



VIDEO

CROSS PLATFORM

Mobile and video are the “new black” in Digital advertising

They are the fastest-growing segments,
according to comScore.



LATAM ALL POP= 626M

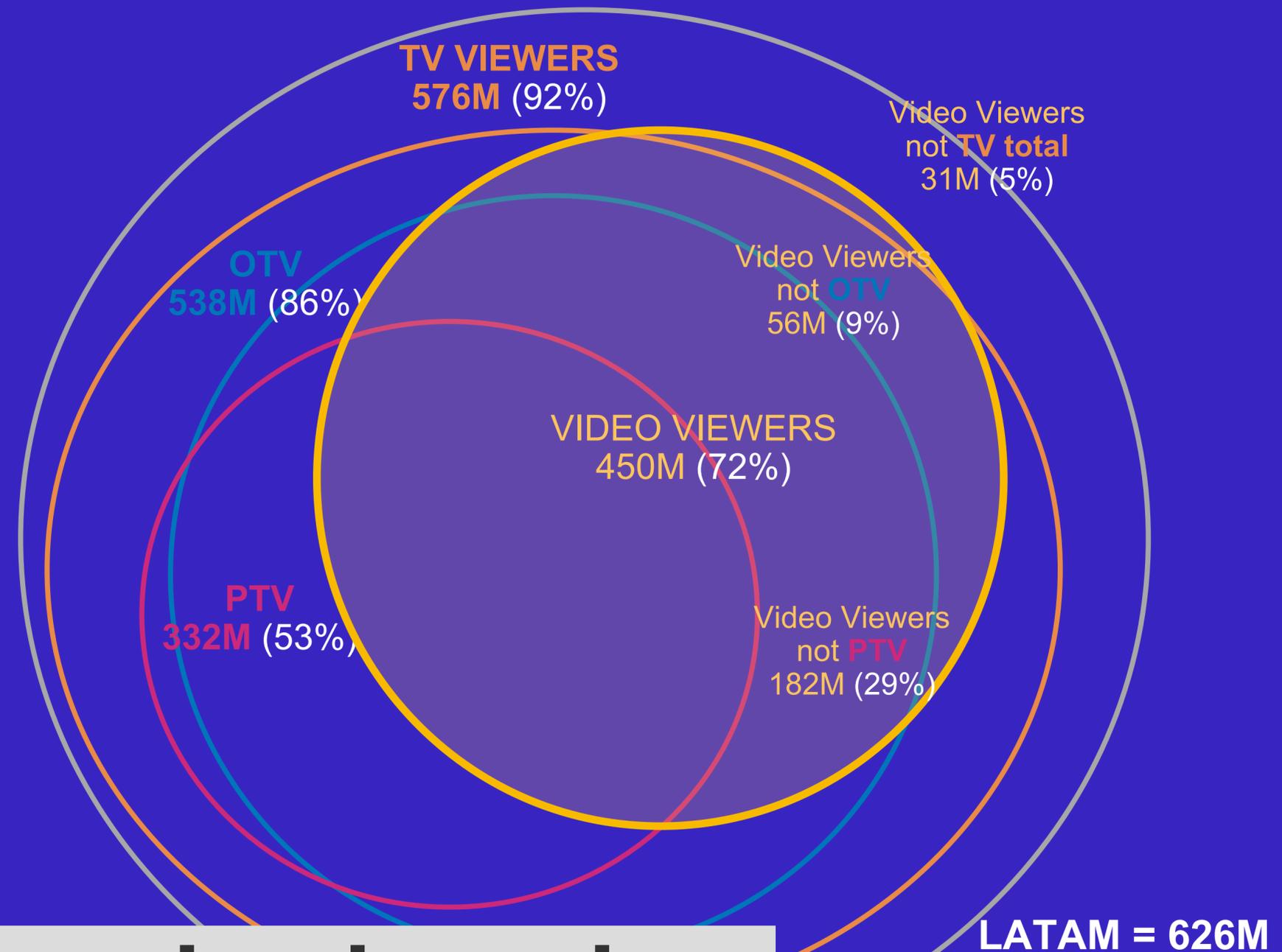
OTV= 86%

OLV= 72%

PTV= 53%

30% of OLV DON'T WATCH PTV.

10% of OLV DON'T WATCH OTV.



LATAM = 626M

The Media ecosystem is changing.

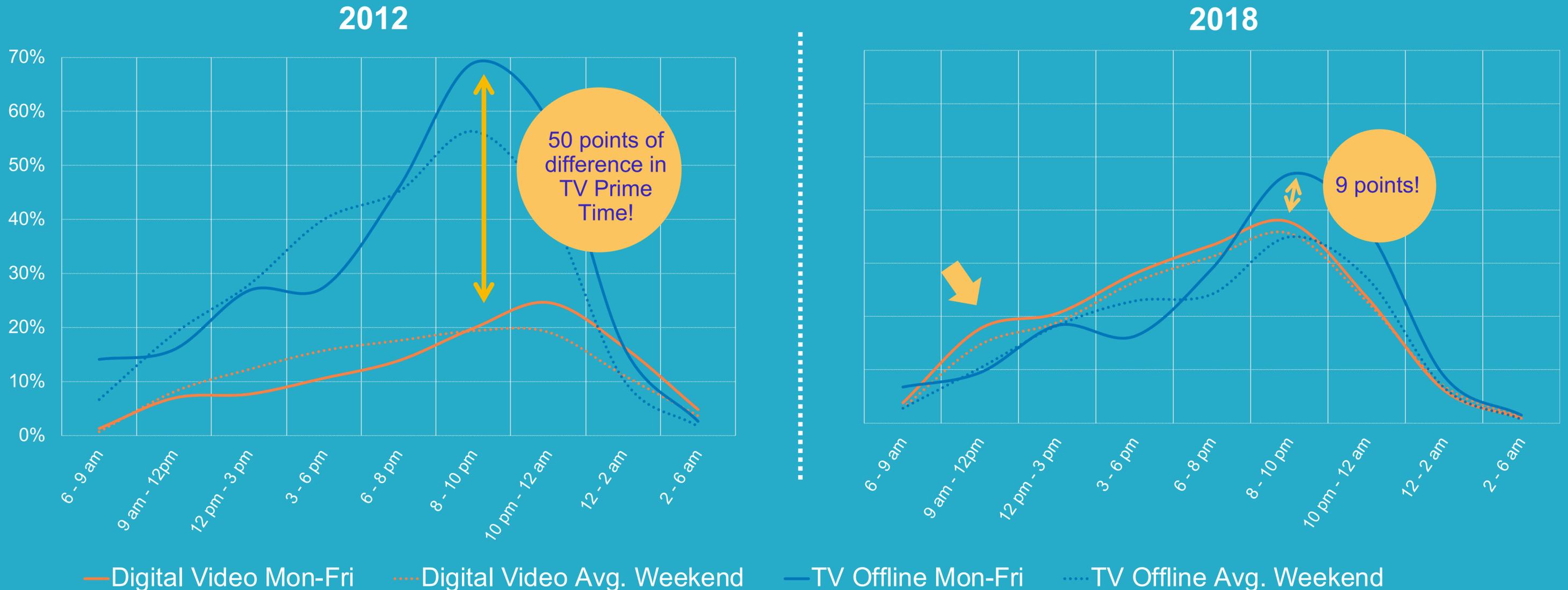
The modern living room features multiple connected devices



TV prime time is no longer the king as it used to be.

During all day, online videos are preferred in audiovisual consumption.

PERIOD OF THE DAY USUALLY WATCH VIDEOS AND TV OFFLINE



CONSUMER'S MEDIA ATTENTION IS ATOMIZED

82% DON'T PAY ATTENTION TO TV



19% always pay attention to TV

18% partial attention

63% are indifferent paying attention to TV

THUS, CONSUMERS ARE MORE ENGAGED WITH DIGITAL MEDIA

This metric is calculated by the analyzed target consumption vs. the total average media usage.



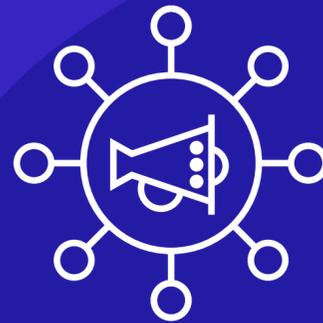
AFFINITY WITH MEDIA VARY TRPs AND WEIGHT THEM

ONLINE VIDEO IS A MUST



1. Digital makes TV more effective

- Extra reach for video content – for example, by combining TV with online video.
- Providing a wide range of activation channels that can complement the long-term brand-building efforts of other channels.



2. Digital adds incremental reach to TV campaigns

- Digital add incremental reach to a TV campaign – an average of 4.4%.
- The research also suggested that mobile is now performing on a par with, or better than desktop at delivering impressions to an intended audience.



3. Cross-platform advertising delivers bigger Return on Investment (ROI)

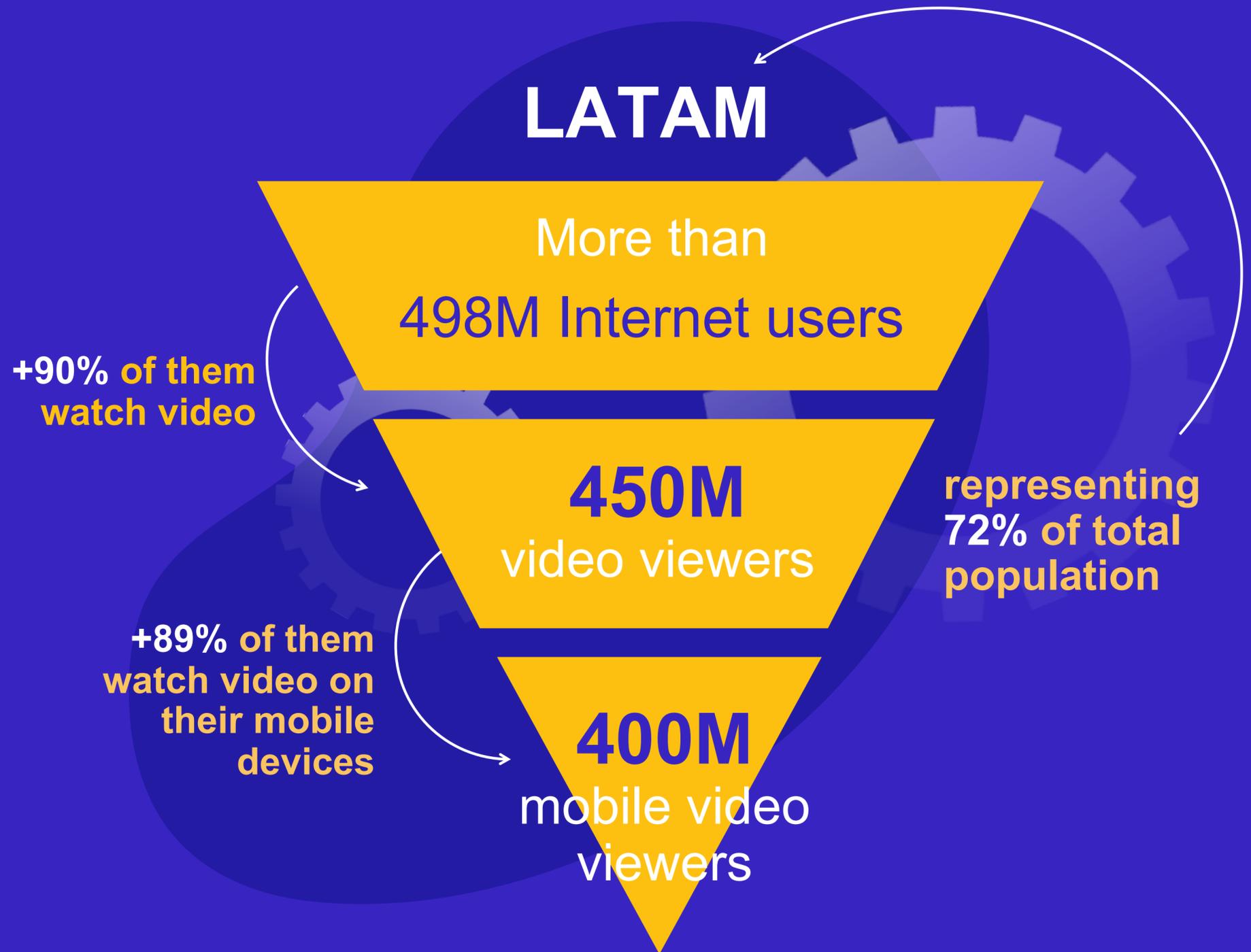
- A study conducted by the Advertising Research Foundation (ARF), found that investing in cross-platform campaigns can deliver a significantly higher ROI, *with the most powerful results coming from reinforcing television with digital strategies.*

ONLINE VIDEO: ALL ABOUT MOBILE



89%

WATCH VIDEO IN MOBILE

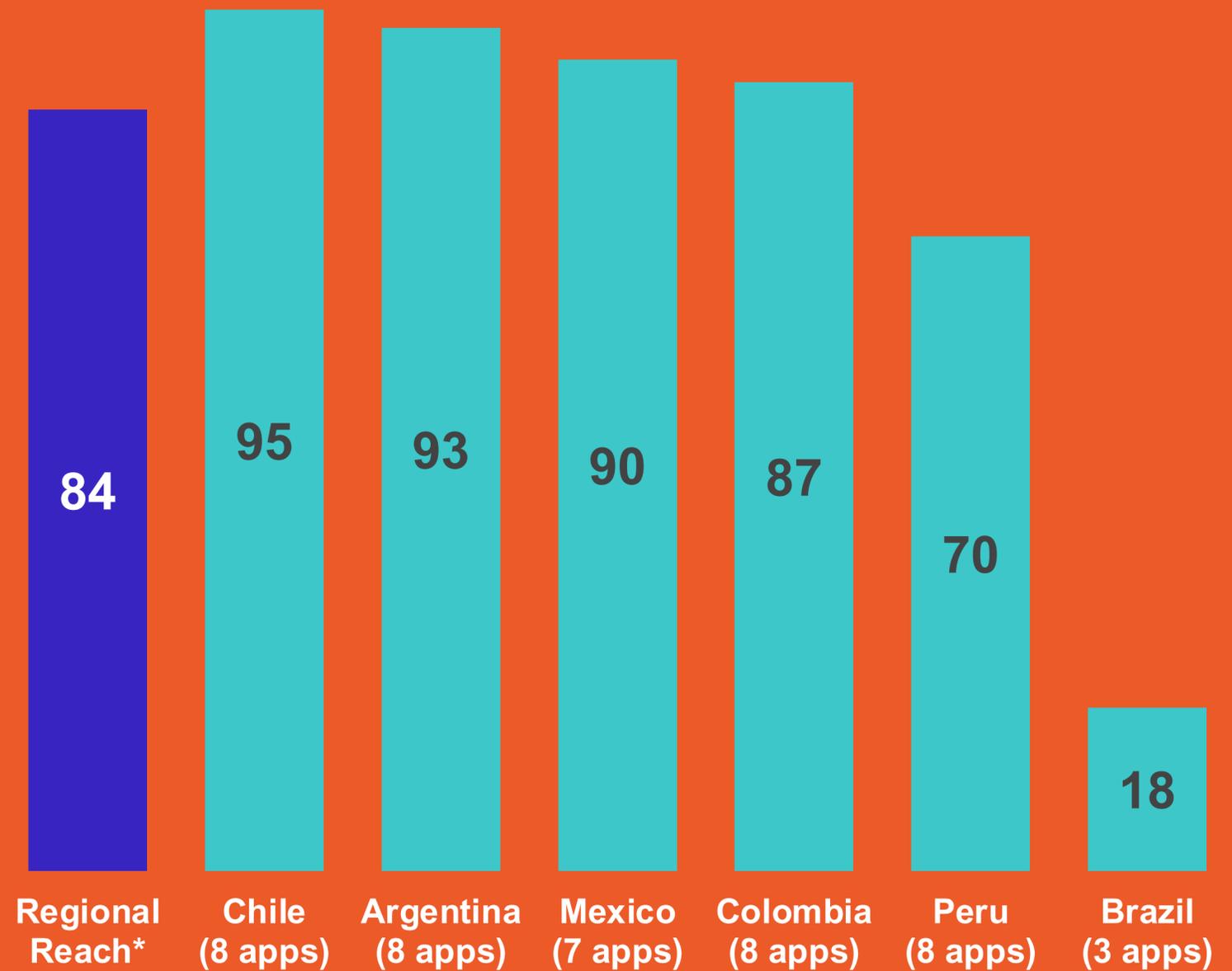




IMS has a potential
LatAm digital reach

84%

combining the strength
of it's 8 partners





That makes IMS

The 2nd largest Video advertising player in Latam

Based on



comscore

ABOUT MOBILE APPS

Consumers use on
average, 27 apps per
month in Latam

Users prefer apps to web
when consuming video.

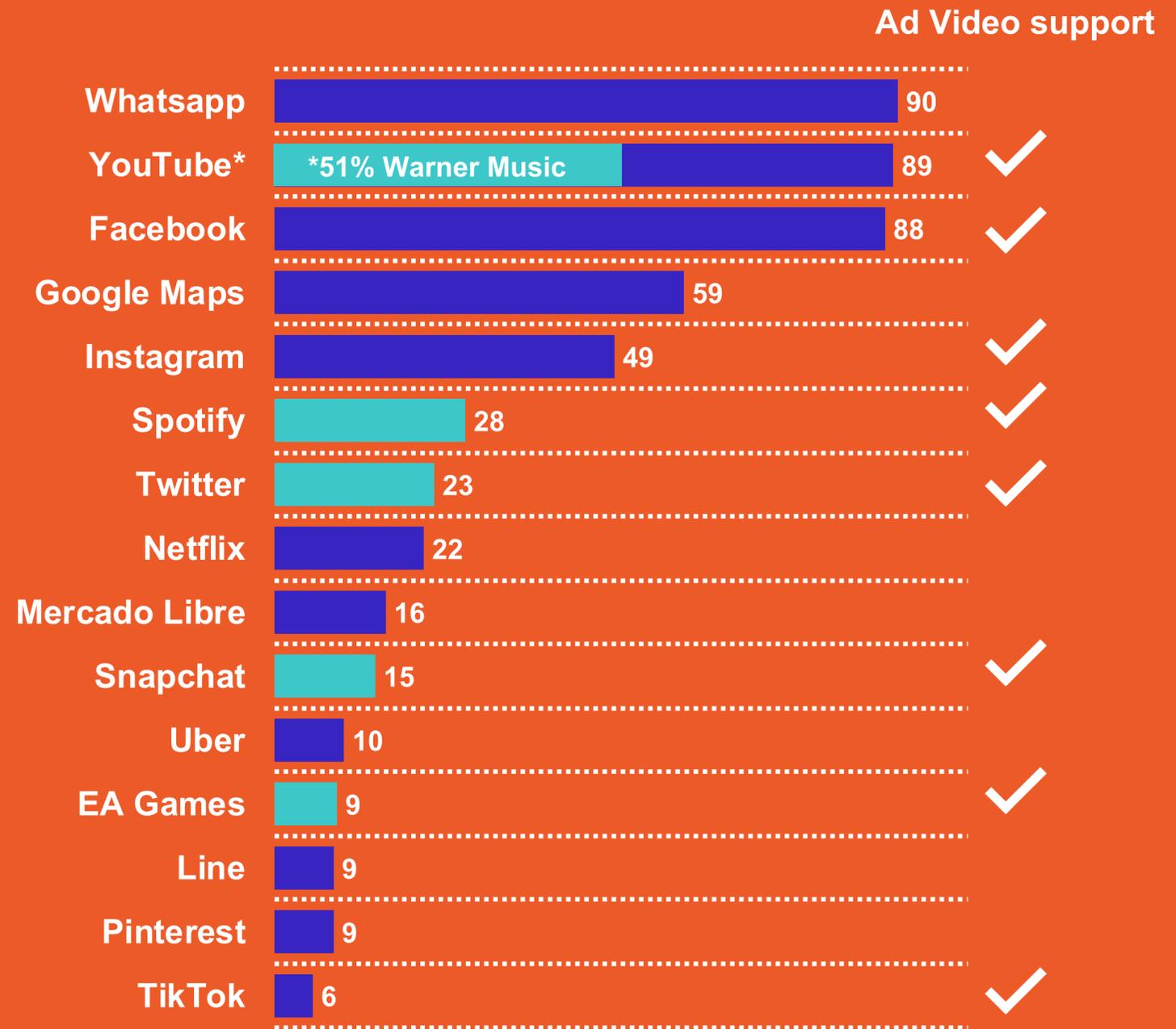




Top 15 Apps Reach

5 out of 8 apps with video support are IMS partners

IMS is #1 player in Mobile offer

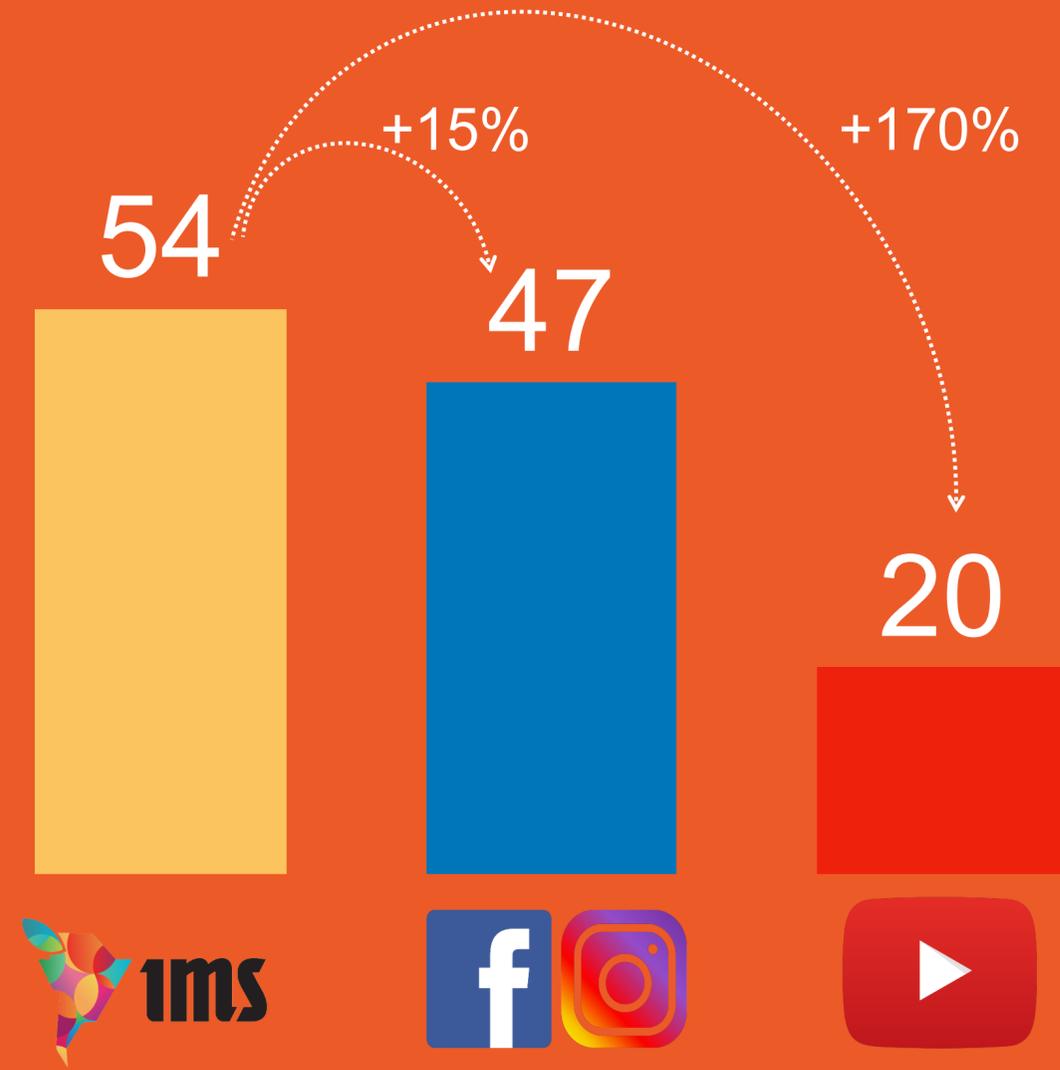




30%

of total minutes in mobile are spent on IMS platforms.

IMS is #1 player in Mobile Video Time Spent



MINUTES PER DAY SPENT IN MOBILE

With a HUGE PLUS



Highest Standard:
Viewability



Highest Standard:
Brand Safety



Best results in
**Non-Invalid
Traffic**



**Premium
content**



**Fast
construction
reach**



WARNER MUSIC GROUP





HIGHEST STANDARD: VIEWABILITY

Even though **60%** of all online ads **are not actually viewable in Latam**, IMS exceed this metric in **47%**.
90% of our ads are viewable.



HIGHEST STANDARD: BRAND SAFETY

Most of our platforms **required initial logging**. In addition, our content is cataloged as “explicit” in music apps (put them in a blacklist if you prefer)



BEST RESULTS IN NON-INVALID TRAFFIC

Only **0,12%** of the traffic in IMS platforms is invalid. We improve the regional benchmark in **+1.000%**.



PREMIUM CONTENT

We can be **assertive in the specific target interest**. Our platforms show content related to top musical artists, games, corporate, etc.



FAST CONSTRUCTION

88% of our potential audience can be reached **in a week**.



IMS HAS A SOLUTION FOR EVERY NEED