

State of Online Video 2010

April 12, 2010



How was the state of online video measured?

- » DM2Pro and Tremor Media partnered to measure the state of online video by surveying the advertising community
- » Online survey was distributed to a representative list of advertisers, agencies, publishers, networks and technology providers
- » Survey was conducted from March 7, 2010 to April 1, 2010
- » Results are based on over 500 survey responses and were compiled and analyzed by DM2Pro and Tremor Media

The online video industry is young, not just in terms of the media industry, but even the digital media industry.

1880

© 1880 Newspapers & Magazines

© 1910 Newspapers & Magazines

© 1920 Radio

© 1940 Television

© 1980 Cable Television

© 1990 Satellite, Internet, Digital

© 1996 DVD Format Launches

© 1997 TiVo Creates Digital Video Recorder (DVR)

© 1998 Netflix Launches

★ DAWN OF THE ONLINE VIDEO REVOLUTION

FEB 05
YouTube
Launches

MAY 05
Yahoo! Video
Launches;
iTunes offers
video; ABC online
video site goes live

JUNE 05
AOL Video Search,
Slingbox launches

JULY 05
AOL's Live8 coverage
gets 3 billion viewers;
AP announces plan
for online video
network

2005



The online video industry is young, not just in terms of the media industry, but even the digital media industry.

JULY 05

AOL's Live8 coverage gets 3 billion viewers; AP announces plan for online video network



AUG 05

Flash 8; Veoh gets funding; More people watch Hurricane Katrina on Web than TV



SEP 05


Bittorrent gets funding ; Google streams Chris Rock show



OCT 05

YouTube gets \$5M funding; Apple - TV shows on iTunes; VidiLife gets funding; Yahoo hires more video talent; Revver.com launches with funding; NBC streams full Nightly News





The online video industry is young, not just in terms of the media industry, but even the digital media industry.

SEP 05


g; Yahoo launches music video service;
Comedy Central launches broadband channel;
YouTube receives another \$3.5M;
CNN Pipeline starts private beta; TNT Launches NBA
Overtime broadband channel; NBA launches a free
broadband video; NBC moves Trio to broadband;
Brightcove receives \$16.2M.



DEC 05

iTunes adds NBC, SciFi, USA; Disney reaches 800k downloads on iTunes; Grouper gets \$1.75M in funding (later bought by Sony); NBC puts Meet the Press online; Video-sharing company PureVideo gets \$5.6M; Reuters starts syndicating video to Web sites.





The online video industry is young, not just in terms of the media industry, but even the digital media industry.

DEC 05

iTunes adds NBC, SciFi, USA; Disney reaches 800k downloads on iTunes; Grouper gets \$1.75M in funding (later bought by Sony); NBC puts Meet the Press online; Video-sharing company PureVideo gets \$5.6M; Reuters starts syndicating video to Web sites.



JAN 06

Google launches video store, partners with CBS. E! launches broadband channel; Scripps launches broadband channel; ABC downloads on iTunes exceed 1.5M after three months; MySpace launches video sharing; iTunes adds MTV content ; Heavy.com gets \$10M funding ; Sling Media gets \$46M funding



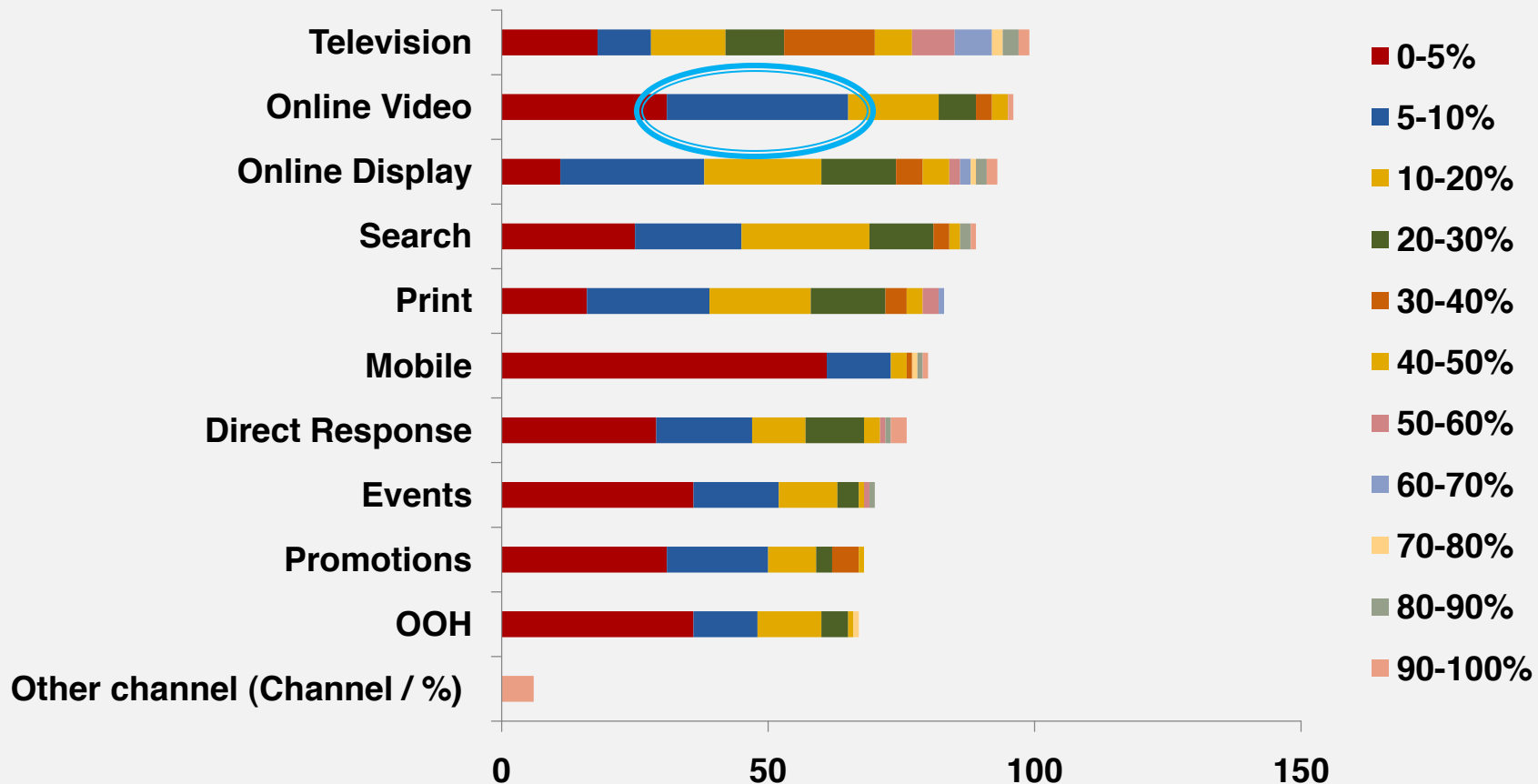
2007

Q

How were 2009 advertising budget allocated across the following channels?

A

The majority of advertisers spent 5-10% of overall media budgets on online video

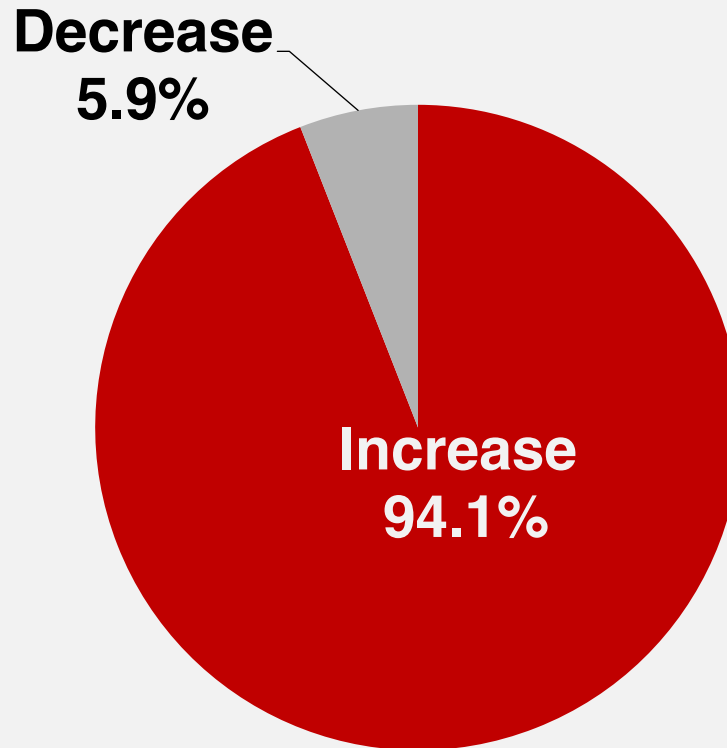


Q

Will 2010 online video advertising spend represent an increase or decrease over 2009?

A

94% of Advertiser and Agency Respondents Indicate 2010 Online Video Budgets will Increase Over 2009

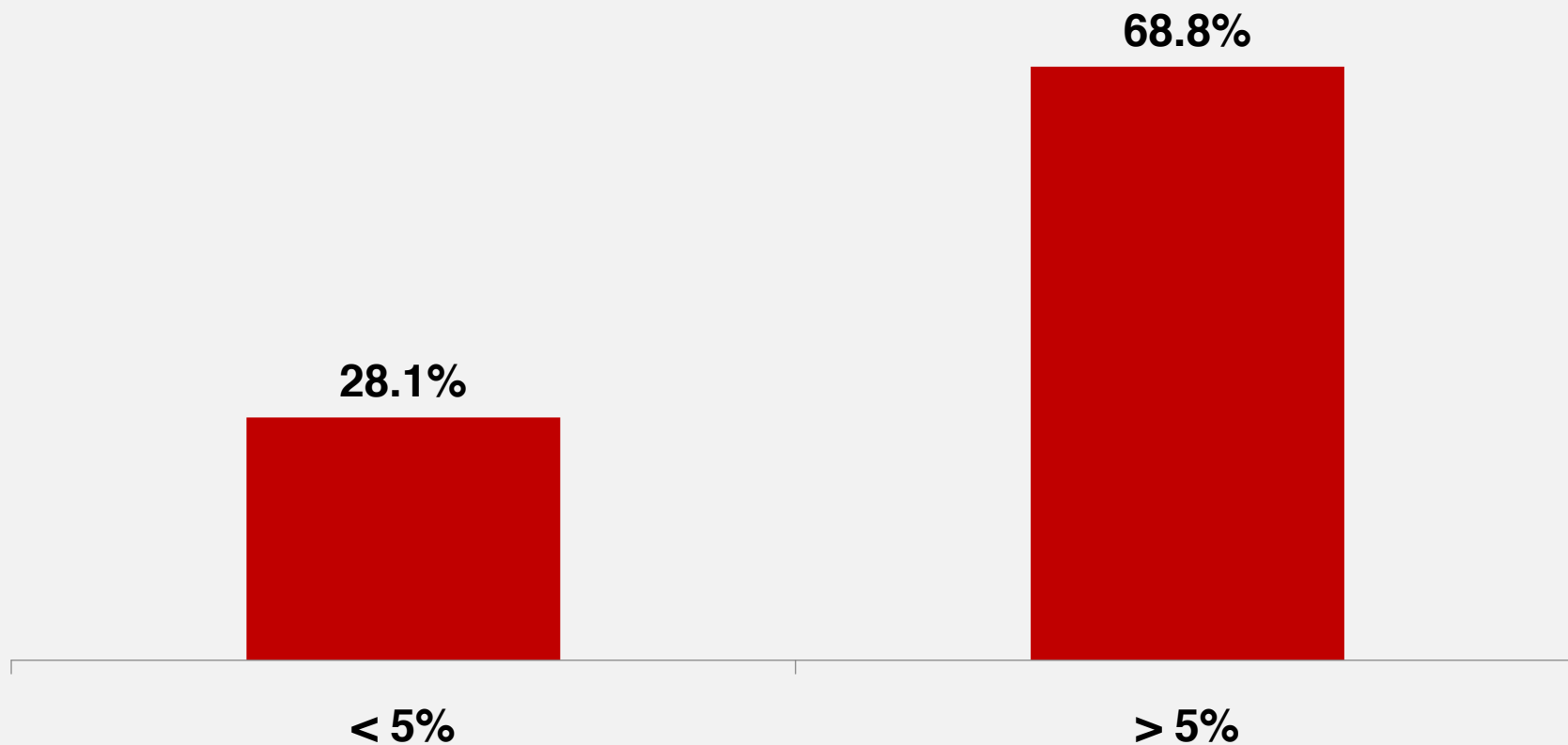


Q

By how much will online video budgets increase?

A

Nearly 70% of respondents indicate a greater than 5% increase in online video budgets

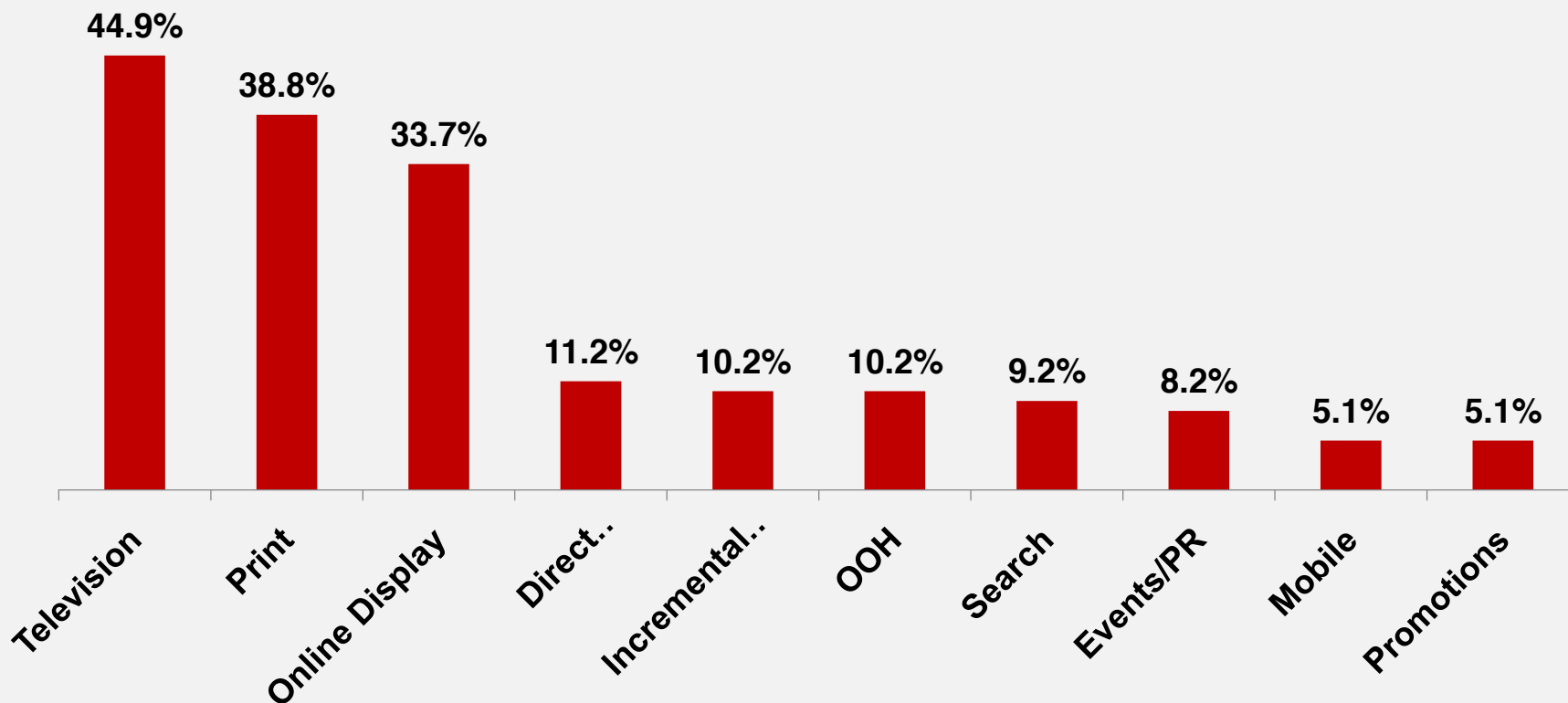


Q

From which of the following channels will you shift budgets to fund the increase spend in online video?

A

45% of respondents are shifting budgets from TV to fund the increase spending in online video

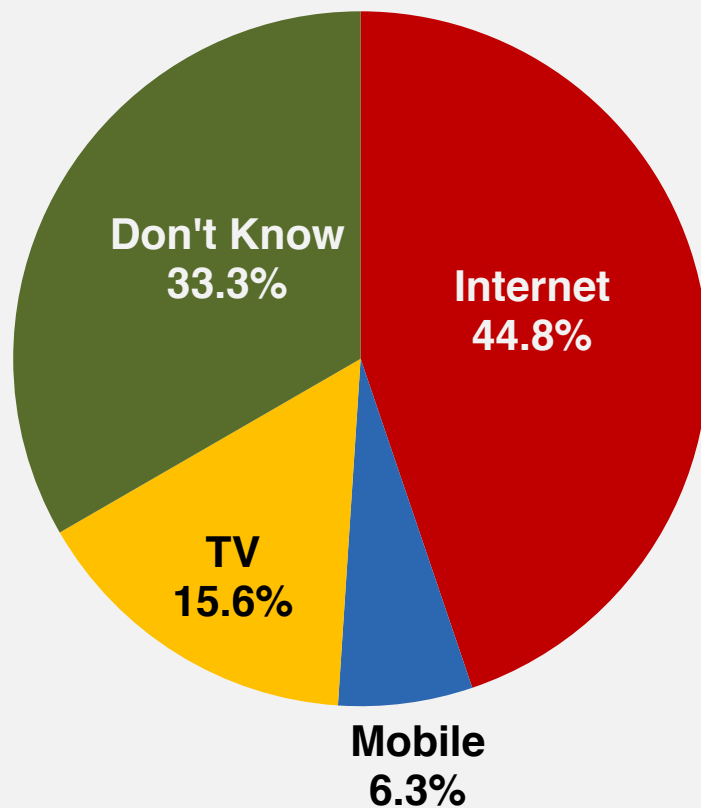


Q

Which form of video advertising offers the highest ROI?

A

Nearly 45% of respondents state online video drives the highest ROI

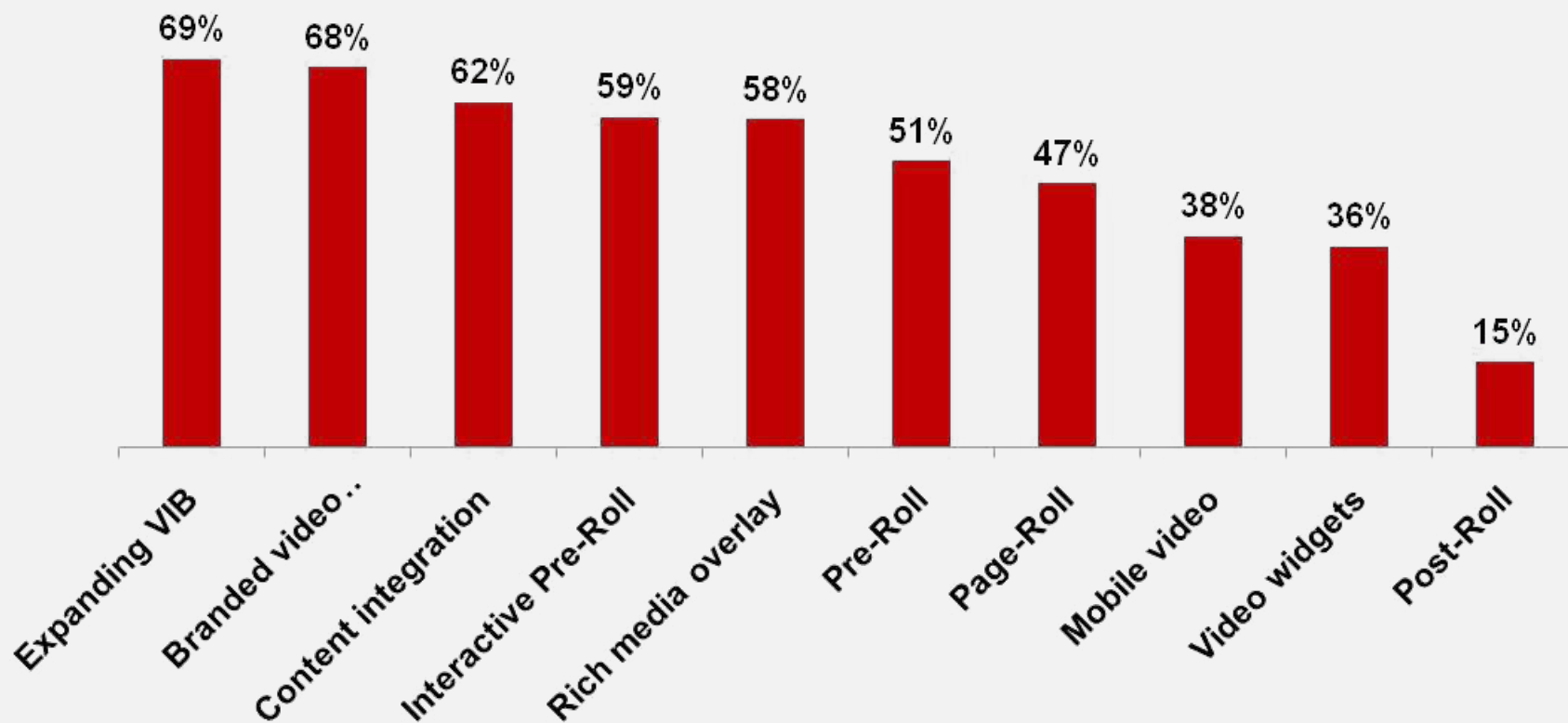


Q

Which online video ad formats are best at driving ROI?

A

The majority of respondents gave a “Good” or “Excellent” ROI rating to 6 of the 10 video ad formats

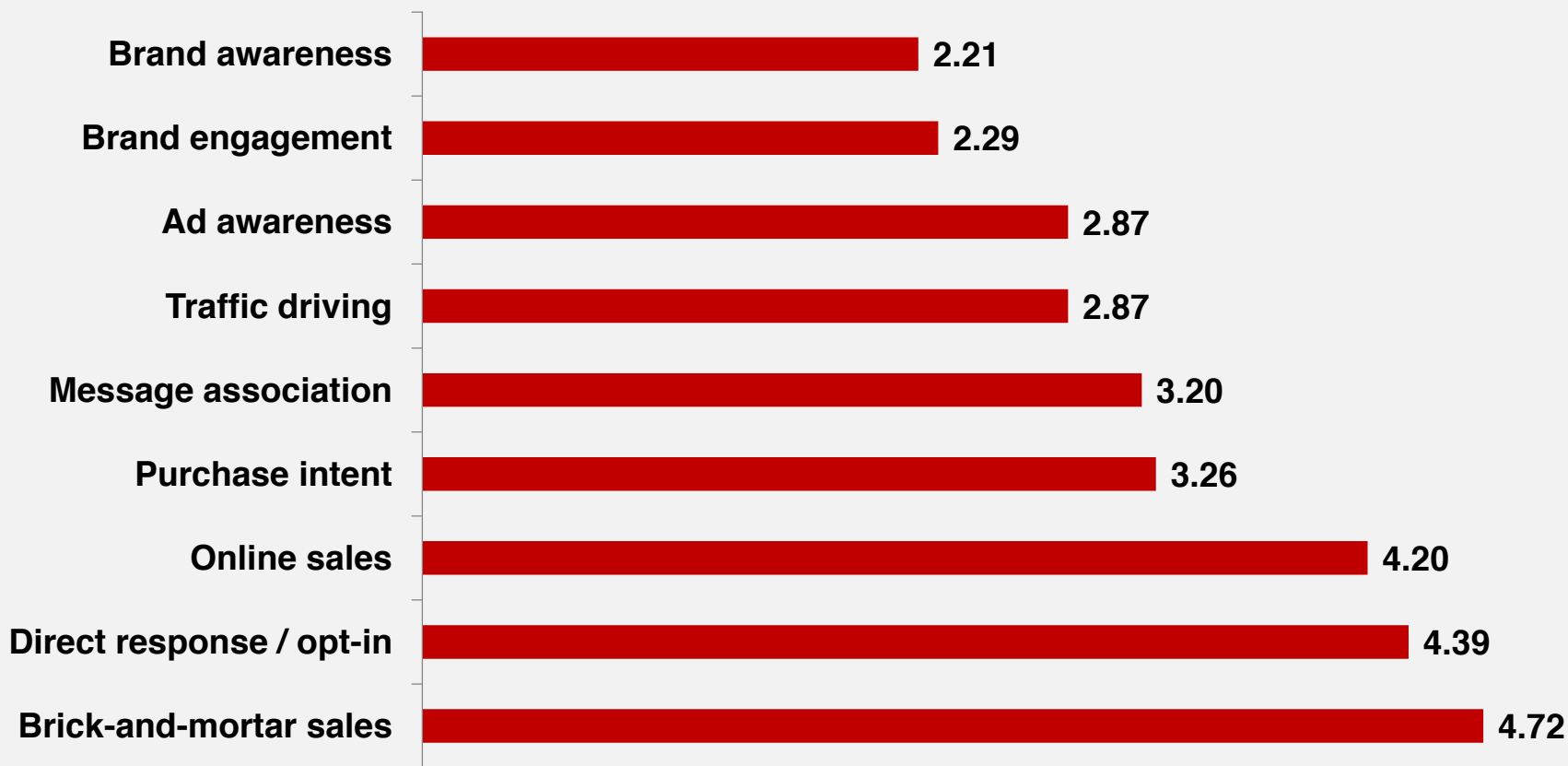


Q

For which campaign objectives would you be most likely to use online video?

A

Online video is mostly used to drive brand awareness and brand engagement



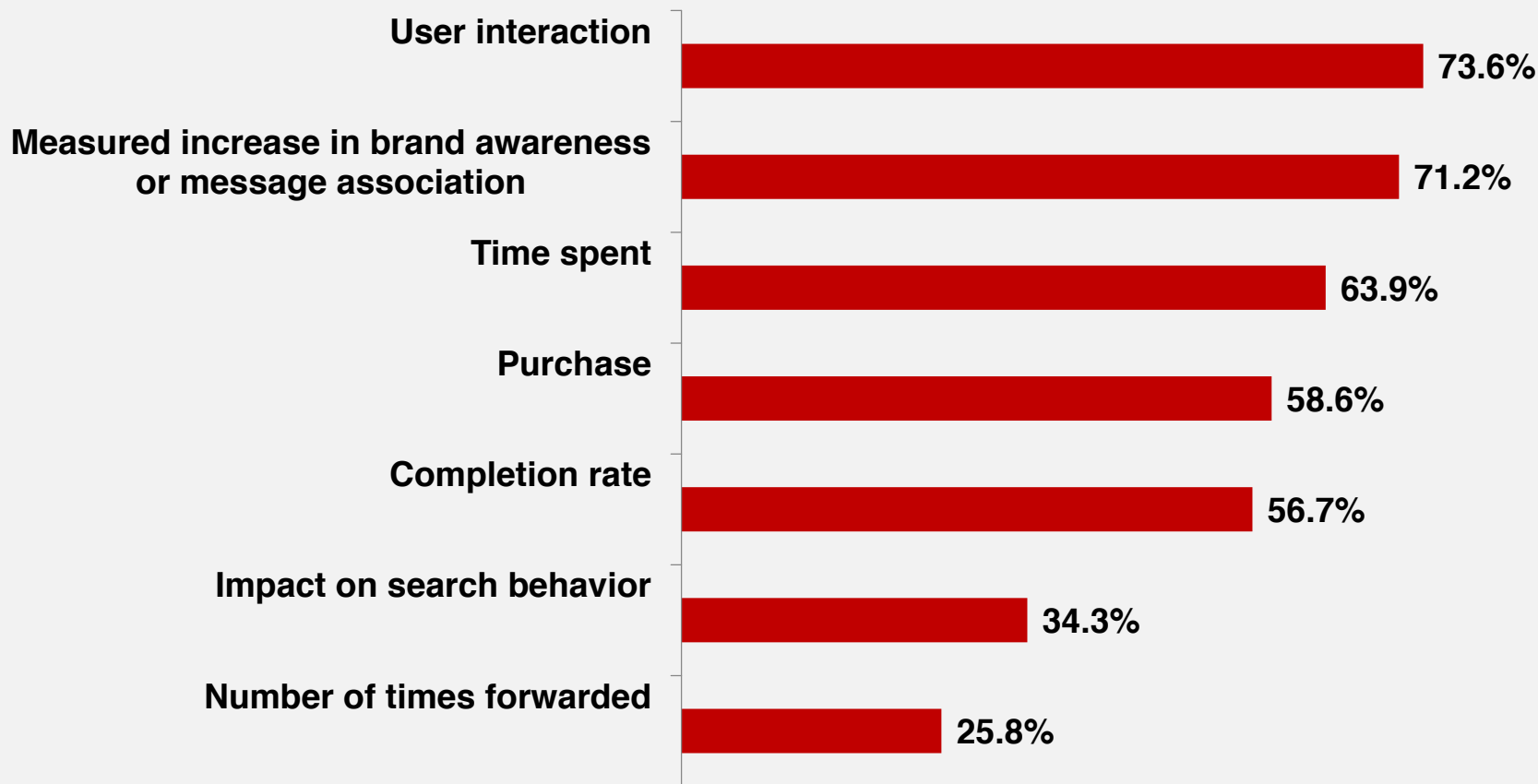
Based on a 1-8 ranking scale where 1 is most likely campaign objective and 8 is least likely.

Q

How important are the following engagement metrics for measuring online video advertising?

A

73% of Respondents Rate User Interaction as an “Extremely Important” or “Very Important” Engagement Metric

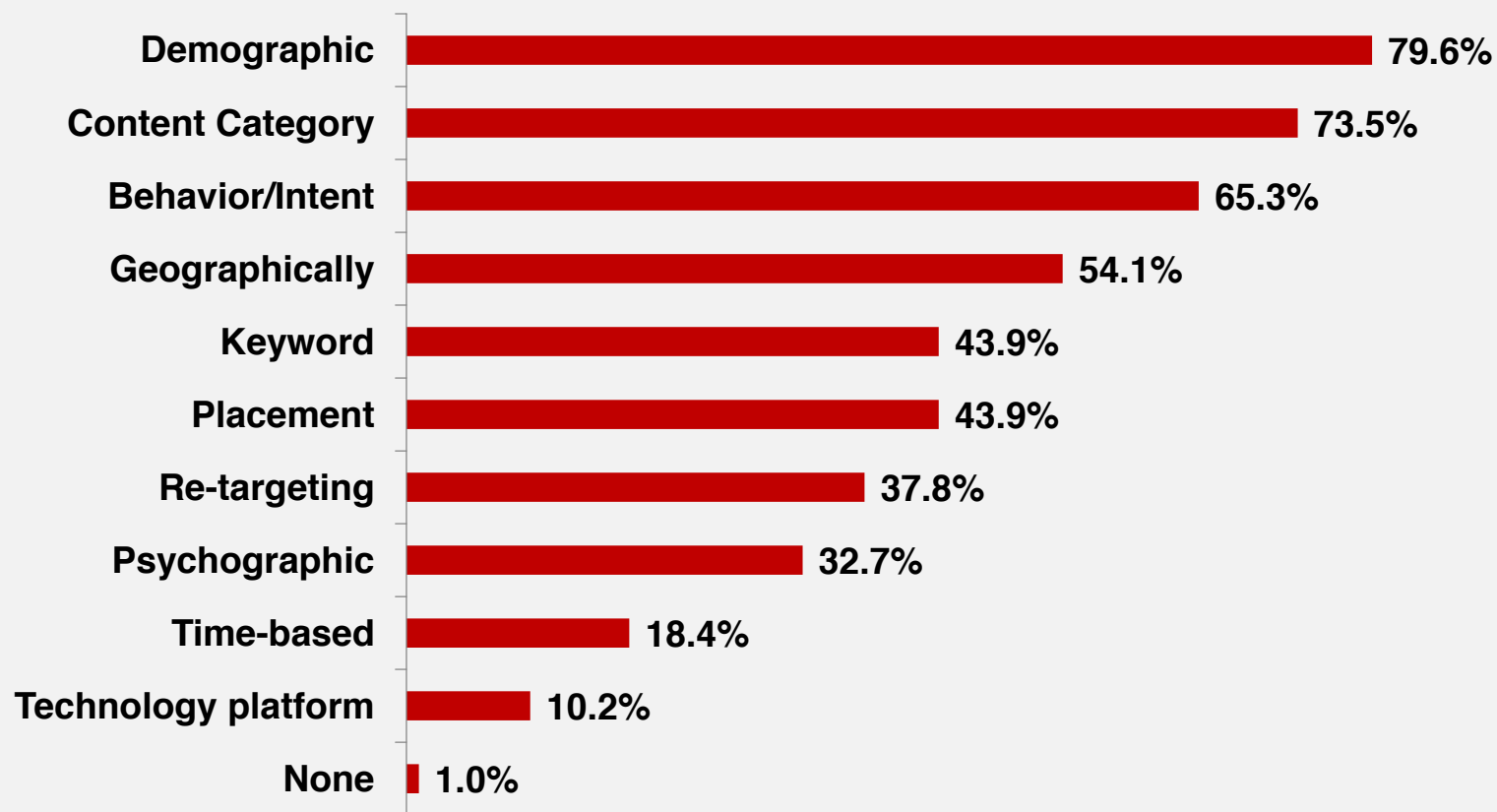


Q

How do you target your online video advertising?

A

Nearly 80% of Respondents Indicate the Use of Demographic Targeting for Online Video Campaigns

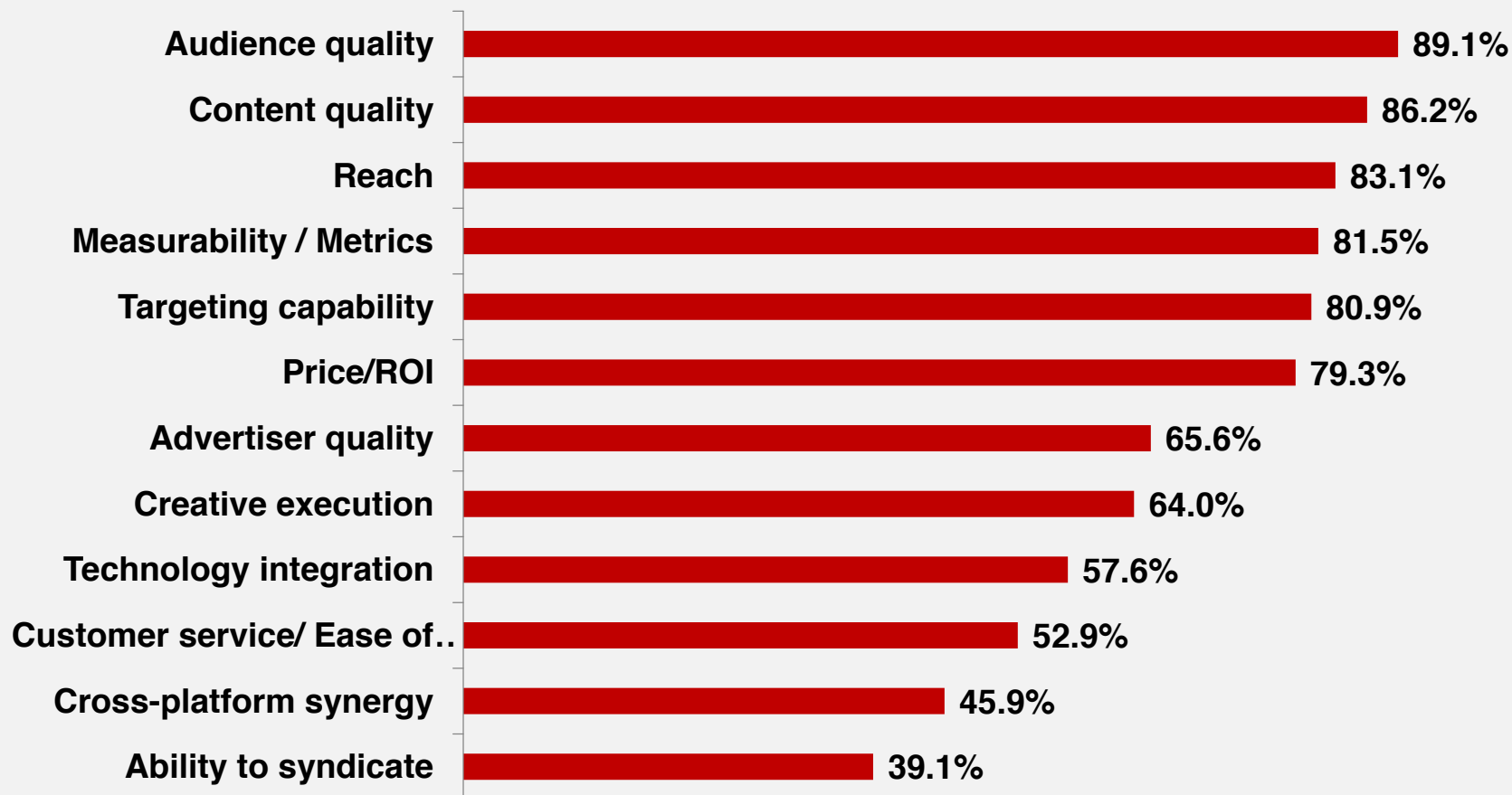


Q

What are the most important attributes when selecting an online video partner?

A

Over 85% of respondents indicate audience and content quality are the most important attributes in selecting an online video partner

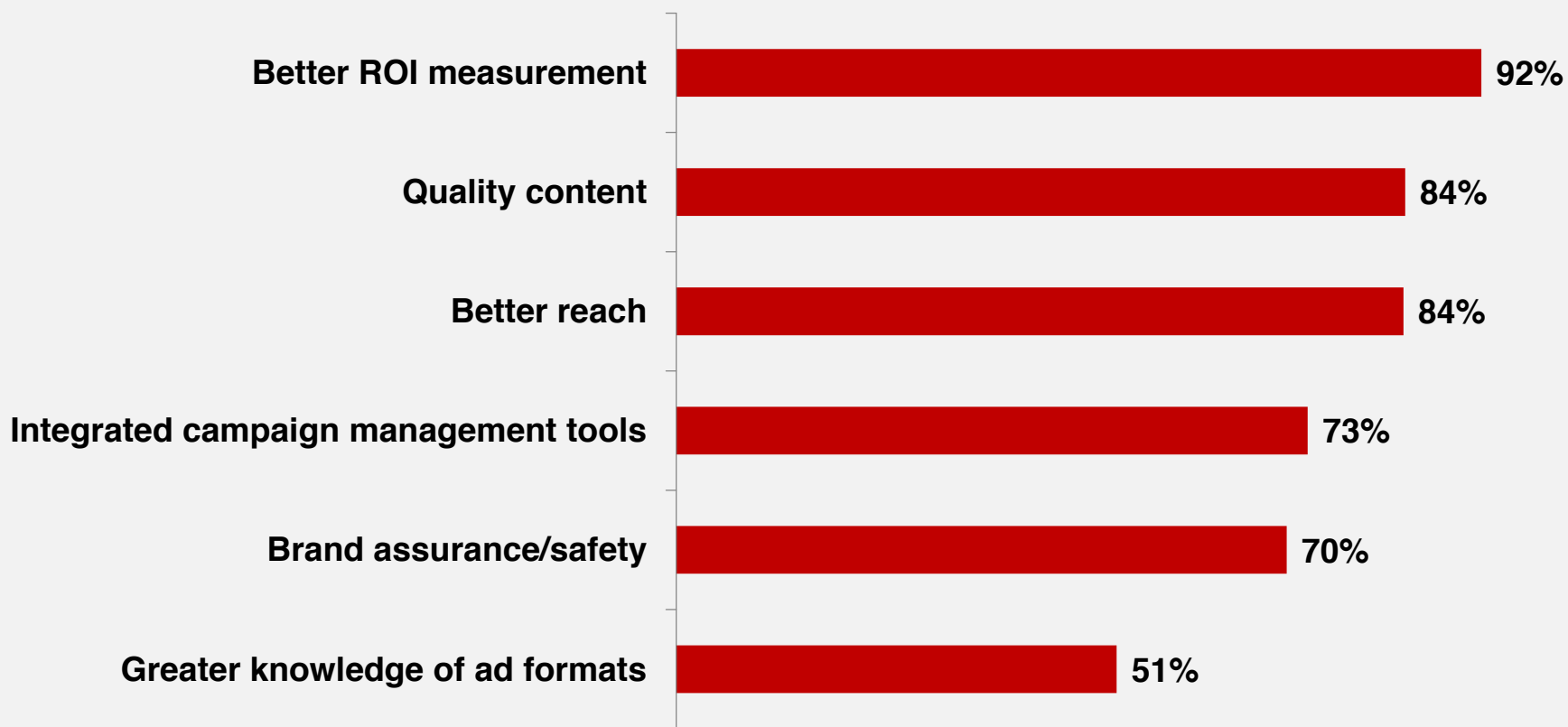


Q

What would influence you to buy more online video?

A

Better ROI measurement for online video is the most important factor to persuade respondents to buy more online video





The Shift is Here.



Thank You!

