

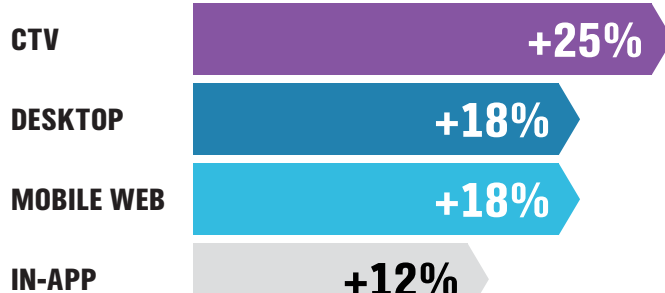
THE FUTURE OF VIDEO

How To Optimize Your Video Monetization Strategy

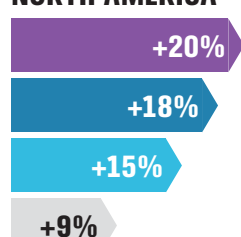
APAC FUELS THE EMERGENCE OF CTV VIDEO ADS

The majority of today's digital video ad budgets are spent in-app, but the fastest global video ad opportunity growth* will come from CTV.

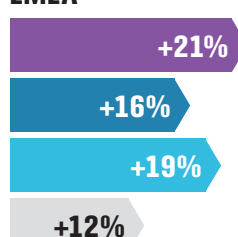
*Growth over the next 12 months



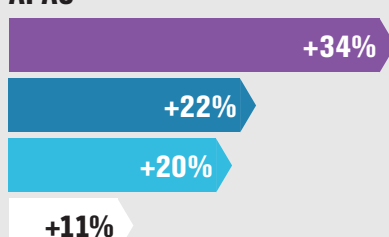
NORTH AMERICA



EMEA



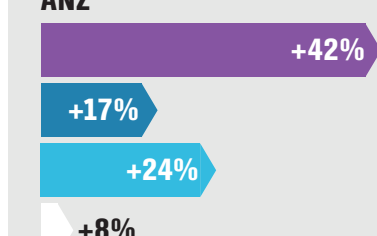
APAC



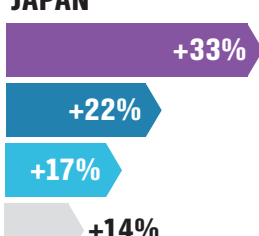
The fastest CTV ad spend growth will come from APAC, where it is most nascent.

Australia/New Zealand lead global CTV ad spend growth.

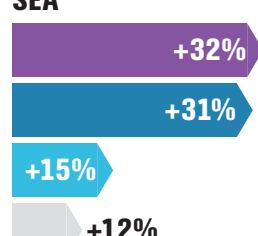
ANZ



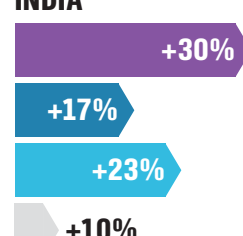
JAPAN



SEA

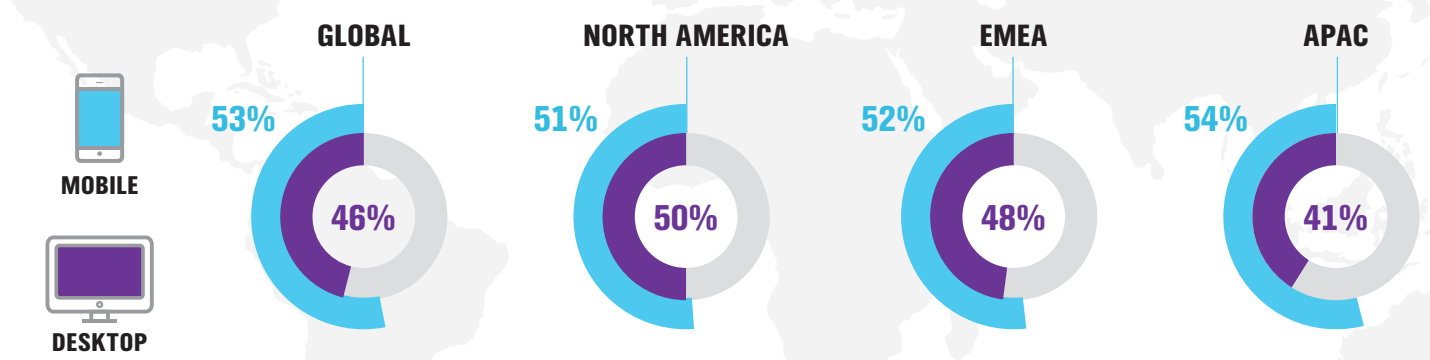


INDIA



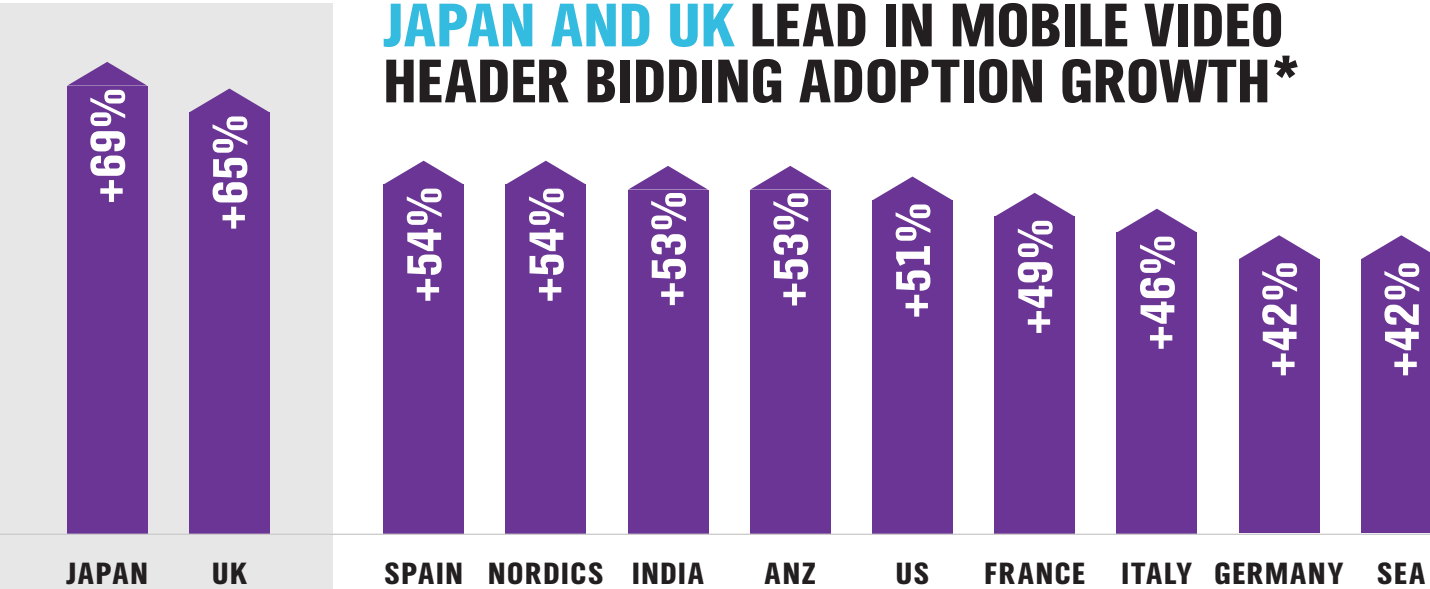
MOBILE WILL DRIVE VIDEO HEADER BIDDING ADOPTION GROWTH IN 2020

Publishers are leaning into header bidding to optimize their monetization strategy. Mobile is expected to drive the most growth* in 2020.



*Growth: Expanding video header bidding integrations or implementing for the first time

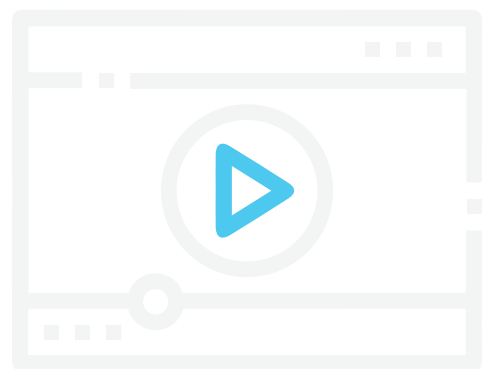
JAPAN AND UK LEAD IN MOBILE VIDEO HEADER BIDDING ADOPTION GROWTH*



*Growth: Expanding video header bidding integrations or implementing for the first time

TOP VIDEO HEADER BIDDING BENEFITS

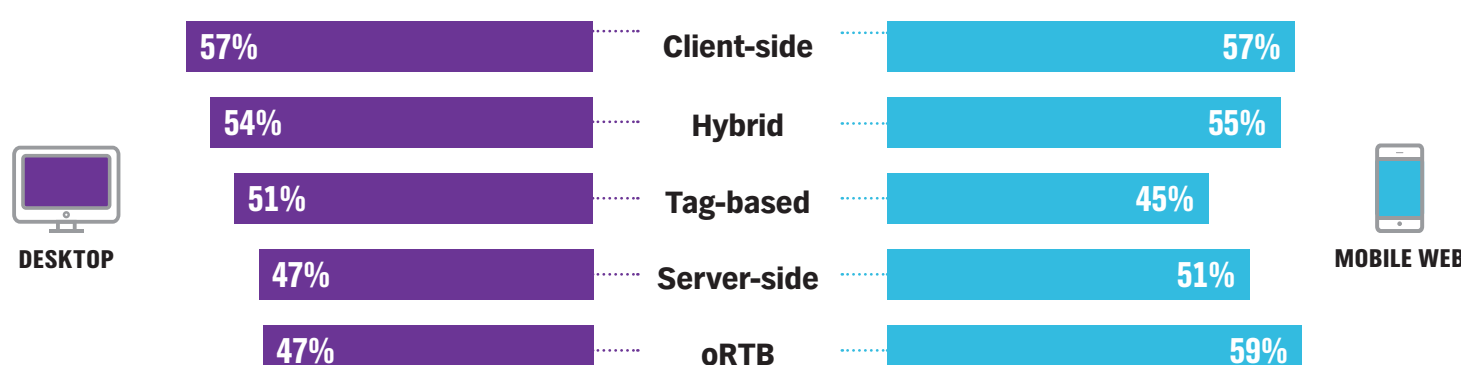
Publishers and app developers see gains through video header bidding with revenue optimization benefits.



- 1. Maximized Revenue**
61% of publishers
- 2. Increased Fill Rate**
58% of publishers
- 3. Improved Demand Optimization**
54% of publishers
- 4. Improved User Experience**
52% of publishers

CLIENT-SIDE HEADER BIDDING IS THE MOST COMMON VIDEO MONETIZATION STRATEGY

Early adopters of video header bidding mirrored their display strategies, but later adopters are more likely to start with a server-side integration. With significant global video header bidding adoption anticipated over the next 12 months, the programmatic landscape is expected to shift towards more server-side integrations, which provides better UX and process management.



The new digital video era brings tremendous opportunity to publishers, but also a new set of challenges unlike what they are accustomed to with traditional display. PubMatic commissioned Forrester Consulting to understand how different programmatic video tactics will drive cross-platform video monetization. The study surveyed 622 director level and above sales, operations, and IT professionals at publishers and media companies in the US, Europe, and APAC. To discuss how you can optimize your video ad monetization strategy and improve your yield with video header bidding, please contact globalpubdev@pubmatic.com.