

MMA Mobile Video Committee: Recommended Lexical Framework



MMA Lexicon Task Force

RECOMMENDATION:

Whereas,

The MMA Video Committee agrees that a Mobile Video Ad is defined as:

An ad whereby the primary unit consists of delivery of a video advertisement to mobile devices. Different from Display, the ad unit delivers video to create consumer demand and engagement, and, the video ad delivery is the primary value proposition for the advertiser. During or after the video, it may have rich media features as an overlay. Mobile video units are most commonly sold on CPM or CPCV/CPV basis.

The MMA Lexicon Subcommittee proposes the following lexical framework to categorize mobile video ad units for the ease of communication and transaction within the mobile advertising industry among brands, agencies and technology providers:

1. PRE/MID/POST-ROLL LINEAR VIDEO AD UNIT:

Definition: a mobile video ad that runs before, during or after video content

2. INTERSTITIAL VIDEO AD UNIT:

Definition: a mobile video ad that runs between non-video content and occupies a majority of the device screen

3. VALUE EXCHANGE VIDEO AD UNIT:

Definition: a mobile video ad that runs on user initiation and is viewed to completion in exchange for a digital reward such as points, goods, coins, coupons or paywall gated content that would otherwise be earned or purchased