



VIDEO MARKETPLACE

Powered by Adap.tv

ONE by AOL: Video Marketplace offers the largest source of diverse, brand-safe video advertising inventory available, providing extensive reach to global audiences across all devices.

EXTENSIVE INVENTORY

With connections to thousands of publishers, ONE by AOL: Video Marketplace serves over 40 billion video ad impressions each month across desktop, mobile, and connected TVs, spanning all major countries in the Americas, Europe and Asia.

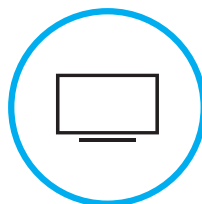
GAIN EXTENSIVE ACCESS TO ALL VIDEO INVENTORY SOURCES INCLUDING:



ONLINE VIDEO:
DESKTOP AND LAPTOPS



MOBILE VIDEO:
SMARTPHONES AND TABLETS,
IN-APP AND MOBILE WEB



CONNECTED TV:
SMART TVS AND TVS WITH
OVER-THE-TOP DEVICES



GAME CONSOLES:
INTERNET ENABLED
GAMING CONSOLES

We offer full transparency to our advertisers, providing the ability to target by granular video ad attributes including in-stream vs. in-banner, audio vs. muted, user vs. auto-initiated, and much more.

FRAUD PREVENTION

AOL is committed to providing our clients with best of breed technologies and services to ensure inventory quality and brand safety. We leverage proprietary and 3rd party technologies to ensure the safest, highest quality inventory for global video advertising is made available to marketers. A rigorous process is in place with a dedicated inventory team focused on eliminating fraud. Safeguards include:

- Our dedicated ad quality team **reviews every site** before any ad opportunities are accepted into the ONE by AOL: Video Marketplace:
 - **Daily surveillance** for bot traffic patterns using automated and manual methods
 - Sites exhibiting ad clutter, looping ads or 1x1 players are denied entry
 - Internal **system-wide whitelists and blacklists** are updated daily, and sites identified as fraudulent are strictly prohibited

- We invest **\$2.7 million annually** on 3rd party audits to ensure the high quality of our inventory
 - Partners include Integral Ad Science, DoubleVerify, Telemetry, Forensiq, Proximic and TrustMetrics
 - Even legitimate sites can be affected by bot traffic, so ONE by AOL: Video Marketplace utilizes Integral Ad Science user-level detection to identify and block bot traffic at run-time

WE AVERAGE
98%+
BOT SAFE, AS
MEASURED
BY IAS

VIEWABILITY DETECTION

Ensure your campaigns are seen by consumers. We offer the **industry's only technology that detects whether a video ad opportunity is viewable at run-time**. Our unique viewability targeting solution has a **95% accuracy rate** and is offered at no additional cost to clients.

FOR MORE INFORMATION

Please visit www.aolplatforms.com/contact



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