



Thursday, October 8, 2015

## Nearly 8 in 10 Advertisers Now Use Advanced TV & Most Plan to Increase Spend in the Next 12 Months, According to IAB Research

### *As TV Becomes More Digital, Brand & Agency Decision-Makers See Advanced TV Growing More Important Within the Next 5 Years*

**NEW YORK, NY (October 8, 2015)** — The majority of advertisers (78%) have already leveraged some form of advanced TV in their marketing efforts, according to “Advanced TV: Ad Buyer Perceptions,” a survey of 255 brand and agency decision-makers published today by the Interactive Advertising Bureau ([IAB](#)) and its [Digital Video Center of Excellence](#). The survey, conducted by Advertiser Perceptions, reveals that although the current median budget allocation for advanced TV is a modest \$1.4 million, 70 percent of advertisers expect to spend more on the medium within the next 12 months.

Funding of advanced TV advertising is expected to come from both TV budgets (68%) and expanded or experimental ad budgets (54%). Use of most advanced TV ad formats is expected to increase in the next year, especially addressable advertising (38%, up from 28% who currently use it), second screen ads (35% from 23%) and interactive tags (30% from 21%).

Nearly three-quarters (72%) of those surveyed sees advanced TV becoming an important advertising platform within five years. Several of its strongest benefits — echoing longstanding digital marketing characteristics — were called out, including:

- Better targeting capabilities (51%)
- Ability to reach consumers anytime on any device (38%)
- Improved ROI (37%)
- Ability to personalize or localize messages (35%)

Advertisers also noted obstacles that may challenge advanced TV’s growth as a go-to marketing platform, with marketplace confusion about the medium singled out. Nearly three out of five weren’t sure about the differences between advanced TV and connected TV. A lack of understanding of the advanced TV technical process was also cited (35%), followed by high cost concerns (33%).

“Advanced TV advertising provides a captivating digital forum to reach consumers,” said Anna Bager, Senior Vice President and General Manager, Mobile and Video, IAB. “In the coming years, a growing percentage of advertising dollars will be directed towards advanced TV and other digital video advertising, as marketers and agencies are able to embrace this new medium’s blending of traditional television with digital attributes.”

In response to member interest in advanced TV, IAB is establishing a committee devoted to the subject. To learn more, please contact Donnelly Bacchus, Senior Manager, IAB Video Center of Excellence, at [donelly@iab.net](mailto:donelly@iab.net).

“Advanced TV: Ad Buyer Perceptions” was sponsored by Samsung and AT&T AdWorks. To review the complete findings, please go to <http://www.iab.net/advancedtv>

### **Methodology**

The research was conducted by Advertiser Perceptions, which surveyed 255 marketer and agency executives online from June 29 – July 8, 2015. In addition, qualitative comments from the IAB Advanced TV Qualitative Study fielded by Advertiser Perceptions from May 21st – June 8th 2015 were included. Collected opinions stemmed from both agency (60%) and marketer (40%) executives, with more than three-quarters (78%) of respondents identifying themselves as either VP and above or Director/Supervisors. To qualify, these executives needed to be TV, online video, mobile or advanced TV media decision makers at a company responsible for \$1M+ total ad spend in 2014.