

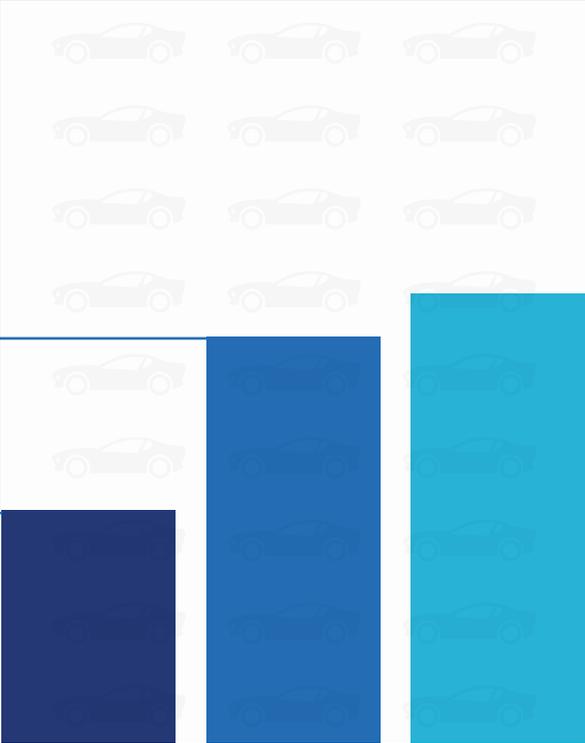
# Overview of Vdopia and Auto

 **54%**

Of mobile auto users are between the ages of 18-34

 **31%**

Of mobile auto users belong to households with income \$100K+



 **59%**

Of mobile auto users can recall seeing ads on their smartphone



## VDOPIA NETWORK GROWTH



**251%**

Growth in Video Ad impressions for the Auto category on the Vdopia network in the past year.

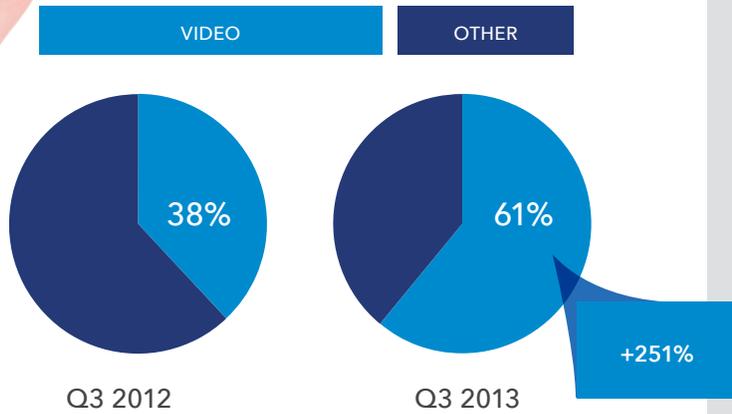
**160%**

Growth in Video Ad spend by Auto advertisers on the Vdopia network in the past year.

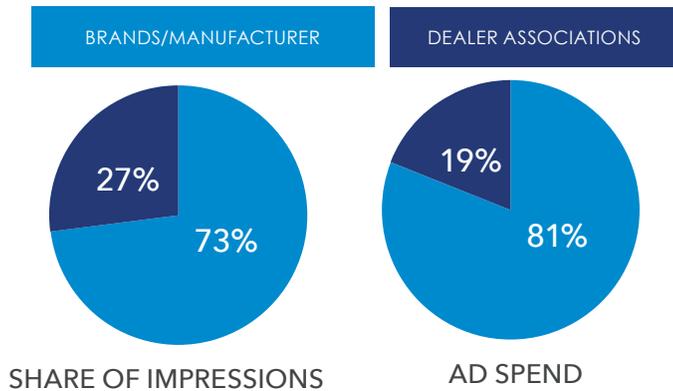
Source Comscore MobiLens, 3 Month Avg. Aug '13

Vdopia Network Q3, 2013

## AD UNITS (Share of Ad Impressions)



## ADVERTISER TYPE



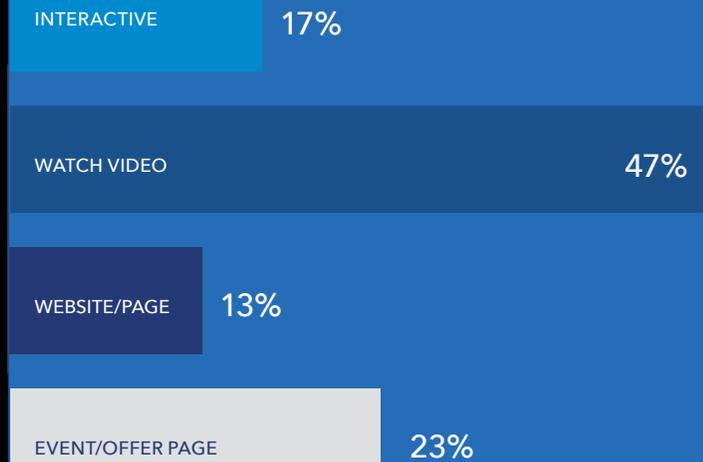
## CAMPAIGN OBJECTIVES



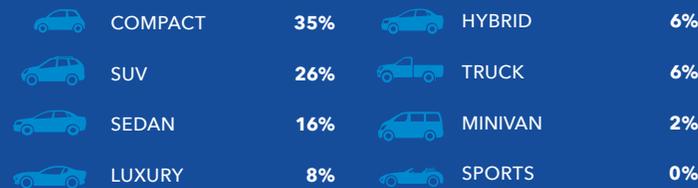
## CAMPAIGN TARGETING



## ENGAGEMENT



## TYPE OF VEHICLE ADVERTISED



## AUDIENCE TARGETED

