What is inRead®?

inRead® is an innovative format which positions video advertising within the heart of editorial content. Viewable by design, the format launches when in view on the screen, pausing when less than 50% visible and merging seamlessly back into the page once the view has been completed.

The issues inRead® solves

✔ **LACK OF PREMIUM INVENTORY**

inRead® allows publishers to create vast additional video inventory, as the format does not require pre-existing video content, ensuring advertisers are able to place their advertising within quality environments on a global scale.

✔ **VIEWABILITY**

The inRead® format is viewable by design, only launching when 100% in view. If the player is less than 50% visible the video pauses, guaranteeing viewers will see your advert.

✔ **THE USER EXPERIENCE**

A user-friendly format, inRead® is non intrusive and skippable from the word go.

Who is using it?

inRead® is used by every large media agency worldwide and has already been championed by the world's leading brands.
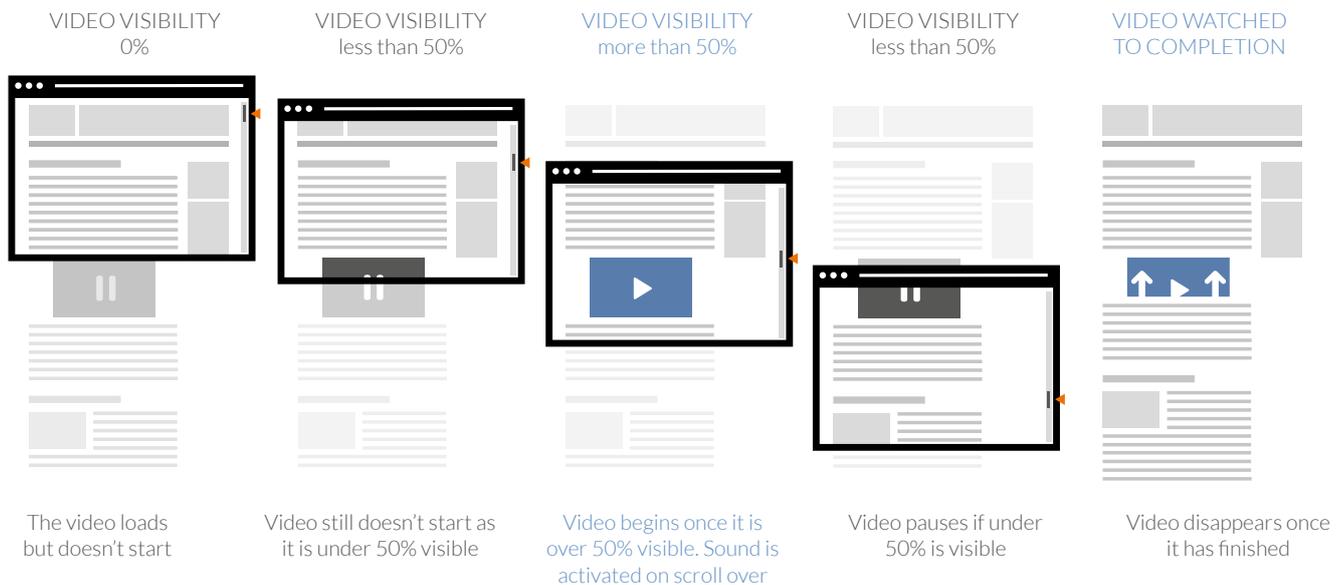
Where does it run?

✓ **EUROPE**
264 MILLION

✓ **APAC**
114 MILLION

✓ **AFRICA**
33 MILLION

✓ **NORTH AMERICA**
176 MILLION

✓ **LATAM**
150 MILLION

Implemented by Premium Publishers Including:

REUTERS   Newsweek   Le Monde.fr   CNN   theguardian   The Telegraph   La Republica.pe   THE TIMES

EL MUNDO   24 ORE   The Washington Post   O GLOBO   CHINADAILY.com.cn   Forbes   DIE WELT

Guaranteed Viewability

| VIDEO VISIBILITY 0% | VIDEO VISIBILITY less than 50% | VIDEO VISIBILITY more than 50% | VIDEO VISIBILITY less than 50% | VIDEO WATCHED TO COMPLETION |

The video loads but doesn't start

Video still doesn't start as it is under 50% visible

Video begins once it is over 50% visible. Sound is activated on scroll over

Video pauses if under 50% is visible

Video disappears once it has finished

Buying model

✓ Managed service campaigns bought on a Cost Per Completed View (CPCV) model

✓ Trading programmatically in a Cost Per Thousand (CPM) model

Is it effective?

✓ Drives brand association 24% higher than pre-roll*

✓ Conveys brand innovation 20% better than pre-roll*

✓ Portrays brand style 20% better than pre-roll*

REINVENTING VIDEO ADVERTISING

*Nielsen Study 2014