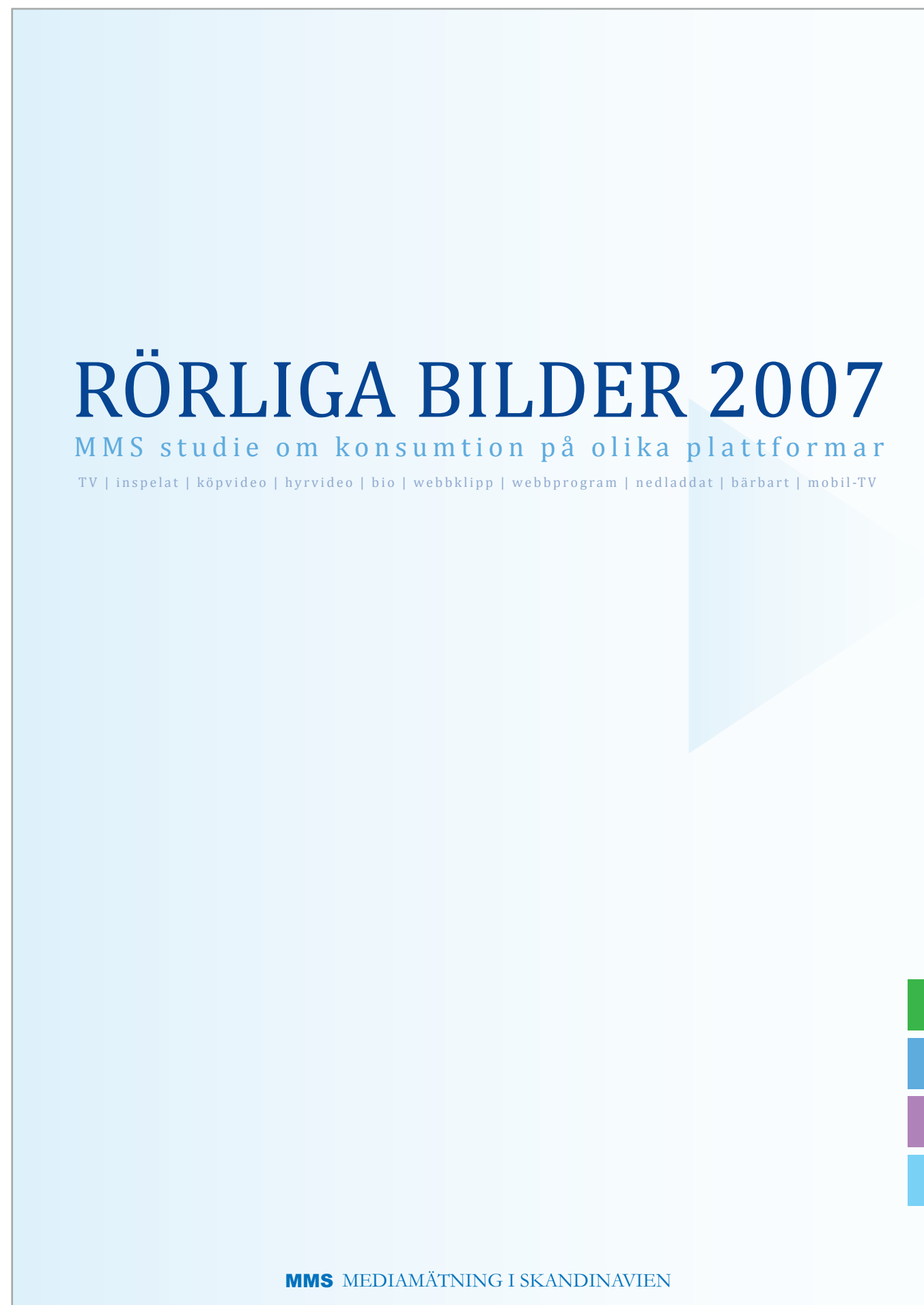


**videoplaza**

# Trender inom online video

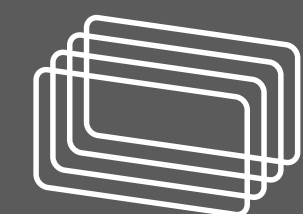
Sorosh Tavakoli, Grundare och VD  
IAB Sweden Conference April 1, 2014

En bransch med stora utmaningar, en bransch med stora möjligheter



## Två slutsatser

- 1- Från Linjär TV till alternativ
- 2- Affärsmodell?



**videoplaza**

Hur kan vi göra  
online video lönsamt?



# The #1 video advertising platform in Europe and SE Asia

## Videoplaza snapshot

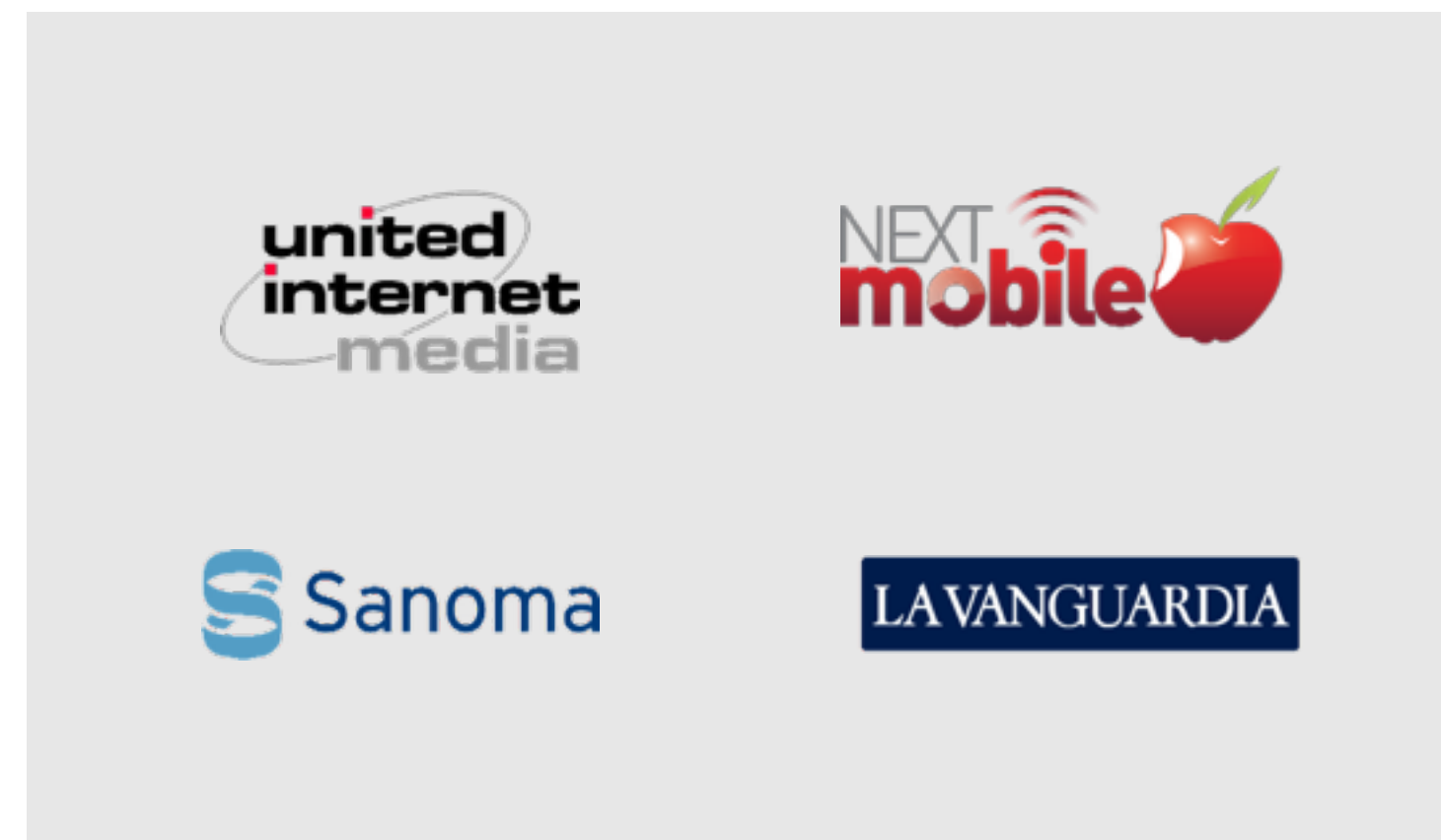
- Founded 2007 Stockholm
- Commercial HQ London
- Product & Dev HQ Stockholm
- Sales Offices in Berlin, Cologne, Hong Kong, Madrid, Paris & Singapore
- 90+ clients across 25 markets



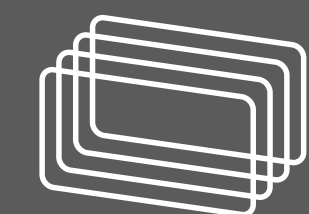
## Broadcasters



## Online Publishers

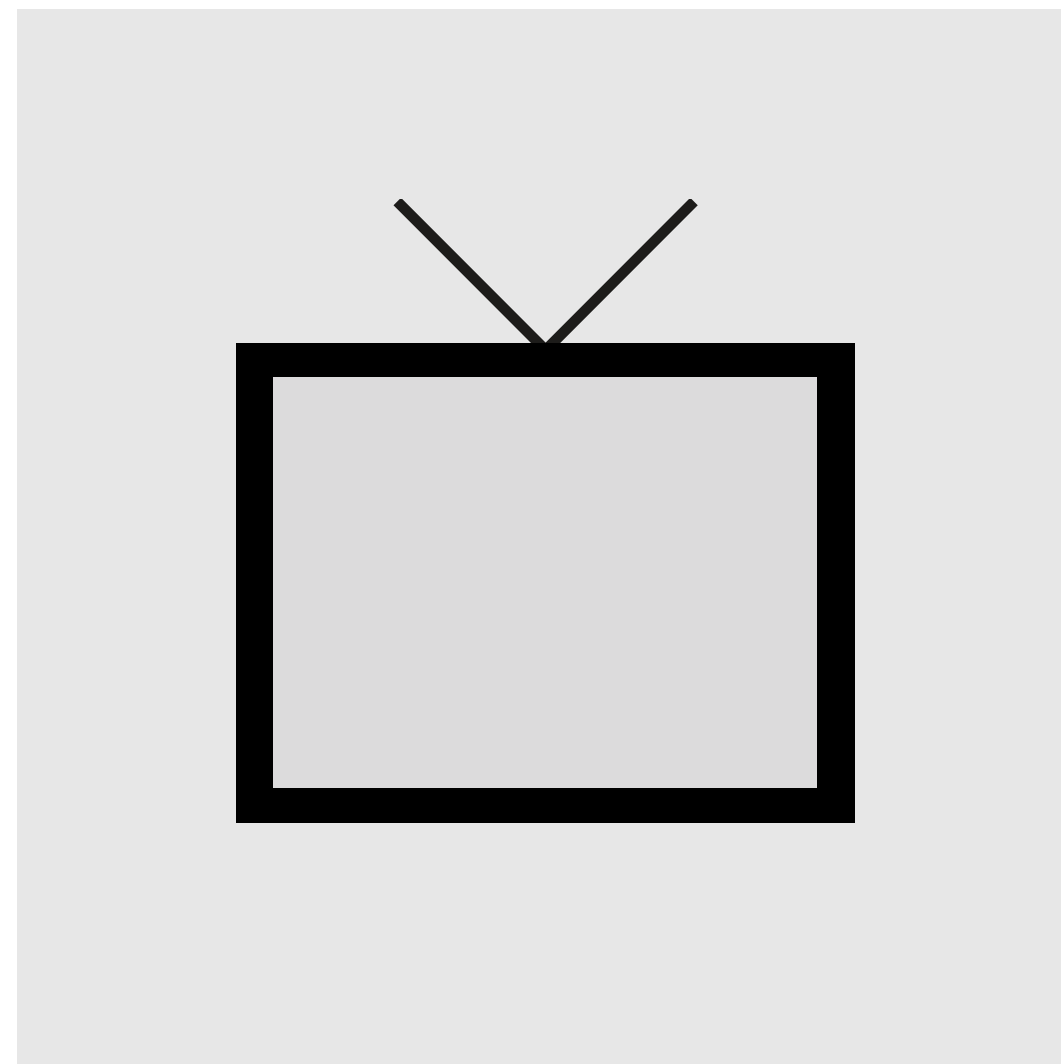


## Ad Networks, Syndicators, Aggregators & Gaming

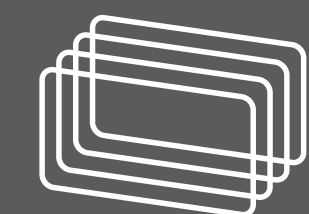
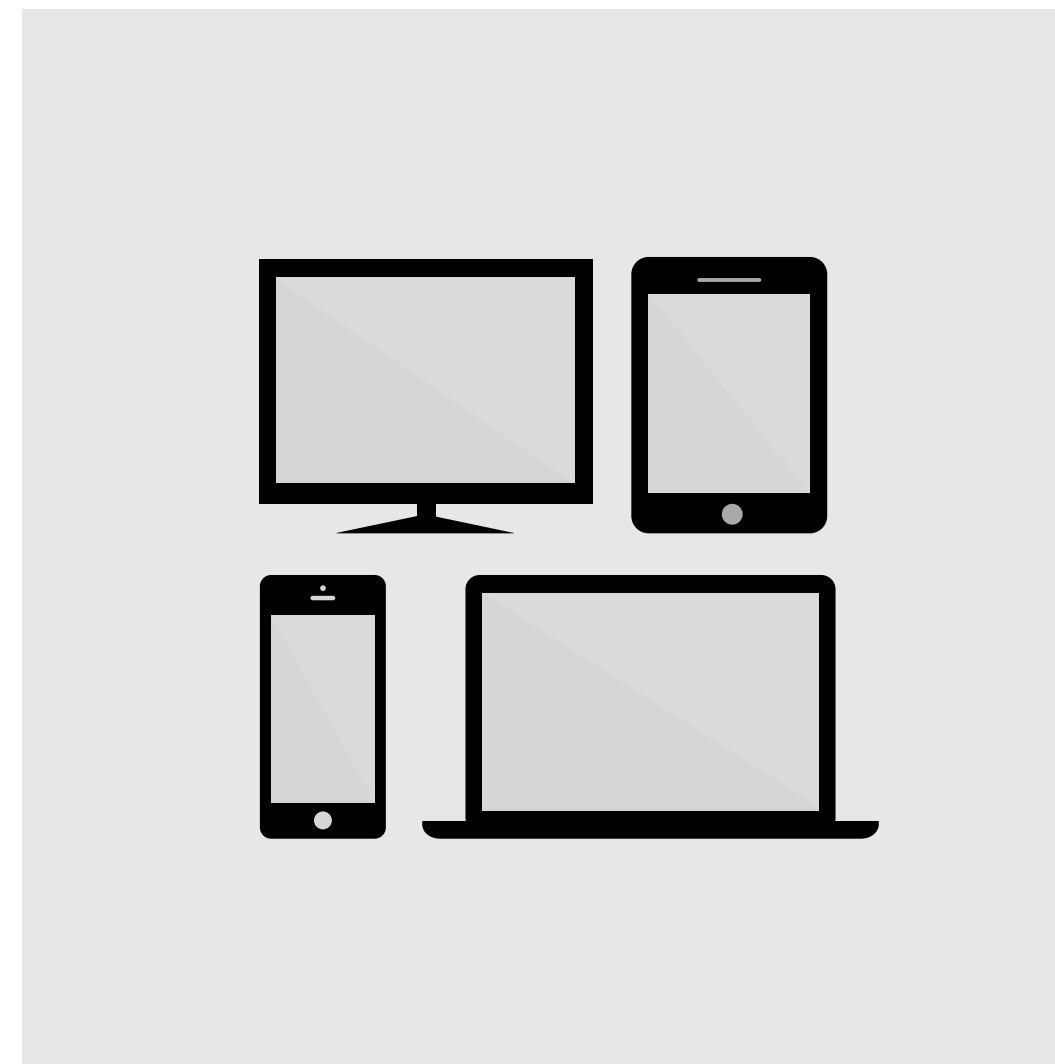


# IP levererad TV ändrar reglerna för vår bransch

Linear broadcast



IP delivered TV



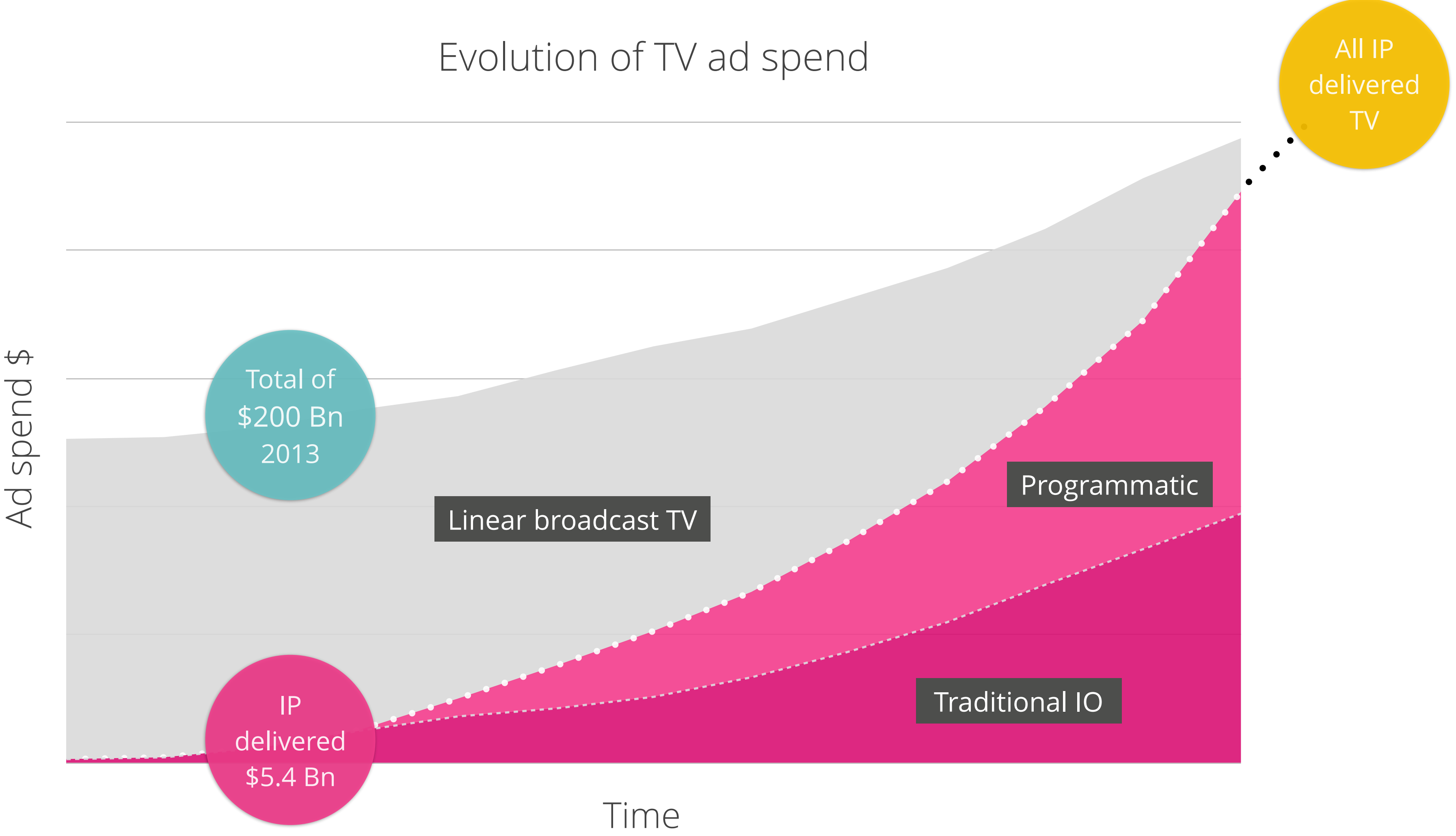
1. It's the same, but different

2. ~~2. Make it~~ Big Data is king

3. Be bold, be brave



Most of our work is still to be done...





Tack!

[sorosh@videoplaza.com](mailto:sorosh@videoplaza.com)