

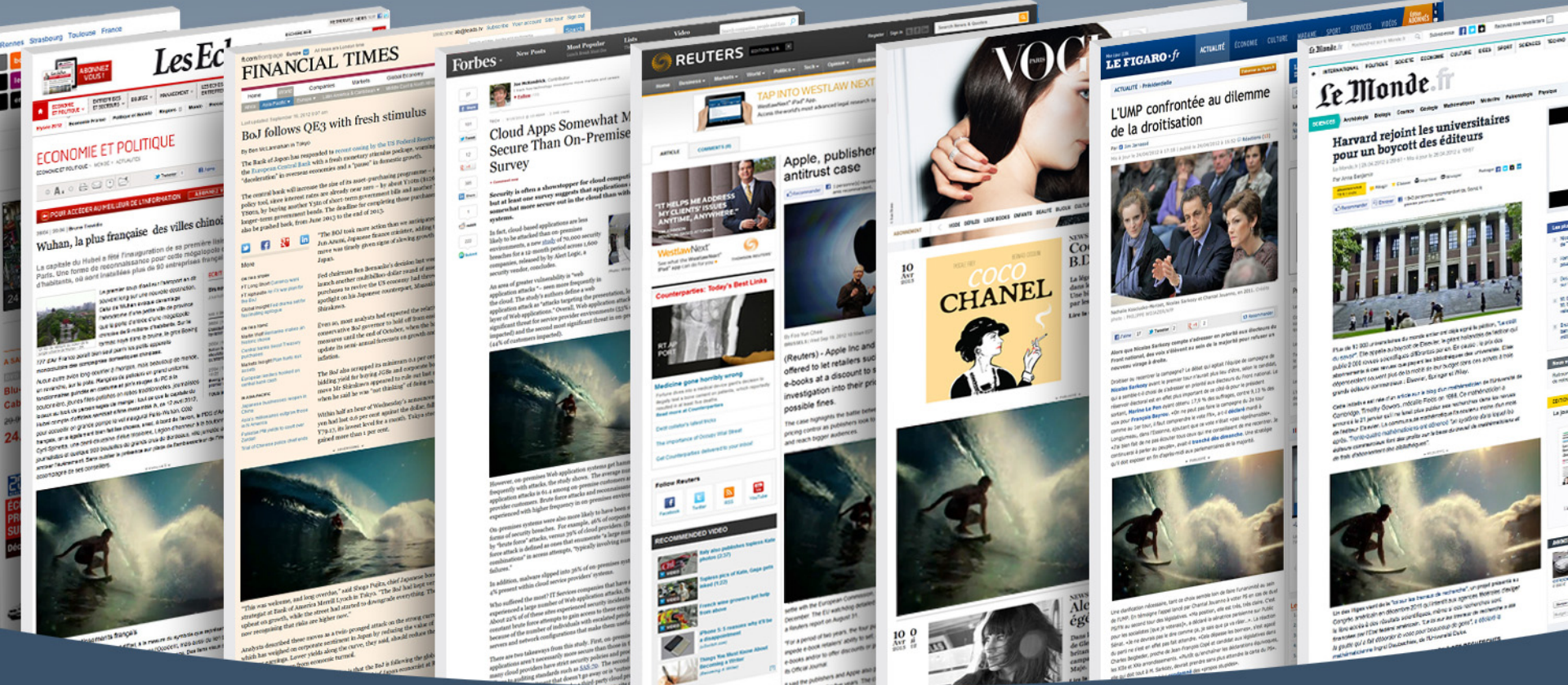


THE MOST INNOVATIVE VIDEO AD
PLATFORM FOR PUBLISHER



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

PRESENTATION FOR ADVERTISERS



inRead™

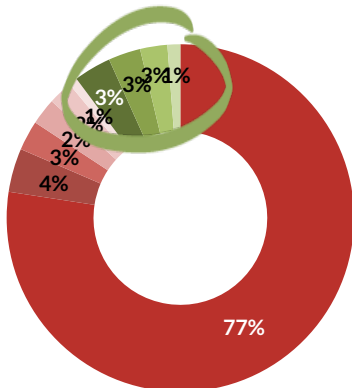
In 2013 the inRead™ video format took Europe by storm.
Now available internationally.

CASE STUDY - EUROPE

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**

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



■ Google Sites ■ AOL, Inc. ■ Microsoft Sites
■ Facebook.com ■ Yahoo! Sites ■ Amazon Sites

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

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)

Results

- Format integrated by **all print publishers** in Europe
- inRead to become the **standard ad unit** for Premium Video Advertising



Le Monde



FT.com
FINANCIAL TIMES

NIKKEI

REUTERS

Forbes

YAHOO!

The Economist

and more...



HIGH IMPACT FORMAT, EMBEDDED IN THE HEART OF CONTENT

Standard
inRead™ format
(within article)

Click picture
to see inRead
demo

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

inRead demo <http://demo.teads.tv/reutersuk>

Click picture
to see
16:9 inRead
demo



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%



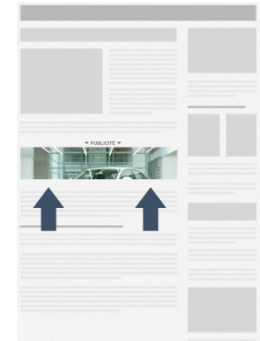
The video starts

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



Easy to add interactive features*
VAST VPAID compliant



Quality of broadcast,
measurement and optimization via
our proprietary adserver



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



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



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



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)



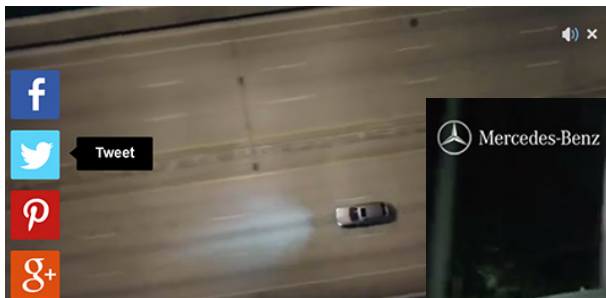
VPAID compatible video formats



Formats at the forefront of innovation with an immersive and engaging video experience thanks to compatibility with latest VPAID technology.

Sound and Skip buttons

Share buttons



Logo, Brand title

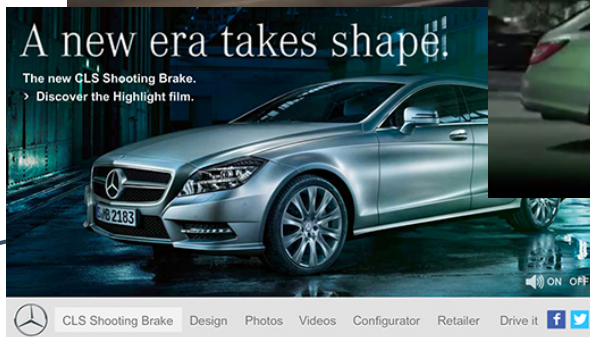
Drive-to-store

Book a test drive

Request a sample

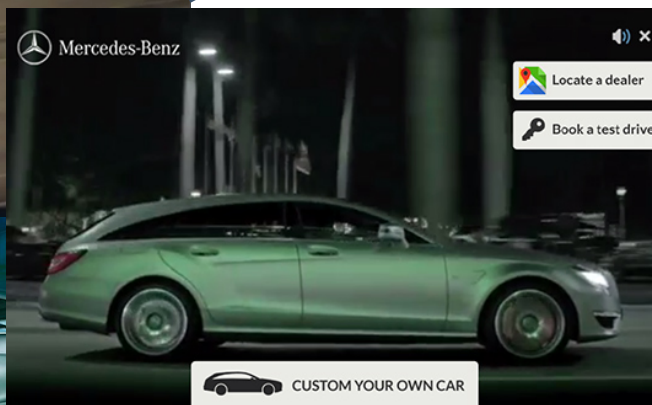
Go-to-Amazon

Embed mini website



Configurator

More informations





inRead™ BENEFITS VS PREROLL AND TRADITIONAL TV

	INREAD CPV 	PREROLL 	Traditional TV 
 Huge broadcast volume			
 Low Ad Clutter			
 Pay only when ad is seen Guaranteed viewability			
 Best user experience Doesn't bother his reading			
 Video inventory extension without the necessity to create video content			

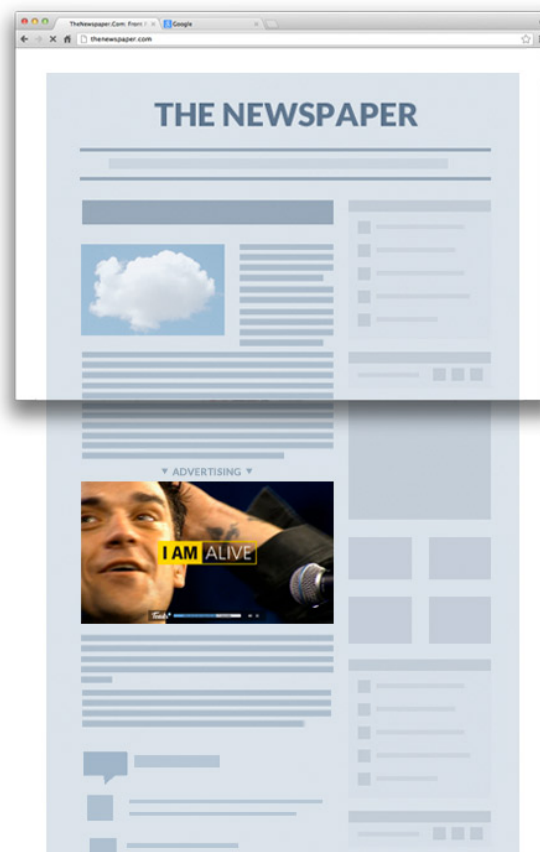


INREAD ALWAYS APPEARS AS AN “IN-CONTENT” FORMAT BELOW THE FOLD

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)

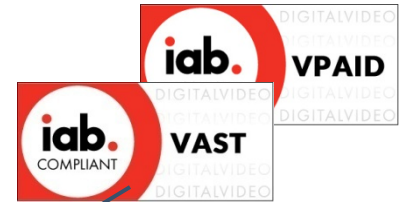


Above the fold

Below the fold



ADSERVING VIDEO



Optimized downloading time

HD Quality

Multi-criteria targeting

Multi-screen

Standard and customized engagements metrics

All video formats

Real Time Metrics

Targeting algorithm

Agency Tracking

Architecture

Cloud hosting

Big Data

High scalability





REAL TIME OPTIMIZATION

Metrics

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

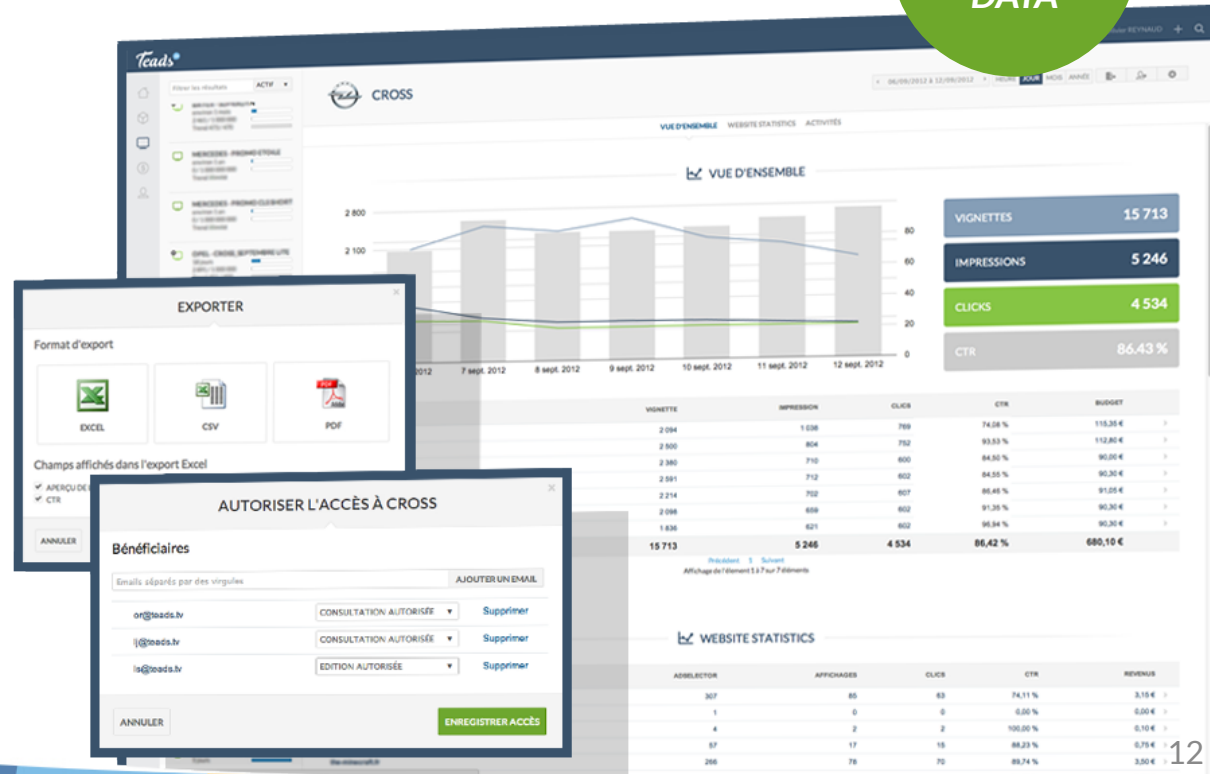
Analytics

- ✓ Data export
- ✓ Platform access shared

**TRUE
REAL-TIME
DATA**

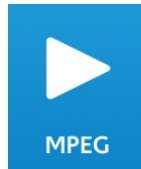
Targetting capabilities

- ✓ 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
- ✓ ...





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

The old way

CPM

inStream

Mostly Long Tail

Limited premium inventory

Above The Fold

CPV

outStream

Premium Network

Unlimited premium inventory

Below The Fold

The inRead way

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

Teads.tv

inRead™

CASE STUDIES



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.

13.8M

Videos starts

3.0M

Guarantee
completed
videos

45 sec

Video duration



View campaign <https://vimeo.com/72650513>



Try it live on <http://demo.teads.tv/peugeot>

Le Monde **L'EXPRESS** Il Messaggero



REUTERS DER TAGESSPIEGEL

LA STAMPA

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

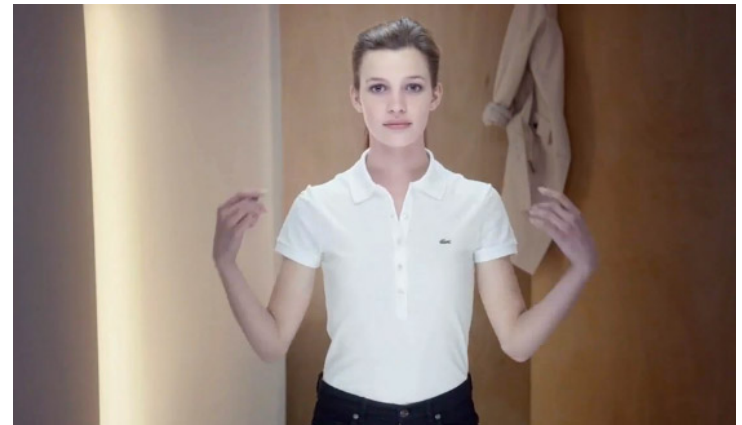
Videos starts

2.2M

Guarantee
completed
videos

30 sec

Video duration



View campaign <https://vimeo.com/64561082>



Try it live on <http://demo.teads.tv/lacoste>



REUTERS

Expansión



THE INDEPENDENT

Men'sHealth



OnVista

INTERNATIONAL
BUSINESS TIMES

Tages-Anzeiger

LA STAMPA

VOGUE

marie claire.it

Campaign displayed worldwide



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.

1.8M

Videos starts

442K

Guarantee
completed
videos

30 sec

Video duration

GUCCI



View campaign <https://vimeo.com/74630595>



Try it live on <http://demo.teads.tv/inread/544/1248>

la Repubblica

LE FIGARO.fr

VANITY FAIR

ELLE VOGUE

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>



REUTERS

Le Monde

NIKKEI

Wirtschafts
Woche

DER TAGESSPIEGEL

The Telegraph

theguardian

Forbes

The
Economist

LesEchos.fr



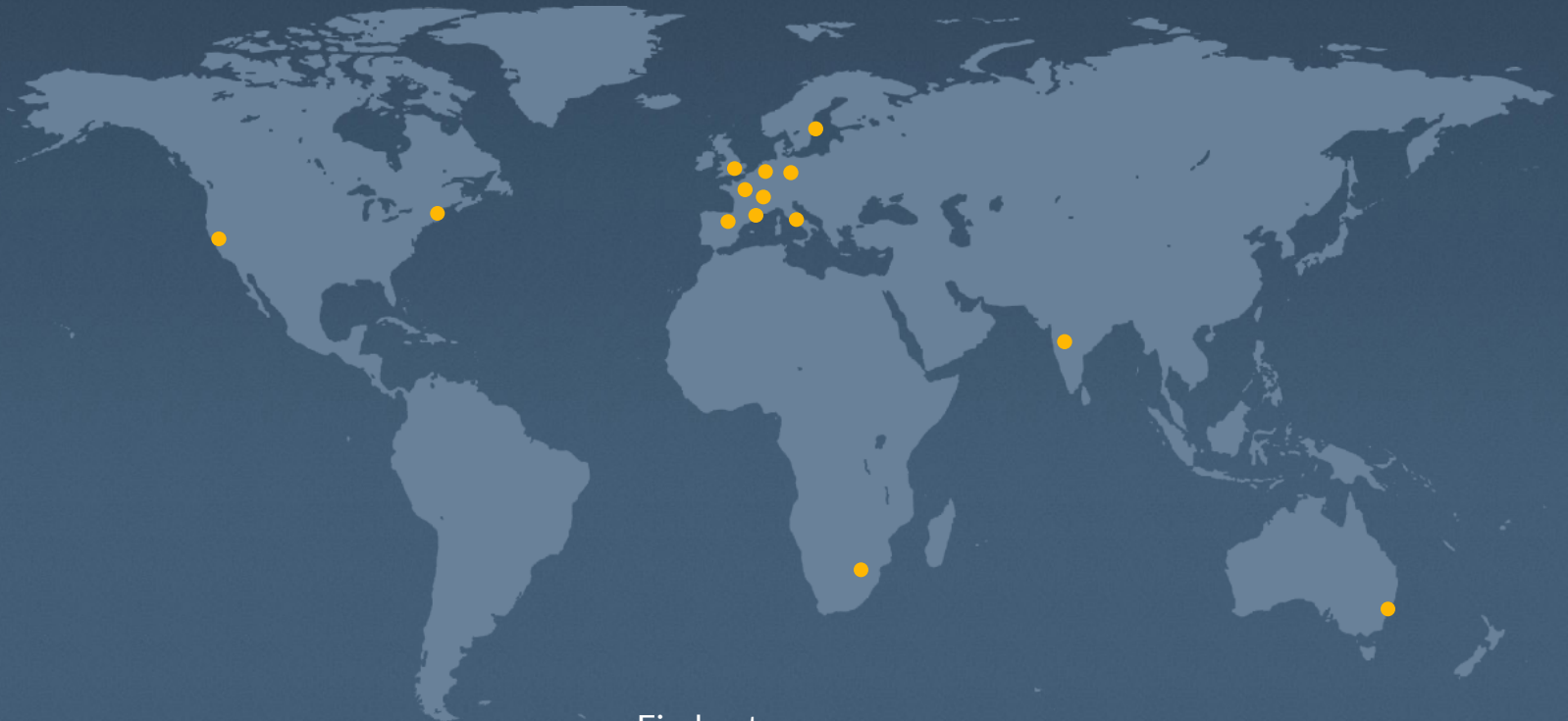
Campaign displayed worldwide





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