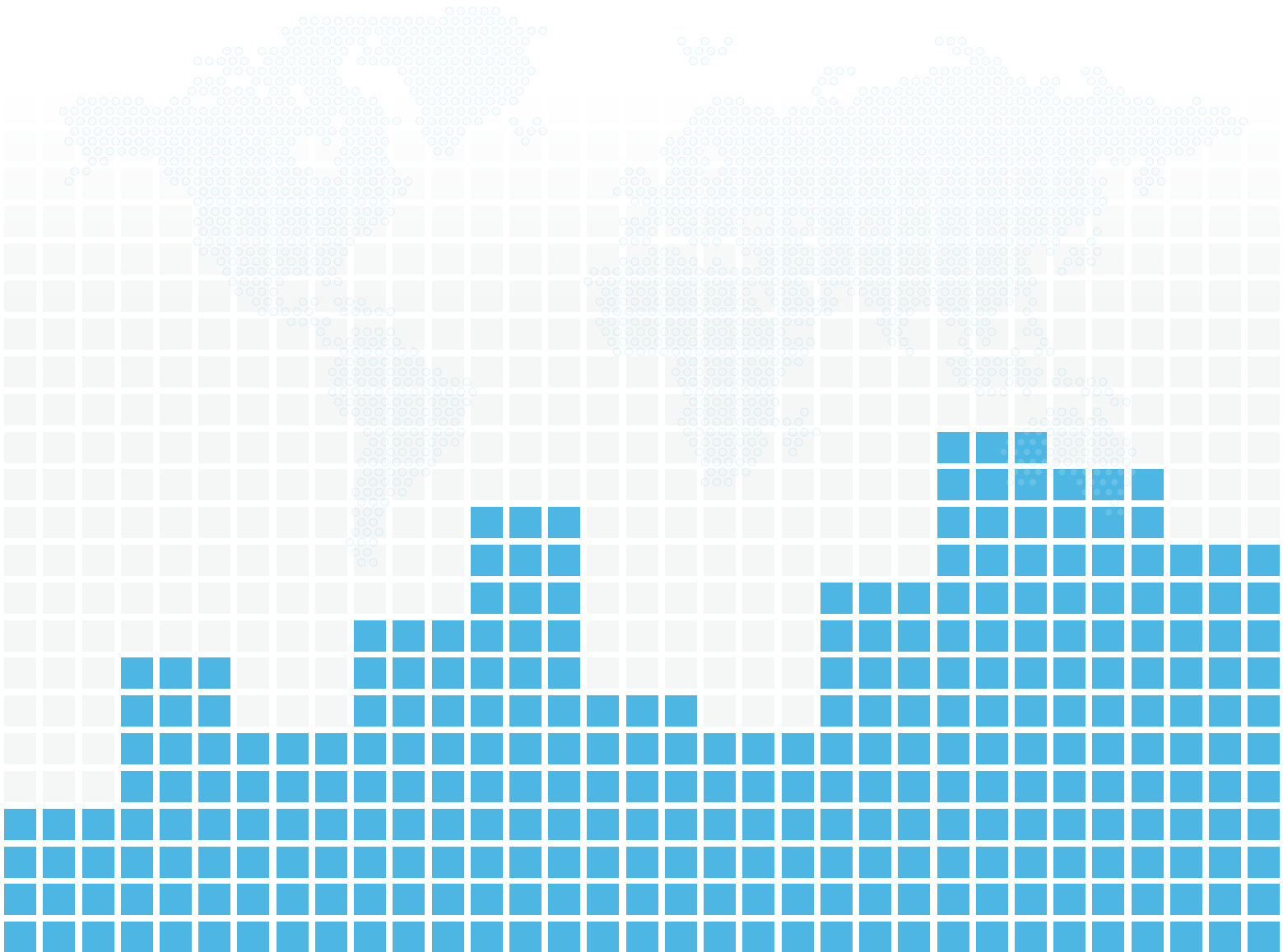


# Q4 2014

## Mobile RTB Insights Report Executive Summary



## Key findings

### RTB Performance in Q4 2014

Smaato is proud to release the **Mobile RTB Insights Report** for Q4, 2014. This report is an in-depth analysis of global data across our platform during the 4th quarter of 2014, and is sampled from the activity that takes place within the Smaato Exchange (SMX).

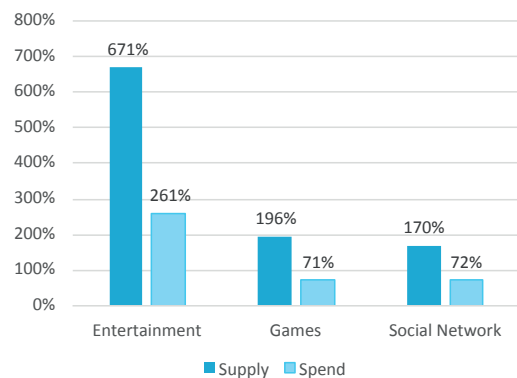
Key graphics, statistics and charts can be found in the full Q4 2014 report, available for free download at [www.smaato.com/reports/](http://www.smaato.com/reports/).

Growing supply, the availability of first-party data and newly dominant ad formats are driving increased revenues on the Smaato Exchange.

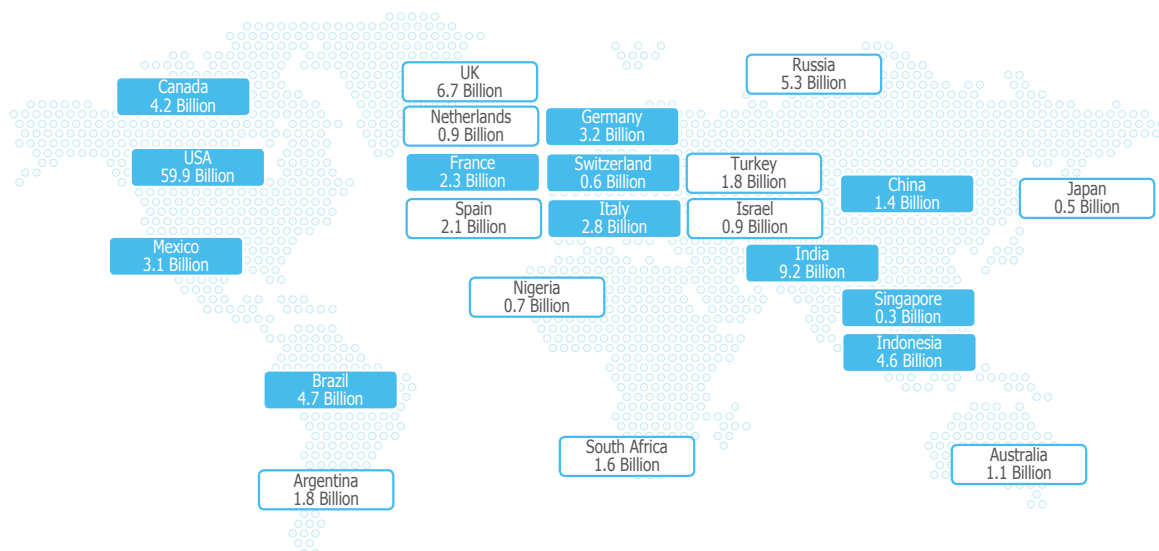
- **Supply is soaring on RTB** (up 418% over the past year, across 230 countries), leading to an increase in revenues by 164%.
- **First-party data** such as location data, age information, gender and Device ID is driving higher eCPMs and fill rates in all markets around the world. When all 4 pieces of data were present, thereby allowing for better segmentation, eCPMs were 88% higher.
- **Apps, as opposed to mobile websites, continue to dominate usage and revenues.** 64% of revenues came from apps, compared with 36% from mobile web – with app inventory generating 10% higher eCPMs as well.

- **Mexico, Brazil, Italy, China and Indonesia** were the top countries by revenue growth percentage increase during Q4 2014. The United States remains the top country by revenues overall.
- **Here come the interstitials.** Spending on the 320x480 ad format, which are interstitial ads, experienced a 2,440% increase vs. this time last year. This was driven by an 887% increase in publisher supply.
- **Rich media, too.** Rich Media generated 70% higher eCPM over basic image ads, and accounted for 60% of overall revenue on the Smaato Exchange in Q4 2014.

The top publisher categories by revenue were:



As in previous quarters, **Entertainment** was the top category for publisher revenues in Q4 2014. This category had the highest growth in both supply (number of auctions) and in advertising spend from one year ago.



Q4 2014 Revenue Growth on Smaato Exchange by Country, Countries highlighted in blue experienced largest revenue growth compared with Q4 2013.

## 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 150+ Ad Networks and 240+ DSPs.

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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