

# PHIMA PANEL: VIDEO ADVERTISING



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# MEET THE PANELISTS!



**MODERATOR**

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PointRoll

VP, Product Strategy



**Brad Bernard**

Harmelin Media

VP, Digital Media & Analytics



**Mark Nolan**

Digitas Health  
Senior VP, Creative



**Chip Scovic**

TubeMogul

Chief Revenue Officer



**Anthony Wojciekowski**

POST Digital  
Co-Founder & Managing Director



FORMAT

SIZE

IN-STREAM

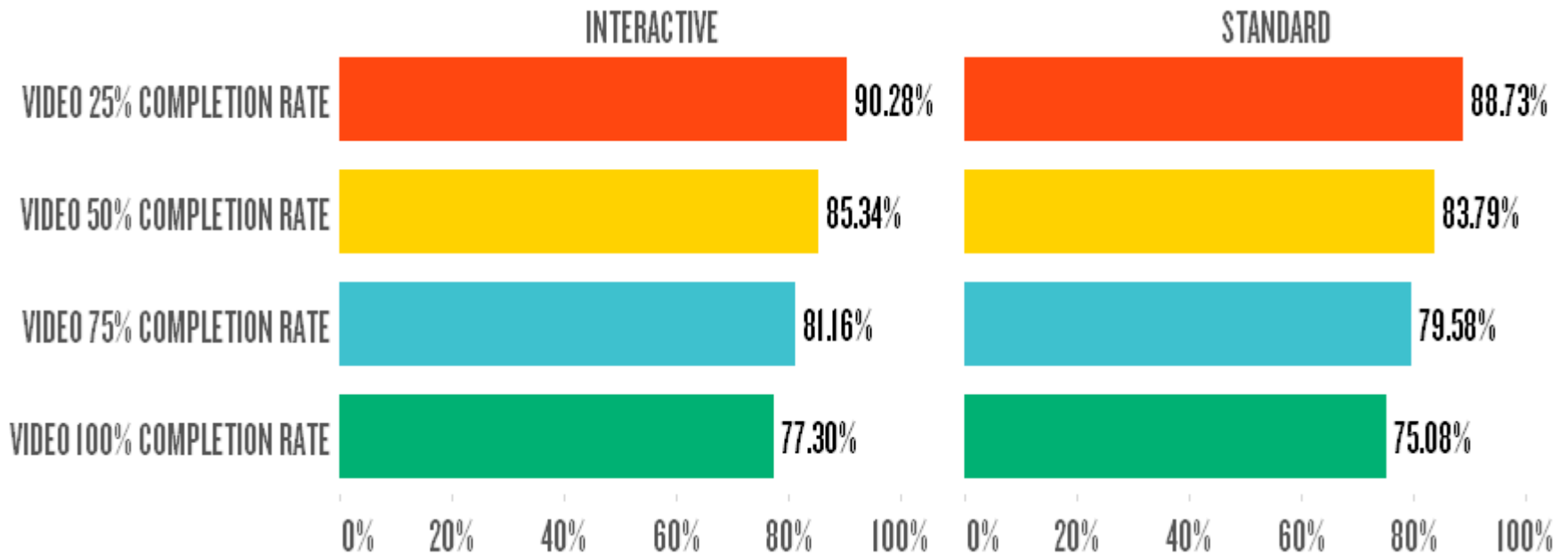
VERTICAL

VIEWABILITY

DAY OF WEEK

# IN-STREAM VIDEO QUARTILES BY TYPE

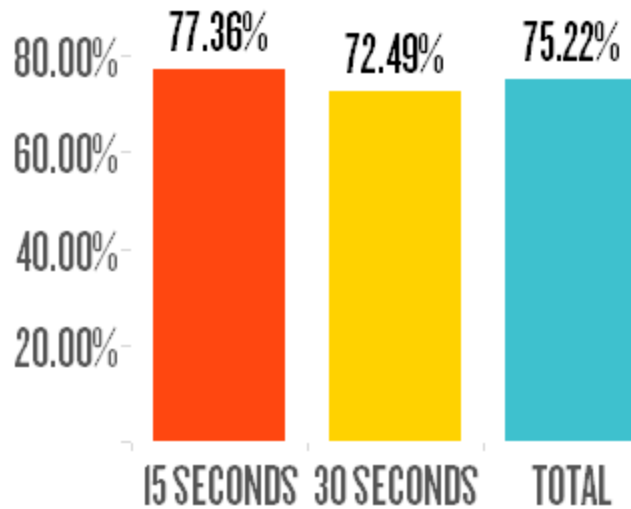
In-Stream completion rates have increased 10% over 2012 while CTRs have increased 18%, suggesting consumers are increasingly more accepting of, and interested in, the format.



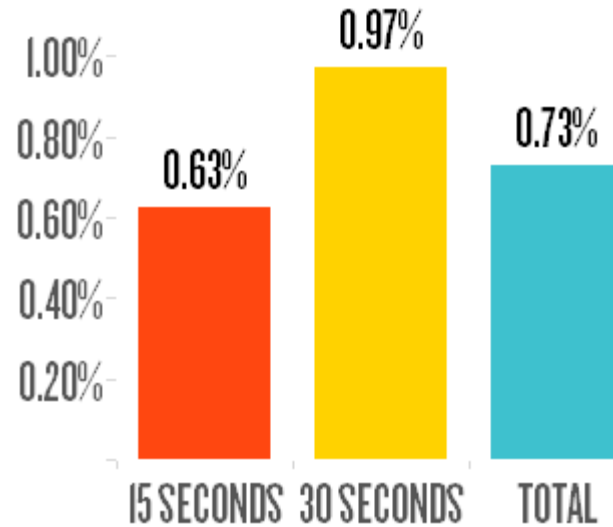
# IN-STREAM VIDEO BY VIDEO LENGTH

30 second videos deliver 55% more clicks than 15 second videos.

VIDEO 100% COMPLETION RATE



TOTAL CTR



FORMAT

SIZE

IN-STREAM

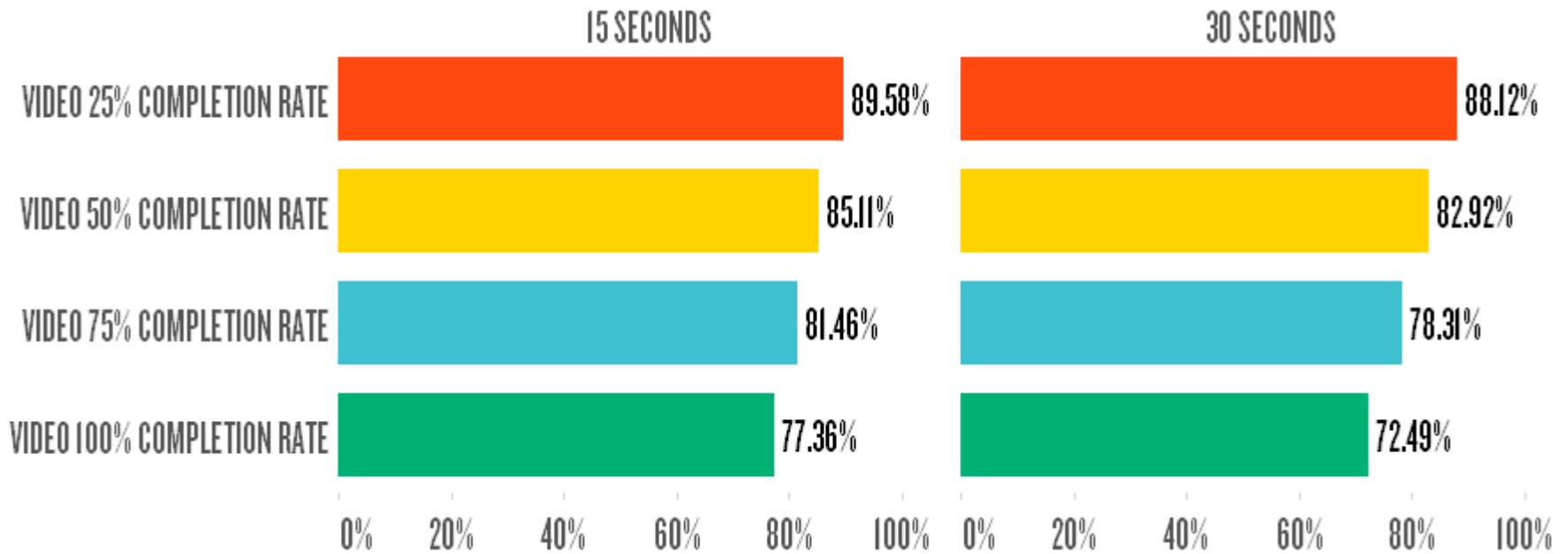
VERTICAL

VIEWABILITY

DAY OF WEEK

# IN-STREAM VIDEO QUARTILES BY LENGTH

15 second videos only experience 6% higher completion rates over 30 second spots.



## Digital Video Ad Metrics in the US, by Type of Creative, Q1-Q3 2013

	% of total creative	100% completion rate	Interaction rate	Total clickthrough rate
Comedy	24.4%	75.5%	4.7%	0.57%
Quest	22.9%	72.1%	3.5%	0.55%
Overcoming the monster	20.9%	72.1%	3.5%	0.31%
Journey & return	12.1%	62.3%	1.2%	0.38%
Rebirth	11.0%	70.3%	3.8%	0.36%
Rags to riches	7.4%	70.2%	0.8%	0.41%
Tragedy	1.5%	51.0%	1.0%	0.27%

Source: PointRoll, Dec 13, 2013

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[www.eMarketer.com](http://www.eMarketer.com)

## Types of Content US Facebook Users Are Most Likely to Click on via Their Newsfeed, by Demographic, Oct 2013

% of respondents in each group

- 1 Discount offers like coupons or promotional codes
- 2 Contests or giveaways
- 3 Videos
- 4 Opportunities to share photos, opinions or experiences
- 5 Free app downloads

	1	2	3	4	5
<b>Gender</b>					
Female	69%	44%	19%	15%	17%
Male	64%	37%	34%	18%	16%
<b>Age</b>					
18-24	71%	46%	39%	19%	14%
25-34	65%	43%	29%	10%	19%
35-44	63%	43%	25%	18%	18%
45-54	72%	36%	20%	17%	17%
55-64	64%	43%	21%	17%	17%
65+	66%	32%	18%	20%	10%
<b>Race/ethnicity</b>					
Black, non-Hispanic	66%	52%	28%	15%	20%
White, non-Hispanic	66%	40%	25%	16%	16%
Hispanic	65%	39%	33%	21%	14%
<b>Total</b>	<b>67%</b>	<b>41%</b>	<b>25%</b>	<b>17%</b>	<b>16%</b>

Note: n=735

Source: Analytic Partners, "Social Media Advertising Survey," Nov 13, 2013

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**THANK YOU  
FOR COMING!**

**#PHIMA**

