VIDEO OUTSTREAM
Grow Revenue with "found" Video Advertising

Digital Throttle®
We Fuel Online Advertising

Quickly grow your video revenue with Digital Throttle Outstream Video Ads. Video Pre-Roll Inventory is in high demand and short supply. These players are "found money" for your site as the ads appear in your pages or on top of our video players.
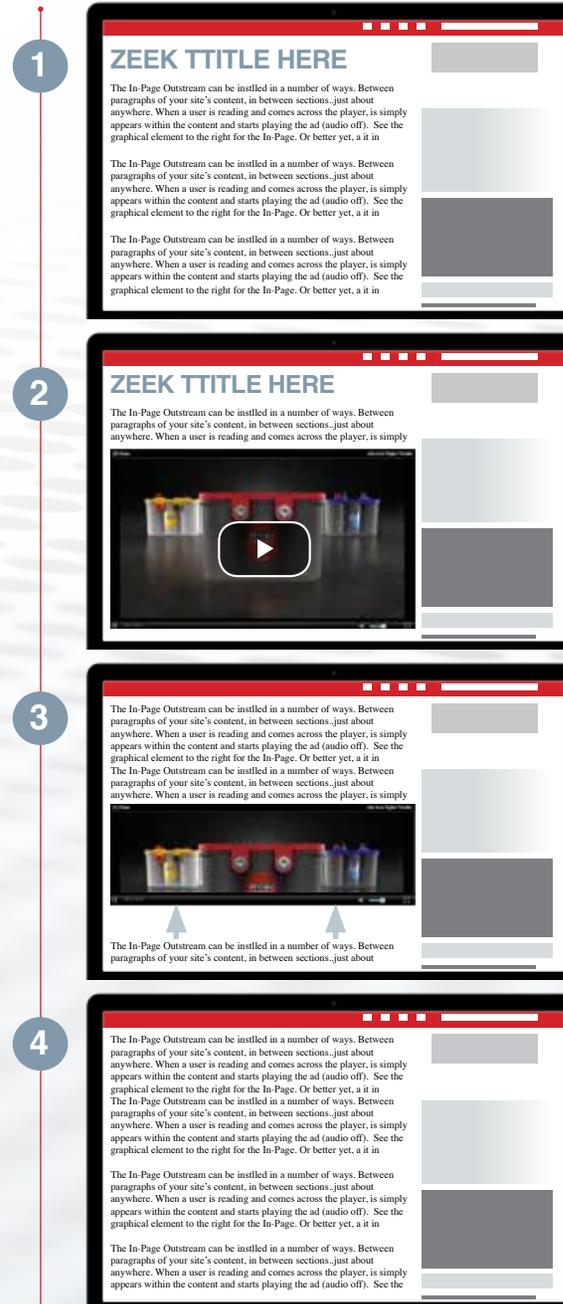
On-Player Outstream

When you install our targeted video players on your pages, the Outstream is automatically included.
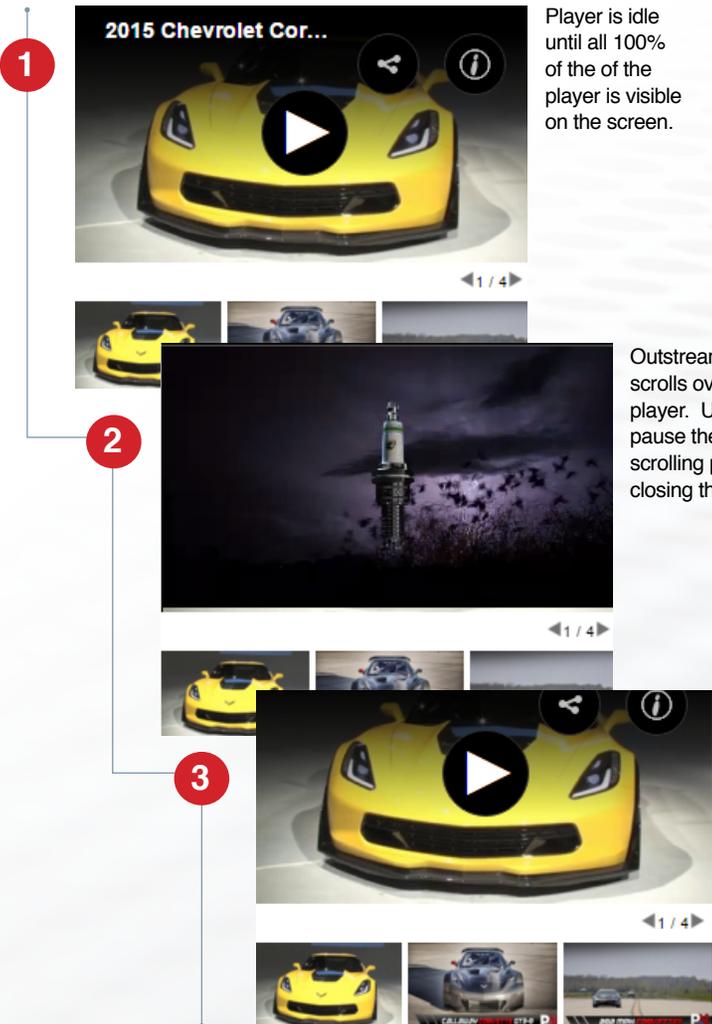
1 Player is idle until all 100% of the of the player is visible on the screen.

2 Outstream scrolls over the player. User can pause the ad by scrolling past or closing the player.

3 When the ad ends or the users closes, the Outstream ad closes and the original player is revealed.

In-Page Outstream

1 As the site visitor reads through an article or scrolls down your site, the Outstream ad appears between paragraphs or sections on your site.

2 When more than 50% of the Outstream player appears within the display, the ad starts muted. Only when the user mouses over the player will sound play. The user can also close the the ad if desired.

3 The Outstream video automatically collapses from view when either the ad ends or the user closes the ad.

4 The Outstream player closes and disappears from view and the lower section of your site moves up to its normal position.

OUTSTREAM VIDEO: EASY OPTIONS TO INSTALL
Frequently Asked Questions

WHY OUTSTREAM?
Online video advertising is high in demand. However quality video inventory is in short supply. And due to the premium CPM's, advertisers will only pay for accredited and viewable video players. Outstream video players satisfy advertiser's demands as the players only start when the video is physically seen by the user. For site owners, Outstream is an excellent source of "found" revenue as the Outstream players don't require additional space and only appear when paid ads are ready to display. Even better, Outstream technology ensures you're site won't slow down as video ads play.

BUSINESS QUESTIONS
What does your Outstream Player cost?
FREE - Our Outstream video players are ready to use now. You also earn a share of video pre-roll ad revenue we sell onto the players.

How much will I make?
For direct campaigns, the earned CPM will range from $5 - $7 for desktop, and $3 - $5 for mobile. We will never accept anything below $2 for any device.

Is it obtrusive?
All Digital Throttle video units are very "polite". Audio will only start when the user rolls over the ad unit (or taps if a mobile device). The user can quickly "close" the Outstream or simply continue scrolling down the page and the player will pause.

What advertisers will I see? Can I block brands?
Our direct sales will consume the bulk of video impressions. Our focus is exclusively vehicle markets, so you'll see ads from relevant brands promoting aftermarket parts, OE vehicle manufacturers and related industry brands. The same ad quality and blocked advertisers you have set with us for display banners will also apply to Outstream video ads.

**How do I monitor ad revenue?
When do I get paid?**
Your video impressions and earnings are updated daily at your PORTAL (https://portal.digitalthrottle.com). You can monitor daily earnings and fill rate

for Outstream units. Like all your Digital Throttle earnings, we will pay your video earnings Net 60 days from the end of each month; for example, March earnings are paid the end of May.

TECHNICAL QUESTIONS
Will players work on mobile?
Yes, Outstreams work the same way on mobile devices. By default, all of our Outstream players are built for HTML5.

Will Outstream Players Slow My Site Down?
No - our Outstream Player will not bog down pages like in-banner video players you might have tried from other providers before. Two reasons our player is faster: (1) The logic to find a matched advertiser for the impression happens at page load. Then when the user scrolls down your page, the ad has already been found and it's ready to load. The player never "spins" while searching for a paid ad. (2) The player is HTML5 and all the ads have been transcoded (converted) to various sizes and will match the user's bandwidth and size of the player.

Are these tough to install?
No - both types can be installed quickly and easily. The only cavaet is that these can't run through an ad server. They need to be installed directly on the page.

ON-PLAYER OUTSTREAM
**How exactly do they look? What size are they?**
See these examples: http://bit.ly/2eLosG1 (640x360 Subscription/Playlist Player) and http://bit.ly/2entV30 (300x600 Player)

Where should I install the players?
Because we offer so many different player sizes, we encourage you to install them on every page of your site. Typically sites install the On-Player Outstream video player on their homepage (300x600 is a popular size). Then for inside pages, the sites install In-Page Outstreams and display an On-Player Outstream on the right rail of the page layout.

What type of content is used?
After the On-Player Outstream runs, the player that
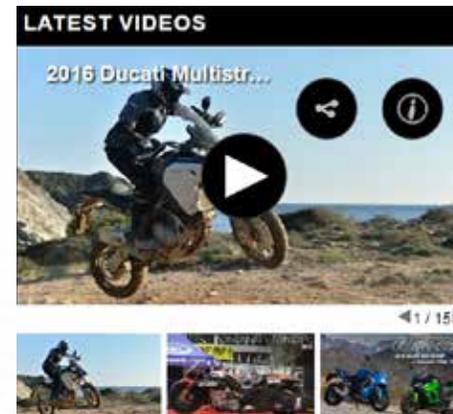
Use our regular video players with targeted content and the On-Player Outstream is automatically included.

remains will feature content you've selected for your site. We have over 30 playlists to choose from so the content you display is relevant. The videos you see are sourced from professional content providers, TV shows and other video websites.

IN-PAGE OUTSTREAM
How exactly do they display?
See this video example http://bit.ly/2eaOH6U. The In-Page Outstream can be installed in a number of ways. Between paragraphs of your site's content, in between sections, etc. When a user is reading and comes across the player, it pushes down the content after the player and starts the video ad (muted).

GET STARTED / NEXT STEPS
How do I get started?
Log into your PORTAL account. To use the On-Player Outstream, simply navigate to "Video player" and look for video players ending with an asterisk (*). To install the In-Page Outstream, navigate to the "Outstream" tab. There are instructions for each type of player at the top the pages - either click on the question mark (?) icon or click on the 'support' button on the right.

For more information on how to install, visit our Outstream Support Forum https://digitalthrottle.zendesk.com/forums/23106647-video-outstream

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IN-PAGE OUTSTREAM VIDEO VISIBILITY
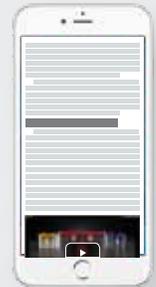
Video still doesn't start as it is under 50% visible.

More than 50%

Video begins muted. Sound is activated on tap or on hover if a PC.

Less than 50%

Video Pauses if less than 50% visible.