

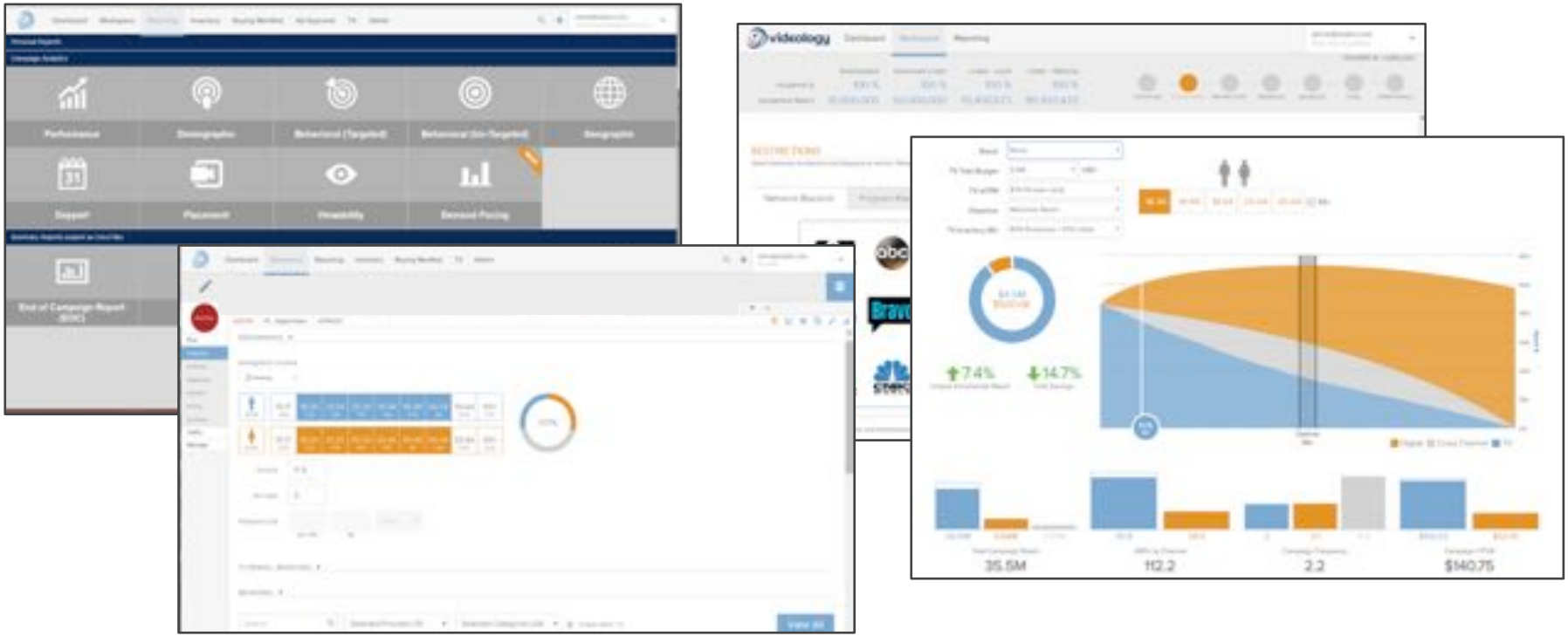
MMA SM2 INNOVATION SUMMIT

USING MOBILE VIDEO TO BUILD BRANDS

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September 2016

VIDEOLOGY: ENTERPRISE SOFTWARE FOR THE CONVERGENCE OF VIDEO



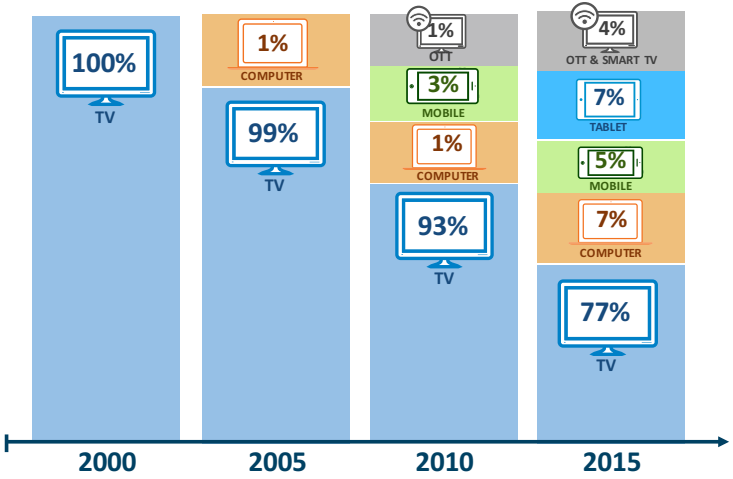
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WHY MOBILE VIDEO?

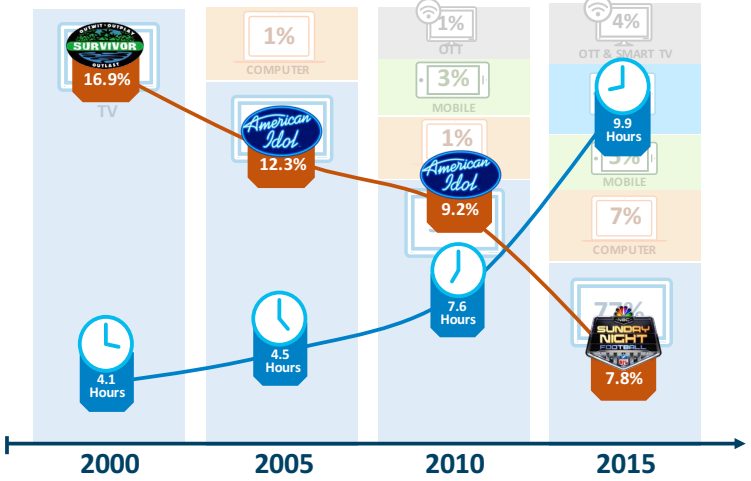


CONTENT CONVERGENCE AND AUDIENCE FRAGMENTATION: TIPPING POINT FOR MARKETERS' EMBRACE OF CROSS-SCREEN

% of Time Spent On Devices



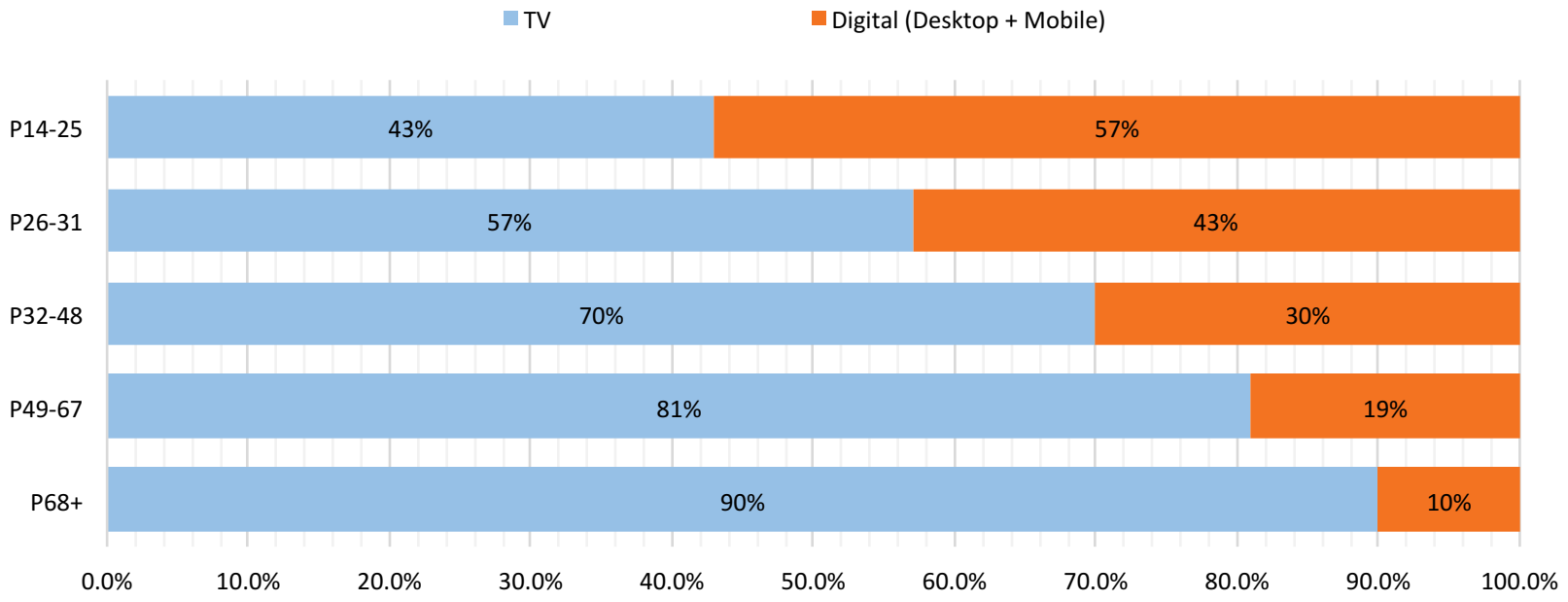
Top Rated TV Program & Total Media Time Spent



Source: Videology % estimates from Nielsen, eMarketer trend data.

DIGITAL VIEWING IS BEING DRIVEN BY YOUNGER CONSUMERS

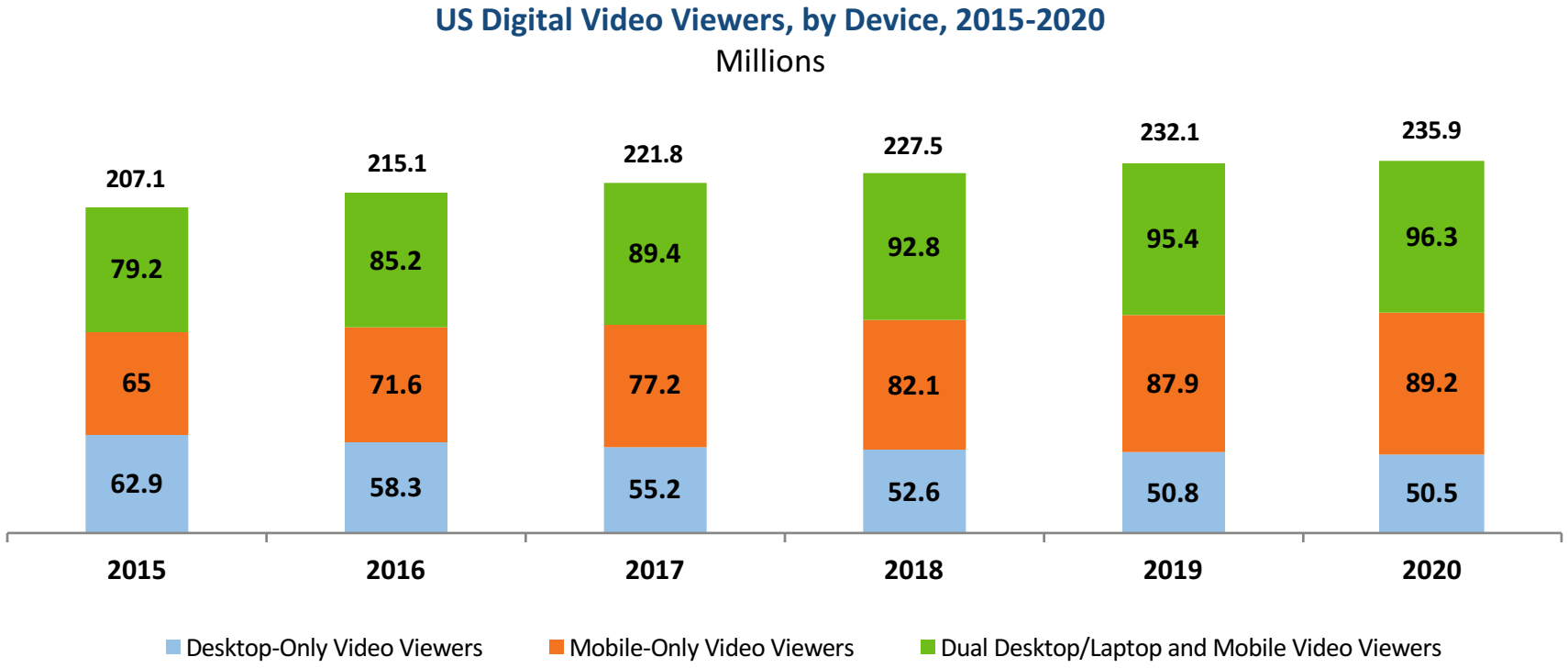
Share of Time Spent Watching TV Shows Among US Internet Users, by Generation and Device



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Source: Dloitte, "Digital Democracy Survey" April 22, 2015

AND THE NUMBER OF VIDEO VIEWERS IS GROWING

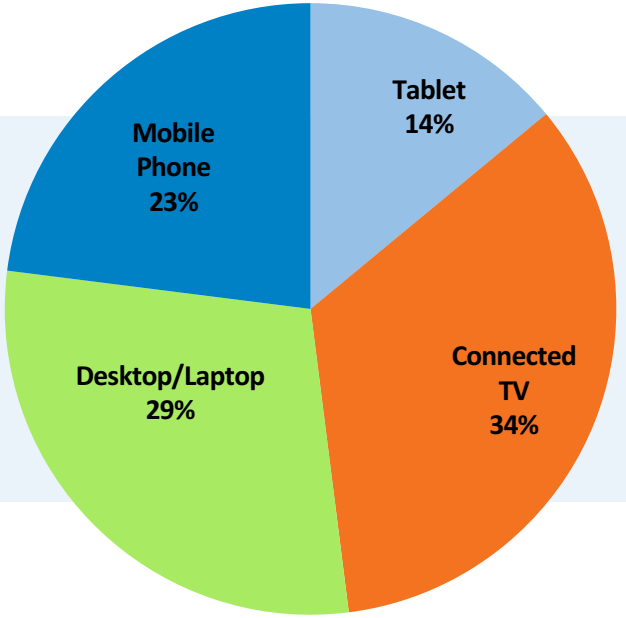


Source: EMarketer

37% DIGITAL VIDEO VIEWING IS DONE ON MOBILE/TABLET

Share of Weekly Time Spent Viewing Digital Video Among US Digital Video Viewers, by Device, April 2016

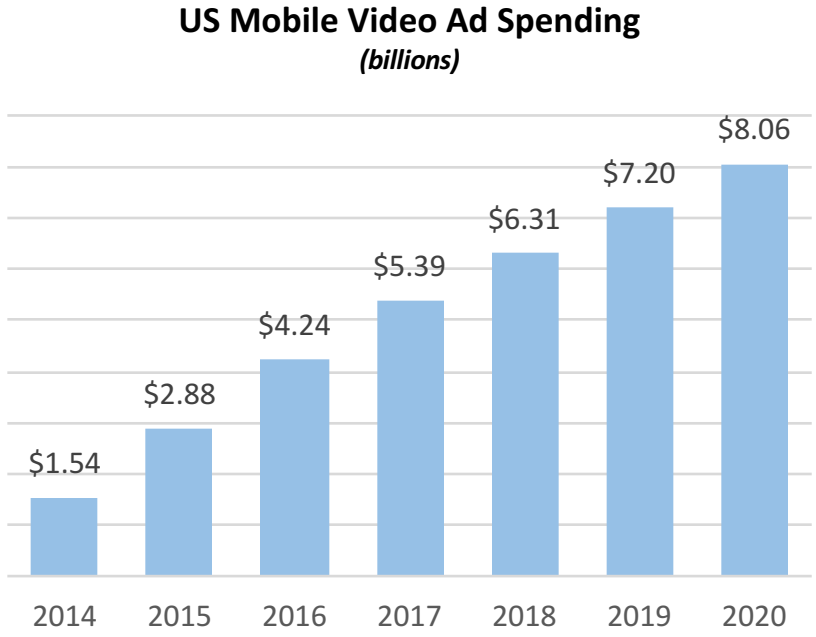
% of Respondents



Source: Verizon, "Quality Matters: Video Streaming Quality Report 2016"
Via EMarketer

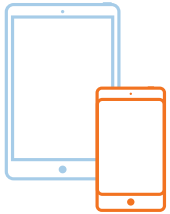
ADVERTISERS ARE FOLLOWING THEIR AUDIENCE

Advertisers are expected to spend $5.4B dollars on mobile video next year, a 30% increase from the year before



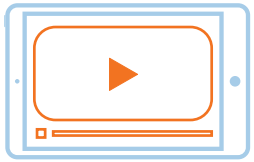
Source: eMarketer, March 2016

MOBILE VIDEO ADVERTISING COMES IN MANY DIFFERENT SHAPES AND SIZES



Device: Smartphone vs. Tablet

- Mobile video ads can be served to either smartphones or tablets
- Lines between them have become increasingly blurry with the rise of larger, “phablet” phones



Inventory Type: In-app vs. Mobile Web

- In-App: i.e. Hulu, ESPN app, CNN app
- Mobile Web: Through browsers like Safari and Chrome, i.e. NBC.com, ESPN.com, CNN.com

Americans spend 79% of their mobile internet time inside apps!

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HOW ADVERTISERS REACH THEIR AUDIENCE



Targeting methods for mobile devices vary depending on whether an ad is run on mobile web or in-app.

- **Mobile web:** Cookie-based
- **In-app:** Requires knowledge of the device ad ID

MEASURING THE IMPACT OF MOBILE

Media KPI's

- Completion Rate
- Click-Through-Rate
- Reach
- Frequency

Marketing KPIs

- Brand Lift (i.e. Nielsen DBE)
- Sales Lift (i.e. Kantar Shopcom, Nielsen Catalina)
- App downloads

CASE STUDY

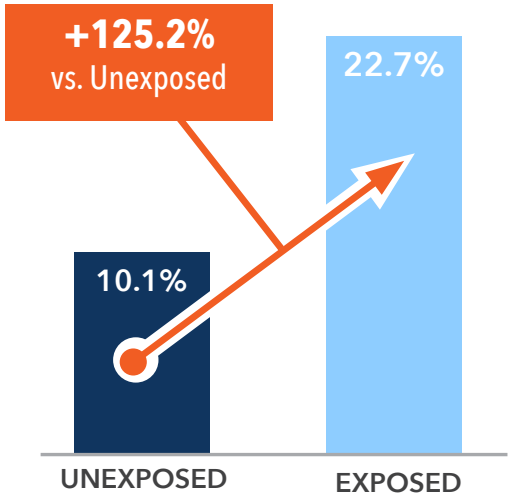
Challenge:
Major CPG company looking to drive sales of a mass-market food product.

Approach:
Mobile plan using behavioral, demographic, and contextual targeting to pinpoint the right consumers. After the campaign launched, a Nielsen DBE impact study was conducted to measure brand impact.

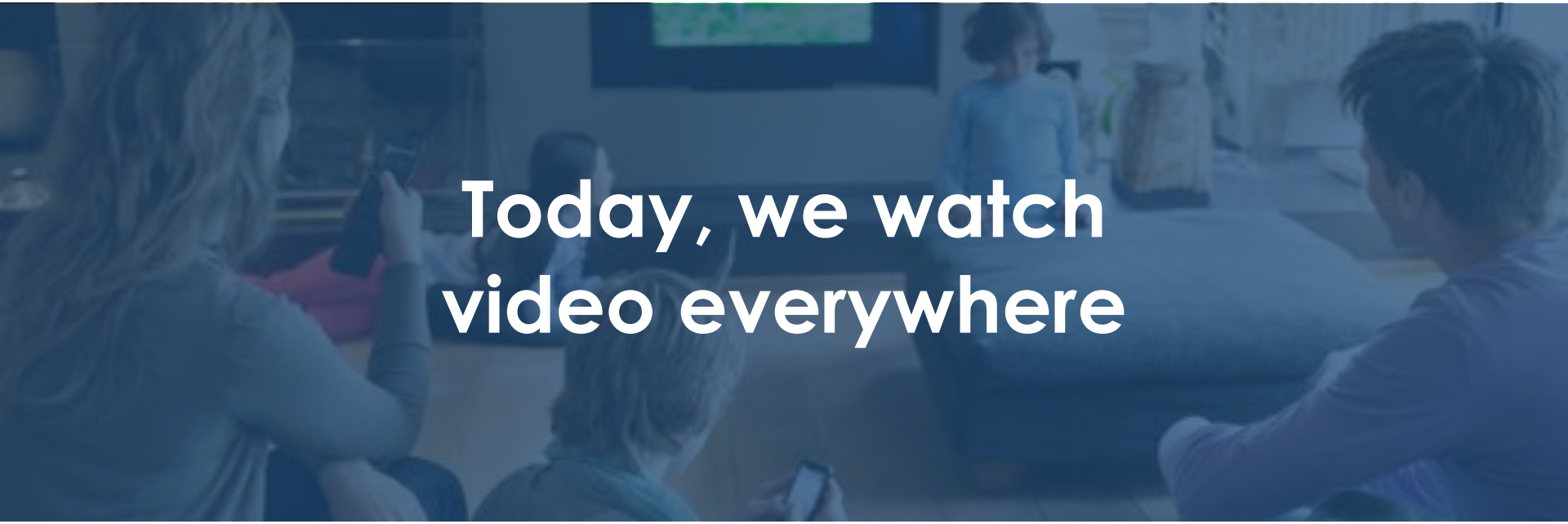
Results:
Campaign drove a message awareness lift on mobile of over **125%** compared to unexposed control group.

Brand Awareness Lift
Unexposed vs. Exposed Groups

Mobile Video

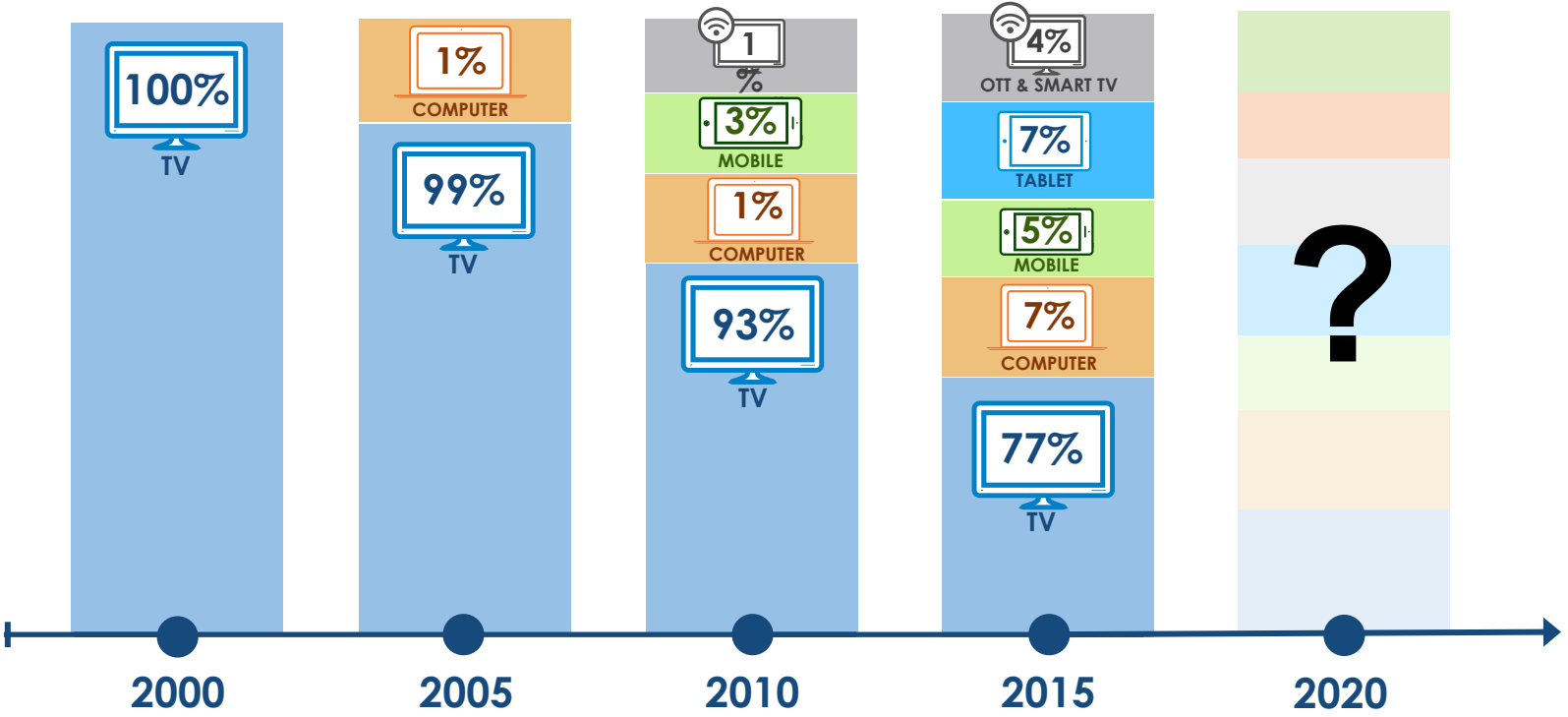


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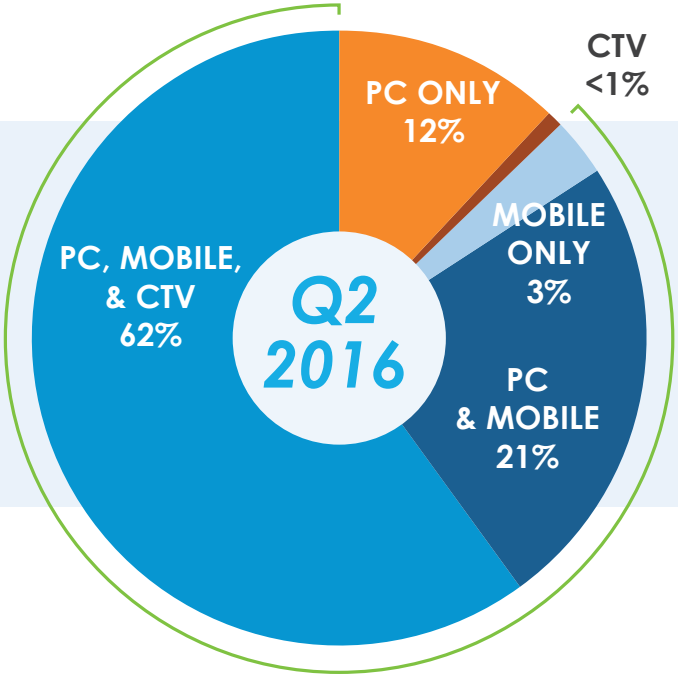
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MOBILE IS ANOTHER IMPORTANT SCREEN IN THE VIDEO MIX



source: Videology % estimates from Nielsen, eMarketer trend data; Time spent data calculated by Videology from Nielsen and KPCB data.
Highest rated programs based on Nielsen A18-49 Live+7 data.

ADVERTISERS ARE SEEING THE POWER A CONVERGED SOLUTION… WITH MOBILE AS A KEY PLAYER

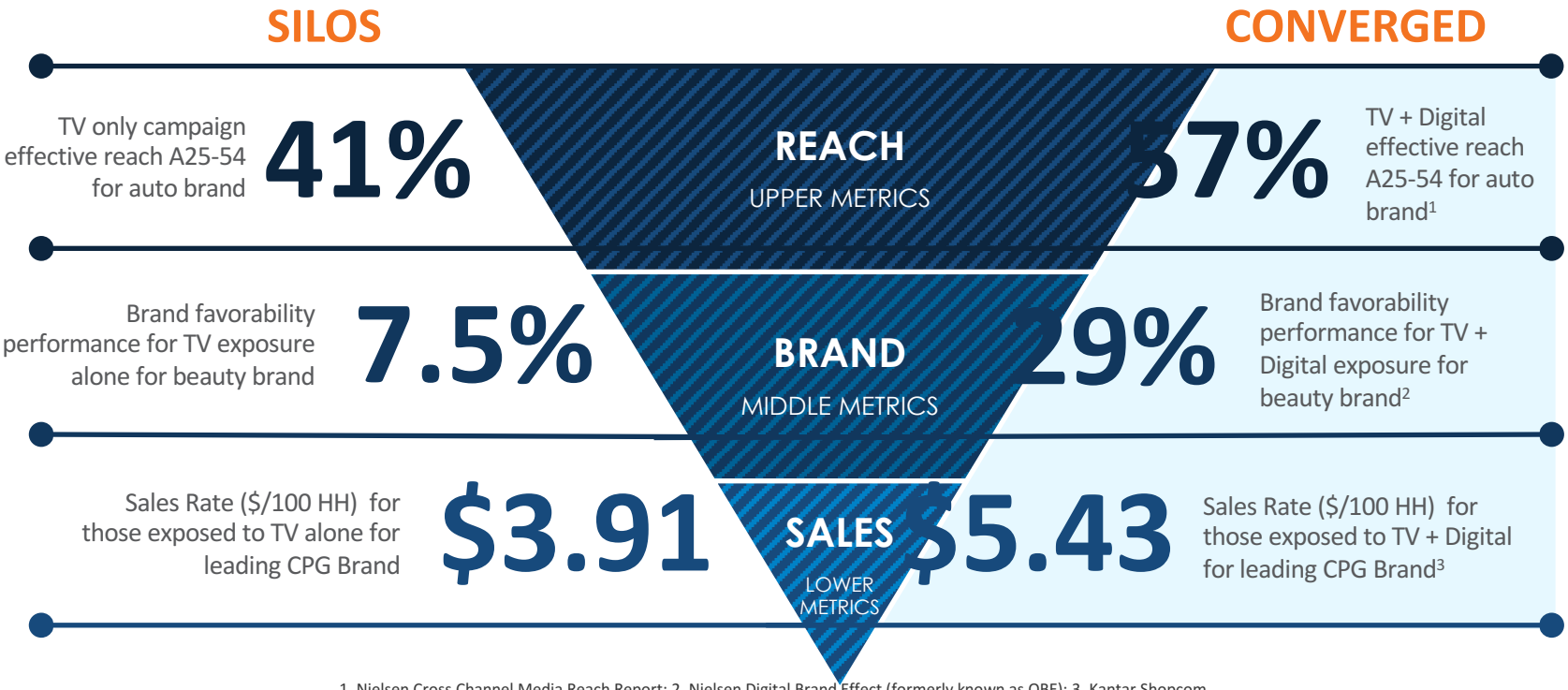


86% of our campaigns last quarter contained some element of mobile

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Source: Videology platfrom data, Q2 2016

A CONVERGED SOLUTION DRIVES HIGHER ROI AT EVERY STAGE OF THE SALES FUNNEL



1. Nielsen Cross Channel Media Reach Report; 2. Nielsen Digital Brand Effect (formerly known as OBE); 3. Kantar Shopcom

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SNICKERS



Total TV Audience Reached: 199MM
Percent of Population Reached: 68%

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PAMPERS



Total TV Audience Reached: 220MM
Percent of Population Reached: 75%
(Only Relevant to ~12MM people)

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WHAT DOES THE FUTURE LOOK LIKE FOR MOBILE VIDEO?

It’s all about convergence. Stop thinking of mobile video as a new class of inventory… and instead consider it as simply a part of the overall video mix.



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TEAM CHALLENGE:

- Work with the group at your table to fill out the questionnaire
- Every answer was in the presentation you just heard
- Please don't use the internet!
- There will be prizes for the winning team