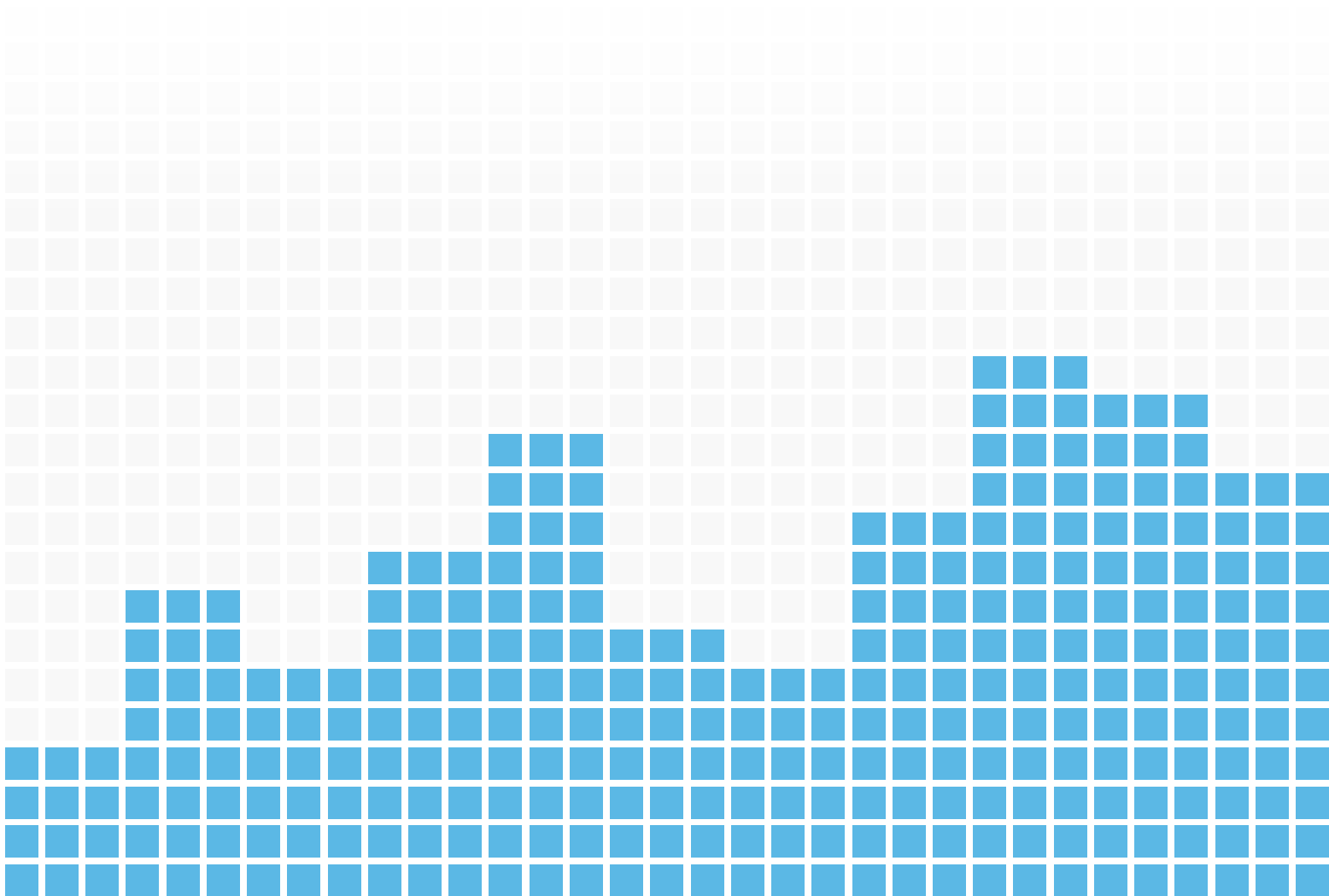


# Q3 2014

## Mobile RTB Insights Report

### Executive Summary



## Key findings

RTB Performance in Q3 2014

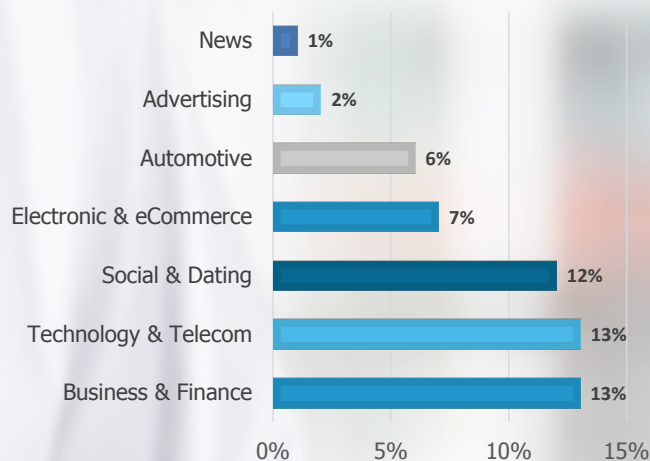
### First party data drives eCPMs and fill rates globally.

Brands are allocating spend towards mobile and programmatic. CPG was the top spend category and Automotive category saw the highest growth by percentage in spend.

Larger sizes and screens allowed for standard online ad-sizes (300x250) to be displayed, which also drives spend on mobile vs. desktop.

- Apps dominate usage on mobile devices vs. Mobile Websites. Volume of impressions inside apps grew it's share to 65% in Q3 for total impressions on SMX.
- India, Brazil and Mexico were among the top countries with highest growth in Q3 RTB spend.
- Top categories for advertising spend were Entertainment, Games, and Social Network.
- 1 out of 4 Creatives served was 320x50 making it the most popular creative size.
- Android devices generate more volume; however, impressions on iOS devices generated higher eCPMs.
- Richer media Creatives continue generating higher eCPMs due to higher demand and engagement.

Other advertising categories which contributed to the spend in Q3 2014 were:



# Mobile RTB Insights Report - Q3 2014 Executive Summary

Smaato is the leading independent global mobile RTB ad exchange and SSP. More than 80,000 mobile publishers use Smaato's platform to monetize their mobile inventory around the world. The Smaato Exchange (SMX) is globally connected to 337 Demand Partners (138 Ad Networks and 199 Demand Side Platforms and Trading Desks). SMX delivers more than 100 billion ad impressions per month, including campaigns from 91 of the top 100 Ad Age brands.

## Smaato Quarterly RTB Insights Report Q3 2014

We are proud to release the Global Mobile monetization RTB Insights Report for Q3, 2014. The report is in-depth analysis of worldwide data across our platform in Q3, 2014 and sampled from the activity that takes place across SMX.

Recent reports from eMarketer, ComScore and Gartner predict that global mobile ad spending is on pace to rise another 75.1% to \$31.5 billion this year and consumers now spend 32% more time on mobile than on desktop.

Smaato RTB exchange has seen more than 400% increase in mobile advertising spend for 2013 and 140% growth YoY in Q3, 2014.

- Programmatic spend on SMX grew by over 140% from Q3 2013. This trend will not slow down as brands embrace mobile advertising globally.
- Early adopters of mobile cared about CTRs, however the recent advertising spend is focused on targeting based on content, usage, reach and audiences.
- In-app advertising continues to dominate volume of inventory on mobile devices vs. mobile websites.
- On average 50%+ audiences per region can be reached on mobile devices which will continue shifting ad-spend from desktop to mobile
- Advertisers are already starting to look for alternatives to one publisher property (Facebook) vs. multiple publishers in search for affordable audiences.
- The gap between ad spend on mobile and time spent on mobile will narrow driven by larger devices, better creative ad-units and formats.

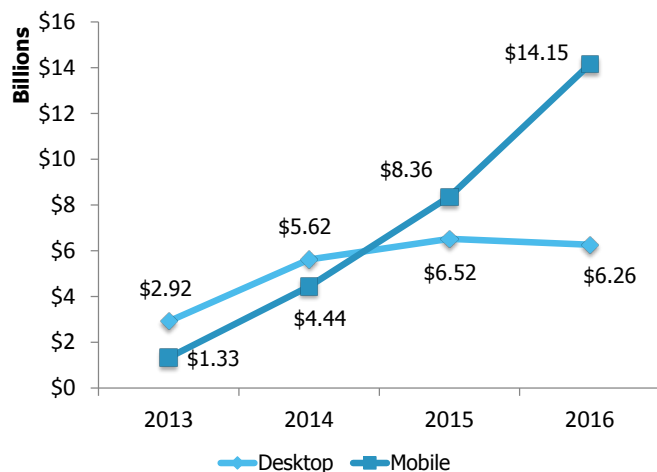


Chart I - Desktop vs. Mobile Programmatic Advertising Spend (in Billions USD)  
Source: eMarketer

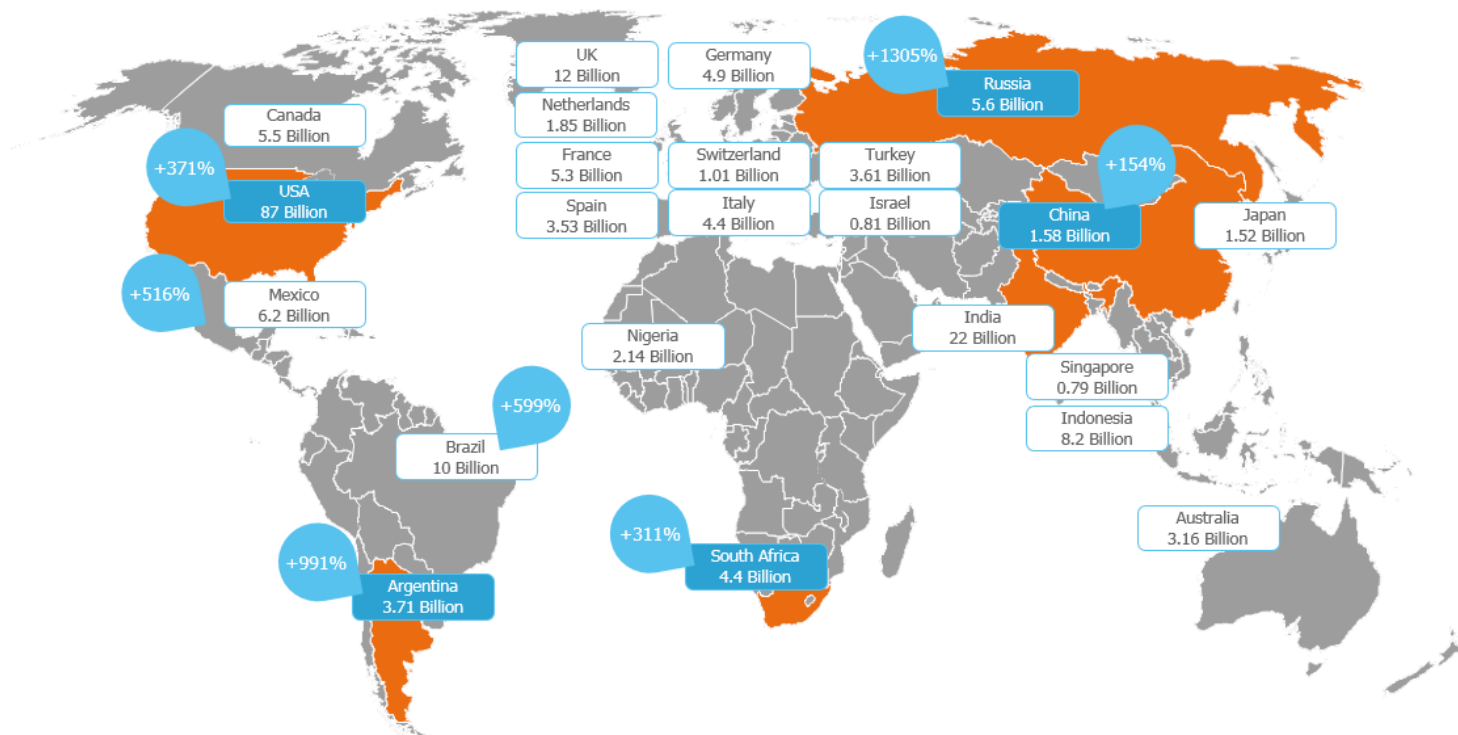


Chart II - 300B Impressions Across 150+ Countries and 480MM Uniques  
(Source: SMX Platform)

## About Smaato

Smaato is the leading global mobile RTB ad exchange (SMX) helping mobile app developers and publishers increase ad revenues worldwide. As an industry pioneer and leader, Smaato operates the leading mobile RTB ad exchange and Supply Side Platform across 80,000+ mobile app developers and mobile publishers. On demand side Smaato globally connects 138+ Ad Networks and 199+ DSPs.

Smaato is an initial member of the OpenRTB Mobile subcommittee and an active member of the Mobile Marketing Association, Mobile Entertainment Forum (MEF), Singapore Infocomm Industry (SITF), Singapore IT Federation and the German Digital Media Association

BVDW. Smaato received a Top 100 Private Company Award by AlwaysOn Media (2014, 2013, 2012, 2011, 2009 & 2007), is one of the AlwaysOn Global 250 winners in the Mobile category (2013, 2012 & 2011) and was named a "company to watch in 2010" by Financial Analyst Company GP Bullhound.

Smaato's global headquarters are in San Francisco, California. The privately held company was founded in 2005 by an experienced International management team. Smaato's European office is in Hamburg, Germany and the APAC office is in Singapore.

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