

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

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

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.

Decks

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