

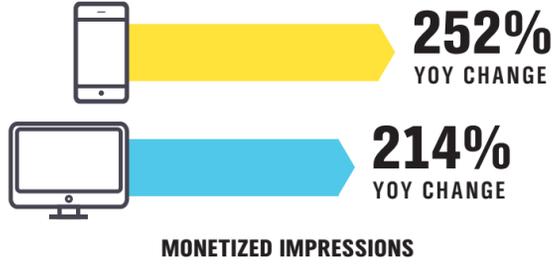
MOBILE ADVERTISING TRENDS

Learnings from our Q3 2017 Quarterly Mobile Index

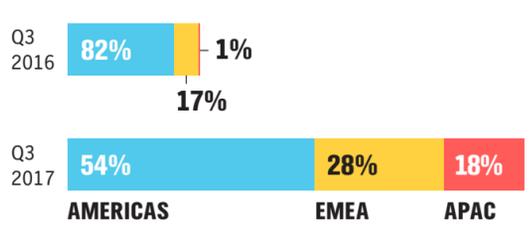
As consumer behavior shifts to mobile browsing, publishers and advertisers must be poised to maximize opportunities from mobile moments.

FAST-GROWING HEADER BIDDING LARGELY UNTAPPED BY AD BUYERS

Impression volume rising faster in mobile



Mobile web header bidding impressions grew faster in APAC and EMEA



25% of US agencies and marketing professionals assess their understanding of header bidding as good or great^[1]

INTEREST ON HIGH QUALITY INVENTORY BOOSTS MOBILE PMP

Demand for mobile PMP impressions accelerated



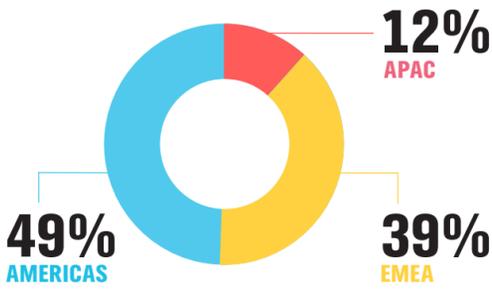
Mobile PMP earns higher eCPMs than mobile open exchanges



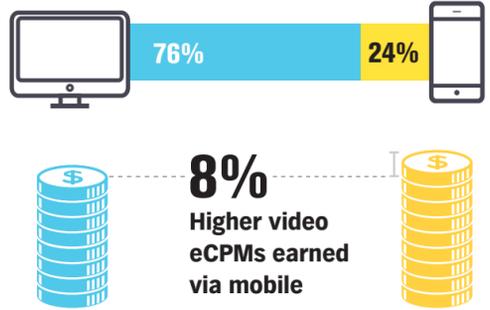
27% of North American decision-makers shifting resources from open exchange to PMP so ads appear across higher-quality sites^[2]

VIDEO EXPANDS GLOBALLY AND GAINS TRACTION IN MOBILE

APAC and EMEA combined represented more than half of video impression volume in Q3 2017



Mobile represented nearly one-quarter of video volume and earned higher eCPMs than desktop



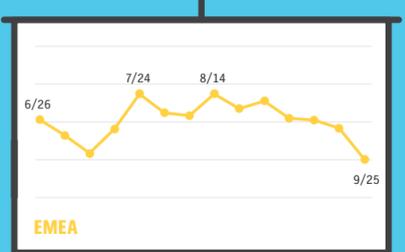
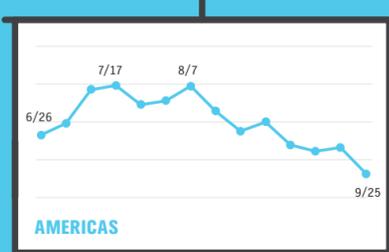
Average time per day US adults will spend watching digital video in 2017, nearly half of that on mobile devices^[3]

BACK-TO-SCHOOL SEASON LIFTS AD VOLUME ON RETAIL SITES^[4]

Mobile impression volume growth outpaced desktop

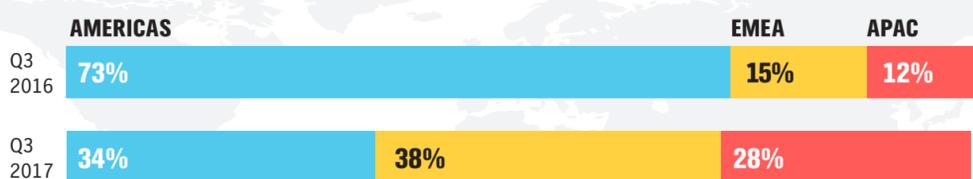


Back-to-school effects are most noticeable on weekly mobile web volume in the Americas and EMEA



MOBILE WEB ADVERTISING VOLUME SPREADS WORLDWIDE

APAC and EMEA registered significant increase in volume share



Mobile web eCPM growth was strongest in the Americas in Q3 2017



[1] "Omnibus Study," Advertiser Perceptions, April 2017

[2] "Advertisers Want Programmatic Tech Players to Fight Fake News," Maria Minsker, eMarketer, August 2017

[3] "US Time Spent With Media: eMarketer's Updated Estimates for 2017," Corey McNair, eMarketer, October 2017

[4] Those categorized by the Interactive Advertising Bureau (IAB) as being within the shopping category