

Video Advertising on Mobile

THE
BENCHMARK SERIES
A NEW STANDARD IN MEASURING THE TRUE IMPACT OF ADVERTISING

The Benchmark Series

The Benchmark Series sought to **challenge common assertions around what works** and doesn't work in media.

It identifies how the various attributes of video advertising deliver growth for advertisers.

Enlisting leading academic **Dr Karen Nelson-Field**, a Professor of Media Innovation at The University of Adelaide, ThinkTV commissioned an **independent, large-scale in-home study** into how Australians *really* engage with advertising across different platforms and devices, while comparing TV *against other environments* such as Facebook and YouTube.



This part of the Benchmark Series compared the attribute of ad viewability across TV, Facebook and YouTube on mobile screens.

The concepts of screen coverage, pixels rendered and time-on-screen are assessed against their ability to impact attention and sales

Findings to Date

Investigate the media attributes historically connected to brand growth laws to understand how different media perform

Tranche 1 Recap: TV drives more attention

	TV on TV	Facebook on PC	YouTube on PC
<u>Overall Attention</u>	58%	20%	45%
<u>Active Viewing</u>	58%	4%	31%
<i>Passive Viewing</i>	40%	94%	37%
<i>Non-viewing</i>	2%	2%	32%
<u>Sales Impact (Stas)</u>	144	118	116

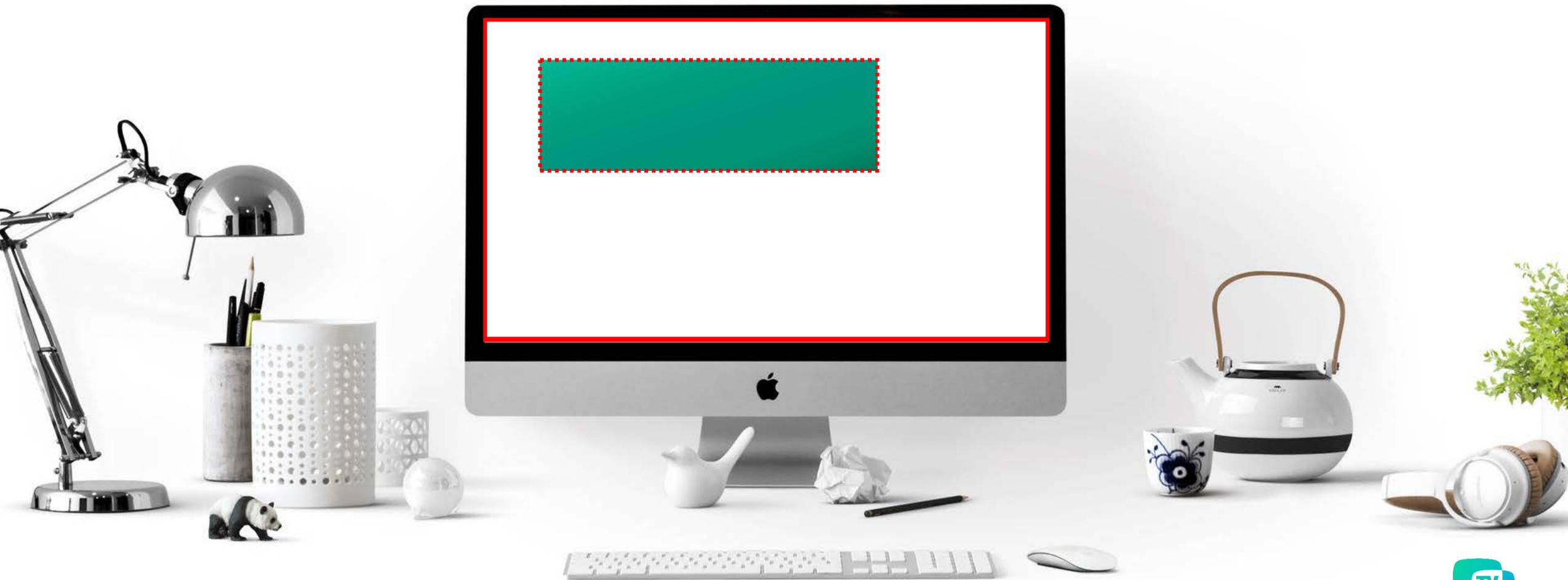
Source: ThinkTV: Benchmark Series: Viewability 2017

2.4x the Sales Impact of YouTube and 2.2x the Sales Impact of Facebook

What Drives Variations in
Sales Impact?

Ad Visibility
(Coverage & Pixels)

Tranche 1 Recap: Screen Coverage



COVERAGE – % Of Screen That The Ad Covers

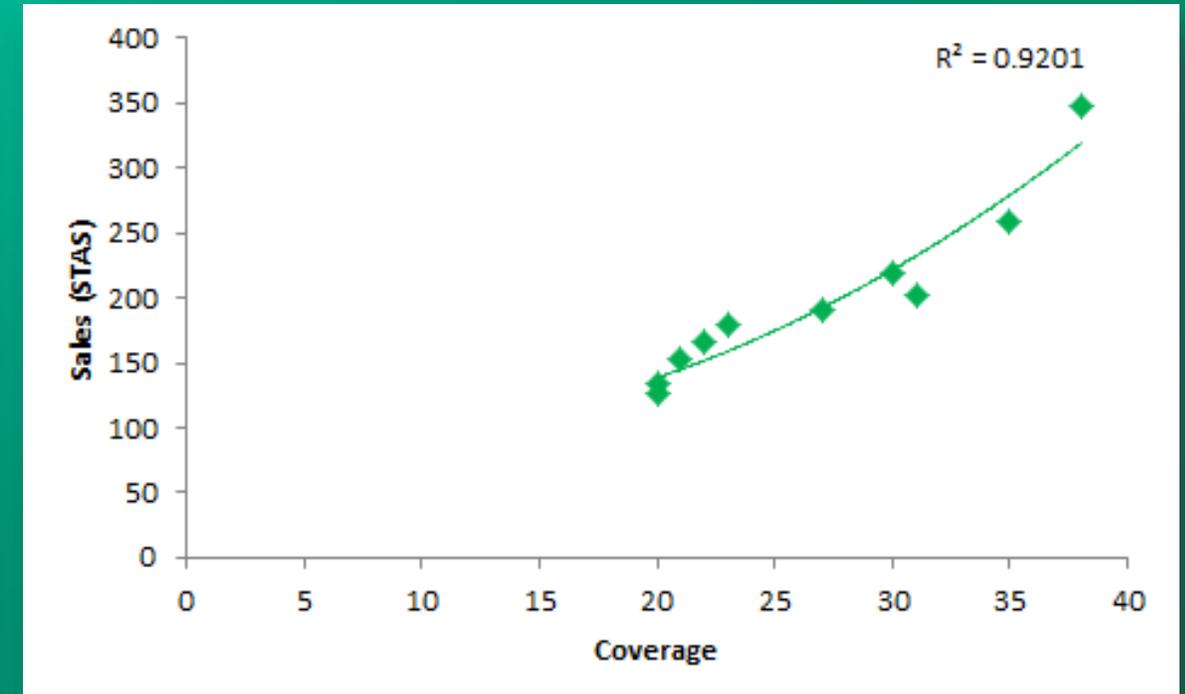
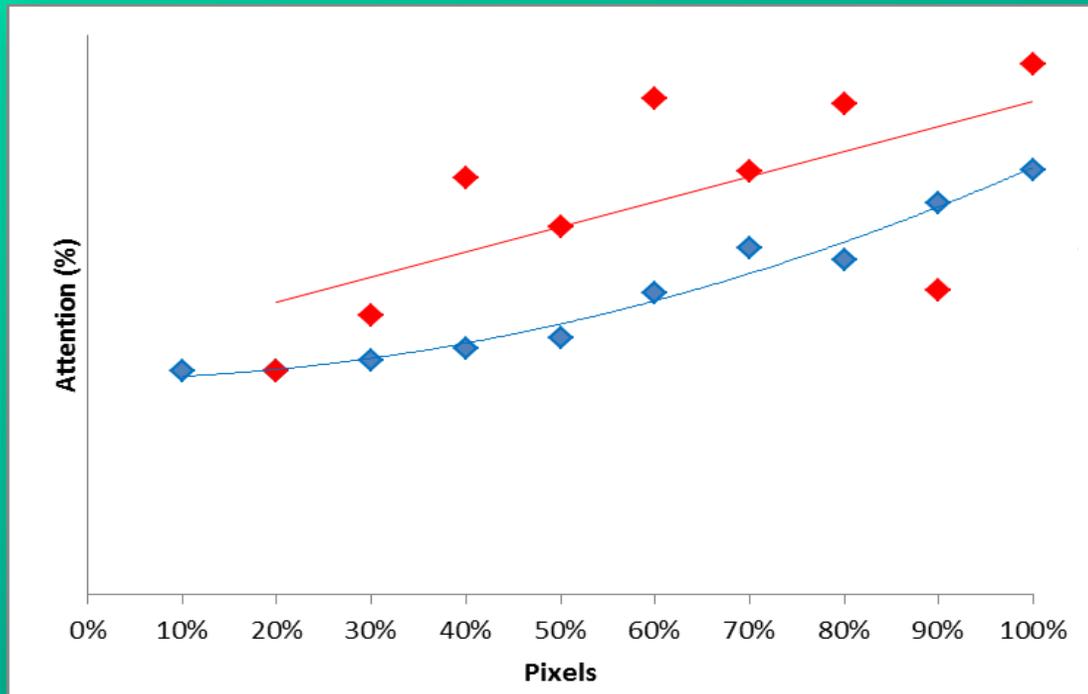
Tranche 1 : Coverage & Pixels vary by platform

	TV on TV	Facebook on PC	YouTube on PC
Average Screen Coverage	100%	14%	32%
Average Pixel Load	100%	51%	66%
Overall Attention	58%	20%	45%
Sales Impact (STAS)	144	118	116

Source: ThinkTV: Benchmark Series: Viewability 2017

Tranche 1 Recap

Visibility is a function of Coverage & Pixels- both matter a lot!

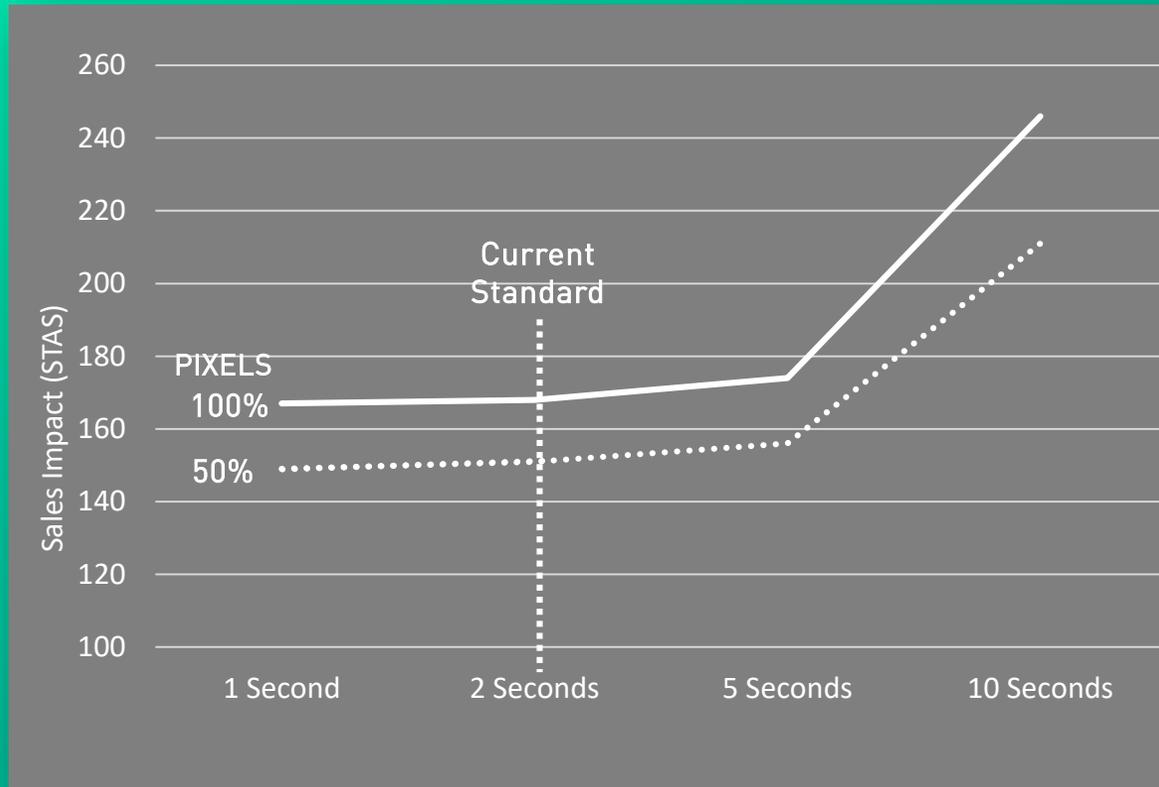


Source: ThinkTV: Benchmark Series: Viewability 2017

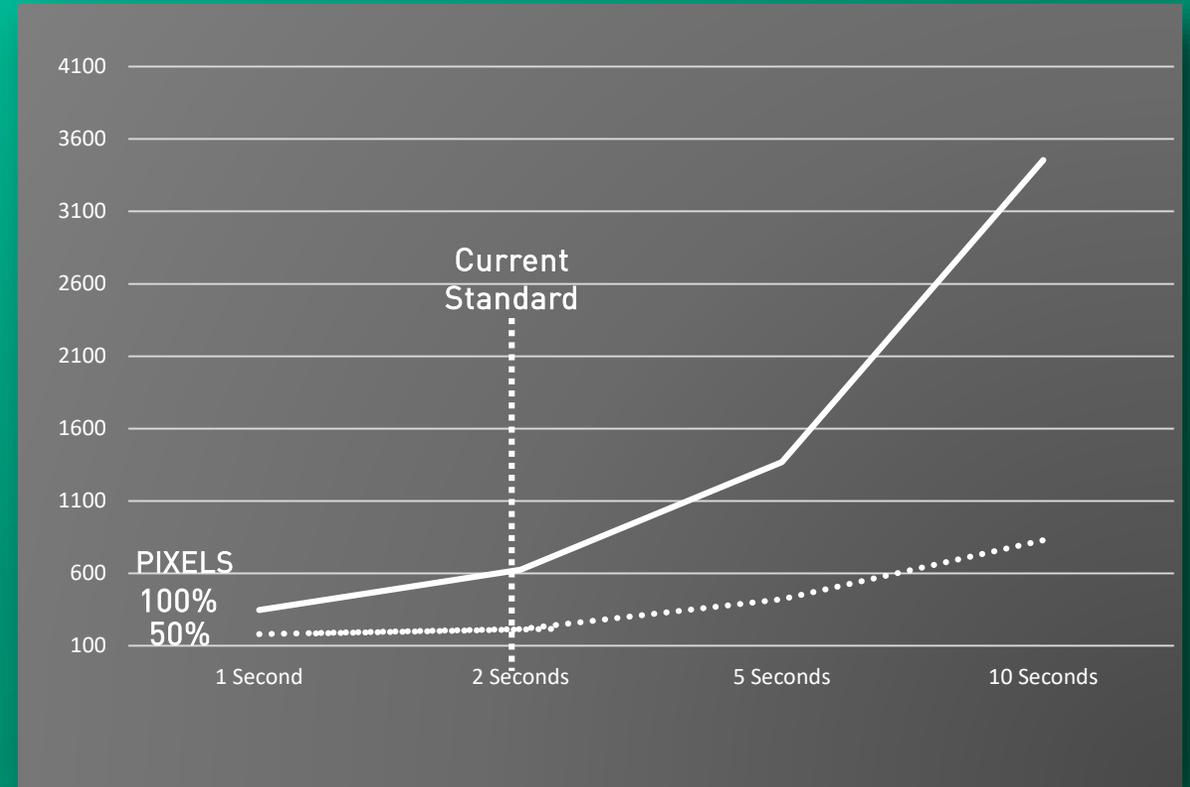
100% Viewability generates 2x the impact

There is material uplift in sales above the Viewability Standard of 50% pixels and 2 seconds

YouTube on PC



Facebook on PC



Source: ThinkTV: Benchmark Series: Viewability 2017



Tranche 2

We listened to the common query:

“What about Mobile? Mobile is the optimal platform for Facebook and YouTube”

Device Impact

- 1. How does TV perform on other devices?*
- 2. If Facebook and YouTube are most consumed on mobile devices, how will Sales and Attention perform?*

How does TV perform on all four screens?

	TV on TV	TV on PC	TV on Mobile	TV on Tablet
Sales Impact (STAS)	144	153	161	174

Source: ThinkTV: Benchmark Series: Mobile Advertising 2018

BVOD (TV on Mobile, Tablet or PC) video advertising emerging as an equally effective piece of inventory along with in-home viewing

Mobile Screens

How do the video advertising
platforms compare?

Pixel % improves on mobile; still less than TV

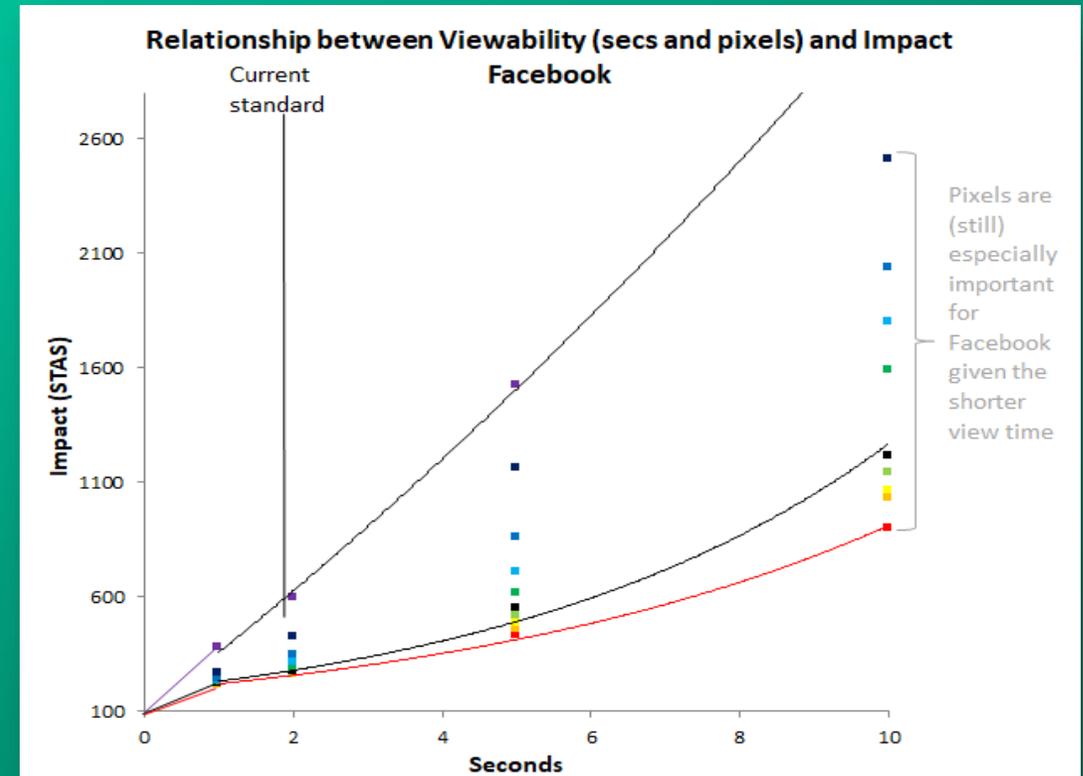
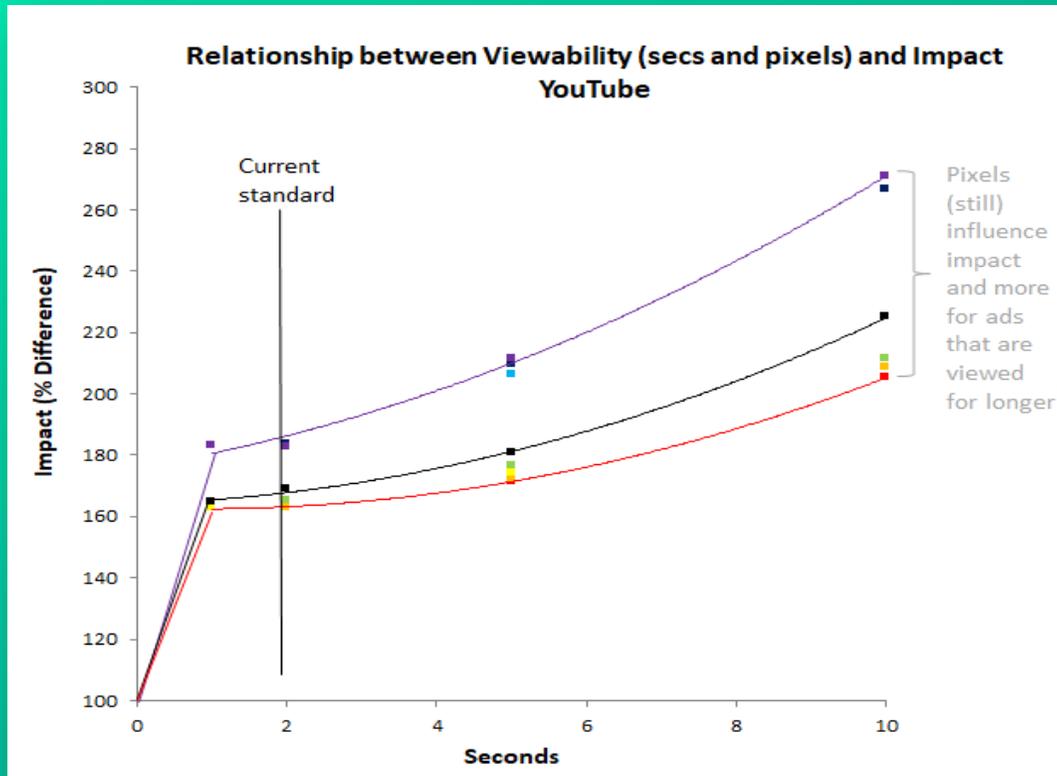
	Facebook	YouTube	TV
Ave. Pixels (PC)	51%	66%	100%
Ave. Pixels (Mobile)	58%	82%	100%
Difference	+7	+16	0

Source: ThinkTV: Benchmark Series: Mobile Advertising 2018

Most online ads are not viewed in full horizontal screen view

Feed scrolling still limits any pixel improvement for Facebook

Viewability patterns hold: mobile matches PC



Source: ThinkTV: Benchmark Series: Mobile Advertising 2018

Pixels still matter more than view time. Inventory that is fully rendered (100% pixel load) will generate a greater sales impact irrespective of viewing length

Screen Coverage % improves on mobile; still less than TV

	Facebook	YouTube	TV
Screen Coverage (PC)	10%	30%	100%
Screen Coverage (Mobile)	27%	32%	100%
Difference	+17	+2	0

Source: ThinkTV: Benchmark Series: Mobile Advertising 2018

On mobile, Facebook is little more than 1/4 and YouTube is 1/3 that of TV Screen Coverage

Interface Differences



Facebook Mobile User Interface (UI) is different to its PC UI. With less screen real estate, the news feed fills the entire screen which helps explain the improvement in coverage



YouTube Mobile UI is similar to its PC UI hence little improvement in coverage scores

Attention & Sales Impact Comparison

	Attention	Sales Impact
TV	63	161
Facebook	54	121
YouTube	44	137

Source: ThinkTV: Benchmark Series: Mobile Advertising 2018

1. On the same device, TV video advertising commands more Attention than Facebook and YouTube
2. Attention is more sensitive to Screen Coverage differences between platforms than Sales Impact
3. Sales Impact is more sensitive to Visibility (pixel Loads & viewing length)

Key Takeouts

- All platforms generate greater Sales Impact on mobile
- TV (BVOD) generates the greatest sales impact of all platforms on mobile
- The relationship between visibility and sales holds across device
 - In fact its even clearer with an additional wave of data
- Visibility (Pixel Loads & Duration of Viewing) is an important consideration when choosing online video inventory that can maximise sales impact
- TV (BVOD) online video (either live stream or on-demand) offers more screen coverage (100%), more pixels (100%) & longer viewing times than Facebook or YouTube
- As a result, TV delivers greater Attention and Sales Impact than its online video competitors

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