

# The Source for Mobile Video

*Our mobile mediation platform and marketplace power the largest, most engaged audiences.*

ironSource's in-app mobile gaming mediation platform and marketplace helps brands cut out unnecessary ad-tax by providing direct access to the best inventory and audiences. Our relationships with the world's largest mobile gaming publishers gives us unrivalled access to scale and quality.



100% direct in-app partnerships yields **cost efficiencies, brand safety, fraud-free and full transparency - including direct app-ads.txt traffic**



Reach your audience across **engaging mobile experiences** to lift brand affinity, foot-traffic and sales

## Benchmarks



**95%**  
Viewability Score



**90%+**  
Video Completion Rates



**3.5x**  
Increase in Brand Lift vs. Industry Average

## MOBILE VIDEO & CUSTOM CREATIVES



## UNRIVALED SCALE



**65M** US Daily Active Users



**300M** US Monthly Active Users



**3B** Mobile Monthly Video Impressions

## LEADING CUSTOM CREATIVE

Our 40-person Creative Studio can provide custom solutions for in-app advertising:

- Mini-Games & Playables
- Choose-your-own-adventure experiences
- Interactive end cards

## DIRECT INTEGRATIONS WITH THE MOST RESPECTED APP DEVELOPERS



## AVAILABLE PROGRAMMATICALLY THROUGH ALL LEADING DSP'S



## THE ERA OF MOBILE CONTINUES

- US Adults spend 3.5 hours per day on mobile devices
- 90% of time spent is in-app
- The average US device has 8 games installed

