

# Rewarded Video for Programmatic Buyers



## What is a rewarded video?

Rewarded video ads offer a full-screen experience where the involvement lasts 15-30 seconds, is non-skippable, and contains a designated reward at the end. Consumers opt-in to view a video ad in exchange for something of value, such as virtual currency in the form of 'gold coins' for power-ups or for unlocking features, exclusive content, and more.

## Why Rewarded Video is a must buy for marketers?



### Growing In-App Audience

90% of internet time on smartphones is on Apps. Additionally, marketers can tap the growing smartphone gaming audience which will reach 213 M in the US by 2020.



### Higher Viewability and Completion Rate

Since rewarded video ads are user-initiated, they get undivided user attention and in general offer higher viewability & VCR



### User opt-in

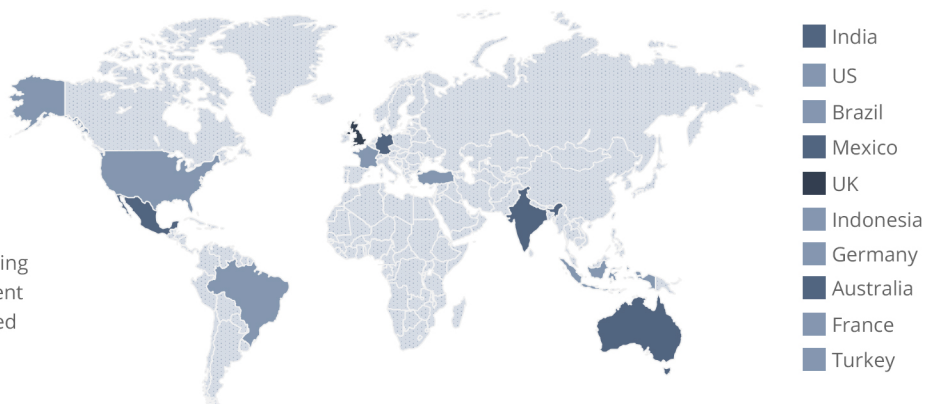
Since users get the opportunity to view ads on their own terms, rewarded videos engage them better by hardly disrupting their experience

# 261%

increase in available rewarded video ad inventory in Chocolate Marketplace (Q3 vQ2'18)

# Top 10

countries for rewarded video ad inventory in Chocolate Marketplace



# 100%

Completion Rate and Viewability ensures rewarded video ads are the best-performing ad units when it comes to user engagement and effectiveness since it is always initiated by the user

## How can you buy?

### Open Marketplace

Advertisers participate in a real-time bidding environment on Chocolate

[Inquire Now](#)

### PMP (Guaranteed)

One to One relation with reserved inventory at fixed rate

[Inquire Now](#)

### PMP (Non-Guaranteed)

One to One relation with unreserved inventory at fixed rate

[Inquire Now](#)

\*Source - <https://www.adweek.com/digital/its-time-for-brands-to-stop-ignoring-the-mobile-gaming-market/>

\*\*Source - <http://response.unity3d.com/in-game-advertising-the-right-way-monetize-engage-retain-whitepaper>

\*\*\*Source - <https://www.advertisemint.com/rewarded-video-ads-are-becoming-popular-among-mobile-app-users/>