

TIME & ATTENTION CREATE A NEW AD DIMENSION

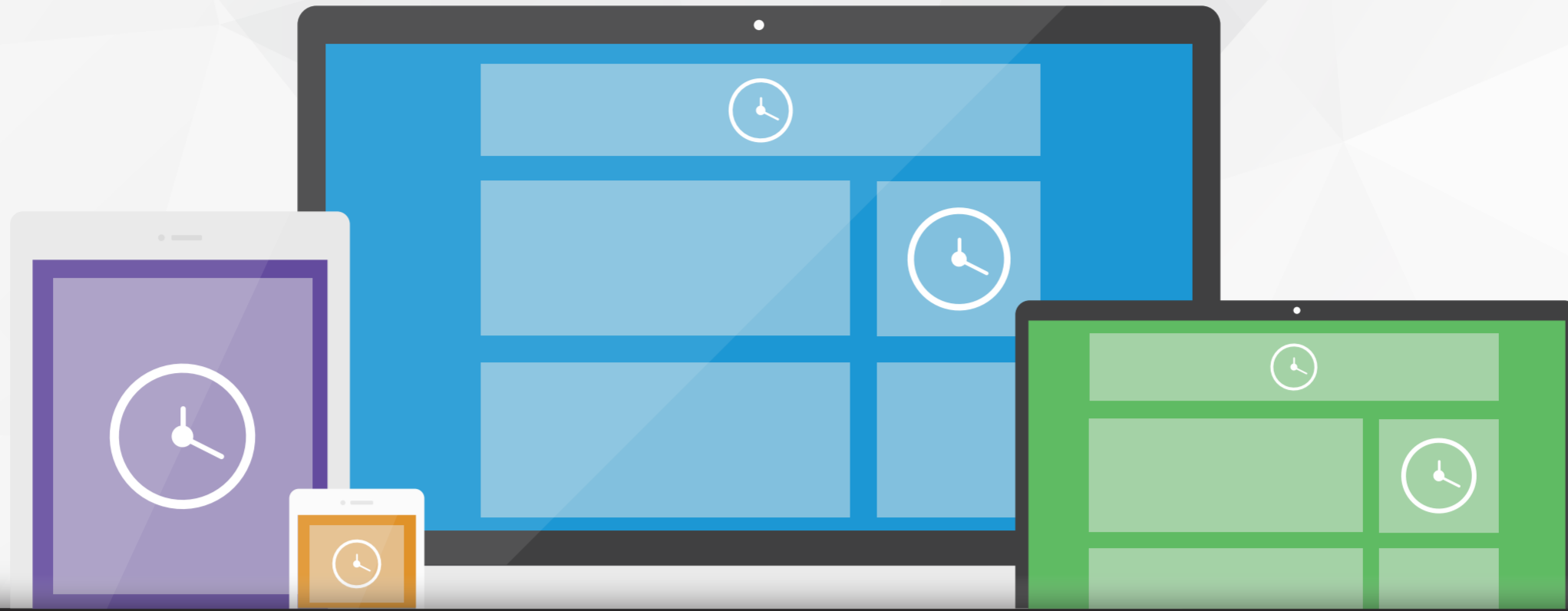


WEBSPECTATOR

WebSpectator pioneered the time and attention ad space with the first holistic advertising solution, combining real-time analytics and ad serving. Its proprietary and MRC accredited metric measures effective content engagement and trades the time-spent viewing ads, videos or any media component.

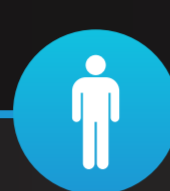


iab.
member



Trailblazing the digital ad industry

Only 12 months after the launch in the US market, WebSpectator has experienced exponential adoption and growth, reaching the top 5 network rank.



UNIQUES

445
MILLION

Last 12 months



VISITS

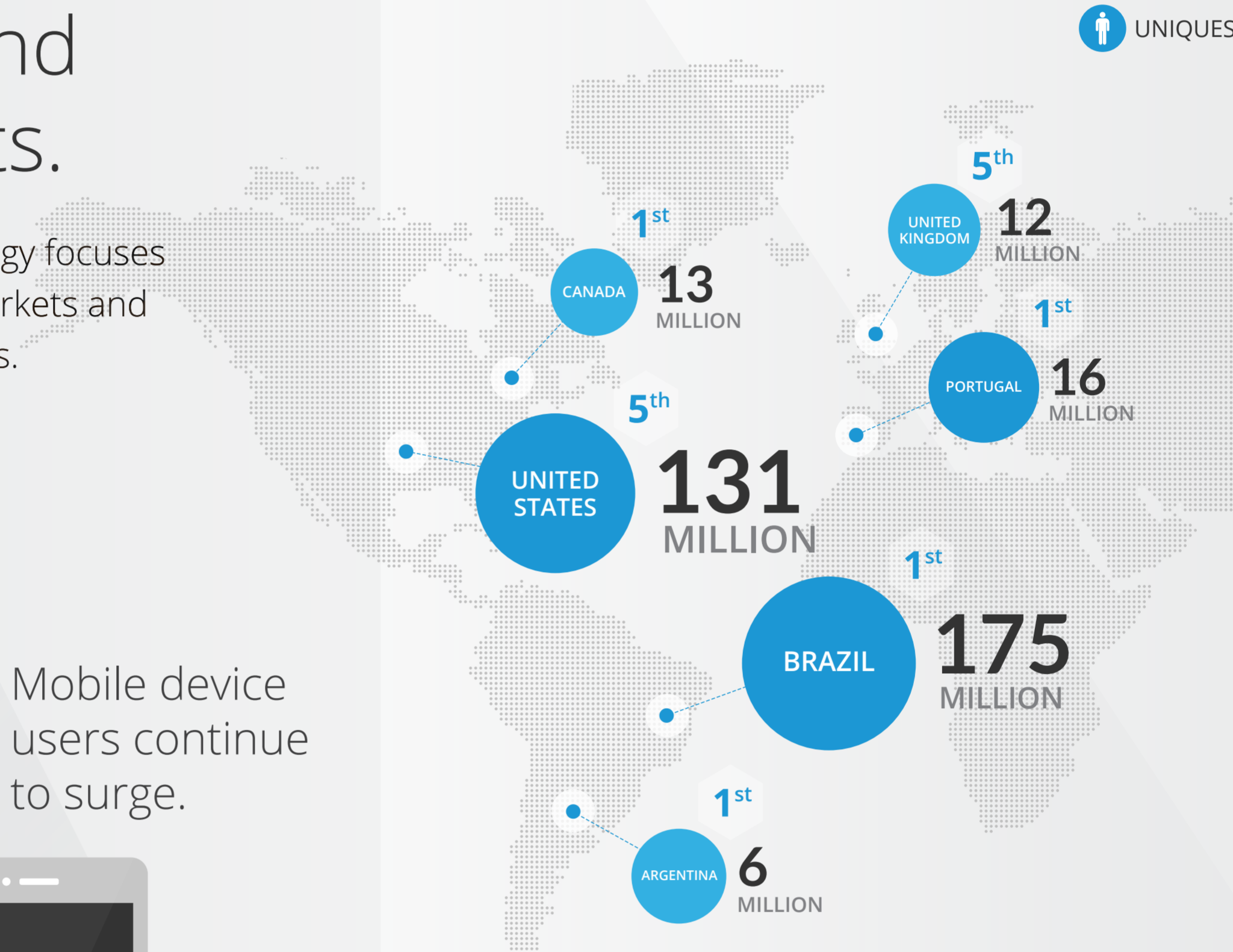
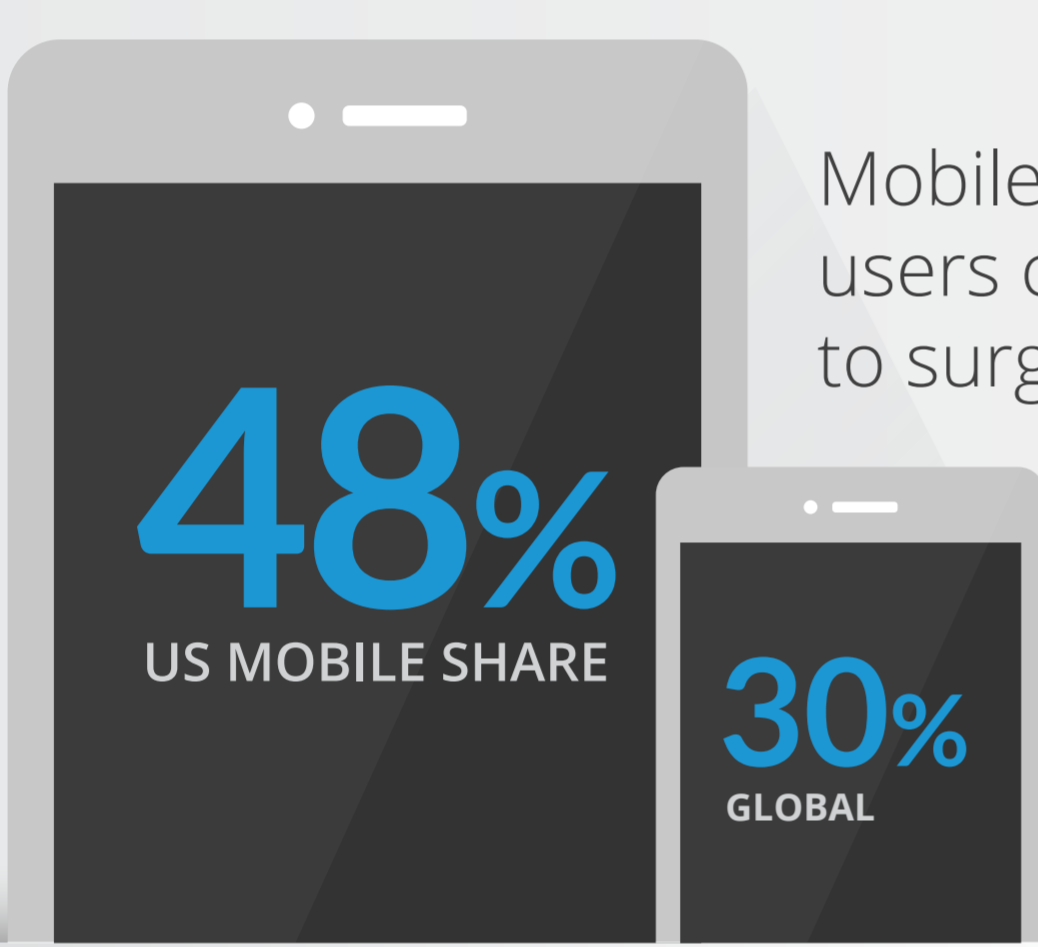
844
MILLION

Last 12 months

3.5
BILLION
PAGEVIEWS

Global demand in key markets.

WebSpectator footprint strategy focuses on high volume traditional markets and high growth emerging markets.



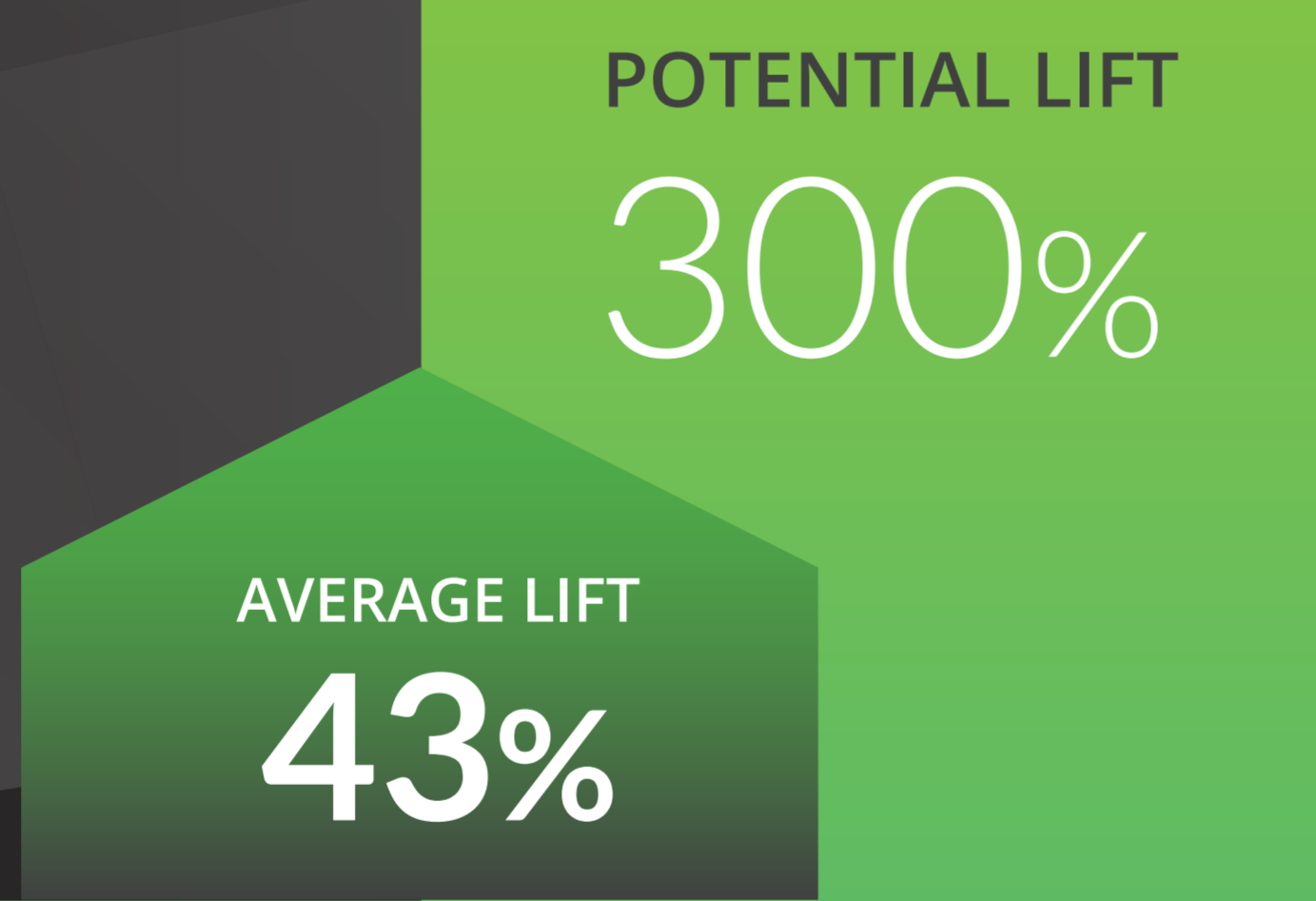
α Quantified
Directly measured Data

5th

US NETWORK RANK

Ad yield booster! GTS means business:

GTS not only measures but trades your property's time-spent, generating new inventory and boosting ad yield.



Standard properties average 43% lift, while **GTS optimized** properties reach 300%.

TOP LIFT BY SEGMENT

279% ↑



NEWS

176% ↑



ENTERTAINMENT

360% ↑



GAMES

144% ↑



GOSSIP

124% ↑



TECHNOLOGY

EFFECTIVE BRAND EXPOSURE

The ultimate metric in advertising is engagement time.

WebSpectator network efficiently connects top publishers and advertisers, serving over 247 million minutes of effective brand exposure.

247 Million

MINUTES

Last 30 days



**WEBSPECTATOR IS THE FIRST HOLISTIC AD SOLUTION
COMBINING REAL-TIME ANALYTICS AND AD SERVING.**