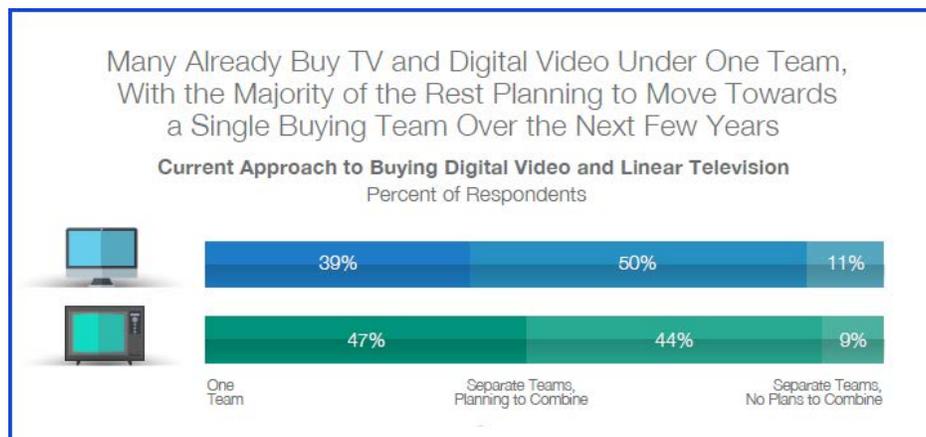


FOR IMMEDIATE RELEASE

Video Advertising is Bringing Down The Traditional Media Silos That Still Linger

Advertisers are Going Screen Neutral, Resulting in a New Normal for Media Ad Spending

NEW YORK – April 13, 2016 – According to the new [Video Advertising Report](#) from [Advertiser Perceptions](#), the majority of advertisers see the market heading towards convergence of television and digital/mobile video advertising, with full convergence expected within 5 years. The bulk of advertisers surveyed in this report indicate they are already screen neutral, with few thinking in terms of television vs. digital vs. mobile when buying video advertising. And although strategy and tactics can vary from campaign to campaign, many are thinking in terms of “convergence” when planning the most effective and efficient way to reach their target audience via video.



CLICK THE GRAPHIC FOR AN EXECUTIVE SUMMARY OF THE VIDEO ADVERTISING REPORT

In the Video Advertising Report, many advertisers indicate they already buy television and digital video under one team, with the majority of the rest planning to move to a single buying team. Nearly all advertisers cited the need for multi-platform solutions for successfully implementing digital video campaigns:

- The majority of advertisers see the market heading towards convergence of television and digital/mobile video advertising, with full convergence expected within 5 years.
- Many advertisers already buy television and digital video under one team, with the majority of the rest planning to move to a single buying team over the next few years.
- Very few advertisers are thinking in terms of individual screens when buying video advertising. Although it can vary from campaign to campaign, many are thinking in terms of overall impressions when planning.

More than 60 digital media brands and television networks are measured in this report, including:

A&E Networks (A&E.com, HistoryChannel.com, etc.)	Discovery/Discovery.com	The Wall Street Journal/WSJ.com
ABC/ABC.com	Disney Interactive	The Washington Post/Washington Post.com
About (any)	DoubleClick Ad Exchange (AdX)	The Weather Channel/Weather.com
Adap.tv	ESPN/ESPN.com	Time Inc.
AllRecipes.com	Facebook	Tremor Video
Amazon Media Group (Amazon.com)	Fox/Fox.com	TubeMogul.com
AMC Networks (AMCTV.com, IFC.com, Sundance.tv, Wetv.com, etc.)	Google	Turner Digital (CNN.com, TBS.com, TNT.com, etc.)
AOL On	Hulu	Twitter
Apple	Innovid	Undertone
AT&T AdWorks	LiveRail	Verizon Wireless
Bloomberg Businessweek.com	Machinima	VEVO
Bloomberg.com	Meredith Digital	Viacom Digital (MTV.com, Comedy Central.com, etc.)
BrightRoll	Microsoft	Vice
BuzzFeed	NBC/NBC.com	VideoHub by Tremor Video
CBS/CBSi	NBCUniversal	Videology
CNN/CNN.com	Purch	Xbox
Collective	Scripps Networks (FoodNetwork.com, HGTV.com, CookingChannel.com, etc.)	Yahoo
Defy Media	Specific Media	YouTube
Demand Media	SpotXchange	YuMe.com
	The New York Times/NYT.com	

About Advertiser Perceptions

When it comes to gaining knowledge and clarity about what advertisers think, nothing compares to what Advertiser Perceptions delivers. We are the world leader in providing media company executives with the research-based advertiser insight and guidance necessary for producing superior advertiser experiences, strengthening media brands, improving advertiser satisfaction and increasing advertising sales. We specialize in determining, analyzing, communicating and applying what advertisers think — their plans, opinions and motivations.

Our proprietary database and panels of media decision makers are large and responsive. The advertiser survey and questionnaire development process that we employ is proven and ensures optimal response. Focus and media industry expertise enables us to effectively analyze and accurately interpret the research that we conduct on behalf of our clients, who represent most of the largest media companies in the world.

Additional report findings are available by contacting Frank Papsadore, Vice President, Marketing, at 508-888-1208 or Frank.Papsadore@PerceptionsGroup.com.

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