

SZEMÉLYRE SZABHATÓ VIDEÓK

JEDLICKSKA MÁRTON  UMBRELLA

MORE THAN **30%** OF INTERNET USERS ARE ALREADY USING AD BLOCKERS (INCLUDING MOBILE DEVICES)

IN 2015 **You Tube** HELD 2.4X THE VISUAL ATTENTION VS TV

“ONLINE VIDEO IS THE FUTURE OF CONTENT MARKETING”
theguardian

facebook GENERATES 8 BILLION VIDEO VIEWS ON AVERAGE PER DAY

TOP 100 BRANDS INVESTED **\$5,4B** IN ONLINE CONTENT ASSETS LAST YEAR

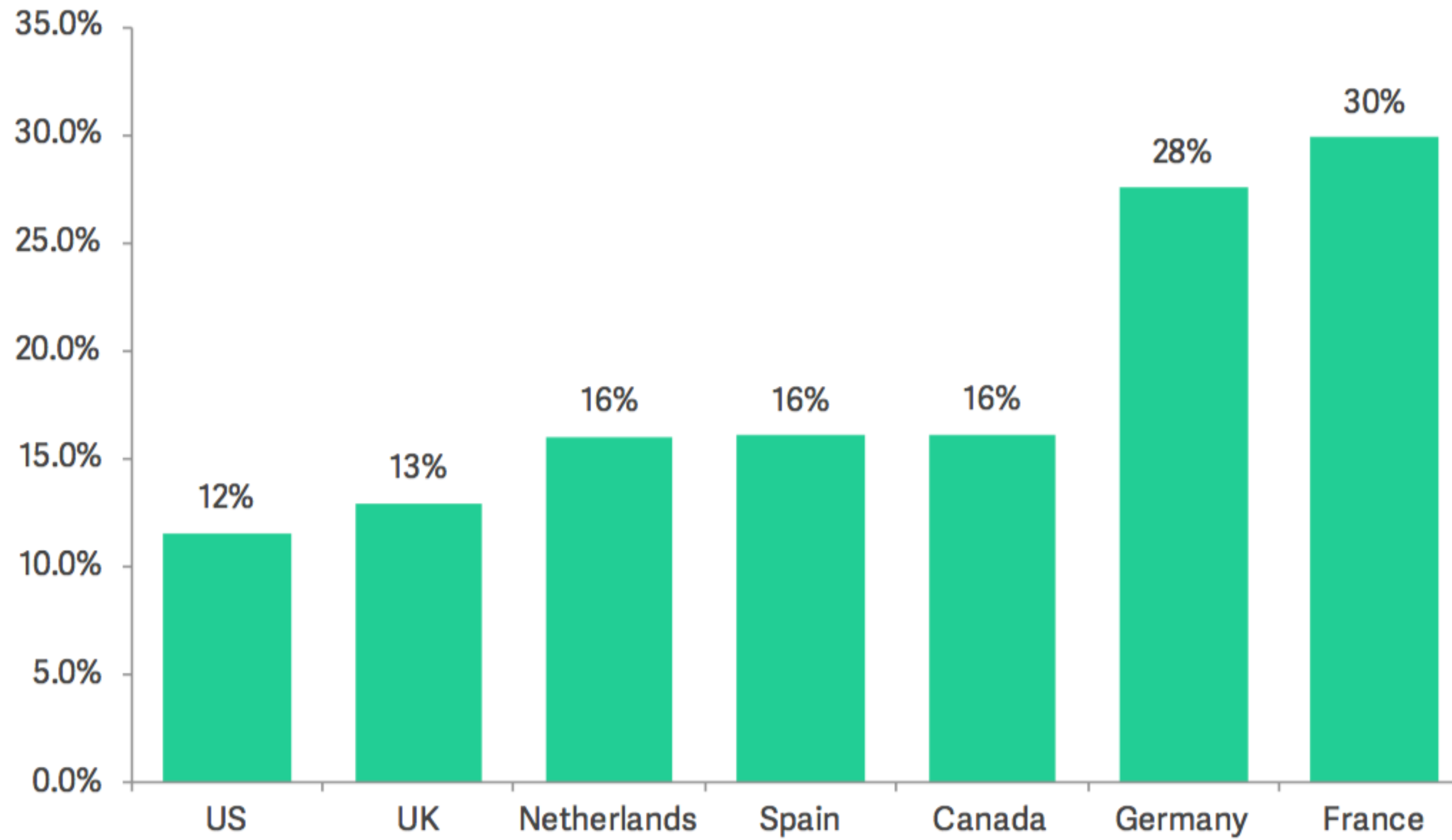
UMBRELLA



**FELNŐTT EGY VIZUÁLISAN
SZUPER SZOFISZTIKÁLT
GENERÁCIÓ**

**EMBEREKHEZ
BESZÉLÜNK
NEM CSATORNÁKHOZ**

Ad Blocking Rates by Country (Page Views)



Ad Blockers consume more page views than average internet users.

Across each of the markets studied the percentage of page views affected by ad blocking exceeded the percentage of unique visitors, indicating that those who block ads consume more internet content on average.

5256000

PERC PER ÉV

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STORY TOOLKITS

UMBRELLA X POMS

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Friends	Text 2.1	A very bright	Text 2.2	flare	Video 3
London	Text 3.1	Rain	Text 3.2	is waiting for you!	Video 4
Couple	Text 4.1	A handsome guy	Text 4.2	spinning you around!	Video 5
Tent	Text 5.1	Text 5.1	Text 5.2	Text 5.2	Start city
Budapest	Land city	Róma Fiumicino, Madrid, Malmö	Price	8 990	

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Start video		Text 1.1	Many	Text 1.2	adventures	Video 2
Friends	Text 2.1	A very bright	Text 2.2	flare	Video 3	
London	Text 3.1	Rain	Text 3.2	is waiting for you!	Video 4	
Couple	Text 4.1	A handsome guy	Text 4.2	spinning you around!	Video 5	
Tent	Text 5.1	Text 5.1	Text 5.2	Text 5.2	Start city	
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EDIT

HTML5 Banners

Video

SHOW VIDEO

Video

SHOW VIDEO

BRAND = TV CSATORNA



LIVE FŐZÉS FŐZZÜNK EGYÜTT!

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KÖSZÖNÖM

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