

## [Ultimate Guide to Mobile Video Advertising](#)

Online video is perhaps the entertainment king of this decade and the coming ones. It has the potential to provide users with the most interactive experience and keep the attention of the viewers for a longer period than other types of content formats. Viewers are likely to show more interest in sharing videos with friends and others than other content formats. Whether in Phoenix or any other area, maximum video consumption happens on mobile phones. That's why [Video AD for Mobile Devices](#) has become widely popular. Indeed, this is wonderful news for all video publishers.

The growing vogue for video content is an excellent chance for mobile video marketing professionals and video advertisers to strike into a lucrative market. Therefore, more people were quick enough to capitalize on this great opportunity.

### **1. Instream Mobile Video Advertisement: Encourages Sharing**

The users of websites such as YouTube might be aware of instream video ads. This type of video ad plays either before, during or after the streaming of an online video. Instream video advertising is the most common type of mobile video ad and this is primarily because of YouTube's popularity.

### **2. Interstitial Video Advertisement: Popularizing Content**

Interstitial video advertisements are the type of advertisements that keep popping up in short clips embodying full screen. They commonly come in mobile application use in the midst of screen transition.

### **3. Outstream Mobile Video Advertising: More Brand Awareness**

Outstream mobile video advertising needs video advertisement in-feed serving. These advertisements usually come as sponsored video content before the audience while they scroll their feeds.

### **4. Gamified Mobile Video Advertisement: Better Engagement**

Gamified [video advertisements](#) are interactive video advertisements that allow users to engage in mini-games or interact with the advertisement in any other way.

Game-like mobile video advertisements are amongst the best ways to indulge consumers in Video AD for Mobile Devices.