

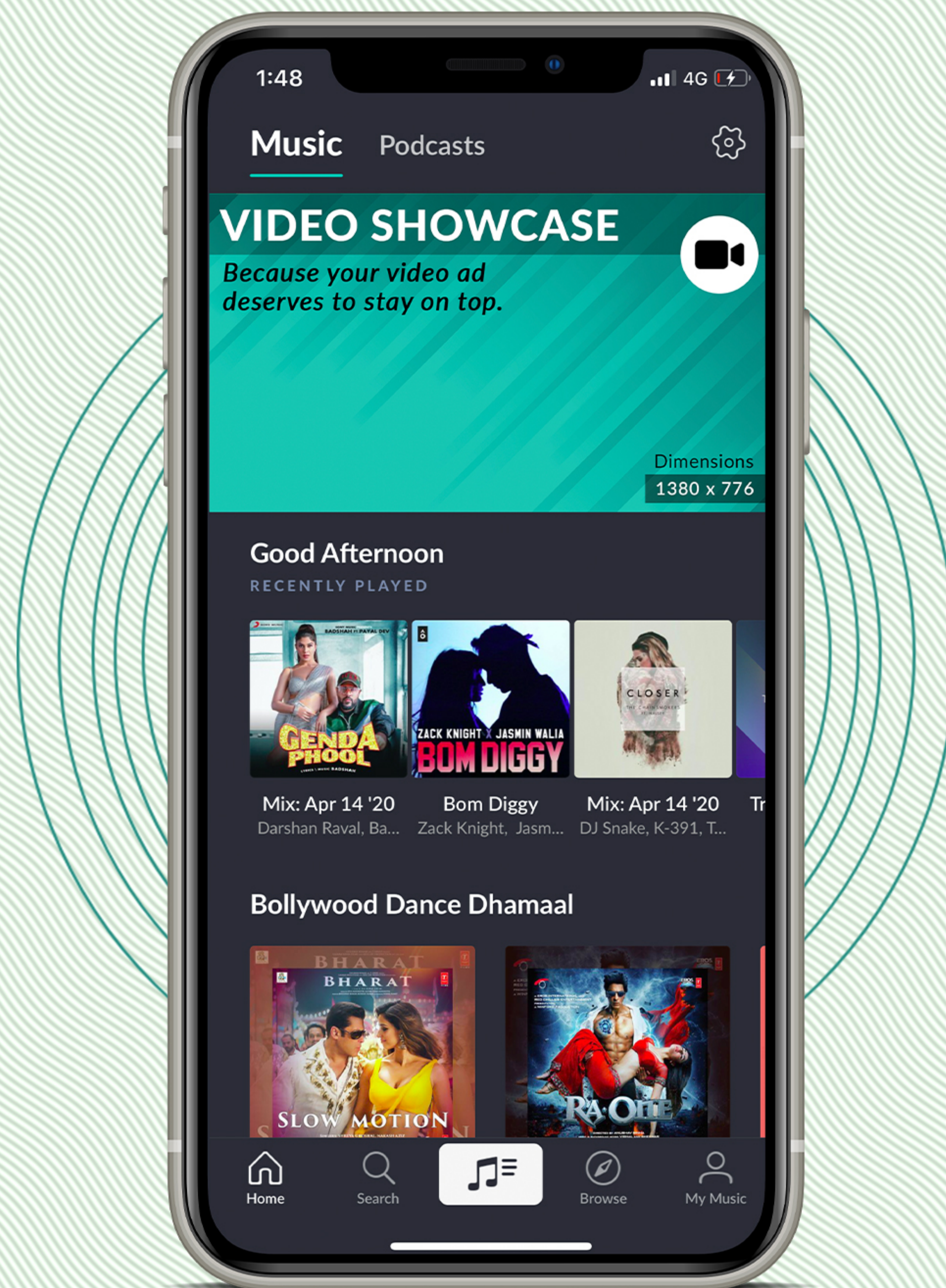
VIDEO SHOWCASE VIDEO SHOWCASE VIDEO SHOWCASE VIDEO SHOWCASE



Auto-play your brand's video right on top of our homepage and take your audience on a visual journey.

Video Showcase is a creative variation of Showcase, that allows you to deliver a video experience to your audience as they explore the homepage. The video **auto-plays on mute**, and provides the option to **customize the headline**, logo, and CTA button according to your brand.

This ad experience is always on and does not disappear from the homepage for 24 hours.



Achieve your Objective

- Reach
- Awareness

Measure the Impact

- Impressions
- Unique Reach
- Click-Through Rate
- View-Through Rate

Additional measurement powered by Nielsen or Kantar

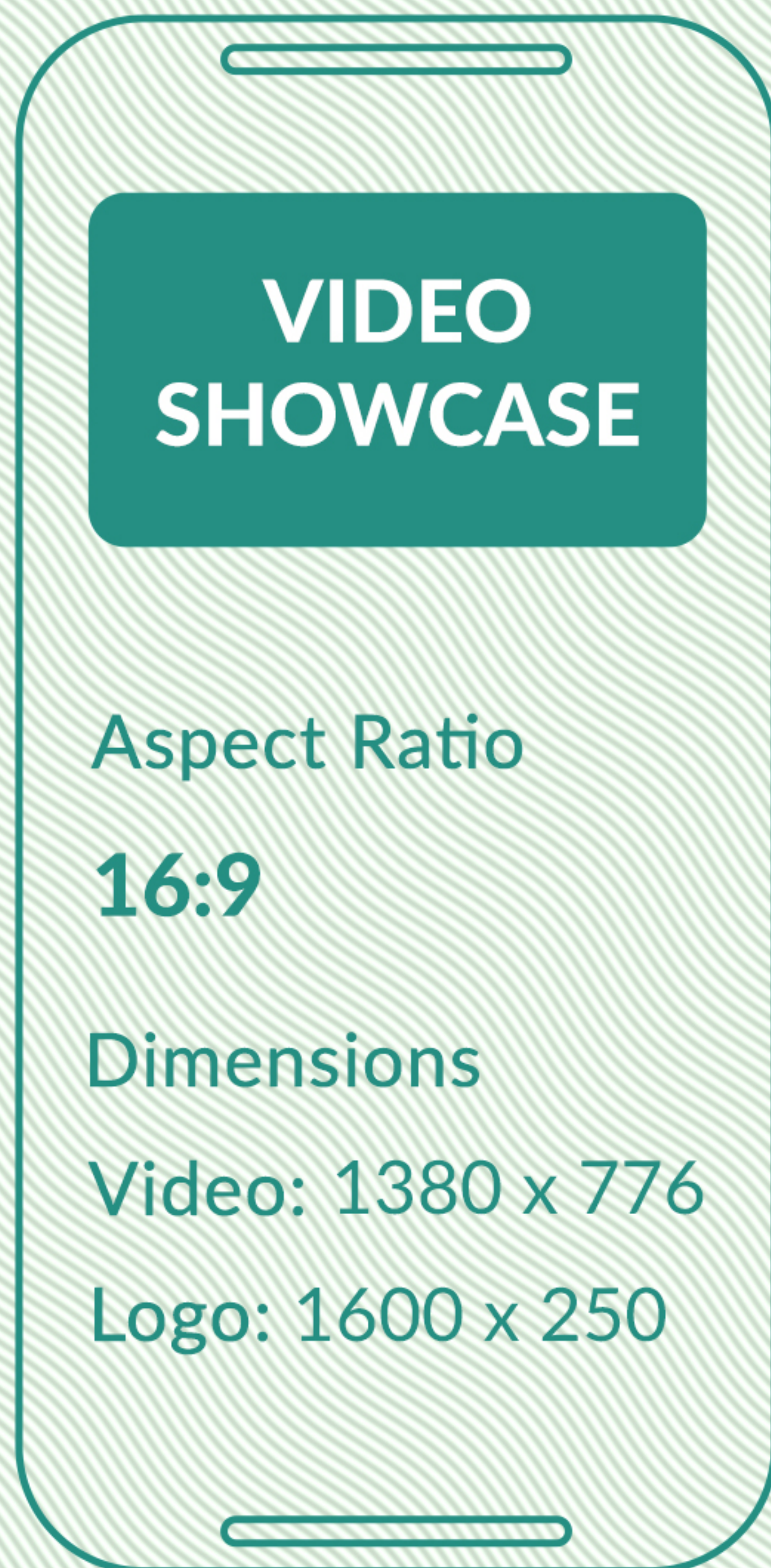
Why Brands Choose Video Showcase

- High-Reach
- High-Impact
- Auto-Play on Mute
- Clickable

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Specifications



Format
Mobile Video

Max. Video Length
15 Seconds

Media Type
MP4

Placement
Top of JioSaavn's
Homepage

Click-Through
Supports Internal Deeplinks and External URLs

Tracking

Impression and Click Tracker

Buy Type

Cost per Day (CPD)

Creative Variations

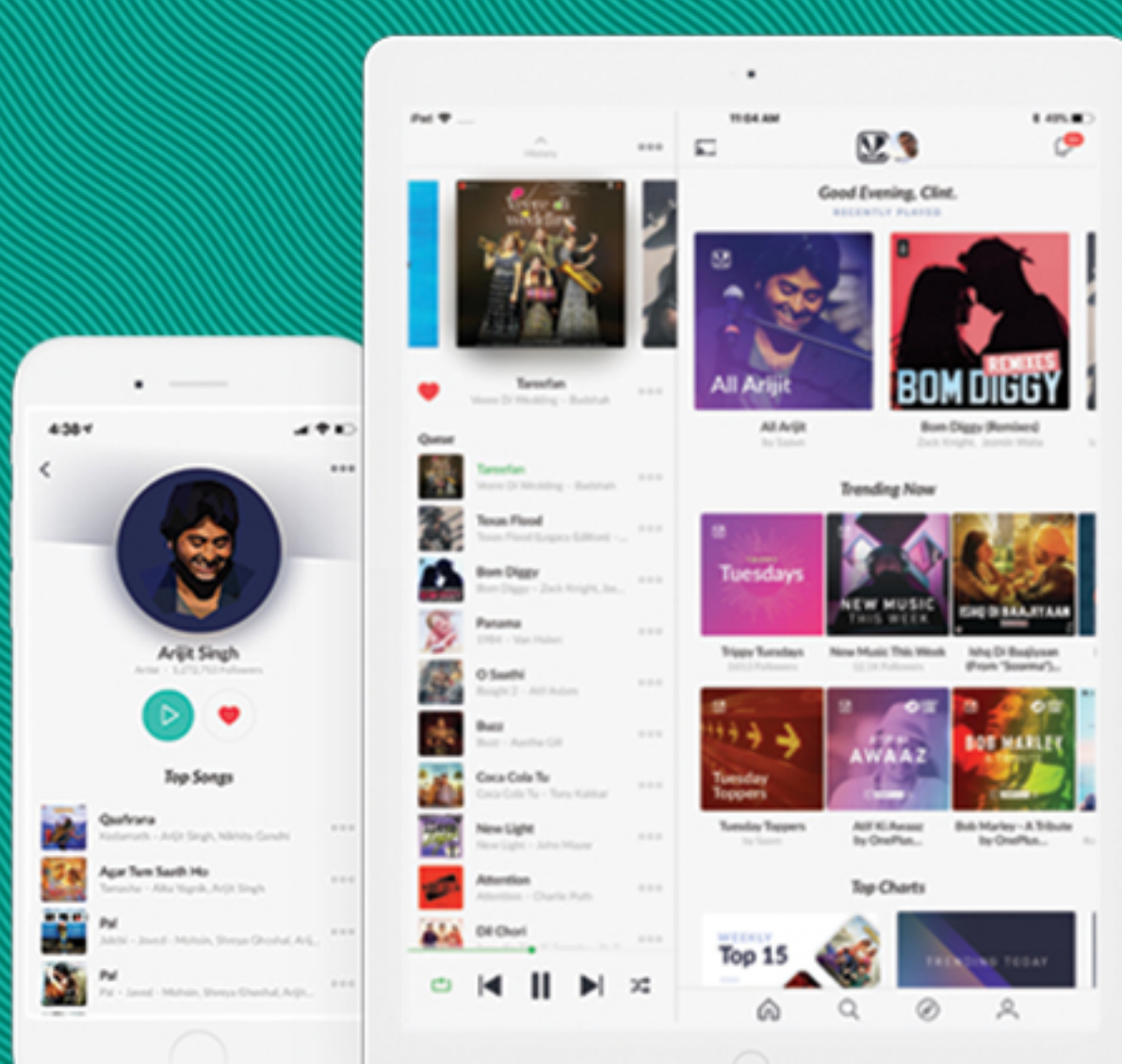
Showcase, Slideshow Showcase,
Collection Showcase

Targeting

High-Reach Unit with No Targeting

Programmatic Partners

 Display & Video 360



JioSaavn Amplifies Everyday Moments.
Grow brand love by connecting with millions of listeners
in a passionate environment.

Ready to Share Your Brand Story?

Reach out to us at: advertising@jiosaavn.com