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.

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

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 (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 (Ivory Coast)	2 344 484	12 201 793	63 658	36 %	64 %
Kyrgyzstan	2 627 038	3 583 259	41 864	36 %	64 %
Democratic Republic of the 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

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

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.

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.

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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