PRESENTATION FOR ADVERTISERS

inRead™ a groundbreaking and innovative outStream video ad format invented by Teads.tv

THE MOST INNOVATIVE VIDEO AD PLATFORM FOR PUBLISHER
In 2013 the inRead™ video format took Europe by storm. Now available internationally.
Situation in 2013

- Stagnant display income while video advertising is steadily increasing
- Mostly instream video ad formats
- Limited video content and ad inventory on attractive environments

Teads’ proposal: inRead™ outStream format

- **HD Video**: innovative BTF advertising inventory ad unit with guaranteed visibility
- **Volume**: large inventory available, maximize reach on a website
- **Viewability**: video only plays when visible on screen
- **Guarantee**: advertiser only pays for completed videos
- **Acceptation**: user experience unaffected and control of exposure (capping)

Only 10% of Video Viewed Online are suitable for Premium advertisers!

Top 10 US Video Websites (Dec ’12, # of video viewed)

- Google Sites
- AOL, Inc.
- Microsoft Sites
- Yahoo! Sites
- Amazon Sites
- Facebook.com
- CNBC
- Le Monde
- FT.com
- Nikkei
- Reuters
- Forbes
- The Economist
- and more...
HIGH IMPACT FORMAT, EMBEDDED IN THE HEART OF CONTENT

Standard inRead™ format
(within article)

16:9 inRead™ format
(on section lead page)

inRead demo http://demo.teads.tv/reutersuk
HOW THE inRead™ FORMAT WORKS

Visibility 0%

The video loads but doesn’t start

Visibility under 50%

Video emerges above the fold but does not play

Visibility over 50%

The video starts

Visibility under 50%

The video pauses, starting again where it left off when it becomes visible again

Video read entirely

Columns close up so that the video disappears

* Patent pending

Video demonstration at vimeo.com/teads/inread
Try the inRead at demo.teads.tv/inread/129/481
inRead™ BENEFITS 1/2

A video format for a **new audience**: readers don’t usually watch videos ads

Quality of broadcast, measurement and optimization via our proprietary adserver

**Placed in the heart** of any editorial content for an optimal performance

**Easy to add interactive features**
VAST VPAID compliant

**Format feels very natural to users** not irritate like pre-rolls

**Ease of integration.** Requires 1 video and 1 script in the adserver

* For ads that meet VPAID standard
inRead™ BENEFITS 2/2

- The ideal video format for instant reach on a global audience
- No extra costs for advertisers the format uses standard video ads
- Ultra premium environment for branding video campaigns
- Guaranteed viewability (Alenty third party validation) Article read = video viewed
- High scalability Large inventory available
- Large HD quality on non saturated environment
- Performance and branding with inRead, advertiser only pays when video is viewed (CPCV mode)
VPAID compatible video formats

Formats at the forefront of innovation with an immersive and engaging video experience thanks to compatibility with latest VPAID technology.
### inRead™ BENEFITS
**VS PREROLL AND TRADITIONAL TV**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>INREAD CPV</th>
<th>PREROLL</th>
<th>Traditional TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Huge broadcast volume</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Low Ad Clutter</td>
<td>✔️</td>
<td>✔️</td>
<td>☠️</td>
</tr>
<tr>
<td>Pay only when ad is seen</td>
<td>✔️</td>
<td>☠️</td>
<td>☠️</td>
</tr>
<tr>
<td>Guaranteed viewability</td>
<td>✔️</td>
<td>☠️</td>
<td>☠️</td>
</tr>
<tr>
<td>Best user experience</td>
<td>✔️</td>
<td>☠️</td>
<td>☠️</td>
</tr>
<tr>
<td>Doesn’t bother his reading</td>
<td>✔️</td>
<td>☠️</td>
<td>☠️</td>
</tr>
<tr>
<td>Video inventory extension</td>
<td>✔️</td>
<td>☠️</td>
<td>☠️</td>
</tr>
<tr>
<td>without the necessity to create video content</td>
<td>✔️</td>
<td>☠️</td>
<td>☠️</td>
</tr>
</tbody>
</table>
INREAD ALWAYS APPEARS AS AN “IN-CONTENT” FORMAT BELOW THE FOLD

inRead upgrades and gives value to below the fold advertising space

Strategically, our script is displayed just below the first paragraph which begins above the fold and ends below the fold

- No auto-play on page loading: scrolling down and “View to play” is user initiated
- BTF is a less saturated advertising environment than ATF: high brand recognition and brand recall
- Guaranteed viewability: BTF becomes attractive for advertisers (they only pay for viewed video)
ADSERVING VIDEO

- Multi-criteria targeting
- Standard and customized engagements metrics
- Real Time Metrics
- Agency Tracking
- Cloud hosting
- Optimized downloading time
- HD Quality
- Multi-screen
- All video formats
- Targeting algorithm
- Architecture
- Big Data
- High scalability

Key Features:

- Targeting algorithm
- Real-Time Metrics
- Multi-screen
- All video formats
- HD Quality
- Optimized downloading time
- Cloud hosting
- Agency Tracking
- Standard and customized engagements metrics
REAL TIME OPTIMIZATION

Metrics
✓ Impressions
✓ Video starts
✓ Completion rate
✓ Clicks
✓ Mute & Unmute
✓ Expand & collapse
✓ Pause
✓ Fullscreen & Reduce
✓ Close button

Analytics
✓ Data export
✓ Platform access shared

Targetting capabilities
✓ Geo
✓ Date, hour, time
✓ Frequency capping multi objectives (Start / CPV 50% / CPV 100% etc.)
✓ OS (Windows, Mac OS, etc.)
✓ Devices (web, smartphones, tablets)
✓ Browser (firefox, chrome, IE, etc.)
✓ Publishers 1st party data
✓ 3rd party data
✓ ...

TRUE REAL-TIME DATA
TECHNICAL SPECIFICATIONS FOR ADVERTISER

A video file is all we need

• Resolution: max 1920*1080 – min 640*360
• Maximum file size: 200MB
• Video formats: mov, flv, mpeg4, avi, etc.
• Length: 30 sec max
• Aspect ratio: 16:9 (4:3 not supported)
• Codec: any Video Codecs format, excepted: ProRes 4444, HDV 720p60, Go2 Meeting 3 & 4, ER AAC LD, REDCODE
• Sound: on

+ URL redirection (click command)

OR

VAST redirect
Maximum creative size hosted by agency: 5MB
inRead BRINGS DISRUPTION IN VIDEO ADVERTISING

An impactful and non intrusive branding advertising format with a guarantee of performance (CPV)
Peugeot Corporate

BRIEF
Promotion of the Peugeot products in order to strengthen the brand’s notoriety and reputation.

SOLUTIONS
An HD video campaign showing Peugeot’s identity as a top quality brand. Video ads are displayed with the inRead format, in a premium environment of international publishers. Ads are smartly placed below the fold (BTF), a position where the reader’s attention is at its highest. A 100% CPV guaranteed campaign.

RESULTS
With a limited intrusiveness and smartly placed in the heart of articles, the inRead format guarantees a maximum visibility. By using inRead, this campaign gathered the interest of a huge number of viewers. A great outcome for Peugeot with 1,653,967 integrally watched videos, ensuring the campaign success and strengthening Peugeot’s reputation all over the world.

View campaign https://vimeo.com/72650513
Try it live on http://demo.teads.tv/peugeot

13.8M Videos starts
3.0M Guarantee completed videos
45 sec Video duration

Campaign displayed in EMEA (25 countries)
The Lacoste Polo Of The Future

BRIEF
Strengthen Lacoste’s visibility and notoriety towards its target.

SOLUTIONS
Video ad campaign available in several languages and countries, displayed in HD using the inRead format on the most premium news websites, such as Fairfax in Australia, Reuters in the UK, El Mundo in Spain or La Stampa in Italy. An ad smartly placed below the fold (BTF) in the heart of articles, a position where the reader’s attention is at its highest. A 100% CPV guaranteed campaign.

RESULTS
Looking for an important worldwide visibility for its new polo range, Lacoste achieved its goals by reaching a maximum audience, thanks to an innovative way of delivering campaigns. Its broadcast via inRead allowed Lacoste to reach over 2,044,414 viewers.

5.9M
Videos starts

2.2M
Guarantee completed videos

30 sec
Video duration

Campaign displayed worldwide

View campaign https://vimeo.com/64561082
Try it live on http://demo.teads.tv/lacoste
Gucci: Bamboo Confidential

BRIEF
Promoting Gucci’s Bamboo bags collection and further increasing the brand’s notoriety and reputation.

SOLUTIONS
A short film by Gucci for a prestigious audience. To ensure the best targeting, the campaign is displayed on the most famous European publishers, as well as the most important fashion websites such as Vogue, Elle and Vanity Fair. HD video ads are integrated in the heart of articles, thanks to the inRead format. A 100% CPV guaranteed campaign.

RESULTS
Wishing to have a premium international visibility, Gucci achieved its goals with the inRead format by reaching a carefully targeted audience in France, Italy, Spain and Germany. This innovative way of delivering campaigns guarantees to the brand great completion rates and makes it a success, with over 442,124 viewers.

View campaign https://vimeo.com/74630595
Try it live on http://demo.teads.tv/inread/544/1248

1.8M
Videos starts

442K
Guarantee completed videos

30 sec
Video duration

Campaign displayed worldwide
Breitling Air Races

BRIEF
Increasing Breitling’s notoriety and visibility by targeting an international premium audience.

SOLUTIONS
Video ads are displayed with the inRead format worldwide, in a premium environment involving the best international publishers such as Reuters, The Guardian, Le Monde, El Mundo, Der Tagesspiegel, Nikkei, Telegraph, etc. Ads are smartly placed below the fold (BTF), a position where the reader’s attention is at its highest. A 100% CPV guaranteed campaign.

RESULTS
By using inRead, Breitling’s campaign reached a huge premium audience, gathering the interest of viewers from all over the world. With a limited intrusiveness and smartly integrated in its editorial environment, inRead boosted the campaign potential, ensuring great completion rates thanks both to its innovative technology and its network of premium publishers.

7.3M Videos starts
2.8M Guarantee completed videos
30 sec Video duration

View campaign https://vimeo.com/82275071
Try it live on http://demo.teads.tv/breitling
INTERNATIONAL OFFICES

USA NEW YORK, SAN FRANCISCO
UK LONDON
FRANCE PARIS, MONTPELLIER
SPAIN MADRID
ITALY ROME
GERMANY BERLIN
SWITZERLAND ZURICH
NETHERLANDS NAARDEN
SWEDEN STOCKHOLM
AUSTRALIA SYDNEY
INDIA MAHARASHTRA
SOUTH AFRICA JOHANNESBURG

Find out more on www.teads.tv