

CYNOPSIS MEDIA

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AD PLATFORMS

On the heels of the **MRC's** new viewability metric standard for online video, **Evolve Media** has introduced a native video solution called **INgage** that reveals video only when a consumer is in view. "Most video ads run in traditional display ad spots, on auto-play in the right rail of a content page which users don't often see, but for which advertisers always pay," Evolve's Co-Founder and President **Brian Fitzgerald** told Cynopsis. "Also, most video ads that appear in the content are set to auto-play at the top of an article page, where you get the highest percentage of traffic in and then bounce out. INgage, however, is sold on a viewability metric and only serves to the page when in-view, which happens down the page, within content and to users who are actually reading the article. That way, you get access to the most engaged users, something all advertisers want, but seldom get."