



ANYMIND
GROUP



ACQUA
MEDIA
AdAsia Group

Publisher Monetization Solution 2020

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ACQUA
MEDIA
AdAsia Group

Agenda

- About Our Company
- Monetization with Publisher
- About PMP advertising
- AdAsia Ad Format
- About ACQUA 360

A woman with dark hair, wearing a beige sweater, is seated at a wooden desk in a modern office. She is looking at a large computer monitor. Her hands are resting on the desk, near a keyboard. The background is slightly blurred, showing office shelves and plants. A large, light blue diagonal graphic element is overlaid on the right side of the image.

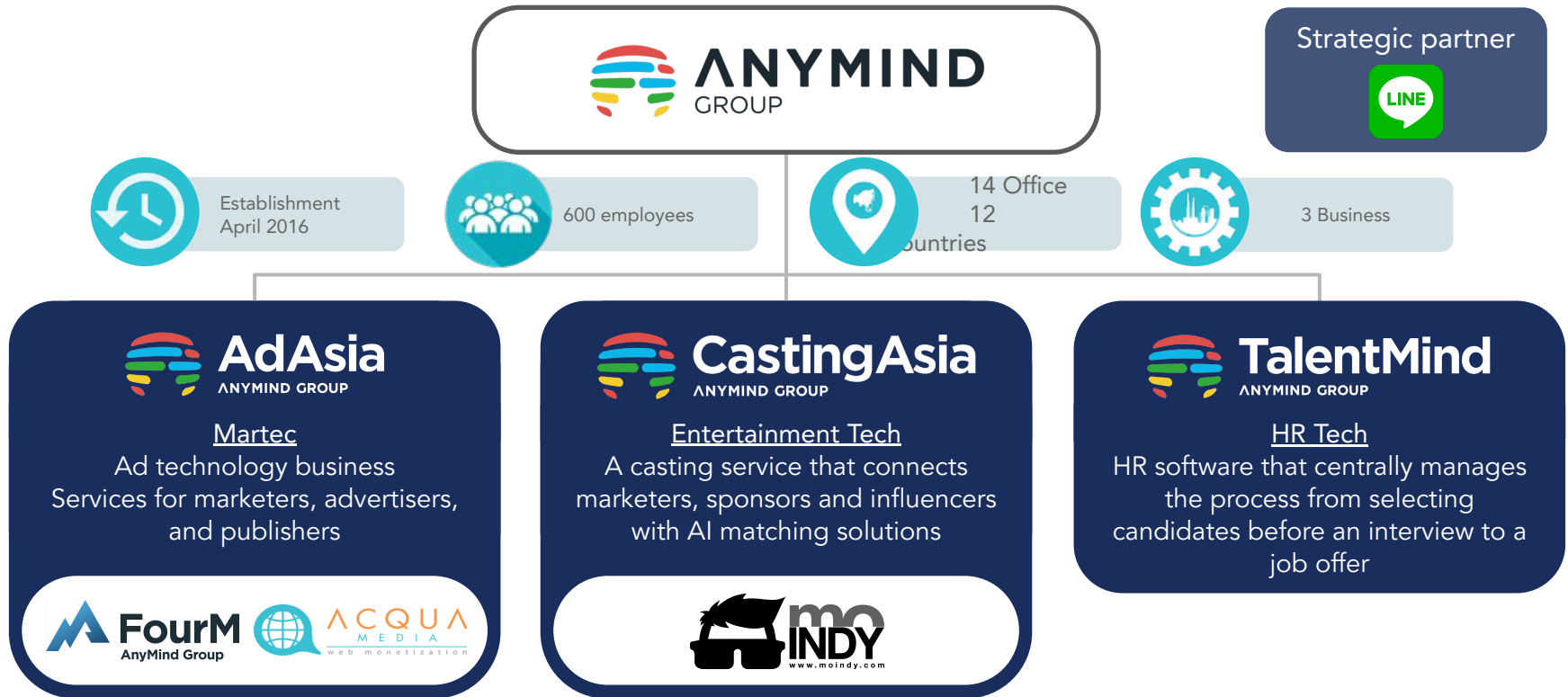
About Our Company

WHO WE ARE



As a part of AnyMind Group, AdAsia Holdings provides integrated end-to-end solutions for marketers, advertisers and publishers for online advertising solutions and site monetization needs to maximize returns through AI.

AnyMind Group



Our Offices

 **TOKYO**
JAPAN

 **SHANGHAI**
CHINA

 **TAIPEI**
TAIWAN

 **HONG KONG**
HONG KONG

 **HO CHI MINH, HANOI**
VIETNAM

 **MANILA**
PHILIPPINES

 **PHNOM PENH**
CAMBODIA

 **YANGON**
MYANMAR

 **BANGKOK**
THAILAND

 **KUALA LUMPUR**
MALAYSIA

 **SINGAPORE**
SINGAPORE

 **JAKARTA**
INDONESIA

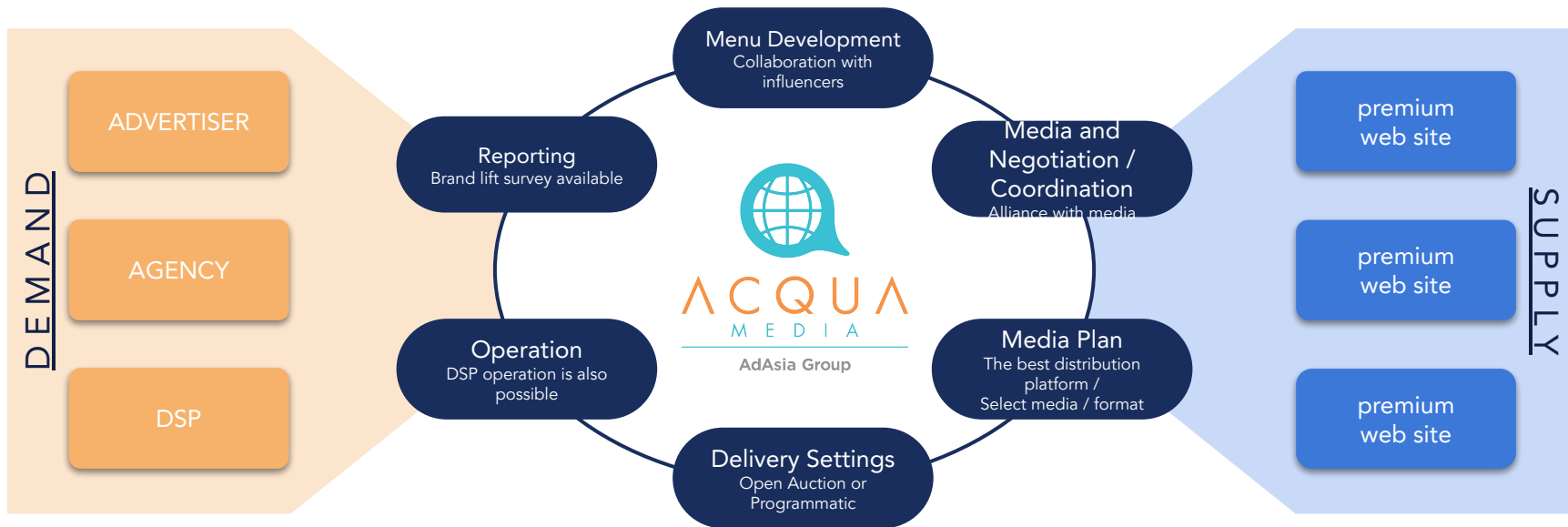
Expansion Plan:
India, Middle East, and Russia

A woman with dark hair, wearing a beige sweater, is seated at a wooden desk in a modern office. She is looking at a large computer monitor. On the desk, there is a keyboard and a tablet. In the background, there are other monitors and office equipment. A large, bold, white text overlay reads "Monetization with Publisher".

Monetization with Publisher

Acqua Service Overview

ACQUA Media as a **One-Stop Agency** for Ad Distribution



ACQUA Service Overview - Support for Media Monetization



ACQUA's Strengths

Media Consulting Experience

- Acquisition of GCPP * qualification
- Initiatives to strengthen the industry
 - Better Ads Standard, Brand Safety, ads.txt
- Flexibility
 - Negotiate with media to develop new format



* Google's official certified partner system, certified only by one company in Hong Kong

Unique media planning & format

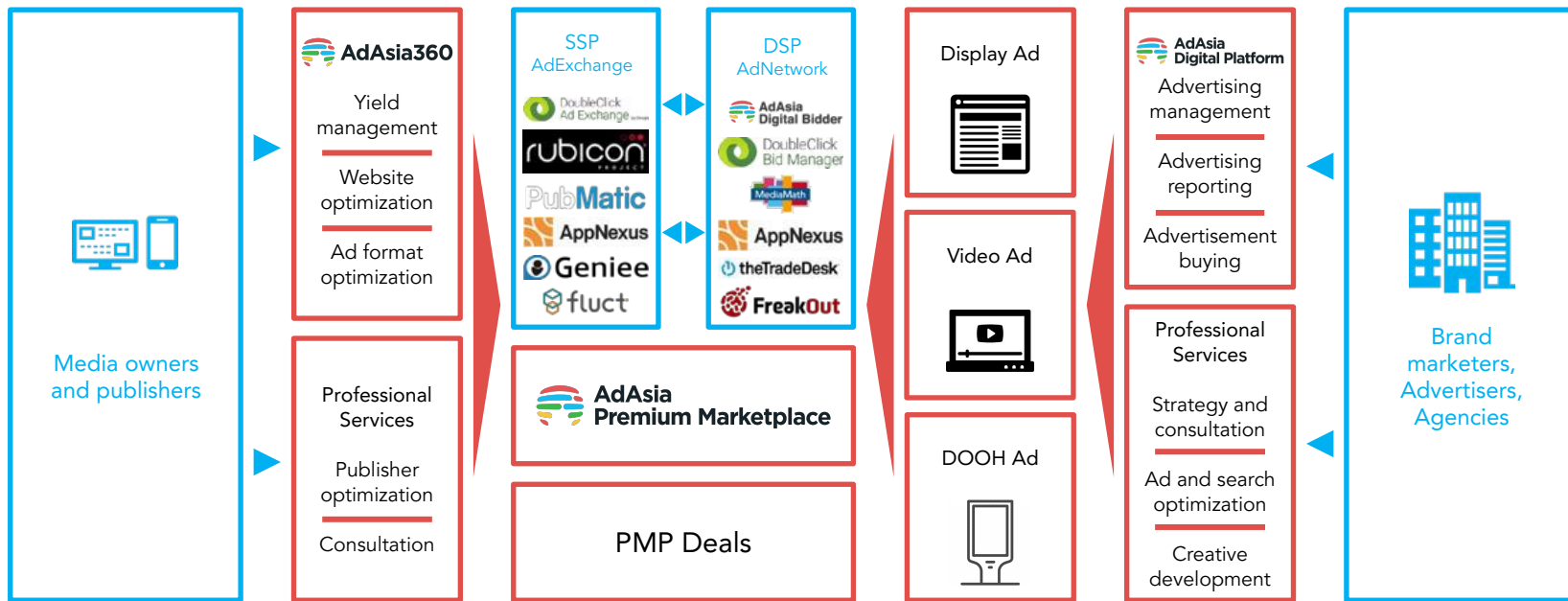
- Media selection
 - Distribution to a large number of specialized media (appeal to those who cannot reach with comprehensive media)
 - Delivery using 1st party data (annual income, title, occupation, etc.)
- Collaboration plan with general influencer / exclusive influencer
- Media Plan (exclusive distribution without competing ads) and PMP-only slots can be created

Complete in one stop

- From media / ad planning based on business strategy / KPI to DSP operation / distribution setting / reporting
- It is also possible to create reports that lead to the next measure including brand lift survey

AdAsia Advertising Ecosystem

AdAsia Holdings is uniquely positioned in Asia to provide maximum flexibility and options for demand and supply, and a transparent ecosystem and advertising environment for all players involved.



Strong Direct Publisher Relationships in APAC



SINGAPORE



TAIWAN



VIETNAM



INDONESIA



PHILIPPINES



HONGKONG



THAILAND



MALAYSIA



JAPAN



Our Publisher in Hong Kong

BUSINESS NEWS

BusinessFocus

經濟通
etnet

hket
香港經濟日報

信報

晴報
SKY POST

香港
CQ

on.cc
東網

FORTUNE
INSIGHT

立場
新聞

ECONOMIC DIGEST
經濟一週

WOMEN / MEN (Luxury, Beauty, lifestyle, etc..)

ELLE

COSMOPOLITAN

BAZAAR

Esquire

she.com

GirlStyle
女界新聲

etnet
DIVA 品味派

TOP BEAUTY

POPLADY
BEAUTY / FASHION / LIFESTYLE

MENELECT

Lifestyle
Travel HK Beauty Food Blog
.com.hk

NMG+

more
sunday

Monday

HYPEBEAST

TRAVEL

新假期
新假期

GO+trip
gotrip.hk

Holiday
假期

Flyagain.la

Flvday
飛渡本
旅遊情報網

BROADCASTING

now.com

TVB

viu

有線電視
CABLE TV
香港開電視

iqiyi 爱奇艺

Others (Travel, Movie, Music, Gadget, etc..)

香港討論區
discuss

Price\$

Uwants

she mom

親子王國
Baby Kingdom

mamidaily
親子日常

流動日報
newmobilelife.com

Qooah

UrbanLife
Health 健康新態度

Fitz

LINE TODAY

sunday
KISS

MOBILE

UA CINEMAS

cityline

Optimization and Best Practices

Website and Ad Best Practices

- Improve user experience
- Ad Placements
- Coverage
- Ad Size
- Increase ad competition



Website and Ad Best Practices

Improve user experiences

- Opt for a responsive site
- Make it easy to find content
- Make it fast
- Build your organic search
- Test colors



Optimization and Best Practices

Having a well optimized account is not an easy task, and today, most teams don't have the time to do all the optimizations they need.

To help you manage your revenue in effectively, we have compiled a list of useful optimizations and best practices. This can enable you to use your team's limited time more efficiently, improve performance, and increase revenue.

- Optimize Your Inventory
- Optimize Your Rules

Optimization and Best Practices

Optimize Your Inventory

- We will help to keep your inventory structure clear and sustainable.
- Follow a structured naming convention for your tags; for example
Sitename_Section_AdPosition
- Use 300x250 Below the Fold (for Mobile Web & Apps) to allow for larger ad sizes, more engagement, and higher CPMs.
- Use 320x50 or 320x100 Above the Fold (For Mobile Web) to increase engagement (CTR) and viewability.
- Be sure to include padding to avoid accidental clicks if the ad is near navigational links.

Optimization and Best Practices

Optimize Your Rule

Blocking Rules

- Regular review the blocking rule for direct buyers/advertisers and competitors

Opt-in Rules

- Regular manually opt-in for the newly added ad technology on a regular basis

Pricing rules

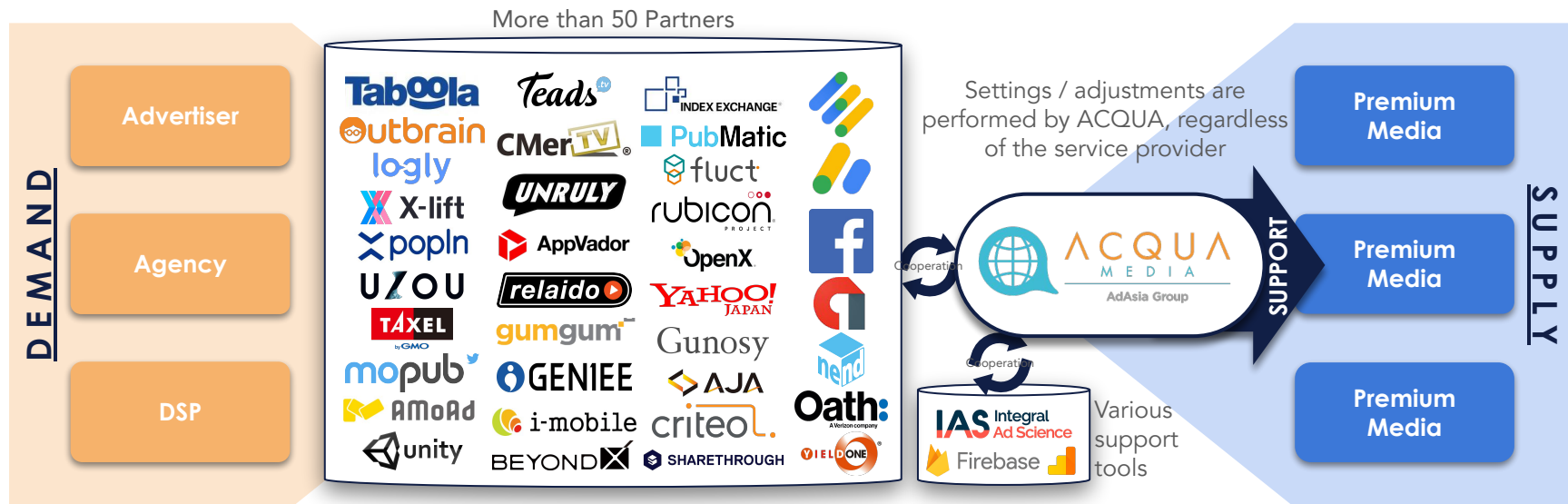
- Increase your fill-rate with the acceptable pricing
- Evaluate valuable inventory for set rules accordingly

Ad Styles & Backup Ads Rule

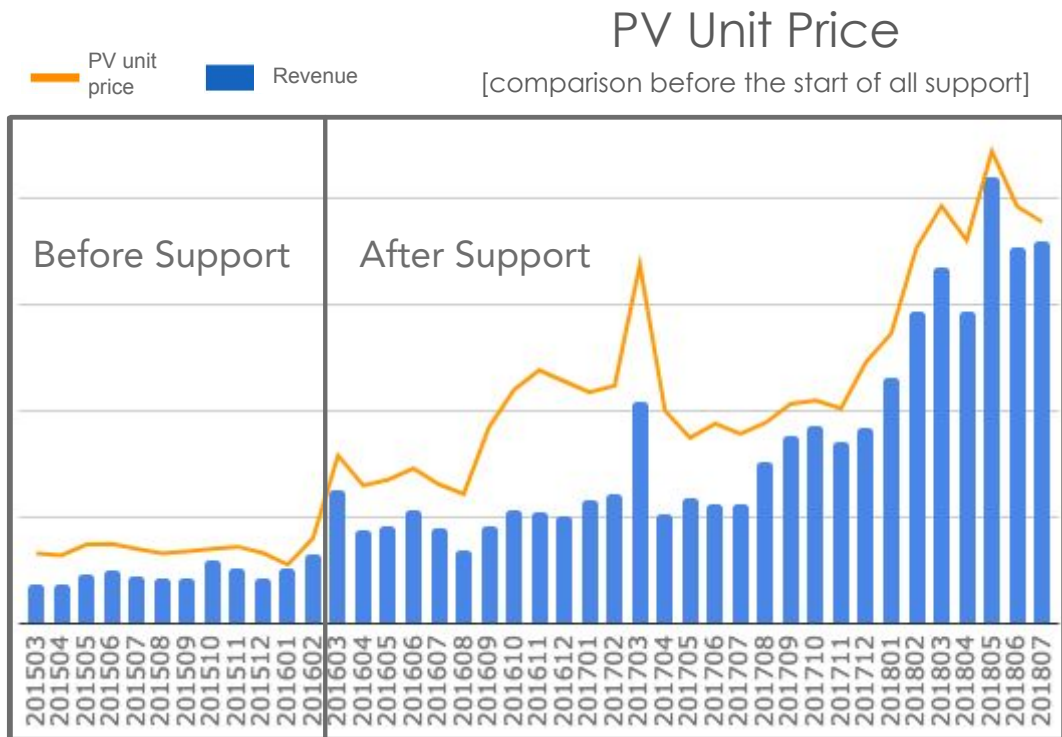
- Enable ad style to increase auction pressure and drive a higher fill-rate
- Define your backup ads under the Ad Styles & Backup Ads Rules to determine what will show if no targeted ads are available for your page

Raise the base unit price to acquire high unit price

Ensuring the publisher inventory maximizing advertising revenue



ACQUA's Monetization Support Experience (Case 1)



First Year...
[2016/3-2017/2]

2.79X

Second Year...
[2017/3-2018/2]

4.41X

Third Year...
[2018/3-]

4.72X



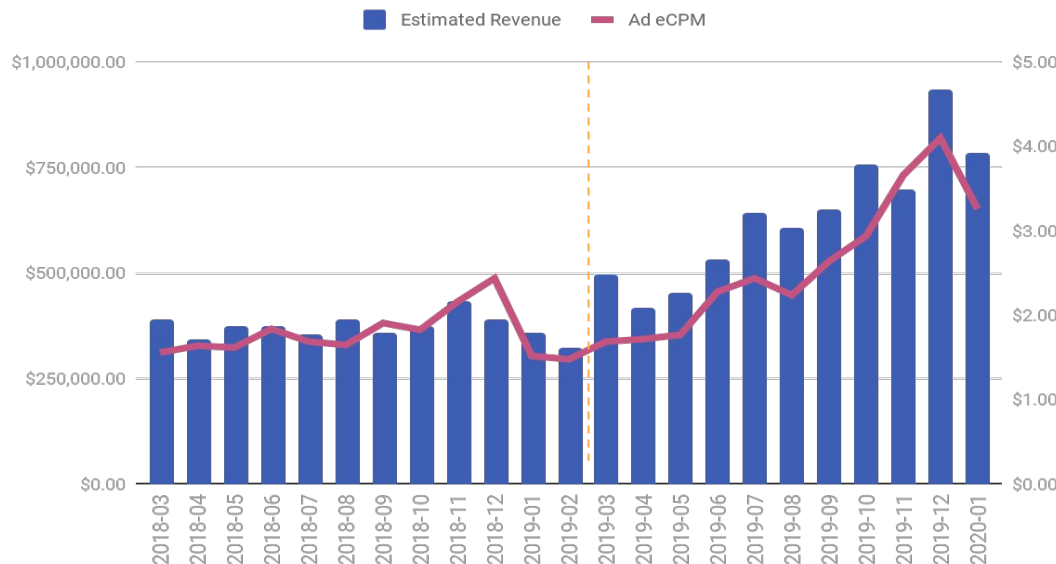
【 SUPPORT 】

- Advertising operation using GAM
- Technical Support
(Implementation of header bidding)
- Ad Layout Design / Proposal
- Acquisition of PMP project
- Review of Advertising Revenue
- Add Video Advertising Vendor
- Recommendation widget optimization
- Advertising Operation

ACQUA's Monetization Support Experience (Case 2)

Ad Impressions Unit Price

[comparison before the start of all support]



First Year...

[2018/03 - 2019/02]

2.79X

Second Year...

[2019/03 - 2019/12]

2.68X



【 SUPPORT 】

- Advertising operation using GAM
- Ad Layout Design / Proposal
- Acquisition of PMP and Ad Network
- Pricing floor optimization
- Opt-in the latest product / feature (First Look, Open Bidding)
- Review of Advertising Revenue

Optimization Publishers

Optimization

Drive pipeline of AdAsia Publishers through education of AdAsia formats, offerings and Demand with Publishers

- Acquire and advance Yield Optimisation Best Practices and Technology
- Ad Layout Design / Proposal
- Promote high Ad Quality Standards through continuous education for AdAsia Publishers

Promote Programmatic Deals

Direct Deals

Cultivate highly profitable Programmatic Direct Deals for AdAsia's Direct Publishers

- Publisher Newsletters across AdAsia global offices to facilitate exclusive programmatic inventory
- Holiday and Publisher Kits every month for new and exclusive Publishers for Agency and Brand distribution
- Provide suggestion on Top Sizes, formats served by Programmatic Direct

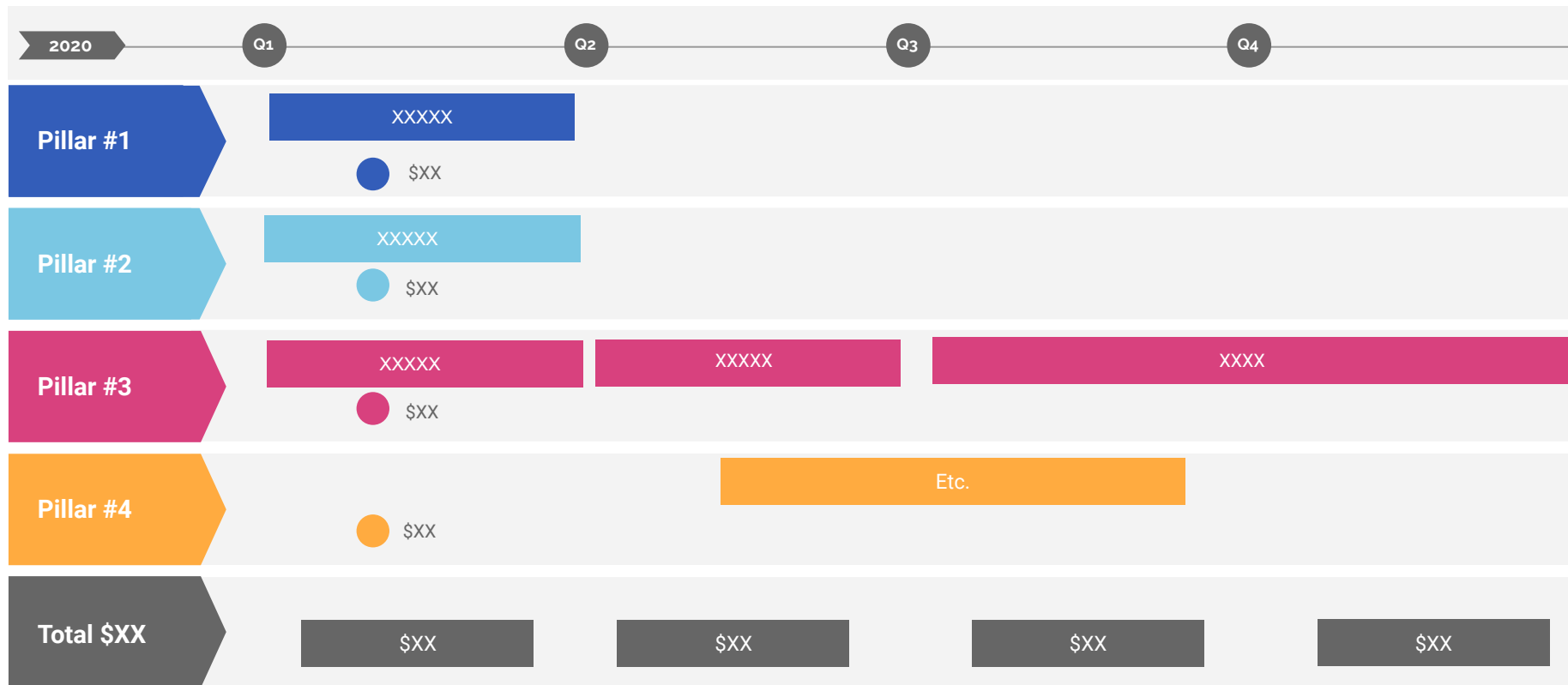
Become more Digitally-Ready

Digital-Ready Publishers

Work with publishers to prepare their properties to be highly effective and receptive to programmatic demand

- Use AdAsia technology to consultatively help publishers implement Clean and Brand-Safe ad placements
- Maximise the yield of Publisher inventory by ad placements to be open to Programmatic Demand

Revenue Plan



Initiatives

The following items of information are required, so please cooperate.

- PV number
- UU number
- User information (age, region, etc.)
(Google Analytics data by device)
- Site availability, delivery possible format
- Estimated impressions
- Available price (CPD, CPM)
- Availability of your company's logo



About PMP Advertising

Connect with Buyers



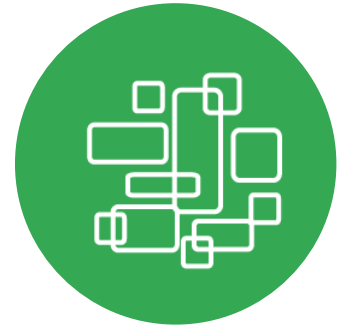
Deliver great advertising
on every screen



Connect with advertisers in
better ways



Get the highest value for
every impression



Cultivate a healthy
ads ecosystem

Connect with Buyers

How Buyers See You

Most uniques ▾ Type Preroll, Midroll Set as default filters X

The New York Times
View profile

7-day forecast from DoubleClick:

Impressions 372M
Uniques 26M
Category Business & Industrial
URLs All

VIEW INVENTORY

Time
View profile

7-day forecast from DoubleClick:

Impressions 297M
Uniques 12M
Category Internet & Telecom
URLs All

VIEW INVENTORY

CNET
View profile

7-day forecast from DoubleClick:

Impressions 296M
Uniques 12M
Category Internet & Telecom
URLs All

VIEW INVENTORY

People
View profile

7-day forecast from DoubleClick:

Impressions 80M
Uniques 5.7M
Category News
URLs All

VIEW INVENTORY

Time
View profile Request proposal X

Inventory summary
Includes open auction inventory

7-day forecast from DoubleClick

Impressions 531M	Uniques 42M
Desktop 58%	Mobile 36%
Tablet 6%	Connected TV 0%

Name	Price	Imp/Uniques	Device	Format
Fox News ROS Rotation 30... Preferred deal	X.XX CPM	317M 32M	Desktop	Unavailable
Fox News- 2016 Private Exc... Private auction		174M 24M	Desktop	Unavailable
Fox News 2015 Private Exc... Private auction		168M 23M	Desktop	Unavailable
FOX News Live Events Pag... Programmatic guaranteed	X.XX CPM	182M 18M	Desktop	Unavailable
Fox News Premium Leisure... Private auction		72M 13M	Desktop	Unavailable

REQUEST PROPOSAL Looking for a product not shown here? Create a proposal to send to the publisher.

Search & Filter

Publisher Cards

Link to Publisher Profile

Publisher Products with Google Forecast data

Link to Proposal workflow

Connect with Buyers

Attract Buyers Through Your Profile and Offers

BE VISIBLE



Amazing News Site Profile

test

The credibility of Amazing News Site has been an industry standard for years. With dedicated readership, your marketing message gets to the right user at the right time.

ASSOCIATED PROPERTIES

Test please ignore: July 2015

[View profile](#)

RATED A TOP 10 NEWS SITE

#3 SITE FOR USER GENERATED CONTENT

50 MILLION UNIQUES PER MONTH

WHY PARTNER WITH US?

Amazing News sets the global perspective with news, sports, and entertainment content across all platforms. With a top tier portfolio, it's our mission to recognize advertiser goals to produce high impact ad performance.

AUDIENCE

We have a wide range of audiences who rely on us for news on a daily basis.

FOR MORE INFORMATION

RESERVATION DEALS

John Smith
(555) 555-5555
johnsmith@ans.com

MEDIA KIT/SALES MATERIALS

<https://amazingnewsmediakit.com>

GOOGLE+ PAGE

<https://plus.google.com/u/0/Amaz...>

PROGRAMMATIC DEALS

Bob Green
(555) 555-5555
bobgreen@ans.com

SAMPLE PAGE

<https://test.com>

Connect with Buyers

Connect with Buyers through a variety of Deals

Open and Liquid

Programmatic Direct Deals

Exclusive and Negotiated



Open Auction

Hundreds of buyers competing



Private Auctions

Invitation-only auctions



Preferred Deals

Fixed price, one-to-one deals



Programmatic Guaranteed

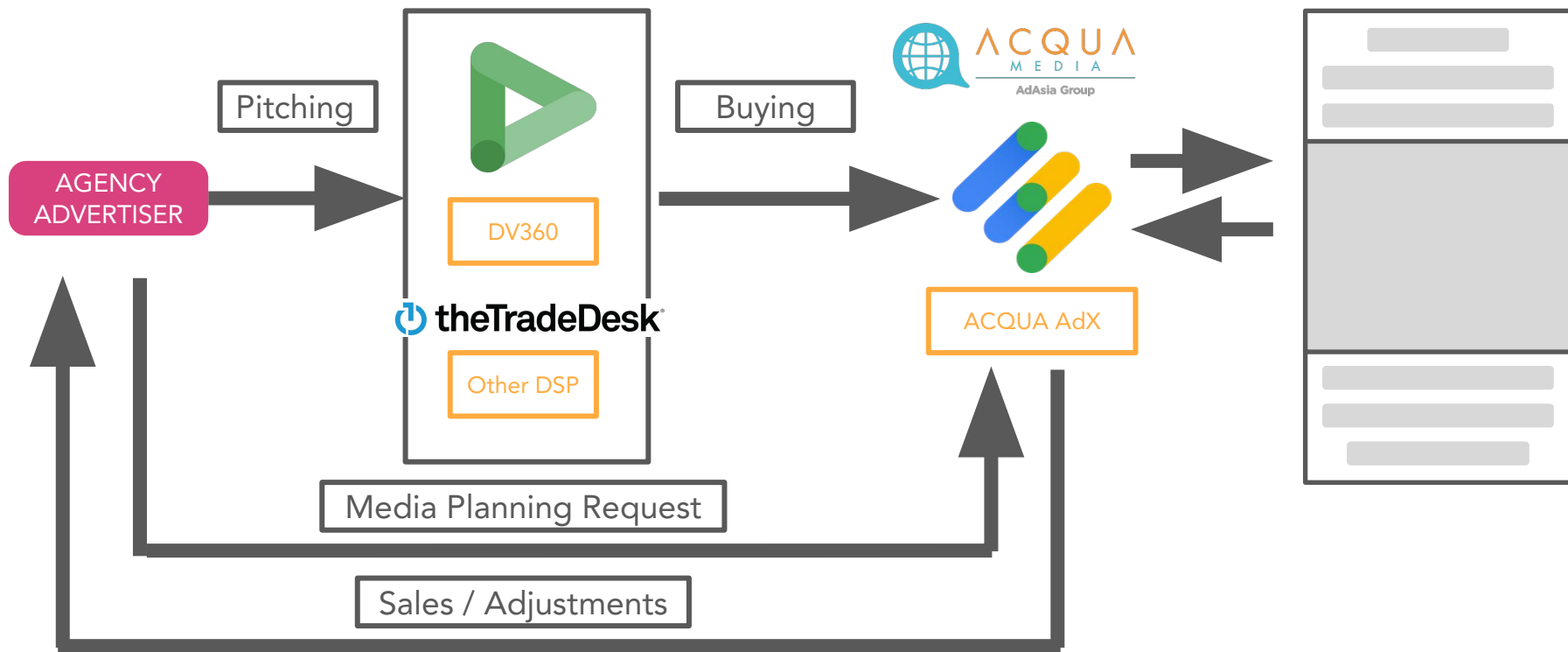
Programmatic, guaranteed, direct deals



Traditional tag-based

Guaranteed, direct deals

Programmatic Workflow



Why advertising will be done on PMP transactions?

Advertiser

Media

User contact

Decrease wasted ad spend
& Increase Campaign Effectiveness

Opportunities to increase revenue by
dealing with advertisers

Valuable Data

Reach need user for the advertiser &
campaign performance

Increase media value by using data to
reach users

Large Scale

Easy access to premium inventory

Increased revenue from access to
premium inventory from international
brands

Quick & Efficient

Campaigns can be started efficiently and
campaigns can be started 29% faster

Automated workflows increase
operational efficiency and reduce the
burden on accounting tasks

SHOWCASE 1 - Billboard Leaderboard 970x250

The screenshot shows a web browser displaying the Hong Kong Discus forum. At the top, there's a navigation bar with the forum's logo, date (July 11, 2014), time (10:24am), weather (30°C, 73%), and user login options. Below the navigation bar, a large banner advertisement for ViuTV's show '前度' (Ex-Boyfriend) is prominently displayed. The banner includes the show's title in large characters, a cast photo, and the airing schedule: '7月17日起, 逢星期一至五晚9:30'. Below the banner, the forum content is visible, including a 'LIVE 即時討論' section with a post about a '翻版系列' (Remake Series) and a '焦點' (Focus) section with a post about a car accident. On the right side, there's a sidebar with a '4合1 王牌服務' (4-in-1 King Service) advertisement for a month, listing services like home shopping, home phone, mobile phone, and internet access.

Ad Format:
In-Banner Ad

Size:
970x250

Device:
Desktop

Programmatic:
PG

SHOWCASE 2 - Large Rectangle

The screenshot shows the homepage of a Hong Kong news website. At the top is a navigation bar with links for various categories like '港聞', '觀點', '樓奴指數', etc. Below the navigation bar is a large rectangular advertisement. The ad is split into three sections: the left section shows a teddy bear and the text '「燒鵝價錢」'; the middle section features two SK-II product tubes with the text '【消委會】20元名創優品潔面乳 評分與貴20倍SK-II相同 (附表)'; the right section shows a Rice Cleansing Foam tube and the text '朗思國際歸學課程停辦'. Below the main ad are several smaller promotional banners for 'TOY SOUL 2018', 'Ladies First', '樓奴', and '可愛毛孩'. At the bottom, there are three more banners: '長沙灣綠置居', '外賣仔猝死', and '日送外賣 夜睡網吧'.

Ad Format:
Display Banner

Size:
300x250

Device:
Desktop & Mobile

Programmatic:
PG

SHOWCASE 3 - In-Stream Video



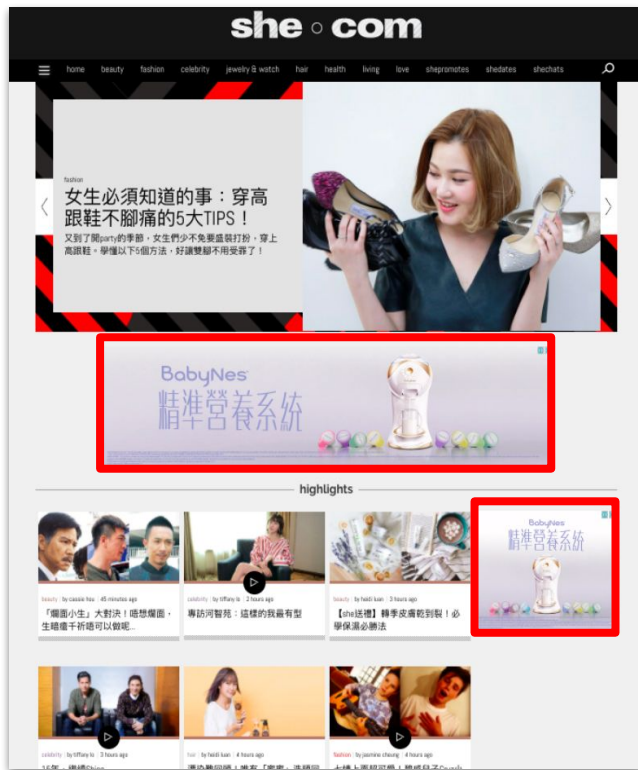
Ad Format:
In-Stream Video

Size:
N/A

Device:
Desktop

Programmatic:
PG

SHOWCASE 4 - Page Takeover



Ad Format:
Display Banner

Size:
970x250 & 300x250

Device:
Desktop & Mobile

Programmatic:
PG

SHOWCASE 5 - Native



Ad Format:
Text & Image

Size:
320x100 / 300x250

Device:
Mobile / Desktop

Programmatic:
PD/PG



AdAsia Ad Format

AdAsia Ad Format

Ad Format Menu

Compliant with



Partner with



**APM
Video**

Out-Stream Video

Video Slider

Video Parallax

In-Stream

Video Star

Video Blend

Elastic Out-Stream

Video Balloon

Video Bloom

PMP
&
Direct IO

Direct IO



**APM
Display**

Big Banner

Billboard

Parallax Banner

PMP
&
Direct IO



**APM
Rich Media**

Slideshow

Spincube

Wave Parallax

Video Background

PMP
&
Direct IO

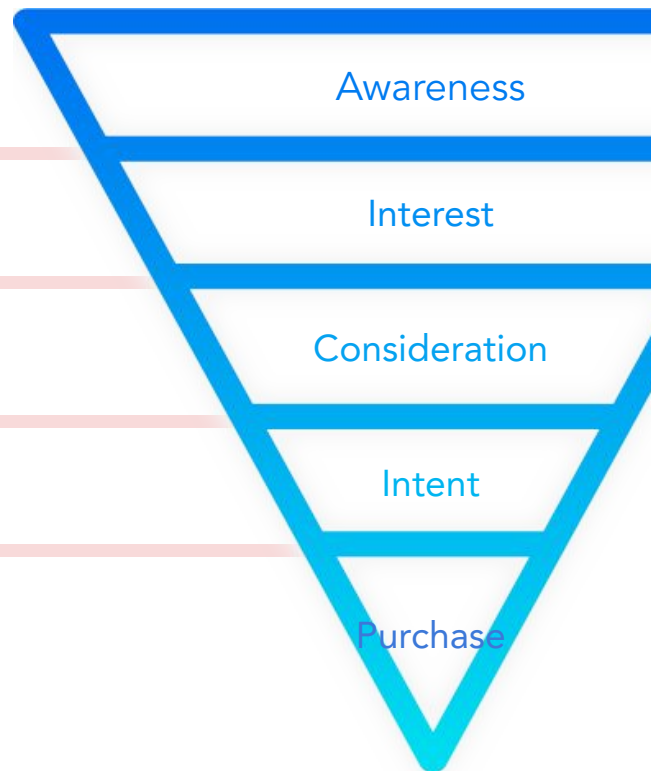
AdAsia Ad Format

Format Match



GREAT AD FORMAT MENU

Campaign KPI		APM Video Format	APM Display Format	APM Rich Media Format
Viewability	Views	OutStream		
		Elastic		
	High Viewability	Parallax		
		Star		
		Balloon		
	Completion	Slider		
		InStream		
		Blend		
	Engagement	Bloom	Parallax	Slideshow
			Big Banner	Wave Parallax
	Visits			Spincube

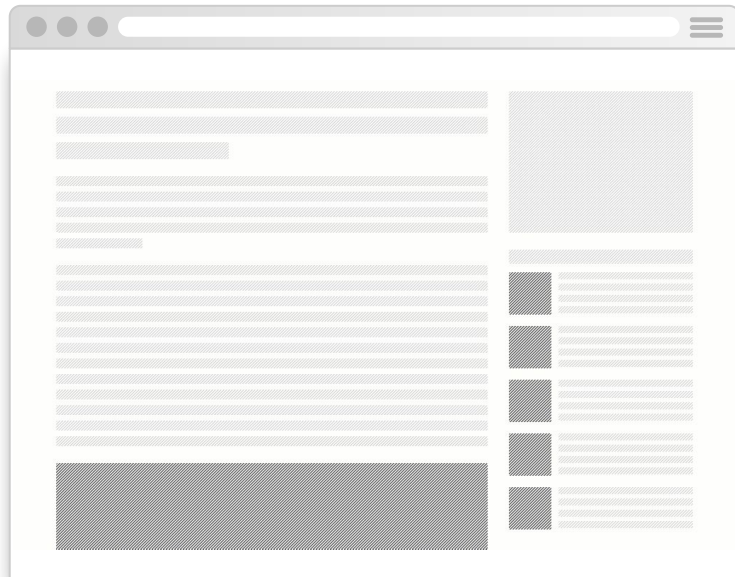


AdAsia Ad Format - APM Video

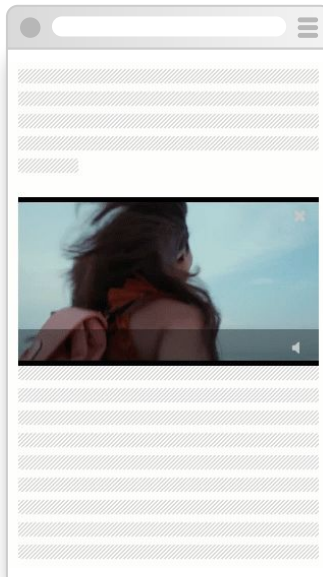
Out-Stream Video



Desktop



Mobile



Description

Out-Stream Video is shown up in-line placement. In-Line placement is created between article paragraphs, so it is a great way to monetize long pieces of content and is delivered to different placements based on target user's behavior.



User-friendly Native Video

Buying & Targeting, Analytics, Measurement



Avg. Viewability 50-60%



Viewer's Control

Users self-select to watch content, and watch 25% longer than In-Stream voluntarily



Engagement on brand safe curated premium media

Device



DEMO -

[Desktop](#)

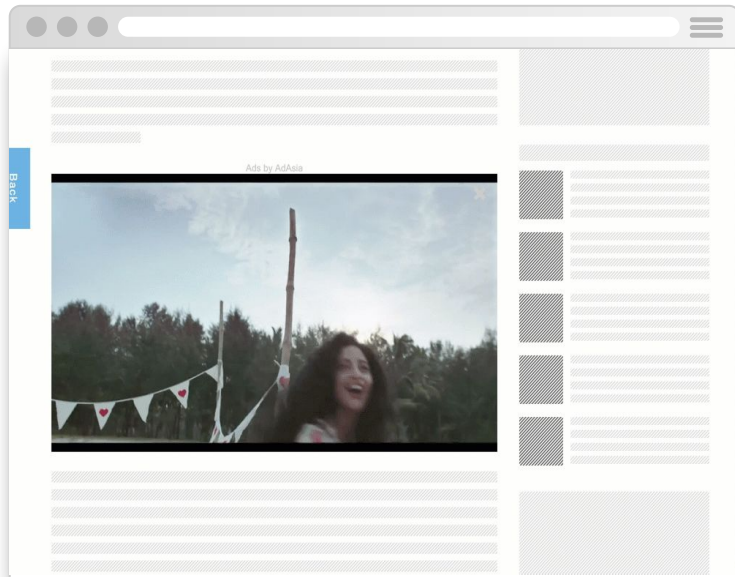
[Mobile](#)

AdAsia Ad Format - APM Video

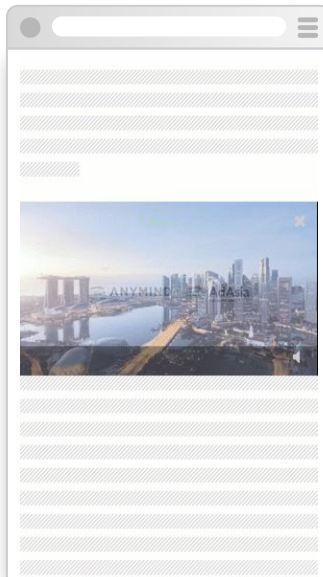
Video Slider



Desktop



Mobile



Description

Similar to Out-Stream, Slider Video is shown up in-line placement. The unit stays along in the user viewport along the scroll, as the main player transforms into a mini player with progressive video and doesn't impact the overall site content though still achieving complete user attention.



40-50% Completion View Rate



High visibility ad unit
60-70% MRC viewability

Always inside user viewport



Lower risk of traffic bots



Great click engagement
Avg. CTR 0.5%
(similar to Native & higher than Display)

Device



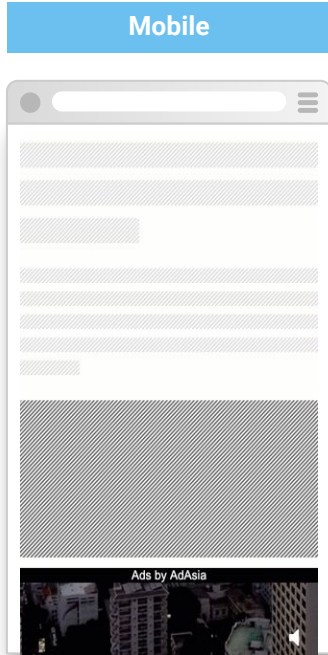
DEMO -

[Desktop](#)

[Mobile](#)

AdAsia Ad Format - APM Video

Video Parallax



Vertical ad will
retain while
scrolling down
the page

Description

An engaging vertical video format that can be played NATIVE style on the mobile web.



Good CTRs (~1%)
with high viewability (50-60%)



High impact video format for
good storytelling



Expand your reach on mobile
audiences through a very
engaging friendly format



Great mobile experience

Device



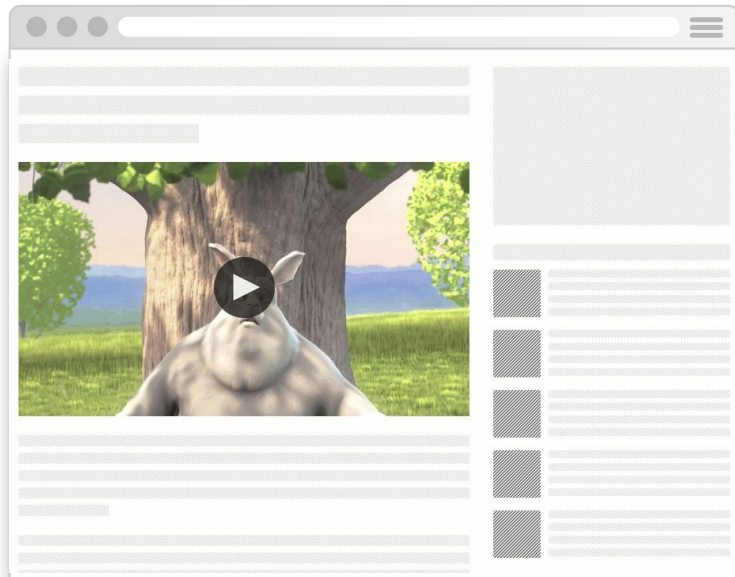
DEMO - [Mobile](#)

AdAsia Ad Format - APM Video

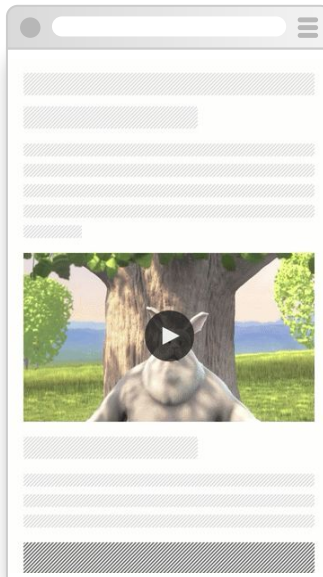
Video In-Stream



Desktop



Mobile



Description

Video that can be played pre-, mid-, or -post roll within the video player.



Good Completions (50-60%)
with high viewability (60-70%)



Less than 1/5 of viewers
perceive Pre-Roll as intrusive



Expand your YouTube reach,
AdAsia Video Marketplace
reaches premium publisher with
the same video format



Great cross screen experience

Device



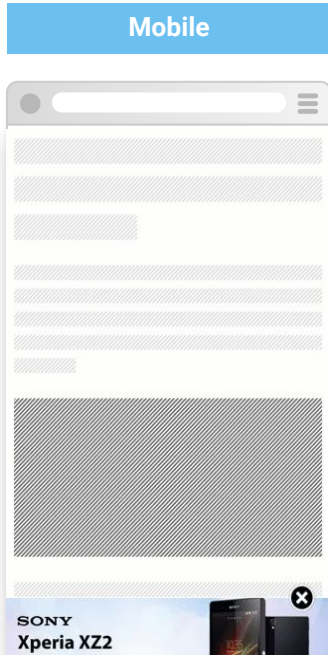
DEMO -

[Desktop](#)

[Mobile](#)

AdAsia Ad Format - APM Video

Video Star



Vertical ad will
retain while
scrolling down
the page

Description

Video Star Banner for Mobile is positioned at the bottom of the screen. On the initial visit the user sees an ad banner, which can disappear when the user interacts with the screen. On tap, the initial area of the banner expands to the same size as screen resolution to show video.



Full screen expandable results in
high brand impact



High visibility ad unit
50-70% viewability expected



Viewer's Control by click on banner
shows intent to watch video



Great click engagement
Avg. CTR 1-2% expected
(similar to Native & higher than Display)

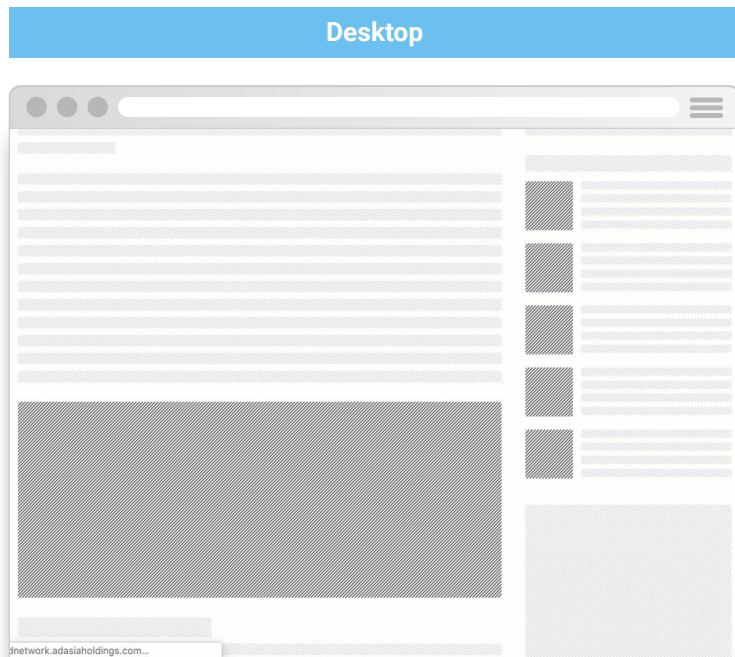
Device



DEMO - [Mobile](#)

AdAsia Ad Format - APM Video

Video Blend



Description

Video Blend is shown up as an in-line placement and combines video with a co-located banner on top of the video. The Video Blend unit works with traditional out-stream as well as the Slider.



50% Completion View Rate for Blend Slider



High visibility ad unit - Viewability 60-70%



Friendly ad format; suitable for long form video



Companion Banner boosts effectiveness of video ads VS. no companion banners

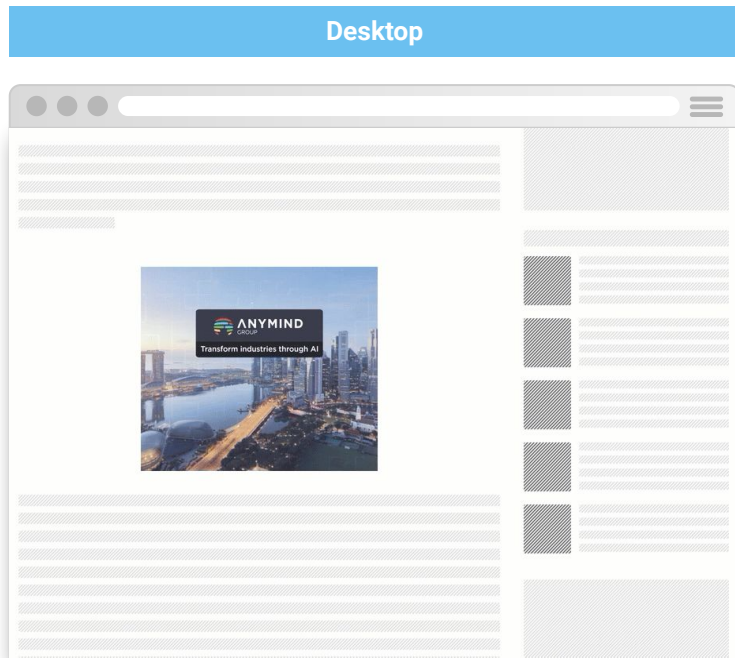
Device



DEMO - [Desktop](#)

AdAsia Ad Format - APM Video

Elastic Out-Stream



Description

Elastic Outstream is a high impact video unit that starts with an in-article out-stream teaser. If the user engages on 'hover', the unit expands to a full-screen immersive experience that combines video with a skin background. Hi-Impact campaigns: Beauty, Fast-food, Electronics



High impact video format
Innovative storytelling for brands



Curated premium media
Context combined with hi-impact



60-70% MRC viewability
High viewability ad unit by design



Great user engagement
Track user intent with granular analytics

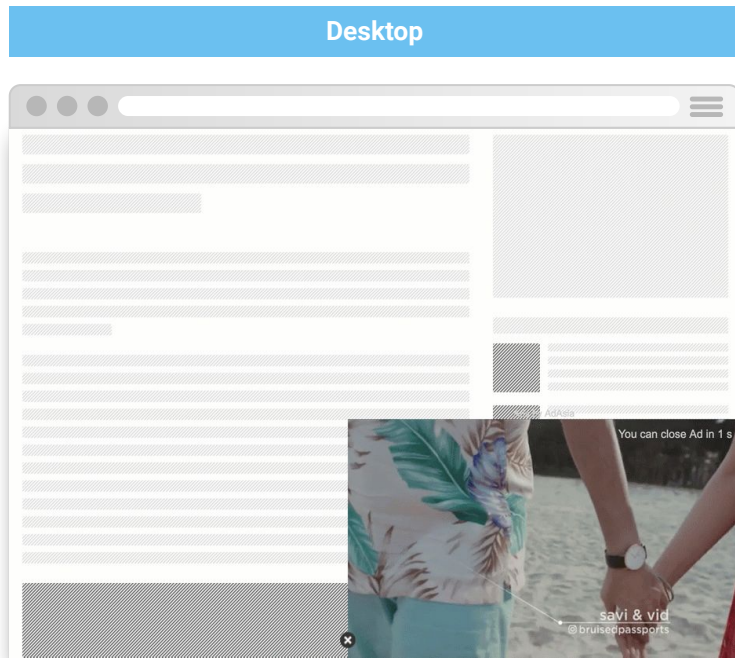
Device



DEMO - [Desktop](#)

AdAsia Ad Format - APM Video

Video Balloon



DEMO - [Desktop](#)

Description

Video Balloon is an out-stream style video ad unit that is sticky at the bottom right corner of the user screen. The Balloon is designed to maximise user attention with higher viewability. It also generates additional brand recall with an accompanying banner.



Smart Sticky Native Outstream

Optimal desktop video placement



Avg. MRC Viewability 50-60%

Ad Unit is within user viewport



Viewer's Control

User chooses to click through or 'know more'



40-50% Completion View Rate

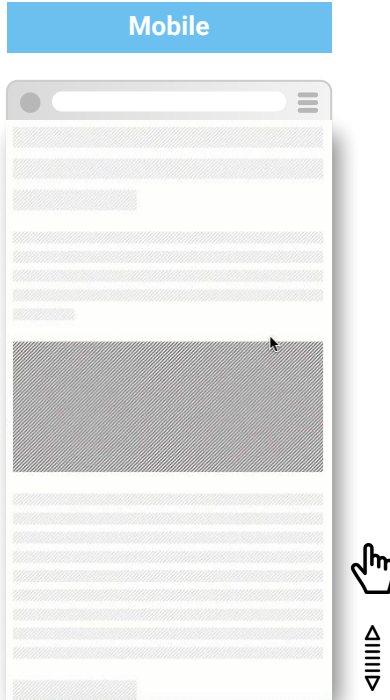
High performance ~ comparable to instream

Device



AdAsia Ad Format - APM Display

Parallax Banner



Description

Parallax Banner is an in-line ad format which shows a piece of background during scroll action and at one point, takes over the screen, but without interfering with the user experience.



Viewability expected 60-70%



Replacing mobile interstitials, which will be blocked by Chrome eventually



Good brand impact with expected CTR engagement of 0.9-1.8%

Device

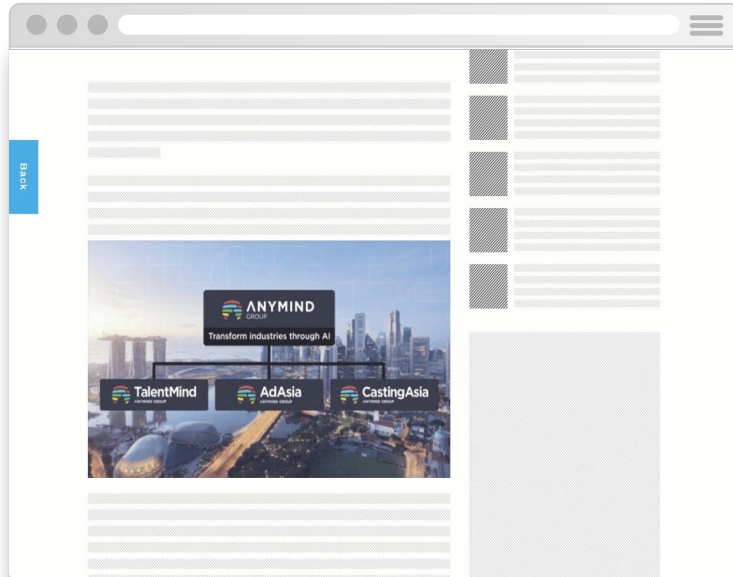


DEMO - [Mobile](#)

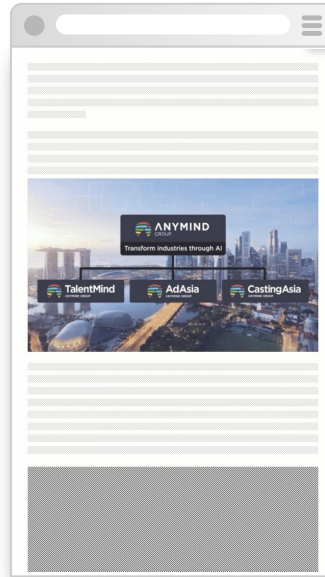
AdAsia Ad Format - APM Display

Big Banner

Desktop



Mobile



Description

Big Banner is shown up in-line placement. In-line placement is created between article paragraphs, so it is a great way to monetize long pieces of content.



Comprises of Native Elements
Friendly Form, Buying & Targeting, Measurement



Avg. Viewability 50-60%



Viewer's Control
Users self-select to watch content and not forced



Social sharing widgets with
Facebook & Twitter available

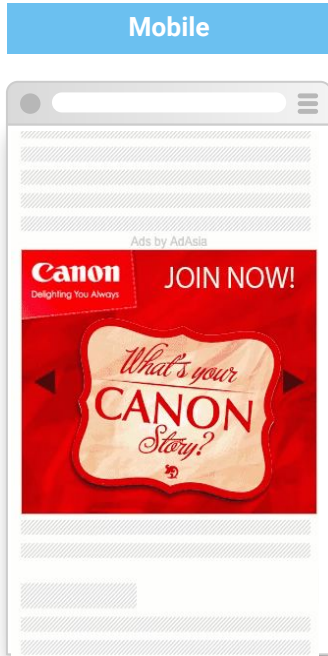
Device



DEMO - [Desktop](#)
[Mobile](#)

AdAsia Ad Format - Rich Media

STORY TELLING FORMATS - Slide Show



Description

[Manual] - Entice your mobile audience with your full product suite. Using this user initiated slideshow, brands can now sample multiple products with the swipe of a finger.

[Auto Slide] - Brands are no longer limited to promoting one product at a time. Display your product suite with this automated slideshow which only begins when in-view on a mobile device.



[Manual] Every change of slide can be tracked



Add up to 10 images or videos & arrow color can be customized



Estimated lower cost for clicks & to convert clients



For video creatives, interaction is fired after click on play button

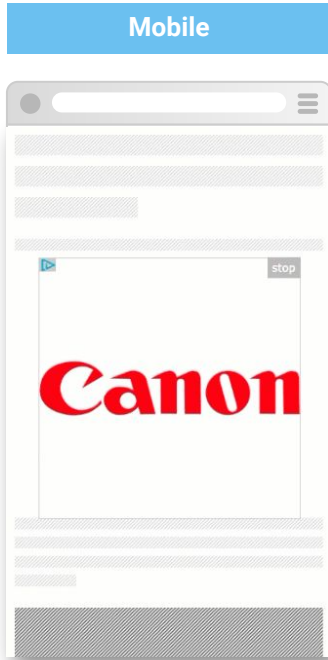
Device



DEMO - [Mobile](#)

AdAsia Ad Format - Rich Media

STORY TELLING FORMATS - Spin Cube



DEMO - [Mobile](#)

Description

The multi-sided format enables advertisers to present up to six content or action options just like a cube. Users can jump to a landing page or watch a video.



Add up to 6 images or videos showcasing a range of options or services



Highlight different features and turn your creative into a compelling narrative of your brand story



Allows for:



Boosting creativity to create a dynamic



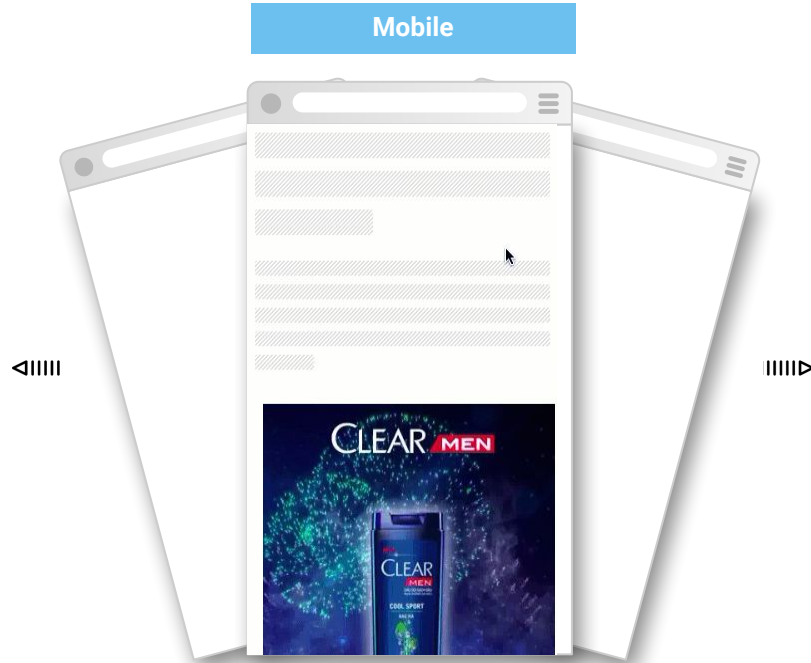
Driving engagement

Device



AdAsia Ad Format - Rich Media

STORY TELLING FORMATS - Wave Parallax



Description

An engaging vertical banner format that can enhance engagement by added interactivity through the phone movement.



Good CTRs (~0.5%)
with high viewability (50-60%)



Opportunity for
creative campaigns



Expand your reach on mobile
audiences through a very
engaging friendly format



Great mobile experience



DEMO - [Mobile](#)

Device





About ACQUA 360

ACQUA 360

Digital Platform for Publisher



Integrated with over 50
SSPs, Ad Exchange and
Ad Networks



Multi Ad Network
Dashboard with Real-
time Performance
Report



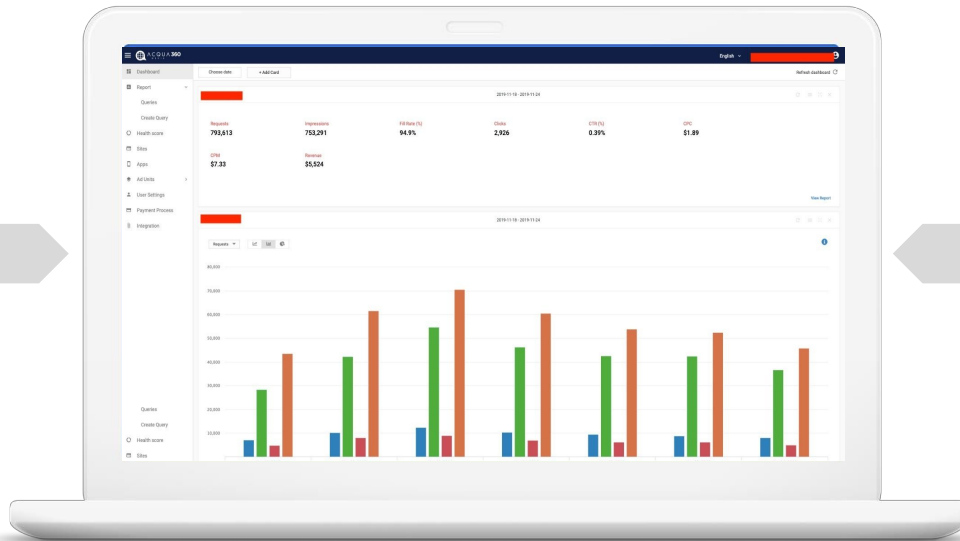
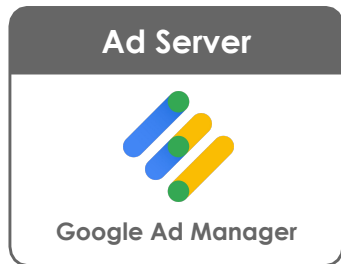
88%

Health Score Evaluation
(Mobile Apps)

ACQUA 360

Multi Ad Network Dashboard

Consolidate data from all your SSPs & Ad Networks onto 1 dashboard.

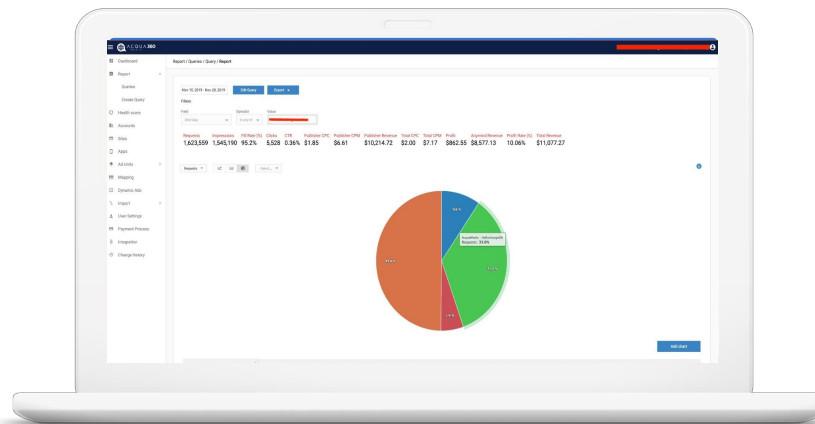
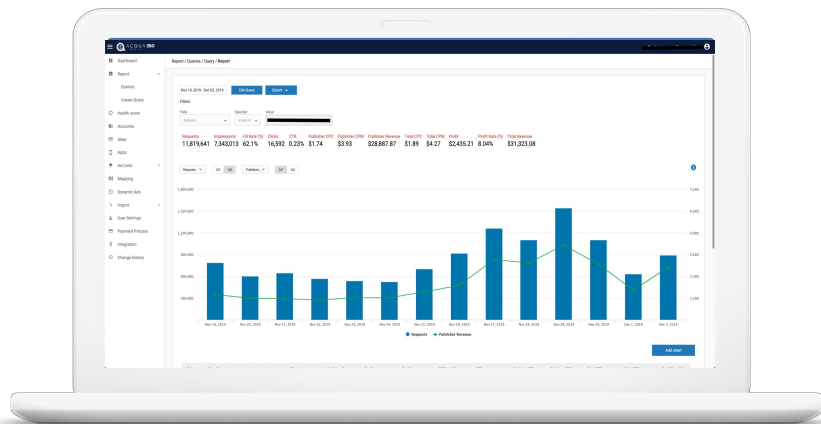


ACQUA 360

Data Comparison

Publisher can check in real-time, performance from their ad servers, SSPs or ad networks.

Charts & graphs are created in an instant with 1 click of a button. Allowing the publisher to visualize the performance with ease. Exporting to excel is also an option.





ACQUA
MEDIA

AdAsia Group

THANK YOU!

info@acquamedia.com.hk



ANYMIND
GROUP