

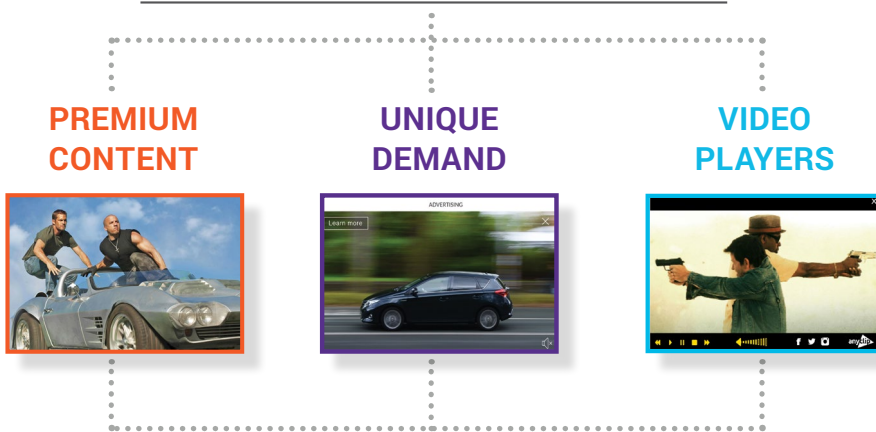


# FLEXIBLE VIDEO MONETIZATION SOLUTIONS FOR PUBLISHERS



ANYCLIP IS A PERSONALIZED, CONTENT-DRIVEN VIDEO ADVERTISING PLATFORM THAT PROVIDES PUBLISHERS FLEXIBLE VIDEO MONETIZATION SOLUTIONS.

## THREE PATHS TO MONETIZATION



Most publishers select our holistic offering – non-intrusive video units that serve both premium content and relevant ads from top brands, improving user experience, stickiness, and revenue. AnyClip also creates custom solutions to publisher needs, leveraging just one or two monetization paths.

## UNIQUE PREMIUM CONTENT

- Gain immediate access to premium content from our content partners



- Enjoy content across all verticals, including Food, Fashion, Sports, Automotive and Travel
- Create custom playlists
- Utilize CDN services provided by AnyClip partner Limelight Network

Improve stickiness and user experience through targeted content

Leverage content to attract new users

Monetize premium content through relevant in-stream ads

## UNIQUE DEMAND



- High CPMs and fill rate
- Quality video demand from top brands and trading desks
- Programmatic campaign optimization
- Sense & Match™ technology serves relevant ads to users
- Minimum loading time
- Superior ad quality control

## VIDEO PLAYERS

### In-Stream

- Pre-Roll, Mid-Roll and Post-Roll ads
- All ad formats (flash+html) and lengths supported
- In-Stream ads from AnyClip demand partners integrate with publisher content or AnyClip content

#### Rates

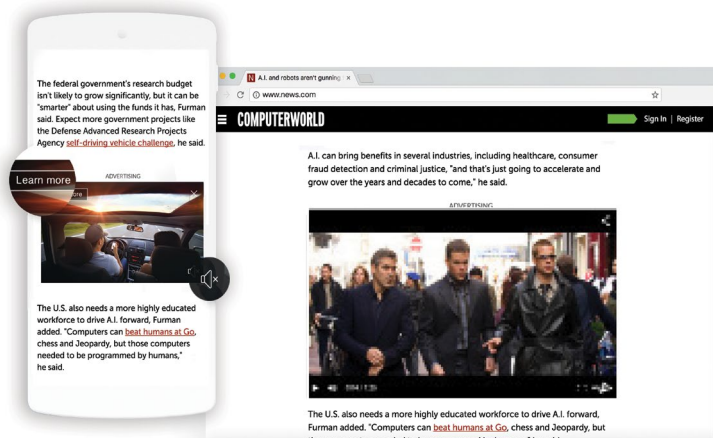
Publisher Demand	15% of revenue plus \$0.6 CPM ad-serving fee
AnyClip Demand	40% of revenue plus \$0.6 CPM ad-serving fee*

\*Minimum inventory available to Anyclip is 75%

### Out-Stream

#### New In-Read Player

- Generate new revenue stream
  - High CPMs
  - Additional revenue does not replace existing ad placements
- Flexible
  - Responsive size
  - Custom size on any page
  - Custom location on any page (based on user experience requirements)
  - Cross platform – desktop and mobile
- Better User Experience
  - Minimum latency (bid takes place as page loads)
  - Non-intrusive – In-Read plays only in-view and is muted (mouse-over sound)
  - Light HTML 5 player provides smooth opening/closing and smoother experience on page



#### In-Banner

- 300x250 – fits any iFrame
- In-banner supports ads with content or just ads
- High CPM and fill rate
- Flexible
  - Can be set to auto-play or click-to-play
  - User-initiated sound
  - Cross platform

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