple iOS, including iPad and some mobile web delivery on Blackberry
- **Third Party Tracking**— is possible through the SpotXchange market
- One platform from SpotXchange offers consolidated buying, campaign management and uniform reporting of your mobile and online investments





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Mobile video advertising is growing quickly, and advertisers are now making mobile a larger part of their marketing mix. With mobile inventory growing daily and mobile ad standardization progressing at a steady clip, both buyers and sellers are treating online video and mobile video as one in the same.

SpotXchange provides you with a simple, effective way to get started with mobile video advertising, with advanced optimization and analytics that give you insight into your mobile video advertising campaigns and how they're performing. Our dedicated client services team will get you started quickly with mobile video advertising, help you reach your target audience and achieve your performance goals.

View Mobile Demo



To view a demo of a mobile video ad, scan this code using your phone's camera and a reader application like Google Goggles, or one of several readers that can be found at the Apple App Store, like QuickMark.

If you're reading this sheet as a PDF, [click here](#) to view the mobile ad demo.

