MOBILE MARKETING TRENDS
Australia & New Zealand
2017
MOBILE ADVERTISING LANDSCAPE IN ANZ

- **15 Million** Unique user count
- **52% Reach** InMobi’s reach across the mobile device users in ANZ
- **9.5x Growth** in spends on mobile video advertising
- **3.4x Growth** in the volume of video ad impressions consumed in 2017
- **70% Ads** viewed over WiFi connections
- **54% Share** of impressions viewed over Apple devices

Source: InMobi Network Insights
INSIGHTS INTO ANZ'S BOOMING MOBILE ADVERTISING MARKET
ANZ remains a dominant force in mobile ad consumption in APAC

In the Asian region, ANZ is the fifth largest mobile ad destination after South Korea

The top categories of mobile ads consumed include – Travel, Gaming, Auto, and Finance.

Leading Categories of Mobile Ads Consumed in ANZ

- Travel & Transport: 30%
- Gaming: 17%
- Auto: 12%
- Banking & Finance: 8%
- Government: 5%

Source: InMobi Network Insights
MOBILE VIDEO ADVERTISING TAKES OFF

Brand advertisers are keenly aware of the importance of video as an effective storytelling medium. Certain verticals of the industry such as FMCG, Auto and Retail sectors have been driving growth in the adoption of mobile video advertising in ANZ.

- Video ad spend on the InMobi network in ANZ grew over 10-fold Y-o-Y in the first half of 2017 – a strong indication that advertisers want to reap the benefits of the immersive and engaging experience that video ads provide.

- Growth in video ad consumption was up by over 300%, a further reinforcement of consumer demand for all video content.

Source: InMobi Network Insights
MOBILE VIDEO ADS DELIVER SUPERIOR ENGAGEMENT

Source: InMobi Network Insights

Note: User Engagement is measured in terms of CTR. Video, Interstitial and Native User engagement has been compared to Banner Ads.
The unanticipated success of the iPhone 7 and 7 Plus in Q4’16, not only smashed shipment records but also propelled Apple into the #1 spot overtaking Samsung. The profile of iPhone buyers has widened to include 25 - 34 year olds, which has been key to Apple’s success.

While the launch of iPhone 8 did not garner similar enthused reactions in the region, speculators are waiting to see the impact iPhoneX has on the market dynamics.

APPLE USERS ARE THE LEADING CONSUMERS OF MOBILE VIDEO ADS

Apple users are the leading consumers of mobile video ads across handsets in ANZ.

<table>
<thead>
<tr>
<th>Handsets</th>
<th>Mobile Video Viewership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
<td>48%</td>
</tr>
<tr>
<td>Samsung</td>
<td>38%</td>
</tr>
<tr>
<td>HTC</td>
<td>2%</td>
</tr>
<tr>
<td>Sony</td>
<td>2%</td>
</tr>
<tr>
<td>Huawei</td>
<td>2%</td>
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</tbody>
</table>
INMOBI CONSISTENTLY OUTPERFORMS ACROSS VIEWABILITY METRICS

- **Viewability Rate**: 92%
- **Human & AVOC Rate**: 46.3%
- **IVT Rate**: 0.06%
- **MOAT Score**: 61

**Human and AVOC Rate** = % of Impressions where ad was viewable and audible on completion and delivered to humans.

**IVT Rate** = % of total unfiltered Impressions that were delivered to non-human end-point.

**MOAT Score** = a benchmark score based on averaged % of the video that was audible and/or visible.

Source: InMobi Network Insights

AVOC: Audibility & Viewability on Completion
IVT: Invalid Traffic
ANZ IS NOW A HOTBED FOR PROGRAMMATIC ACTIVITY

Source: InMobi Network Insights

- **77%** growth in mobile programmatic ad spend from H1'16 to H1'17

- Finance & Retail are leading the explosion of growth on programmatic buying of video inventory

- Video was the most preferred ad format for programmatic campaigns

Mobile programmatic ad spend

Source: InMobi Network Insights
CASE STUDY: MOBILE VIDEO DELIVERS REAL RESULTS

Problem Statement:
To increase a leading media company’s subscriptions via their NBA offering and hence grow the viewership of the latest NBA season.

Solution:
InMobi created a custom vertical video ad unit for the said company, to encourage more Australians to watch the NBA games. This increased their subscription base and audience viewership. The ad unit displaying dynamic units, which recommended the one game, viewers must watch based on the company’s insights.

IMPACT on BRAND METRICS

- 6 Million impressions delivered
- 304 Hours of the video watched. This is more than the total live NBA coverage
- 21% increase in the share of sports network viewers for said media house, compared to the target of 15%
- 29% increase in average audience size compared to the last NBA season

Source: InMobi and YouGov ad effectiveness study
InMobi is a global mobile advertising platform that specializes in delivering the best ROI for mobile marketers. A mobile-first and mobile-only platform, InMobi has been pioneering the next generation of ad experiences, including video advertising, on the back of deep learning based optimization engines.

InMobi platforms help brands, performance marketers and app publishers engage mobile users across different stages of their lifecycle, converting each mobile moment into an opportunity to drive engagement and revenue. Recognized by Fast Company as one of The Most Innovative Companies in 2016, InMobi reaches over 1.5 billion unique mobile devices worldwide, and is redefining business models for the mobile ecosystem.