

Marketer's Guide

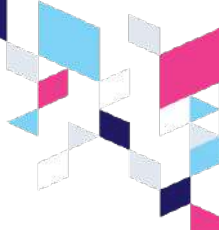
Innovative thinking to make a lasting impact on your business growth.

The Power of Premium Video What It Means for Multiscreen TV and Why It Matters to Marketers





The power of Premium Video aligns with key marketer benefits of Multiscreen TV



The essence of 'premium video' is rooted in high quality, emotionally engaging content within transparent, brand safe environments across platforms and devices. **These core pillars also directly align with the value and benefits of multiscreen TV.**

Why should investing in premium video matter to marketers?

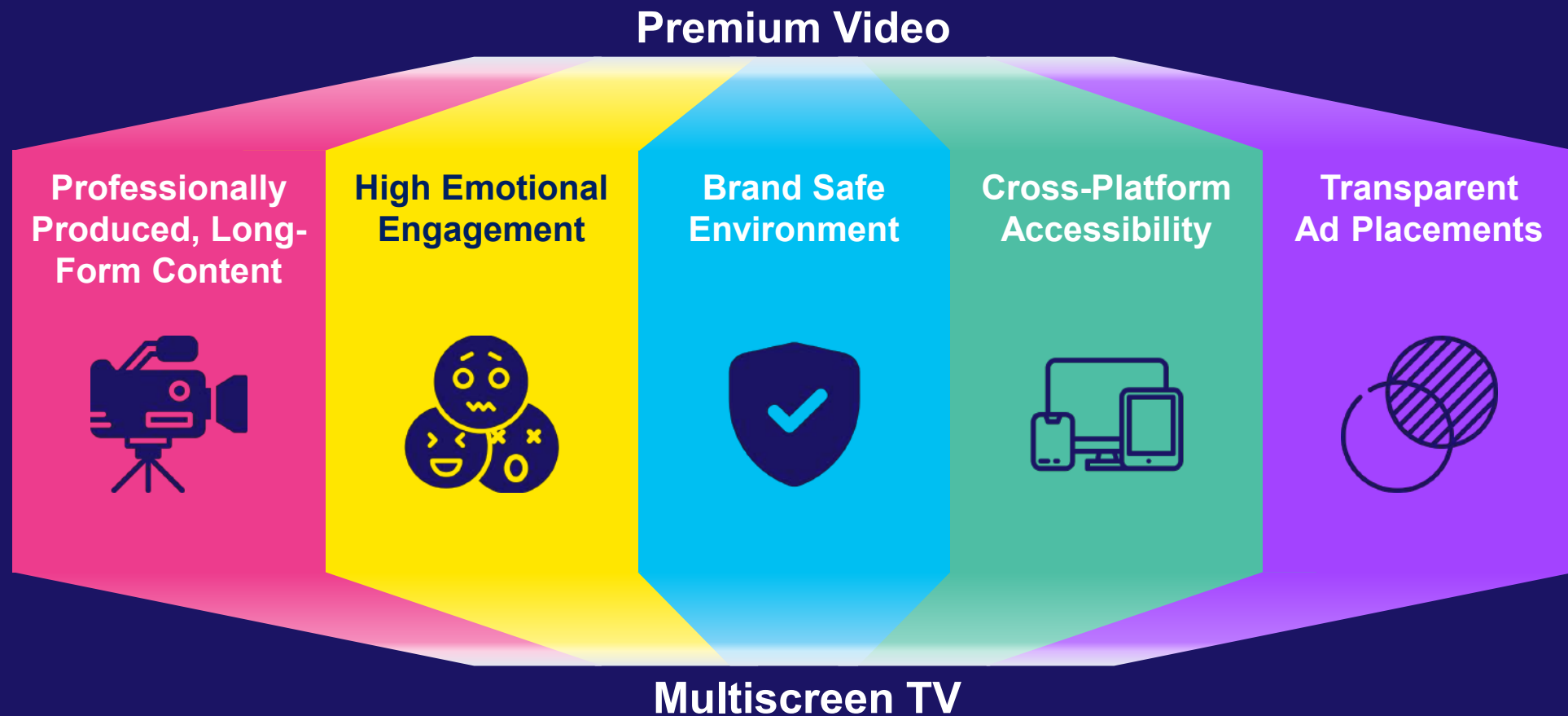
The pillars of premium video, and multiscreen TV by extension, combine to drive full-funnel performance and business outcomes for marketers:

- High quality content develops a **positive halo effect** for brands by **boosting ad recall, consumer perception** and **brand salience**
- Emotional engagement increases **brand favorability** and **purchase intent**
- Brand safe environments build **consumer trust** and drives **conversion rates**
- Cross-platform buying strategies create **higher attention** and **greater purchase intent**
- Transparency protects and **preserves brand value** and has a **positive effect on brand profitability**

Continue reading to learn more about how the power of premium video fuels the key benefits of multiscreen TV and why it matters to marketers...

The **defining pillars of Premium Video** align directly with the marketer benefits of **Multiscreen TV**

Professionally produced, long-form content with high emotional engagement in a brand safe environment regardless of platform or device and through transparent media partners



Premium video equates to high quality environments which captures audience attention and delivers compelling, thematically relevant content

Indicators of a Quality Viewing Environment



The channel's main formats can deliver **high levels of eyes-on-attention**



The programming or content the ads sit around is of **sufficient quality to attract and retain the audience for a long period**



The channel offers the **opportunity to place an ad next to thematically relevant content** or programming, and the scale of that opportunity

Source: WARC, *Fragmentation forces media planners to rethink the founding principles of their craft*, per Zenith research, Jan 2023.

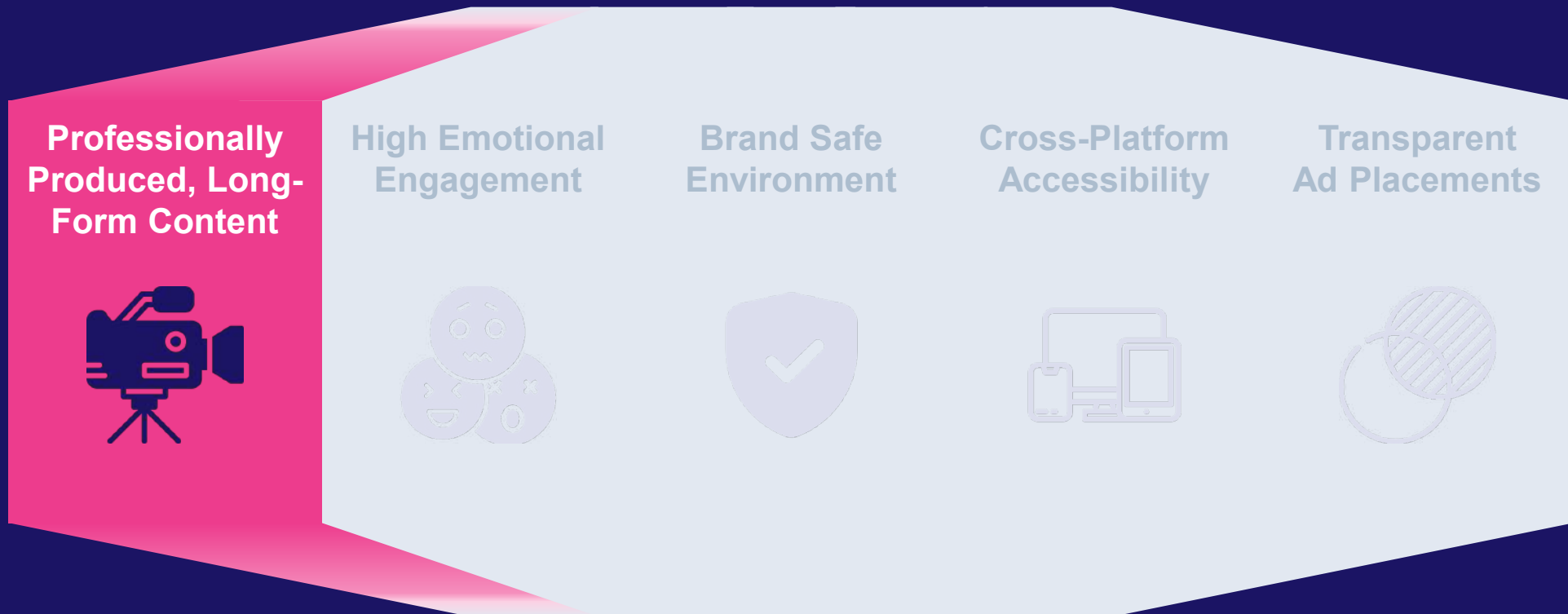
To appreciate the value of premium video,
it's key to understand what each pillar means
for multiscreen TV and why it matters to
marketers



Premium video captivates audiences through **professionally produced, long-form content** which creates a positive halo effect for advertisers

Professionally produced, long-form content with high emotional engagement in a brand safe environment regardless of platform or device and through transparent media partners


Premium Video



Multiscreen TV

High-quality video environments have specific characteristics that differentiate them from lower quality platforms

What differentiates premium content found on multiscreen TV in all its forms from user-generated content (UGC) on digital platforms?



Content Duration



Complex Character Development



Emotional Storytelling



High Production (e.g., multiple camera angles)



Brand Safe Environment

Download VAB's ['What Is TV'](#) to learn more.

Nearly all consumers view the rich viewing experience of long-form video programming as the 'gold standard' of premium content

▶ Long-form content's production value, exclusivity and ability to connect friends and family are key reasons viewers define it as a premium video experience



97%

of viewers believe that long-form is the 'gold standard' of premium content



9 in 10

viewers say watching long-form premium content is a valuable use of their time



62%

Value brands that advertise in long-form premium content

Source: DIRECTV Advertising, *Premium, Defined: Long-Form Content Drives Ad Success*, May 2024. Note: 'Long-Form Content' refers to video content longer than 20 minutes.

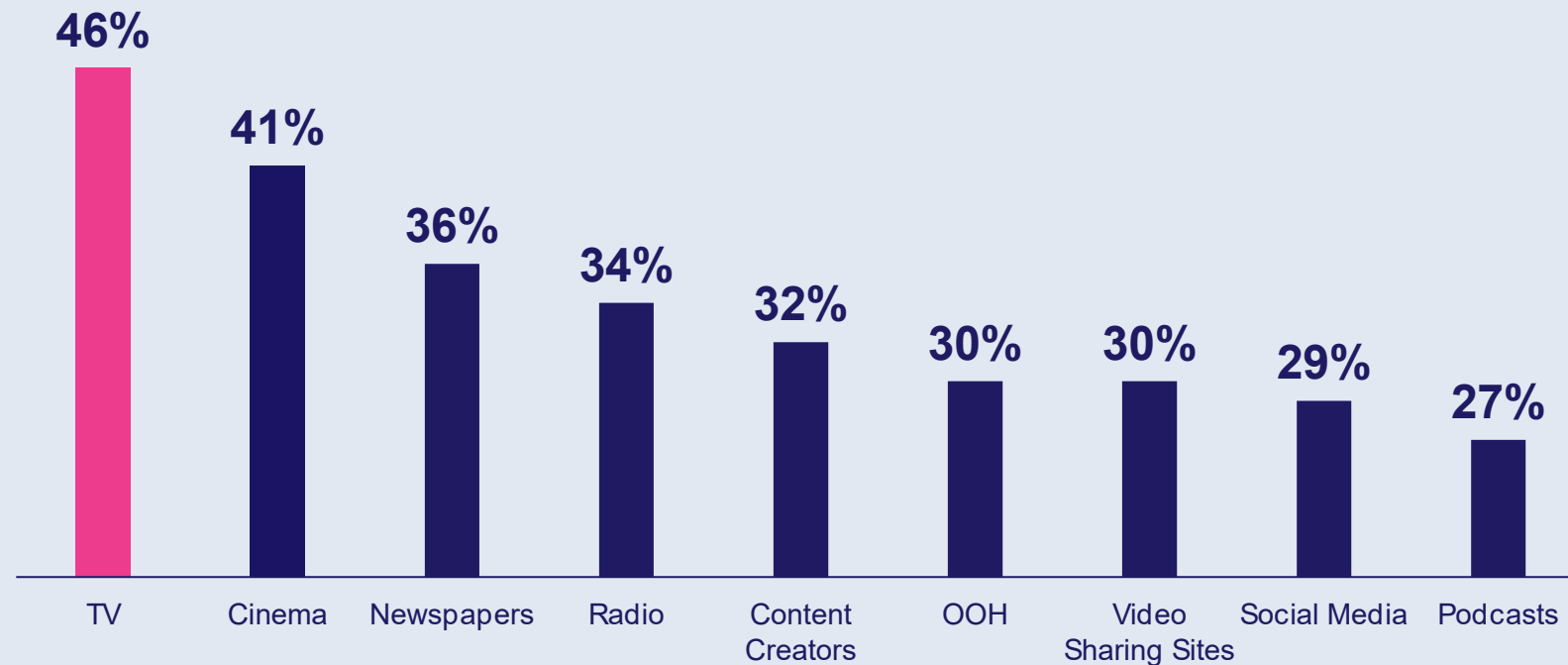
The 'halo effect' of premium environments boosts consumer perception of advertisers compared to all other platforms, especially social

Media signaling:

The perceived cost and scale of an advertising channel that can **enhance brand attributes** in the eyes of the consumer.

Signaling determines a platform's ability to strengthen brand perception in terms of its **financial footing, popularity** and **degree to which it could be trusted**.

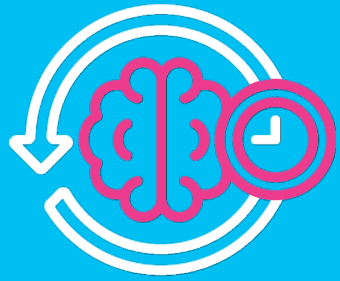
'Signaling Strength' by Channel



How to read: 46% of respondents believe TV advertising enhances a brand's attributes

Source: WARC, *Why media quality will take centre stage in 2024*, 1/22/24.

Premium content amplifies brand attributes, fostering higher recall and stronger brand positioning through high-quality, credible environments

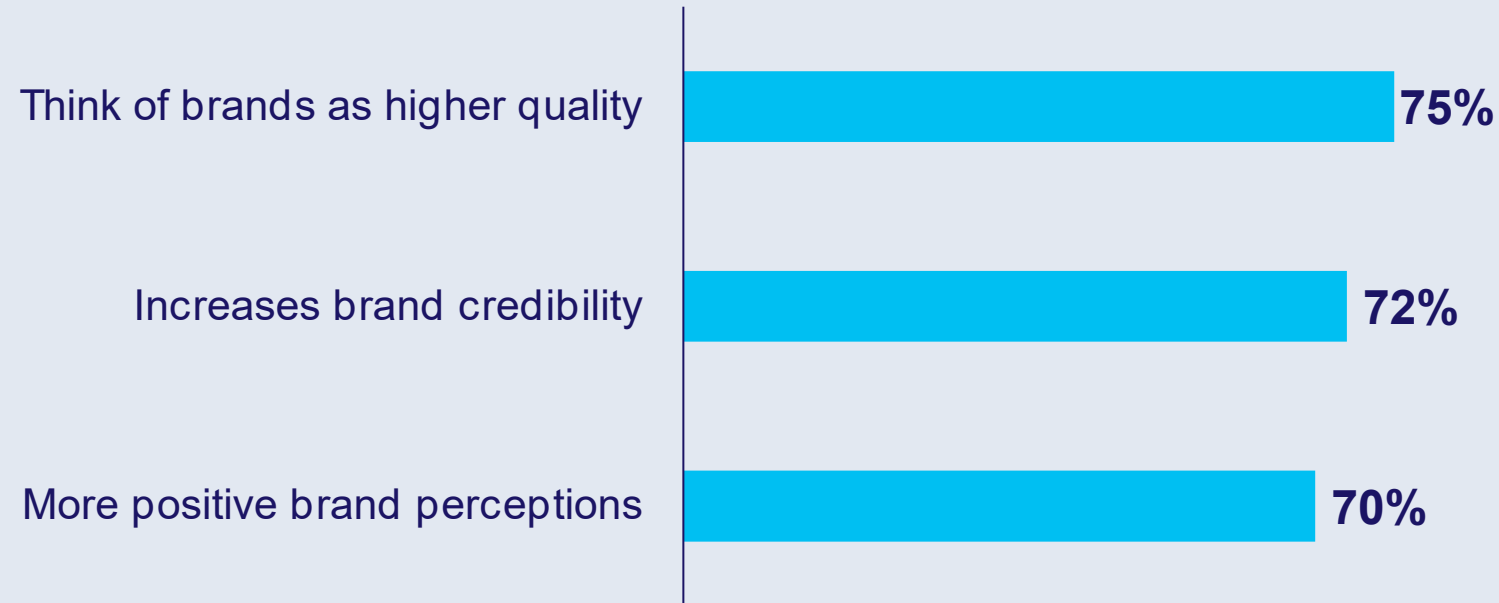


+58%

Higher recall for premium compared with non-premium content

Premium Content Compared to Non-Premium Content*

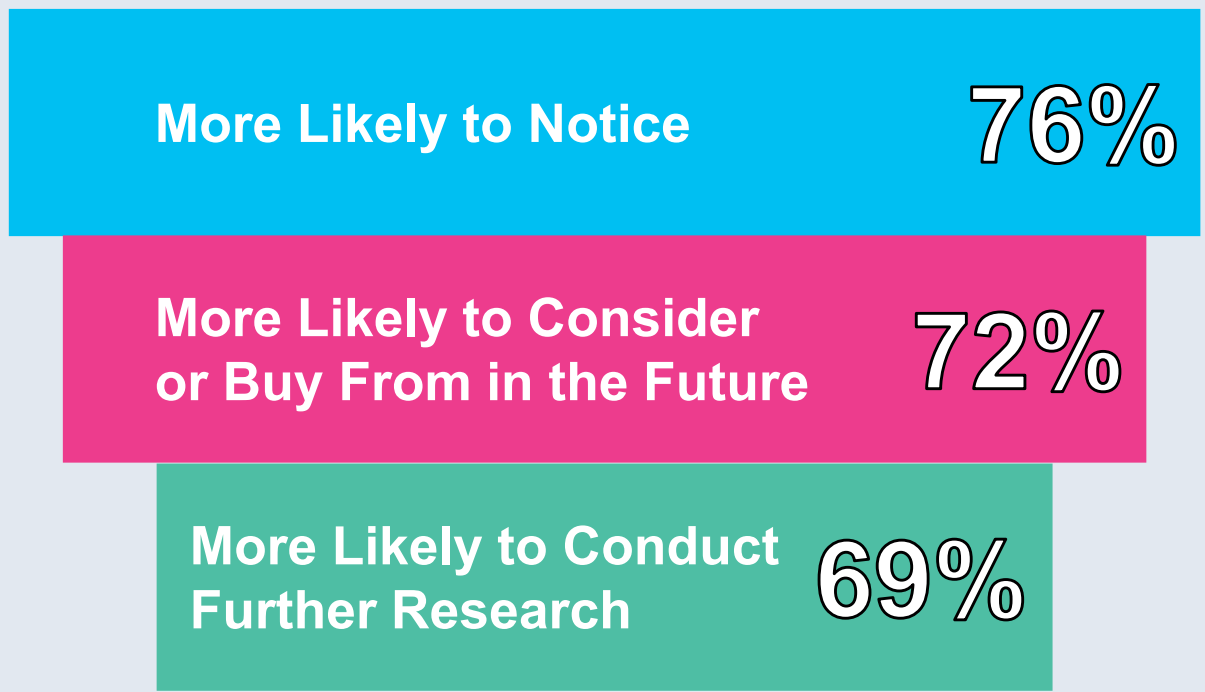
% of U.S. respondents who agree



Source: Comcast Advertising, *What is Premium*, Nov 2023. Note: Premium content in the study was publisher created episodic content with 100% of the ads viewable. Non-premium content was individual created short form content with 50% of the ads viewable. All content was delivered on a TV screen. *NBCUniversal and FreeWheel, *Prescribing Premium: What a high-quality viewing experience means for consumers and why advertisers should take advantage of it*, September 2024. Reflects U.S. respondents only.

Increased credibility and quality perception means that ads in premium environments are more likely to drive brand salience and customer action

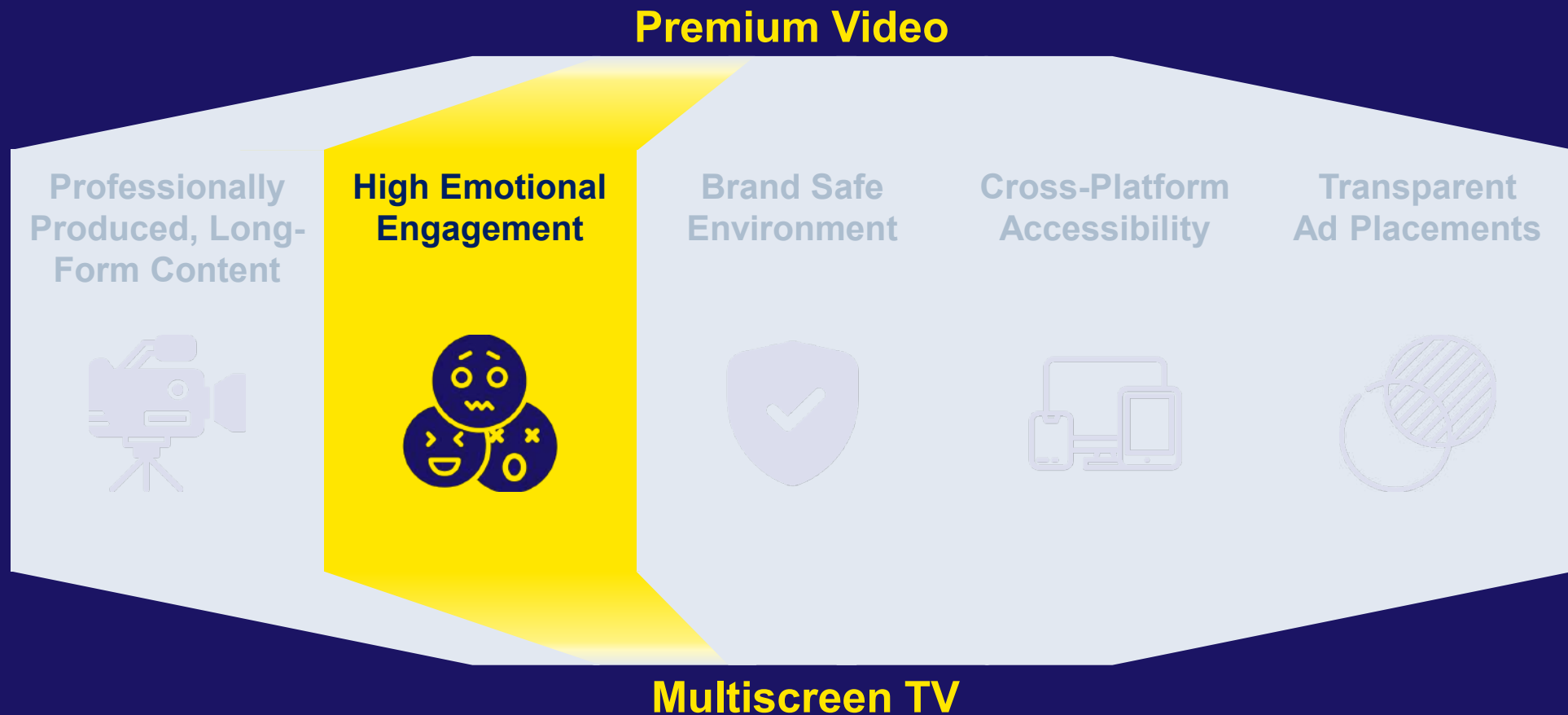
Premium Environments Compared to Non-Premium % of U.S. respondents who agree



Source: NBCUniversal and FreeWheel, *Prescribing Premium: What a high-quality viewing experience means for consumers and why advertisers should take advantage of it*, September 2024. Reflects U.S. respondents only. Note: Premium content in the study was publisher created episodic content with 100% of the ads viewable. Non-premium content was individual created short form content with 50% of the ads viewable. All content was delivered on a TV screen.

Premium video fosters deeper audience connections through **high emotional engagement** which drives brand favorability and purchase intent

Professionally produced, long-form content with high emotional engagement in a brand safe environment regardless of platform or device and through transparent media partners



Exciting, high-quality premium content captures audience attention and fosters engagement through strong emotional connections

▶ Aligning ads with emotional content can quadruple their effectiveness in creating impact and building brand equity*

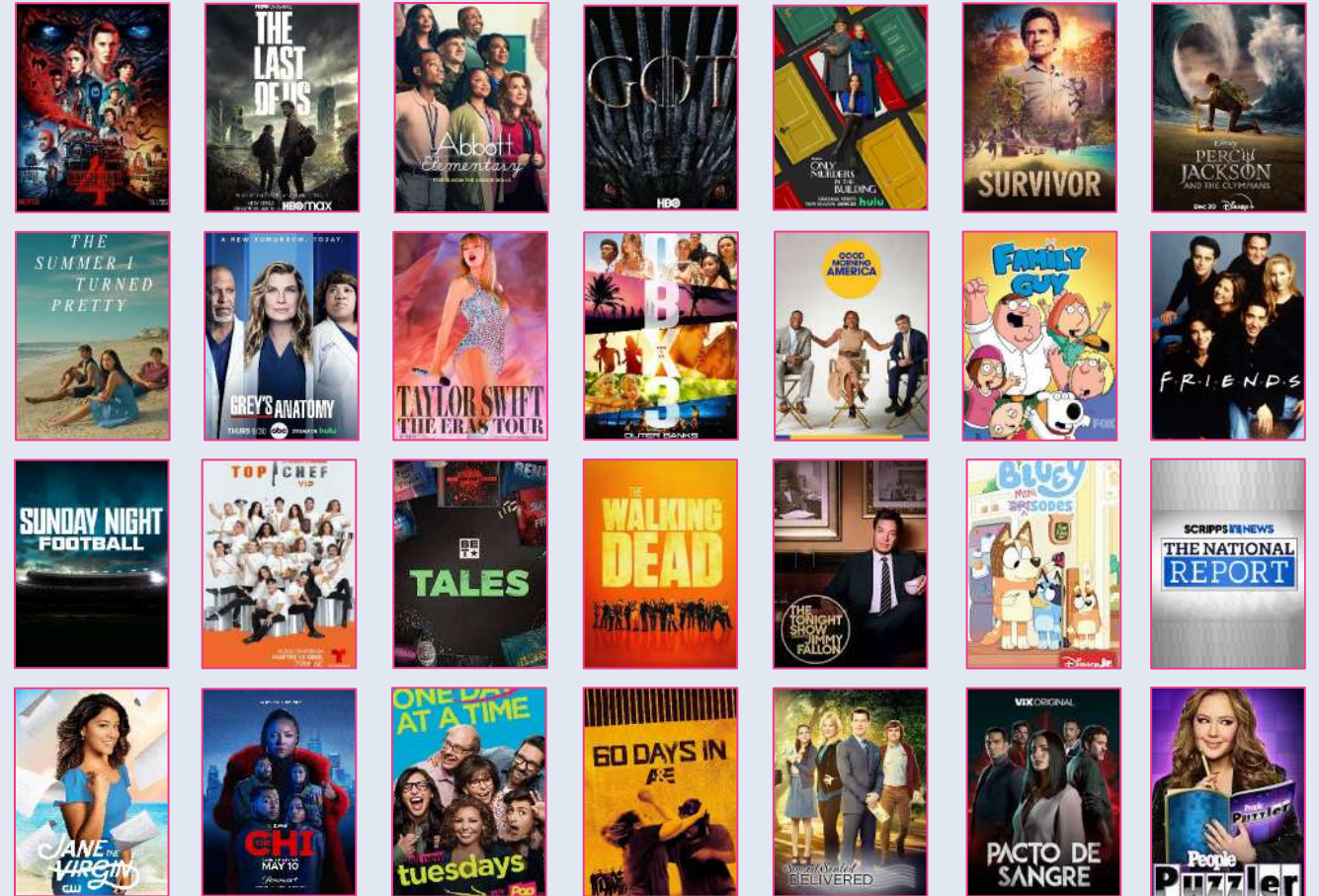
'Emotion' is the new 'Premium'

'Premium content' – industry shorthand for advertising impact – has primarily been related to the cost of production, with more expensive programming being deemed more premium.

However, research suggests that 'premium' has more to do with the **emotional connection** viewers have with their favorite content, which can be significantly impactful at **driving ad receptivity**.

Source: Kantar, *Harness the power of emotion in digital advertising*, 3/13/2023.

Sampling of Premium Video Programming



Audiences' passion for premium video reflects its ability to foster deep emotional connections and enduring appeal



Adult's Passion for Premium Video Across Screens

A18+



Linear TV

74%

say that they
'just love watching TV'

(A18-34: 74%)



Streaming

73%

say that they
'love streaming TV shows'

(A18-34: 79%)

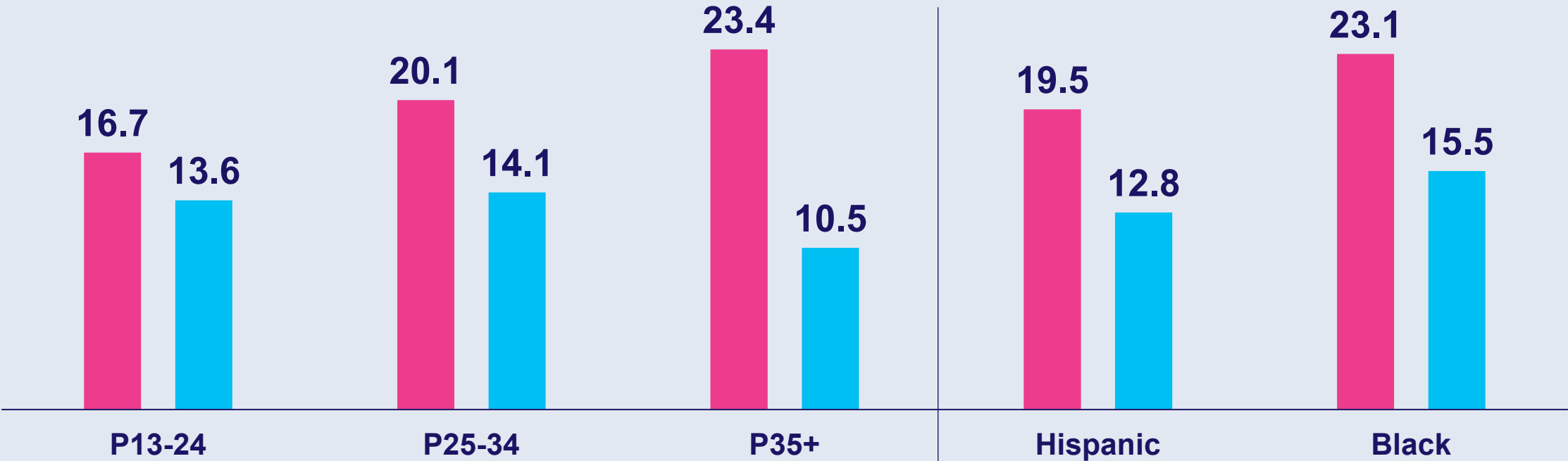
Source: VAB analysis of MRI-Simmons November 2024 Cord Evolution, Study/ Based on A18+ respondents, 'any agree.'

On average, people across all ages and demographics spend much more time with premium video than with social video & UGC platforms

Hours Per Week Spent Watching TV Shows & Movies vs. Non-premium Videos

Among weekly non-premium video content viewers




■ TV Shows / Movies ■ Non-Premium Video



Source: Hub Entertainment Research, *Video Redefined*, January 2024. Based on survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted); P25-34 respondents = 285 (unweighted); P35+ respondents = 995 (unweighted). Hispanic respondents = 325 (unweighted). Black respondents = 228 (unweighted). Data collected December 2023. 'Non-premium video' includes short-form or user-generated video on YouTube, influencer video content, etc. Download VAB's ['The Big Picture: 12 Key Charts on the Impact of TV & Streaming vs. Social Media Platforms'](#) to learn more.

People form more meaningful bonds with characters and personalities from premium video content compared to social media

% of platform users who 'feel personally connected to a character / personality' on the following platforms

	13-24		25-34		35+	
	%	TV / Streaming vs. Social Media % most likely*	%	TV / Streaming vs. Social Media % most likely	%	TV / Streaming vs. Social Media % most likely
TV / Streaming	39%		41%		38%	
 TikTok	32%	+21%	26%	+56%	23%	+67%
 snapchat	24%	+63%	22%	+83%	21%	+84%
 Instagram	30%	+29%	33%	+23%	26%	+48%
facebook	27%	+47%	27%	+51%	20%	+91%
You Tube	31%	+27%	33%	+23%	27%	+40%

***How to read:** P13-24 are **21% more likely** to feel personally connected to a character / personality from TV or streaming content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Video Redefined* report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). P25-34 respondents = 285 (unweighted). P35+ respondents = 995 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms? Based on users of the platform.

Premium video creates positive vibes which makes people more inclined to purchase products they see advertised

Impact of Positive Mindset on Response to Advertising

+18%
Increase in brand favorability

+35%
Increase in purchase intent

Source: Hearst, *Power of Positivity*, 2023.

The deep emotional connection that premium video fosters is more likely to inspire customer action and the purchasing of goods and services

% who 'have eaten at a restaurant or purchased a cookbook' that was featured in content on the following platforms

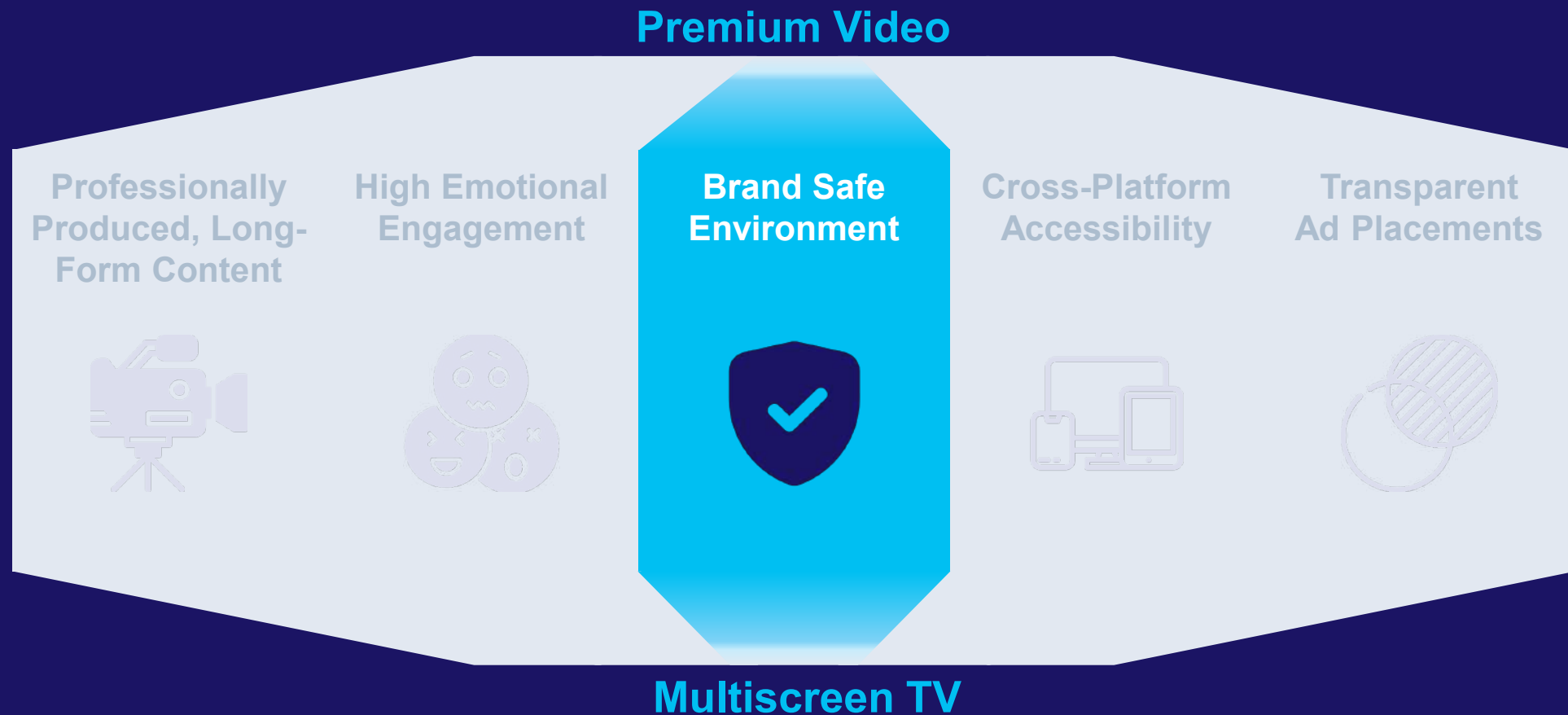
	13-24		25-34		35+	
	%	TV / Streaming vs. Social Media % most likely*	%	TV / Streaming vs. Social Media % most likely	%	TV / Streaming vs. Social Media % most likely
TV / Streaming	21%		21%		17%	
TikTok	16%	+27%	19%	+6%	13%	+28%
snapchat	15%	+35%	15%	+34%	13%	+32%
Instagram	17%	+20%	17%	+17%	12%	+39%
facebook	17%	+22%	18%	+13%	15%	+12%
YouTube	17%	+20%	19%	+9%	12%	+43%

*How to read: P13-24 are **35% more likely** to have eaten at a restaurant or purchased a cookbook featured in TV or streaming content vs. Snapchat content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Video Redefined* report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). P25-34 respondents = 285 (unweighted). P35+ respondents = 995 (unweighted). Data collected December 2023. Q3: Which of the following actions have you taken as a result of watching something on the following platforms?

A **brand safe environment** is a cornerstone of premium video and ad placements on these platforms drive much higher conversion rates

Professionally produced, long-form content with high emotional engagement in a **brand safe environment** regardless of platform or device and through transparent media partners



Brand safe environments prioritize transparency, self-regulation and content control to minimize risks and protect advertiser trust

'Spectrum of Risk' to Brand Safety Issues Across Platforms



Social

Ad environments comprised mostly of UGC present a **greater risk** for brands appearing next to unsafe content without control of placement



Digital

Ad tech **walled gardens** powered by **opaque supply chains** creates risk for brands appearing next to unsavory content



CTV

Direct relationships with Premium CTV publishers who **offer transparency and adhere to the TV rating system** offer greater brand safety protection



Linear TV

Fully **transparent ad environments with regulated and rated content** greatly diminishes the risk of brand safety challenges



Cinema

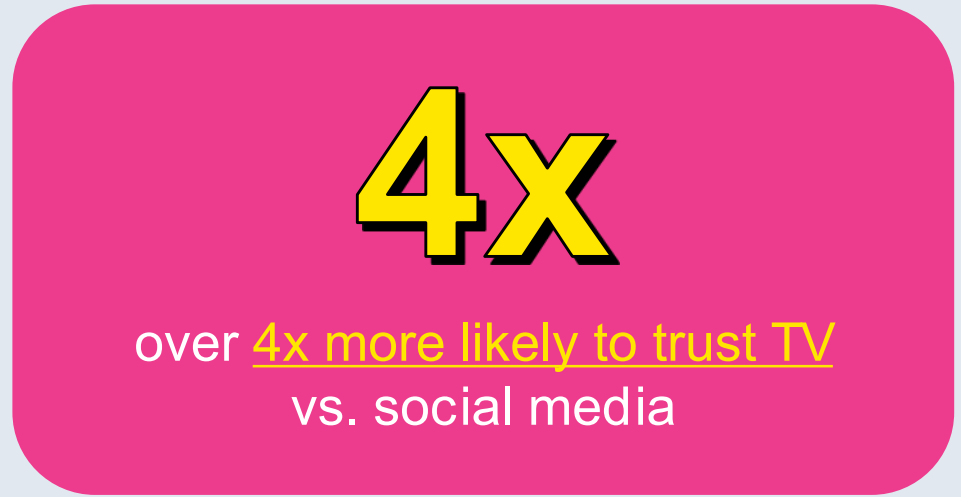
100% **brand safe, fully transparent opt-in environment with protection** built in via the MPA rating system

Premium video earns credibility through its commitment to brand safety, with trust levels for multiscreen TV four times higher than social media

“Trust is very important for brand marketing. It’s the driver for purchasing behavior for most consumers. A lot of the time, trust is going to play a different role in the relationships consumers have with brands.”

- Matt Prince, Head of PR, Taco Bell
Taco Bell's Matt Prince on how trust ties brands to new consumers, WARC, 9/24/24

TV is the #1 trusted media platform among adults, and they are...



Source: VAB analysis of MRI-Simmons Spring 2024 USA Study, A18+. Q: What is the media you trust the most? (pick one: TV, radio, podcasts, mobile internet, internet on computer, social media, magazines, newspapers).

Marketers equate premium video with exceptional, high-quality content in brand safe environments, which are the hallmarks of multiscreen TV

91%

of buyers feel **brand safety is important** when buying premium video inventory



Source: Comcast Advertising, *What is Premium Video: Redefining what it Means to be Premium in Advertising*, November 2023. Based on respondents who answered 'important' or 'very important'.

Many consumers will stop buying a brand if its ads appear near objectionable content, favoring platforms they feel are more trustworthy

nearly
90%

of consumers feel that **brands bear responsibility** for ensuring their ads run beside content that is safe

73%

of consumers agree that they would **feel unfavorably towards brands** that have been associated with misinformation*

67%

of consumers would be likely to **stop using the brand** if they viewed the brand's digital advertising beside false, objectionable or inflammatory content

Source: DoubleVerify & Harris Poll, *Consumers Reject Brands That Advertise on 'Fake News' and Objectionable Content Online*, June 2019. *Integral Ad Science, *Advertising in the Age of Misinformation*, 2022. Based on survey of 1,189 U.S. adults in July 2022. Reflects respondents who answered 'agree' or 'strongly agree'. Download VAB's ['What is Brand Safety'](#) to learn more.

‘Brand safe’ ad placements deliver much higher conversion rates for advertisers underscoring the value of quality and trusted environments

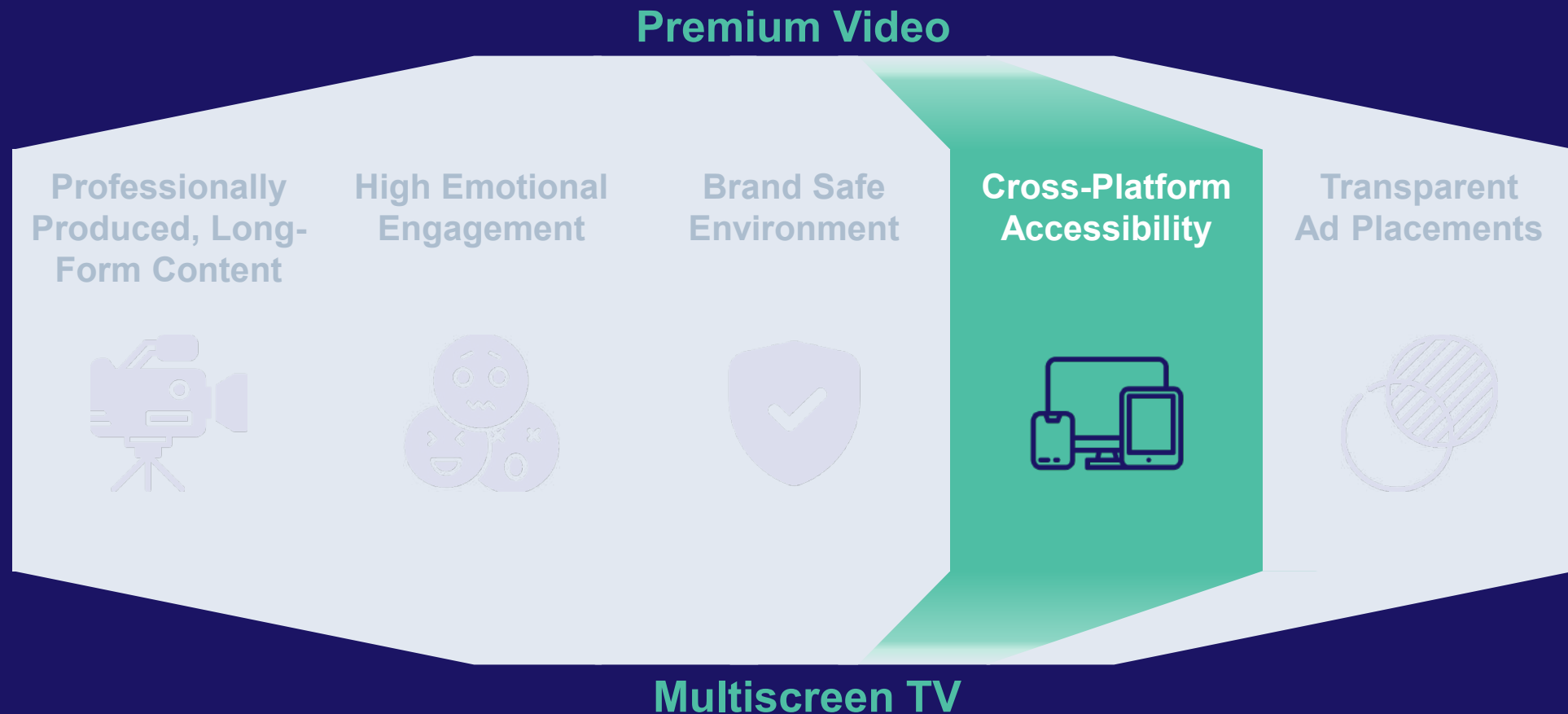


+233%
lift in conversions for
brand safe impressions vs.
non brand safe impressions

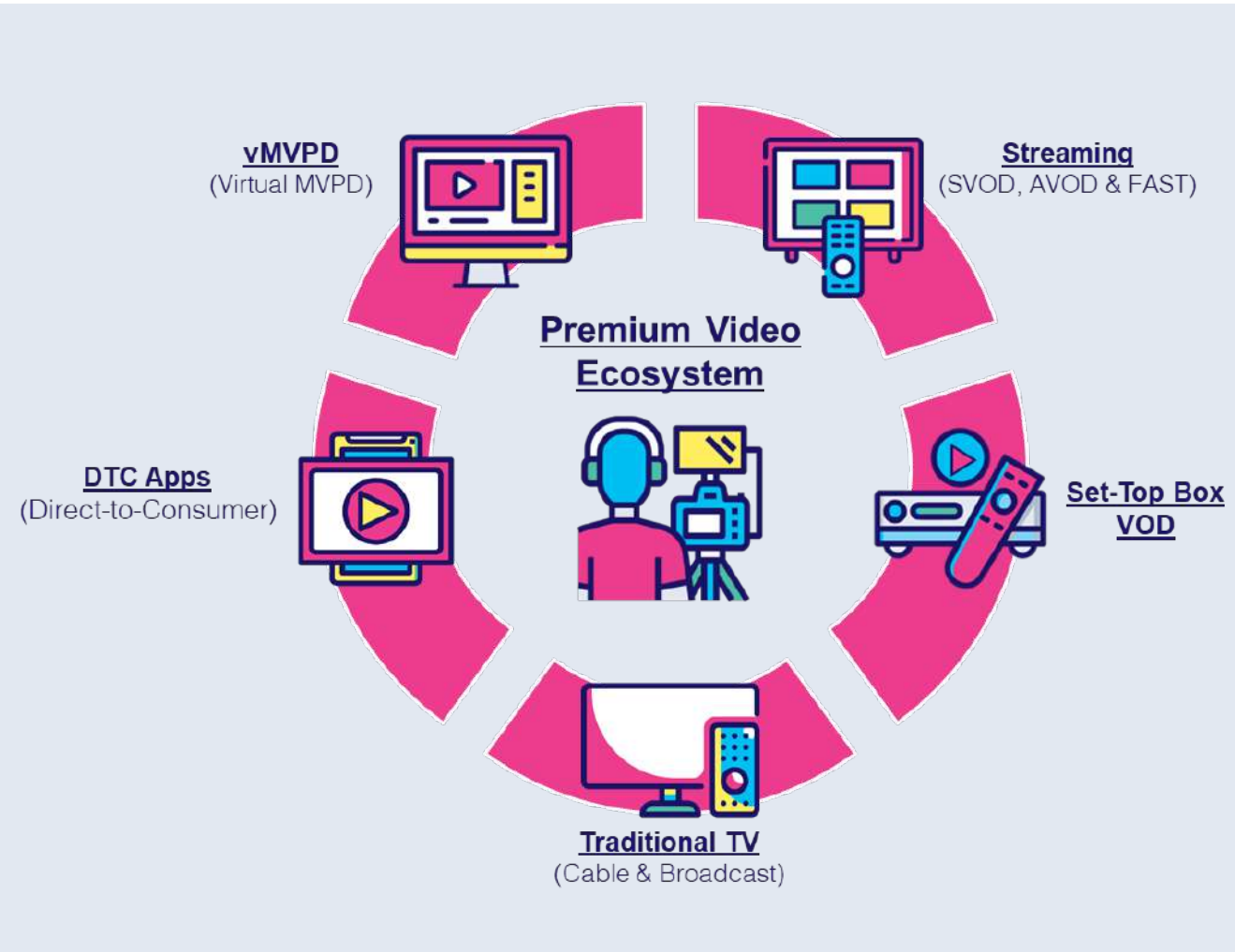
Source: Integral Ad Science, *Does Media Quality Drive Attention and Outcomes?*, March 2022. Download VAB's [‘What is Brand Safety’](#) to learn more.

Premium video is **available across platforms and devices** and a multiplatform approach creates higher attention and purchase intent

Professionally produced, long-form content with high emotional engagement in a brand safe environment regardless of platform or device and through transparent media partners



Today's consumer has more optionality than ever before to access content available across the premium video landscape



“In a world where people are **choosing content over platform**, we have to make sure that we’re able to **target them where they are using data**. That’s not easy when every platform and every partner has slightly different offerings.”

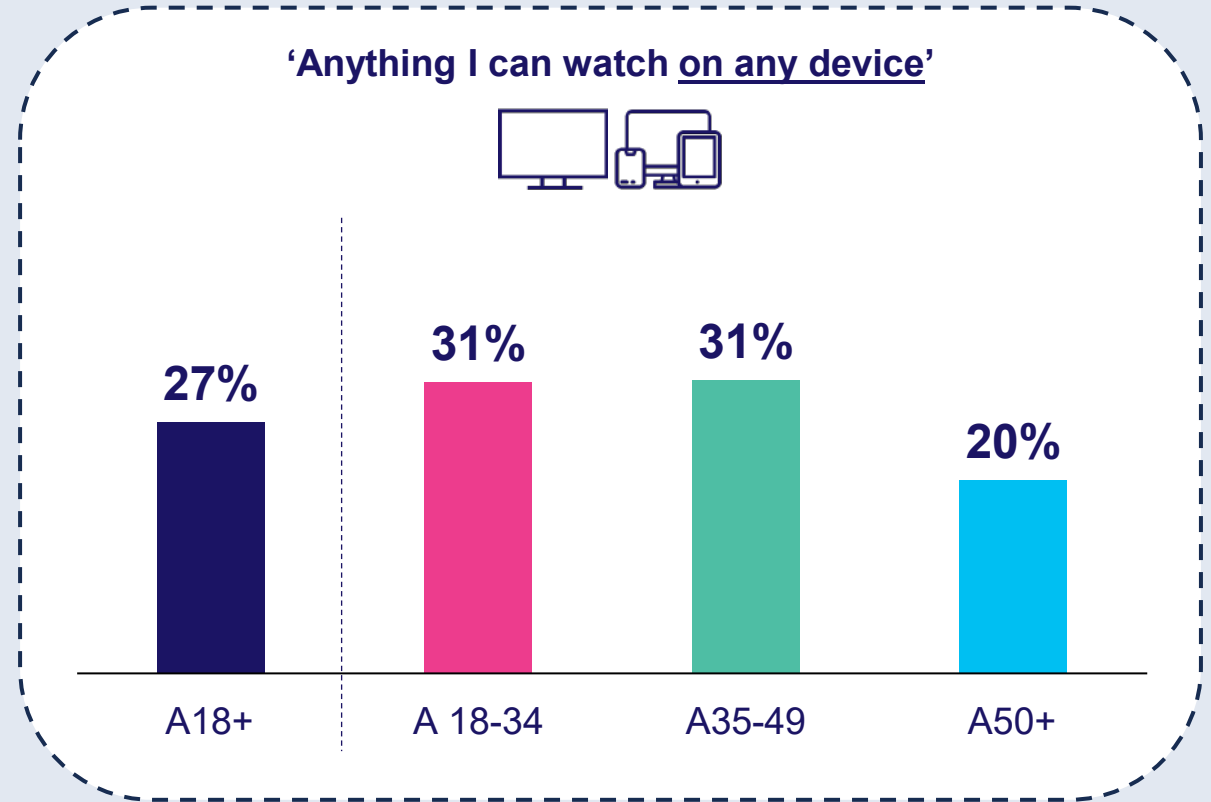
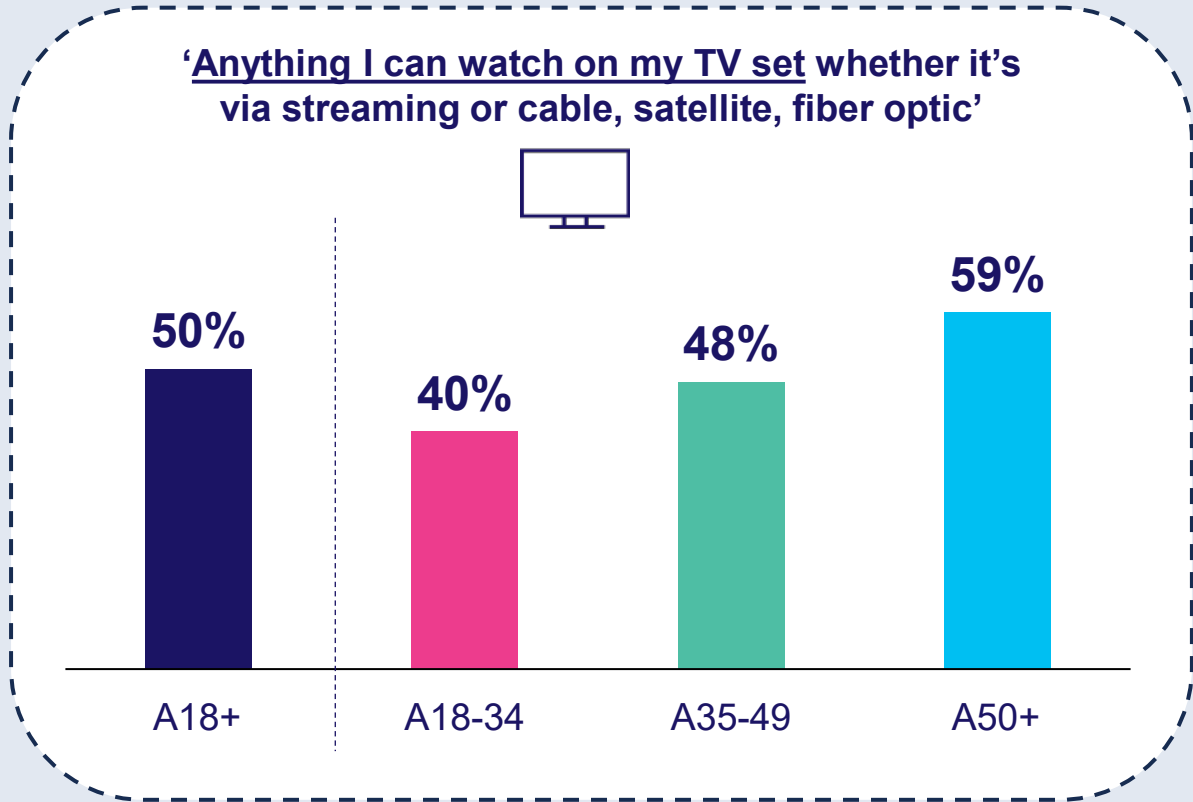
- Katie Haniffy, VP of Media, Dick’s Sporting Goods
Advertising Week New York 2024

“If you’re not buying or placing your campaigns **across every platform** that you can, you’re really **not reaching 100% of viewership**—whether it be for a **particular program** or a **particular audience**”

- Evan Adlman, EVP Commercial Sales & Rev Operations, AMC Networks
Advertising Week New York 2024

While the TV set remains most prominent, many consumers have widened their definition of TV to include content across devices

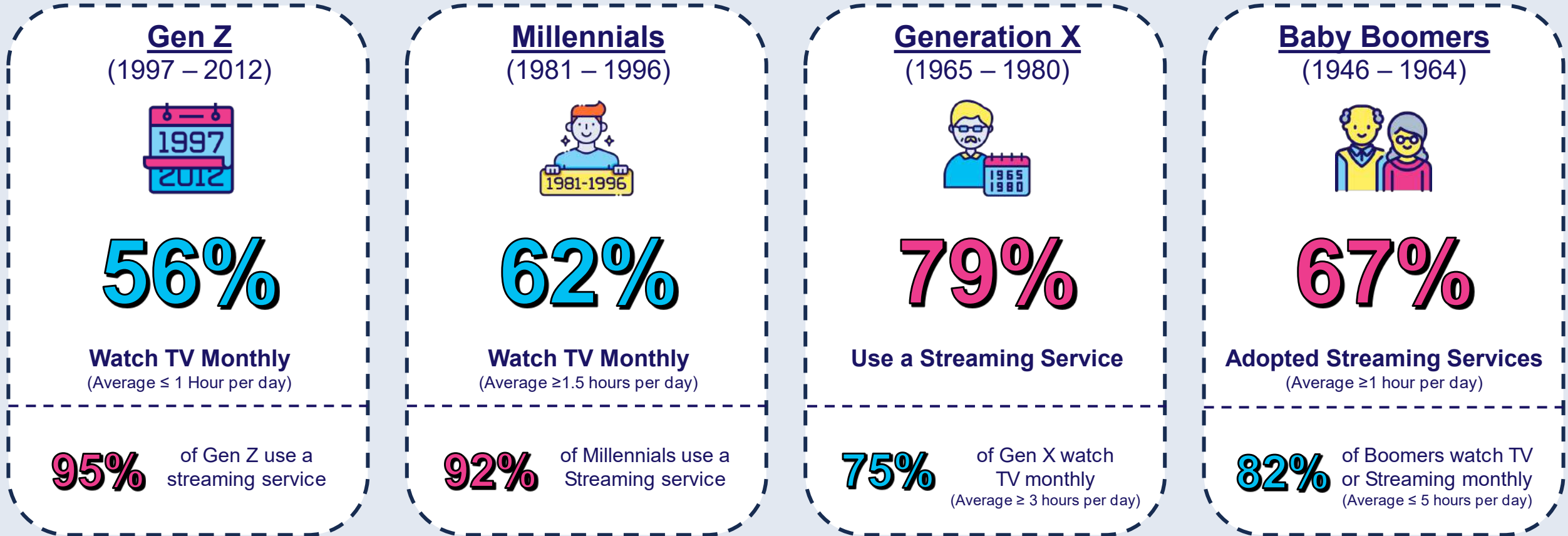
How do you personally define TV? % of video streamers who agree



Source: VAB analysis of MRI-Simmons November 2024 Cord Evolution Study, A18+. Base = 'Streamed in the past 12 months.'

Media habits are converging across demographics, allowing marketers to reach audiences with cross-platform and cross-generational content

Media Habits by Generation

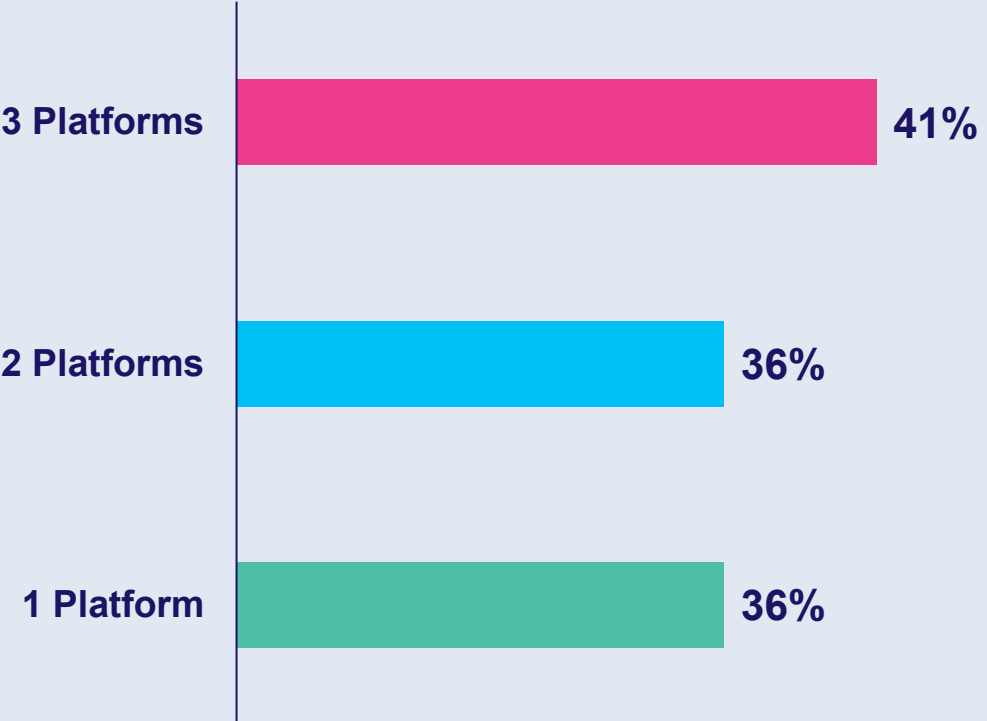


Source: Marketing Architects, *Understanding TV Viewing Habits Across Generations*.

Multiplatform buying strategies create higher consumer attention and greater purchase intent compared to campaigns with fewer platforms

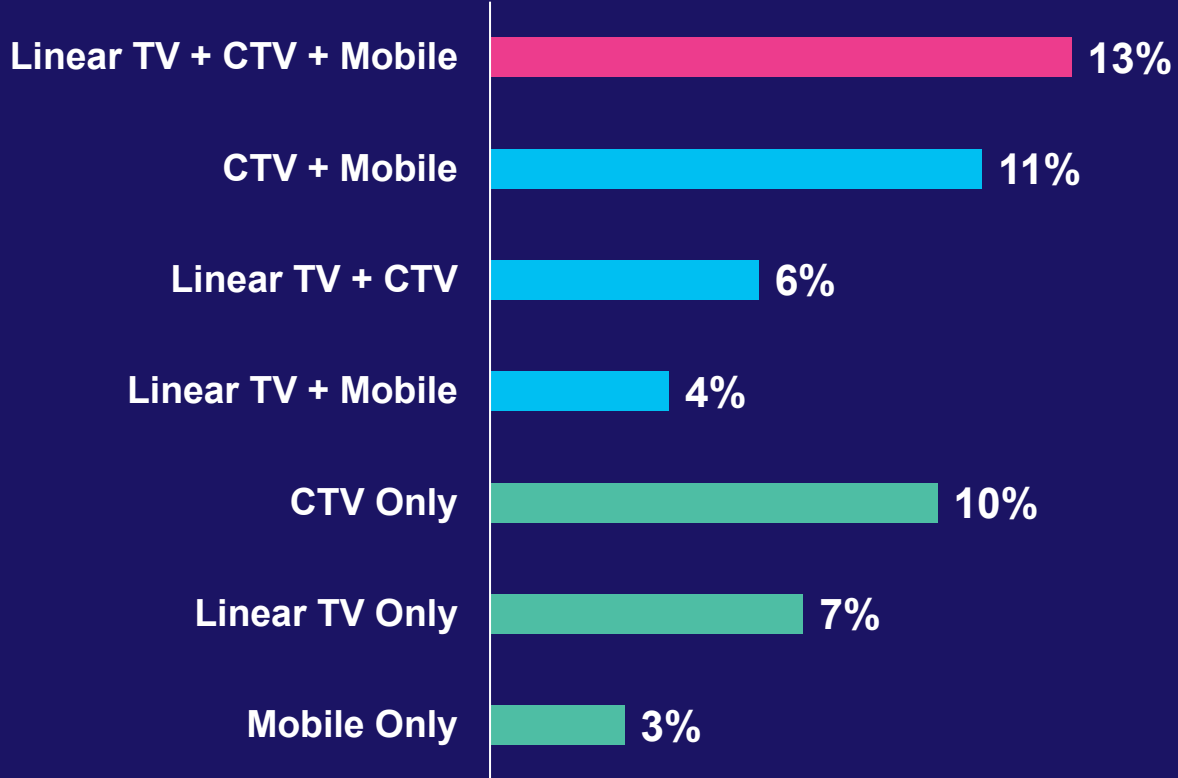
Ads on Multiple Platforms Drive Attention

% who paid full attention



Full Media Mix Drives Purchase Intent

% of people likely to consider a company or brand after watching an ad

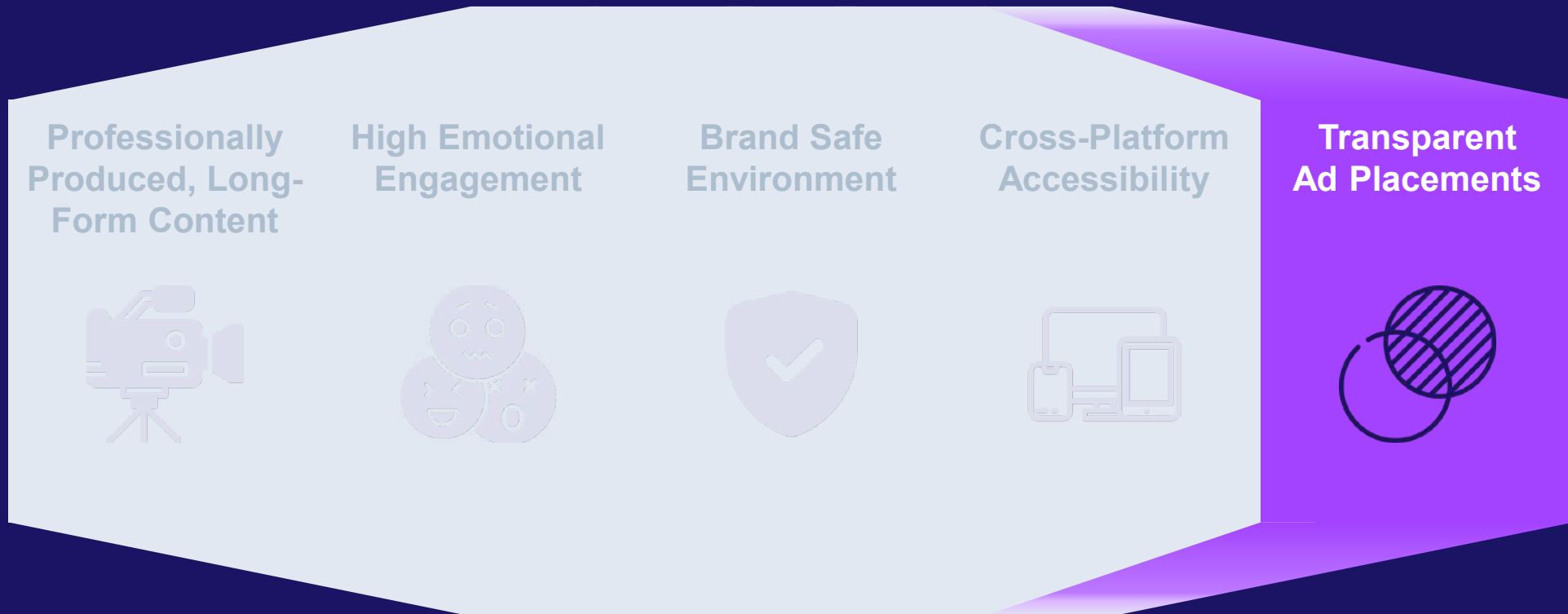


Source: Spectrum / MAGNA Media Trends, Ad Mix Synergy: Myth or Reality?, 2023.

Investing in premium video platforms provides transparent ad placements which not only protects and preserves brand value but also strengthens it

Professionally produced, long-form content with high emotional engagement in a brand safe environment regardless of platform or device and through transparent media partners

Premium Video



Multiscreen TV

Transparency ensures visibility into ad placements and the quality of data used to inform and measure campaign success


▶ Transparency refers to the amount of information shared throughout the campaign lifecycle, enabling clear communication between the sell-side and the buy-side.

Complete transparency on...


True verification




The full lifecycle of all video ad units within your campaign by media partner




All calculations of video ad impressions by media partner



The granular details of exact ad placements, by type and inventory source, across each media partner



The composition of ad placement types and inventory sources in audience metrics such as reach calculations by media partner







Have media partners bring in a truly independent third party to provide transparency on a now-permanent basis

Source: Download VAB's ['Hidden Costs'](#) to learn more.

Transparency issues and ad fraud often means that video ads will appear in cluttered, low-quality digital advertising environments

Examples of Ads Running in Subpar Placements

 <p>In a small corner or side of a page</p>	 <p>In a fully muted video player</p>	 <p>With little to no video content between consecutive ads</p>	 <p>'Auto-plays' without any user interaction or initiation</p>	 <p>Ad plays continuously on a loop</p>
 <p>Multiple video ads playing simultaneously on the same page</p>	 <p>The 'skip' button on a video ad is hidden or obscured</p>	 <p>Runs out of sight while the audio plays</p>	 <p>Ads served "stacked" on top of another ad</p>	

Download VAB's marketer's guide ['Hidden Costs'](#) to learn more.

An annoying, low-quality advertising experience devalues a brand and negatively affects its reputation among consumers

% of respondents that agree with the following on digital ads



86%

Too many ads on a webpage makes them feel overwhelmed and **more likely to ignore the advertisement**



72%

Annoying or intrusive ad experiences have **negatively affected their perception of a brand**



66%

Annoying or intrusive ad experiences make them **less likely to purchase from that brand in future**

Source: YouGov / Picnic, Ad UX Survey, 2023.

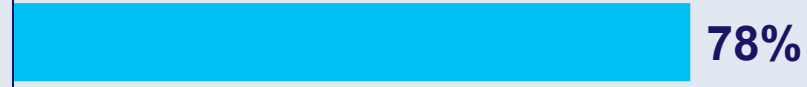
Conversely, transparent premium environments contribute to a more positive overall ad experience which leads to better results for brands



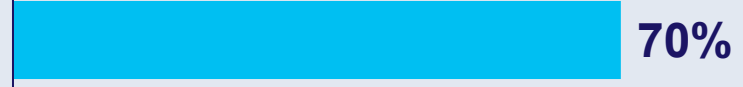
Rating Premium vs. Non-Premium Environments

% of U.S. respondents who agree on the effects of premium environments

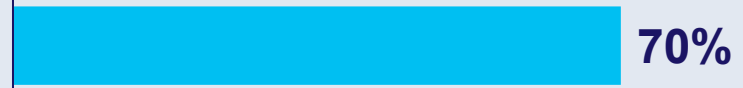
Advertising is higher quality and engaging



Less low-quality advertising

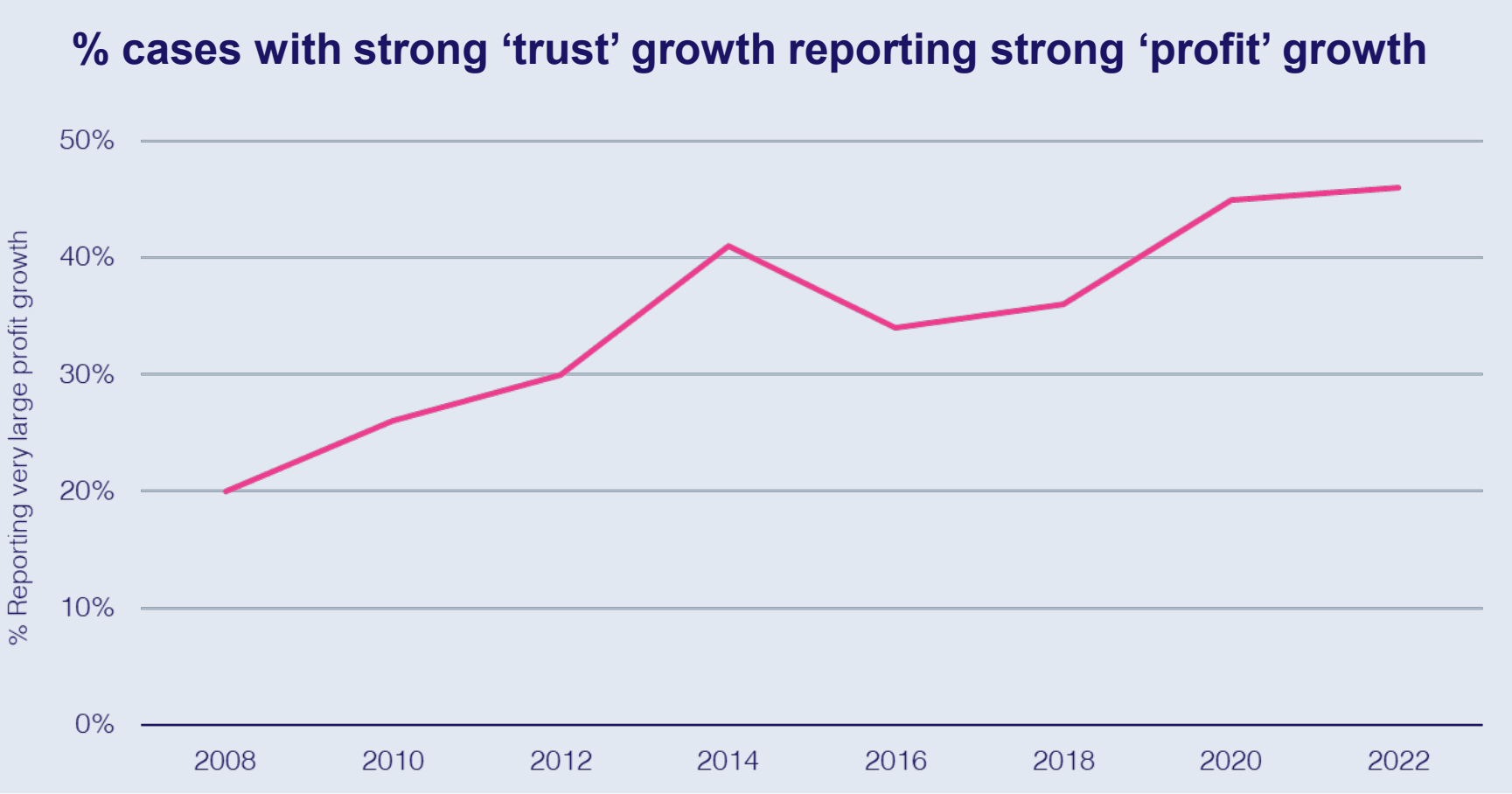


Advertising breaks are less intrusive



Source: NBCUniversal and FreeWheel, *Prescribing Premium: What a high-quality viewing experience means for consumers and why advertisers should take advantage of it*, September 2024. Reflects U.S. respondents only. Note: Premium content in the study was publisher created episodic content with 100% of the ads viewable. Non-premium content was individual created short form content with 50% of the ads viewable. All content was delivered on a TV screen.

Ad campaigns that have built consumer trust in transparent environments have a direct, positive effect on brand profitability



82%
of consumers say it is important that a brand's ads appear on **content that is safe, accurate and trustworthy**

Source: Peter Field, *Why TV is Still at the Heart of Effectiveness*, presented at 'The Future of TV Advertising Global' conference in December 2023. Base: IPA Databank 2004-2022 for profit cases reporting very large trust improvements. NB: insufficient data prior to 2008. Click [here](#) to view Peter Field's full presentation online. *DoubleVerify & Harris Poll, *Consumers Reject Brands That Advertise on 'Fake News' and Objectionable Content Online*, June 2019.

Marketers should ask themselves if a lack of transparency in their media buys is worth risking 20% of their company's total valuation

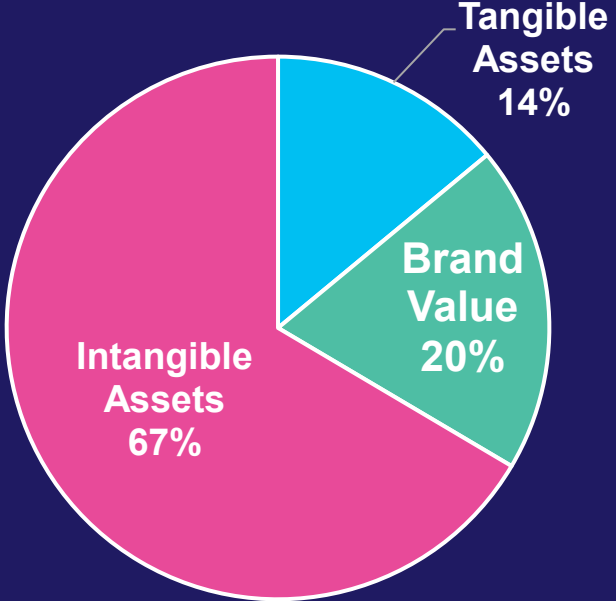


20%

of a company's
enterprise value is
based on their 'brand'

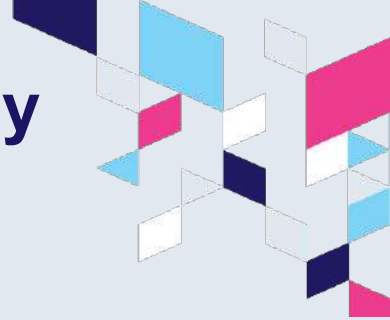
The Contribution of 'Brand' to Enterprise Value

The Relative Contribution to Shareholder Value for the S&P 500



Source: Forbes, *New Global Standards For Reporting Brand Value Can Help CEOs Grow Share Price*, 5/3/2018. Applying the Marketing Accountability Standards Board (MASB) Brand Investment & Valuation Model, Marketing Accountability Standards Board, 2017. Ocean Tomo Annual Study of Intangible Assets, 2015. 'Brand value' is the worth of a brand as an asset for an entity. 'Enterprise value' is a measure of the value of a company's business operations. 'Intangible assets' can include things like patents, trademarks and customer lists. 'Tangible' assets can include things like equipment, inventory and real estate. Note: totals may not equal 100% due to rounding.

In their own words: Marketers agree on the need for transparency and accountability, and expect as much from media partners



“I think **it's our job to really demand of our partners that they treat us well**. I think the way that we hold them to that is we look for a lot of granularity in the data we get back. We ask questions on what they're doing to prevent fraud and when we see something that looks strange, we bring it to their attention. **If they don't have a good answer, we find a different partner.**”

CMO, Consumer Electronics Category
(Anonymous)

“**On the advertiser side, it's on me**. It's my budget, I own the money, I represent the company so it's on me to confirm that I'm doing things right. **The publisher is equally responsible**. It's on me to figure out if they're sketchy, but if they're operating illegally or immorally, then it's the publisher's fault. I buy from an intermediary/DSP and it's on them as well. Everyone is culpable.”

VP, Brand & Media, e-commerce Category
(Anonymous)

Source: VAB / Advertiser Perceptions 'Marketer Sentiment on Ad Fraud' Survey, based on in-depth interviews, fielded October 2023. Survey base: Marketer and agency contacts from the Advertiser Perceptions 'Senior Marketer' and 'Streaming Video' online communities.

Quality is key to successful campaigns, therefore marketers need to uphold audience trust, keep partners accountable and demand full transparency



Quality of Environment

Uphold Audience Trust and Standards:

- The ad experience should be premium like the content around it – with quality audio and video and relevant creative.
- Partners should use programmatic tools that are built for premium transactions vs. legacy display, ensuring transactions are rooted in trust, and delivery isn't compromised.
- Ad quantity should be in line with content length, with minimal disruption, low latency, proportional ad breaks, and carefully crafted ad loads.



Brand Safety

Hold Partners Accountable:

- Partners should meet brand requirements, uphold category exclusivity, and maintain competitive separation.
- Partners should ensure no placements with objectionable content – or objectionable audiences.
- Legitimate verification processes should be in place to understand what is being bought and sold.



Transparency & Legitimacy

Know What You Are Buying:

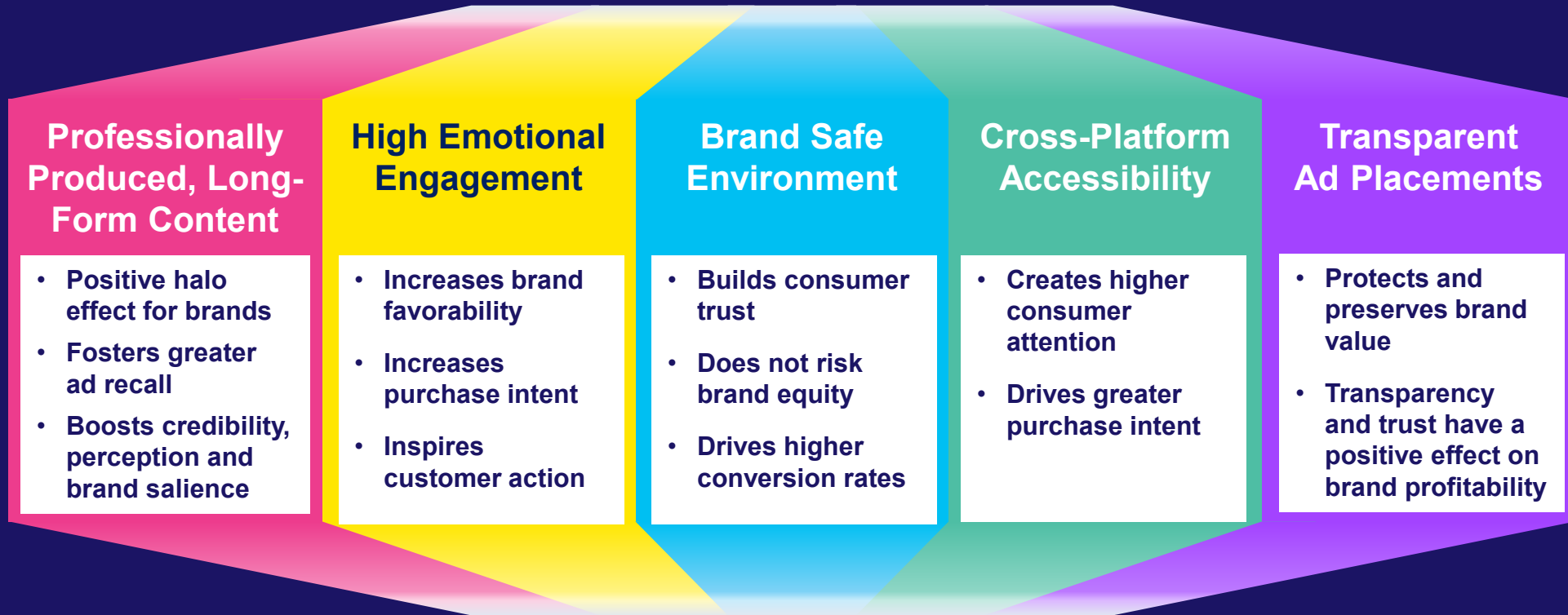
- Creative should run where it is planned to, in the right context.
- Buyers & sellers should agree on the kind of impressions purchased – ads should run adjacent to or within the right content and be viewed by real people. They should not run on MFA sites or be delivered to bots.
- Ads should be viewable, not out-streamed, muted, auto-played, or hidden. Non-viewable impressions should be removed from reporting.

To learn more, [click here to download the FreeWheel Council for Premium Video's & VAB's 'Buying Premium Video: A Definitive Checklist'](#)

The Power of Premium Video = The Marketer Benefits of Multiscreen TV

Professionally produced, long-form content with high emotional engagement in a brand safe environment regardless of platform or device and through transparent media partners

Premium Video



Multiscreen TV

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Five Advantages of Multiscreen TV,
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How New Advertisers Are Using TV To Ignite
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Exposed

5 Inconvenient Truths We Learned
From Marketers



The Big Picture

12 Key Charts on the Impact of TV &
Streaming vs. Social Media Platforms



Laugh, Cry, Share, Buy

How TV & Streaming Influences Gen Z
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Hidden Costs

Three Critical Business Ramifications
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VAB Members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at [theVAB.com](https://thevab.com)

About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

