



VIDEO ADVERTISING CONVERGENCE REPORT

Today's consumer doesn't differentiate between linear TV, digital video, and over-the-top options when viewing content. Yet, reaching consumers across the myriad video options remains a challenge for advertisers. Even the way advertisers think about various video advertising opportunities varies widely.

The [Video Ad Convergence Report](#) asks respondents about their video decision-making across platforms, offering insight into how advertisers are allocating budgets by platform and tactic, criteria for selecting streaming partners, changing attitudes about linear TV and the impact of ad-free SVOD services on ad-supported video.

BRANDS MEASURED

Subject to Change

- Amazon (IMDB TV, FireTV)
- Amobee
- Apple
- Disney/ABC (Hulu, ESPN+, Disney+)
- Fox (Tubi)
- Fubo
- NBC (Peacock)
- Roku
- Samsung (Samsung TV Plus)
- Sling TV
- Sony (Cackle)
- Telaria
- The Trade Desk
- ViacomCBS (CBS All Access, Paramount+)
- Vudu
- WarnerMedia (AT&T TV Now, HBO Max)
- Xumo
- YouTube (YouTube, YouTubeTV)

Report Overview

RESPONDENT QUALIFICATIONS

- Manager and above job title
- \$1M+ annual video ad spend
- Involved in video advertising decision-making

TOPICS COVERED BY OUR RESEARCH

- Video ad spend optimism and funding sources
- Video ad spend allocation across platforms
- Digital video and TV tactics: usage and spend allocation
- Key selection criteria for streaming (OTT/CTV) partners
- Most important media companies for streaming (OTT/CTV) 5 years from now
- Video marketplace concerns
- And much more...



WHAT
ADVERTISERS
THINK

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Advertiser Perceptions is the global leader in research-based business intelligence for the advertising, marketing, and ad technology industries. Our expert staff delivers an unbiased, research-based view of the advertising market with analysis and solutions tailored to your specific KPIs and business objectives. These insights provide you with the confidence to make the very best organizational, sales, and / or marketing decisions, driving greater revenue and increased client satisfaction.

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Contact us today to check the status / health of your brand and find out how our data-driven insights can help you achieve greater business success. For more information about our services or to arrange a briefing, please contact us at 212-626-6683 or info@AdvertiserPerceptions.com.