Video Trends: March over February

Data through 3/23

About The STAQ Benchmarking Data

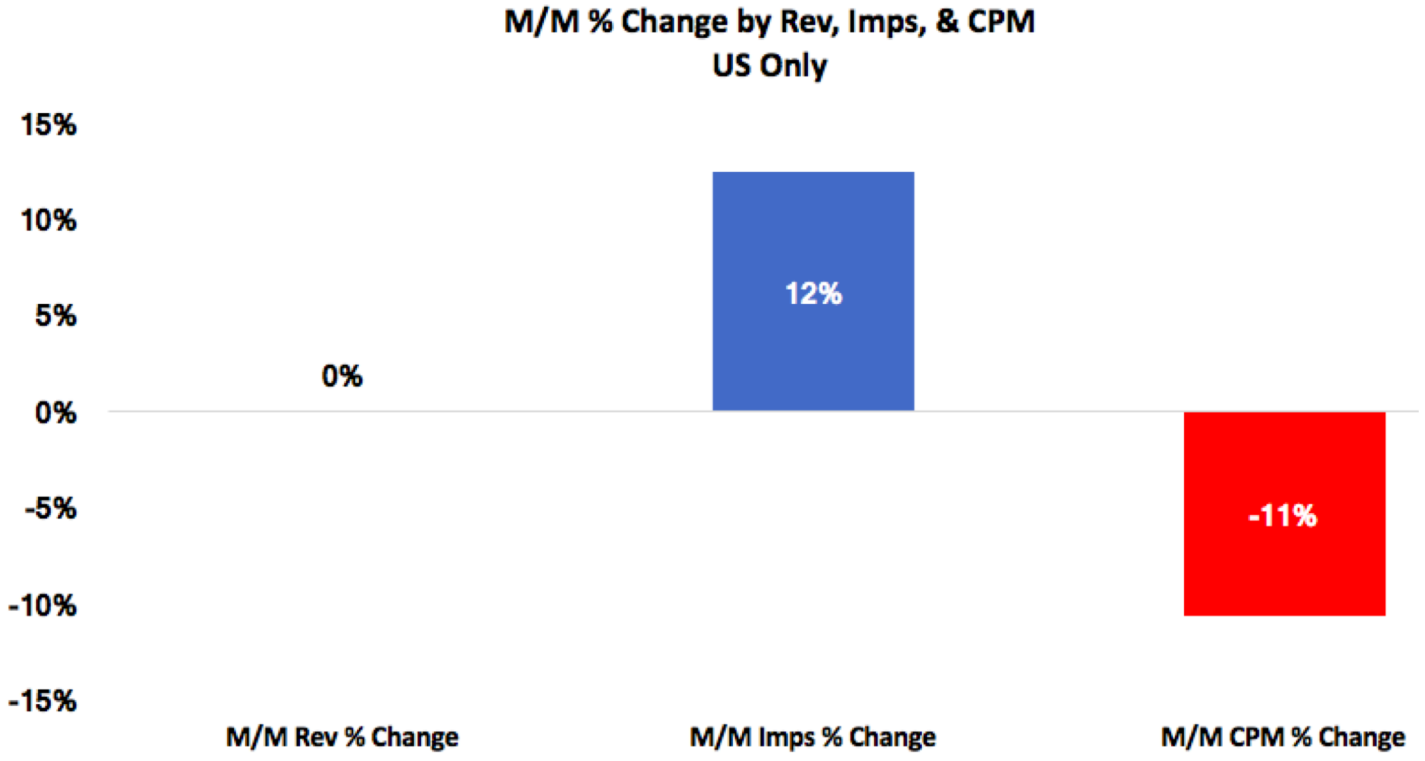
- 40+ Publishers
- 50+ SSPs Overall
- Anonymous
- $1B+ in Publisher Revenue on an annual basis
- Video is about 15% of the overall benchmark/mix
  - Instream is mixed in with other Video formats

How The Data Is Curated

- Comparing the first 23 days of March 2020 to that of February 2020 and March 2019
- Programmatic only -- Open and Private Auction
- SSP Reporting - Buyers & DSPs can be the same, or not available
- Some of the data is self selecting based on publishers participating -- majority News and Information publishers vs. Lifestyle and Entertainment publishers
- Data presented is based on what's available in the API from the Partners
- Some partners like OpenX are delayed and have been removed
- Benchmarking data is run after customer data so it is 1-2 days behind

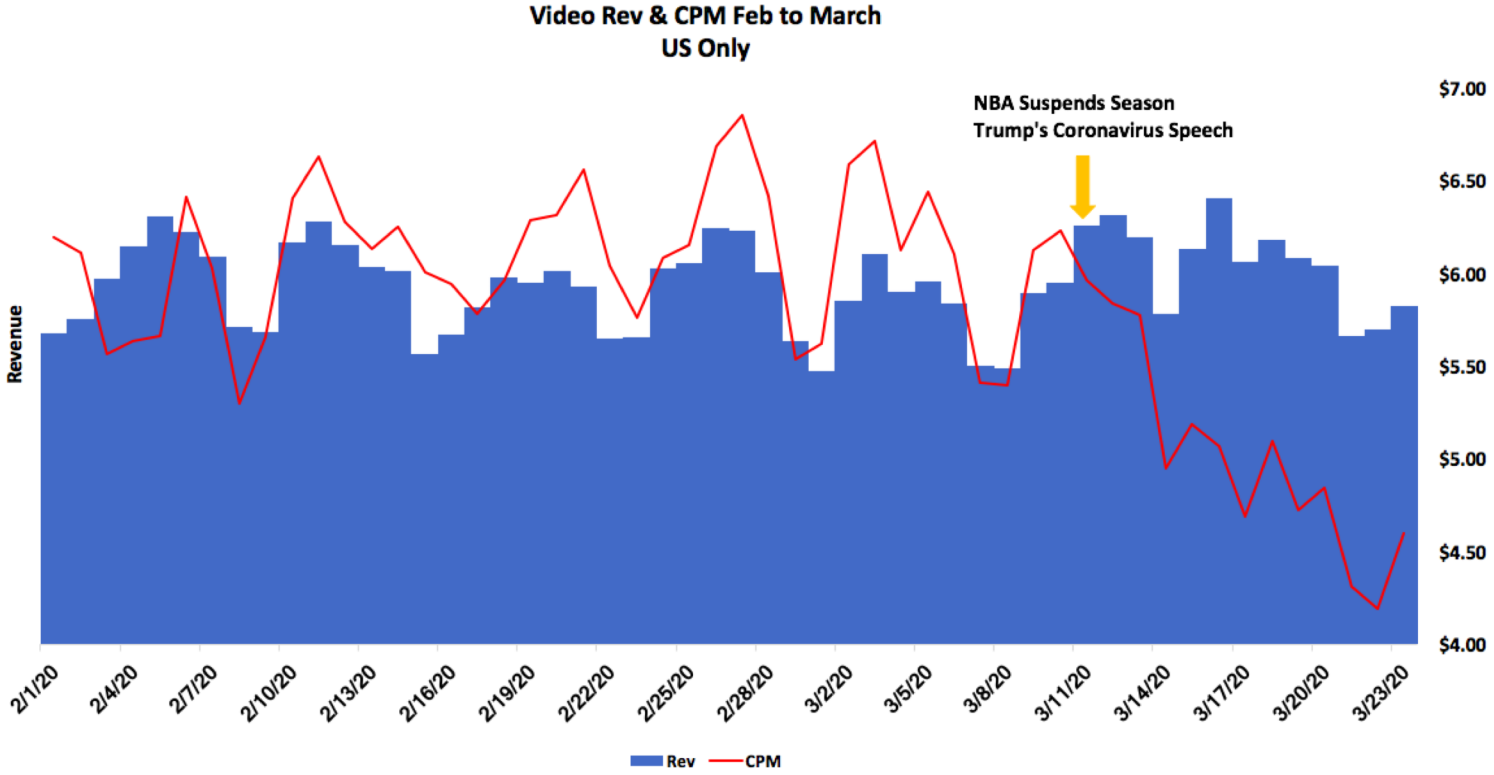
Video Impressions Up

From February to March, Video Impressions are up 12%, CPMs are down 11%, and Revenue is flat



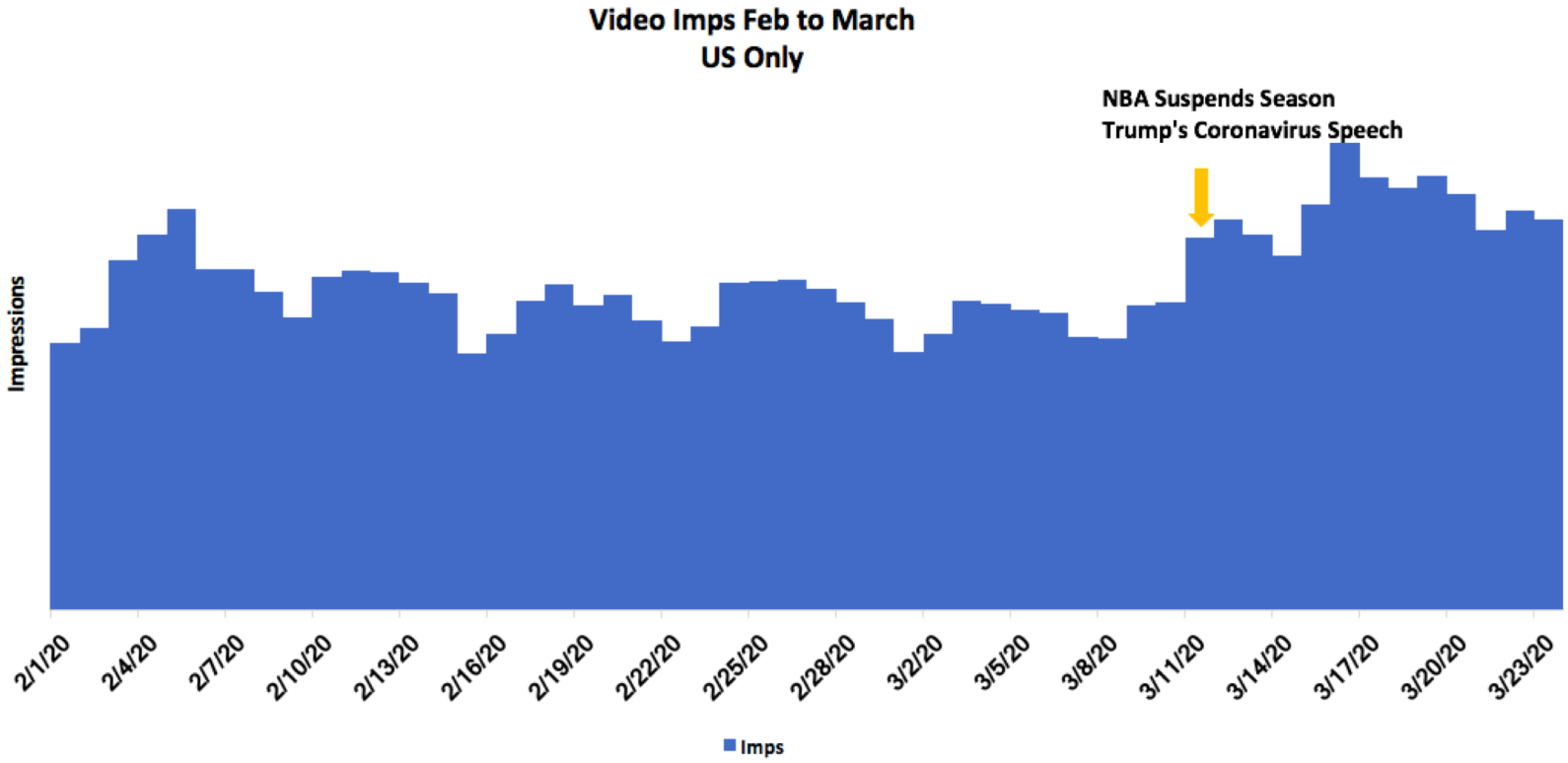
CPMs drop 3/11 (NBA, Trump, Etc)

Beginning 3/11 in which the public response to Coronavirus became more substantial, we saw CPMs drop significantly. Revenue has primarily stayed consistent.

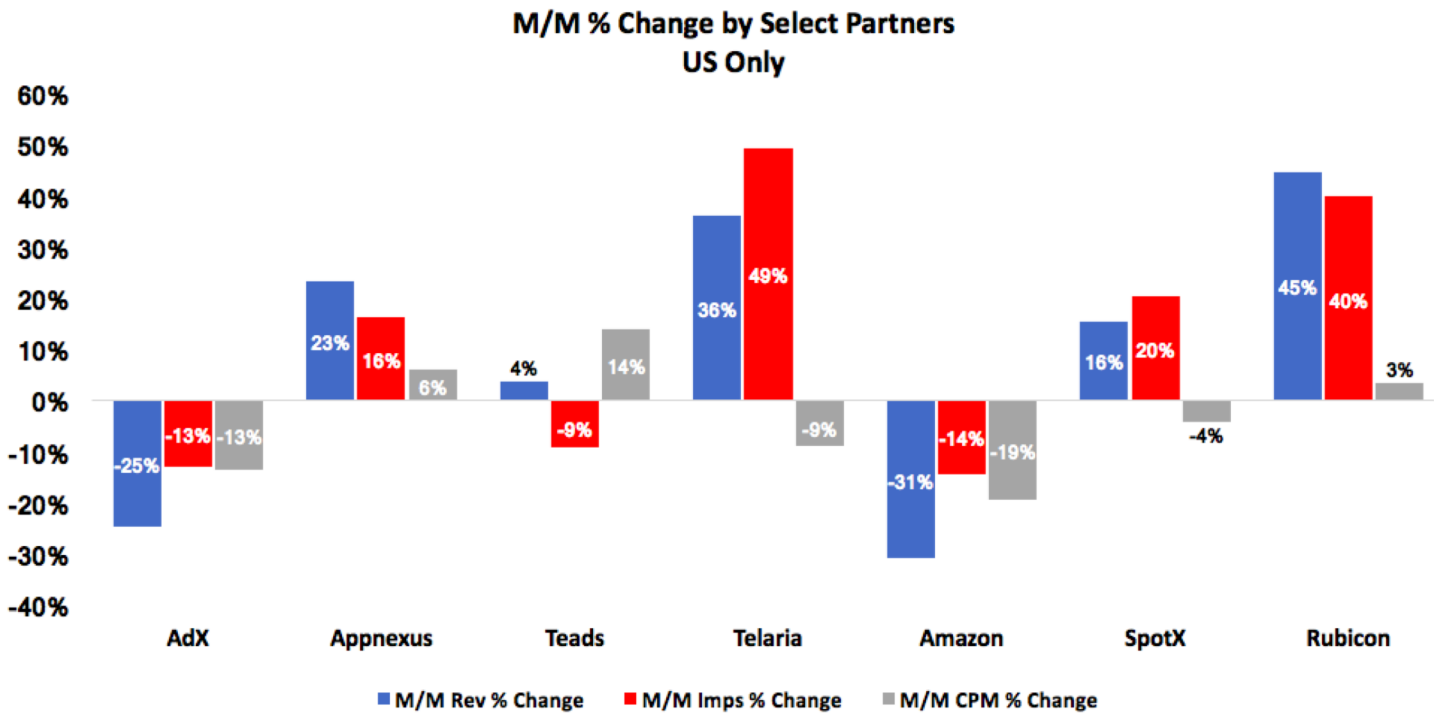


Impressions Start Rising 3/11

At the same time, impressions increased sharply starting 3/11 continuing throughout March and appear to have leveled off starting 3/20



Partner Movement M/M



Beginning 3/11 Amazon and AdX CPMs showed a continuous decline: Small Business trend

Telaria CPMs began declining end of Feb, but not as dramatically

While Rubicon CPMs are up MoM, we've seen them trend downward and decrease over the last 3 days

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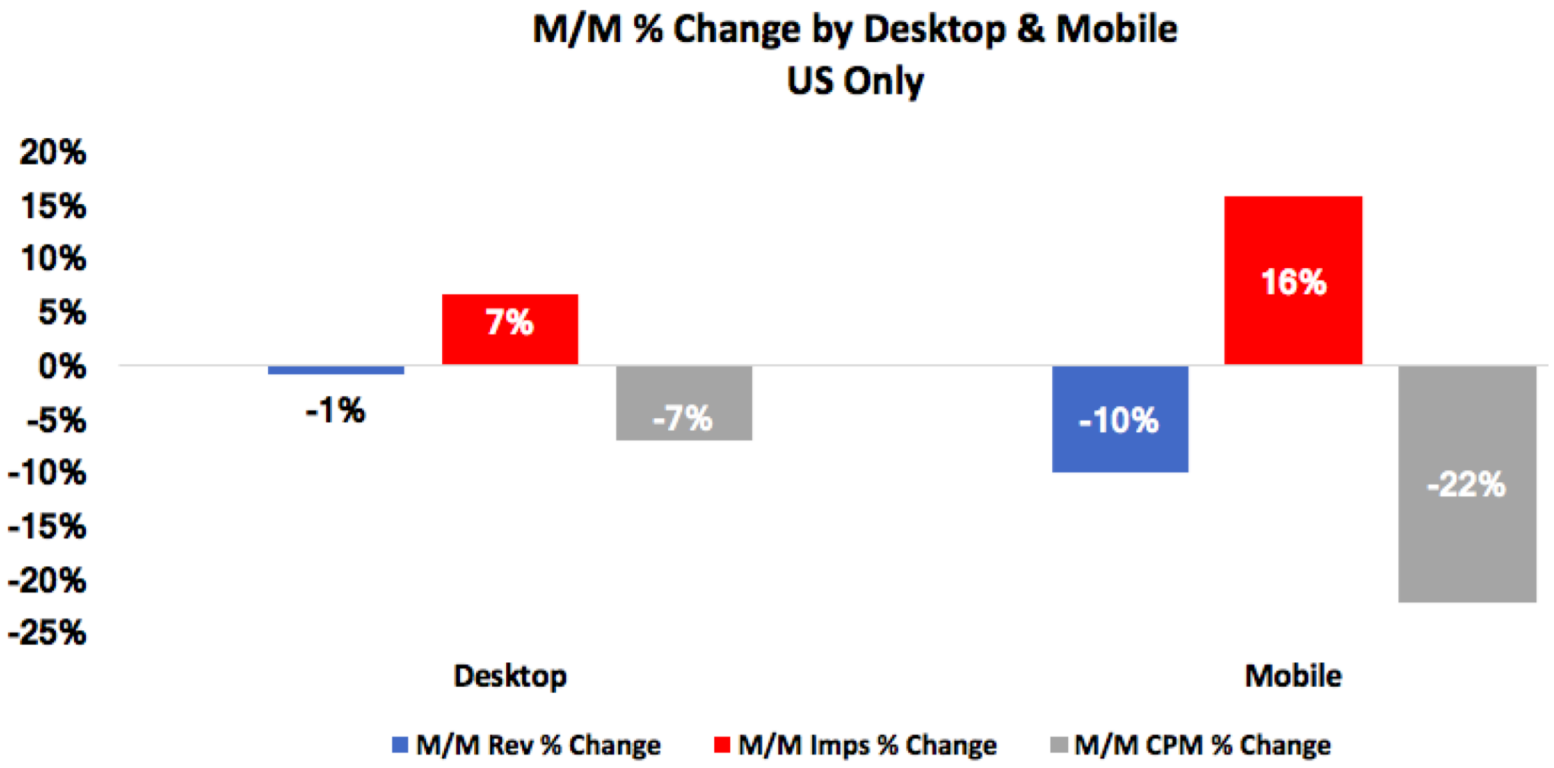
Biggest Changes in Mobile Video



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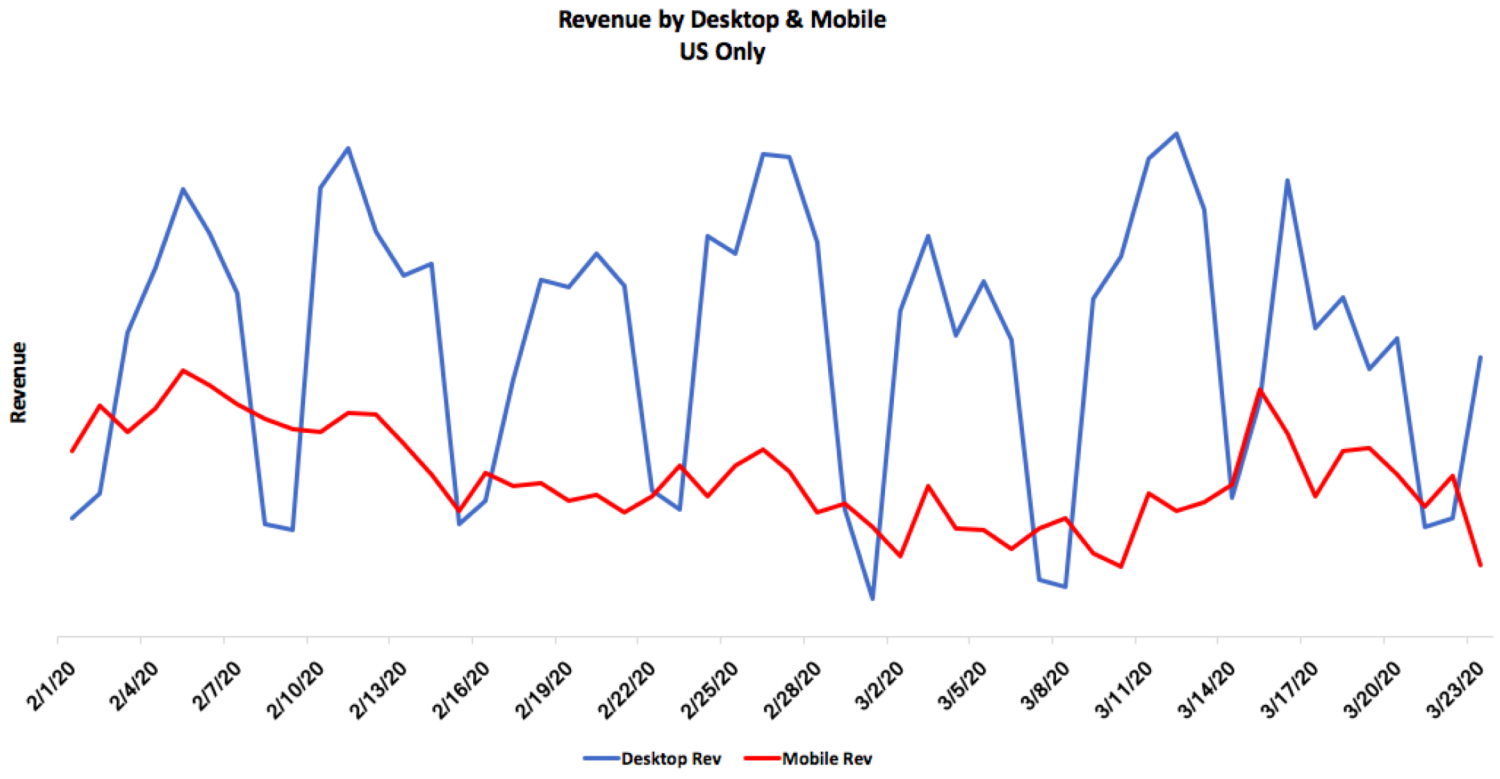
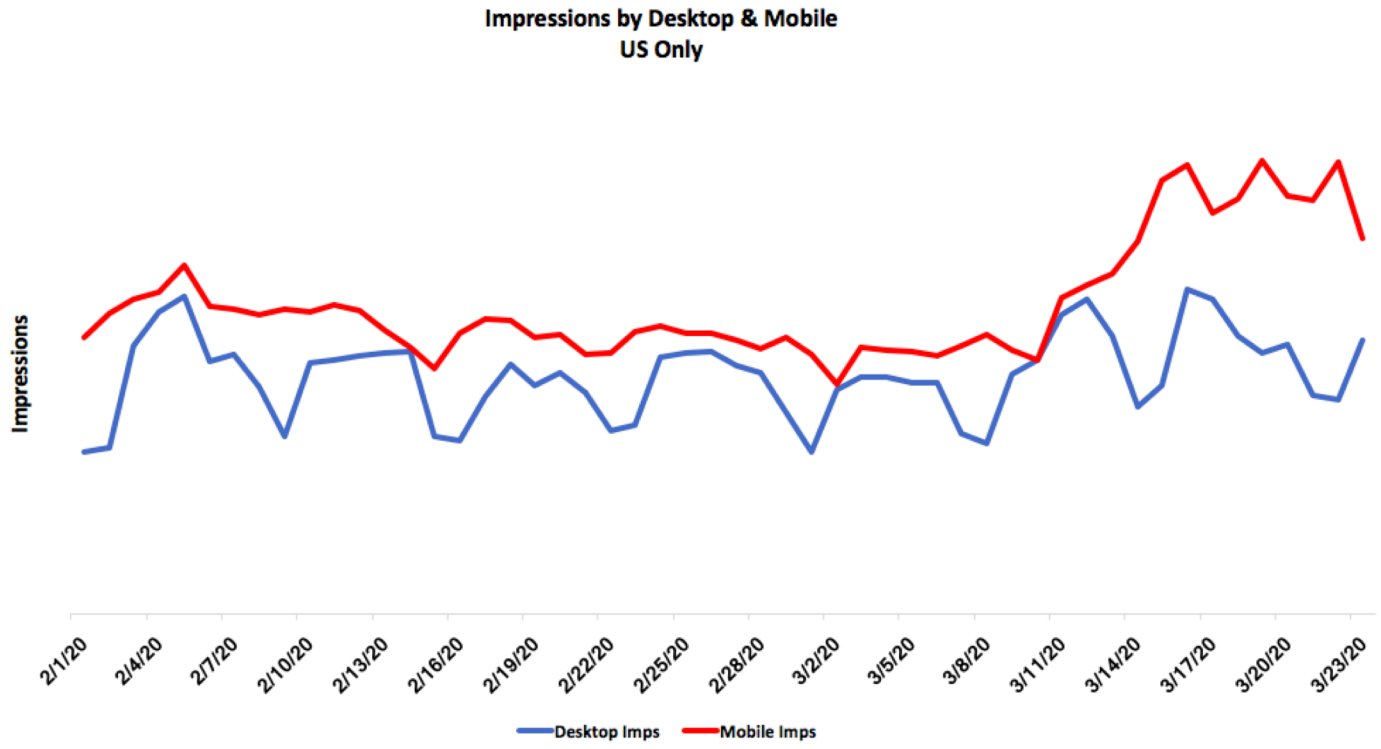
Desktop & Mobile Video Revenue

Desktop revenue dips dramatically on weekends while mobile remains fairly consistent



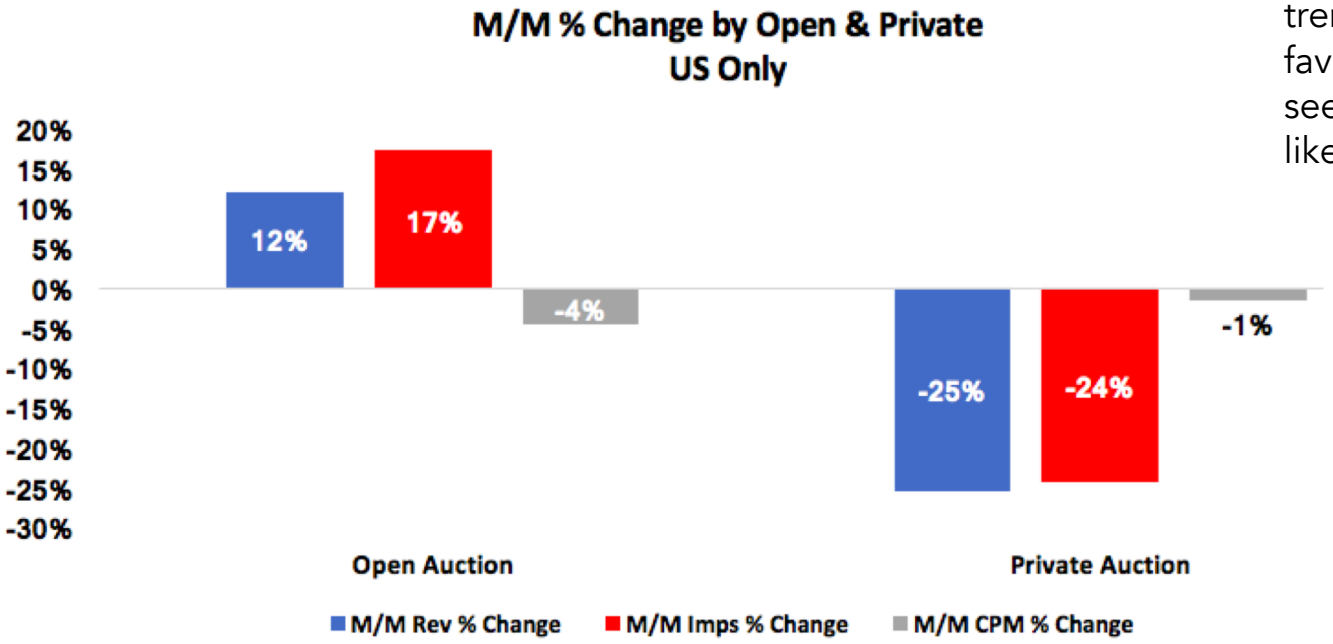
Impressions by Device Type



Mobile impressions saw a large increase beginning 3/11, likely a result of people at home and consuming more content on their phone

Desktop impressions continue to drop over the weekends

Private Auction Dropping in Favor of Open



One of the most interesting trends is the shift of private in favor of open auctions. We are seeing a decrease in CPMs likely due to less competition.

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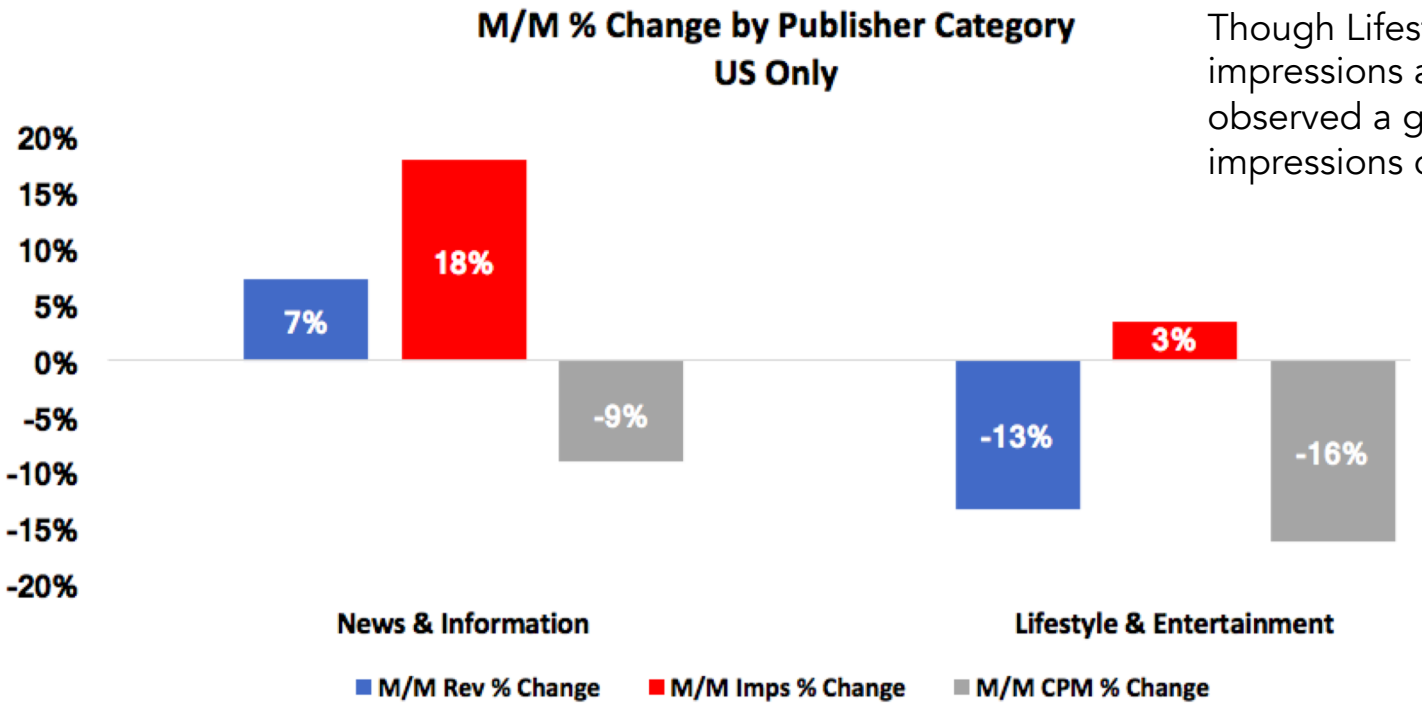
Publisher Category

Following 3/11, Lifestyle & Entertainment revenue decreased, while News & Information revenue increased.

Though Lifestyle & Entertainment impressions are up 3%, we've observed a general decrease in impressions over the last 4 days.



Recap

- Video Impressions are up 12%, CPM's are down 11%, and revenue is flat M/M
- Beginning 3/11 CPMs dropped, but have started to rise as of 3/23
- Impressions started rising before beginning to level off on 3/20
- AdX, Amazon, Telaria showing continuously declining CPMs beginning end of Feb with the biggest drops starting March 11th
- Mobile Video Impressions have seen significant growth while CPMs have decreased
- Desktop revenue decreases significantly on the weekends
- Shifting of Private to Open deals
- Following 3/11 News & Information saw revenue increase while Lifestyle & Entertainment decreased

Register for our next Webinar April 10th

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