

Mobile & Video Advertising

Practice in China

Miaozhen[®]
Systems

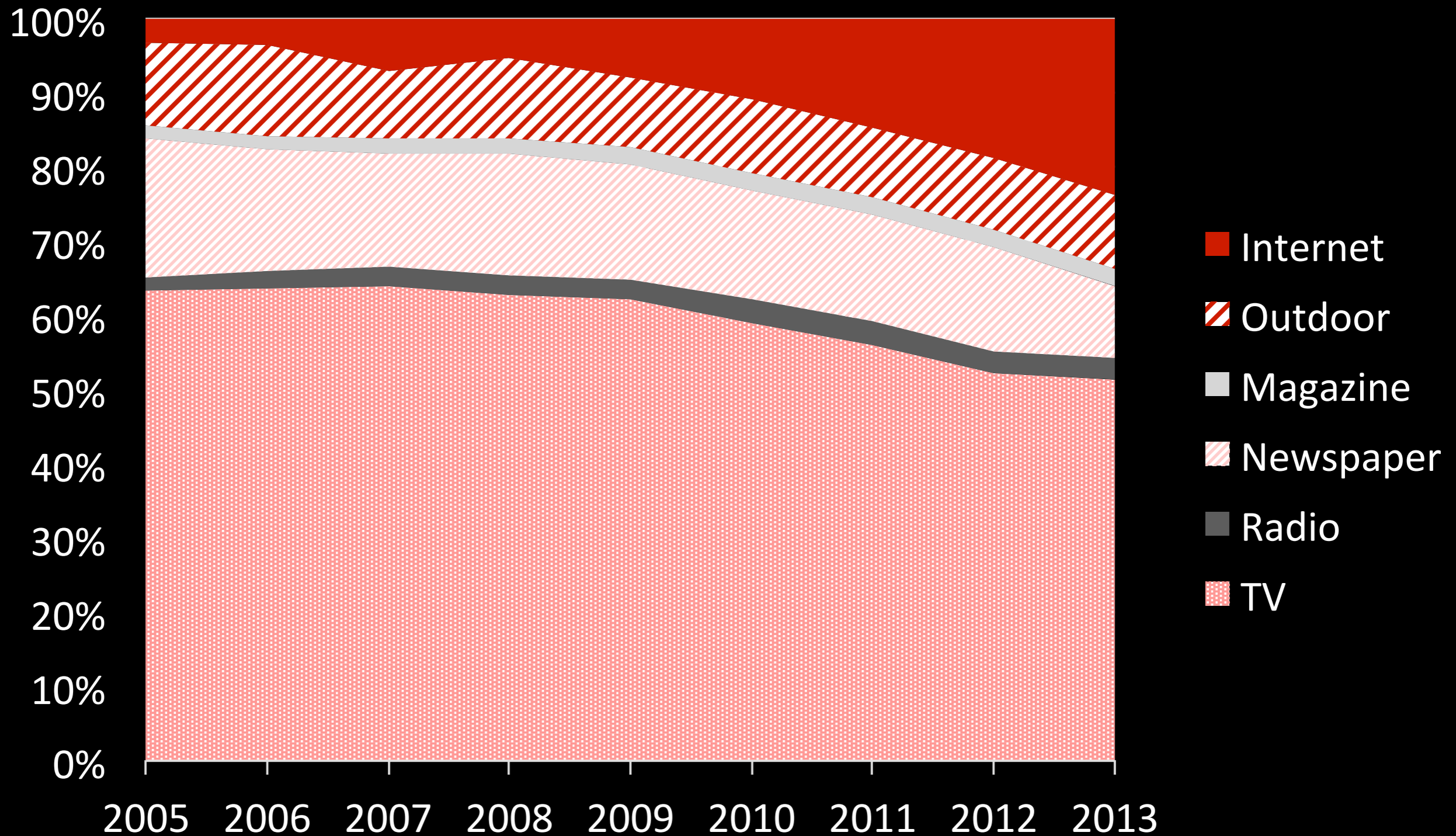
Growth of Mobile in China

1%

Smaller than smaller

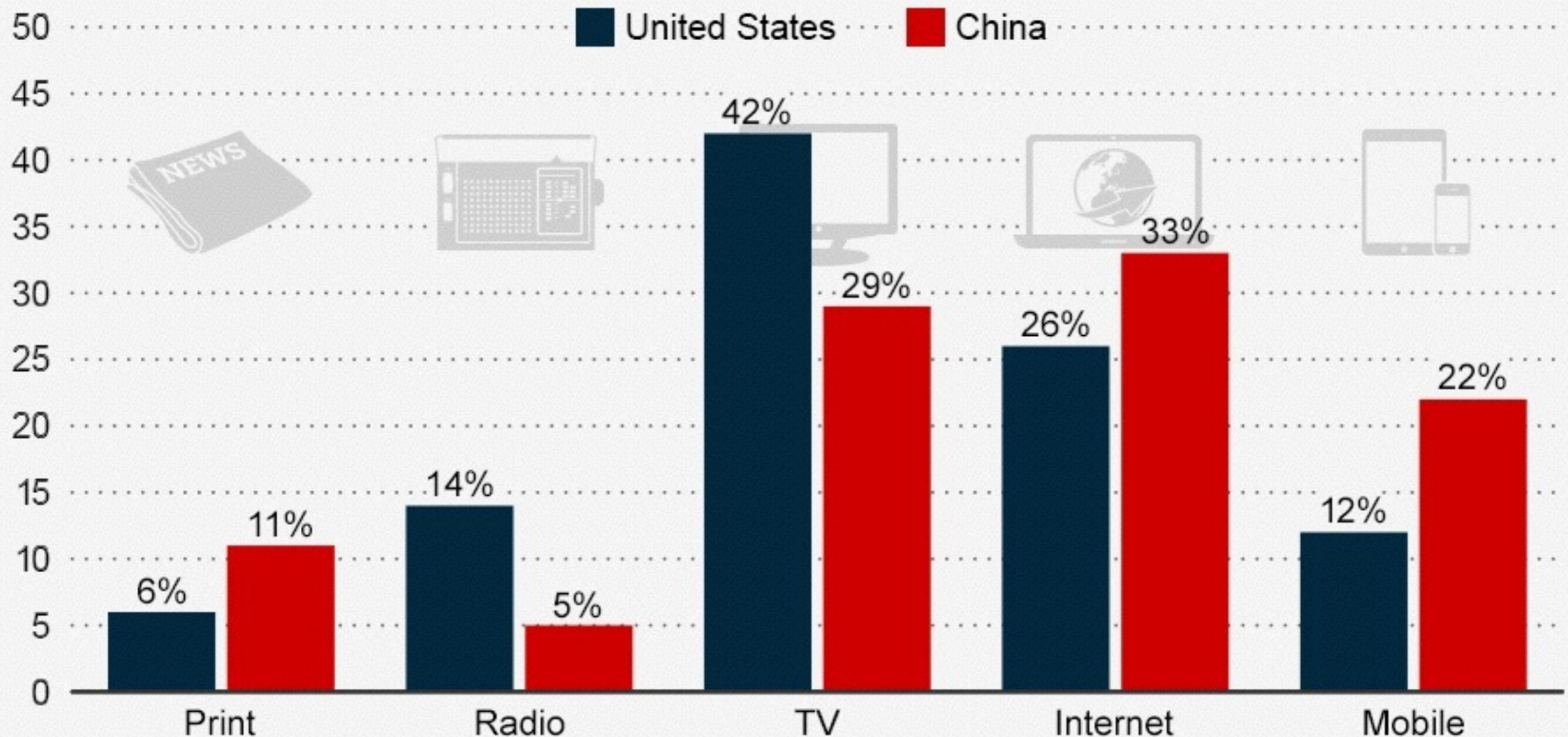


China's media budget



Media Preferences

Percentage of time spent using media in the U.S. and China 2012*



* as of 12/12

Digital Advertising



video



mobile

Challenges

- Publishers

- proof of **value**



video

- Advertisers



mobile

- budget **allocation**
- campaign **evaluation**
- performance **optimization**

Third Party

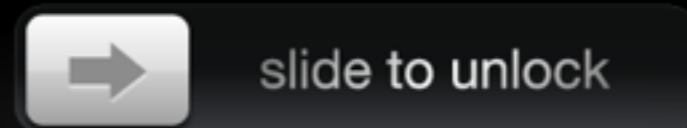
Our Businesses

- Miaozen's mission
 - Provide 3rd-party technologies and services for online & mobile advertising ecosystem.
- China's leading 3rd-party
 - **MixReach** - US\$ 8B /year
 - **AdMonitor** - 5B imp /day
 - **AdServing** - 1B imp /day

Miaozen®
Systems

Our Practice

- To unlock video & mobile
 - **C**omparable
 - **C**ross-screen
 - **P**rogrammatic



“Comparable.”

Make TV and digital video ads comparable.

Comparable

- Enable TV “languages” in *digital video*
 - Market segmentation
 - Geographic, Demographic
 - Metric system
 - GRP, Reach, Frequency

POPULATION AND AREA

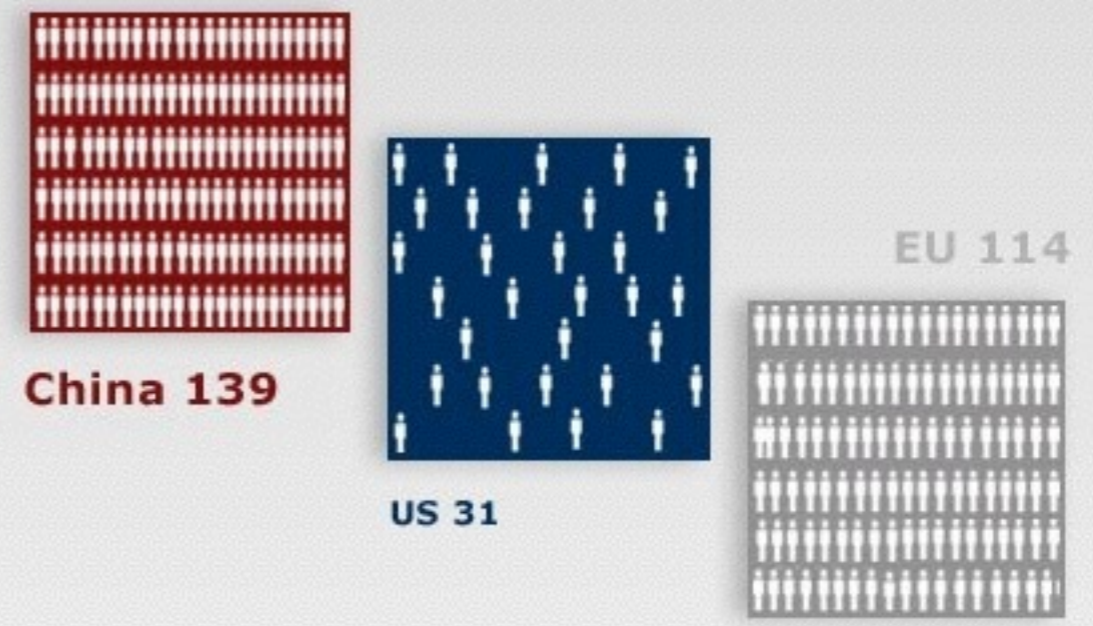
Population 2009



Total area in km²



Inhabitants per km²



Source: CIA World Factbook

Source: CIA World Factbook

China

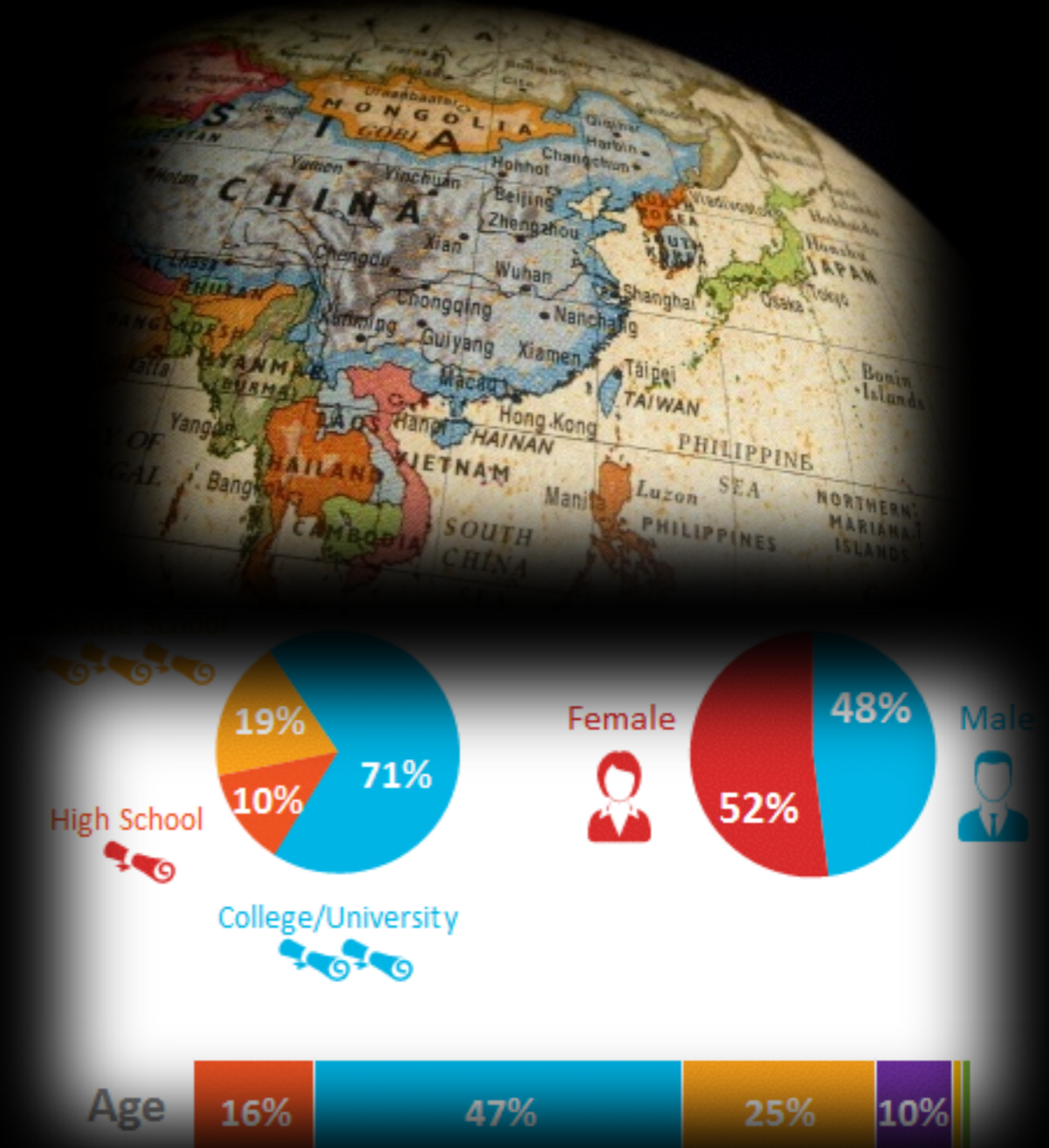
US

EU

US 31

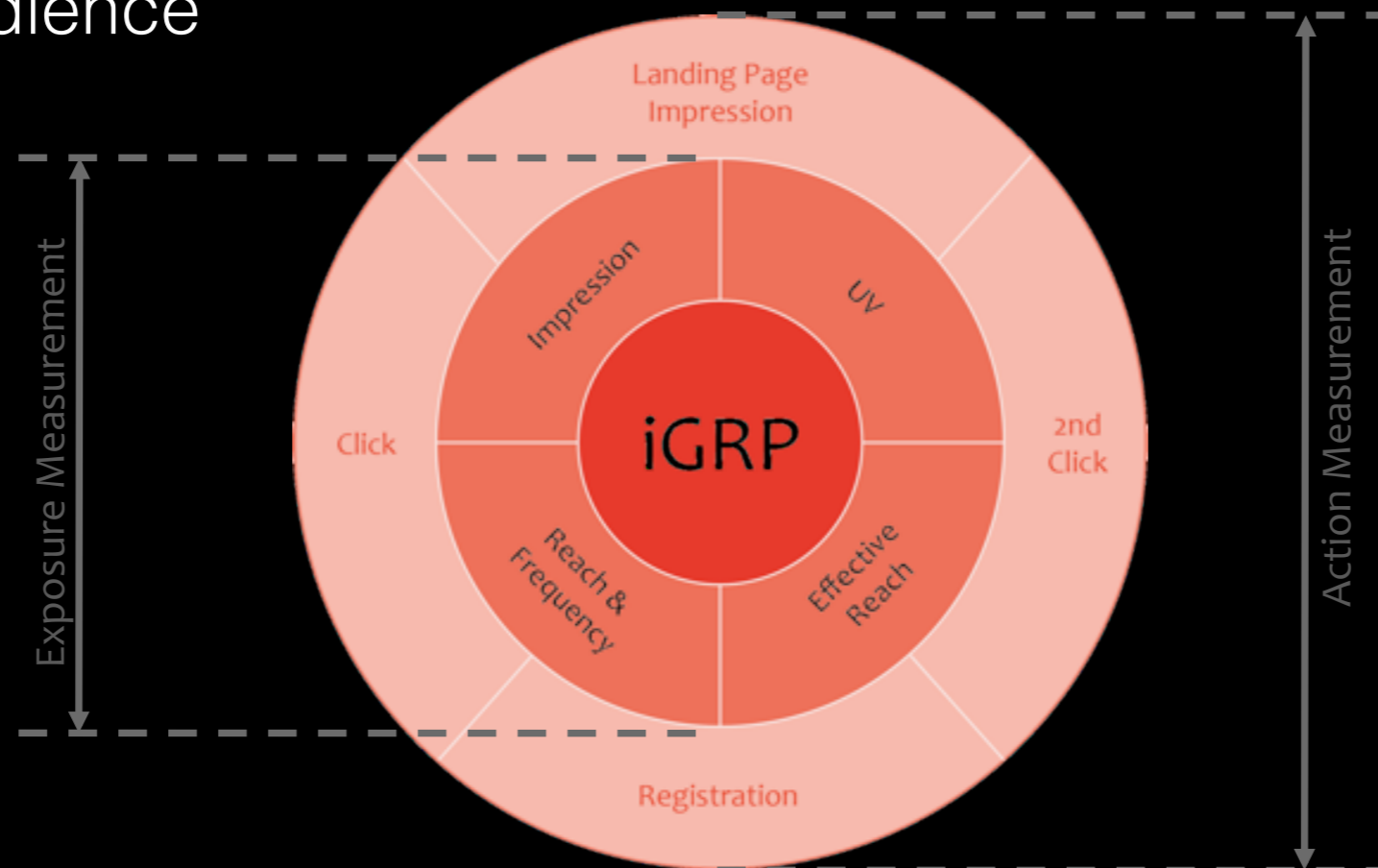
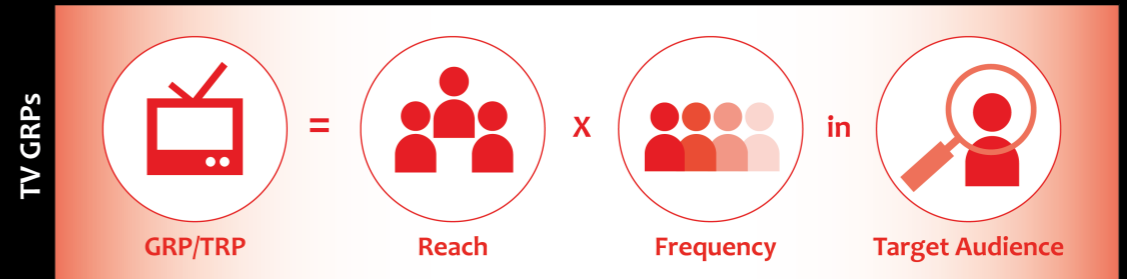
Market Segmentation

- Geographic
 - Dynamic IP address
 - 334M IPs : 632M Netizens
 - IP-GEO standard DB
 - IAB China / CAA
- Demographic
 - Sex, age, education, income



Metric System

- From GRP to iGRP
- Reach, Frequency
- Target Audience



“**C**ross-screen.”

Make budget allocation & campaign measurement
support multiple screens.

DEVICES THAT CHINESE NETIZENS USE TO GO ONLINE



81%

MOBILES



70%

DESKTOPS



44%

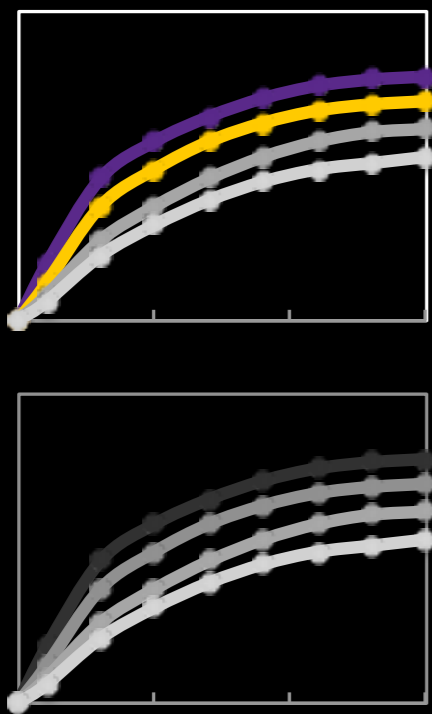
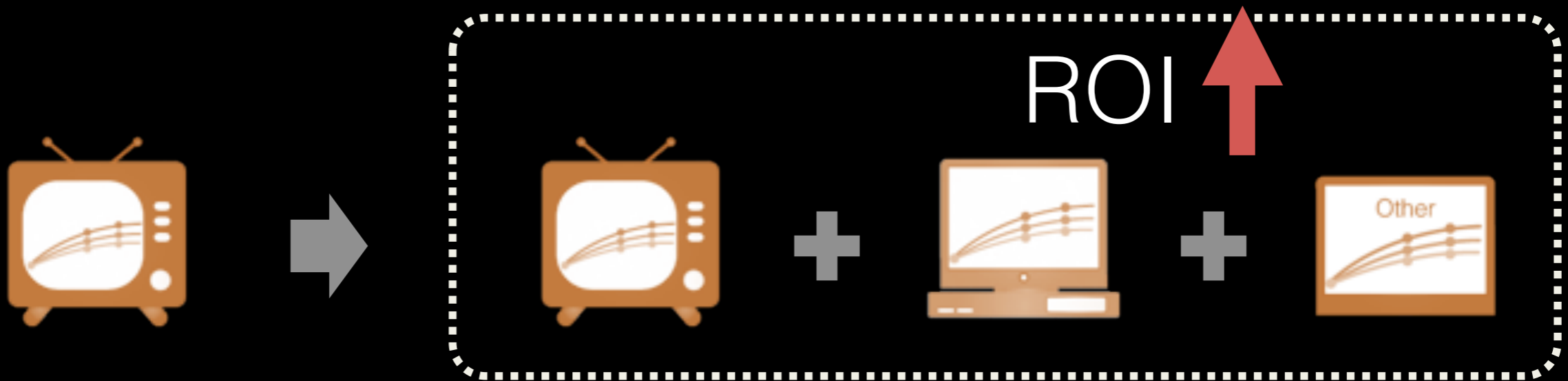
LAPTOPS

Cross-Screen

- Screen fragmentation - audience overlap
- Challenges
 - Pre-buy
 - budget allocation
 - Post-buy
 - campaign evaluation



Budget Allocation

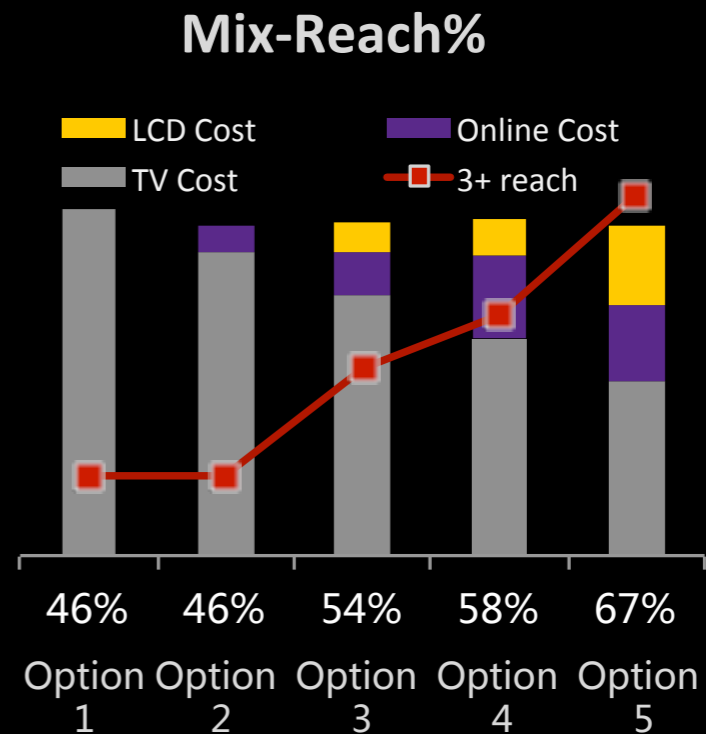


Reach% Table

Reach%	100	200	300	400	500	600	700	800	900	1000
10	15	25	35	45	55	65	75	85	95	105
20	15	25	35	45	55	65	75	85	95	105
30	15	25	35	45	55	65	75	85	95	105
40	15	25	35	45	55	65	75	85	95	105
50	15	25	35	45	55	65	75	85	95	105
60	15	25	35	45	55	65	75	85	95	105
70	15	25	35	45	55	65	75	85	95	105
80	15	25	35	45	55	65	75	85	95	105
90	15	25	35	45	55	65	75	85	95	105
100	15	25	35	45	55	65	75	85	95	105

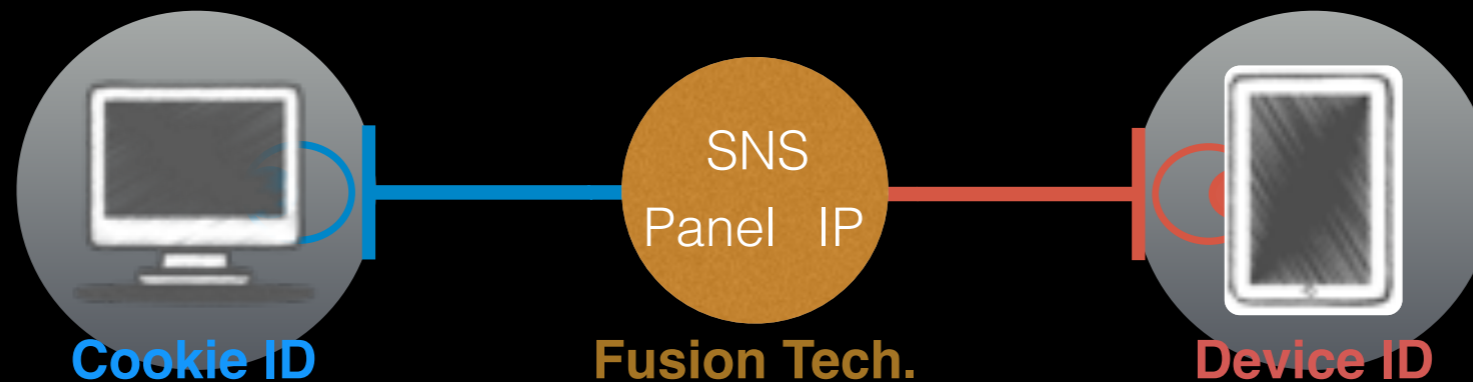
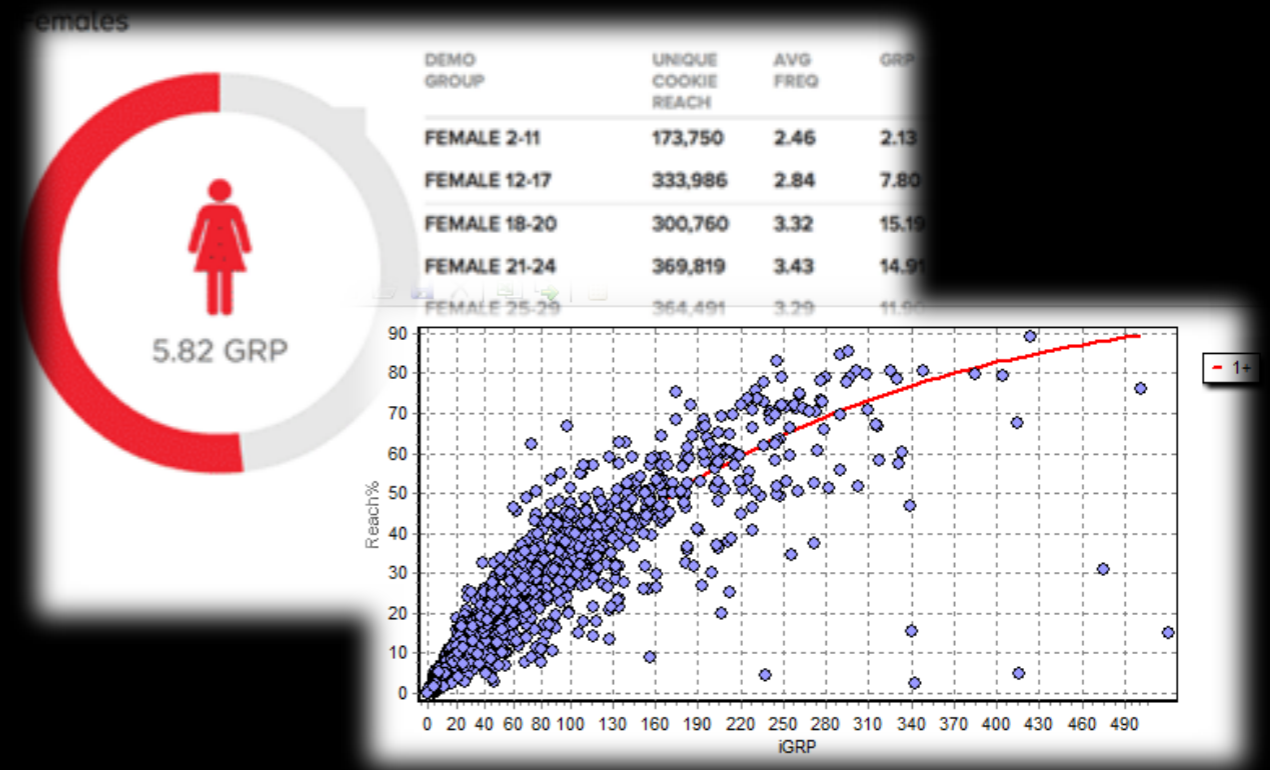
Cost Table

Cost	100	200	300	400	500	600	700	800	900	1000
10	15	25	35	45	55	65	75	85	95	105
20	15	25	35	45	55	65	75	85	95	105
30	15	25	35	45	55	65	75	85	95	105
40	15	25	35	45	55	65	75	85	95	105
50	15	25	35	45	55	65	75	85	95	105
60	15	25	35	45	55	65	75	85	95	105
70	15	25	35	45	55	65	75	85	95	105
80	15	25	35	45	55	65	75	85	95	105
90	15	25	35	45	55	65	75	85	95	105
100	15	25	35	45	55	65	75	85	95	105



Campaign Evaluation

- AdMonitor
 - Algorithm-based multiple screen campaign tracking
 - iGRP, reach, frequency, norm
 - PC+mobile overlap



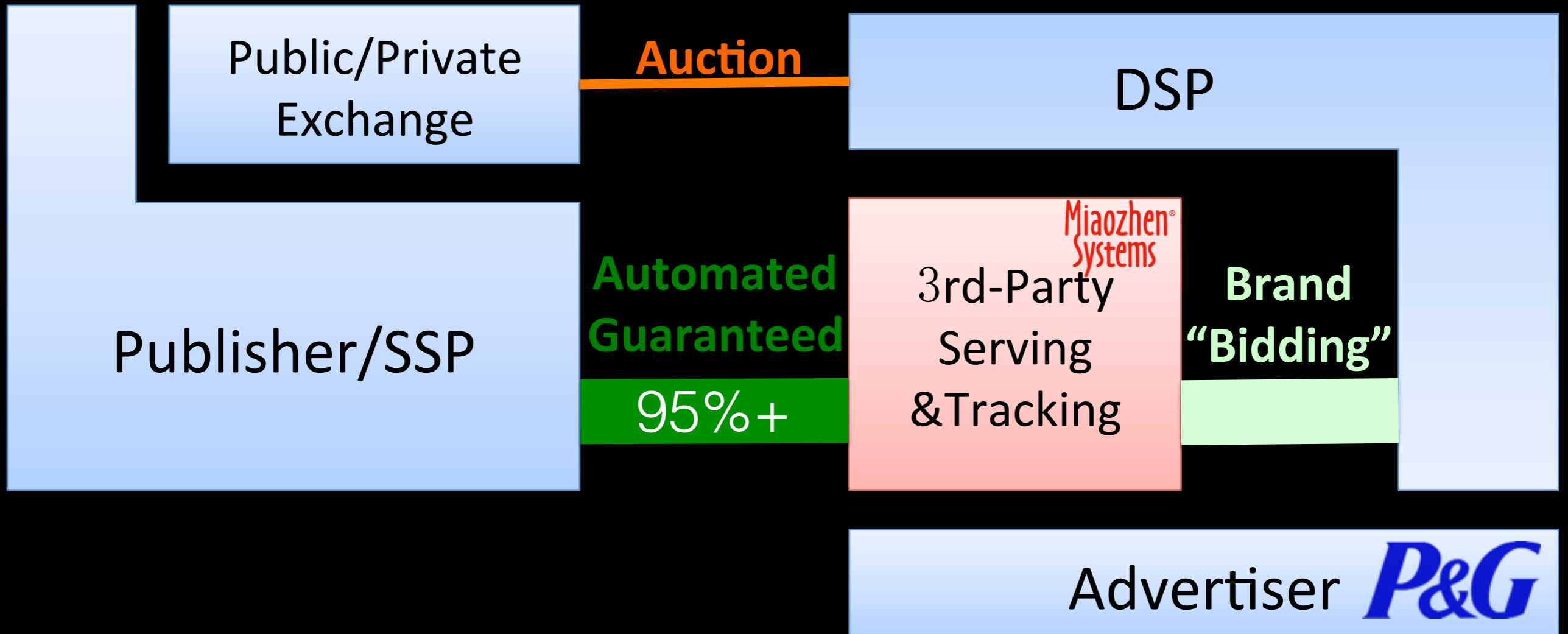
“**P**rogrammatic.”

Make buying, serving and tracking process
programmatic.

Programmatic

- Challenges in China
 - Direct sales dominate premium inventories
 - Publisher fragmentation in video & mobile
- Case Study
 - P&G programmatic project
 - freq. capping, retargeting, cross-brand audience optimization ...

Case Study



Case Study

- Integration under IAB standards
 - with all video publishers for 3rd-party serving (in 2 yrs)
 - IAB VAST 3.0 / VPAID 2.0
 - with DSP for guaranteed brand “bidding”
 - IAB OpenRTB 2.0 (ext.)



Miaozhen[®]
Systems