Video Advertising Report
Executive Summary
Wave 4, Winter 2016
Sustained Optimism for Digital and Mobile Video Ad Spend Growth

According to the new Video Advertising Report from Advertiser Perceptions, digital/mobile video is maintaining the highest levels of advertiser optimism. Some of the highlights from the report include:

- Budget shifts to digital video are mostly coming from broadcast, cable and print budgets.
- The digital video advertising outlook over the next twelve months is extremely positive across various types of media — Nearly one-third of TV advertisers first turn to TV network full episode players, and four-in-ten digital advertisers turn to social media sites first, when planning video campaigns.
- Over half of digital video campaigns are bought in whole or part programmatically. Direct buying has been on a steady decline in the past two years.
- Nearly half of TV budgets and one-third of digital video budgets are committed during the upfront season.
- Allocation of video budgets toward mobile advertising is still increasing, but the pace of growth is slowing.
- 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.
- When developing a digital video campaign strategy, support from media companies, particularly demographics, is beneficial. Behavioral data is also considered a useful resource, while site visitor navigation data and vertical market knowledge based on past campaigns with other clients are considered less useful.
- Site quality is very important when planning a video campaign.
- Most advertisers are influenced by fraud, and this is unquestionably a factor when selecting advertising partners.
- There are mixed reactions to the adequacy of the current viewability standard, although the majority are in agreement that they will only buy video that meets or exceeds the minimum threshold.
- ROI conversion rates and impact on sales are the most important indicators of success.

ROI, Conversion Rates and Impact on Sales

The Video Advertising Report provides insights into the most important indicators of success.

- 45% say TV advertisement spend in digital video is increasing (45% scatter)
- 36% say TV advertisement spend in digital video is decreasing (36% scatter)
- Advertisers spend nearly half of TV budgets and one-third of digital video budgets committed during upfront season.

Many Already Buy TV and Digital Video Under One Team, With the Majority of the Rest Planning to Move Towards a Single Buying Team Over the Next Few Years

Current Approach to Buying Digital Video and Linear Television

- 50% agree, 25% neither agree or disagree, 25% disagree

Site Quality Is Most Important When Deciding on Digital Video Campaign Approach

Importance of Viewability, Influencing Factors to Place Video Advertising

- 24% say no other influencing factors
- 14% say high volume generated of invalid acts
- 20% say the level of ad residency
- 21% say overall efficiency
- 37% say all the above and more

Mixed Reactions to Adequacy of Current Video Viewability Standard | Majority Agree that They Will Only Buy Video Advertising Meeting or Exceeding This Standard

- Agreement with Statements About Video Advertising Viewability

More than 50 media brands measured in this study. All logos and trademarks are the property of their respective owners.

SOURCE: © 2016 Advertiser Perceptions, Video Advertising Report, Wave 4
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.