

April 2021

# Five *Fast* Facts On The Ad Opportunity In Premium Digital Video

What you need to know about new & emerging trends, platforms or technology



As marketers battle for viewer attention, it's important to understand how best to engage with consumers across platforms and devices.

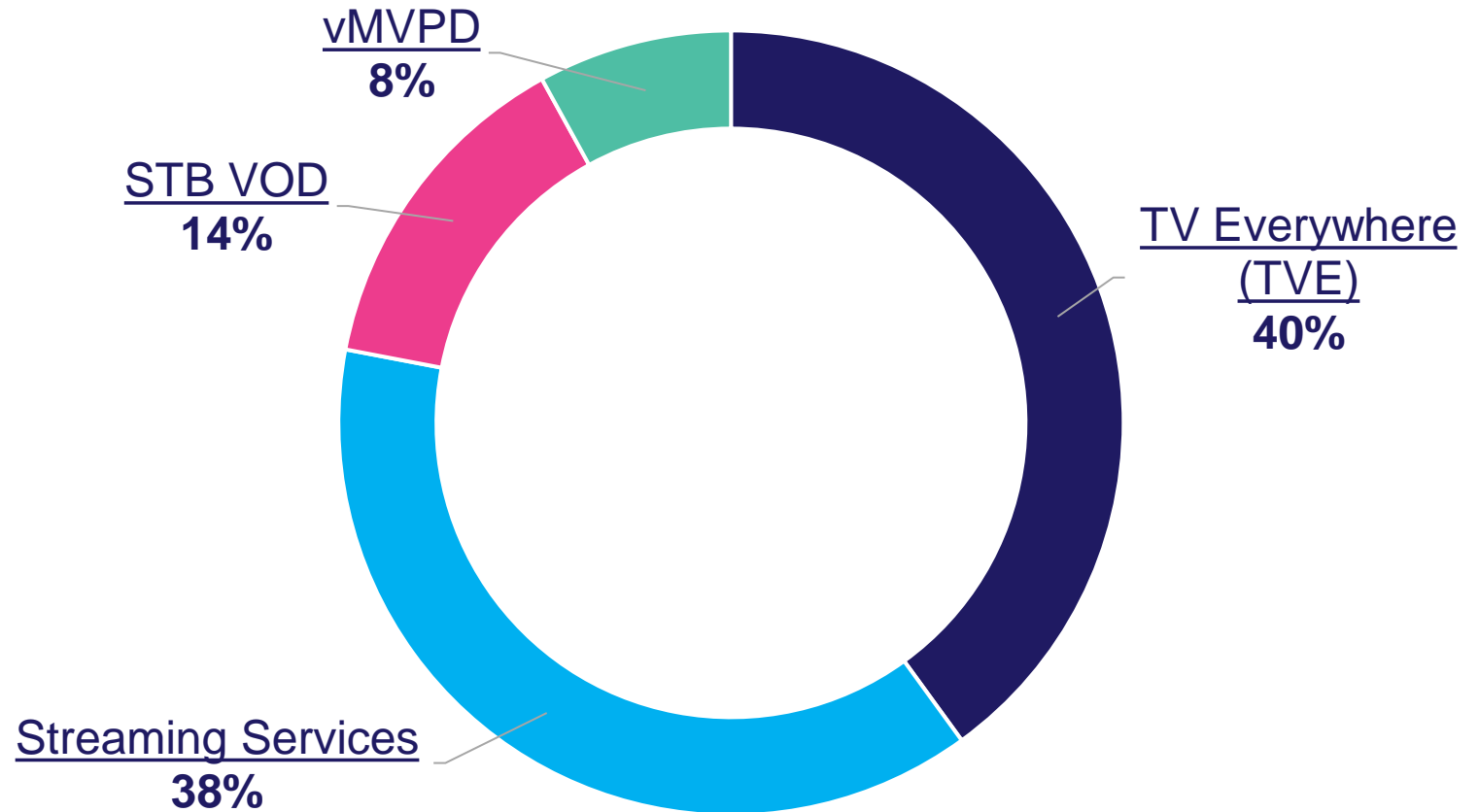
These *Five Fast Facts* explore the relative ad views and engagement across platforms and devices, with a particular focus on connected TV, to help marketers boost the impact of their campaigns.

# 1

As consumers straddle **both** content worlds, many marketers are utilizing a combination of streaming and cable / satellite apps (TVE) to achieve their desired scale

## Share of Ad Views By Distribution Platform

2H 2020



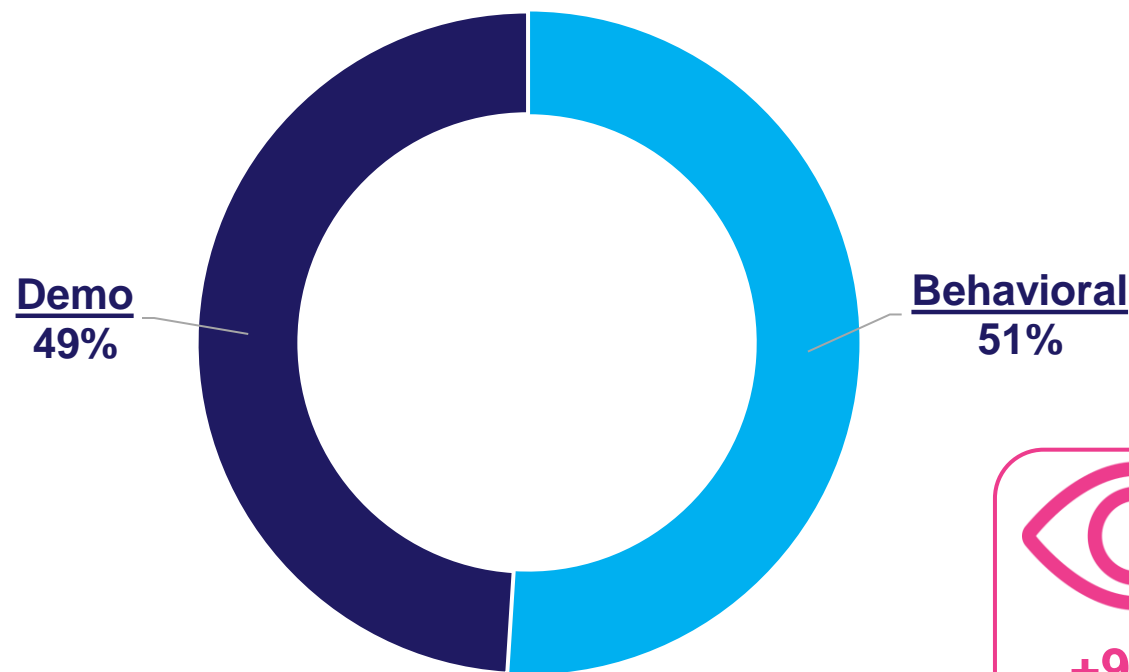
Source: Freewheel, Video Monetization Report 2H 2020: A Decade of TV Evolution.

# 2

Understanding the importance of precisely reaching the right audience with their message, marketers have doubled their number of impressions in **audience-based buying**

## Audience Share of Targeted Campaigns

2H 2020



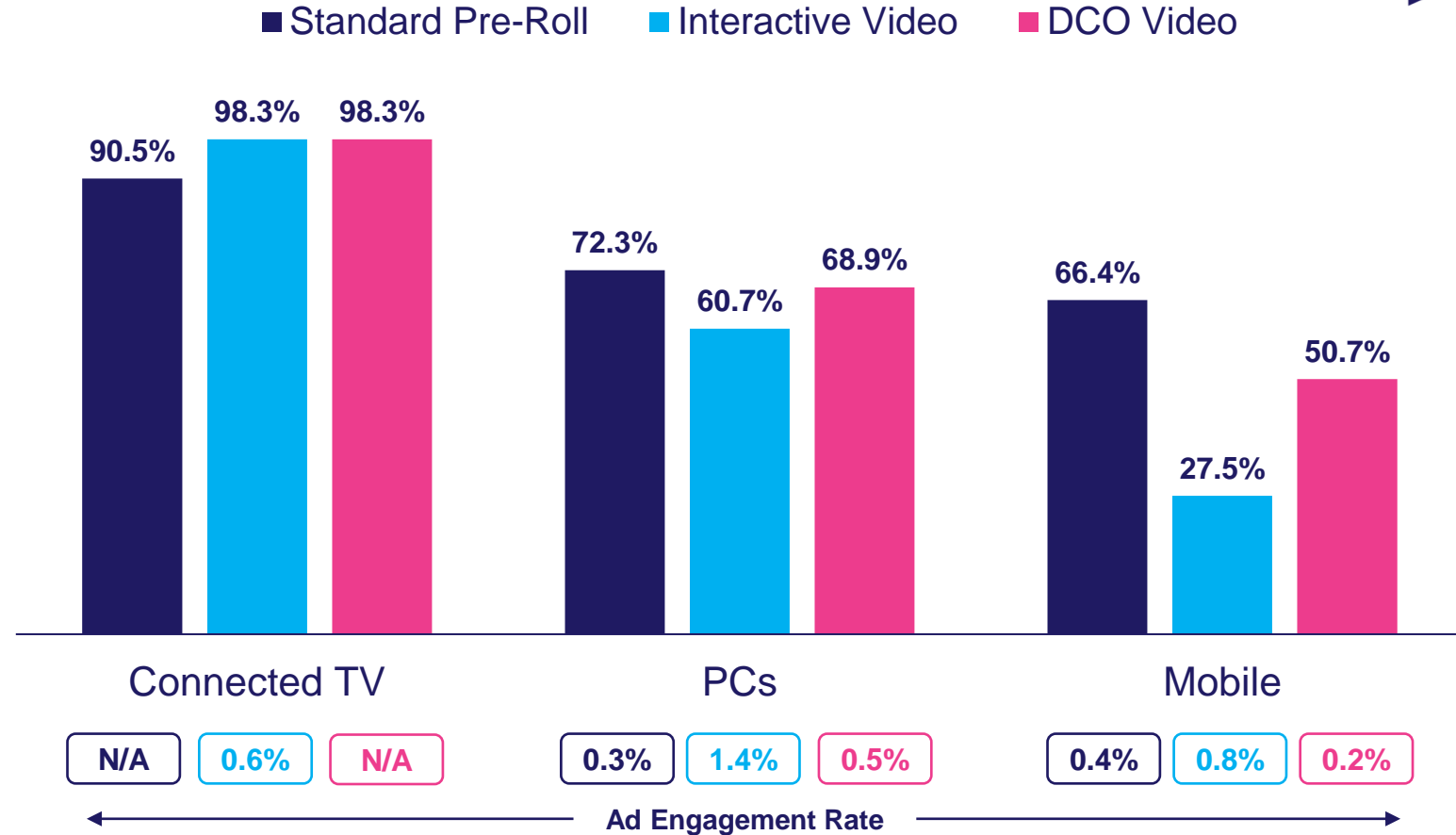
**+91%**  
growth in audience  
targeted ad views  
since 2018

Source: Freewheel, U.S. Video Monetization Report H2 2020: A Decade of TV Evolution; 'Demo' audience segment types are those that target based on age and gender, 'Behavioral' audience segment types are those that target more advanced segments such as auto intenders, sports enthusiasts etc.

# 3

Although people's comfort level with viewing content on various platforms has increased, their **attention** to ads directly corresponds to screen size, making it a critical factor for marketers

## Completion Rate by Device and Ad Format



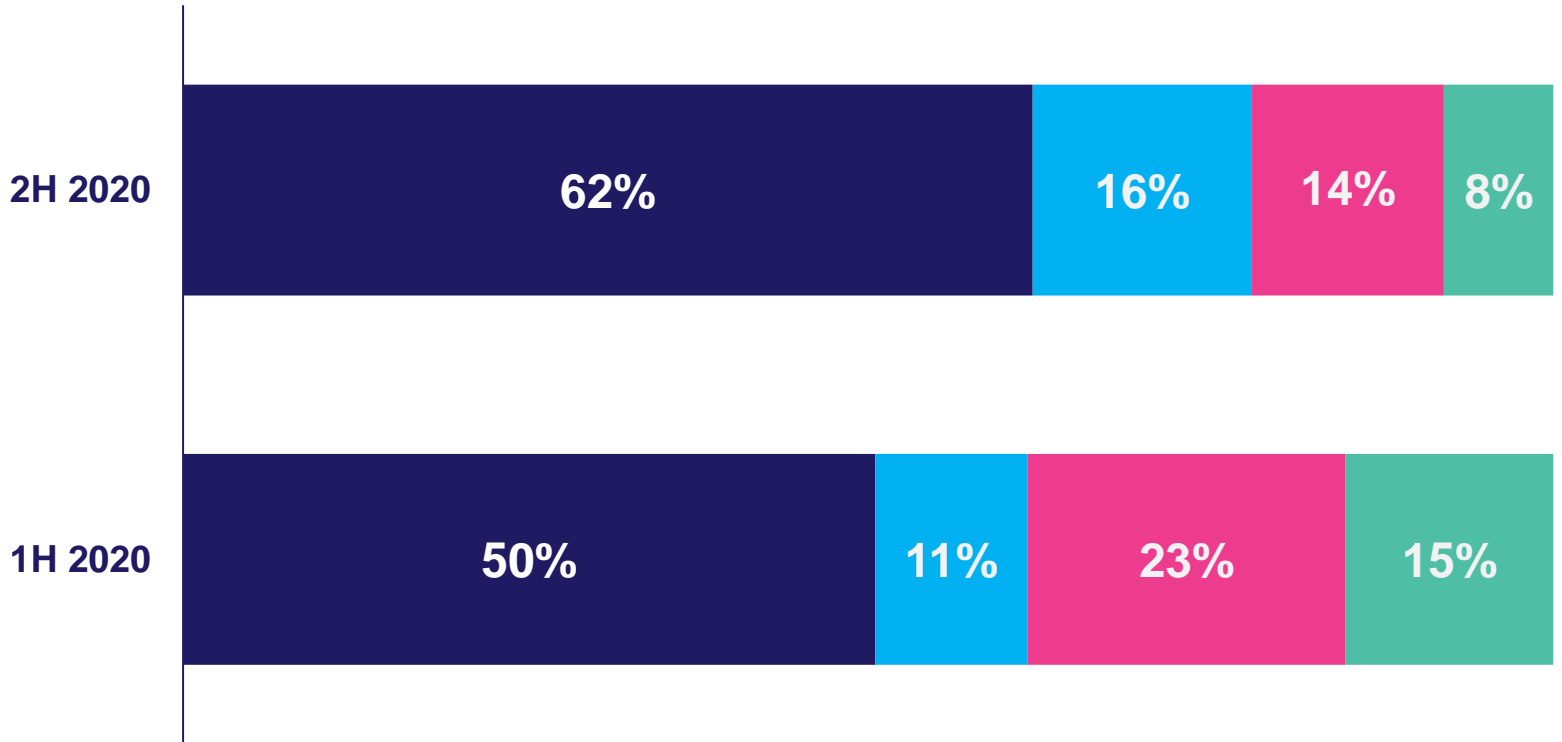
Source: Innovid, U.S. Video Benchmarks Fall 2020, DCO is 'Dynamic Creative Optimization' which is a platform for advertisers to engage consumers with personalized relevant messaging across platforms, \*Standard Pre-Roll Video running across CTV devices does not allow for click-throughs and therefore does not have engagement opportunities, no engagement data available for Connected TV DCO Video. Examples of Interactive Ads: Expand, TV-2-Mobile and Choice Based.

# 4

Recognizing the superior ad environment available in CTV, marketers are increasingly **shifting impressions** from other video options

### Ad Impressions by Device

■ Connected TV ■ Desktop ■ Set Top Box ■ Mobile

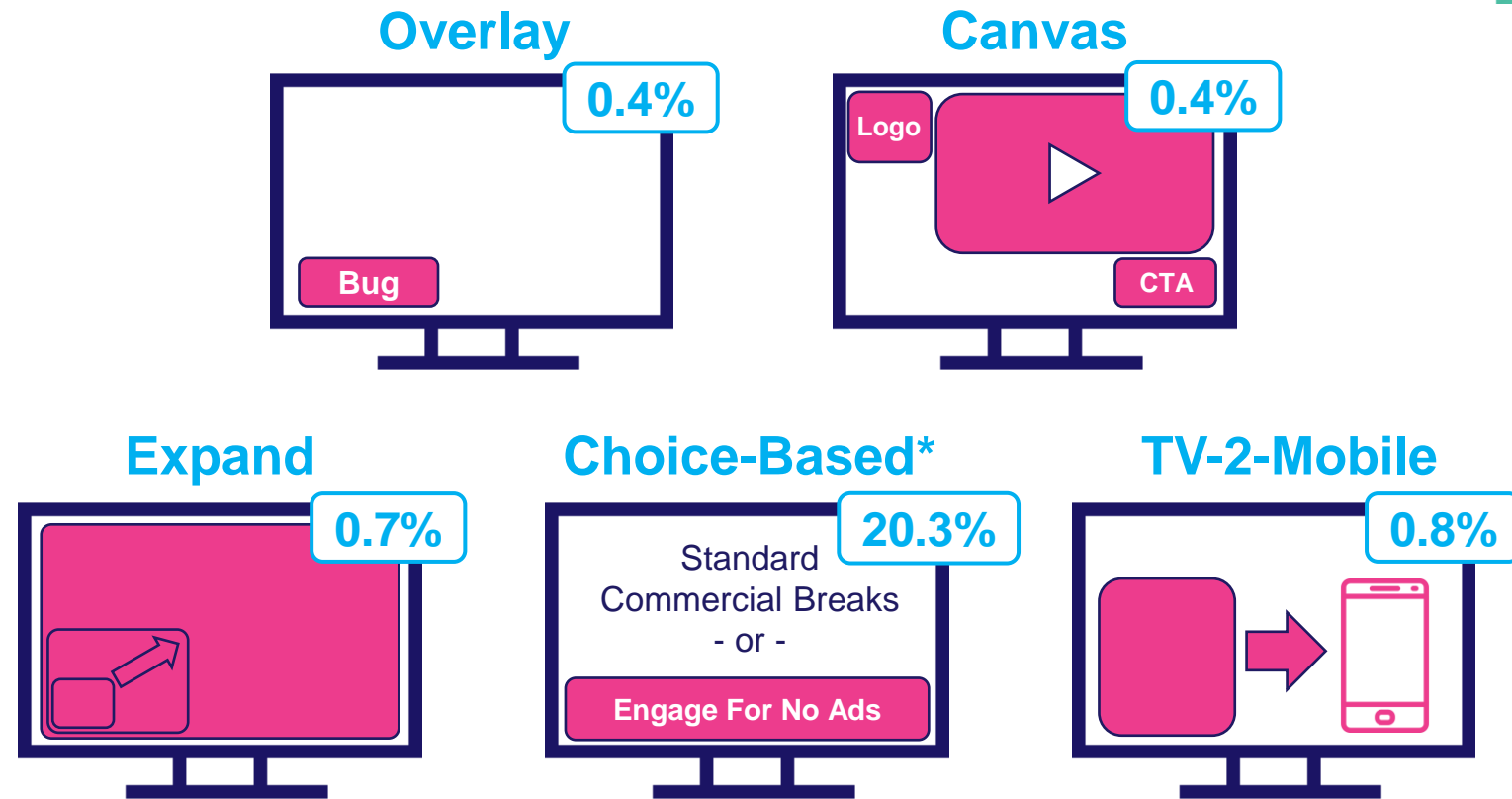


Source: Freewheel, Video Monetization Report, 1H 2020 & 2H 2020, Note: Starting in 2H 2020, FreeWheel categorizes impressions from IP apps on MVPD set top boxes as 'CTV.'

# 5

When considering ad format in CTV, consumers reward marketers who provide **choice and value** by enhancing their overall viewing experience

## Connected TV Engagement Rate by Interactive Ad Format



Source: Innovid, U.S. Video Benchmarks Fall 2020, \*Choice-Based: by interacting with an Engagement Ad, viewers are given the ability to watch their content with significantly reduced ad loads while guaranteeing the full attention of the viewer with a marketing message.

# What does this mean for marketers?

- ▶ As marketers develop cross-screen campaigns to add reach, it's also important to consider how viewer engagement plays a role in overall campaign effectiveness.
- ▶ Beyond understanding how screen size, content length and context may affect viewer engagement with their brand messaging, marketers should also consider going beyond the creation of standard ads to cultivate further interactivity with consumers

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**Navigating the Flood**  
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We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

## Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

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