

▶ TV CAMPAIGNS ON MOBILE APPS

EARN MONEY ON YOUR MOBILE APP WITH SMARTCLIP'S INNOVATIVE AND EASY-TO-INTEGRATE MOBILE SDK

Brand advertisers are taking advantage of the strong branding opportunities provided by mobile video ads because of the high penetration and usage of mobile devices. At a growth rate of 99% in 2013* mobile video ads are a main driver for digital ad spending growth. smartclip, as the most experienced specialist in multiscreen video advertising, supplies you with ad-serving technology and sales services to increase revenues from your mobile inventory. We focus on high-end TV advertisers. You benefit from user-friendly ad delivery and high payouts through access to our multiscreen network of 500+ prominent brand advertisers.

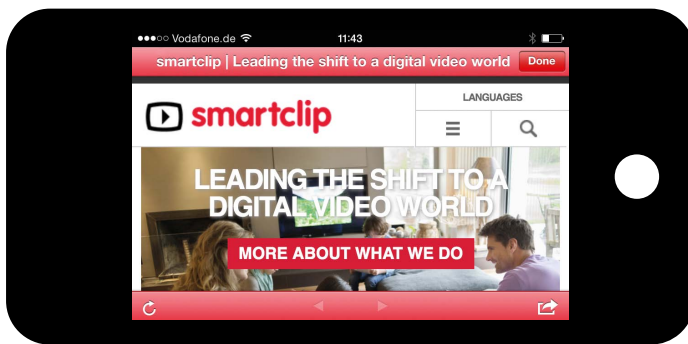
Seamless delivery of user-friendly, interactive video ads

smartclip's mobile SDK ensures a unique and user-friendly ad delivery and experience. It combines the highest technological standards with customization opportunities. Our experience and understanding of user and publisher needs fuel the continuing development. Unique functionality avoids accidental clicks on the ad, provides natural integration of social apps and ensures that users easily return to your app or website from browser interactions.

Video ad with ad countdown and interactive buttons



Link to website opens browser, return to previous content via »Done« button



Example

Features and benefits of smartclip's mobile SDK

- ▶ Integrated, customizable ad countdown for a non-disruptive experience. The user knows when the desired content starts
- ▶ No accidental ad clicks! Interactive buttons appear when the screen is touched during the ad, leaving the choice of interaction to the user
- ▶ Social media buttons can open the social app directly
- ▶ Links to web browser enable direct access to last point of content via an integrated »Done« button, the user stays in your app / on your website
- ▶ Flexible streaming according to connection speed and device (tablet or smartphone)
- ▶ Fast response and seamless delivery (no buffering)
- ▶ Complete and future compatibility with technology and ad standards, e.g. VAST 2, MRAID 2, targeting options

► Quick and easy integration: it just takes a few steps

smartclip has accomplished hundreds of mobile SDK integrations with partners from all around the world. With smartclip's mobile SDK, publishers and app developers can easily start earning money with their inventory through mobile video ads. How it works:

1. Getting started: smartclip provides its SDK and documentation for your respective platform (iOS, Android, HTML5)
2. Integrating: You integrate and customize the SDK with ongoing support from smartclip
3. Verifying: smartclip provides test tags, tests under live conditions and makes sure there are no bugs
4. Going Live: smartclip provides certification and the live ad tag, you request app store approval and your app goes live

» I really like the simplicity of integrating the SDK and the clear API. The support was great. Integration was very fast. «

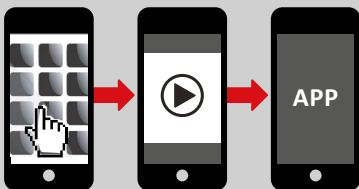
(Top publishing house)

► Various ad formats: In-Stream & In-App Video Ads

smartclip serves mobile video ads in apps and mobile webpages and on smartphones and tablets. Beside the placement of In-Stream Video Ads (Pre-/Mid-/Post-Rolls) within videos, publishers without video content can also benefit from highly priced video ads in apps. To make the most of your inventory smartclip offers different ad formats. All ads are placed at points of natural breaks in usage and thus guarantee a user-friendly experience.

Pre-App/ Start-up Ad

- Video ad starts right after user has chosen an app and plays while app is loaded
- App content starts when ad is finished



Pre-Roll

- Video ad plays right after user has chosen video content
- Video content starts when ad is over
- Available in apps and on mobile webpages



Videostitial/ Pre-Content Ad

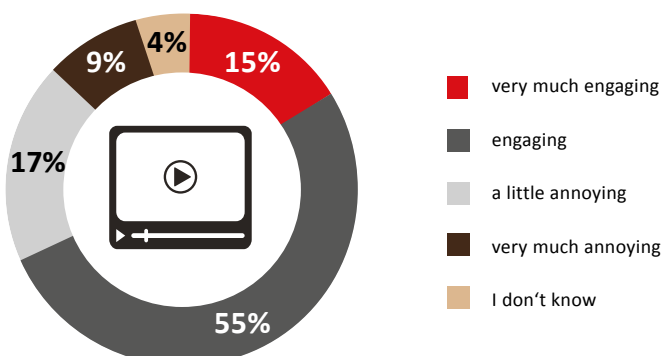
- Video ad plays in between different content elements of an app
- Use of natural triggers / breaks, e.g. placement between two levels of a game



Video ads automatically adjust to portrait or landscape mode

Likeability of Mobile Video Ads

The majority of users have a positive attitude towards mobile video ads, with 70% considering them as engaging or very much engaging. This is the result of extensive campaign-accompanying research that smartclip has conducted in collaboration with Nielsen.



smartclip makes the most of your mobile inventory

- High-quality ads from 500+ high-end TV brand advertisers
- TV-priced or even more valuable CPMs provided by mobile video ads (instead of low-priced display ads)
- High fillrate thanks to extensive multiscreen campaigns (smartclip active across Mobile, Web and Connected TV since 2009)
- User-friendly, flexible ad formats ensure high user engagement