



Q4 2014

Global Mobile RTB Insights Report



The Leading Independent
Global Mobile RTB Ad
Exchange (SMX)

www.smaato.com

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 **390+ Demand Partners (150+ Ad Networks and 240+ Demand Side Platforms and Trading Desks)**. SMX delivers more than 150 billion ad impressions per month, including campaigns from 91 of the top 100 Ad Age brands.

Smaato Quarterly RTB Insights Report Q4 2014

We are proud to release the Global Mobile RTB Insights Report for Q4, 2014. The report is in-depth analysis of worldwide data from across Smaato's platform during Q4 2014, and is 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 reach \$167 billion by 2018 and that mobile search will surpass desktop this year. The Smaato RTB exchange has seen 164% growth YoY in Q4, 2014.



Mobile RTB Revenue on the Smaato Exchange Grew 164% in Q4 2014 over Q4 2013



Supply increased by **418%** across 230 countries, contributing to 164% Revenue Growth on the Smaato Exchange.

+139%

+164%

United States Remains the Top Country by Revenue on the Smaato Exchange

TOP 5 Performing Countries

1. United States
2. United Kingdom
3. Germany
4. Canada
5. India



***** Mexico, Brazil, Italy, China and Indonesia among Top Countries by % Revenue Growth in Q4 2014 over Q4 2013

AMERICAS

Americas	% Revenue Growth
Mexico	+497%
Brazil	+314%
Canada	+150%
US	+147%

EMEA

EMEA	% Revenue Growth
Italy	+1475%
France	+387%
Switzerland	+275%
Germany	+199%

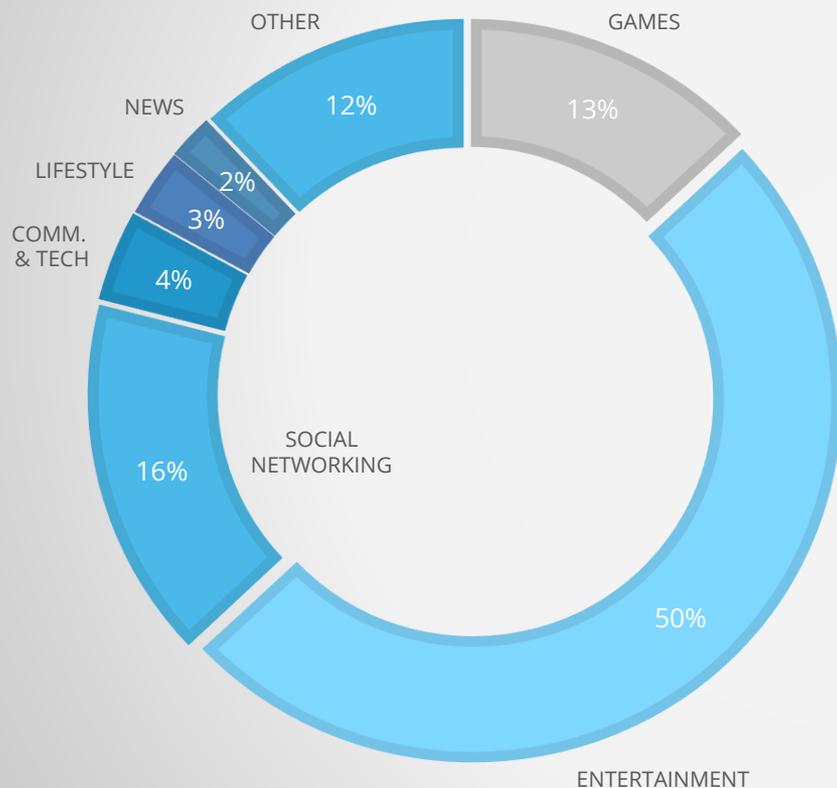
APAC

APAC	% Revenue Growth
China	+557%
Indonesia	+450%
Singapore	+399%
India	+302%

Entertainment Continued to Be the Top Performing Category by Supply and Spending in Q4 2014

Top publisher categories by revenue

Entertainment, Social Networks and Games were the Top 3 categories with the highest revenue in Q4 2014.

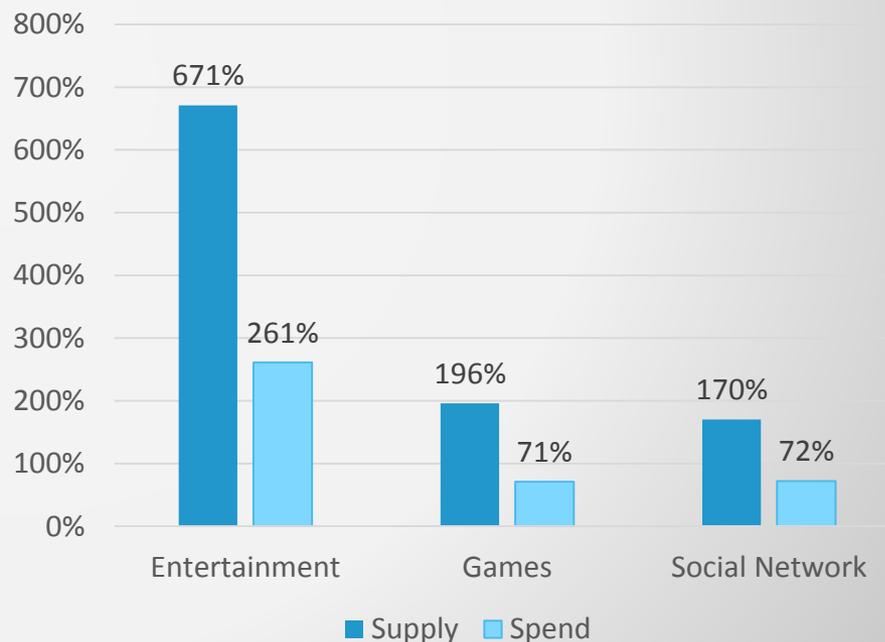


Publisher categories that had the highest revenue growth in supply and spending in Q4 2014 over Q4 2013

The **highest revenue growth in publisher supply (auctions)** Entertainment (+671%), Games (+196%) and Social Networks (+170%) in Q4.

Highest advertising spend

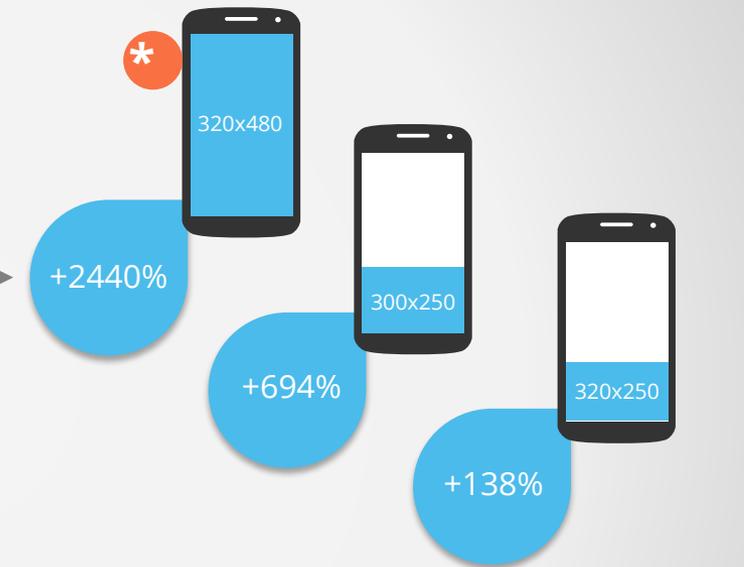
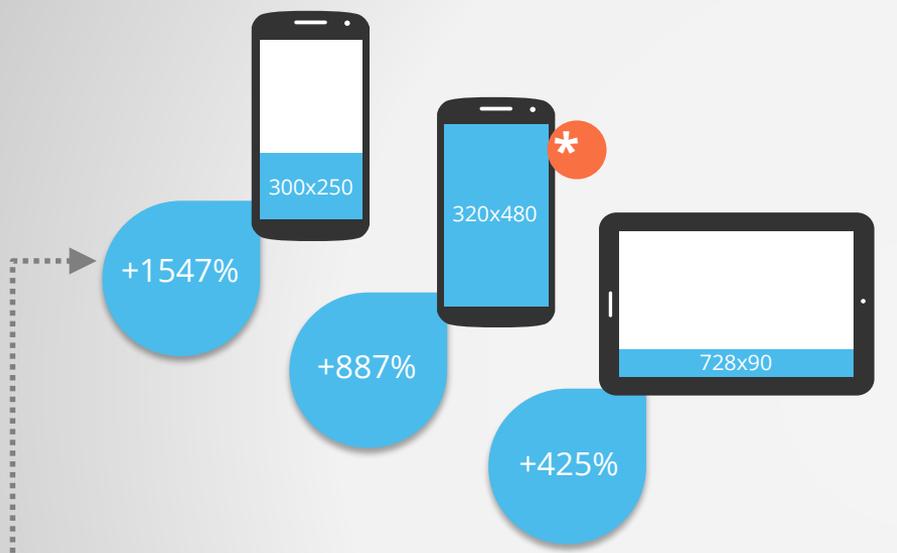
Entertainment (+261%), Games (+71%) and Social Network (+72%) were some other top categories with increased spend in Q4.



Supply and Spending on Smartphones Remained Ahead of Tablets by Ad Size on the Smaato Exchange in Q4 2014

Highest uplift in publisher supply in Q4 2014 over Q4 2013 was across these 3 ad sizes:

Highest uplift in spend in Q4 2014 over Q4 2013 was across these 3 ad sizes:



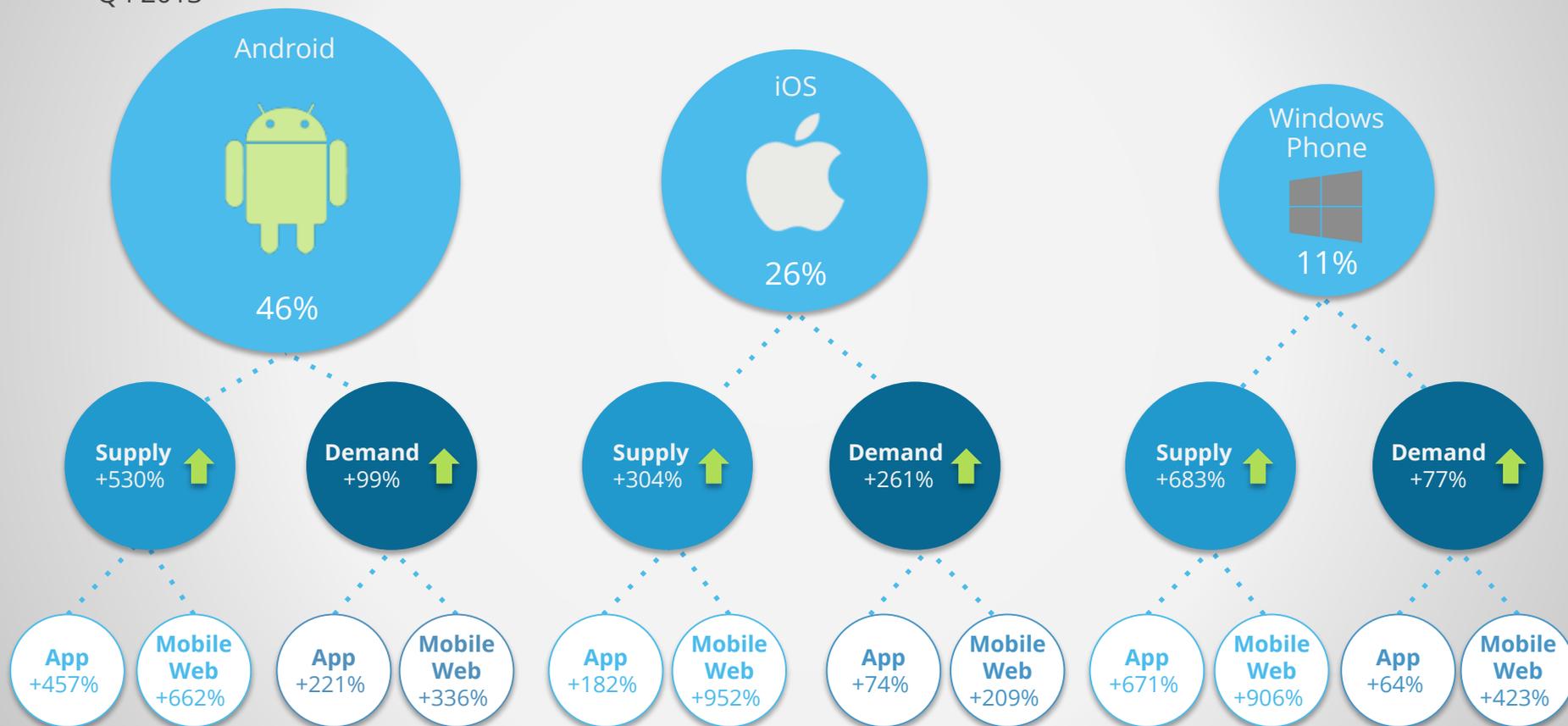
Supply Growth by Ad Size was Highest on Smartphones.

*** Did you know?** 320x480 ads are interstitial ads. In Q4 2014 there was a significant increase in spend across interstitial ads on the Smaato Exchange.

Smaato's Top 3 Ad sizes by Revenue in Q4 2014: 320x50 • 728x90 • 300x250

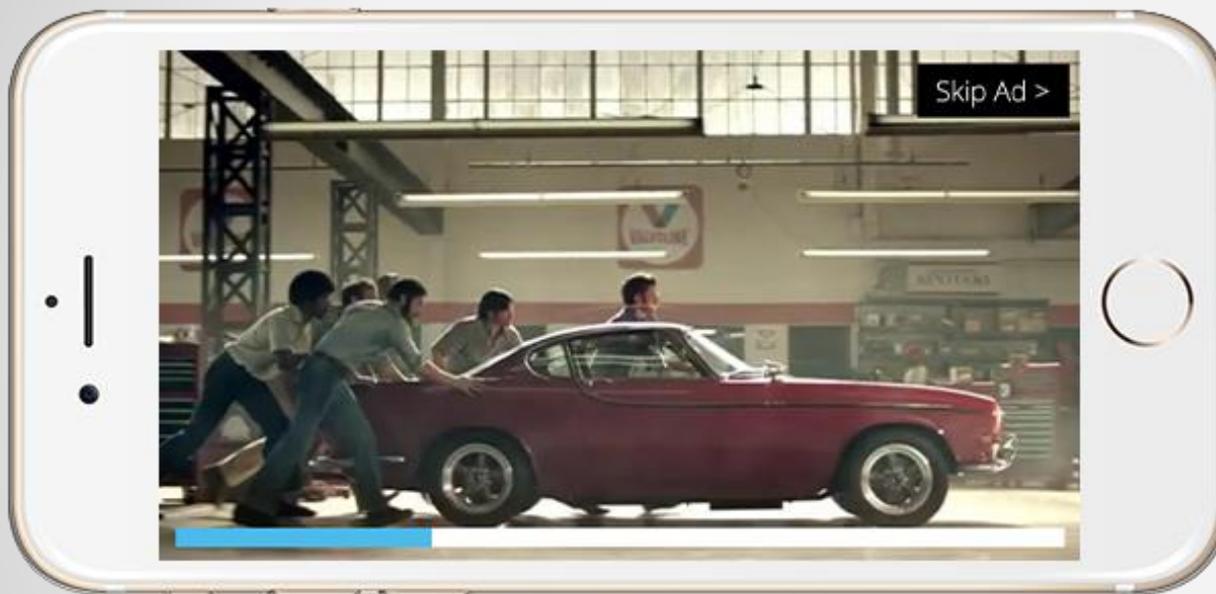
Android remained the top OS by Impressions Generated Worldwide on the Smaato Exchange

- Windows had the highest uplift in impressions, and iOS had the highest uplift in spend on the Smaato Exchange in Q4 2014 over Q4 2013
- Growth in both Supply and Demand increased on the top 3 device OS on the Smaato Exchange in Q4 2014 over Q4 2013



Market share of other device OS impressions: **17%**

Demand for Rich Media Formats Continued to Grow Over Basic Image Ads on the Smaato Exchange in Q4 2014



***** *Did you know?*

eCPMs for Rich Media ads grew by **362%** on the Smaato Exchange

Demand for Rich Media grew by **67%**

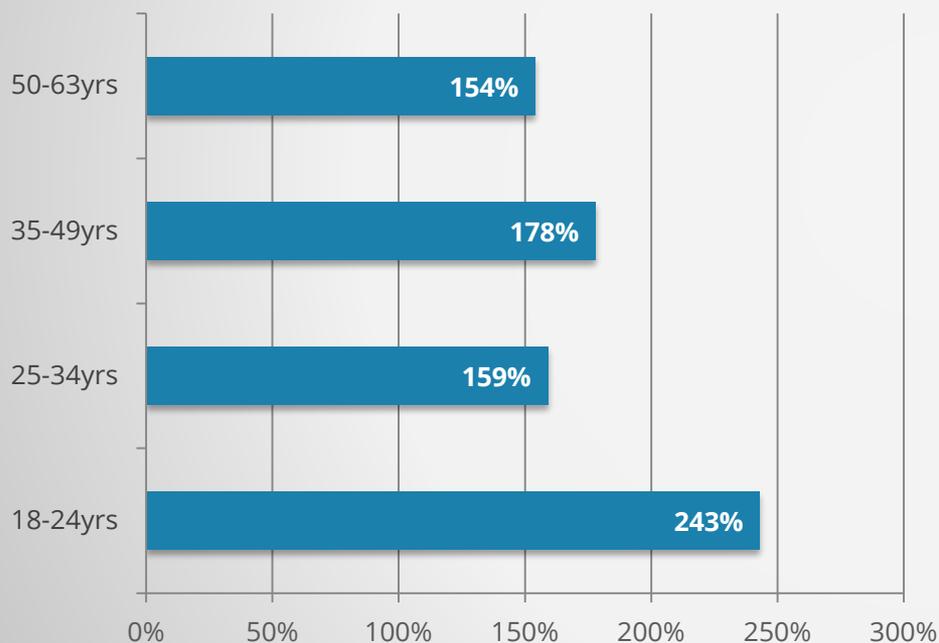
Rich Media generated 70% higher eCPM over image ads, and accounted for 60% of overall revenue on the Smaato Exchange in Q4 2014.

User Data Drove eCPMs

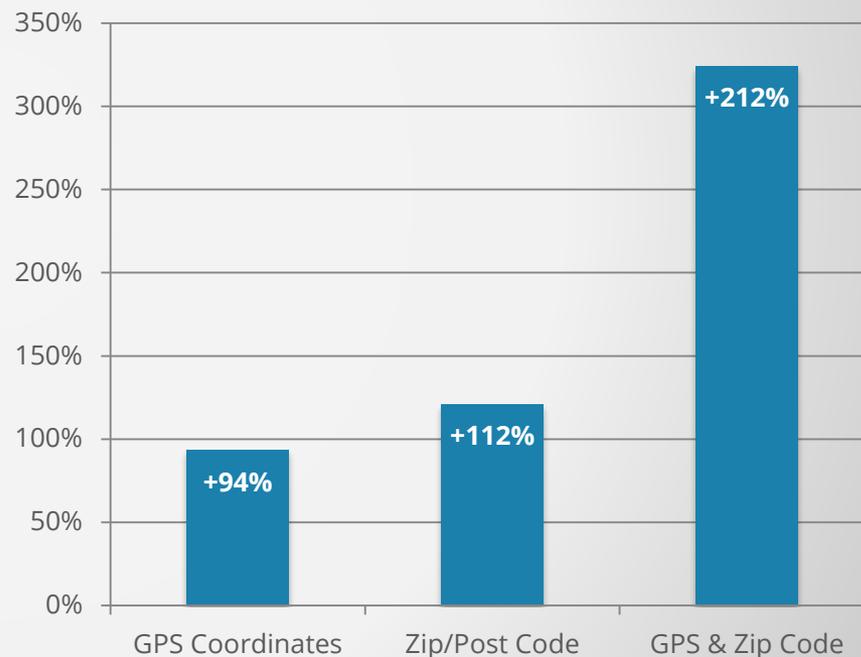
Personalization and location data a strong driver of publisher revenues

eCPMs increased 60% when **Device ID** was provided.

Increase in eCPMs **Age Information**

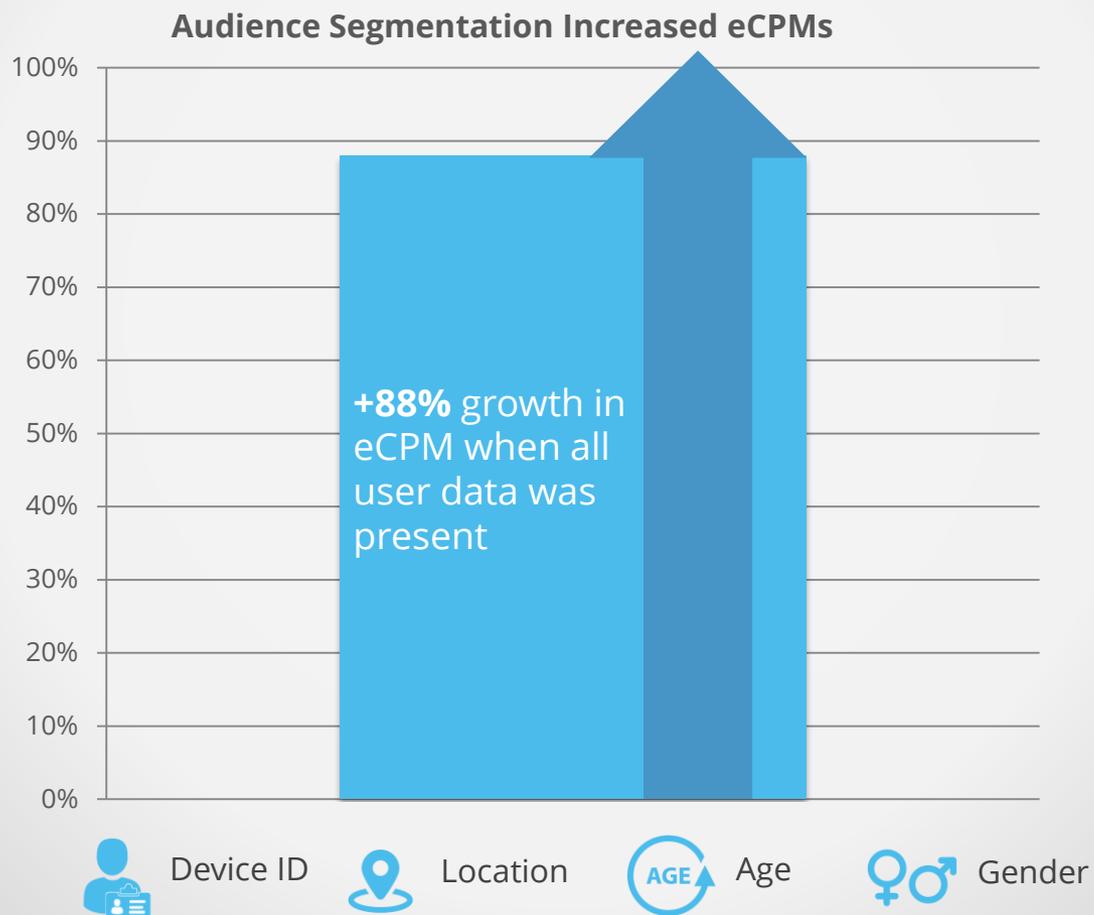


Increase in eCPMs **Location Data**

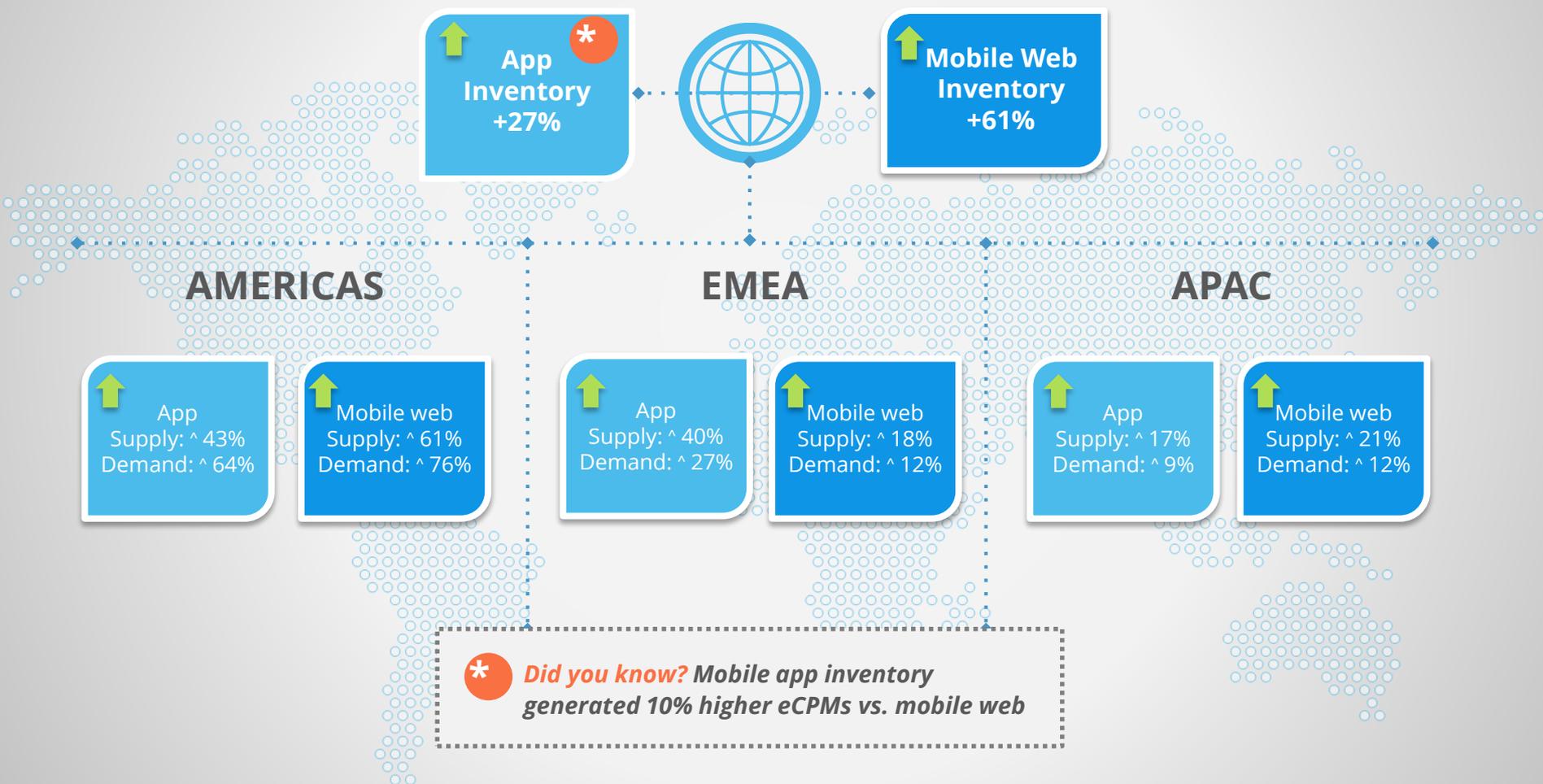


eCPMs Grew 88% on the Smaato Exchange When All User Data Was Present

When location, device ID, age and gender information were all present, eCPMs were **88% higher** on SMX.



Mobile App Inventory Accounted for 64% of Revenue on the Smaato Exchange in Q4 2014



Summary of Key Findings

RTB Performance in Q4 2014

On the Smaato Exchange:

 Growth in supply and demand resulted in a 164% uplift in revenues over Q4 2013.

 First party data drove eCPMs and fill rates globally.

 Mobile app inventory generated higher eCPMs than mobile web.



Apps accounted for the majority of revenue vs. mobile websites on the Smaato Exchange in Q4 2014.



Advertisers increased spend on interstitial ads by 2,440% in Q4 2014.



India, Brazil and Mexico were among the top countries with highest growth in Q4 RTB spend.



Android devices generated more volume; however, spend on iOS devices had the highest uplift.



Top categories for advertising spend were Entertainment, Social, and Games.



Rich media accounted for 60% of overall revenue on the Smaato Exchange in Q4 2014.

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About Smaato

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A privately held company founded in 2005, Smaato is headquartered in San Francisco, California, with offices in Hamburg, Germany, as well as Singapore and New York. www.smaato.com/company

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