

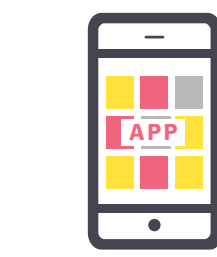
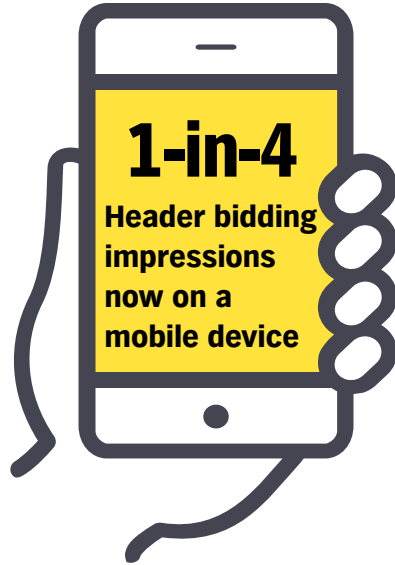
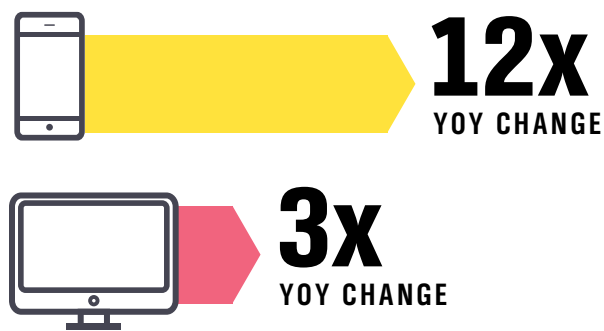
# MOBILE ADVERTISING TRENDS

Learnings from our Q1 2017 Quarterly Mobile Index

As consumer behavior shifts to mobile browsing, publishers and advertisers must be poised to maximize opportunities from mobile moments.

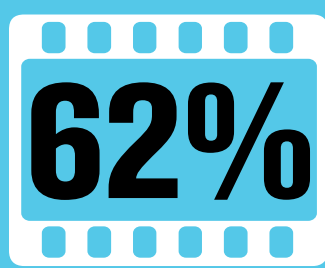
## MOBILE CHANNEL FUELS HEADER BIDDING EXPANSION

Header bidding is growing faster on mobile than on desktop



The introduction of header bidding to new formats like in-app will likely drive greater adoption of the tactic throughout 2017

## THE INFLUX OF BRAND SPEND DRIVES GROWTH FOR MOBILE VIDEO



62% of advertisers plan to increase mobile video investment in the next 12 months<sup>[1]</sup>



Mobile video eCPMs proved more resilient to post-holiday seasonal dips

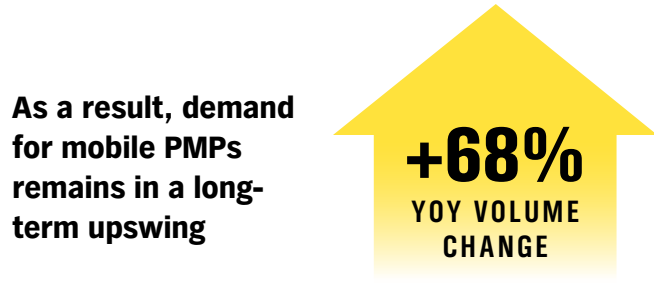
The news vertical saw impressive volume growth quarter-over-quarter



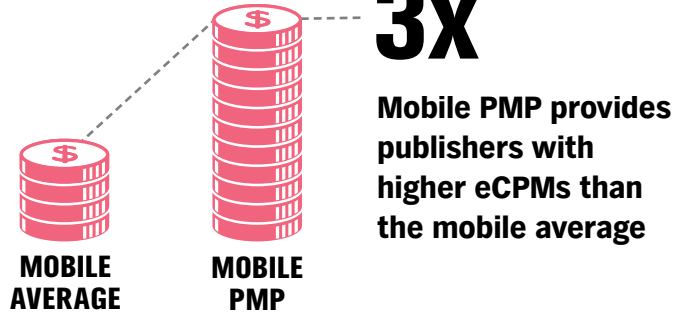
## MOBILE PMP ACCELERATES AS ADVERTISERS FOCUS ON QUALITY

50% of US digital marketers cite **media quality** as a leading challenge of media buying<sup>[2]</sup>

- BRAND SAFETY
- VIEWABILITY
- AD FRAUD

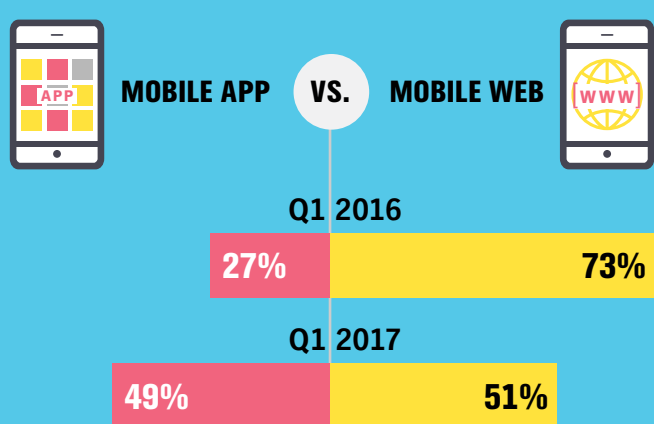


As a result, demand for mobile PMPs remains in a long-term upswing

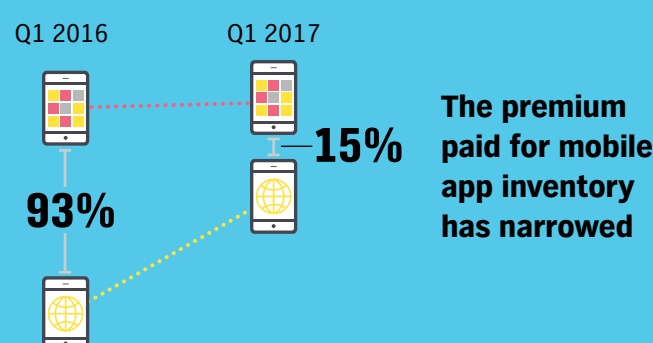


## OPPORTUNITIES FOR MOBILE APP TAKE CENTER STAGE

Mobile app & mobile web now have equal share of impression volume



US mobile users will spend nearly 6x more time per day on apps than on mobile web in 2017<sup>[3]</sup>



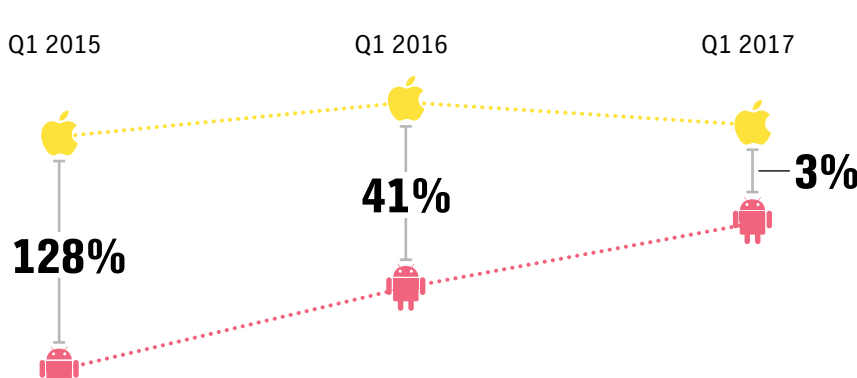
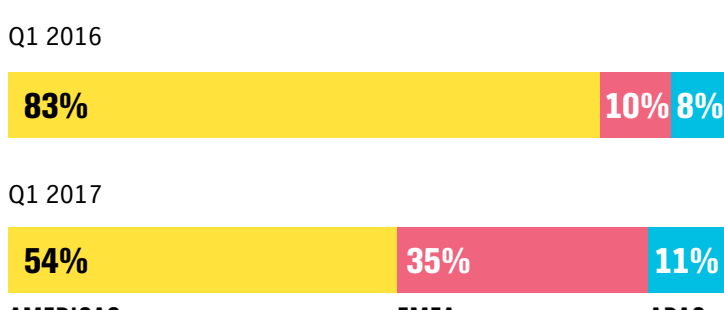
The premium paid for mobile app inventory has narrowed

## ANDROID CLOSES THE OS GAP

Android's share of mobile app impressions nearly doubled YOY



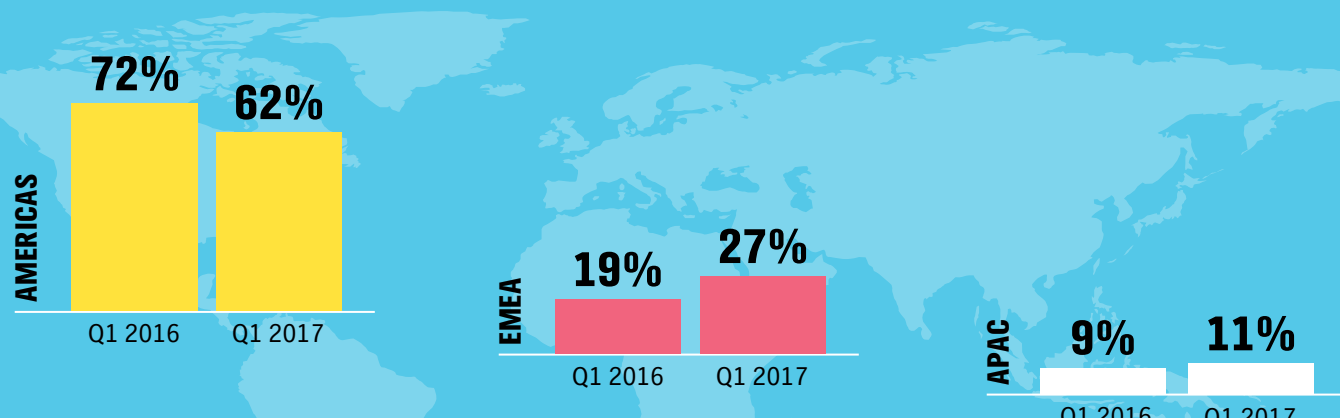
Global expansion of Android app opportunities came from APAC & EMEA



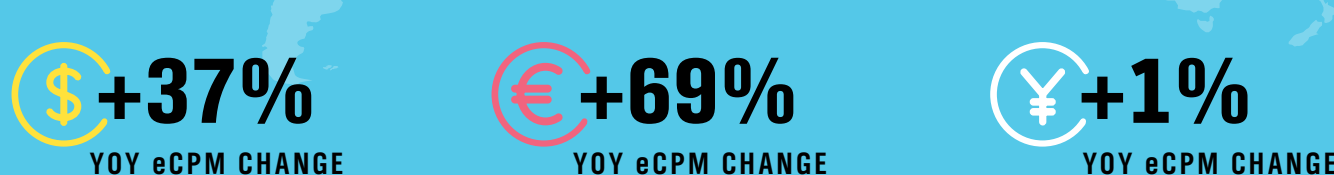
iOS once again garnered higher eCPMs, but the premium over Android is not what it used to be

## MOBILE OPPORTUNITIES REMAIN STRONG WORLDWIDE

APAC & EMEA saw increases in their regions' share of mobile impression volume



while mobile eCPMs saw growth across all regions globally



[1] "IAB Video Ad Spend Study: 2017 NewFronts," Interactive Advertising Bureau, April 2017  
 [2] ADI Summit Survey 2017 as cited in Adobe Digital Insights, "Advertising Report," March 2017  
 [3] "US Time Spent with Media: eMarketer's Updated Estimates and Forecast for 2014-2019," eMarketer, April 2017