



Ride the Outstream Wave with EDGE by UDM

underdogmedia

Why Outstream?

Producing high-quality video content using instream (pre-roll) video advertising is expensive. Generally speaking, pre-roll advertising methods sell out quickly due to a lack of quality video inventory and the rise of ad verification technology has made it scarce and expensive.

Integrate EDGE by UDM Outstream Video to Enhance Engagement and Viewability

Establishing a new standard for viewability, outstream video is engineered to preserve the user experience with mouse rollover user-initiated sound controls all while activating clicks and engagement.

Why UDM?

Outstream video allows users to seamlessly engage with video creative. Underdog Media provides exclusive access to thousands of domains serving outstream inventory, utilizing industry-leading brand safety tools to ensure ad traffic quality and best practices. Offering compelling and 100% in view unique inventory with our EDGE by UDM owned and operated ad unit.

Slider Outstream Desktop & Mobile

- Duration - :06, :10, :15, :30 and :60 sec
- Mouse rollover user-initiated sound controls



Current Awareness of Outstream Video

- U.S. digital video advertising is growing, between 2018 and 2021, it will increase by double-digit percentages annually, topping \$22 billion by the end of that period
- Native, video and mobile are the three fastest growing formats and channels and are continuing to see rising CPMs
- By 2020, private marketplaces will grab a majority share of RTB and by 2021, nearly one of every two programmatic dollars will go to video making up 49.9% of spend

**Statistics are from eMarketer*