

# Overview of Programmatic Mobile Video Advertising on Chocolate



## 12 Billion+

monthly mobile video ad auctions

## 110% Growth

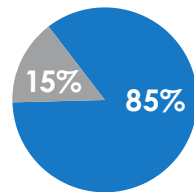
in mobile video ad auctions in last one quarter

## 172%

increase in ad spend in Q2' 15  
when compared to Q1'15

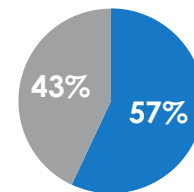
## 62%

average completion rate in Q2, 2015



● In App  
● Mobile Web

Video Ad Impressions By Type - Q2, 2015



● Android  
● iOS

Video Ad Impressions By OS - Q2, 2015

### Top Publisher Categories



Entertainment



Business



Automotive



Hobbies & Interests



Health & Fitness

# VDOPIA

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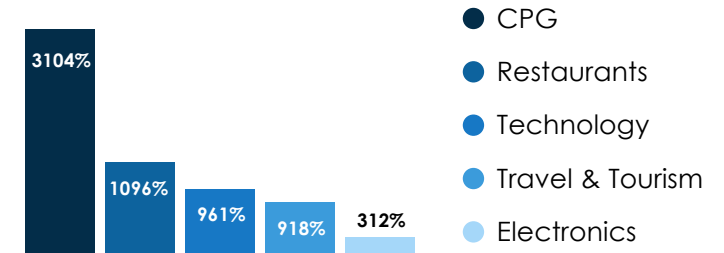


## 27 DSPs

integrated and buying on Chocolate in Q2, 2015

## 60%

6 out of top 10 DSPs (in terms of ad spend) increased their spending on Chocolate in Q2'15 when compared to Q1'15



Highest Growth in Ad Spend

## 65%

13 out of top 20 publishers (in terms of ad spend) observed an increase in revenue in Q2'15 compared to Q1'15

Top 10 Advertisers



CPG



Technology



Business Services



Restaurants



Retail

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