



Video Advertising Convergence Report

What Advertisers Think About Multi-Platform Digital Video Advertising

The importance of multi-platform solutions leveraging digital video advertising (percent of advertisers rating extremely/somewhat important) grows for television buyers from wave one to wave two of the Video Advertising Convergence Report (from 58% to 77%). And while still very important, these same solutions have decreased slightly in importance for digital buyers (from 76% to 71%).

Benefits of Video Convergence

TV buyers point to larger audience reach and more advanced targeting capabilities. Digital buyers identified as important the benefits of easy integration across multiple media and larger audience reach.

Primarily Involved in TV

Larger audience reach



More advanced targeting capabilities



Better research reporting & analytics services



Easy integration across multiple media



Primarily Involved in Digital

Larger audience reach



Easy integration across multiple media



Better audience engagement



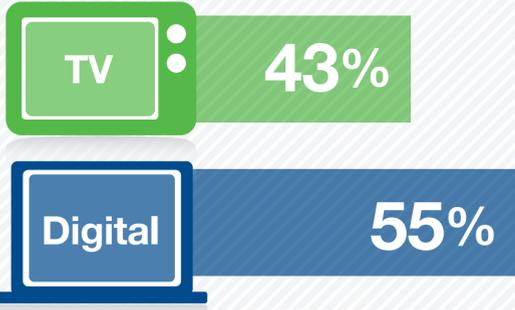
Better ROI



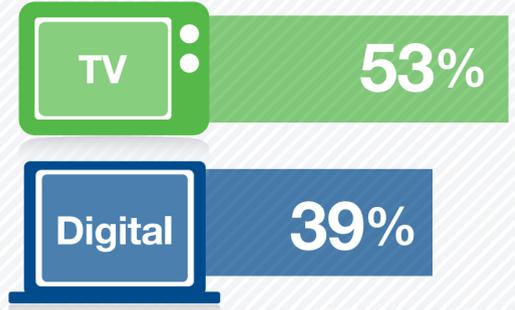
Digital Video Ad Results in Depth

When it comes to Ad Results, Digital buyers are most concerned with impact on brand awareness, while TV buyers choose return on advertising investment.

Impact on brand awareness

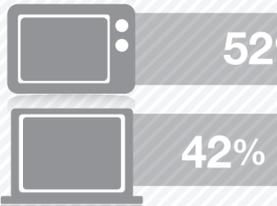


Return on advertising investment

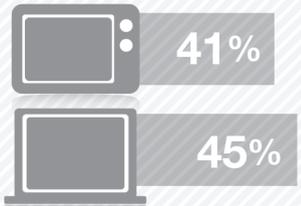


Digital respondents are less concerned about impact on sales than are TV respondents by a factor of **10 percentage points**.

Impact on sales



Impact on product awareness



Digital Video Format Usage & Importance

Ranked most important by digital buyers, in descending order: pre-roll, traditional search ads and interactive ads. TV buyers placed the greatest importance on pre-roll, proximity/location-based and traditional ads. The top preference among all respondents both now and looking forward 12 months is the traditional 15- or 30-second TV commercial.

Most Important Among Those Primarily Involved in TV and Digital Today:

