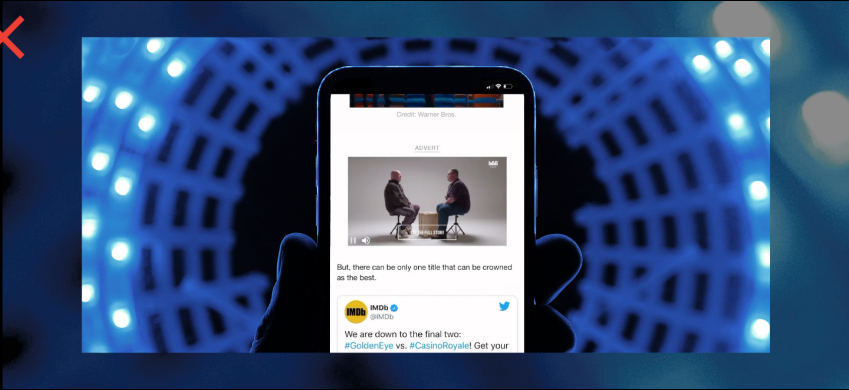


A NEW AND EXCLUSIVE VIDEO DISPLAY OFFERING

LADx

LADx is an exciting new video advertising unit exclusive to LADbible Group which guarantees x25 faster delivery of video ads allowing it to drive effective 6-10s completed views. This innovative new product is currently offered via two bespoke mobile video ad formats on LADbible, Tyla, UNILAD and SPORTbible websites.

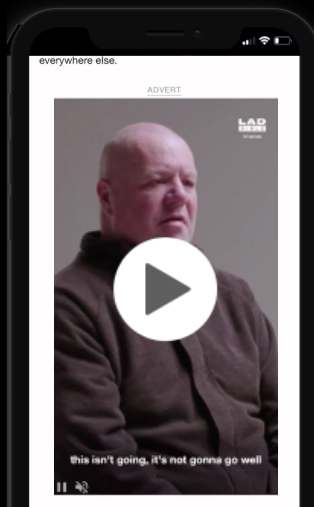
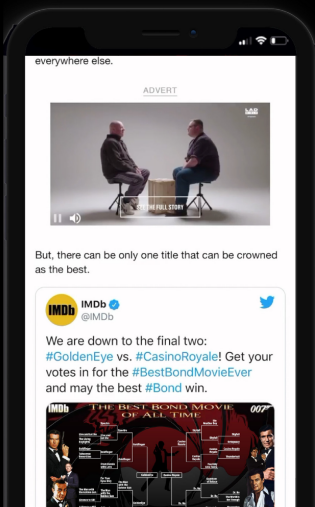


BUILT FOR ATTENTION

LADbible Group knows how to generate huge organic reach and engagement among youth audiences. We know what content works, and what works less well. Our formats reflect the immediacy, intensity and speed of engagement youth audiences enjoy, and expect. Independent research has shown that 74% of ad recall, 65% of brand awareness and 72% of purchase intent happens in the first 10s of a commercial video.

HD VIDEO (16:9)

VERTICAL VIDEO (9:16)



PRICED FOR PERFORMANCE

LADx is sold from £0.02 CPCV for creative > 10 seconds, while creative between 10 & 20 seconds can be used on a CPM buy of £8 (eCPCV £0.03/£0.04) . Fully transparent with IAB Gold standard brand safety guaranteed.

INNOVATIVE TECHNOLOGY

It is estimated 21% of ad spend is wasted due to slow loading or poor quality ads affecting the number of eyeballs on a brand's creative ¹.

Using adaptive streaming technology, LADx takes high resolution video and converts it into a lightweight ad format, removing many speed and quality limitations set by traditional download technology.

ADAPTIVE STREAMING SITE LOAD

- No file size limit
- Instant ad views
- Maximum quality
- Adapted for bandwidth and device/browser

XXX
SMALL DATA
PACKETS STREAMED

ONE FILE
DOWNLOADED



DOWNLOAD SITE LOAD

- 1-2 mb file size
- Slow load times
- Poor quality
- Same file for every user

X
ONE FILE
DOWNLOADED



For marketers, the faster load times and full HD ad delivery means that ads are more likely to be viewed by a user, increasing completion rates and reducing ad spend wastage.

SPEED + QUALITY = HIGHER PERFORMANCE

BENEFITS

1. TRANSPARENCY

LADx is fully transparent. In a digital advertising marketplace that still has hidden costs, questionable viewability and brand safety, LADx provides the advertiser with complete transparency and total brand confidence.

2. PERFORMANCE

LADx provides advertisers with an outstanding combination of market-leading digital video advertising performance and **value-for-money**. The advertiser only pays for 100% completed views for video assets up to 10 seconds in length. Available both via direct I/O & Programmatic Guaranteed

3. BRAND SAFETY

LADx is only available direct from LADBible Group guaranteeing the advertiser a premium publisher brand-safe environment and access to the world's largest youth publishing group.

4. NATIVE TO YOUTH

LADx uses formats tailored specifically for LADBible Group's youth audience and the "attention economy".

AVAILABLE NOW

DIRECT I/O | PROGRAMMATIC GUARANTEED

TO FIND OUT MORE

CONTACT: SALES@LADBIBLEGROUP.COM

[1] This 21% is calculated by: \$70bn is the global non social digital outstream and display ad spend (source Magna Global 2018) and from that \$15bn is wasted due to poor technology performance (slow loading and poor quality creatives) (SeenThis, 2020)