



**ADMIX**

**A look into the future:  
Native ads for immersive  
environments**

**@samhuber**

Native Days - Nov 2019

## Where does your audience hang out?

7h +1.2% YoY ●

Time online per day

3h25min

+6.1% YoY ▲

Mobile

3h28min

-6.7% YoY ▼

Desktop / tablet / console

# Where does your audience *really* hang out?



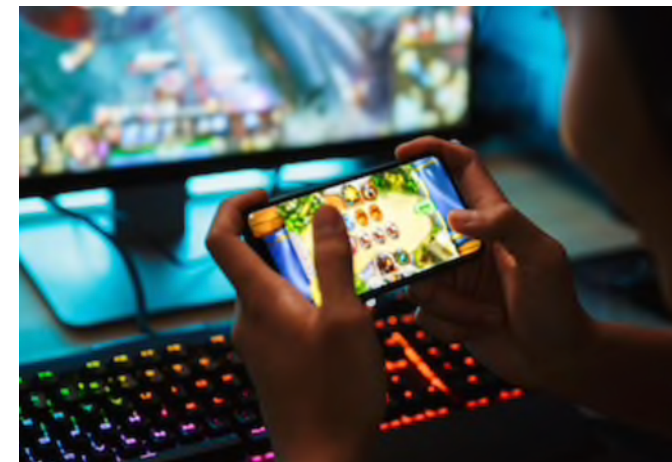
Social media

+0.7% YoY ●



Watching videos

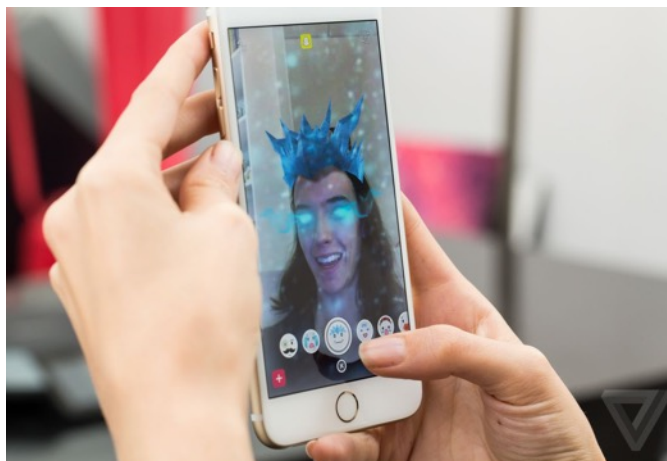
+6.2% YoY ▲



Gaming

+10% YoY ▲

# Seriously, where does your audience hang out?



AR features

+58% YoY ▲

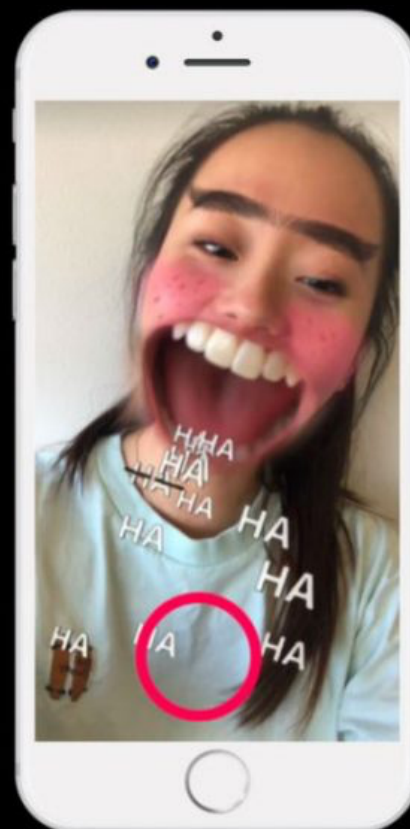
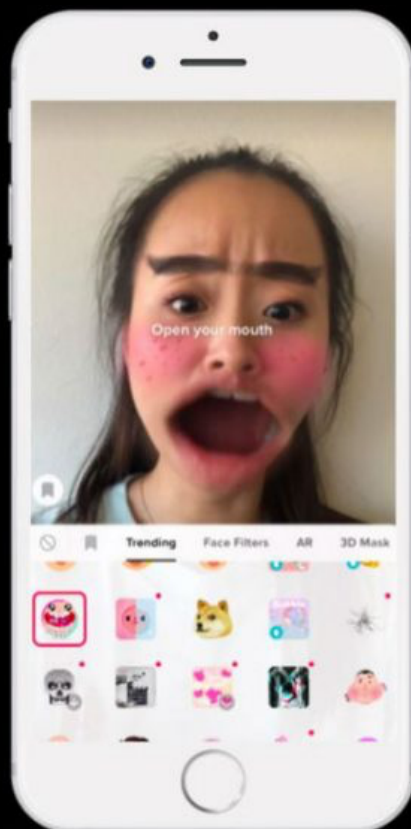
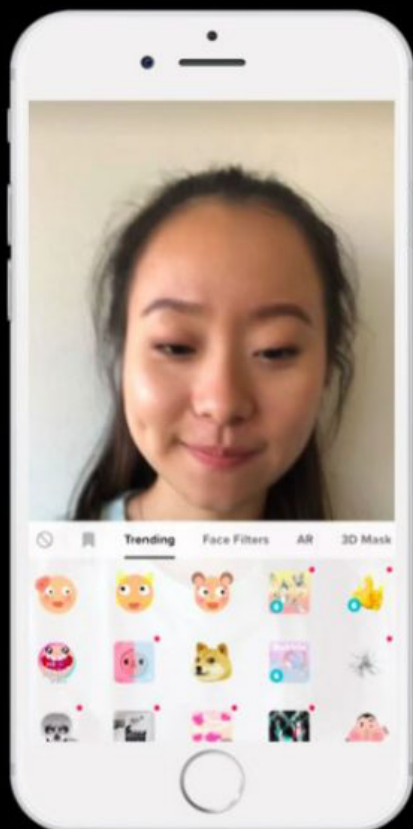


# 15B

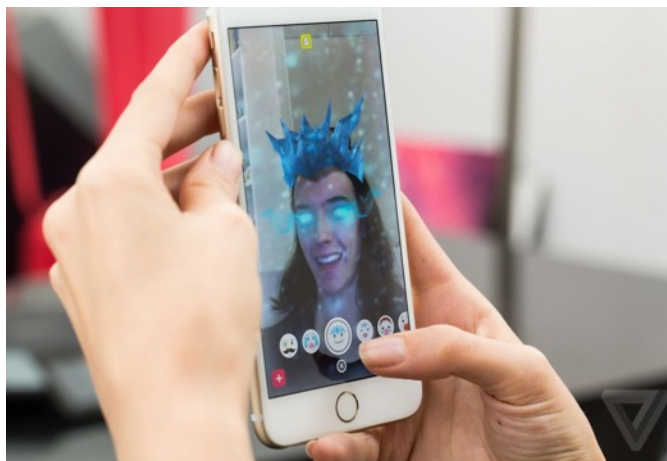
## Snapchat lenses



500M  
TikTok users



# Seriously, where does your audience hang out?



AR features

+58% YoY ▲



E-sport

+38% YoY ▲



250M

Fortnite players





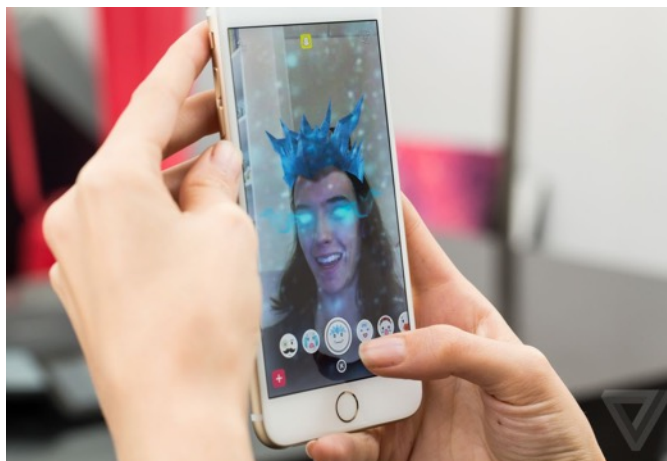
140M

Monthly e-sport viewers





# Seriously, where does your audience hang out?



AR features

+58% YoY ▲



E-sport

+38% YoY ▲



VR (non mobile)

+54% YoY ▲

# Oculus Quest

First all-in-one VR headset







How do you reach your audience in  
these 3D environments?

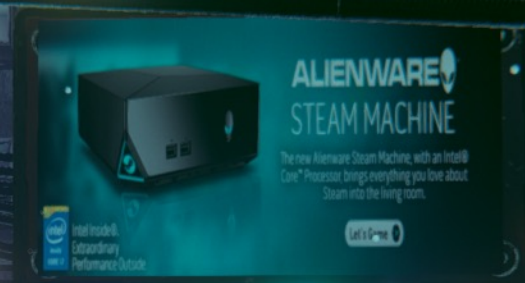






















**100%**  
Viewability

**6.5s**  
Time in-view

**87%**  
Completion rate











## Why consider native in-game ads

1.

Reach your audience in  
new environments

2.

Reach them in a way that  
engages them

## How to buy Admix inventory

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**verizon**<sup>✓</sup> media group



 AppNexus

**dataxu**<sup>®</sup>



Pub**Matic**

ad**form**

 **OpenX**<sup>®</sup>



IAB standards



Viewability



True-view



Anti-fraud



Uber



amazon

StateFarm



audible  
an amazon company



elisa



QATAR  
AIRWAYS  
الخطوط الجوية القطرية



Gillette



Walmart



intuit.



Flipkart



accenture

zynga

hulu



Get in touch

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**ADMIX**

<http://www.admix.in>

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