
PLETHORA MOBILE

MEDIA KIT- MOBILE VIDEO



ABOUT US

Plethora Mobile is a 100% mobile media Demand Side Platform (DSP). We utilize Real Time Bidding (RTB) to access billions of targeted impressions worldwide and drive value for our advertisers.

Unlike traditional ad networks that try to keep both the advertiser and publisher happy, we focus entirely on your needs. This buy side focus will get you the right audience at the best market rate in real time, make calculated buying decisions and drive performance.



Reach

50 BN ad requests across 220+ countries.

Platforms

iOS, Android, Windows, Blackberry and more

Targeting

Demography, Geography, Contextual, Day part, Device, Carrier, Nielsen Consumer Segments, Retargeting and Customize.

Ad experience

Rich Media, Video, Interstitials, Email and Banner.

Reporting and Analysis

DART and Plethora Mobile



Flexible Buying Options

COST PER CLICK (CPC)

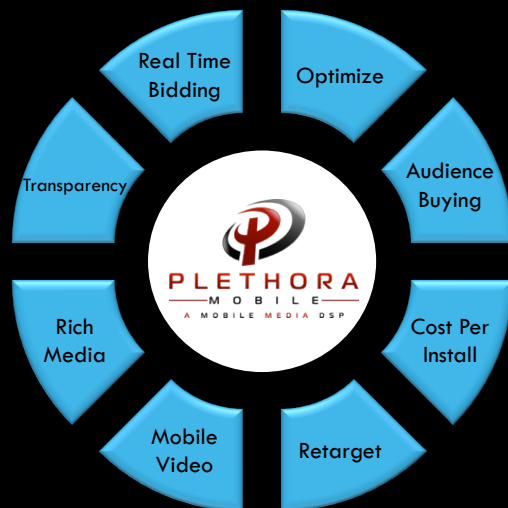
One of the most popular methods among performance advertisers.

COST PER INSTALL

Takes all the risks out of promoting your app.

COST PER '000 (CPM)

Delivers brand messages to the sites and audiences of your choice.



- 50+ billion Monthly Ad Requests
- Track installs by Life Time Value
- Build custom White Lists of Publishers
- Hundreds of audience segmentations

CASE STUDY

Objective:

Drive BabyGanics customers to the Mobile Amazon Store to increase brand awareness and purchase intent.

Approach:

Targeted ads to the "Parenting and Moms" on smart phones and tablets. Directed them to the Amazon Mobile Store with a 20%-off coupon.

Result:

The campaign acquired higher Click Through Rate (CTR) than the industry average, reaching upwards of ~ 2%.



INTRODUCTION TO MOBILE VIDEO ADVERTISING



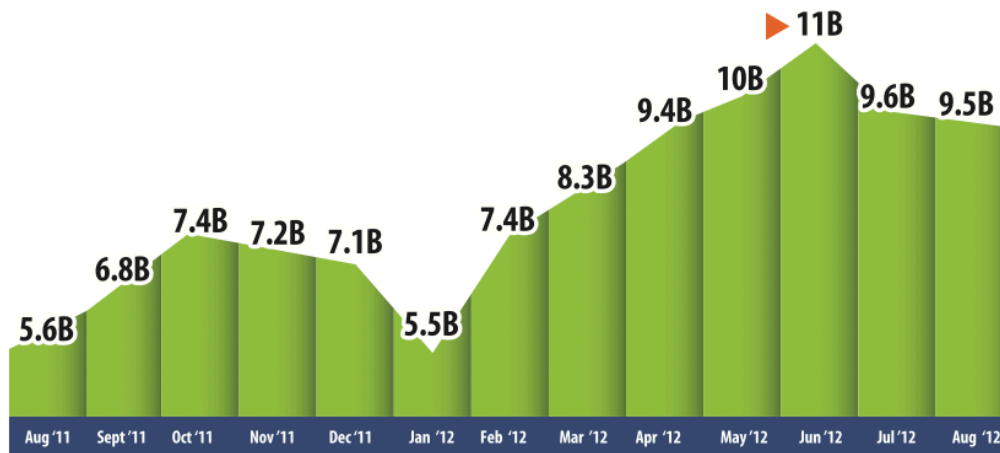
PART 1

ONLINE VIDEO ADVERTISING INDUSTRY



1

Video ad views were 11.3 bn in Dec 2012 (comScore)



comScore says more than 188 million U.S. Internet users watched 37.7 billion online content videos in August, while video ad views totaled 9.5 billion



Cisco estimates that 70 percent of the world's mobile data traffic will be video by 2016, and it was already 52 percent of traffic at the end of 2011.



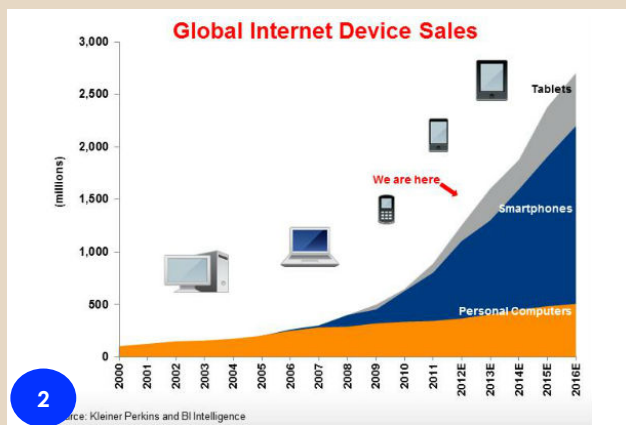
Nielsen says Americans spent more than 360 billion minutes online in December 2012 and streamed 24.6 billion videos.

We say, "All online ads will be video"

Source: comScore video metrix



AND, WHY ARE WE SAYING THIS ?



2

Consumers love video

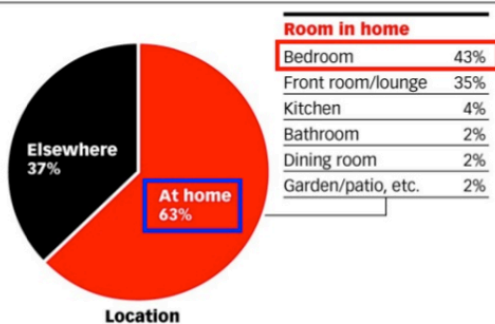
Consumers watch a lot of video online and love to watch video ads. Ads are entertaining, visual and are getting more interactive by the day. The younger audiences are moving way from Television towards Mobile.

Consumers love tablets/smartphones

The global market for tablet computers surged 78.4 percent last year, according to research firm IDC, and sales are on schedule to pass PCs by 2017 (Fig 2). eMarketer estimates that there will be 116 million smartphone users in the US by the end of 2012 and this number will increase to 176 million users by 2015. Tablets & smart phones make watching video easy in the bedroom, train, couch, park bench, bathroom (Fig 3). Tablets make shopping easy and you can bet your last dollar that online retailers took notice last Thanksgiving and Christmas, so expect a monumental change in online sales strategies this year and increased consumer purchases via mobile and tablet. Smartphone and tablet video is often an **at-home** thing.

Locations Where Mobile Phone Videos Were Viewed by US Mobile Video Viewers, Nov 2012

% of total



3

Note: n=987 videos viewed by 200 respondents
Source: Interactive Advertising Bureau (IAB) Mobile Marketing Center of Excellence, "Mobile Phone Video Diaries: Understanding Mobile Video" conducted by On Device Research, Dec 13, 2012

www.eMarketer.com

Advertisers love video

Advertisers love video ads because consumers watch them. It's not surprising that 64 percent of respondents are likely to allocate part of their digital video budgets to smartphones. The same adoption trend holds true for tablets. Measuring online video ads will get simpler as Nielsen will include video viewed on tablet and mobile devices in their ratings measures. This will provide advertisers the data they need to shift their spend to online video in even greater numbers. Moreover, 4G will make watching video anywhere seamless

Source: venturebeat



AND, WHY ARE WE SAYING THIS ?

US Mobile Ad Spending Growth, by Format, 2012-2016 % change

	2012	2013	2014	2015	2016
Display	237.9%	82.8%	59.0%	44.9%	33.6%
—Video	257.4%	112.4%	78.7%	57.4%	43.5%
—Banners, rich media and other*	235.2%	78.3%	55.4%	42.4%	31.3%
Search	204.9%	80.6%	55.0%	40.9%	31.2%
SMS/MMS/P2P messaging	-11.0%	-3.5%	-7.0%	-5.3%	-1.0%
Total	180.0%	77.0%	55.0%	42.0%	32.0%

US Video Audience Composition, by Age, Q2 2012 % of total

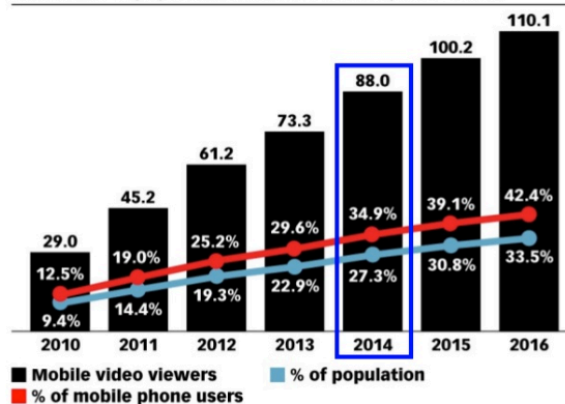
	2-11	12-17	18-24	25-34	35-49	50-64	65+
On traditional TV*	11%	6%	7%	12%	21%	25%	19%
On the internet	7%	6%	10%	17%	27%	23%	10%
On mobile phone**	-	13%	24%	28%	24%	9%	1%

Note: based on total users for each medium; ages 2+; numbers may not add up to 100% due to rounding; *all TV homes; **ages 13+
Source: Nielsen, "State of the Media: The Cross-Platform Report Q2 2012," Nov 13, 2012

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US Mobile Video Viewers, 2010-2016 millions, % of population and % of mobile phone users



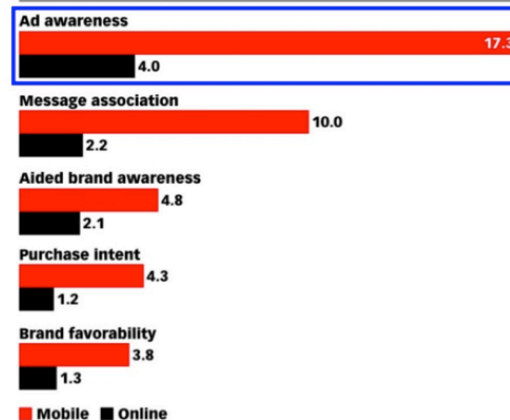
Note: mobile phone users of any age who watch video content on mobile phones through a mobile browser, subscriptions, downloads or applications at least once per month

eMarketer, April 2012; confirmed and republished, Aug 2012

www.eMarketer.com

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Mobile Display and Online Display Advertising's Effect on Brand Metrics in the US, Q1 2012 average delta* above control



Note: delta defined as point difference in exposed vs. control groups
Dynamic Logic as cited in press release, Nov 27, 2012

www.eMarketer.com

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Digital video ad spending is growing particularly fast. eMarketer estimates spending on video ads served to PCs and mobile devices will reach \$4.14 billion this year, more than twice 2011 levels. By 2017, spending will more than double again, to \$9.06 billion (Fig 4).

Much of that growth is coming from mobile, including tablets. Mobile video will account for just 12.6% of all digital video ad spending this year, or \$520 million. But it's growing much faster than desktop-based digital video ad spending, at a pace of 112.4% vs. 35% for online video this year. eMarketer expects growth for both types of digital video to moderate in coming years, but predicts the mobile portion of the pie will continue to increase at a faster rate. By 2017, 29.7% of all digital video ad spending will go toward mobile ads (including ads served to tablet devices). Spending for mobile video ads is rising faster than for any other mobile formats.

By next year more than one-third of mobile phone users will watch video content at least once per month (Fig 5). Mobile appears to work very well for brand-health metrics. Some ad platforms also let advertisers add survey-based research to measure the impact of their mobile video campaigns, helping to provide validation that mobile video positively affects brand metrics (Fig 6).

Source: eMarketer

FACTS ABOUT MOBILE VIDEO ADVERTISING

PART 2

Mobile video advertising inventory is ample

Google Sites, driven primarily by video viewing at YouTube.com, ranked as the top online video content property in December with 153 million unique viewers, followed by Facebook.com with 58.8 million, VEVO with 51.6 million, NDN with 49.9 million and Yahoo! Sites with 47.5 million. Nearly 38.7 billion video content views occurred during the month, with Google Sites generating the highest number at 13.2 billion, followed by AOL, Inc. with 692 million. Google Sites had the highest average engagement among the top ten properties (Fig 7).

Americans viewed 11.3 billion video ads in December, with Google Sites ranking first with nearly 2 billion ads. BrightRoll Video Network came in second with 1.8 billion, followed by Liverail.com with 1.8 billion, Adap.tv with 1.5 billion and Hulu with 1.5 billion. Time spent watching video ads totaled 4.1 billion minutes, with BrightRoll Video Network delivering the highest duration of video ads at 966 million minutes. Video ads reached 53 percent of the total U.S. population an average of 70 times during the month. Hulu delivered the highest frequency of video ads to its viewers with an average of 65, while Google Sites delivered an average of 20 ads per viewer (Fig 8).

- 84.9 percent of the U.S. Internet audience viewed online video.
- The duration of the average online content video was 5.4 minutes, while the average online video ad was 0.4 minutes.
- Video ads accounted for 22.6 percent of all videos viewed and 1.9 percent of all minutes spent viewing video online

Source: comScore

**Top U.S. Online Video Ad Properties Ranked by Video Ads* Viewed
December 2012**

Total U.S. – Home and Work Locations
Ad Videos Only (Content Videos Not Included)
Source: comScore Video Metrix

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Property	Video Ads (000)	Total Ad Minutes (MM)	Frequency (Ads per Viewer)	% Reach Total U.S. Population
<i>Total Internet : Total Audience</i>	11,322,657	4,135	69.9	52.6
Google Sites	1,998,861	155	20.0	32.4
BrightRoll Video Network**	1,826,453	966	13.8	43.1
LiveRail.com†	1,797,940	813	18.2	32.1
Adap.TV†	1,541,695	741	11.7	42.9
Hulu	1,454,115	584	64.9	7.3
Specific Media**	988,399	419	7.7	41.6
TubeMogul Video Ad Platform†	783,934	297	8.4	30.3
Tremor Video**	743,969	361	8.6	28.0
Auditudo, Inc.**	736,787	153	12.8	18.7
Veology**	632,977	337	7.5	27.3

**Top U.S. Online Video Content Properties Ranked by Unique Video Viewers
December 2012**

Total U.S. – Home and Work Locations
Content Videos Only (Ad Videos Not Included)
Source: comScore Video Metrix

8

Property	Total Unique Viewers (000)	Videos (000)*	Minutes per Viewer
<i>Total Internet : Total Audience</i>	181,717	38,673,322	1,150.2
Google Sites	152,971	13,181,969	388.3
Facebook.com	58,776	419,959	16.4
VEVO	51,640	592,463	39.3
NDN	49,942	510,319	69.5
Yahoo! Sites	47,516	383,514	51.5
AOL, Inc.	42,425	692,467	55.0
Viacom Digital	42,334	431,833	39.4
Microsoft Sites	40,604	472,812	39.4
Amazon Sites	38,129	138,968	10.3
Grab Media, Inc.	34,911	203,512	28.8

RTB

Real Time Bidding (RTB) is possible on mobile video advertising

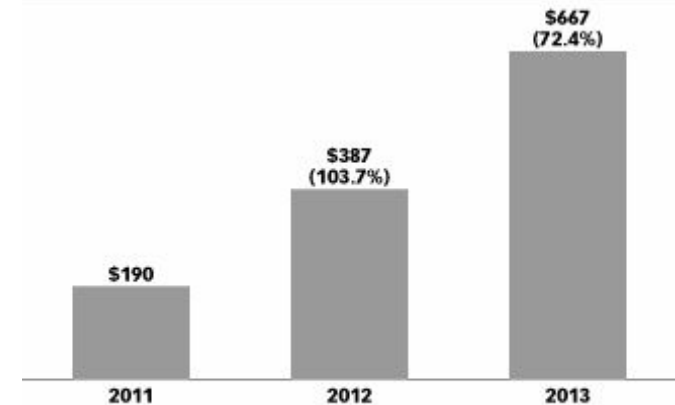
Buyers of mobile video RTB can identify a specific anonymous user at the point of the ad request, match that user with other users they've seen before on either mobile or Web, and serve them the targeted pre-roll creative. Interest from advertisers in purchasing inventory using real-time bidding (RTB) systems has exploded in Q1 2012, with tablets leading the way up 472 percent. Tablet growth took charge over mobiles, which also saw a 289 percent increase. Both beat out web inventory with a growth rate of just 120 percent. Data from Forrester Consulting suggests that advertisers have particular interest in RTB for US video ad inventory, which generated \$190 million in spending in 2011 (Fig 9). Forrester predicts that RTB activity will account for 25% of all digital video advertising impressions in 2013, compared to 12% in display, as quality inventory increases, market liquidity builds, targeting technologies improve, and both publishers and buyers become more sophisticated.

Mobile video advertising is already at scale

Mobile video inventory volumes reached scale in early 2012, and the supply of this inventory available through RTB is significant. Today billions of transparent, premium and brand-safe mobile pre-roll video impressions are available to RTB buyers every month. We all know there's still some time before mobile advertising reaches maturation, and that's why the delta between consumer time spent and advertiser spending remains high. But the truth is, successful campaign execution through mobile video RTB is achievable today. Better targeting, efficient pricing and the ability to deliver effective brand messages may make buying mobile video programmatically the smartest place for marketers to start making the delta disappear.



US Online Video Real-Time Bidding Spending, 2011-2013
millions and % change



Source: Forrester Consulting, "Online Video RTB Primed for Dramatic Growth" commissioned by SpotXchange; eMarketer calculations, March 27, 2012

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PRICE

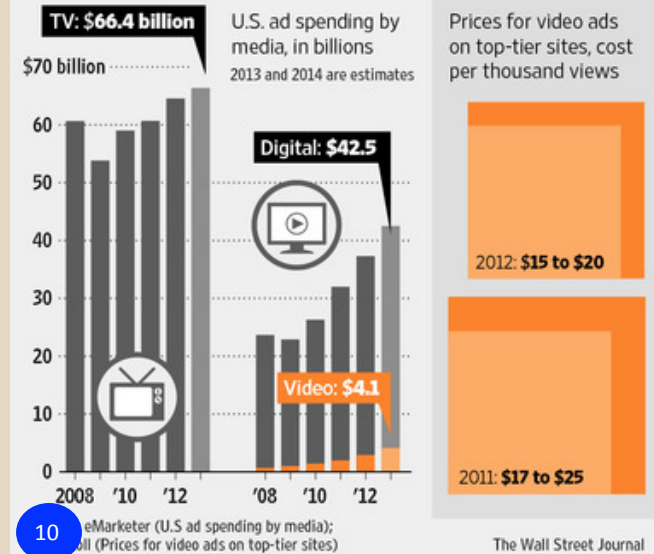
Mobile video advertising is affordable

Even though mobile advertising is becoming more expensive, it's also becoming a better value for the money because there are more options than ever before to target your audience using geo-located mobile ads. Mobile advertising is among the most cost-effective and accountable marketing that you can do. One well-placed online ad can bring you exposure for years for the price of what ONE TV spot would cost. One spot that would run once, then never be seen again, unless you purchased more air time. The fact is that with astronomical brand retention, brand recognition, viewing times and acceptance, online video is not only a good idea for any marketer and/or advertiser...its a crucial one.

Pre-roll mobile video advertising is affordable too !

Supply and demand would suggest it is correctly priced but it is more interesting to consider pre-roll pricing on a relative basis, such as compared to television. Here is where disconnect occurs. The standard argument would suggest that prime-time television inventory is priced around a \$15 CPM and high quality pre-roll inventory is priced at around a \$30 CPM, so online is clearly overpriced. However, the "M" in the CPMs of television and pre-roll are fundamentally different, thus creating the M&M problem. First, television impressions are based on overall viewing statistics — but a significant percentage of viewers skip the ads, are out of the room or simply don't watch them. Pre-roll impressions are user-initiated, so the actual view-per-impression ratio is much higher. Second, online video impressions include companion banners that stay on the page during the play of the subsequent video. This additional impression is not counted as an impression in the pre-roll CPM calculation and, if so, would decrease the CPM price of pre-roll. Lastly, online video ads are delivered to active viewers who are awaiting a piece of content that they personally selected.

Online-Video Reels In Ad Revenue



GROWTH

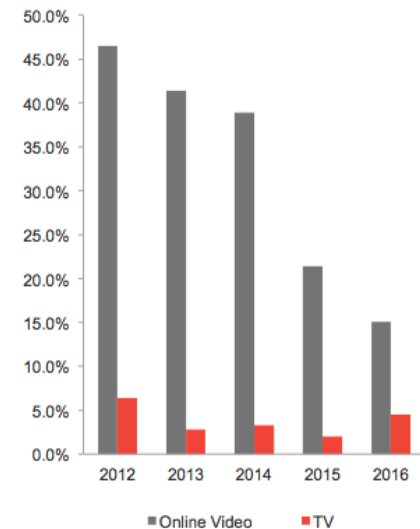
The shift from TV to mobile video advertising is happening

Digital video advertising is growing at light speed, and with it, top advertisers are finally seeing the web as a branding environment for their campaigns. This phenomenon is inspiring a growing consensus among advertisers that the convergence of television and online video is approaching a tipping point, say experts. IAB reaffirms the shift in ad dollar with the release of their study, conducted by Advertiser Perceptions, showing that 69% of marketers and 55% of agencies plan to increase their Digital Video Advertising (DVA), with a 22% growth predicted in the next 12 months. Digital video spending is expected to increase +40% in 2013, funded from dollars previously allocated to TV, print and display advertising (Fig 11).

Mobile video advertising is simple yet powerful

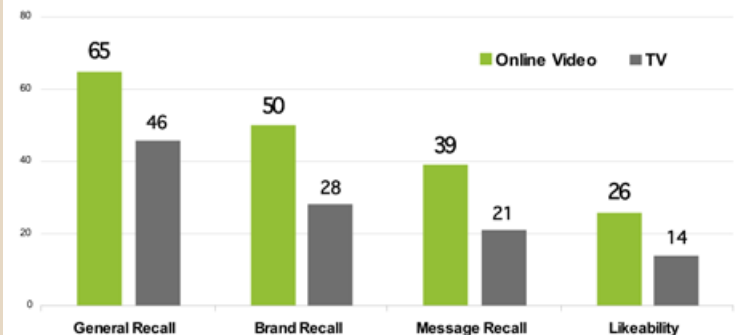
Any new marketing technique can be tricky when you are trying it for the first time. Fortunately, there is a fast-growing array of tools and service providers to help companies leverage mobile video advertising. This is a fast-growing market with many mobile ad developers seeking to serve the growing demand, and various platforms available to deliver your company's messages to mobile device users. Another important application of mobile video advertising is the possibility of location-based mobile advertising to put highly relevant messages in front of customers based on where they are located and often, what type of buying decision they are considering. Moreover, digital video advertising outperforms broadcast in every possible metrics (Fig 12).

Growth In Ad Spending



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Premium Online Video vs. TV Ad Performance



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Source: Nielsen IAG, A18-49, Premium Online Video Measurement 2008-09, includes individuals only exposed to brand/product on one platform (in prior 15 days). Television norms inclusive of Primetime programming only and based on survey responses during same time period as Premium Online Video survey responses. TV norms are based on all ads for those Brand/Products which ran on both Premium Online Video & TV during time period, specific creative executions may vary

nielsen

PRE-ROLL

PART 3



Reasons to use pre-roll

Can't miss them !

The effectiveness of pre-roll video advertising has been attributed to the fact that it's similar to what viewers are used to seeing on television. Today a lot of consumers are using DVR's and connected televisions that give them the option of skipping the commercials. Even though some pre-roll ads come with 'SKIP AD' option, it still serves as an advantage in terms of its position.

Quick in catching attention

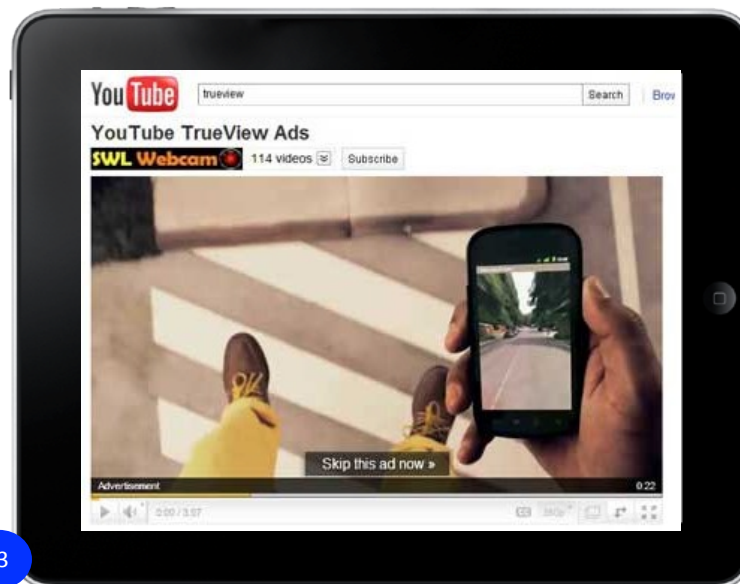
When a viewer clicks a video they want to see, they are already focused on watching what is in front of them. That's why pre roll video ads are more watched because customers are already planning to spend time paying attention to a video.

Useful in reaching to the younger audiences.

The younger generation use online for seeking information about various products and services that they plan to buy. They are always in a hurry with low attention span. Using a pre-roll ad will help you reach them on a platform on their choice.

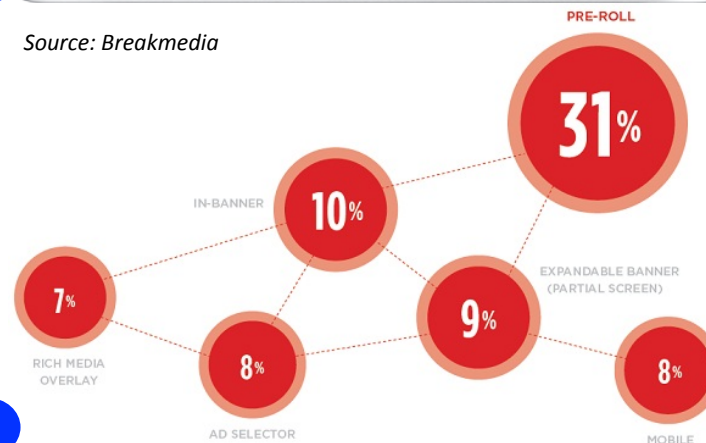
High Click Through Rate (CTR)

A video is much more interactive and entertaining than most other forms of advertising. A pre-roll add with call-to-action can be very successful in driving conversions as it has higher chances of getting clicks. According to a report by BreakMedia, pre-roll ads reigns supreme till date (Fig 14).



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Source: Breakmedia



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Reasons to use pre-roll (continued)

Better brand recall

Seeing an ad incessantly will improve brand recall (in other words, if you keep putting the message in front of your potential customers, they will not forget you) Fig 15.

Effects of Seeing an Online Video Ad According to US Online Video Viewers, Jan 2011

% of respondents

	Remember the brand or product	Took action as a result of the ad	Ad helped with a purchase decision
Pre-roll, mid-roll, post-roll	48%	20%	6%
Sponsorship	47%	32%	13%
Expandable video banner	42%	39%	21%
Pop-up video	42%	36%	19%
Pop-up banner	40%	30%	11%
Video banner	40%	27%	12%
Expandable banner	35%	30%	16%
Banner	30%	23%	6%
Overlay	23%	15%	6%

Note: in the past 24 hours

Source: Yahoo! and Interpret, "Phase 2 of Video: Revolution Evolution," June 29, 2011

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High engagement

Mobile video ads at large appear to out-perform online video advertising from a completion standpoint. Average in-stream ad completion rates are 89% for mobile video ads, compared to 69% for online video ads as reported in YuMe's Q2 2012 Video Advertising Metrics Report. For short-form video specifically (under 5 minutes, which is most common on smartphones), FreeWheel also found a 68% ad completion rate in its Q4 '12 monetization report. Engagement levels are higher for mobile ads, with in-stream engagement levels averaging 1.6% overall, versus the 0.7% for online video ads as reported by VINDICO's Online Network Ad Insights report from October 2012.

Better targeting

Unlike posting your ad and hoping that someone who might be interested sees it, a pre roll video network specifically places your ad in front of videos or on sites that are related. The essence of Video Advertising is that the viewer is on the video page watching videos that they actually want to see, therefore if you can get themed or targeted video ads to suit, your on a home run! Your pre roll video network can find the right customers for you. If you have a brick and mortar location, a pre roll video network can use "geo targeting" or other technologies to advertise in your area. If you are online, your pre roll video network will advertise to customers who have been shopping for what you are selling. The possibilities are endless! We have many inquiries from local theme parks, shopping centers and tourist attractions for video advertising online.

Types of pre-roll ads



Premium pre-roll



Gaming pre-roll



In-banner pre-roll



Autostart sound on



**Autostart sound off
above the fold**



**Autostart sound off
below the fold**

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For a demo, get in touch with us !

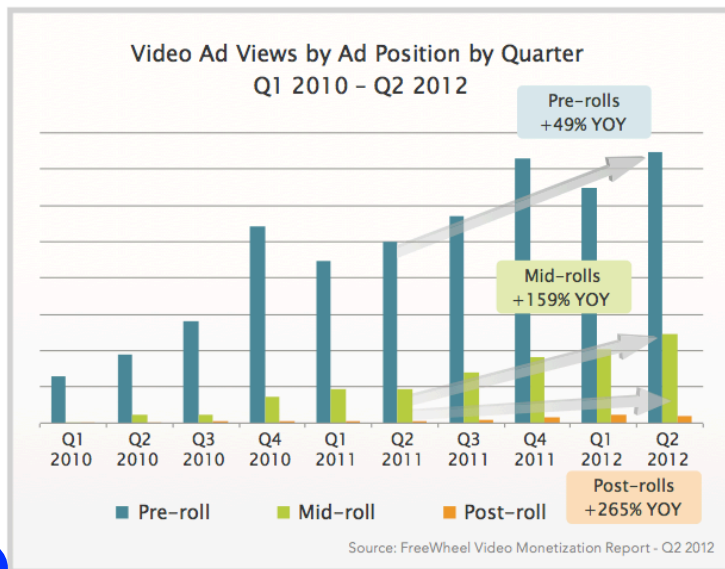
Source: BrightRoll

PLETHORA MOBILE RECOMMENDS

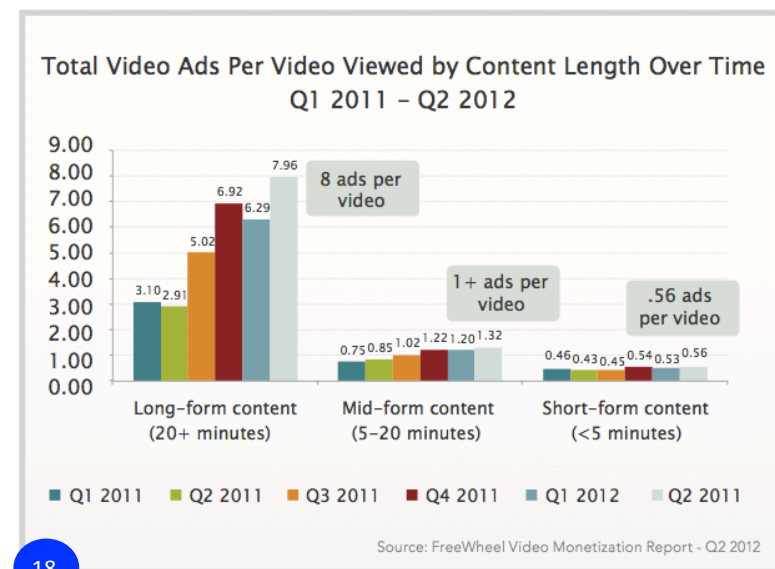


PART 4

Don't be afraid to use mid-rolls and post-rolls



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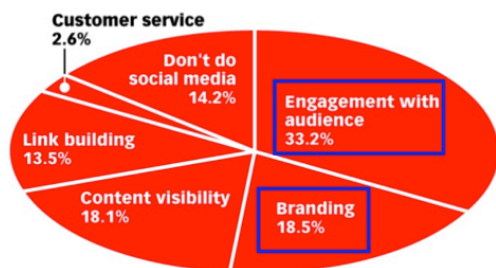
While all ad positions have grown over the past year, pre-rolls, which have been considered the de-facto standard ad position for digital video, showed significantly smaller growth than that of mid-or post-roll placements. In the same year-over-year period, pre-rolls grew at a rate of 49% while mid-rolls grew at a rate of 159% and post-rolls grew at a rate of 265% (Fig 17). Pre-roll growth rates should be expected to be lower, given that this position was often the first to be deployed. Growth in mid-roll advertising can be attributed to both more mid-form and long-form content being made available, as well as increased ad loads in long-form content (Fig 18). Growth in post-roll advertising can be most attributed to publishers creating content “playlists” – stringing together pieces of content, in which case a “post-roll” effectively acts like a mid-roll.



Integrate with social media to drive engagement

Primary Reason Their Company Uses Social Media According to Marketers Worldwide, May 2010

% of respondents



Note: n=8,804; numbers may not add up to 100% due to rounding
Source: SEOmoz, "SEO Industry Survey 2010," Nov 3, 2010

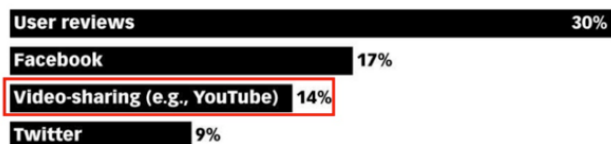
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Social Media Used by US Online Buyers to Make Purchase Decisions, Nov 2010

% of respondents



Source: GroupM Search and comScore Inc., "The Virtuous Circle: The Role of Search and Social Media in the Purchase Pathway," Feb 24, 2011

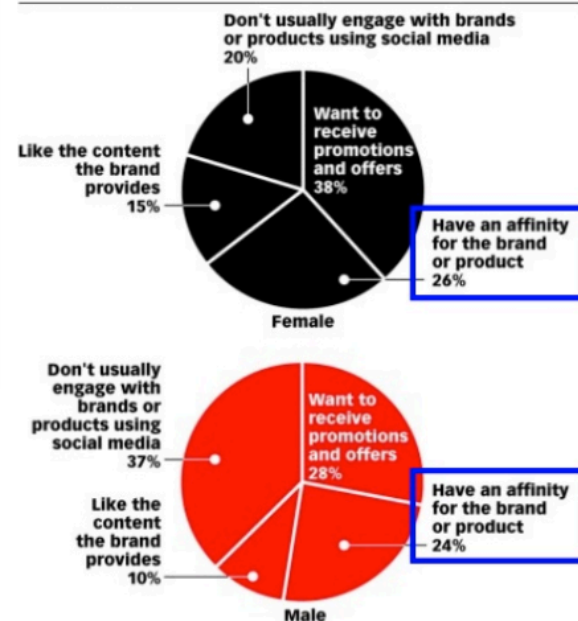
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Reasons that Generation Y Affluent Internet Users Worldwide Engage with Brands Using Social Media, by Gender, Nov 2010

% of respondents



Note: n=535 born between 1977-1991 who are on average projected to earn \$100,000 in the next two years; numbers may not add up to 100% due to rounding

Source: L2 Think Tank, "Gen Y Affluents: Media Survey," provided to eMarketer, Dec. 16, 2010

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Affinity is the reason about one quarter of GEN-Y respondents engage with brands on the social media sites (Fig 19 & 21). Fire up a video on your mobile device and you'll almost certainly observe how social media is playing a bigger role in the ad creative before or during the content. 30% of the in-stream mobile video ads carried across its network of 200+ mobile media properties in Q4 '12 included social media buttons like Facebook "Like" and Twitter "share." (Fig 20)

Those buttons are there for a good reason - as average engagement increased by 36% - from 1.6% to 2.1% - when social media buttons were included. This means advertisers that integrate social elements get more value for their campaign budgets.

Source: Rythm New Media



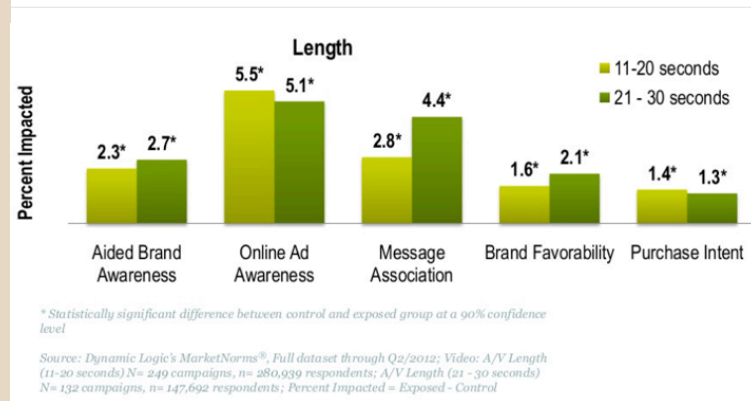
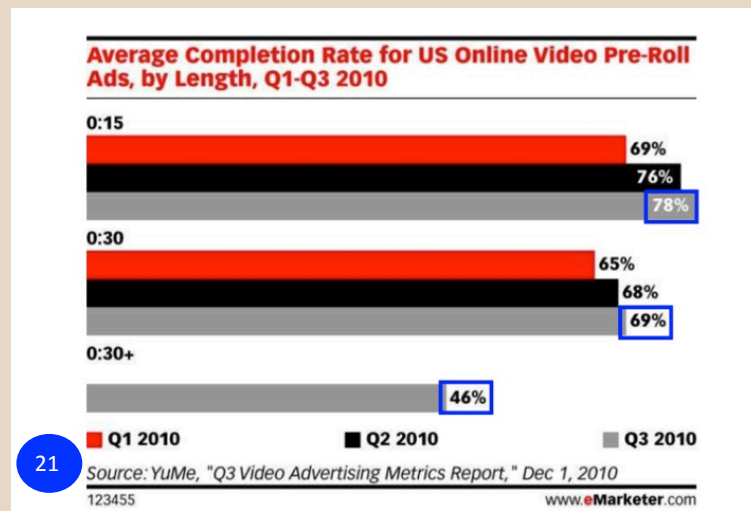
Use shorter duration creatives

Studies through Nielsen on mobile ad effectiveness are finding that consumers exposed to mobile video ads demonstrated significantly higher brand awareness, favorability and interest in purchasing. Mobile video has become a high performing vehicle to drive ROI and merits greater investment in cross-screen marketing campaigns. How can your brand launch an effective video ad for mobile platforms?

The ideal mobile video ad length was determined to be 15 seconds. Now a days even if your ad is motion picture quality, a mobile ad that is 6 minutes long will not produce the results you need. Our lives are very busy and keeping someone's attention for that long on a video advertisement is difficult. How long would you spend watching a mobile video ad?

Short form creative is typically more memorable, but long form is better for building awareness. Long form video may have an advantage in promoting certain brand goals such as messaging, but this advantage should be balanced against the lower completion rate and higher average costs for longer videos (Fig 22).

However, the trick is finding the right balance between monetization and continued visitor engagement. What's the opportunity cost of showing that 30-second ad before the clip of the cute kitten playing piano? Would a 15-second commercial deliver better all-around results? These are the questions that we will answer for you.



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Source: Dynamic Logic

Use interactive creative

Interactivity enhances ad breakthrough and message takeaway. Interactive video elements are attention grabbing, which supports awareness building goals (Fig 23).

Go viral

About 25% of the viral videos help boost awareness than increasing the purchase decisions (Fig 24).

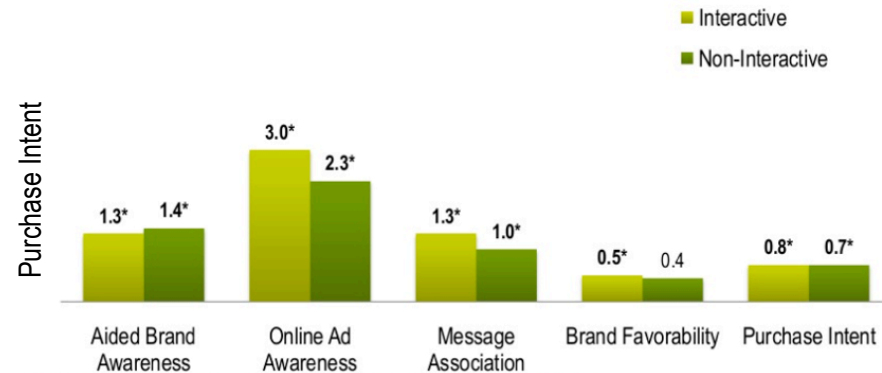
KISS

Keep it simple and smart. Traditional targeting techniques are more useful in case of mobile video advertising without too many demography layering (Fig 25)

- Geo
- By property- app or mobile web
- Device
- Operating system
- Content/ vertical

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Interactivity



* Statistically significant difference between control and exposed group at a 90% confidence level

Source: Dynamic Logic's MarketNorms®, Last 3 Years, Q2/2012; Interactive N= 444 campaigns, n= 432,206 respondents; Non-interactive N= 309 campaigns, n= 309,935 respondents; Percent Impacted = Exposed - Control

YouTube Marketing Tactics Used by B2B and B2C Marketers Worldwide, September 2009

% of respondents

	B2B	B2C
Post popular TV commercials that have already aired	30.9%	25.5%
Used YouTube for PR purposes	30.0%	30.1%
Used YouTube analytics to profile viewers	29.6%	27.0%
Gotten picked up by traditional media outlets	26.1%	29.9%
"Gone viral" in a big way—video with millions of views	23.3%	26.9%
Created a "video response" to negative videos	23.3%	23.1%
Driven sales with link to sales page from viral video	22.8%	20.0%
Created awareness of a brand with otherwise unfamiliar audience	22.4%	21.2%
Commented on negative videos (text)	17.1%	16.0%

Note: n=365 marketers who used the YouTube tactic and said it "worked great"
Source: MarketingProfs, "The State of Social Media," provided to eMarketer, December 10, 2009

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www.eMarketer.com

Ways that US Advertisers/Agencies Target Their Online Video Advertising, April 2010

% of respondents

Demographic	79.6%
Content category	73.5%
Behavior/intent	65.3%
Geographically	54.1%
Keyword	43.9%
Placement	43.9%
Retargeting	37.8%
Psychographic	32.7%
Time-based	18.4%
Technology platform	10.2%
None	1.0%

Note: n=98
Source: Tremor Media and DM2PRO, "State of Online Video 2010," April 12,

25

www.eMarketer.com

INVENTORY HIGHLIGHTS



PART 5



ANGRY BIRDS CLASSIC

The survival of the Angry Birds is at stake. Dish out revenge on the greedy pigs who stole their eggs.



ANGRY BIRDS RIO

What happens when everyone's favorite fierce fowl get caged and shipped to Rio? They get very angry!



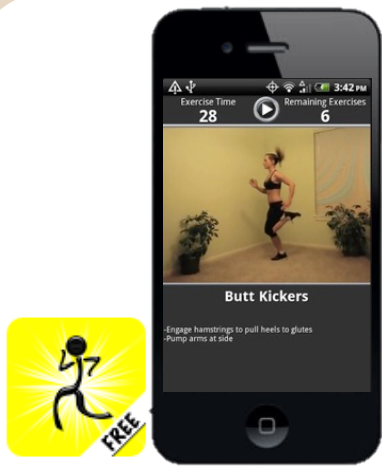
ANGRY BIRDS SPACE

ALL NEW ANGRY BIRDS GAME FROM ROVIO -- the #1 mobile game of all time blasts off into space!

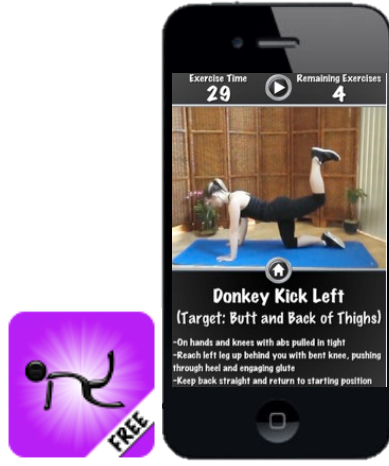


FILM ON

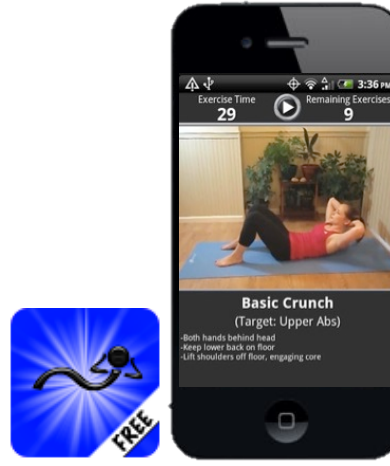
We host over 45,000 video on demand titles that have been cleared for worldwide distribution.



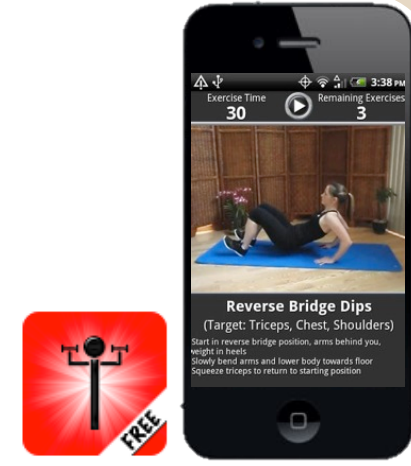
DAILY CARDIO



DAILY BUTT

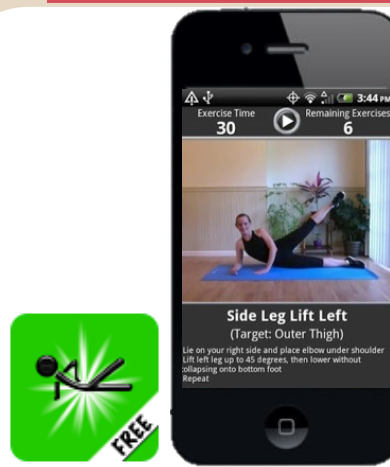
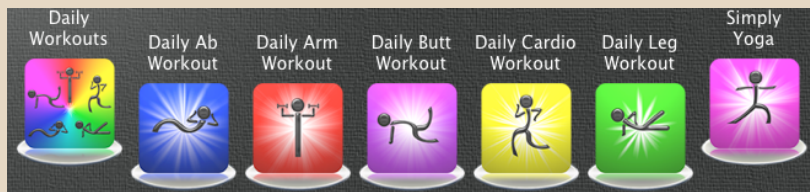


DAILY AB

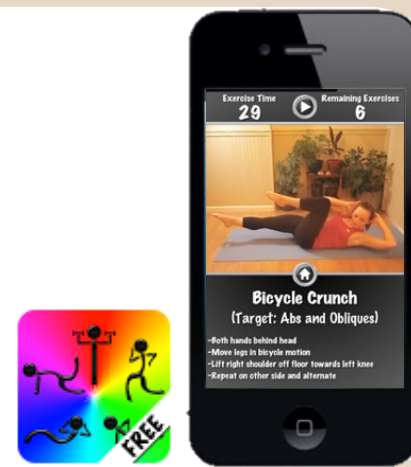


DAILY ARM

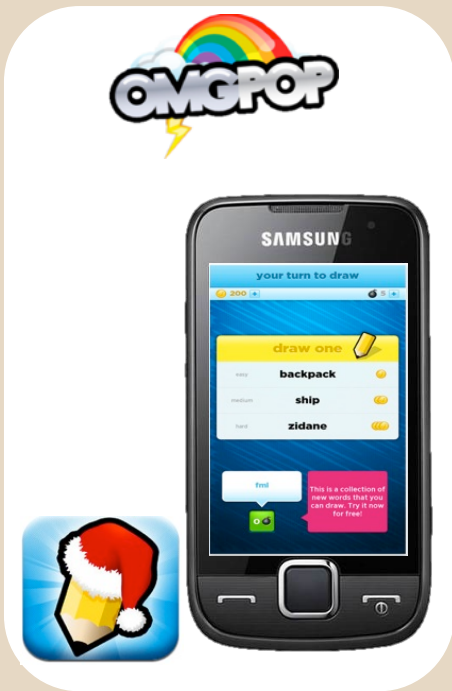
Daily Workouts provides great 5 to 30 minute daily workout routines for men and women that step you through some of the best exercises you can do in the comfort of your own home. These proven exercises, demonstrated by a certified personal trainer, target all major muscles. Spending just minutes a day can strengthen and tone your body. Daily Workouts combines the AB, ARM, BUTT, CARDIO and LEG apps. It also features full body, custom and random workouts.



DAILY LEG



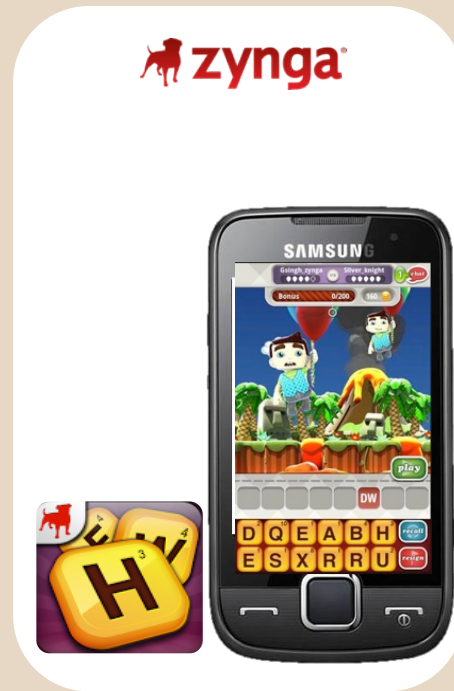
DAILY WORKOUTS



DRAW SOMETHING

Play the AD-FREE version of Draw Something, the most popular social drawing and guessing game in the App Store! Experience for yourself the laugh-out-loud game your friends are raving about!

Platform: Android



HANGING WITH FRIENDS

It brings a brand new twist to the classic game of hangman that adds creativity, strategy and fun for all ages.

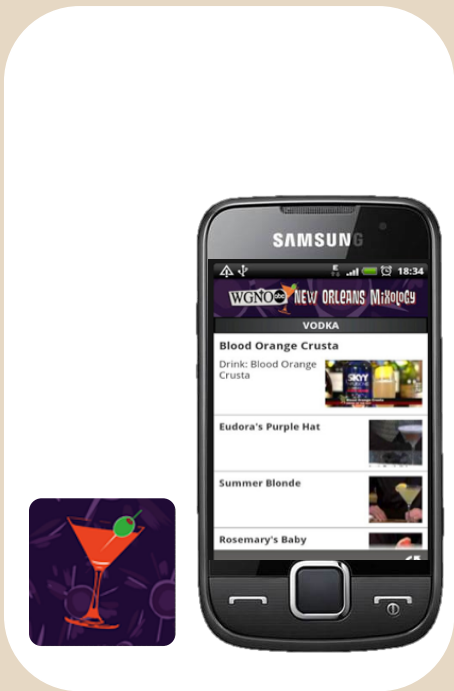
Platform: Android



HOROSCOPE

Need an instant answer to a question? Get your free "yes" or "no" Tarot answer plus a Tarot reading right at your fingertips!

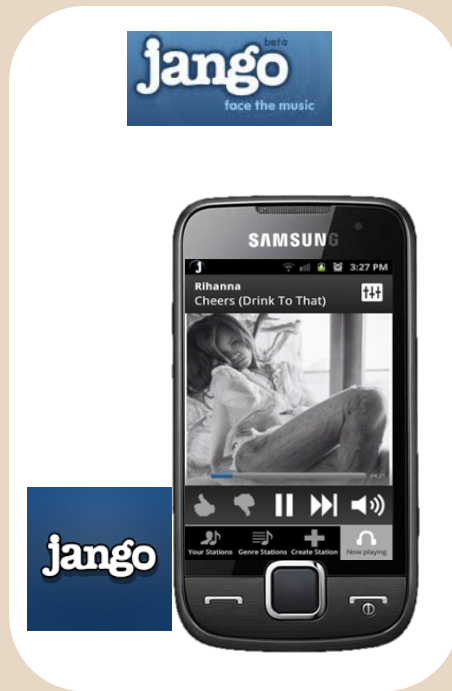
Platform: Android



MIXOLOGY

WGNO Drink of the Day/ New Orleans Cocktails. This app will lead you through the New Orleans Cocktail history, traditional and cutting edge, one drink recipe at a time.

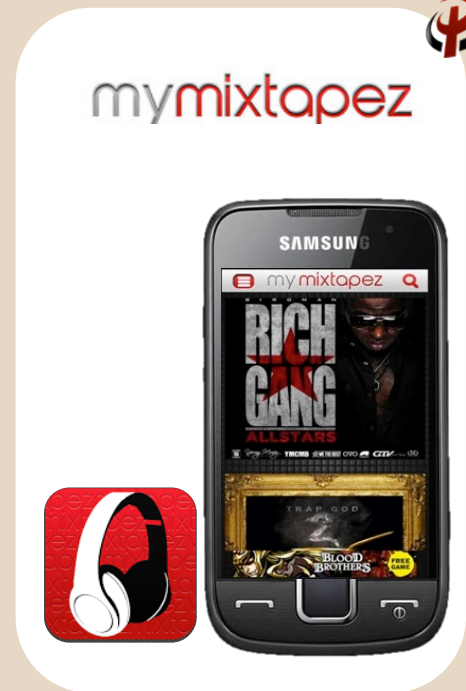
Platform: Android



JANGO RADIO

Jango Radio is free, personalized radio that plays the best music by artists you love.

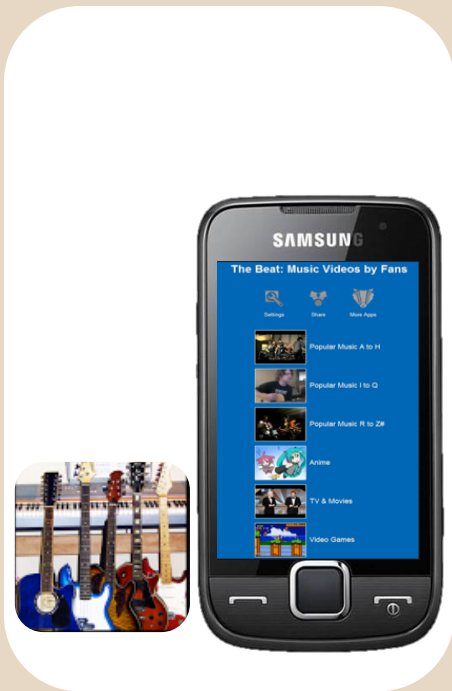
Platform: Android



MY MIXTAPEZ

Stream or Download Official Mixtapes on your Android Device. My Mixtapez turns your Android device into the ultimate Mixtape Downloader!

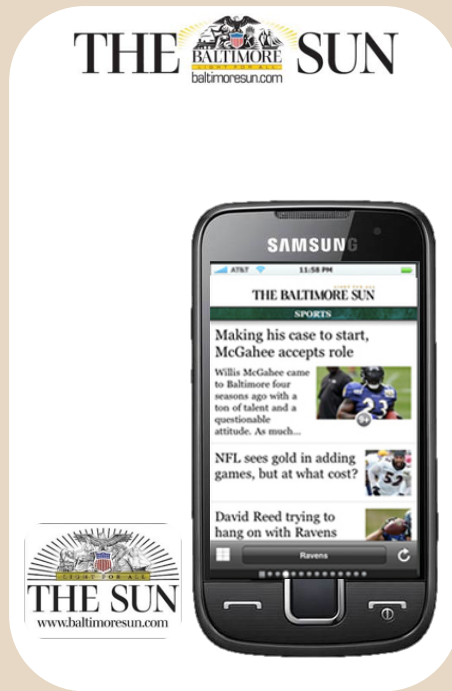
Platform: Android



MUSIC VIDEO BY FANS

The Beat: Music Videos by Fans presents the greatest, hottest and most incredible fan-made music videos, featuring hundreds of songs inspired by popular artists, TV shows, movies, video games, and anime!

Platform: Android



BALTIMORE SUN

News, business, sports, arts, lifestyle, opinion, archives, classifieds, food, travel and subscription and advertising information for the Baltimore region.

Platform: Android Web



LOS ANGELES TIMES

The Los Angeles Times is a leading source of news on Southern California, entertainment, movies, television, music, politics, business, health, technology, travel ...

Platform: Android Web

Orlando Sentinel



ORLANDO SENTINEL

Your comprehensive online resource for Orlando news and breaking news around Central Florida, information on weather, Orlando hurricane coverage, sports, ...

Platform: Android Web

SunSentinel

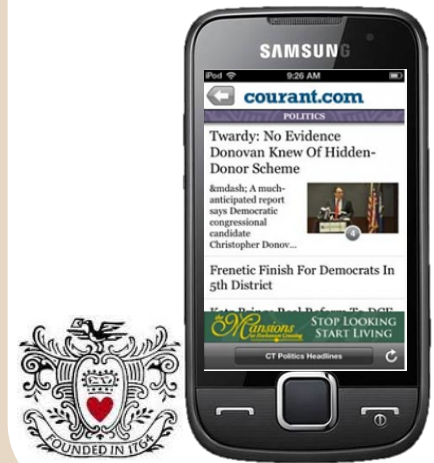


SUN SENTINEL

Covering breaking news, sports and weather in Broward, Palm Beach and Miami -Dade counties. Your source for hurricane coverage, Miami Dolphins, Miami...

Platform: Android Web

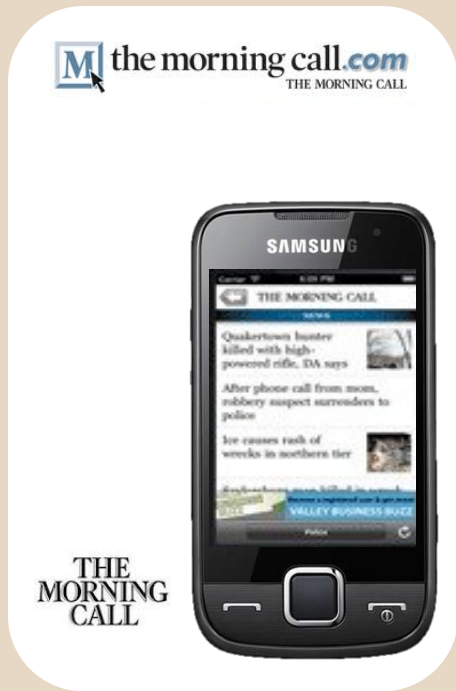
The Hartford Courant



THE HARTFORD COURANT

Breaking news, sports, weather and traffic in Hartford, New Haven and across Connecticut from The Hartford Courant

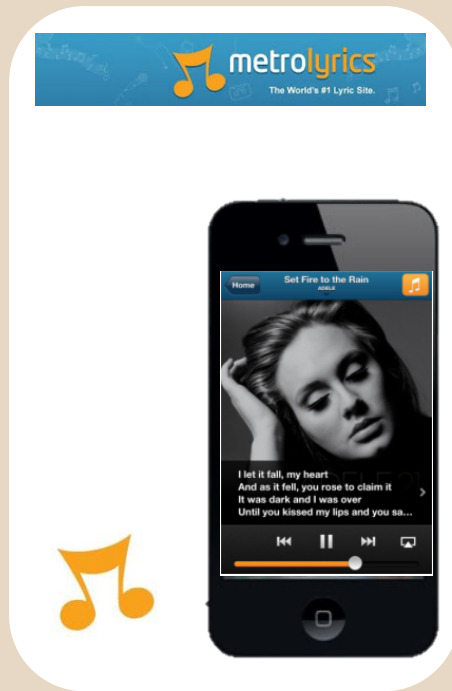
Platform: Android Web



THE MORNING CALL

Allentown, Lehigh Valley news from The Morning Call and mcall.com.

Platform: Android Web



CBS METROLYRICS

From CBS Mobile, the MetroLyrics iPhone app accompanies the popular lyrics website of the same name.

Platform: iPhone



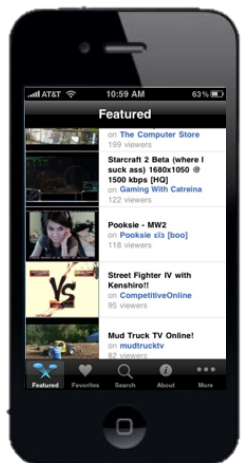
CBS THIS MORNING

Charlie Rose, Gayle King and Norah O'Donnell cover breaking news, politics, health, money, lifestyle and pop culture. Includes Rundown with video.

Platform: iPhone



Justin.tv



JUSTIN TV

Justin.tv is a website created by Justin Kan, Emmett Shear, Michael Seibel and Kyle Vogt in 2007 that allows anyone to broadcast video online.

Platform: iPhone



POGO US

Enjoy FREE puzzle, word, and card games like Poppit!™, Word Whomp™, Turbo21™, Mahjong Safari, Sweet Tooth 2™, and Phlinx.

Platform: iPhone



NFL PRO 2013

Football is back on your smartphone! The only free-to-play football simulation is now even richer, more immersive and more realistic.

Platform: iPhone



1001 ULTIMATE MAHJONG

Containing 1001 unique Mahjong stacks in one, beautifully crafted package, wrapped together with 8 slick themes, over 40 lovely backgrounds and 5 extraordinary tile sets this is a stunning Mahjong package.

Platform: iPad

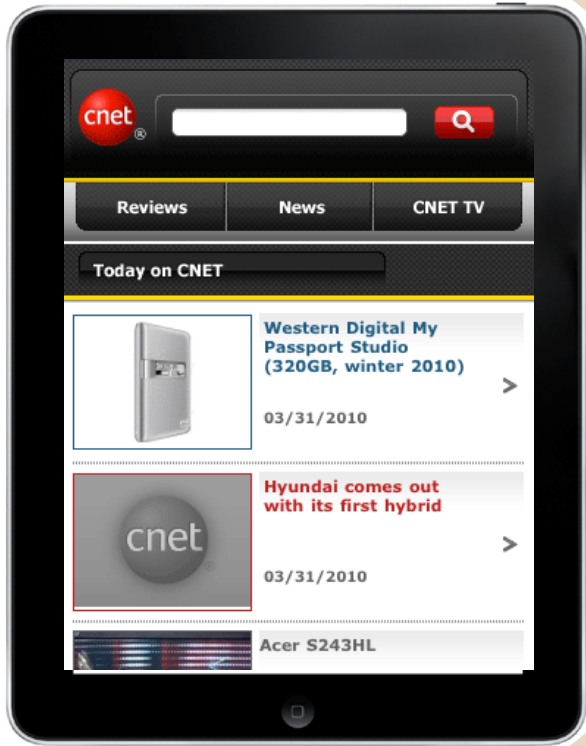
CBS NEWS



CBS NEWS

News covering all the latest breaking national and world news headlines, including politics, sports, entertainment, business and more.

Platform: iPhone, iPad



CNET

Reviews, news, and prices on tech products, as well as free downloads and newsletters

Platform: iPad



YAHTZEE TOURNAMENT US

Yahtzee, the dice game !

Platform: iPad

THANK YOU



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