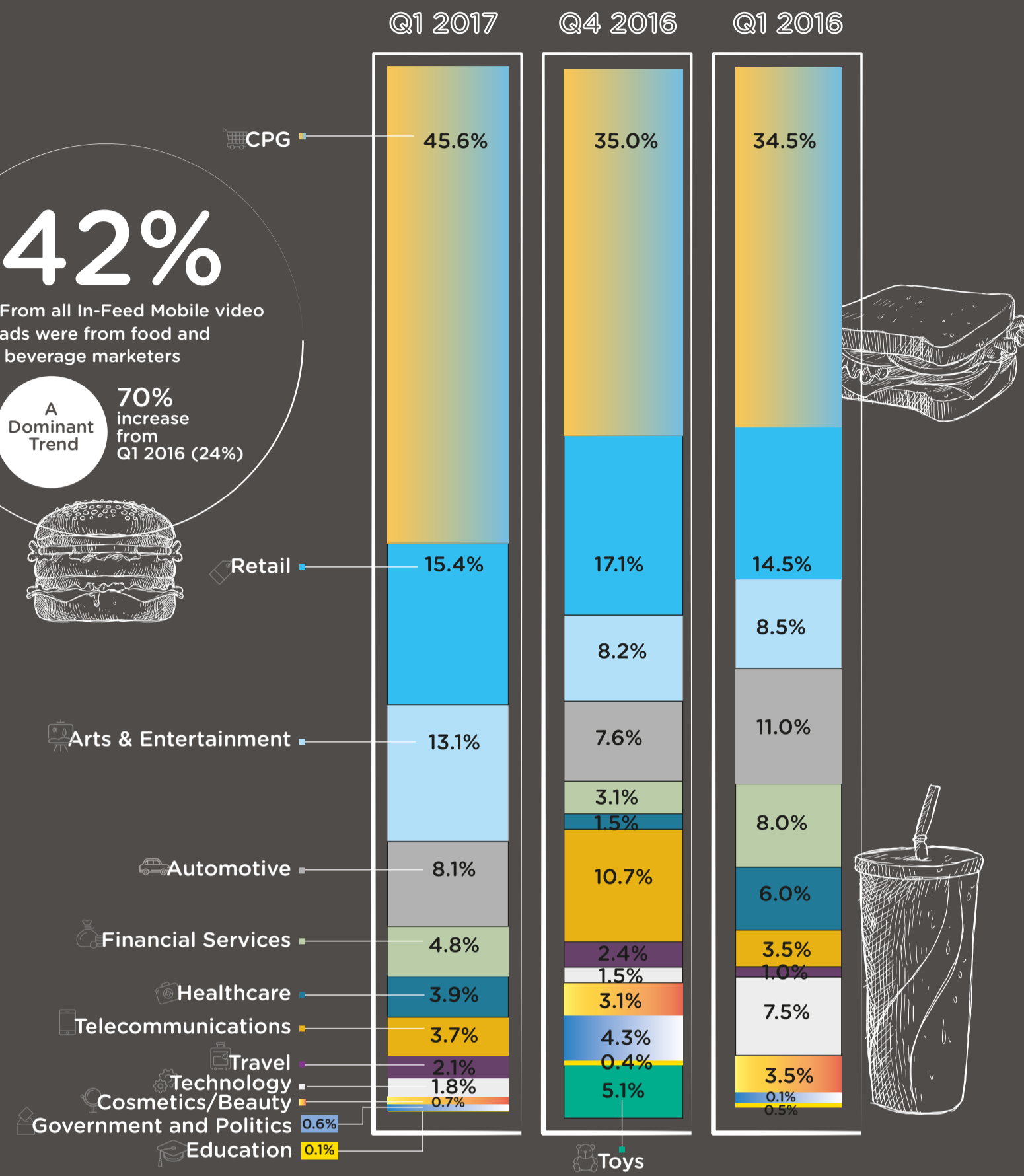


# Positive Mobile's Annual Index

Top Mobile Video Advertising Categories in Q1 2017



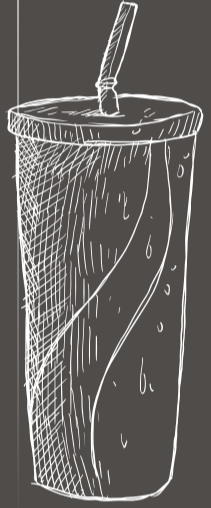
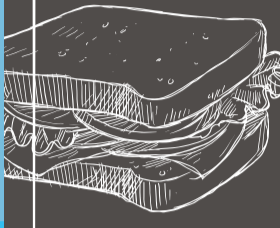
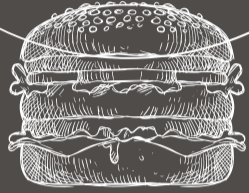
## Top Mobile Video Advertising Categories by Quarter



**42%**

From all In-Feed Mobile video ads were from food and beverage marketers

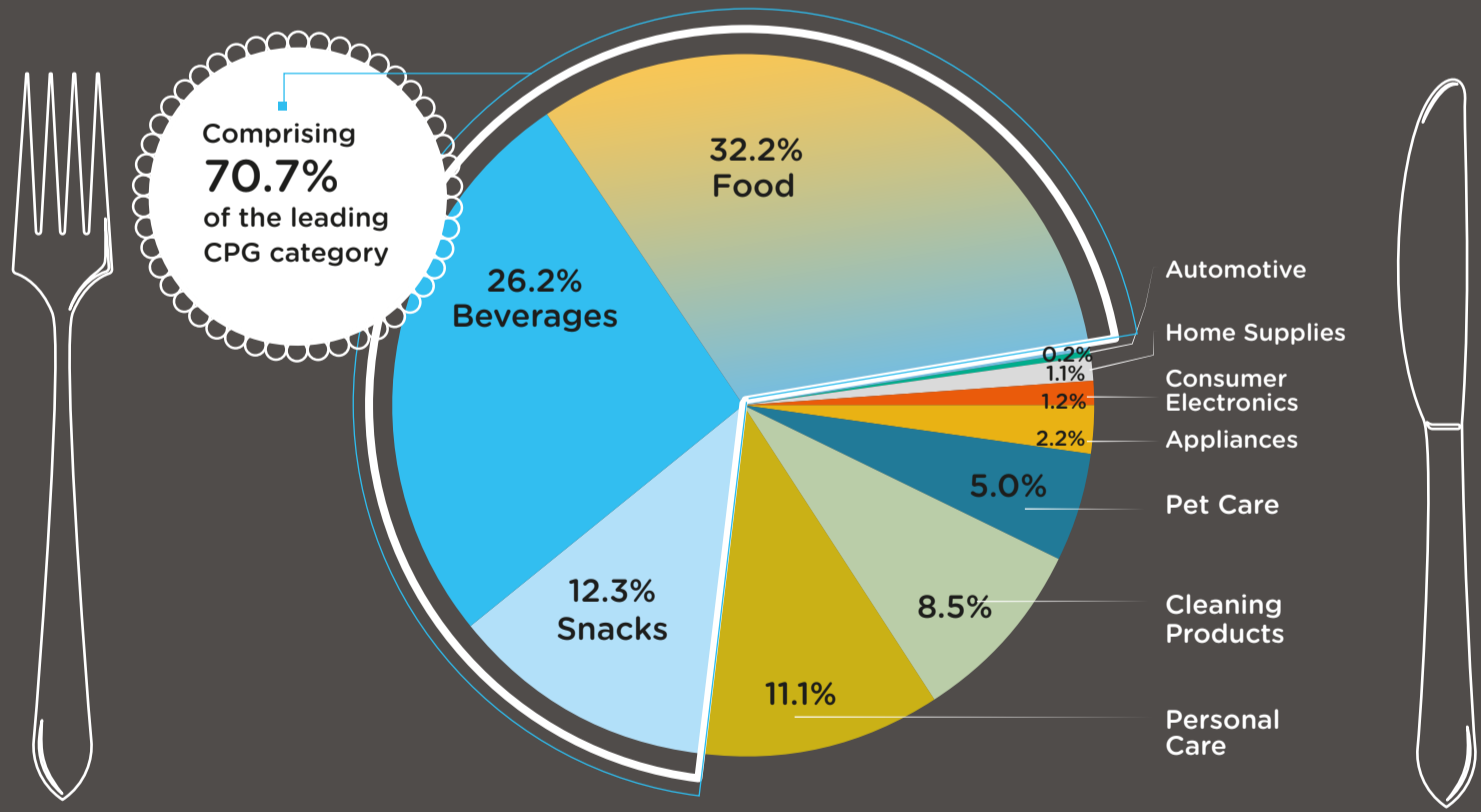
A Dominant Trend  
70% increase from Q1 2016 (24%)



“As mobile video In-feed advertising gains more trust from brand marketers, we see the big FMCG brands, and specifically in the food category, increasing their budgets allocated to in feed mobile video.”

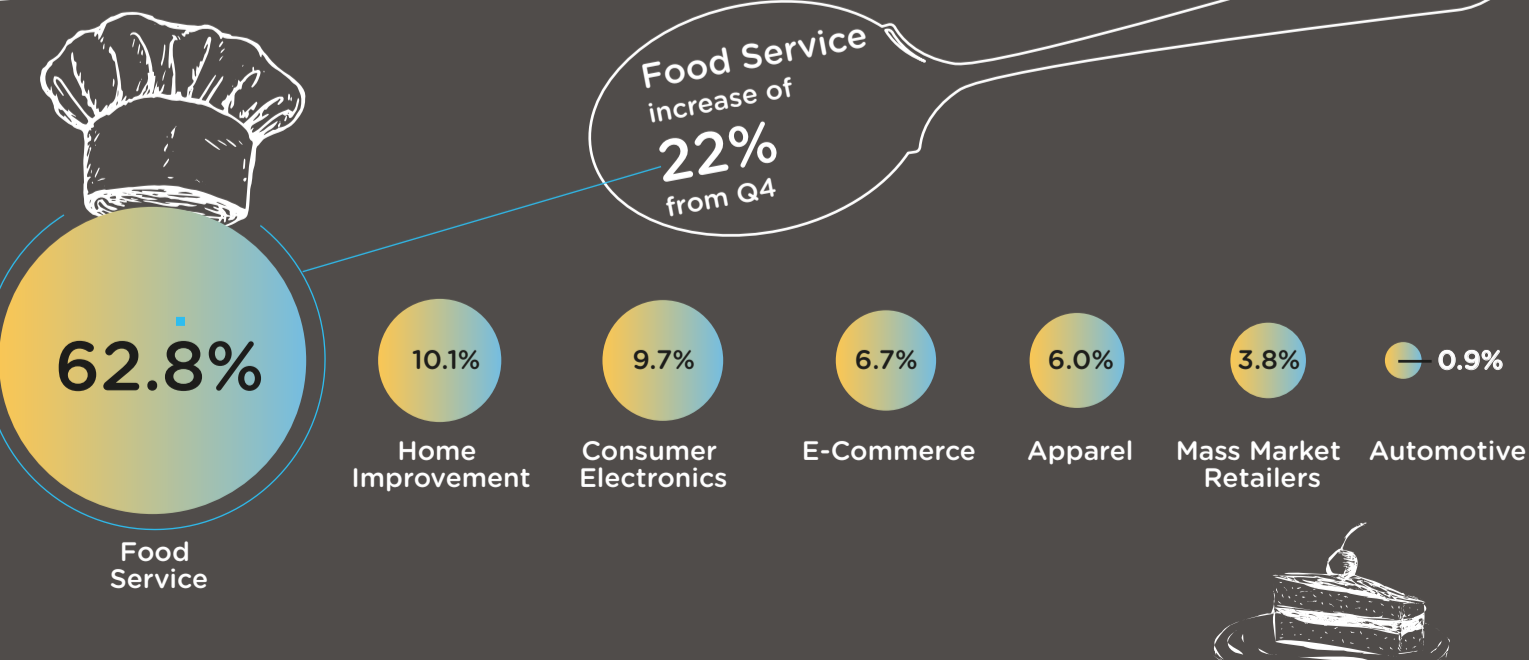
Tzahi Stein, CEO & founder, Positive Mobile.

## Top Sub-Categories CPG



Comprising 70.7% of the leading CPG category

## Top Sub-Categories Retail



Food Service increase of 22% from Q4

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