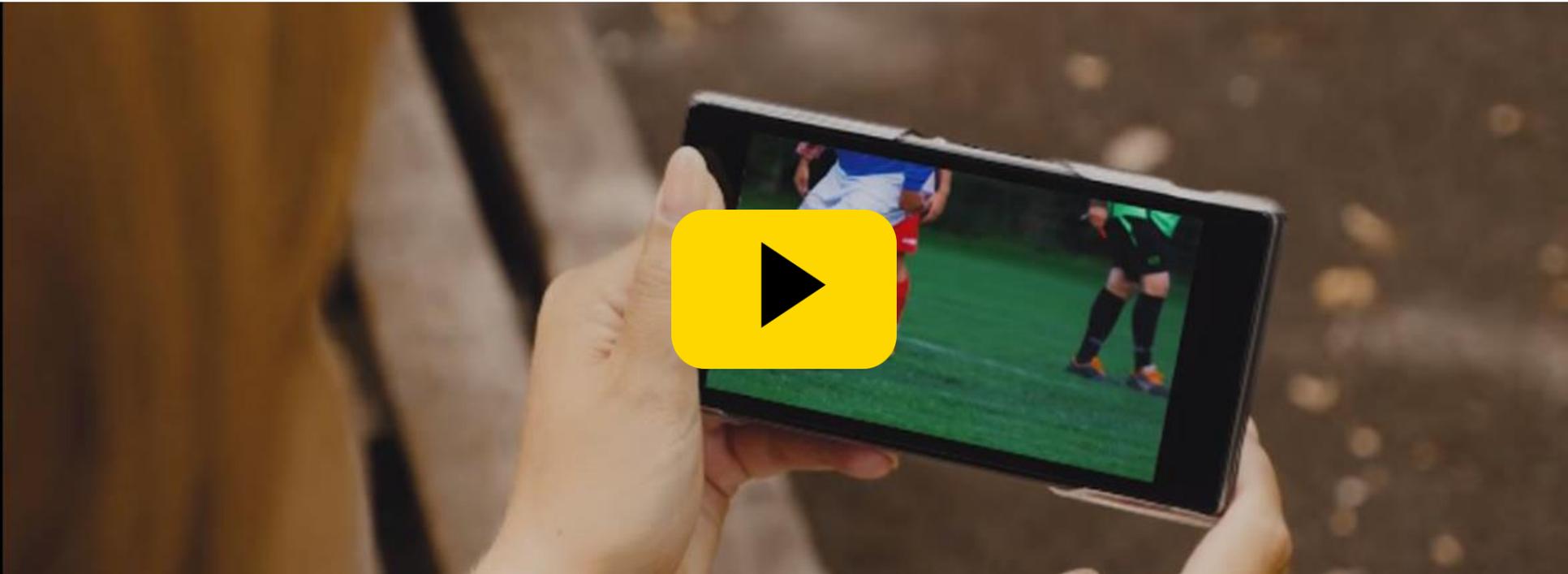


VIDEO INVENTORY MONETISATION

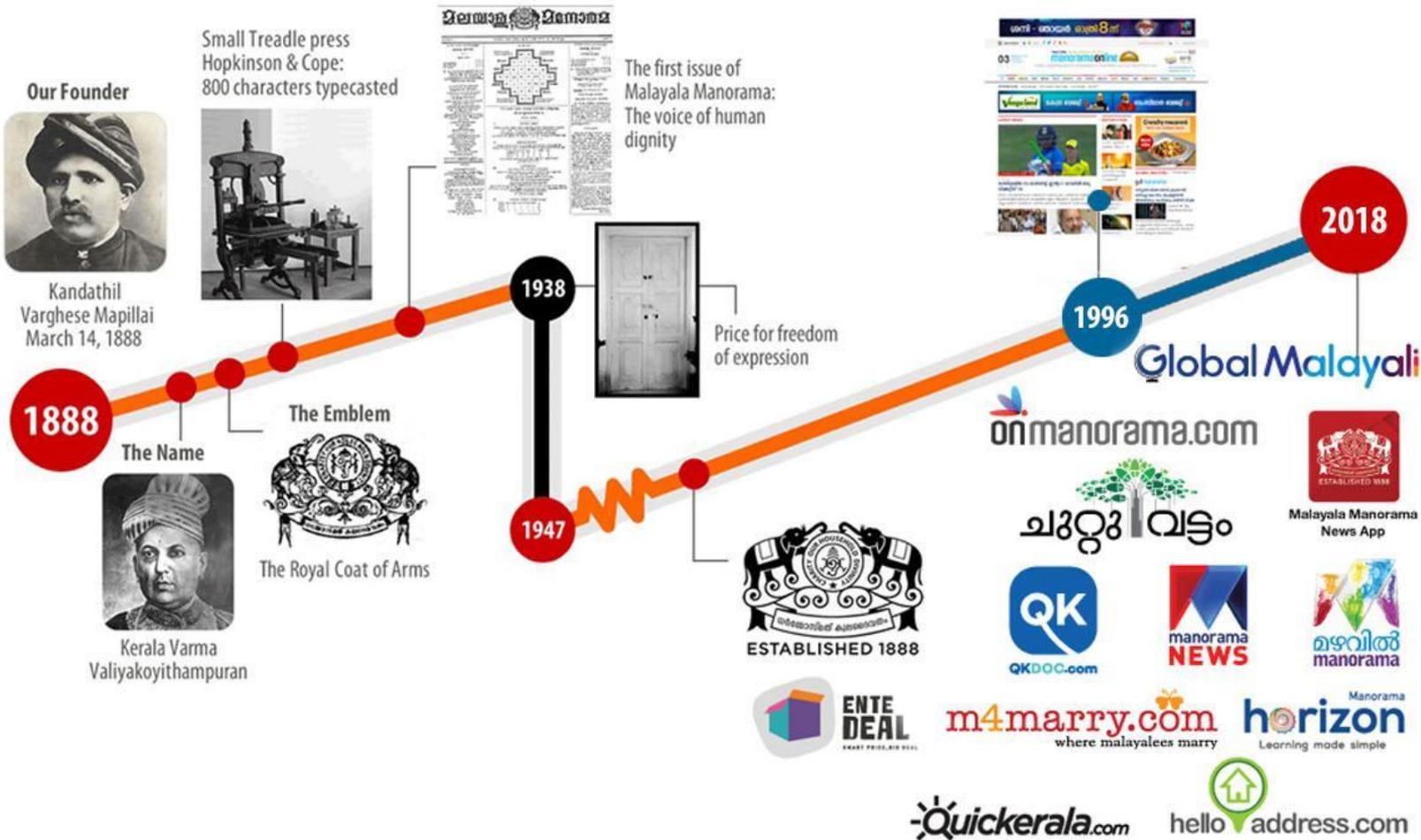


KERALA

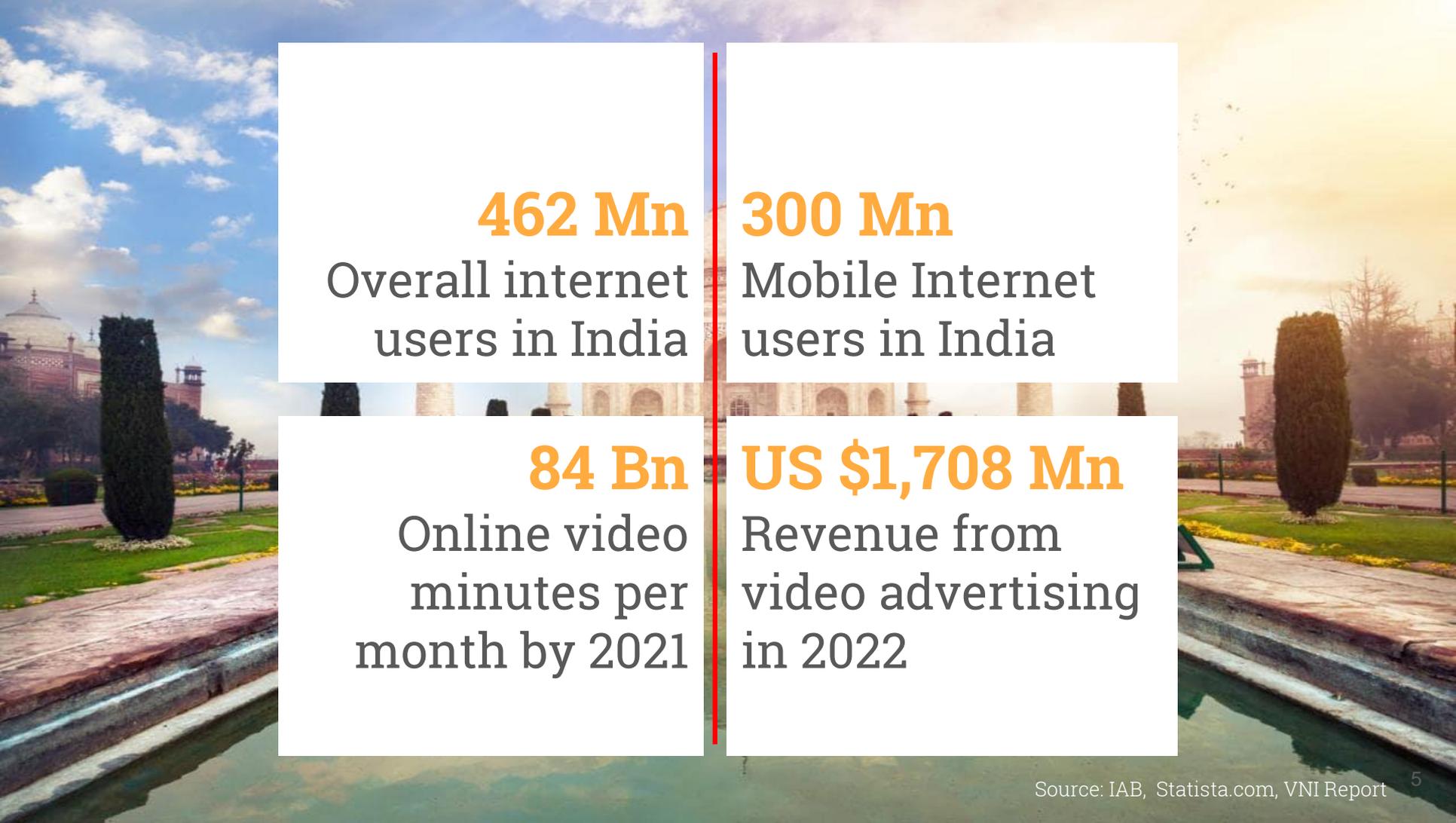
GOD'S OWN COUNTRY



Our Story: Malayala Manorama







462 Mn

Overall internet users in India

300 Mn

Mobile Internet users in India

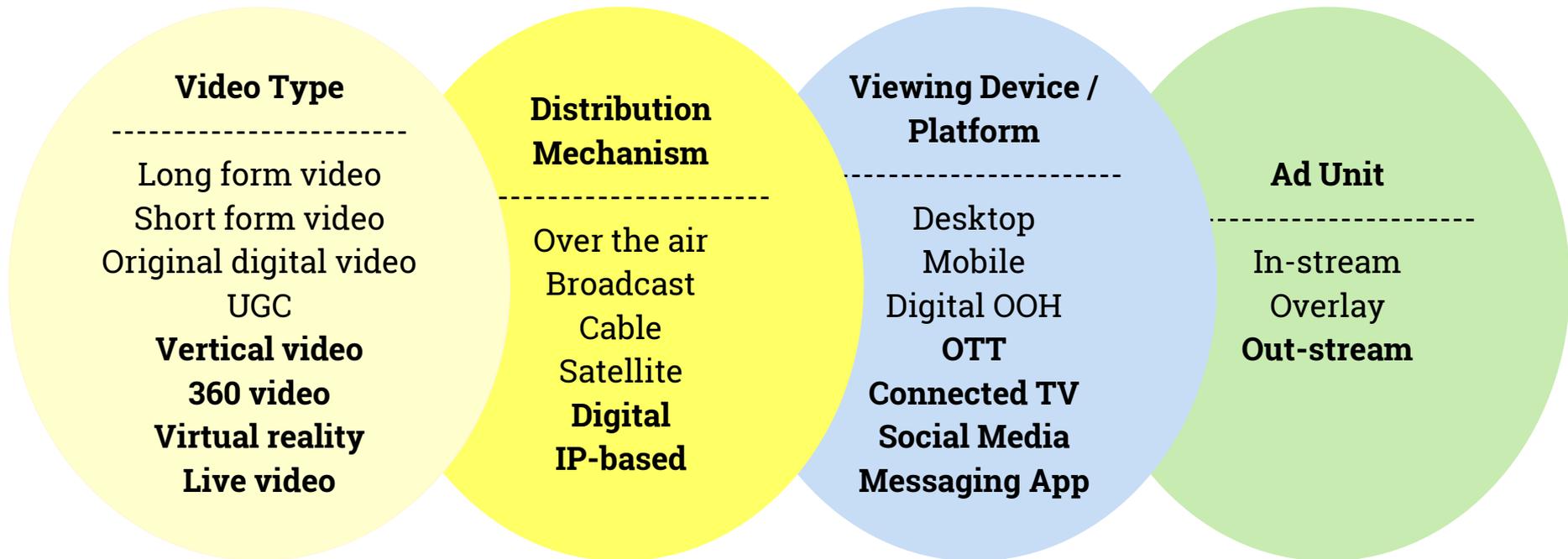
84 Bn

Online video minutes per month by 2021

US \$1,708 Mn

Revenue from video advertising in 2022

CHANGING FACE OF VIDEO ECOSYSTEM





The **ANNOUNCEMENT** that changed the dynamics of India's Data Usage

A NEW
BATTLE
GROUND
EVOLVED



voot

NETFLIX

EROS
NOW

hotstar



amazon
video

spuul
Be Entertained



BIG
FLIX

**PUBLISHERS
EMBRACED THE
CHANGE &
CAME UP WITH
INNOVATIVE
PLATFORMS**



SPICY BYTES View all

Actress Ahana Krishna talks about Fashion, Modelling and films
Nazriya Nazim flaunts her stunning new look on social media! Hints a comeback?
Three years before Aadhii's release, Major Ravi wanted to do a movie with Pranav Mohanlal as hero
Mollywood Stars Attend the Wedding of La's Daughter Monica | Highlights

LATEST VIDEOS View all

Kerala Budget 2018 - Highlights
Union Budget 2018 - Highlights
Crunchy macaroni with an indian twist
It's not Rimi Tony in the viral video, reveals husband | Spicy bytes

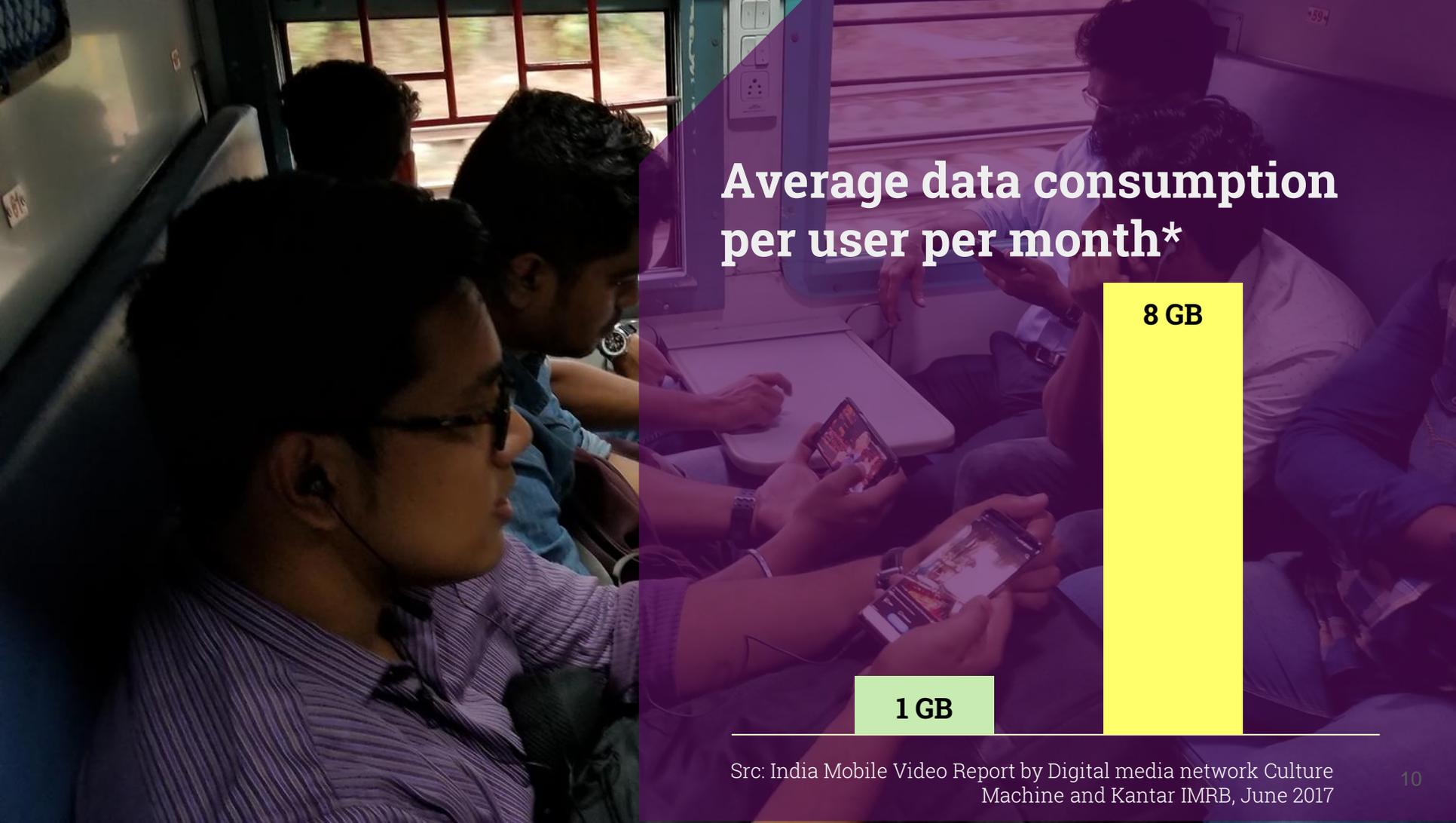
SKINCARE SPECIAL View all

How to take care of children's skin? / Dr. S Sajikumar / Dhathri Ayurveda
What happens to the skin when overexposed to sunlight? / Dr. S Sajikumar / Dhathri Ayurveda
What are the signs of healthy skin? / Dr. S Sajikumar / Dhathri Ayurveda
What are the common skin problems? / Dr. S Sajikumar / Dhathri Ayurveda

I ME MYSELF View all

I ME MYSELF ft. Shane Nigam
I ME MYSELF ft. Nimisha Sajayan
I ME MYSELF ft. Gautham Menon
I ME MYSELF ft. B Unnikrishnan





Average data consumption per user per month*

8 GB

1 GB

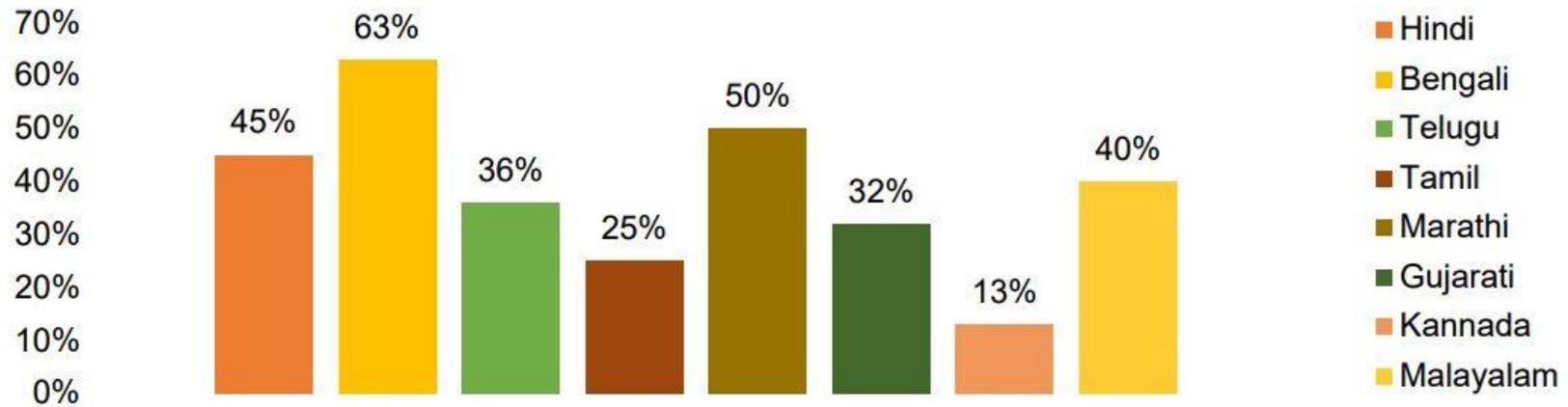
Src: India Mobile Video Report by Digital media network Culture Machine and Kantar IMRB, June 2017



Source: Study by KPMG in India and Google on Indian Languages Defining India's Internet, April 2017

Indian language digital entertainment user base to reach 392 million by 2021

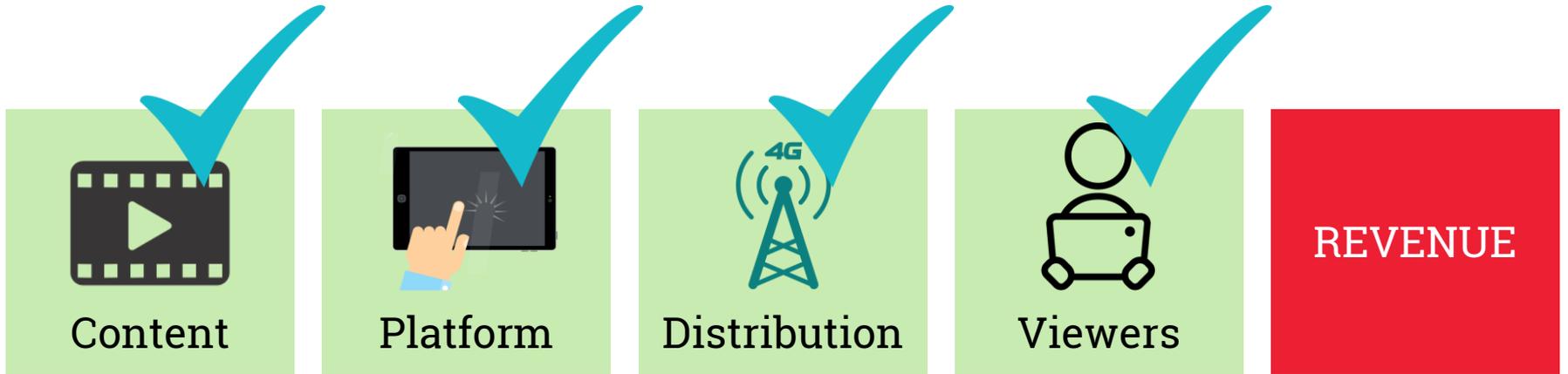
Percentage of users that stated limited content availability^[19]



A man with a beard and a headset is shown in profile, looking at a tablet. The tablet screen displays a trailer with the text 'TRAILER' and some Bengali script. The background is a plain wall with a blue vertical element.

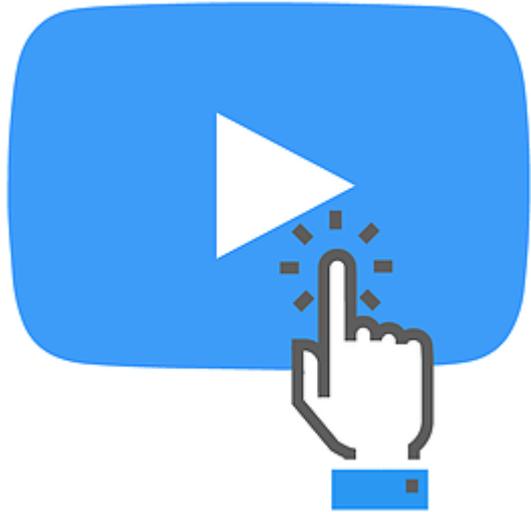
Bengali, Kannada, & Malayalam represent the fastest growing Indian language base of digital entertainment.

WHAT NEXT?



Gap between the rise in consumption of digital videos and advertisers investing on digital video ads.





How to leverage this premium inventory, which can assure 100% eyeballs?

#1 CONTENT IS STILL THE KING



180,000,000 VIDEO VIEWS ON YOUTUBE

Aim Sustainable Growth

Be Creative,
Be Innovative
& Deliver Quality Content

MONETISE! **BRANDED** **CONTENT!**

Endorsements

Opinions

Thought Sharing



#2 STRUCTURED CONTENT

- ★ Organise your content
- ★ Explorability of videos is the key
- ★ Define the Meta Data for advertiser / agencies & DSPs to categorise content to feature ads.
- ★ Enable ad / video widgets for targeting.
- ★ Create long tail Video Playlists with potential advertiser relevance



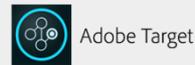
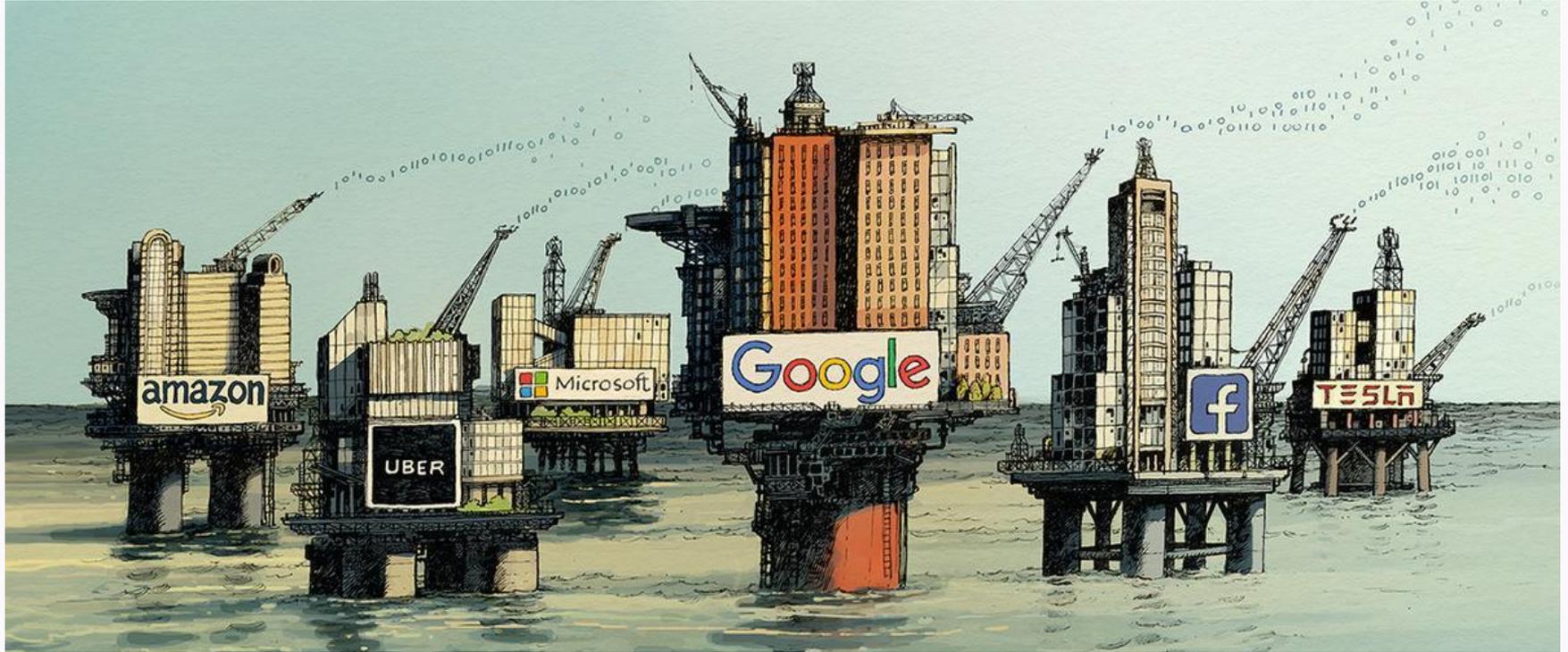
MONETISE!

SELL RELEVANCE & RELATION

- Companion Ads
- Overlay Ads
- Click to Action Ads
- Sponsored Widgets
- Audience Segments

The screenshot shows a YouTube interface. At the top, the search bar contains 's8 review buyt'. The main video player shows a woman sitting outdoors, holding a Samsung Galaxy S8 and an iPhone 7 Plus. Below the video, the title 'Samsung Galaxy S8 Camera vs iPhone 7 Plus!' and view count '3,092,049 views' are visible. A sponsored shopping carousel is positioned below the video, displaying three Samsung Galaxy S8 models: the A8+ (Black, 6GB RAM + 64GB Memory) for ₹32,990.00 on Amazon India; the Orchid Grey (64 Gb) for ₹58,900.00 on Flipkart with a 4.5-star rating (48 reviews); and the Maple Gold (64 Gb) for ₹53,900.00 on Flipkart with a 4.5-star rating (175 reviews). To the right of the video, a vertical sidebar features a large advertisement for the 'NEW Samsung Galaxy S8!' with a 'GET MY REWARD' button. Below the ad are several video thumbnails, including 'GALAXY S8 vs iPhone 7 Plus CAMERA Test Comparison!!' and 'Top 10 BEST Camera Smartphones 2018'.

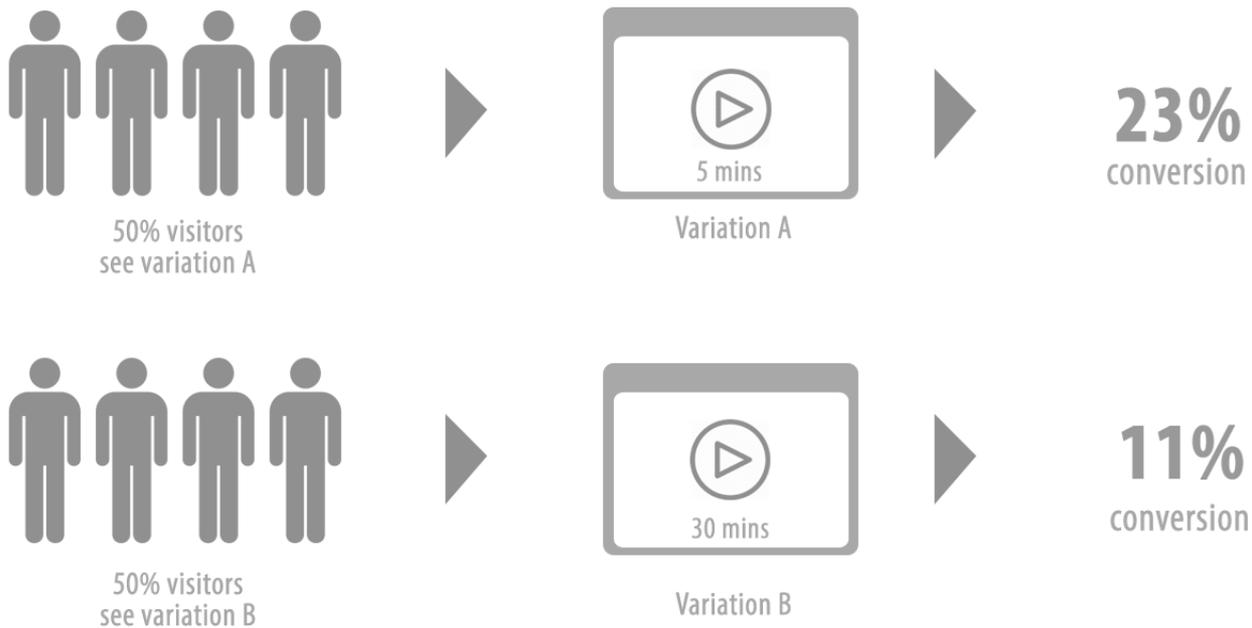
#3 DATA IS THE NEW OIL



MONETISE!
CHARGE SUPER
PREMIUM!
WITH
PERSONALISED ADS

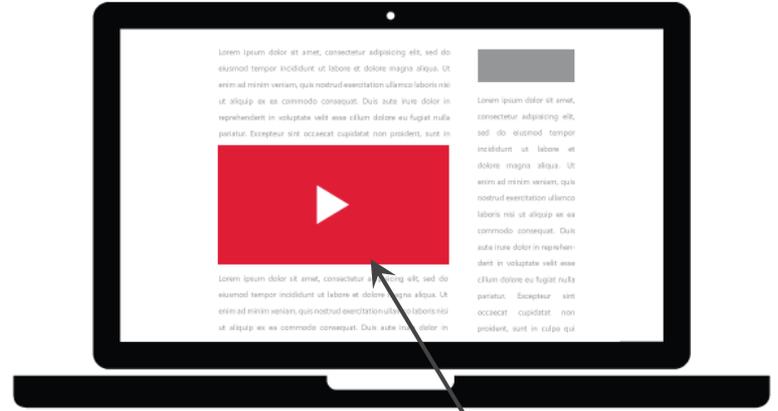
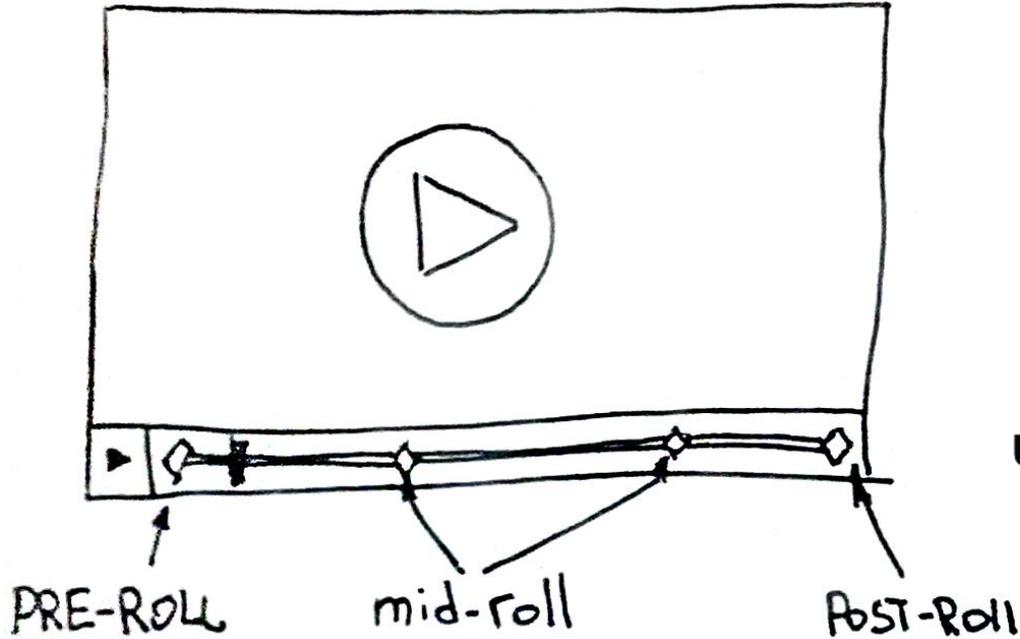


#4 NEVER STOP EXPERIMENTING



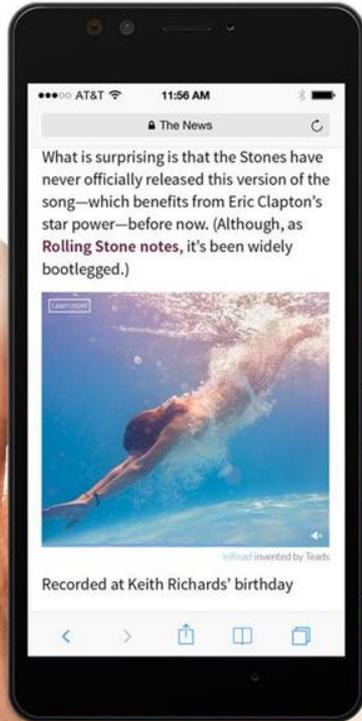
MONETISE!

AD PLACEMENTS & FORMATS



IN READ / IN ARTICLE

OUTSTREAM FORMATS



inRead



inBoard



360



Custom



Engage



Scroller



Swing



Carousel

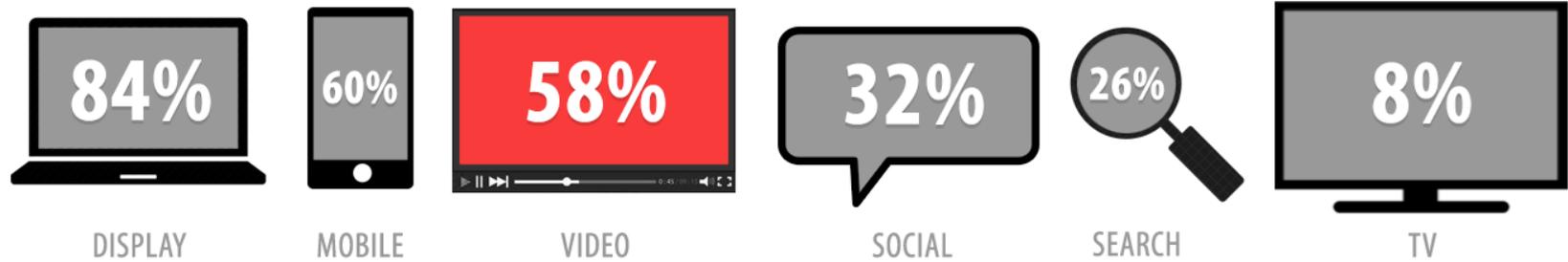


Slideshow



Canvas

#5 PROGRAMMATIC WILL EVOLVE



PERCENTAGE OF BRANDS & AGENCIES PURCHASING PROGRAMMATICALLY
IN VARIOUS MEDIA CHANNELS (US)



MONETISE!

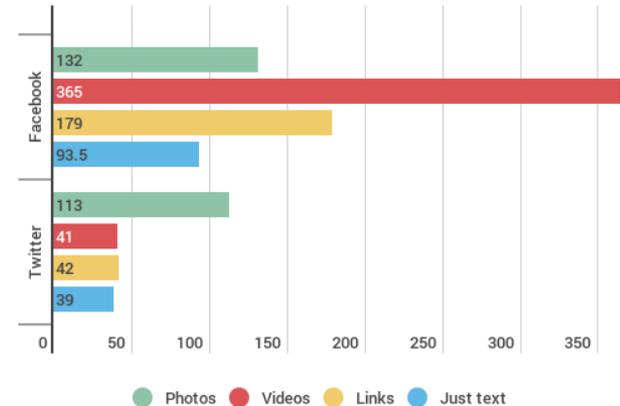
HEADER BIDDING & DYNAMIC AD INSERTION



#6 KEEP AN EYE ON SOCIAL VIDEO



Which Type of Posts Get the Most Engagement for Brands



MONETISE!

SELL SOCIAL BIG TEXT VIDEOS



#7 VIRTUAL REALITY & AUGMENTED REALITY VIDEOS ARE NOT DONE YET!



GIRAFFE 360°

#8 SVOD IS STILL FARSIGHTED BUT NOT A MYTH ANYMORE!

Player	Revenue Model	Monthly active subscribers (in million)	Parent Firm	Subscription Cost (US\$ per month, approx.)	% of paying subscribers
	Hybrid	75	Star India	US\$3	3-5%
	Advertisement	22	Viacom 18	Free	Not Applicable
	Subscription	11	Amazon	* < US\$1	100%
	Hybrid	5	Sony	** < US\$1	0-1%
	Subscription	5	Netflix	*** US\$7.8	6-8%

*Figures represent estimated app-only 'Monthly Active Subscribers' as on December 2017

**effective cost per month, as SonyLIV charges US\$0.8 (INR 49) per month for premium content only

***effective cost of base package, two more packages with monthly subscription cost of US\$10.2 (INR 650) and US\$12.5 (INR 800) are available

#9

CONSUMPTION OF VIDEO BECOMING A PRIME MOBILE USE CASE

Source: inMobi Network Data | Video ads consumed refers to the share of video ad impressions, 2017



Share of Mobile video ads consumed
over Wi-Fi v/s Mobile Data in INDIA

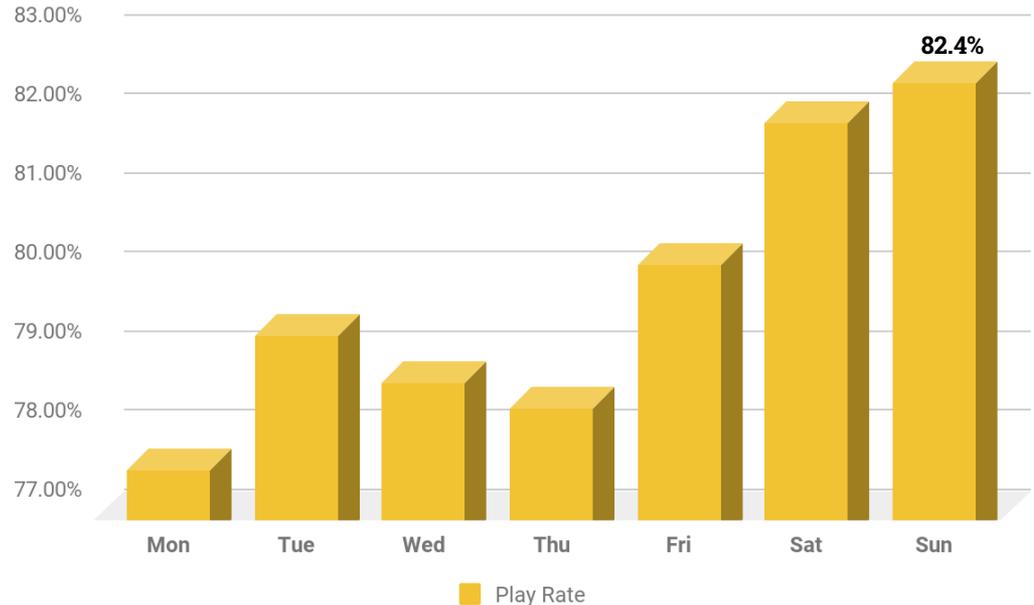
Wifi **39%**

Mobile Data **61%**

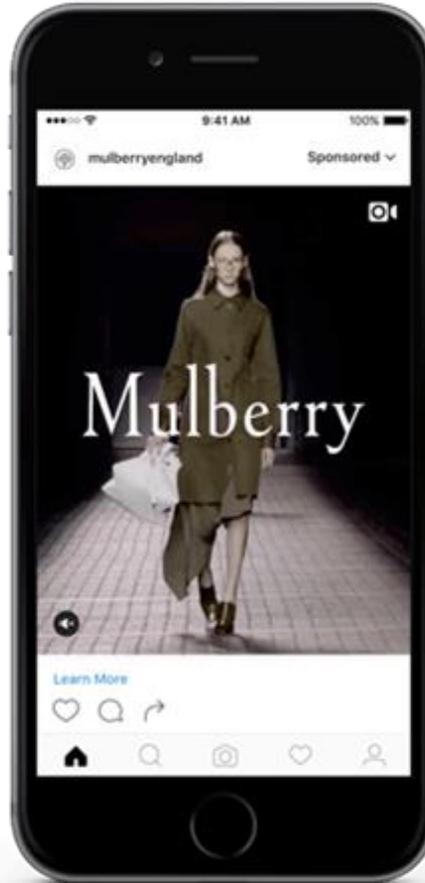
PREFERRED TIME / DAY FOR MOBILE VIDEO PLAYS!



6:30 AM - 9:30 AM



MONETISE!
SELL BRANDED
CONTENT /
SPONSORSHIP OVER
VERTICAL VIDEOS



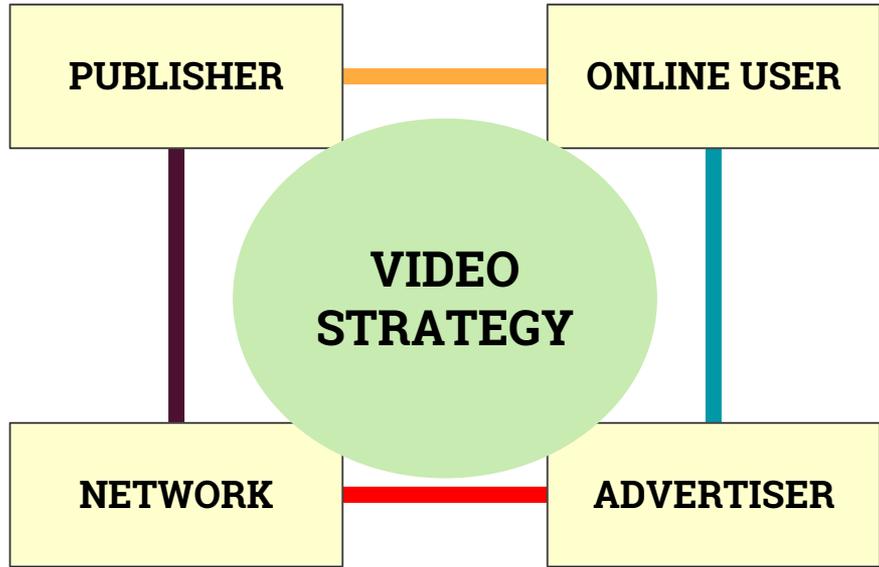


How do you define your strategy?

Long Form Videos
Short Forms
Social Videos
VR & Augmented

Mobile
Desktop
Tablet
Wearables

Programmatic Selling
Header Bidding
Dynamic Ad Insertion
Networked Campaigns



User Data
Video Metadata
Referrals
Machine Learnings
Artificial Intelligence
Subscription

Branded Content
Contextual Placement
Companion Ads
Instream Ads
Outstream Ads
Sponsorships
Video Ads

Social Video
All Devices
Branded Content
User Data / Metadata / Machine Learning

QUESTIONS?