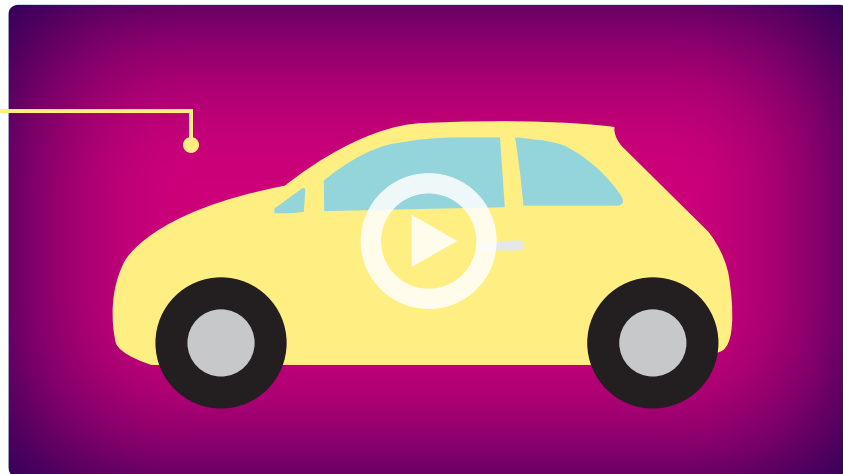


PlayTime Media™ is the Best Way to Deliver Your Brand Message

As a brand marketer, you know that the sight, sound and motion of video make it **the best medium to persuade and connect with an audience.**

Yet the vast majority of digital advertising is designed solely to drive clicks and impressions.



PlayTime Media is Built for Branding™—for marketers that want to influence a consumer’s path to purchase by creating awareness, consideration and loyalty, without giving up accountability and measurability.

SIMPLE

TubeMogul is the simplest way to buy digital video advertising in any format, on any device, at massive scale. Our platform integrates real-time media buying, ad serving, targeting, optimization and brand measurement. With all the key technologies in one place, you are freed to focus on your marketing goals and not on managing multiple vendors.



EFFECTIVE

Our platform buys ad inventory in real-time, so we only buy impressions that will build your brand. **Our system automatically shifts ad spend to sites and audiences that generate the greatest impact on key campaign metrics.** We consistently outperform our clients’ expectations (and our competitors) by buying media effectively.



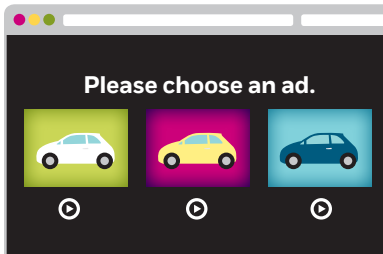
SAFE

Multiple layers of protection and site-by-site reporting give marketers the ultimate in brand safety. All sites are manually screened for quality and all pages are scanned in real-time for safety—before an ad is ever served. We also scan for video player size to prevent “fake pre-roll” from running. **Our real-time reporting gives marketers confidence that their ads are only running on sites worthy of their brand.**

PlayTime Media™ Formats and Devices

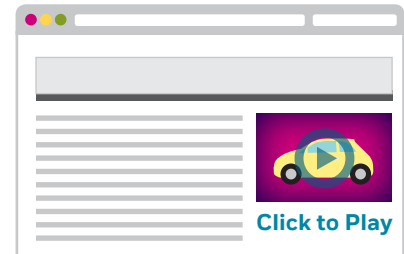
CHOOSE VIDEO FORMATS TO MEET YOUR CAMPAIGN GOALS

Ad formats include pre-roll, interactive and multi-selector pre-roll, in-display, mobile, social and Connected TV. Add overlays with calls-to-action and social sharing buttons (i.e. Facebook “Like”) to any units to **drive post-play interaction**. Use TubeMogul for **turnkey ad creation** and serving with no rich media or ad serving fees or utilize your existing ad server for serving and/or pixel tracking. We have **push-button integration with DFA, PointRoll, Mediamind and Vindico**.



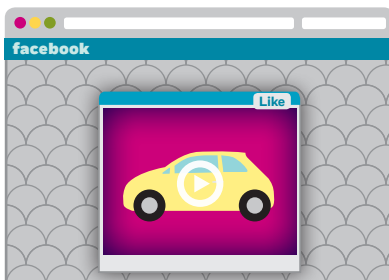
Pre-Roll (Interactive, Multi-Selector)

Pre-roll videos deliver your ad in front of compelling content on premium sites. Pre-roll is ideal for repurposed TV spots or “made-for-web” creative that is 0:15 or 0:30 seconds long. Add a companion banner for an immersive page experience and interactive elements to drive engagement with your brand.



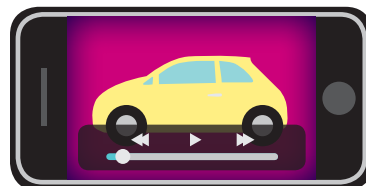
In-Display (Click or Rollover-to-Play, Expandable)

With in-display ads, your video is the content – giving the viewer an engaged, non-interruptive experience. In-display ads are perfect for videos longer than 0:30 seconds. Use a YouTube player to drive your YouTube view count and add a short video “teaser” to capture the viewers’ attention.



Social Media (Click-to-Play)

Your audience is spending significant time playing social games on Facebook and other platforms. These video ads reach your audience within social media games and apps. Our research shows these units have longer average viewing times and that users are more likely to share these videos.



Mobile (App, Mobile Browser)

Reach your audience across the rapidly growing mobile platforms, including iPhone, iPad and Android devices. Deliver your videos within specific games and apps and across mobile browsers.

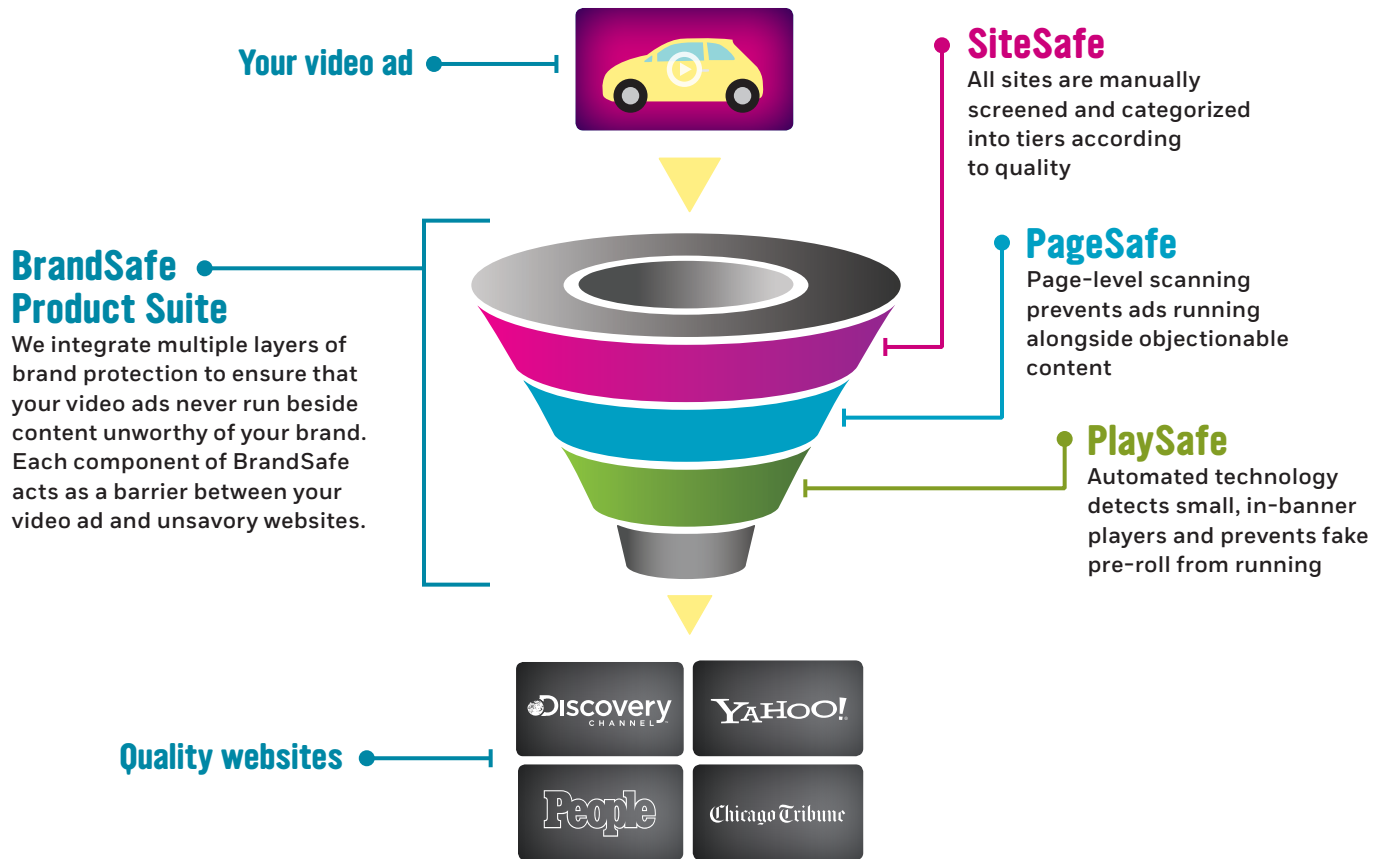


Connected TV

The viewer experience for your digital video ad on a Connected TV is akin to a regular television commercial. The video ad is shown at the full size of the television. Reach an audience of affluent early adopters willing to engage with your brand in a unique environment.

PlayTime Media™ Protects Your Brand

BrandSafe keeps your video ads beside quality content.



SiteSafe

Every site accessed by our buying platform has been manually screened by a dedicated team and ranked into tiers by quality. Advertisers can choose which quality tiers they want to run on.

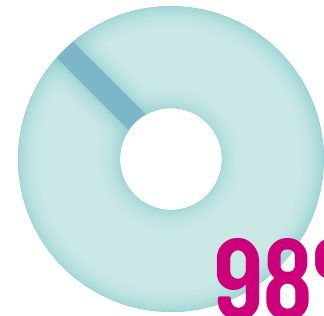
PageSafe

PageSafe examines the content of individual webpages and determines if they contain objectionable content. It is integrated into our real-time buying process, so it blocks ads before they are served on pages with offensive content.

PlaySafe

PlaySafe prevents pre-roll video ads from running automatically within display banners on low quality sites. This is a widespread and unscrupulous practice that defrauds advertisers who think they are buying regular pre-roll advertising (video ads served in a large player in front of quality content), but are instead getting an ad unit with much less value.

PlayTime Media™ Targets Your Key Audience



98%

Reach 98% of U.S. Internet users, according to comScore.

Choose Exactly Where Your Ads Run

Reach your audience at scale on the sites of your choice. PlayTime aggregates inventory from top publishers, exchanges, ad servers, supply side platforms and other transparent inventory sources to **reach 98% of U.S. Internet users, according to comScore**. Choose from over 90% of the comScore Top 1000 sites to run your video ads on.



POWERFUL Audience Targeting

Buy media in real-time on an impression-by-impression basis to target specific audiences on the sites you choose. Utilize your own audience/cookie data or data from third-party providers like BlueKai, eXelate and TARGUSinfo.



PRECISE Geographic Targeting

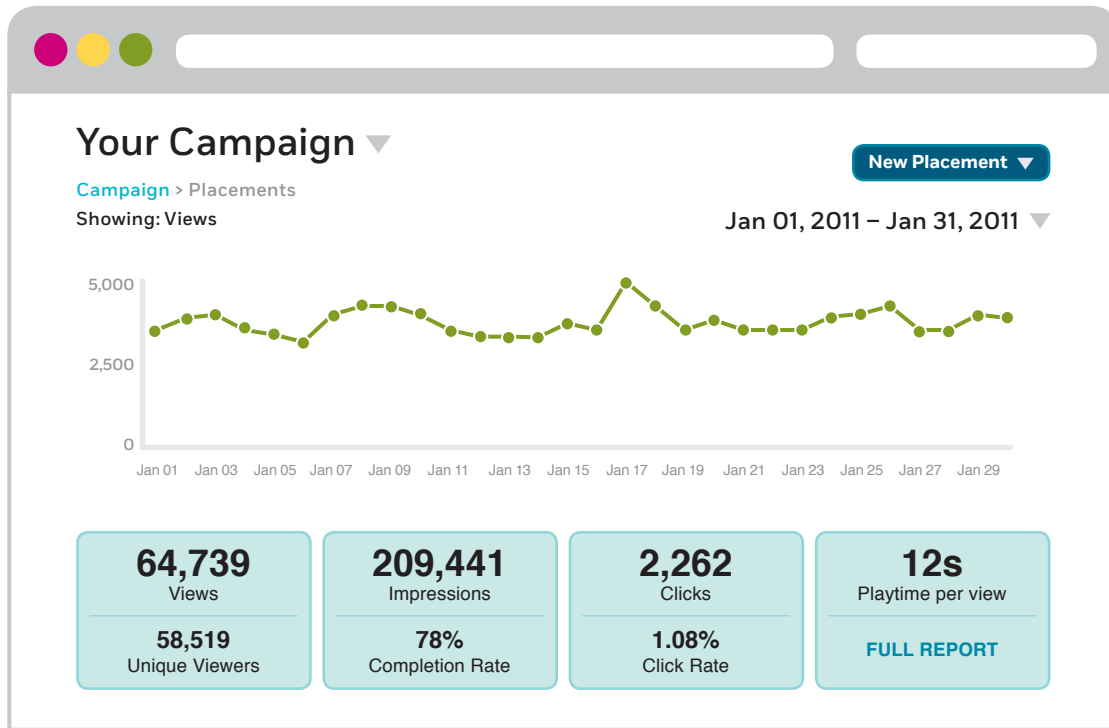
Target your audience globally by any region including country, state or city.



RETARGET Custom Segments

Create your own cookie pools with Custom Segments. Capture cookies from your site, landing page, shopping cart or specific video ad units to retarget your desired audience.

PlayTime Media™ Analytics



Campaign Summary

PlayTime provides a simple campaign summary with a dynamic interface where you can **view the key metrics of your campaign's performance over time**, including views, viewers, average play-time per view, impressions and actions (click-throughs, social shares, etc.)

Video Analytics by Site

For every site your video ad runs on, see how viewers consume your videos, including **second-by-second tracking of every video view**. Learn where your videos are being viewed around the world—down to the city level.

Campaign Data by Every Dimension

By Video: View the performance of each individual video. **By Site:** View the performance of all your videos across each site. **By Ad:** Examine the performance of your campaign ad by ad.

Weekly and Post-Campaign Reporting

Our research team generates weekly and post-campaign reports to keep you **continually informed** on your campaign performance.

Audience Demographics

Learn who is engaging with your video ads. Demographics are available at the campaign, video, site and placement level and include: **age, gender, marital status, household income, children and homeowners**.

Brand Metrics

Understand the true brand impact of your campaign with survey-based measurement of attitudinal metrics including **brand awareness, favorability, purchase intent**, etc.

TubeMogul

PlayTime Media™

Video Advertising Platform

CONTACT US

www.tubemogul.com
sales@tubemogul.com
510-653-0684

