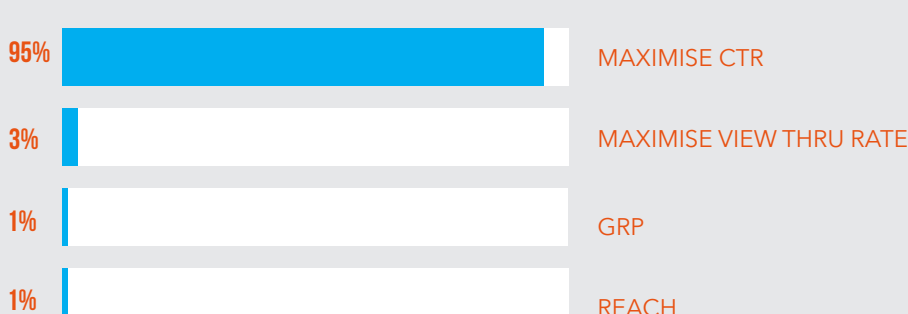


To help marketers understand the dynamics of the programmatic video market in Q1, Videology analysed its video advertising data from January 2015 through March 2015 and examined the trends and changes in inventory, viewability rates, top ad categories and ad formats.

CAMPAIGN OBJECTIVES



One of the most important campaign objectives among advertisers was to maximise view through rate; a third of all EMEA campaigns have applied in Q1 2015. While in Spain, **3% of all advertisers** found it as important, and preferred to use CTR as a top KPI to measure the effectiveness of their media spend.

CAMPAIGN TYPE



TV has worked for advertisers for a long time. So it's natural that TV advertisers are taking advantage of digital video (TV certainty with digital precision = Video) and buy it in the same, guaranteed way. More than **8 in 10 advertisers** take this approach on the Videology platform.

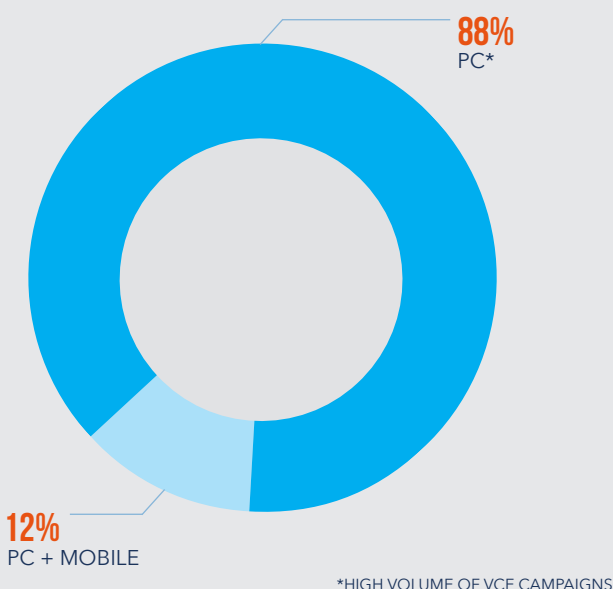
INVENTORY SOURCE



59% of all placements utilised for Q1 campaigns were taken from either upfront guaranteed inventory or from fixed price open volume opportunities, as advertisers continue lock in premium inventory to ensure quality due to scarcity of available video inventory.

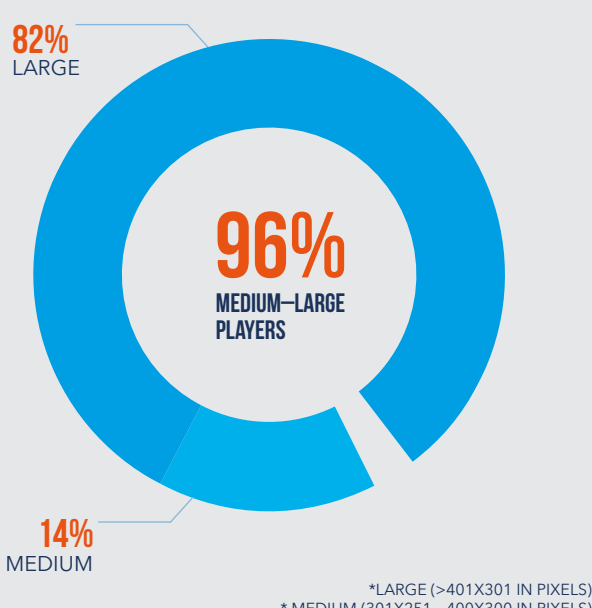
DEVICE

Multi-screen campaigns are changing the way the industry thinks about advertising and measurement in Europe. The shift in strategy underscores the changing needs of consumers and their ever-evolving media consumption habits. In Spain, **12% of all campaigns** ran on more than one device in Q1 2015, while PC is still a top choice among advertisers, 88% in Q1 2015.



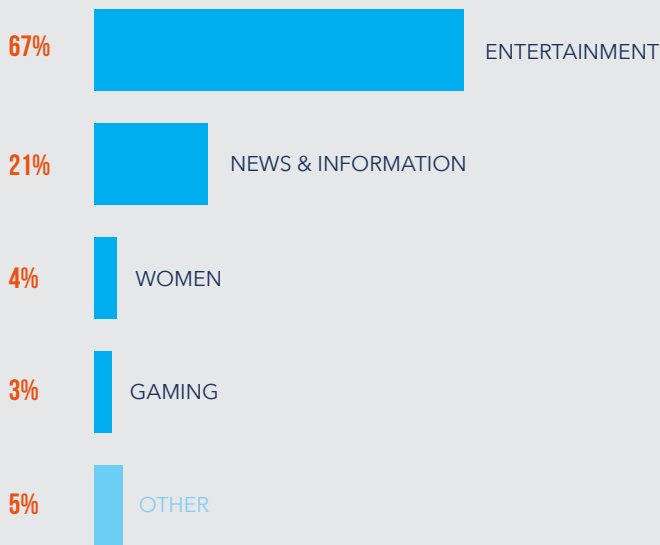
PLAYER SIZE

Majority of advertisers in Europe choose to run their campaigns on medium to larger size players, making up to 72%. It shows that advertisers prefer premium quality content. It is also true that a larger player size engage more visitors and deliver a richer, more compelling experience. In Spain, advertisers run **96% of all campaigns** across medium-large players.



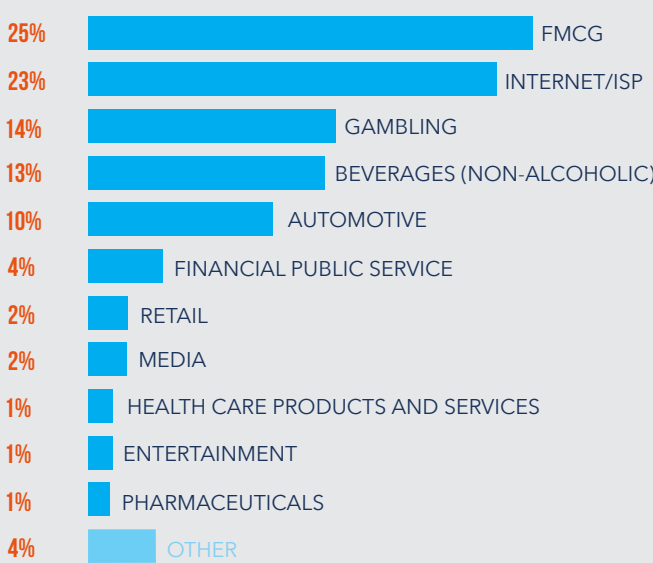
WHERE ARE THE €'S GOING?

The majority of impressions in Q1 landed on Entertainment web sites, making up **67% of all the impressions**.

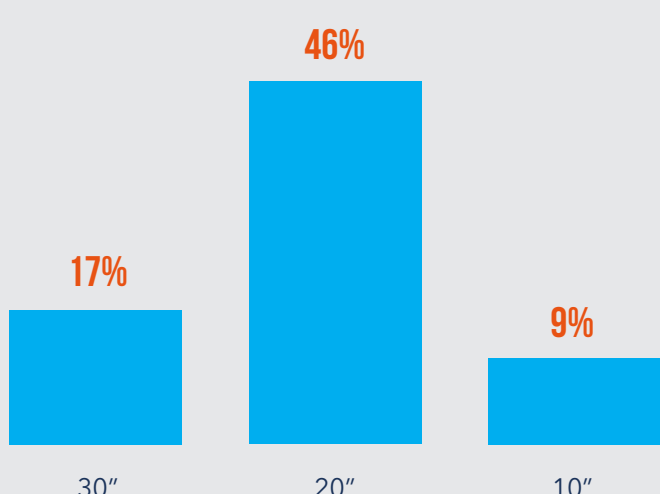


AD CATEGORIES

A quarter of all ads were from the FMCG category in Q1, down from 40% year-over-year. Internet/SP advertisers increased spend in Q1, making up **23% of all impressions**, compared to 5% in Q1 2014.



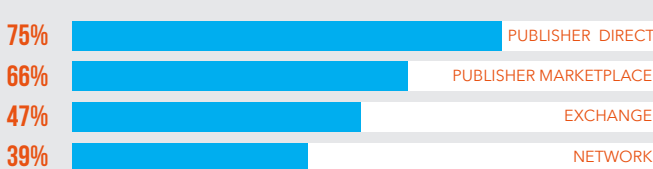
AD LENGTH



VIEWABILITY



In Spain, overall viewable rate in Q1 2015 stands at **67%**. The highest viewable rate is seen among Publisher Direct upto 75%. What does it mean for advertisers? Consider premium sites with more engaging content to achieve the higher viewable rates.



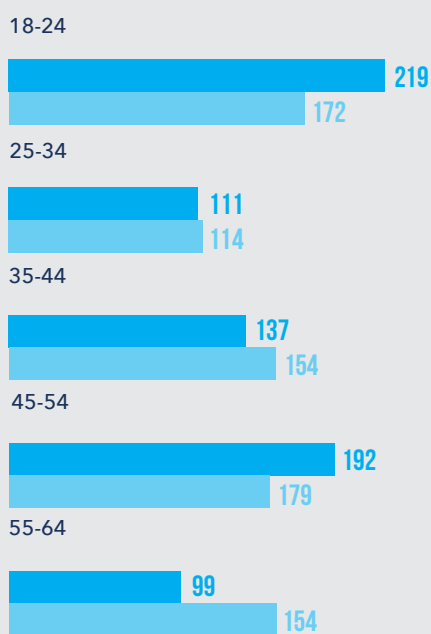
*VIDEOLGY ARE ACCREDITED BY THE MRC FOR MEASUREMENT OF VIEWABLE VIDEO IMPRESSIONS, INCLUDED WITHIN OUR PLATFORM FREE OF CHARGE

PERFORMANCE AT-A-GLANCE

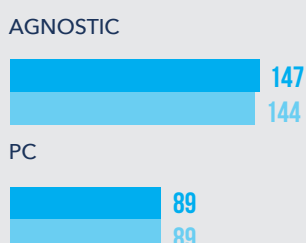
CTR (CLICK THROUGH RATE)
VCR (VIDEO COMPLETION RATE)

The following graphics show an index of Click Through and Completion Rates over three categories: Age, Ad Length and Device. Index compared to average VCR and CTR for entire combined impressions in category.

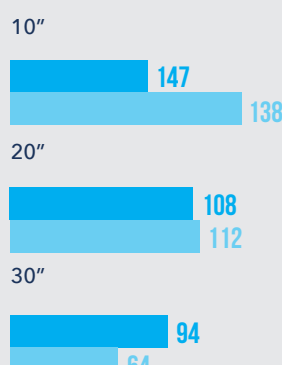
BY AGE



BY DEVICE



BY AD LENGTH



VIDEOLGY TOTAL IMPRESSIONS SERVED IN SPAIN (280M+) JANUARY - MARCH 2015

ABOUT VIDEOLGY

Videology (videologygroup.com) is a leading software provider for converged TV and digital advertising. By simplifying big data, we empower marketers and media companies to make smarter advertising decisions to fully harness the value of their audience across screens. Our math and science-based technology enables our customers to manage, measure and optimize digital video and TV advertising to achieve the best results in the converging media landscape.

Videology, Inc., is a privately-held, venture-backed company, whose investors include Catalyst Investors, Comcast Ventures, NEA, Pinnacle Ventures, and Valhalla Partners. Videology is headquartered in New York, NY with key offices in Baltimore, Austin, Toronto, London, Paris, Madrid, Singapore, Sydney, Tokyo and sales teams across North America.