

Smaato Introduces Outstream and Rewarded Video Capabilities to Round Out its Global “One-Stop Shop” for Mobile Publishers and Advertisers

To keep pace with global demand for digital video, Smaato expands its suite of mobile video ad capabilities to help publishers and advertisers diversify their inventory, drive engagement and grow revenue

SAN FRANCISCO, Calif. – NOVEMBER 17, 2016 – Video is the fastest growing segment in mobile advertising today. To meet new demand for premium mobile video ads, [Smaato](#), the leading global real-time advertising platform for mobile publishers and app developers, is adding support for two new, innovative video ad formats: Outstream and Rewarded video. With these additions, Smaato strengthens its standing as the integrated, “one-stop shop” for all programmatic video advertising solutions, which allows mobile publishers and advertisers to drive engagement and revenue through diversified, high value video inventory.

As of today, the 90,000+ mobile publishers and app developers and 450+ demand partners using Smaato’s mobile monetization platform have access to a wide range of mobile video formats, including:

- **Outstream** – (New) Video ad that plays in non-video content (for example, between text on a web page)
- **Rewarded** – (New) Opt-in video ad that offers rewards to users in exchange for watching
- **Instream** – Video ad that plays within video content; full screen ads that appear before (pre-roll), during (mid-roll) or after (post-roll) video content
- **MRAID Video** – In-app rich media display ads that include video

Beyond traditional video ad offerings, Smaato will directly serve Outstream and Rewarded video ads through the [Smaato Publisher Platform \(SPX\)](#). Outstream video ads are those that appear as users scroll through a non-video article or web page. Publishers benefit from Outstream video ads because the format does not require them to have a built-in video player, and they can be placed in non-video content for optimal viewing. Consumers like them because they start playing automatically without sound once they are partially in view and stop playing when they are out of view. Due to this feature, Outstream video ads can guarantee viewability as defined by the industry, which is something advertisers care deeply about.

Rewarded video ads offer each user an incentive in exchange for watching the ad to completion. By giving users the choice to engage with ads that offer an incentive, Rewarded video ads are a proven way for publishers to offer a better user experience and create a new source of revenue. Rewarded videos can also introduce users to in-app purchases and drive up the lifetime value of users. They also help advertisers achieve stronger performance for their video ad campaigns. Because Rewarded video ads give greater control to mobile users via the opt-in, they typically provide advertisers very high video completion rates on their campaigns.

“We are moving quickly toward a world where content is ‘watched’ more often than it is ‘read.’ Outstream and Rewarded video are two important ways we continue to invest in areas with the biggest revenue potential for both the supply and demand side of our global advertising marketplace,” said Ragnar Kruse, CEO and co-founder of Smaato.

Changing consumer habits are dictating the shift toward video advertising. According to [eMarketer](#), the time adults spend watching digital video every day has increased from 21 minutes in 2011 to 76 minutes in 2015.

[eMarketer](#) projects that this figure will rise to 99 minutes in 2016. To accommodate this shift, mobile publishers and app developers are seeking new ways to leverage video to monetize their inventory. Over the past two years, Smaato has seen substantial interest in mobile video advertising from demand partners, and strong adoption of video across publishers, with mobile video ads delivering 11 times higher eCPMs than traditional formats in Q1 2016.

For more information about Smaato's full suite of mobile video advertising capabilities, visit the [Ad Formats](#) page on our website.

About Smaato

Smaato is the global real-time advertising platform for mobile publishers and app developers. Smaato runs the world's largest independent mobile ad exchange and has been pioneering innovative, mobile-first solutions for publishers since 2005.

Smaato's SPX is a global, intelligent and free-to-use platform that brings native, video and real-time advertising to over 90,000 mobile app developers and publishers. The company's worldwide reach and extensive network of demand partners provide a massive variety of advertisers with one single integration.

Smaato's global headquarters are in San Francisco, California. The privately held company was founded in 2005 by an experienced international management team. Smaato's European office is in Hamburg, Germany. The APAC office is in Singapore. Learn more at www.smaato.com.

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