

# SpotX

SpotX is a **global video ad serving platform**. It provides digital media owners with software that allows them to monetize their content with video advertising across desktop, mobile and connected devices (CTV). So SpotX is **100% video exchange**.

SpotX consists of **35% of Desktop, 65% of Mobile** inventory. While when it comes to sites and apps the split is **90% vs. 10%** where sites are taking the lead.

SpotX is a great way to do programmatic advertising through video as the exchange has great **outcome driven opportunities**. Based on their internal data SpotX can deliver over **80% video completion rate** while cost per completion may seek **0.03\$**.

SpotX supports **in-stream** and **out-stream** video formats. Additionally, SpotX inventory consists of **VPAID** and **VAST** traffic which give the opportunity for advertisers to serve ads on both video players.

SpotX additionally has **CTV traffic** which may enable advertisers to reach users who are watching content on connected TV.

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## Publisher List

SpotX is connected with premium publishers. Here is there top list of publishers. While full list can be found here: [https://docs.google.com/spreadsheets/d/1TXg-ksAuxa\\_U\\_Ue\\_3YfOYAegh2X4PhxkLW4YOK9EkHc/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1TXg-ksAuxa_U_Ue_3YfOYAegh2X4PhxkLW4YOK9EkHc/edit?usp=sharing)

| Publisher                |
|--------------------------|
| USeeTV OTT               |
| 47Samurai                |
| 4W MarketPlace           |
| 9GAG                     |
| ABS-CBN                  |
| Adbility Media           |
| AdinPlay                 |
| Adversport (Footmercato) |
| Adyoulike                |
| Al Jazeera               |

|                            |
|----------------------------|
| Amagi                      |
| American Media Inc         |
| AmericaTV                  |
| Arkadium                   |
| Astro Media Solutions      |
| Au Feminin                 |
| Bandsintown Amplified, LLC |
| Bloomberg                  |
| Brainly                    |
| BX [M]Media (Mannenmedia)  |
| BX IPB                     |
| BX IPM Group               |
| BX Talpa Network           |
| BX TMG - Mediahuis NL      |
| CafeMedia/AdThrive         |
| Cafrino                    |
| CaptivePlay                |
| CBS                        |
| Chegg                      |
| Ciaopeople                 |
| CNN                        |
| Complex                    |
| Crazy Games                |
| Curiosity Media, Inc.      |
| Dailymotion                |
| DAZN EMEA                  |
| Dexerto                    |
| Digital Media Rights       |
| Digitalbox Ltd NEW         |
| DIGITEKA UK                |
| Discovery                  |
| DistroScale                |

|                         |
|-------------------------|
| Dugout Limited APAC     |
| E.W. Scripps            |
| ELECTRONIC ARTS         |
| Ellation, Inc           |
| Engine Media            |
| ESI Media               |
| Eurosport               |
| Exent Technologies Ltd. |

## Inventory Split By Country

| Country               | Desktop       | Mobile        | CTV Avails  | Site % | App % |
|-----------------------|---------------|---------------|-------------|--------|-------|
| India                 | 462 699 987   | 7 162 372 434 | 834 045 032 | 5 %    | 95 %  |
| Indonesia             | 1 557 375 362 | 9 822 612 646 | 356 720 035 | 53 %   | 47 %  |
| Turkey                | 233 055 422   | 871 145 775   | 205 613 364 | 18 %   | 82 %  |
| Ecuador               | 114 664 611   | 262 309 620   | 42 850 519  | 29 %   | 71 %  |
| South Africa          | 68 722 393    | 197 426 369   | 6 278 071   | 24 %   | 76 %  |
| Saudi Arabia          | 118 597 208   | 468 936 508   | 6 013 422   | 34 %   | 66 %  |
| Ukraine               | 66 425 950    | 99 635 757    | 3 319 461   | 33 %   | 67 %  |
| Kenya                 | 8 767 077     | 26 755 033    | 1 452 475   | 26 %   | 74 %  |
| Croatia<br>(Hrvatska) | 28 061 170    | 34 320 357    | 1 045 751   | 39 %   | 61 %  |
| Nigeria               | 12 286 416    | 85 556 879    | 753 667     | 16 %   | 84 %  |
| Kazakhstan            | 23 416 252    | 15 723 228    | 747 346     | 46 %   | 54 %  |
| Lithuania             | 33 705 048    | 22 970 931    | 744 108     | 51 %   | 49 %  |
| Bangladesh            | 14 659 266    | 84 711 874    | 566 841     | 19 %   | 81 %  |
| Azerbaijan            | 9 999 672     | 18 884 284    | 536 661     | 57 %   | 43 %  |

|  |            |            |         |      |      |
|--|------------|------------|---------|------|------|
| Belarus                                | 22 761 395 | 24 152 399 | 459 794 | 43 % | 57 % |
| Ghana                                  | 4 049 276  | 18 405 740 | 447 112 | 24 % | 76 % |
| Armenia                                | 4 287 414  | 9 431 578  | 291 812 | 24 % | 76 % |
| Georgia                                | 11 266 275 | 13 159 006 | 213 331 | 35 % | 65 % |
| Ethiopia                               | 1 525 231  | 1 909 275  | 171 343 | 26 % | 74 % |
| Senegal                                | 2 194 377  | 11 838 338 | 156 833 | 44 % | 56 % |
| Uzbekistan                             | 3 785 191  | 11 038 069 | 152 290 | 24 % | 76 % |
| Zimbabwe                               | 3 919 567  | 5 571 808  | 103 910 | 39 % | 61 % |
| Uganda                                 | 2 322 690  | 4 572 137  | 88 438  | 28 % | 72 % |
| Sri Lanka                              | 11 424 749 | 16 472 948 | 85 587  | 34 % | 66 % |
| Cameroon                               | 3 087 422  | 18 102 280 | 81 416  | 49 % | 51 % |
| Mozambique                             | 918 596    | 4 793 664  | 68 528  | 35 % | 65 % |
| Cote D'Ivoire<br>(Ivory Coast)         | 2 344 484  | 12 201 793 | 63 658  | 36 % | 64 % |
| Kyrgyzstan                             | 2 627 038  | 3 583 259  | 41 864  | 36 % | 64 % |
| Democratic<br>Republic of the<br>Congo | 838 791    | 5 244 122  | 10 432  | 52 % | 48 % |

Also, if you need information by publisher per market here is the document:

[https://docs.google.com/spreadsheets/d/1-gHc\\_D6ZQ-8ZZpCNK1-dR1mQtjDa\\_TCBjAkvaNV8VSQ/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1-gHc_D6ZQ-8ZZpCNK1-dR1mQtjDa_TCBjAkvaNV8VSQ/edit?usp=sharing)

While additionally check the sales decks that SpotX shared:

<https://drive.google.com/drive/folders/1ewnhAGX-qKFIA1RsiR2m2XH7dVgGNBRw?usp=sharing>

**Viewability (High VV)** - A measure of how many ads are “in-view” over a certain amount of time when they play, measured about by the amount of pixels of the player are being displayed. 70% Viewability for 2 seconds is the standard.

**Completed View Rate %** - The percentage of impressions in which the ad is viewed in its entirety. Also known as Completion Rate, CVR, and VCR.

**Over-the-top (OTT)** refers to broadcast-quality video content provided via a high-speed Internet connection rather than through a cable or satellite provider. This content can be accessed through any internet-enabled devices, such as a laptop, tablet, phone, or connected television.

**Connected television (CTV)** is a term used to describe the devices that allow a user to stream IP-based content through their TV. This includes Smart TVs, Set-Top Box devices, and Gaming consoles

**OLV** stands for online video so Desktop & Mobile inventory that can be either instream, outstream or interstitial

**CPM** - the cost that one will pay when an ad is shown per one thousand impressions

**CPCV** - Cost per completed View

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## Advertising Policies

SpotX is strict when it comes to advertising policies. It is not possible to advertise any sensitive advertising - alcohol, gambling, weed, tobacco and etc.

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## Working Model

Currently, SpotX, only provides private auction buying. So for additional video advertising opportunities adops should contact SpotX representatives and request to setup a private deal. Contacts will be found under general contact list in the manual. SpotX is a direct exchange that Eskimi DSP has integrated.

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## Value Proposition

**Video outcomes.** Based on their internal data SpotX can deliver great video outcomes - high completion rate, high viewability.

**KPIs.** SpotX can setup a PMP based on different KPIs - high CTR, different CPM and etc. SpotX is a partner with GroupM so they could help to reach GroupM video KPIs on IAS.

**CTV.** SpotX will help advertisers to open more CTV opportunities.

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## Decks

Shared by Spotx: <https://drive.google.com/drive/folders/1ewnhAGX-qKFIA1RsiR2m2XH7dVgGNBRw?usp=sharing>

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