

▶ VIDEO

**82% OF ALL
CONSUMER
INTERNET TRAFFIC**

will be video-based by 2020

**9X HIGHER VIDEO
COMPLETION RATES**

on vertical video as
opposed to horizontal

BENEFITS

- Access to Connected TV, Outstream & Instream Video via DfD
- We're living in a multi-screen, cross-platform world, video allows you to follow the viewer regardless of device
- There is no one-size-fits-all approach to video, so there is lots of opportunity to test and learn
- Placement can be pre, mid or post roll in addition to in-banner, in-feed and interstitial
- Gain the ability to track view and completion rates giving you insight in to the level of engagement your content is receiving.



DATA FOR DONKEYS