

# THE PUBLISHER-DIRECT CHRONICLE

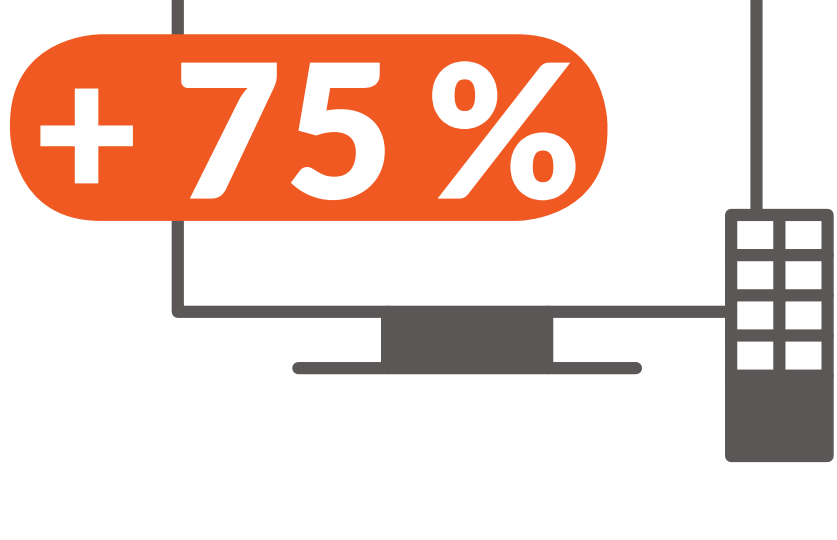
Q1

QUARTERLY TRENDS OF THE MULTISCREEN VIDEO ECOSYSTEM

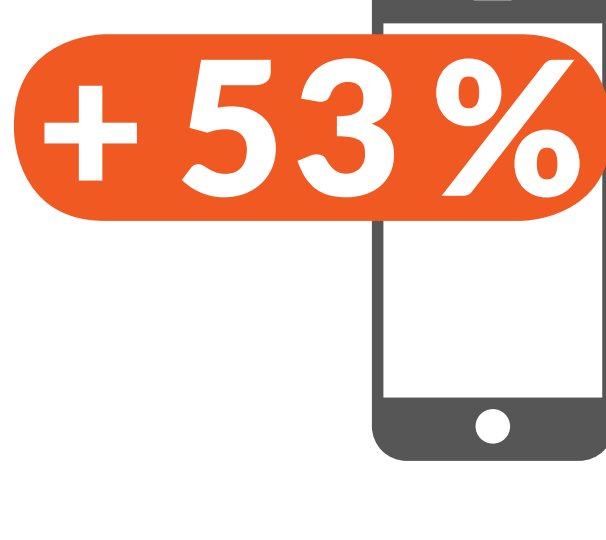
## SNAPSHOT OF THE QUARTER

**43%** OF Q1 REVENUE GENERATED THROUGH DEAL ID.

MULTISCREEN DEMAND IS GROWING.

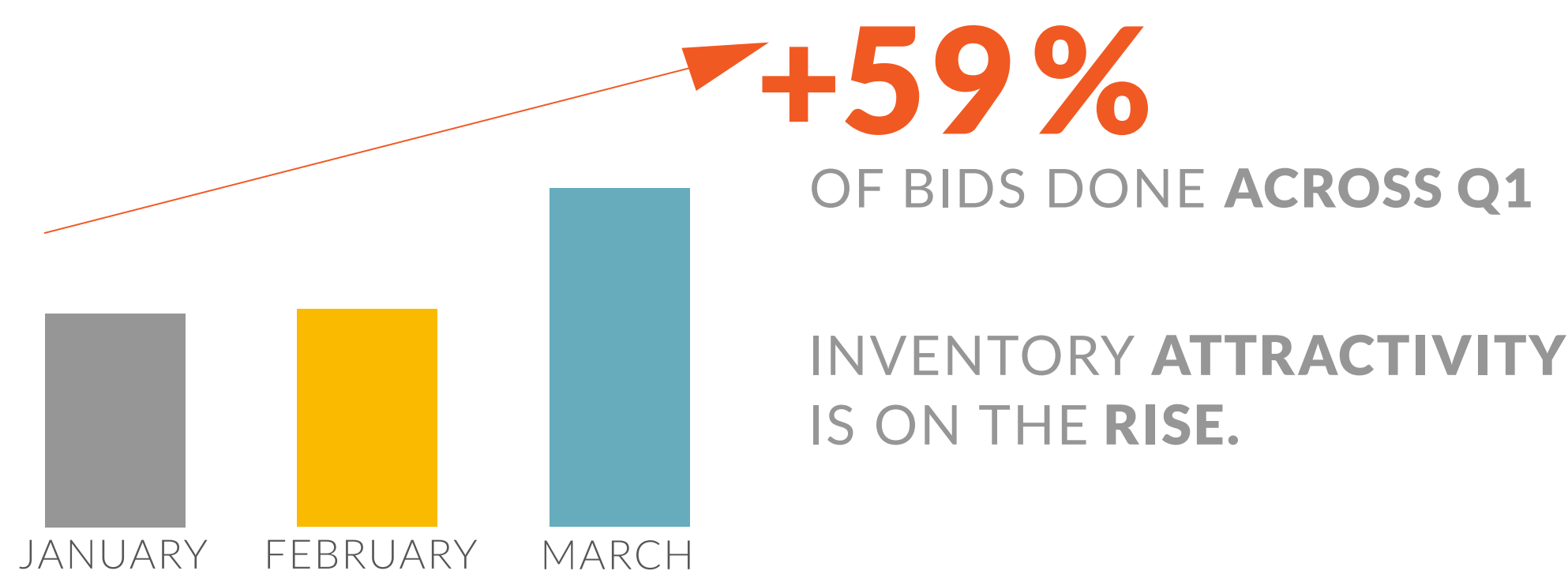


SET TOP BOX - CONNECTED TV



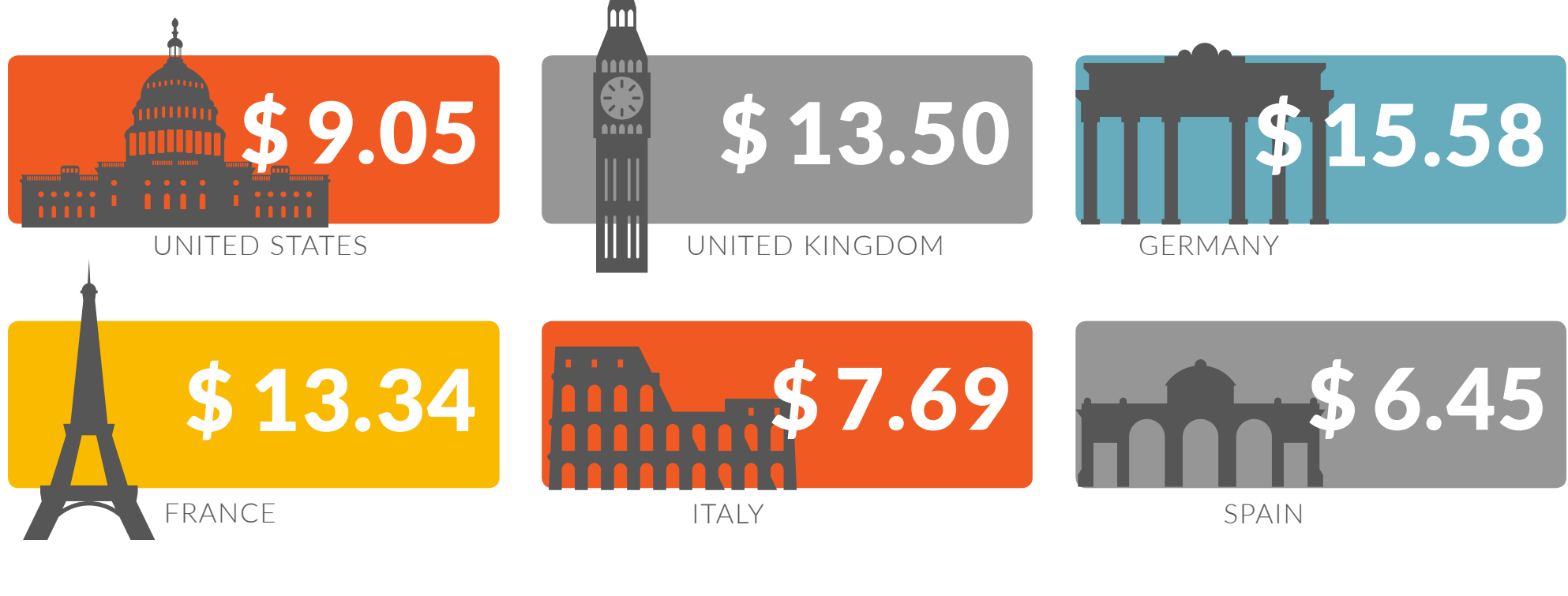
MOBILE

BETWEEN Q4 2015 & Q1 2016, DEMAND SIGNIFICANTLY INCREASED FOR VIDEO INVENTORY DELIVERED ON SET TOP BOX/CONNECTED TV AND ON MOBILE.



## THE DEVIL IS IN THE DETAIL

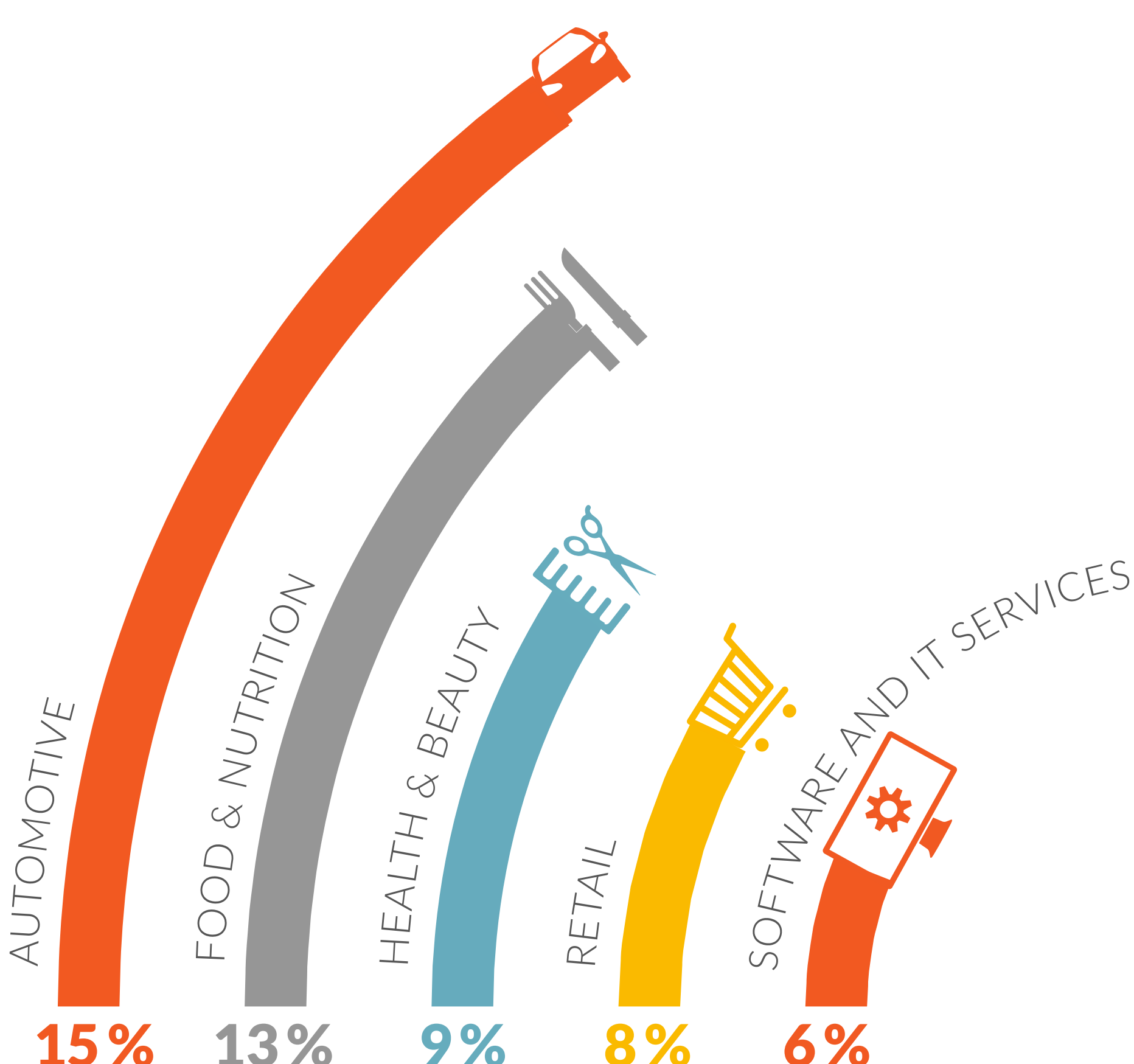
AVERAGE eCPM / COUNTRY



EACH QUARTER, WE WILL FOCUS ON DIFFERENT ECPMS OF THE WORLD.



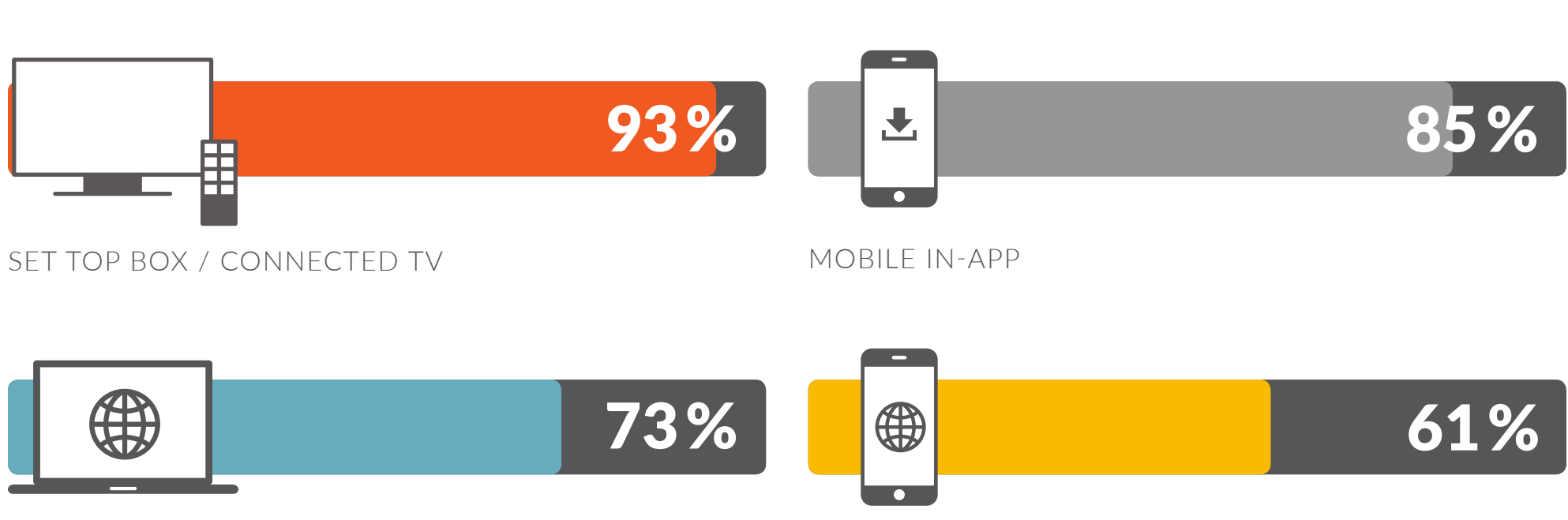
## TOP 5 ADVERTISER VERTICALS



## CATCH THE VIEWERS IF YOU CAN

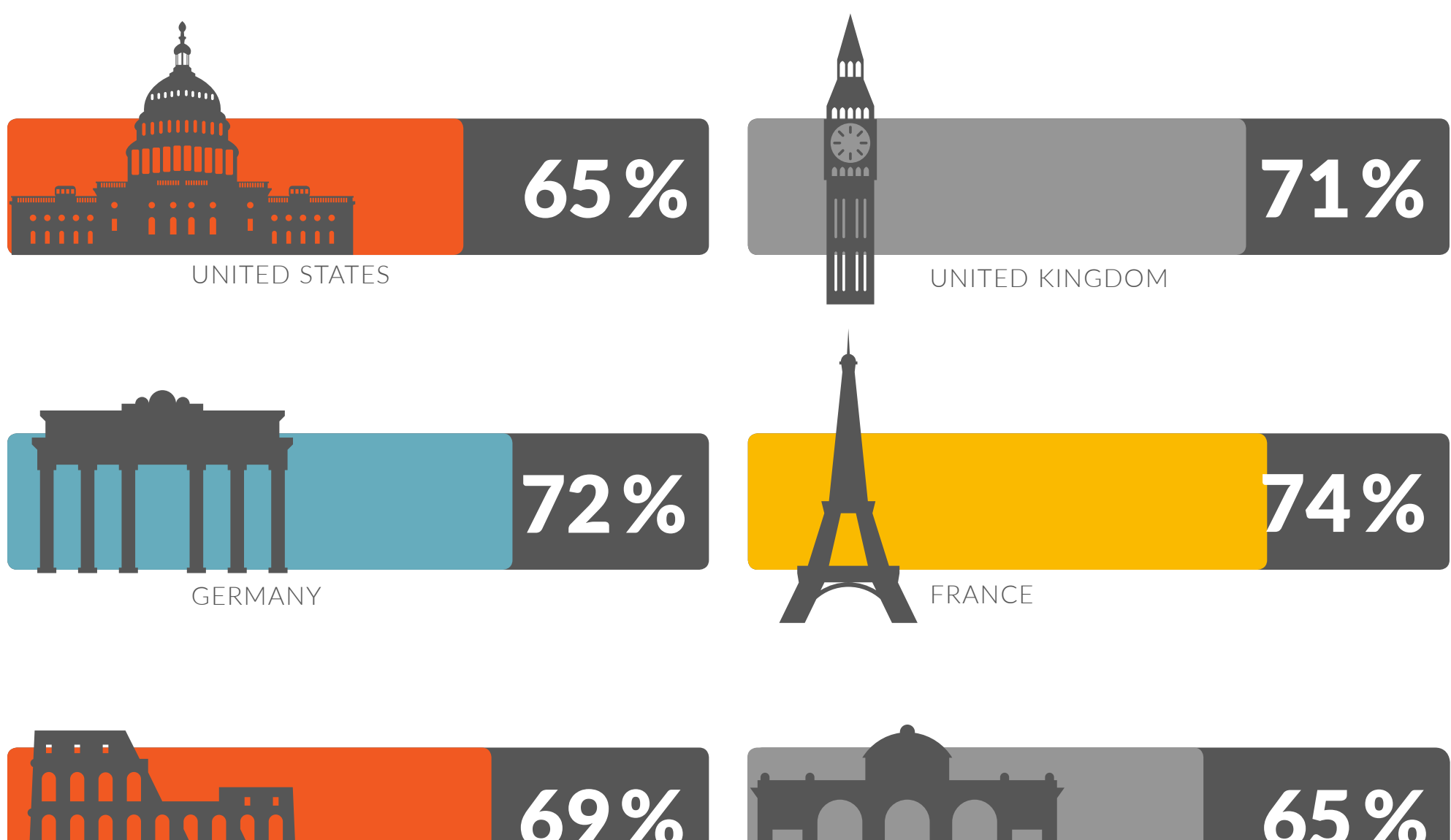
% OF VIDEO ADS SEEN IN FULL (VTR 100)

PER SCREEN ACROSS ALL PRIVATE EXCHANGES



## PER COUNTRY

ACROSS ALL PRIVATE EXCHANGES, IRRESPECTIVE OF SCREEN AND FORMAT



THIS IS ANONYMIZED DATA COLLECTED ACROSS THE 150+ PRIVATE EXCHANGES RUNNING ON THE LATEST VERSION OF STICKYADS.TV'S SELL-SIDE VIDEO SOFTWARE.