

Ad-Supported Video By The Numbers



Completion rate of mid-roll long form content greater than 95% with **Unicorn Once™**

Long form content with mid-rolls



Additional inventory on long-form (in excess of 22min) allows for an 800-900% increase in available inventory



Short form content (with Unicorn Once™)
Ad completion rates in excess of 97%

According to Unicorn Media data analysis:



The majority of short form content is consumed on smartphones

While most long form is consumed on connected living room devices other than smartphones



We see 36% of content on connected living room devices

Mid form content (10min+)



42% on smartphone



32% on traditional tablets

Long form content

Is 3x more likely to be consumed on a device other than a smartphone.



Short form content

Is 3x more likely to be consumed on a smartphone than other devices.

