



Ride the Video Wave with REEL by UDM

underdogmedia

Unique Instream and Outstream Video

Outstream and instream autoplay in a 100% visible ad unit when users interact with content, even if a webpage does not have video content itself.

Utilize REEL by UDM Video to Enhance Engagement and Viewability

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

Why REEL by UDM?

Our video unit allows users to seamlessly engage with video creative. Underdog Media provides exclusive access to thousands of domains serving outstream and instream 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.

Desktop & Mobile

- o :06, :10, :15, :30 and :60 sec
- o Mouseroll over user-initiated sound

Click to Demo!



Great Engagement and Clicks

Use your instream and outstream video content to create a wider reach across your audience. Our video solution blends in with content, allowing users to effectively interact with the unique creative.

Reel by UDM owned and operated video unit allow brands to access high viewability inventory that typically do not serve video content, tapping into a wider audience.

- o Instream custom video content
- o Viewable placements built to drive viewability and engagement
- o Outstream adhesion designed to preserve the user experience