

## HIGH VIDEO COMPLETION RATE AUCTION PACKAGE

SECURE PREMIUM, HIGH VIDEO COMPLETION RATE INVENTORY

Measured as a percentage of viewers watching a video from start to finish, Video Completion Rate (VCR) targeting is a must-have in any advertiser's toolkit. Access high VCR inventory offered by PubMatic's plethora of premium publishers on a variety of platforms and across geographies.

Drive superior campaign performance to optimise and surpass your advertising goals with PubMatic's High VCR Auction Package today.

### PUBMATIC AT A GLANCE

**524**  
BILLION AD  
IMPRESSIONS  
PER DAY

**1,650**  
DIRECT  
PUBLISHERS

**875**  
EMPLOYEES

**PUBM**  
NASDAQ LISTED

### HIGH VIDEO COMPLETION RATE INVENTORY



Mobile OS and Platform Agnostic



Average CPM: \$1.93 (SG), \$2.53 (SEA)



Minimum VCR of 80%



Scale: >2.3bn Monthly Impressions

### REACH HIGHLY ENGAGED USERS ON PREMIUM INVENTORY INCLUDING...

**9GAG**

**ABS CBN**

**viu**

**IQIYI**  
iQ.com

**K**  
KOMPAS.com

**LINE TV**

**detik.com**

**Vidio**



Reach out to your PubMatic rep for full site list.

\*Results are dependent on a number of factors and are not guaranteed.