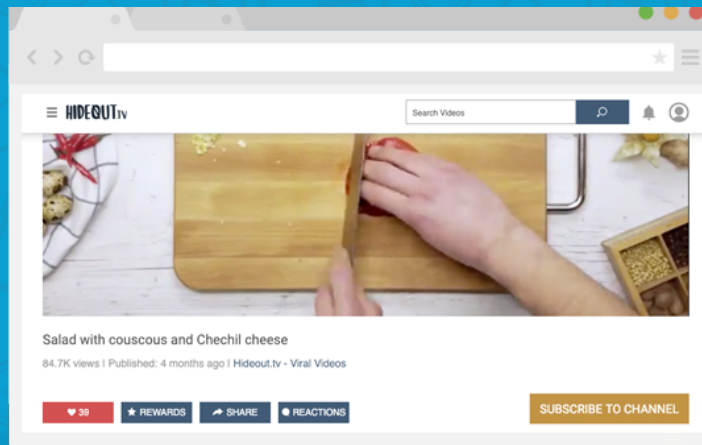


# HIDEOUT.TV



Hideout.tv

# 2019 MEDIA KIT

Last Updated: January 2019

## Hideout.tv: Owned & Operated by Adscend Media

# HIDEOUT.TV

**Properties:** [Desktop](#), Android (coming soon), Amazon Fire TV (coming soon)

Featuring engaging content from handpicked creators, Hideout.tv is Adscend Media's signature video property. Viewers flock to Hideout.tv to check out cooking demos, music videos, eSports highlights, and other favorites, as well as earn rewards from trusted loyalty partners.

At Hideout.tv, creators are also highly valued for their content, receiving stronger discovery and engagement opportunities, as well as unique and competitive monetization models.

From creator approval, to content quality screenings, every step in the video upload process is vetted by Adscend Media staff to ensure strong brand-safety standards.

## About Adscend Media

Launched in 2009, Adscend Media is an Austin, Texas-based company, known for an innovative, rewards-based platform. Consisting of an owned and operated video property, as well as other rewarding ad solutions for apps, games, and websites (most notably, the Adscend Media Offer Wall), this platform empowers superior engagement through rewards.

Each day, Adscend Media's mission is to *Make Every Experience Rewarding*, a rallying cry that drives team members to help solution users, publishing partners, and advertisers generate maximum value from our solutions.

Adscend Media been recognized by numerous industry leaders, including *Inc. Magazine*, *Forbes*, and *American Express*. To learn more about Adscend Media, visit [adscendmedia.com/about](https://adscendmedia.com/about).



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**AdscendMedia**

Hideout.tv

# **SOLUTION OVERVIEW**

Last Updated: January 2019

## How Hideout.tv Works:

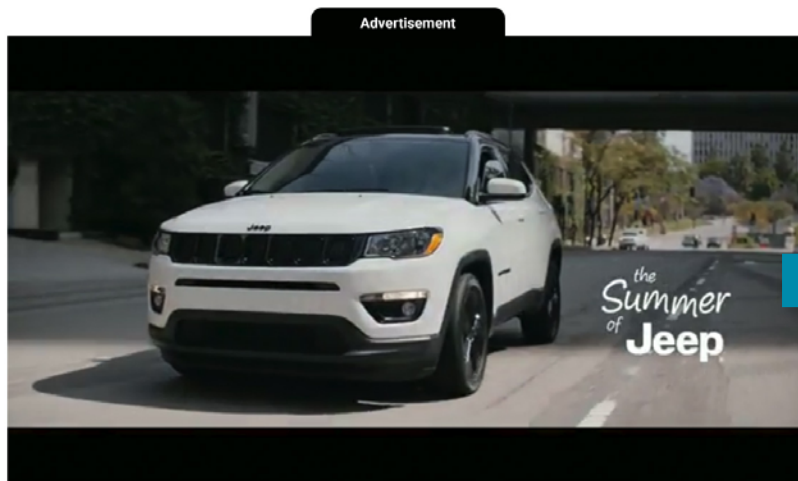
### Step 1: Access

Seeking quality video entertainment, a viewer chooses to visit Hideout.tv:

# HIDEOUT.TV

### Step 2: Viewing

The viewer browses available channels and videos, and selects a video to watch. The viewer is first shown a pre-roll advertisement:



Late Night Alumni - Lament - (Official Music Video)  
67.9K views | Published: 1 month ago | [latenightalumni](#)

After watching the advertisement, the viewer can then access the chosen video's content:

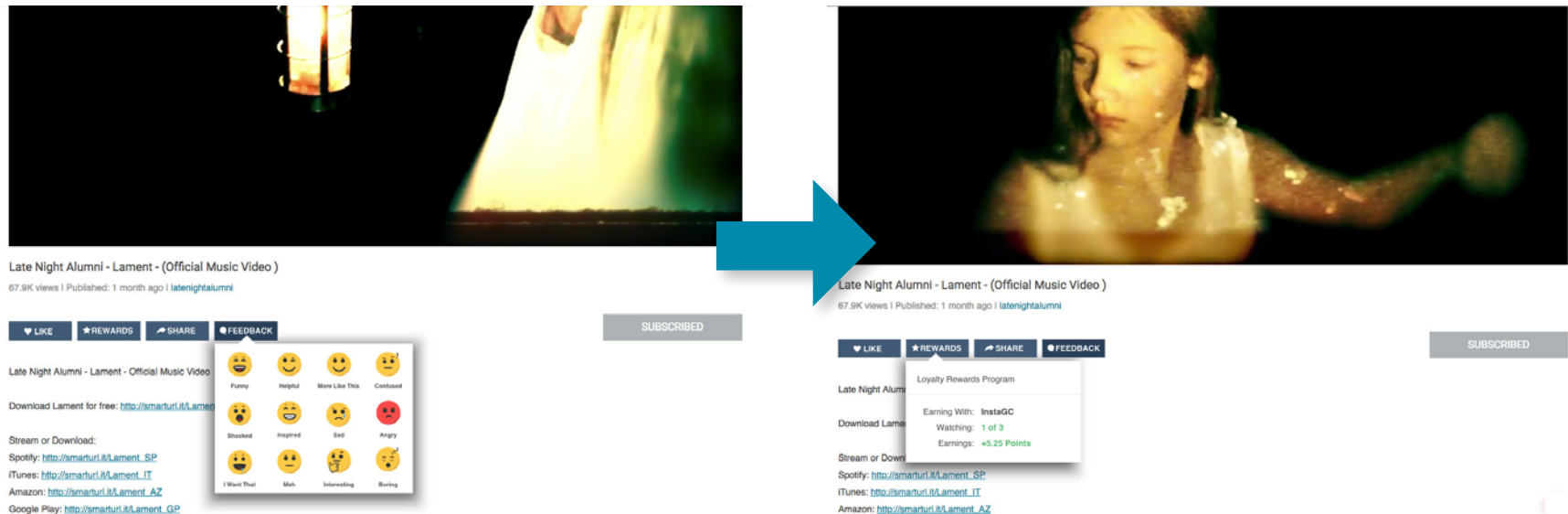


Late Night Alumni - Lament - (Official Music Video)  
67.9K views | Published: 1 month ago | [latenightalumni](#)

### Step 3: Engagement and Earnings

While watching the video content, the viewer can choose to engage with the video through multiple, sharing and feedback options, including social share, liking, subscription, and the reactions button, which uses Emojis to provide creators with more precise feedback on their videos:

While fully watching both video content and advertisements, the viewer can also earn a designated amount of rewards points from Adscend Media loyalty partners.



### Step 4: Creator Engagement and Earnings

As viewers watch their videos, Hideout.tv creators receive payment on a per view basis, and can track their earnings, views, and viewer feedback via their creator dashboard.



**AdscendMedia**

Hideout.tv

# **AUDIENCE OVERVIEW**

Last Updated: January 2019



## Audience Data Collection Methods

At Adscend Media, we are a data-driven company. Thus, we're constantly analyzing all available data sources to continue to improve our platform, as well as uncover new data sources to drive the performance of our solutions even further.

Our owned and operated video properties are no exception to our hyper-data focus. Therefore, the audience data gleaned below comes from multiple trusted sources, including invaluable first-party data collection. We use this data daily to drive the performance of Hideout.tv (including **98%+ viewability** and **70%+ AVOC**), and are confident this data will paint a more detailed picture for you of our viewing audience.

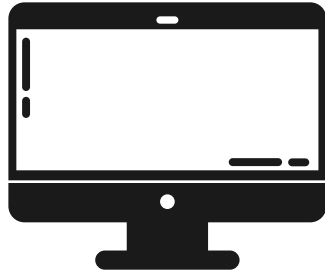
To give you more context into the demographic, viewing, and lifestyle data listed in this document, here are all of the data sources that we used to collect this valuable information on Hideout.tv users:

- **Market Research Survey Data:** Validated, first-party data collected from over 1.1 million users via our Market Research Survey ad unit
- **Google Analytics:** The leading data analytics source, trusted by almost 40 million websites
- **2018 Q3 Audience Survey:** We routinely survey our audience in order to improve our offerings. Our Q3 survey was taken by 692 viewers.
- **Ad Server:** Additional data provided by [SpringServe](#), a trusted global ad server



## Audience Viewing Data: Hideout.tv

As of September 2018



### Top Device Usage:

**49.44% Desktop**  
39.60% Mobile  
10.96% Tablet



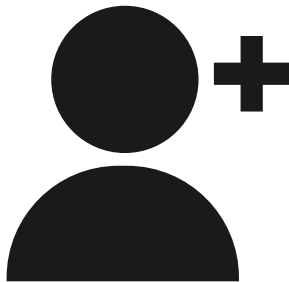
### Top Mobile Platform:

**53.39% iOS**  
46.31% Android



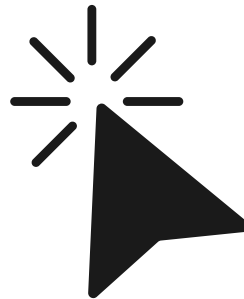
### Video Interaction:

**6.41 Click Engagements with  
Optional Video Features Per Session**



### User Registrations:

**80,000 Registered Users** (optional)  
**907 New Registrations Daily** (average)

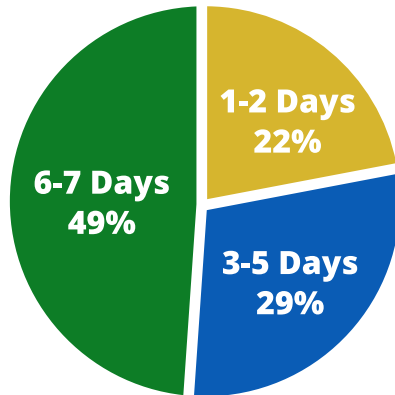


### Average Clickthrough Rate:

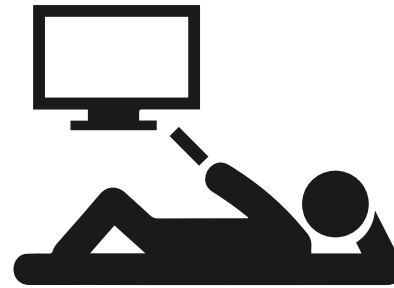
**0.33%**

## Audience Viewing Data: Hideout.tv

(Viewer Submitted Data via Q3 2018 Survey)



**Average Amount of Days Watching**  
(per Week)



**Most Popular Ways to Watch:**  
At Home, During Meals,  
While Cooking, While Traveling, At Work

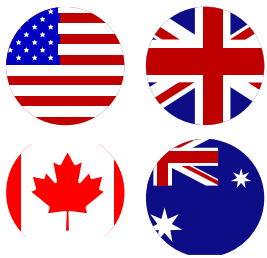


**Top 5 Favorite Video Types:**  
Food, Gaming,  
Viral, Sports,  
Entertainment



**Top 5 Most Requested New Channel Types:**  
Sports, Comedy,  
Gaming, Music,  
Cartoons

## Audience Demographic Data: Hideout.tv



### Top Country Location:

**United States: 68.7%**  
United Kingdom: 9.85%  
Canada: 8.97%  
Australia: 2.75%



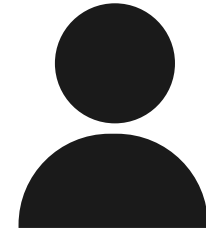
### Top City Location:

New York City, London,  
Los Angeles, Toronto,  
Houston, Dallas, Chicago  
Sydney, Atlanta



### Gender:

70.5% Male  
29.5% Female



### Marital Status:

**70.25% Single**  
25.04% Married or Engaged  
4.7% Divorced or Widowed



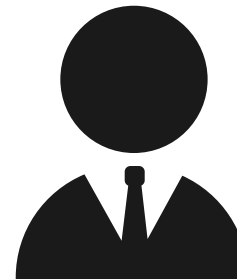
### Home Ownership:

**63.61% Rent**  
36.39% Own



### Most Common Age Group:

**Millennials**  
65%



### Employment Status:

**91.9% Employed or**  
**Pursuing Education**



### Ethnicity:

**39.09% Hispanic**  
**or Latino Origin**

**Brand Awareness and Discovery**

**66%**

of viewers discover, or learn more about products, promotions, or services from ads on Hideout.tv weekly

**Purchasing Power**

**51.8%**

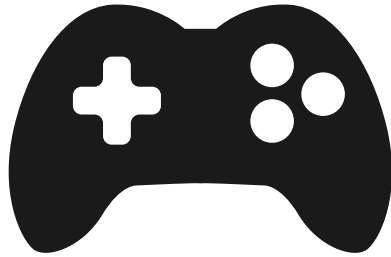
of viewers have purchased a product or service that they've recalled seeing an ad for recently on Hideout.tv

**Sampling of Viewer Recall of Recent Branded Advertisements**



## Audience Lifestyle Data: Hideout.tv

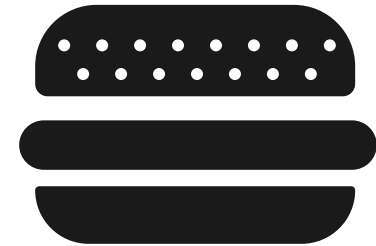
Top Segments



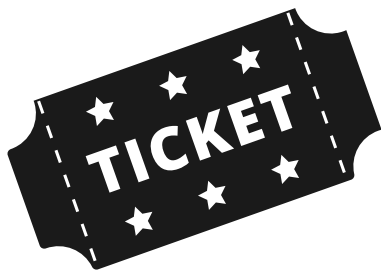
**Casual Gamers & Hardcore Gamers**



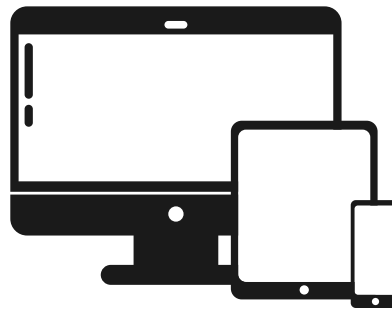
**Value Shoppers**



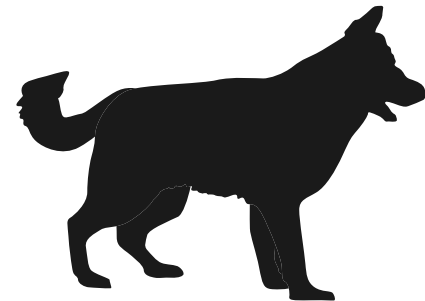
**Fast Food Cravers**



**Movie Lovers**



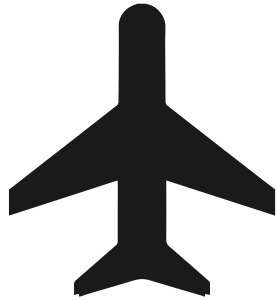
**Tech Enthusiasts**



**Pet Lovers**

## Audience Lifestyle Data: Hideout.tv

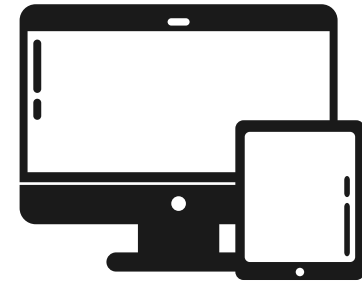
Top Interests



Travel/Hotels



New & Used Cars



Electronics



Home Decor/Furnishing



Apparel & Accessories



Financial Services

# HIDEOUT.TV

## Upcoming Features

To continue to grow Hideout.tv as a destination for quality video, and a go-to branding and exposure source for emerging creators, we have the following features set for future production:

**Public Launch for Creators:** Currently, Hideout.tv is only available to select beta creators. However, in Q1 2019, we plan to open access to all brand-safe creators with content that meets our quality standards.

**Hideout.tv Loyalty Points:** With the release of Hideout.tv loyalty points, viewers will be able to spend points on merchandise from their favorite creators and loyalty partners.

**Viewer-Created Playlists:** Viewers will be able to quickly create playlists featuring their favorite creators.

**Creator Marketplaces:** Creators will use these spaces to allow fans to earn branded merchandise.

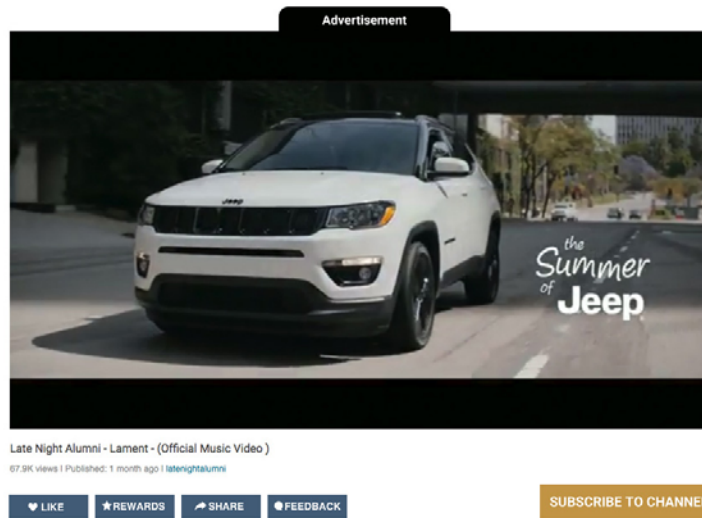
**Increased Creator Tools:** Several tools are in development to help creators generate more viewer feedback, as well as make video sharing easier.



	Launch Date:	End Date:		Launch Date:	End Date:
<b>February</b>			<b>August</b>		
PyeongChang 2018 Olympic Winter Games	02.06.18	02.25.18	2018 US Open (Tennis)	08.20.18	09.10.18
<b>March</b>			<b>September</b>		
The 90th Academy Awards (Oscars)	02.06.18	03.10.18	Fall Favorites (Fall/Autumn Travel, Back-to-School, Food, Cocktails, Movies, Fashion, and more!)	09.01.18	11.01.18
NCAA March Madness	02.20.18	04.04.18	70th Primetime Emmy Awards	09.01.18	09.10.18
<b>April</b>			<b>October</b>		
2018 NBA Playoffs and NBA Finals	04.01.18	06.17.18	2018 MLB Postseason and World Series	10.01.18	11.10.18
Stanley Cup Playoffs	04.02.18	06.15.18	<b>November</b>		
<b>May</b>			Holiday Treats (Winter and Holiday Travel Tips, Food, Cocktails, Movies, Fashion, and more!)	11.01.18	01.01.18
Summer Specials (Summer Travel, Food, Cocktails, Movies, Fashion, and more!)	06.01.18	09.01.18	Thanksgiving Holiday (US)	11.15.18	11.26.18
<b>June</b>			<b>December</b>		
FIFA World Cup Russia 2018	05.15.18	07.15.18	Christmas Holiday	12.01.18	12.26.18
<b>July</b>			New Year's Eve Holiday & New Year's Resolutvions	12.26.18	01.10.19
Independence Day (US)	06.25.18	07.05.18			

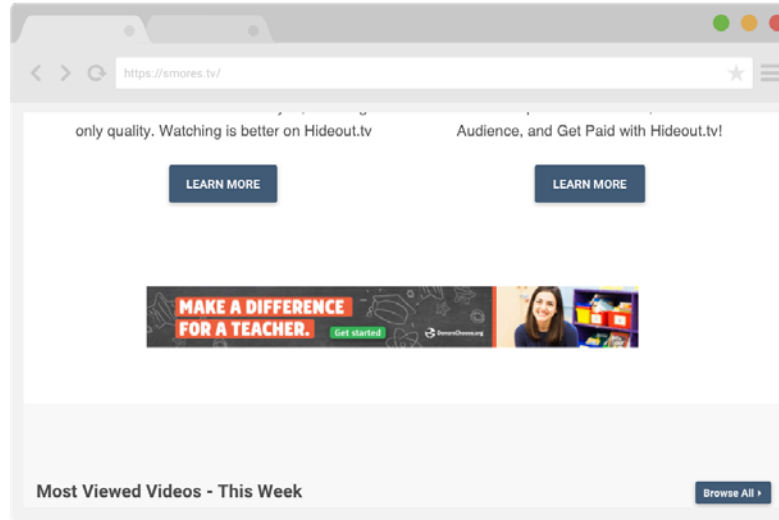
## Ad Specifications: Instream Video

Desktop, Mobile Web, In-App (Coming Soon)



<b>Dimensions:</b> Large Player (>600px width)  Extra Large Player (>800px width)  Full Screen Video (In-App, Mobile, Tablet)  Full Screen Video (CTV)	<b>Tag Types Allowed:</b> VAST, VAST/VPAID (Desktop, In-App, Mobile Web)  Header Bidding (Desktop, Mobile Web)  MRAID (In-App) oRTB (via SpringServe)  VAST Only (CTV)  Direct Connect (via SpringServe)	<b>Devices:</b> Desktop, Tablet, Mobile, CTV	<b>Maximum File Size:</b> Playtime: 500MB Max Upload (IAB Standard)	<b>Aspect Ratio:</b> 16:9
		<b>File Formats Accepted:</b> .MOV .FLV .MP4, MPEG	<b>Max BPS:</b> 700 8000kbps (IAB Standard)	<b>Framerate:</b> 24-30
		<b>Maximum Length Accepted:</b> 120 Seconds (longer ads to be considered upon request)	<b>Auto Initiation:</b> Auto (Desktop), Click-to-Play (Mobile Web, In-App, CTV)	

## Ad Specifications: Display



<p><b>Dimensions:</b></p> <p>728x90</p>	<p><b>Animation Allowed?</b></p> <p>Yes</p>	<p><b>In-Banner Video Allowed?</b></p> <p>No</p>
<p><b>Maximum Initial File Size:</b></p> <p>200KB</p>	<p><b>Maximum Animation Allowed:</b></p> <p>15 Seconds</p>	<p><b>File Formats Accepted:</b></p> <p>.jpeg, /png</p>

## Accessing Hideout.tv Inventory

### Instream Video:



[SpringServe](#) is the primary ad server for Hideout.tv. Connecting to Hideout.tv instream inventory via SpringServe is possible via the following integration options:

- Header Bidding
- Direct Connection
- VAST/VPAID Tags

To begin accessing Hideout.tv instream video inventory via SpringServe, please email the Adscend Ad Ops team at [advertising@adscendmedia.com](mailto:advertising@adscendmedia.com) for more information.

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### Display:

Purchasing Hideout.tv display inventory can be made via direct media buy (CPM). To start the buying process, please email the Adscend Ad Ops team at [advertising@adscendmedia.com](mailto:advertising@adscendmedia.com) for more information.

## IVT Filtration

# TOTAL FRAUD DEFENSE

The integrity of Adscend Media's owned and operated video properties is ensured through [Total Fraud Defense](#), a proprietary fraud-fighting technology. Featuring over nine years of platform data, *Total Fraud Defense consistently eliminates 99% of invalid traffic (IVT)*. Here's how Total Fraud Defense combats IVT:

**Third-Party Partnerships:** We partner with multiple pre-bid, post-bid, and general anti-fraud vendors to ensure fraud is scanned from all available lenses. A few examples of current third-party partners include [WhiteOps](#), [SpringServe](#), and [MOAT](#).

**Stringent Fraud Checks:** Before a viewer accesses a watch page to make an ad request, multiple fraud checks take place, such as verifying viewer IP against our internal blacklist of over 50 million IPs (and growing). If the viewer passes these initial checks, viewing behavior is then further analyzed by in-house and third-party solutions. Abnormal viewing behavior results in immediate disciplinary action.

**Dedicated Staff:** Full-time staff review viewing behavior, providing valuable post analysis to further detect and eliminate fraudulent viewing activity.

**Frequent Updates:** Fraud-control measures are frequently reviewed and enhanced, such as adding new third-party partnerships, or implementing new data-driven measures.

## Brand Safety Measures

Ensuring strong brand safety standards is paramount on Hideout.tv. Therefore, we perform the following practices to ensure brand safe properties:

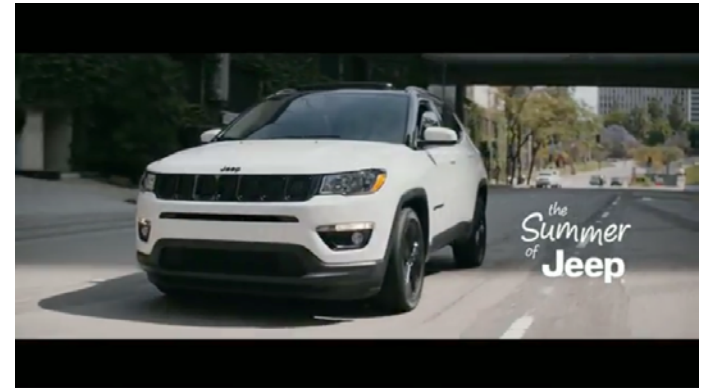
**Banned Keyword and Tags:** All content partners are provided a link to our banned keywords and tags document, which is frequently updated.

**Manual Creator Application Vetting:** *Our team manually reviews every creator application, including a review of existing creator accounts on major platforms like YouTube, DailyMotion, and Twitch, and noting content quality, brand-safety fit, subscriber and viewership counts, and overall alignment to our brand/audience. Most applications are denied for not meeting quality standards, or for being a mismatch with our audience.*

**Manual Video Upload Approval:** *We individually and manually approve all creator uploads before placing them live into our properties. We intend to keep creator application approval and upload approval both manual processes, as we're trying to create a destination for viewers to watch quality content.*

**Post Upload Solutions and Manual Content Review:** Each time a creator's video is approved, we have a list of banned keywords that we look and scan for automatically with an in-house brand safety tool. Our cron runs regularly to scan, too. Lastly, our content support team also manually scans videos in our library, to add an extra layer of monitoring.

**Frequent Updates:** Brand-safe protection measures are frequently reviewed and enhanced, such as adding new partnerships with third-party solutions, or implementing new data-driven measures.



# HIDEOUT.TV

## Contact Adscend Media

If you have any questions about the material listed in this document, or need more information regarding Hideout.tv or Adscend Media, please email [advertising@adscendmedia.com](mailto:advertising@adscendmedia.com) and we will be happy to provide prompt support.

