



MrBerush

Live In-Stream Video Ads. Gaming and Esports At Scale.

LIVE GAMING, AT SCALE

Over 500k live-streaming gamers and creators in our portfolio broadcasting to Facebook, YouTube, Twitter, Twitch & Mixer and Instagram!

#1 Nielsen-Rated Live Streaming and Gaming Media company in the United States

Valuable, tough-to-reach live event audiences in this post COVID world

100+ US MONTHLY
MILLION UNIQUES

nielsen

LARGEST US
GAMING
AUDIENCE

800+ MONTHLY U.S.
MILLION VIDEO VIEWS



Nielsen DCR Ratings March 2020

LIVE SPONSORSHIP DISTRIBUTION

FRICITIONLESS STREAMING

Creators start their streams with one click on their preferred platforms



SIMULCASTING & OPTIMIZATION

Mobcrush platform & technology Renders and Optimizes sponsorship and ad delivery via AI and Distribution Engine



DISTRIBUTION

Distribution to over 100 mm uniques in US across all devices including OTT via Xumo/Tivo



CONSUMPTION + VIEWERSHIP

Facebook Live, YouTube Gaming Live, Twitch Live, and Instagram

Facebook VOD, YouTube VOD



TRUSTED BY TOP BRANDS AND GAME STUDIOS GLOBALLY



Postmates

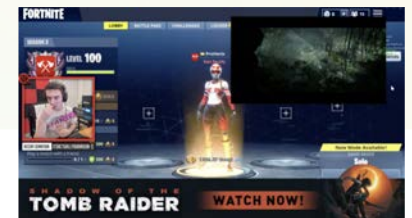
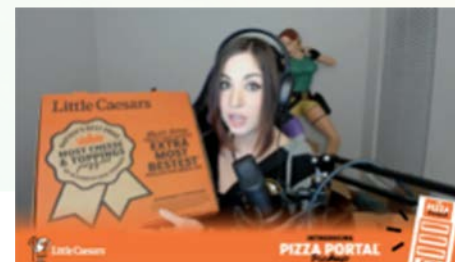
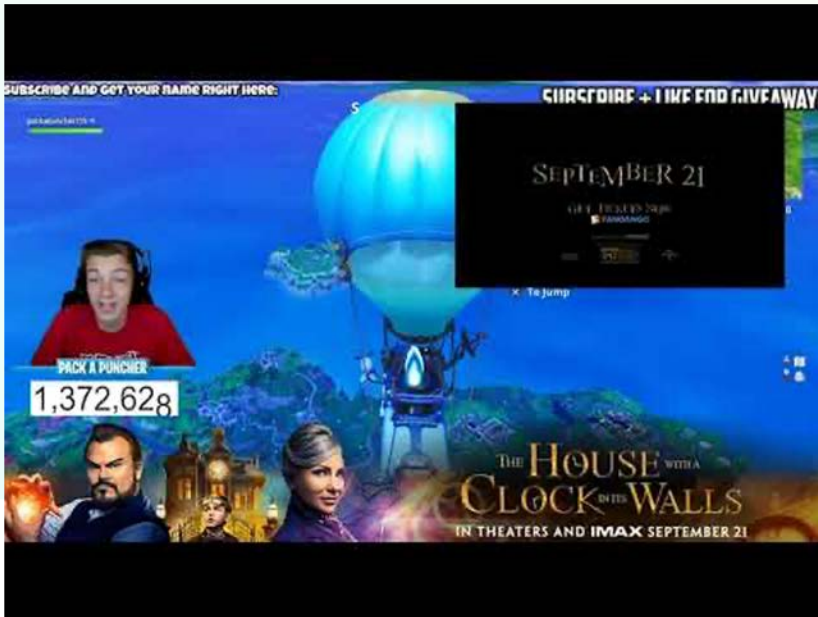


MRBERLISH

CUSTOM CREATOR ACTIVATIONS

- Handpicked Talent
- Links in Video Descriptions
- Authenticity & Organic Integrity of Creator-delivered Content
- Key Talking Points Organically Read in Live Stream
- Custom on-screen graphics and video co-viewing available
- 2-4 Weeks Prep & Programming Integration

CUSTOM CREATOR INTEGRATIONS



Cloud or client side live video integration and sponsorship insertion.

- Standard IAB ad format
 - :30/:60 video
 - 728x90 companion ad
- Custom Host read at beginning of stream
- 3x insertion minimum during 1 hour of stream

MOB CRUSH

NETWORK VIDEO ADS

- Ads run during highlight breaks & instant replays during live broadcasts
- Live Stream Inventory & VOD Replays
- Standard IAB Video Ad Insertions (:15 / :30)
- Buy Across Mobcrush Network - Add Reach & Frequency to Media Plan

BROADCAST GAMING LIVESTREAM AD SPONSORSHIP AT SCALE

AVAILABLE
via PMP @
DSP

AVAILABLE
@ MEDIAOCEAN
AS
MOBCRUSH
TV

100% SOV
FOR
SPONSORED
HIGHLIGHTS
& REPLAY
VIDEOS

STANDARD
IAB VIDEO
FORMAT



TRACKED AND VERIFIED BY INDUSTRY LEADERS

MOBCRUSH HAS THE LARGEST NIELSEN-RATED GAMING INVENTORY ACROSS THE U.S.

#1 gaming Brand on Nielsen DCR garnering:

800M

Video Views

100M

U.S. Uniques



Equivalent of ~30% of YouTube
Per Nielsen - Mar 2020

275.73 GRP% (video)

32.42 REACH%

Nielsen DCR Ratings March 2020



DRIVE MEASURED IMPACT
WITH DIGITAL CONTENT
RATINGS

Average Frequency
Total Time Spent
Average Time Spent

MOBCRUSH MONTHLY US INVENTORY

100M+ UNIQUE US VIEWERS

800M+ MONTHLY US VIDEO VIEWS

500K+ GAMERS / CREATORS
IN-NETWORK

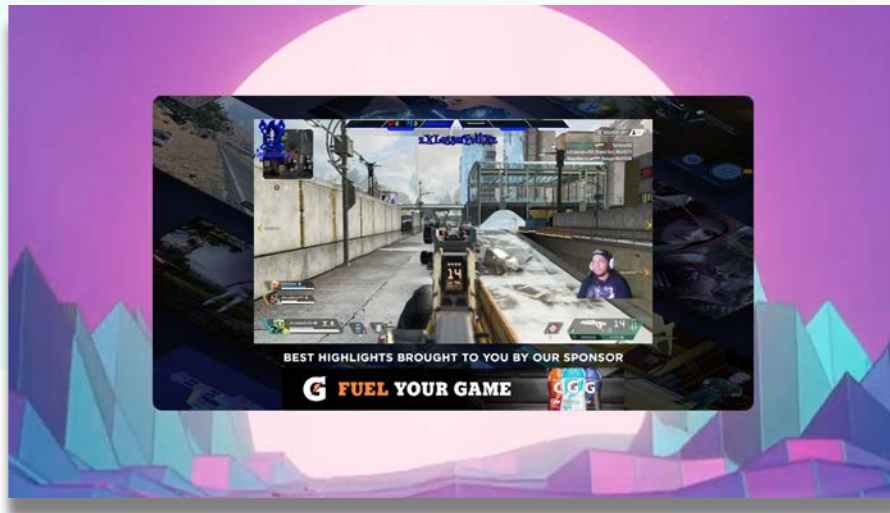


nielsen	Mobcrush - Nielsen GRP Index			
	21-24	25-29	30-34	35-49
U.S. Audience				
U.S. Women	352	356	289	239
U.S. Men	268	307	223	172

LIVE GAMING INSTREAM VIDEO ADS

PLAYER HIGHLIGHTS & INTERMISSIONS!
SPONSORED BREAKS IN CREATOR PLAYLISTS

"RED ZONE" COMES TO GAMING!
LIVE AI INSTANT REPLAY SPONSORSHIP



iab.

- Let your brand OWN all the best moments in live game sessions
- 100% SOV for Sponsored Breaks & Videos
- :15 or :30 1:00 Standard IAB Video & Companion



iab.

- AI captures real-time exciting events in game
- Own the replay moment with sponsored video adjacent to key moments
- :15 or :30 Standard IAB Video & Companion

**BREAK THROUGH
AD BLOCKERS!**

**SOCIAL VIDEO
AT SCALE**

**STANDARD IAB
VIDEO ASSETS**

**TRUSTED PLATFORM
VIEWABILITY**

**BROADCAST QUALITY
EXPERIENCE**

GAME HIGHLIGHTS SPONSORSHIP INTEGRATION



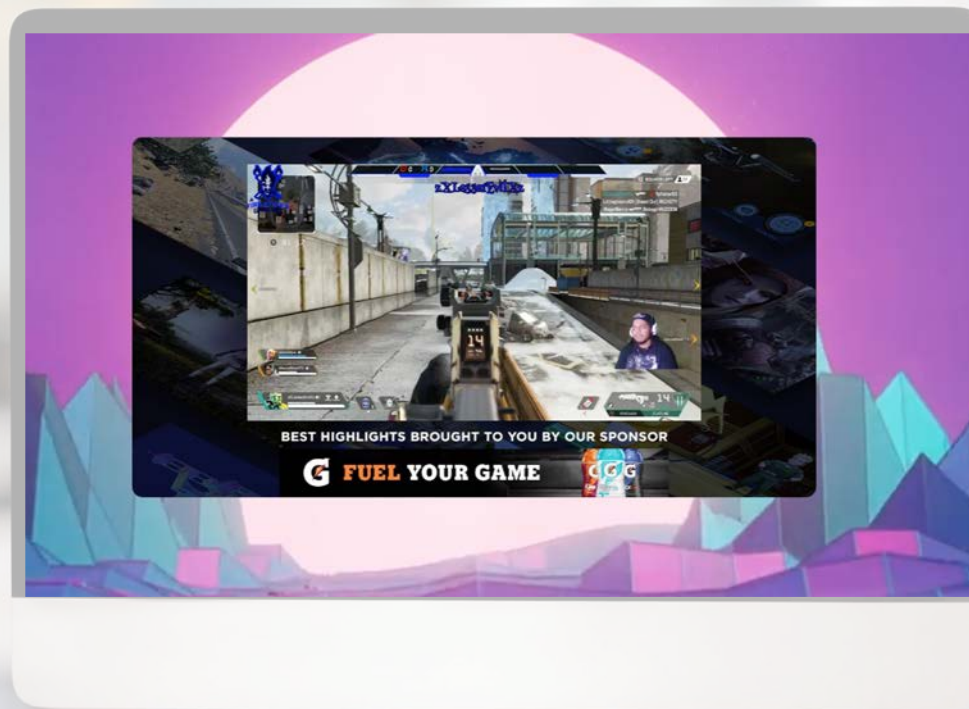
**STANDARD IAB
Video:**

:15 VIDEO ADS

:30 VIDEO ADS

1:00: VIDEO ADS

**WITH
COMPANION!**



click the screen to see
an example in action!



“RED ZONE” COMES TO GAMING! REAL- TIME INSTANT REPLAY SPONSORSHIP

iab.

STANDARD IAB
VIDEO:

:15 VIDEO ADS

:30 VIDEO ADS

WITH
COMPANION!



click the tv to see an
example in action!



Memberush

Live In-Stream Video Ads. Gaming and Esports At Scale.

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Data-Driven Targeted Marketing



HYUNDAI

CAMPAIGN OBJECTIVES

Replace Linear TV flights and televised sports media flights with Mobcrush Live Game Instream inventory to broadcast Hyundai Covid-19 efforts quickly and efficiently against the younger, harder to reach demo of A18-35

EXECUTION

Mobcrush setup PMP access for Hyundai and made programmatic broadcast livestream inventory available at scale across multiple high-reach creator audiences where they watch their live streams

RESULTS

↓ **20%**

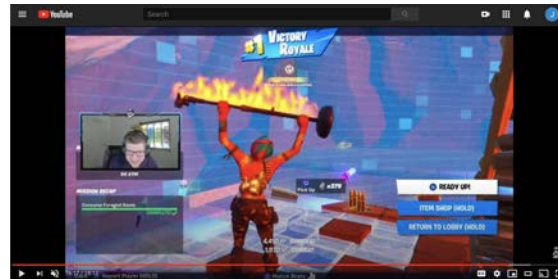
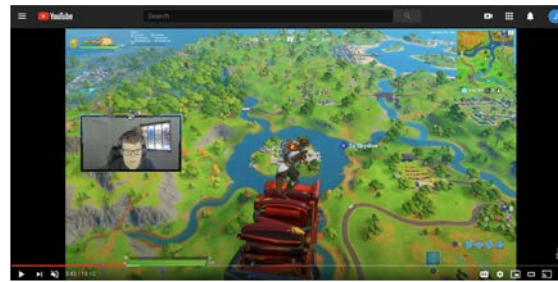
Decrease in
GRP Cost

↑ **17%**

Increase in
Audience Reach
(cord cutters)

100%

Delivery
bypassing
Ad Blockers



MORE REACH, MORE EFFICIENT, MORE ENGAGEMENT

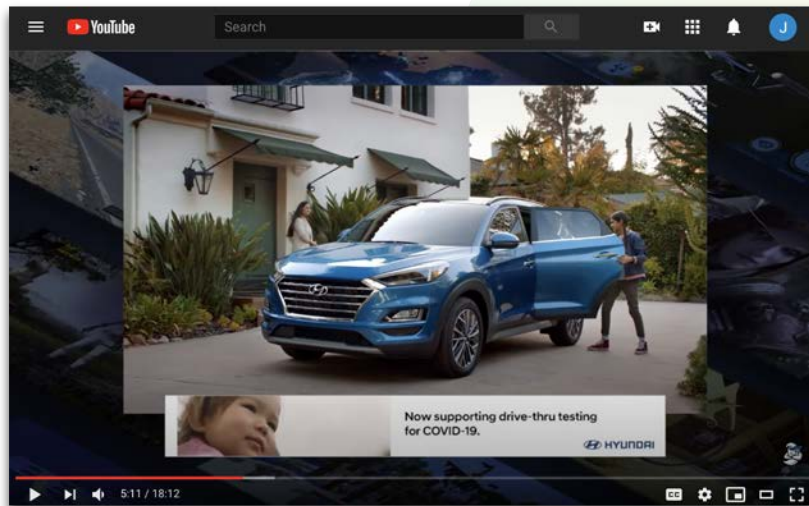
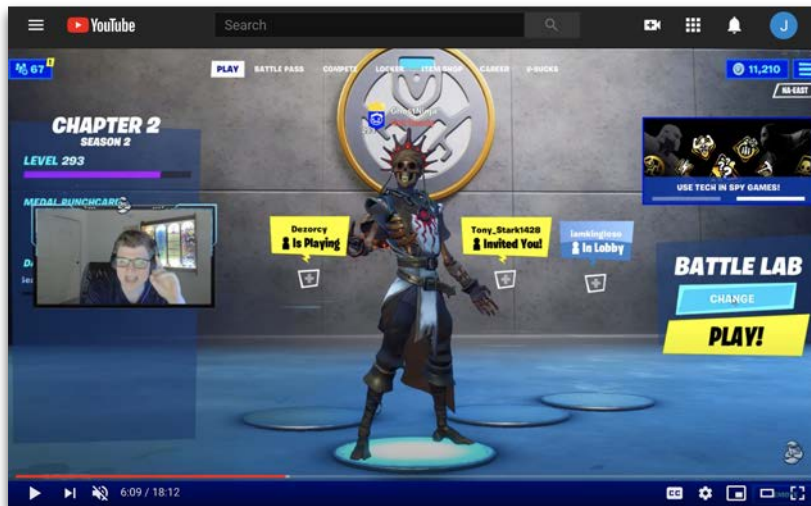


Heather Sblendorio
Media Director
INNOCEAN/Hyundai

“

Mobcrush was a great partner at the time of the Covid crisis. Budgets were getting cut, delayed or cancelled - especially in linear TV because the sports inventory we buy to engage with A18-49 was just not there. The elegant programmatic broadcast solution from Mobcrush allowed us to tap into their livestream inventory at scale, reaching our key demo, while extending the typical reach we would see from linear TV alone, at reduced GRPs and increased flexibility in budget commitments (vs. linear). Sometimes a crisis leads to inventive new solutions - we are thrilled to have found Mobcrush as a great potential go-forward partner.

”





100% LDA Compliant

CHEERS!

LDA COMPLIANT BROADCAST / SOCIAL / INFLUENCER DISTILLED SOCIAL VIDEO AT SCALE

72%+
Audience
Over
21

BRANDS
RETAIN
RIGHTS TO
PULL DOWN
CONTENT

REGULAR
LOOKBACK
AUDITS TO
ENSURE
ACCURACY

AUDIENCE
COMPS VERIFIED
BY MULTIPLE
3PD PARTIES &
PLATFORMS

TARGETING BY
GAME TITLE,
COUNTRY OF
ORIGIN, NIELSEN
BROADCAST
COMPS & GRPS

nielsen



GAMING IS WHERE THE VALUE IS

MOBCRUSH IS YOUR PATH TO THESE OTHERWISE HARD-TO-REACH AUDIENCES

60%

OF ESPORTS FANS DO NOT WATCH LINEAR TV

50%

OF ESPORTS FANS DO NOT HAVE A PAID TV SUBSCRIPTION

70%

OF ESPORTS FANS HAVE AD BLOCKERS ENABLED

nielsen

