



REINVENTING VIDEO ADVERTISING



Outstream is Mainstream: Monetizing Video at Scale

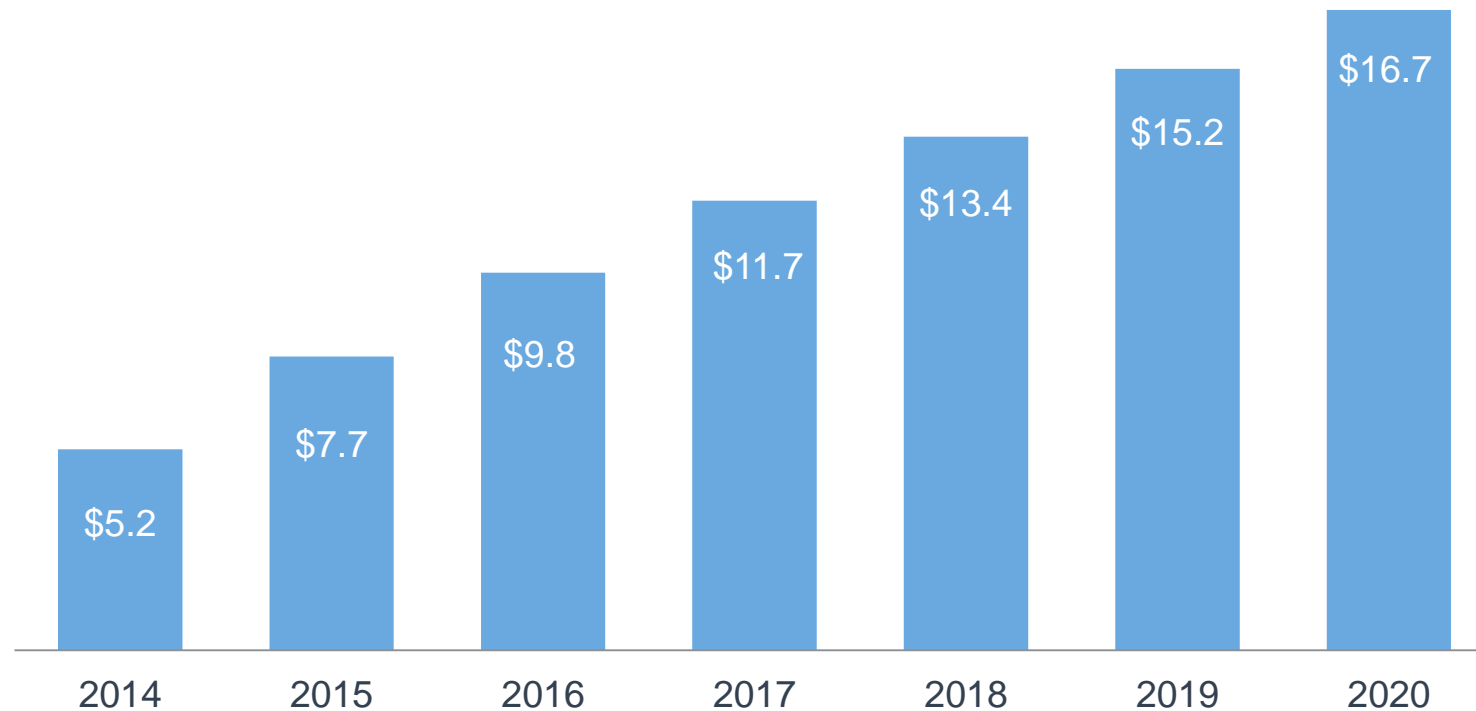
A Teads & McClatchy case study

Eric Shih, SVP, Business Development

Nick Ames, Director, Client Success



220% - Estimated growth in US
video advertising (billions)



Source: eMarketer, March 2016

Fastest
Growing
Advertisin
g
Segment



Instream is hard to scale

5%

of online video inventory
is premium

LACK OF PREMIUM
VIDEO INVENTORY

74%

of people find being forced
to watch video ads before
video content ruins the
experience

INTRUSIVE AD FORMATS

60%

of video ads
are never seen

VIEWABILITY ISSUES

Producing
video content
is expensive and
hard to scale



Major video ad budgets left on the table
WHAT IS THE SOLUTION?

Outstream Video Advertising

Video
inventory created
in premium
environments

PREMIUM EDITORIAL
CONTEXT

Video advertising
which is disruptive,
not intrusive

INDUSTRY LEADING
INNOVATION

100%
viewable ads,
100% of the time

TRUE \$ ROI

Editorial teams
have already
created premium
content at scale

ARTICLES &
HOME / SECTION PAGES

inRead Demo

ChromeFile Edit View History Bookmarks People Window Help

How to fix Miami's mid-market

Eric

www.miamiherald.com/news/business/real-estate-news/article131974874.html

AppsOffline DemosBrooklyn, NY (1121...CNN.com - Breakin...FacebookTwitter / Home djeshin - Yahoo! MailYahoo!Lightning ExperienceOther Bookmarks

Encouraging mixed-income developments that include both market-rate and subsidized units. Introducing less restrictive zoning policies that allow for the construction of micro-units and fewer parking spaces. And streamlining the time- and money-consuming permitting process for developers.

f

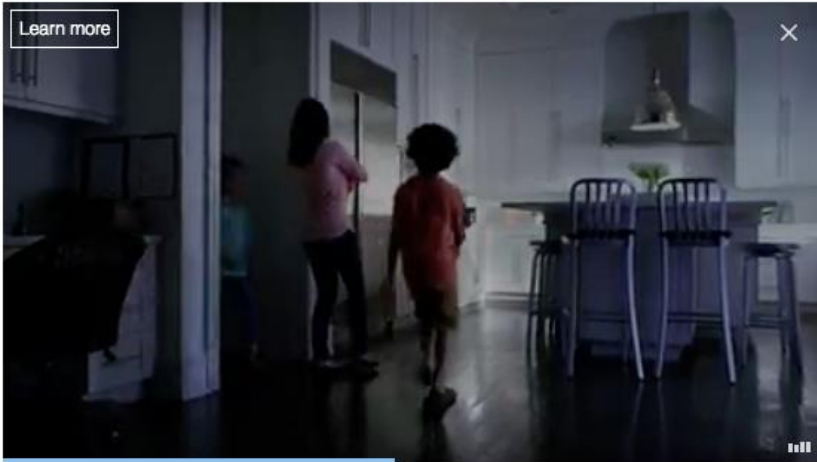
t

e

r

ADVERTISING

Learn more



X

2:24

THE SECRET SHELL GAME

NOW PLAYING

Offshore corporations: The secret shell game

0:44

Video: Colombian drug lord Pablo Escobar's old house in Miami Beach to be demolished

1:20

Marlins Fanfest celebrates passion for home team

VIEW MORE VIDEO

“

A LOT OF THESE IN ISOLATION ARE 2 PERCENT SOLUTIONS.

Stockton Williams, Urban Land Institute

”

Regus

Try a **FREE** Office or Meeting Room

SIGN UP +

“A lot of these in isolation are 2 percent solutions, but if you add them together they likely

FIND AND HIRE HELP FOR ANY GIG

Moonlighting

Teads.tv

Teads: An end-to-end video monetization solution

Innovative video ad format

Native (Outstream) video ad formats, cross-platform for any type of content

Video ad serving

Classical sales (IO)



Teads demand direct-sold campaigns

Web, mobile and international

Video SSP

Programmatic sales

Open**RTB**

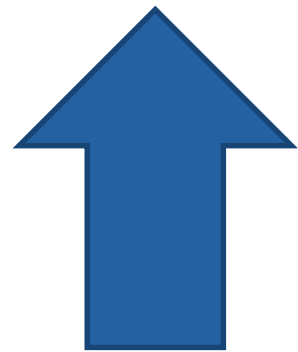
Teads & McClatchy: Partnership Objectives

- Generate additional revenue streams
- Unlock video advertising revenue that previously wasn't accessible
- Create video inventory in non-video environments...bringing the power of sight, sound, and motion to text
- Establish a new and effective video advertising platform (outstream) in the process



Inventory & revenue creation

Outstream generated additional video inventory



15x increase
in total video
inventory

Unlocking new video revenue



38% increase in total video revenue
resulting from outstream video advertising

New value for advertisers & publishers



Outstream drives value for both supply and demand

- ✓ Complements in-stream inventory, both providing a quality experience and a superior editorial environment for video ads
- ✓ Outstream is a uniquely viewable, and user-friendly, video format by design
- ✓ Builds impactful video packages that increase overall revenue
- ✓ Attracts larger national video budgets that pre-roll could alone could not deliver



30-40% of all
McClatchy's
direct buys now
come from
outstream video
advertising



REINVENTING VIDEO ADVERTISING

Thank You

Eric Shih, SVP Business Development - eric.shih@teads.tv
Nick Ames, Director, Client Success - names@mcclatchy.com