

A top-down view of a person's hands using a laptop on a wooden desk. A pair of headphones and a smartphone are also on the desk. The entire scene is overlaid with a semi-transparent teal filter.

IAB Video Ad Spend Study

2017 NewFronts



Methodology

- **358 total respondents**
- All interviews conducted online
- Incentives include cash and sweepstakes entry

Timeframe: March 15 – April 2 2017

Sample: Marketer & Agency contacts from *The Advertiser Perceptions Media Decision Maker Database*, and third-party databases as needed.

Qualification:

- Involved in Digital Video Advertising Decision-Making
- \$1M+ Total Annual Ad Spend
- Minimum of a modest understanding of the Digital Content NewFronts

Note: Throughout the report 'Original Digital Video Content' refers to programming (not advertising) that is professionally produced specifically for digital/online consumption.

Digital-Primary: Refers to advertisers who use Digital Budgets as the primary source for Digital Video Advertising

TV-Primary: Refers to advertisers who use TV Budgets as the primary source for Digital Video Advertising

Directional Data: Some findings in the presentation could reflect data with low bases.



Video Ad Spend Study

April 2017

Respondent Profile Snap Shot

Profile of Respondents (358)	Total
Agency	47%
Marketer	53%
Senior (VP+) Job Title	51%
Mid (Director) Job Title	30%
Junior Job Title	19%
<u>TV-Primary</u> Digital Video Budget Source	14%
<u>Digital-Primary</u> Digital Video Budget Source	85%
Plan to Attend 2017 NewFronts	67%

	Total
Market Sectors:	
Automotive	15%
Financial Services	13%
Food & Beverage	15%
Health & Beauty	14%
Household Goods	15%
Retail	15%
Telecom	14%

Key Highlights – Digital Video Landscape

- **Ongoing strong growth for Digital Video**
 - Advertisers are spending on average more than \$9 million annually for their brand's Digital Video advertising, representing a 67% increase from 2 years ago
 - Video represents more than 50% of their Digital/Mobile Ad Spending
 - High spend optimism (plans to invest more in next 12 months) for both Digital and Mobile Video; while most are expecting to maintain current TV spend levels
- **Cross-Platform spending (TV + Online Video) seeing continued growth in 2017** – driven by Agencies, 67% of whom plan to increase cross-platform spending
- **Digital Video Spending Practices**
 - **Direct and indirect buying of Digital Video are both robust:** Programmatic Video buying seeing broad adoption and steady growth – accounting for 45% of all Digital Video dollars spent. Yet still more than half spend directly with premium video sites.
 - Advertisers currently allocate digital video budgets fairly evenly across multiple channels (TV shows online, news sites, etc.) Suggesting advertisers are still in a test and learn phase and presenting an opportunity for channels to prove their effectiveness for a greater slice of the pie.

Key Highlights – Original Digital Video and the NewFronts

- **Original Digital Video Spending & Trends**
 - **Robust growth:** Ad spending on *original* digital programming has nearly doubled since 2015
 - In 2016, 42% of ODV dollars went to **Native** advertising opportunities
 - **Perceptual momentum:** Fully three-quarters of Video advertisers agree that ODV:
 - *...reaches an audience that can't be reached on TV*
 - *...will become as important as original TV programming within 3 Years*
- **Digital Content NewFronts: Impact and Importance**
 - **Attendance:** 67% of video advertisers plan to attend the 2017 NewFronts
 - **Video Trends:** More than three-quarters agree that attending the **2016 NewFronts encouraged them to actively plan ways to incorporate VR or 360 degree video advertising** into their line up
 - **Spending**
 - **The 2017 NewFronts event is poised to capture a full 40%** of advertisers' original digital video budgets
 - 9 in 10 advertisers agree that their attendance at the 2016 NewFronts **resulted in increased spending on Original Digital Video** content and/or motivated them to increase their budgets for ODV content

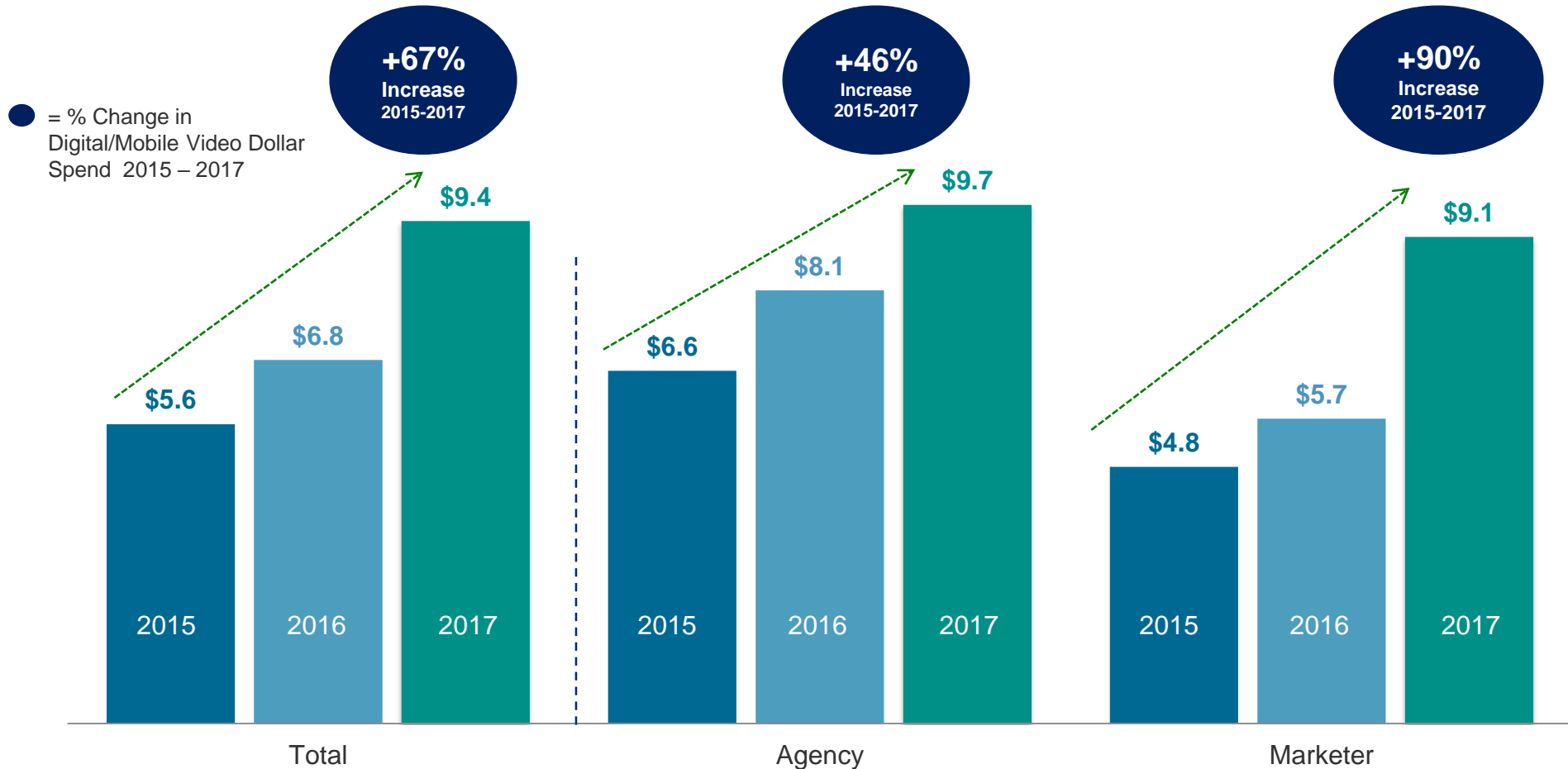
Opportunities/Recommendations

- **Best Practices for Original Digital Video** selling:
 - ✓ **Laser focus on quality content/environment:** Quality is their top consideration when choosing an ODV publisher. Likewise it's their biggest perceived obstacle for ODV spending—especially among TV primary buyers
 - ✓ **Viewability:** Address concerns, have measurements in place
 - ✓ **Price** that makes sense in the **ROI** equation
 - ✓ **Effective audience reach:** A key criteria when advertisers choose an ODV publisher. Lean into advertisers' understanding that ODV reaches an audience that can't be reached on TV
 - ✓ **Independent measurement audit:** 8 in 10 advertisers agree that an independent audit influences their decision to work with a media brand
 - ✓ **Promote Native advertising opportunities**—a significant number of ODV dollars go to Native advertising
 - ✓ **Messaging:** Make the case that ODV is an essential component of their overall Video strategy. Growing demand for Original Digital Video content. Greater perceived engagement with ODV content.

Digital and Mobile Video

Advertisers Will Spend Over \$9 Million, on Average, on their Brand's Digital/Mobile Video Advertising In 2017. Spend Has Increased Sharply YOY

Average Dollar Amount Spent on Digital/Mobile Video Advertising—3 Year Trend (in millions)



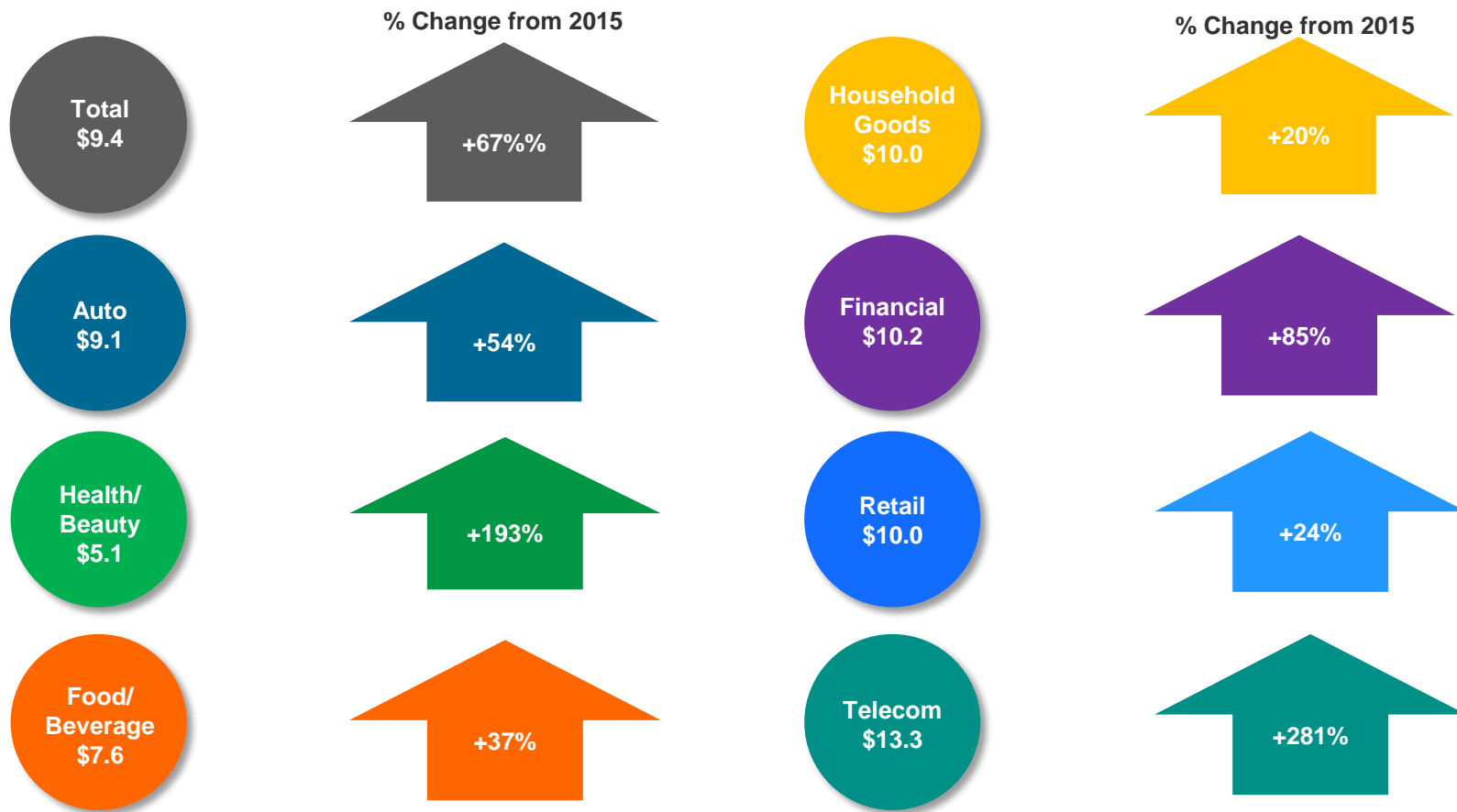
Q143. Previously you said your company will spend [INSERT RANGE] on digital video /mobile video in 2017. We'd like to get a bit more detail on that and prior year's spending. To the best of your knowledge, what exactly was that spending amount in 2015 and 2016? What do you anticipate spending in 2017?

Base: Total Respondents

Telecom Advertisers
Are the Biggest
Spenders on
Digital/Mobile Video
Advertising - Up
Threefold Since 2015

Spending on Digital/Mobile Video Advertising Increased Across ALL Market Sectors Over the Past 3 Years

2017 Average Dollar Amount Spend in Millions on Digital/Mobile Advertising by Market Sector

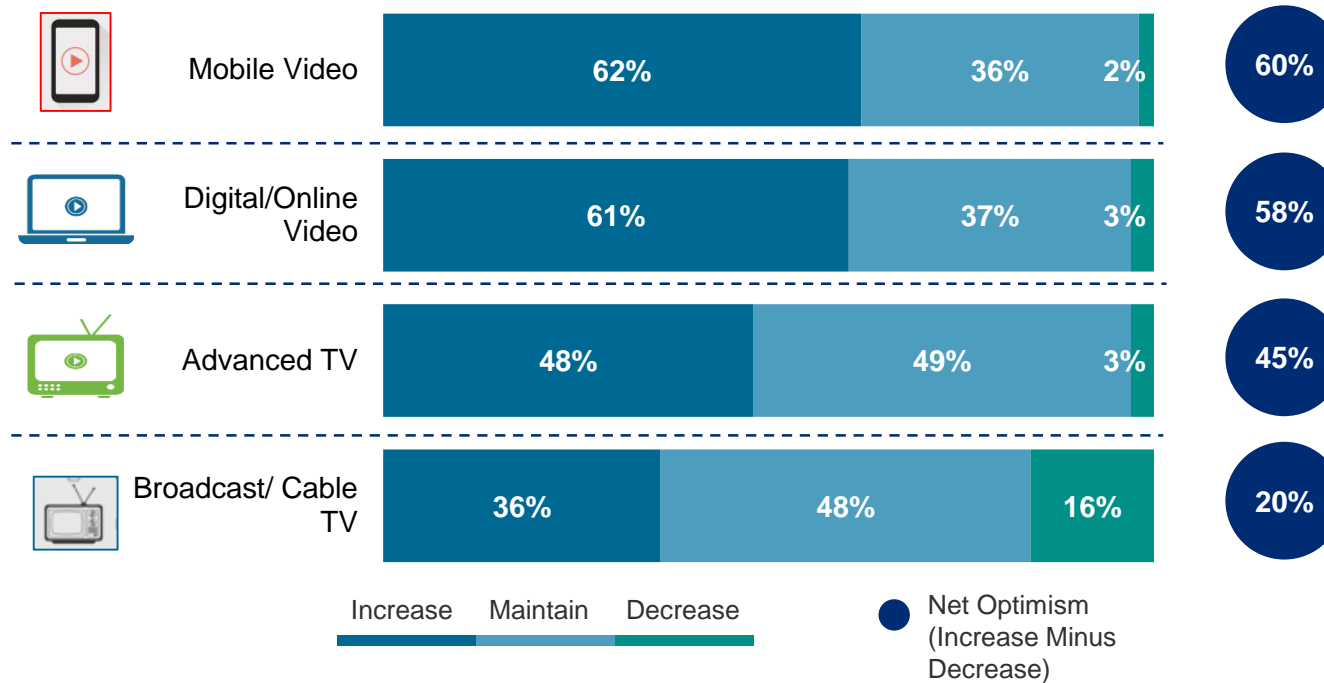


Q143. Previously you said your company will spend [INSERT RANGE] on digital video/mobile video in 2017. We'd like to get a bit more detail on that and prior year's spending. To the best of your knowledge, what exactly was that spending amount in 2015 and 2016? What do you anticipate spending in 2017?

Base: Total Respondents

Majority Are Planning Increases on Mobile and Digital Video Advertising in Next 12 Months

Spending Optimism for Video and TV Advertising Types



TV-Primary buyers show greater Net Optimism than their Digital-Primary counterparts across all media types

Digital/Online Video
 - Digital-Primary: 57%
 - TV-Primary: 65%

Mobile Video
 - Digital-Primary: 59%
 - TV-Primary: 66%

Advanced TV
 - Digital-Primary: 41%
 - TV-Primary: 65%

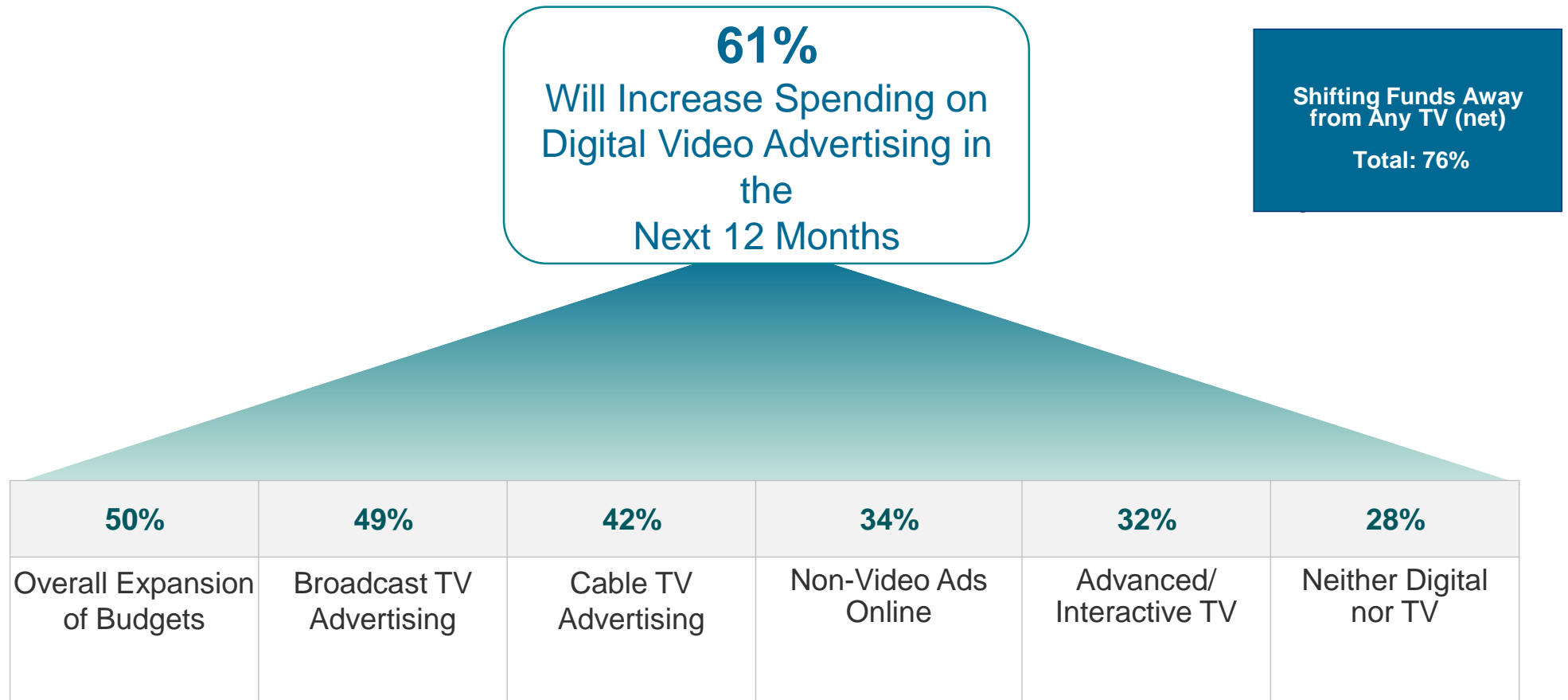
Broadcast/Cable TV
 - Digital-Primary: 14%
 - TV-Primary: 43%

Q125: In the next 12 months, would you expect the amount of [your company's/your clients'] spend on the following types of advertising to increase, stay the same or decrease?

Base: Total Respondents

Primary Sources of Funding for Increased Digital Video Spend: TV and Expanded Budgets

Percent Indicating Shift of Funds Away From Advertising Types (Multiple Response)



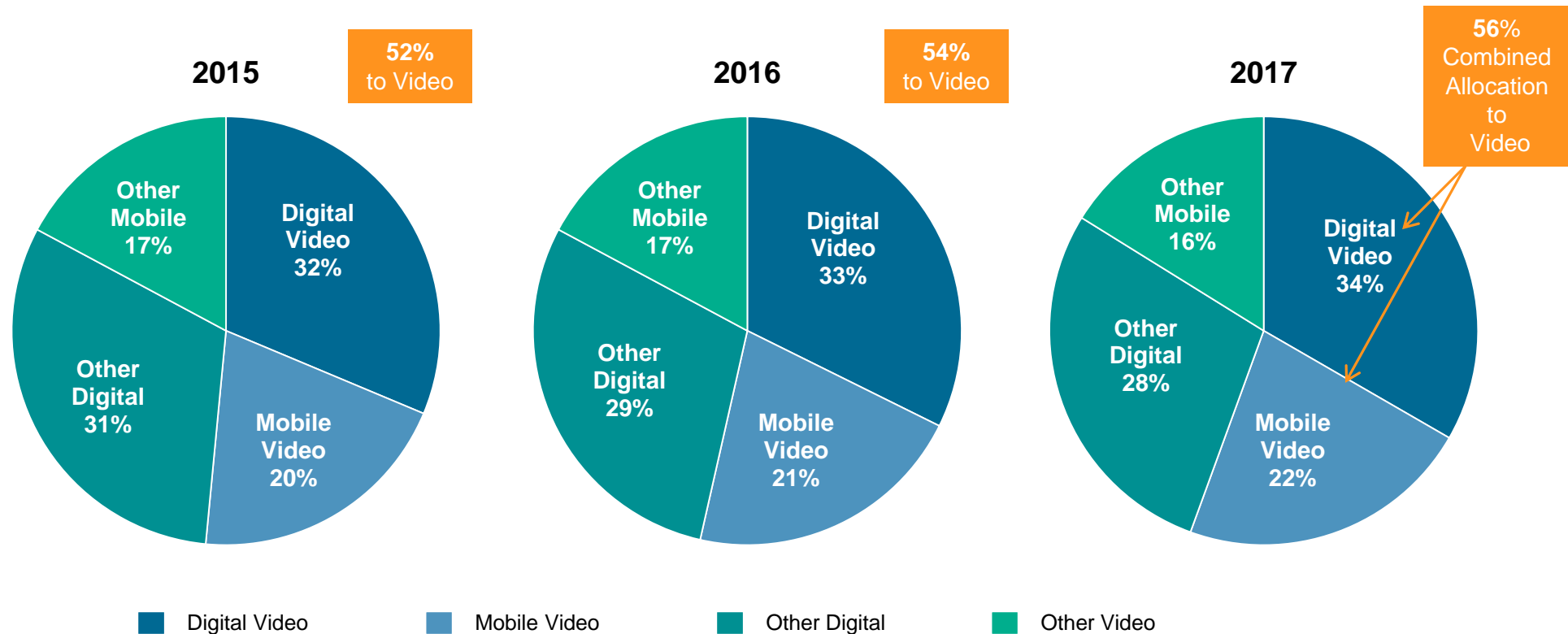
Q125: In the next 12 months, would you expect the amount of [your company's/your clients'] spend on the following types of advertising to increase, stay the same or decrease?

Q130a. You mentioned that your spending on digital video advertising will increase in 2017 compared to 2016. Where will the funding come from for the increasing digital video advertising spend?

Base: Respondents Whose Digital Video Advertising Will Increase in 2017

More than 50% of Digital Budgets Are Allocated to Video

Digital Spend Allocation: Video vs. Other Non-Video—3 Year Trend ; Average Percent



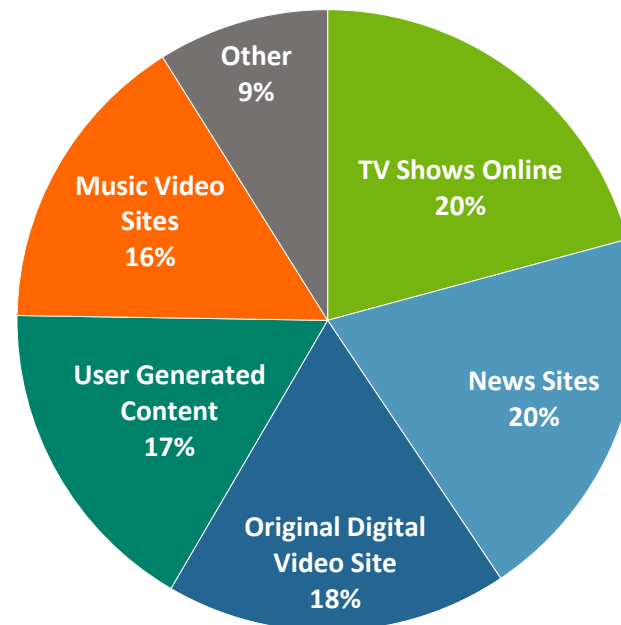
Q111. Thinking about your overall digital ad spend, for [your company's/your client's] biggest or most important product or service in the [INSERT ASSIGNED MARKET SECTOR] market, what share of spending was allocated to each of the following advertising formats in 2015 and 2016? What share do you anticipate allocating to each in 2017?

Base: Respondents Involved in Video and Other Digital/Mobile

Digital/Mobile Video Allocations Are Evenly Dispersed Across Channels

Average Percent Allocation to Each

Digital/Mobile Video Budget Allocations to Each Channel



Q115 Imagine that the digital video/mobile video advertising budget for [your company's/your client's] biggest or most important product or service in the [INSERT ASSIGNED MARKET SECTOR] market is a pie and each of these types of digital video advertising is a slice. What share do you anticipate allocating to each slice in 2017?

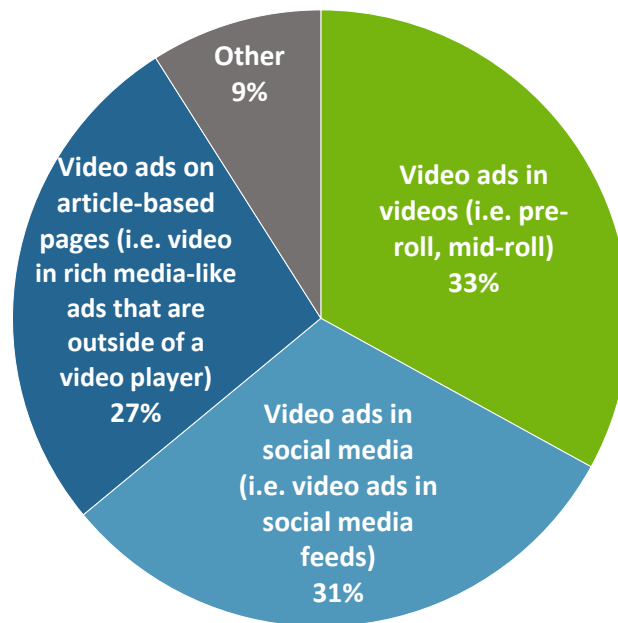
Q115a What percent of your digital video budget for [your company's/your client's] biggest or most important product or service in the [INSERT ASSIGNED MARKET SECTOR] is spent on:

Base: Total Respondents

Digital/Mobile Video Allocations Are Evenly Dispersed Across Video Ad Formats

Average Percent Allocation to Each

Digital/Mobile Video Budget Allocations to Each Ad Format



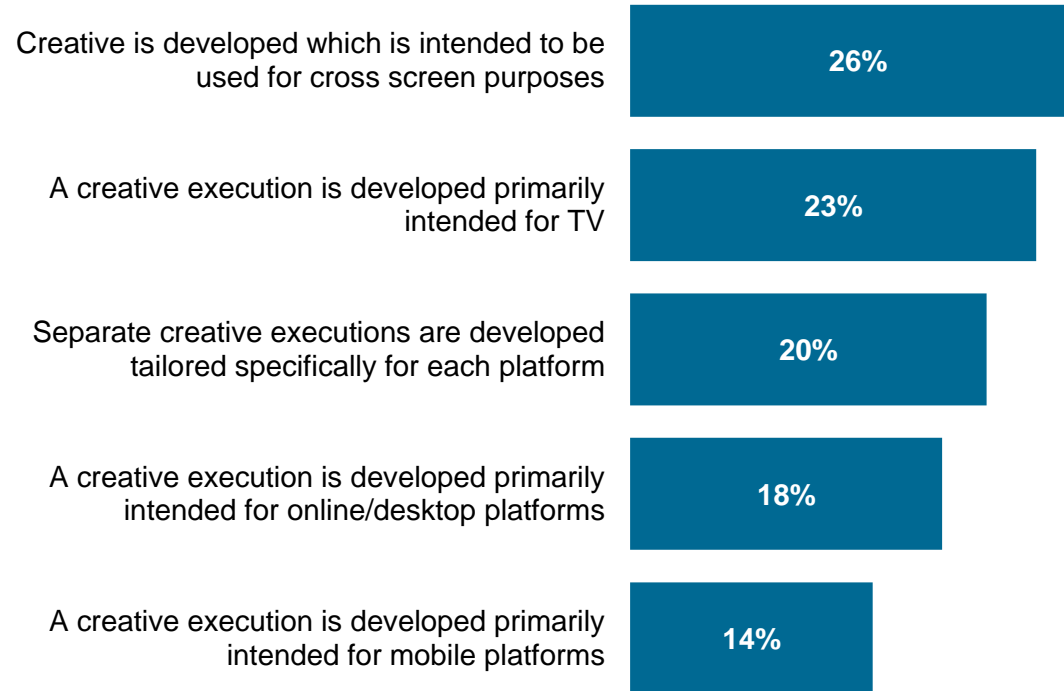
Q115 Imagine that the digital video/mobile video advertising budget for [your company's/your client's] biggest or most important product or service in the [INSERT ASSIGNED MARKET SECTOR] market is a pie and each of these types of digital video advertising is a slice. What share do you anticipate allocating to each slice in 2017?

Q115a What percent of your digital video budget for [your company's/your client's] biggest or most important product or service in the [INSERT ASSIGNED MARKET SECTOR] is spent on:

Base: Total Respondents

Advertisers Typically Use Creative Developed for Cross Screen Purposes or Repurposed TV Creative for their Digital/Mobile Video Campaigns

How Creative for a Digital/Mobile Video Campaign Is Typically Developed



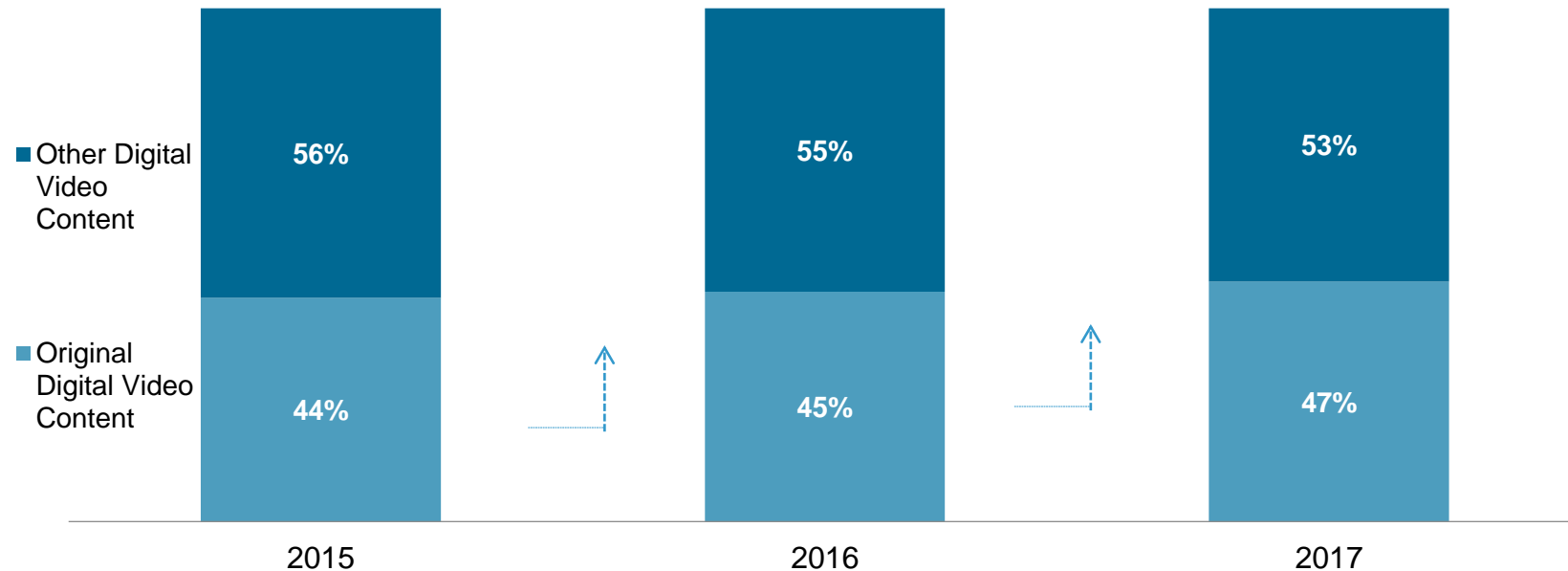
Q189a Which best describes how the creative for a digital video/mobile video campaign is typically developed?

Base: Total Respondents

The text 'Original Digital Video' is written in a large, white, bold, sans-serif font. It is centered horizontally and overlaid on a teal-tinted background image of two business men shaking hands in a modern office with a city skyline visible through large windows. The scene is reflected on the glossy floor.

Original Digital Video Increasingly Taking a Larger Share of Video Budgets

Average Percent of Digital Video Budget Allocated to Original Digital Video vs. Other Video—3 Year Trend



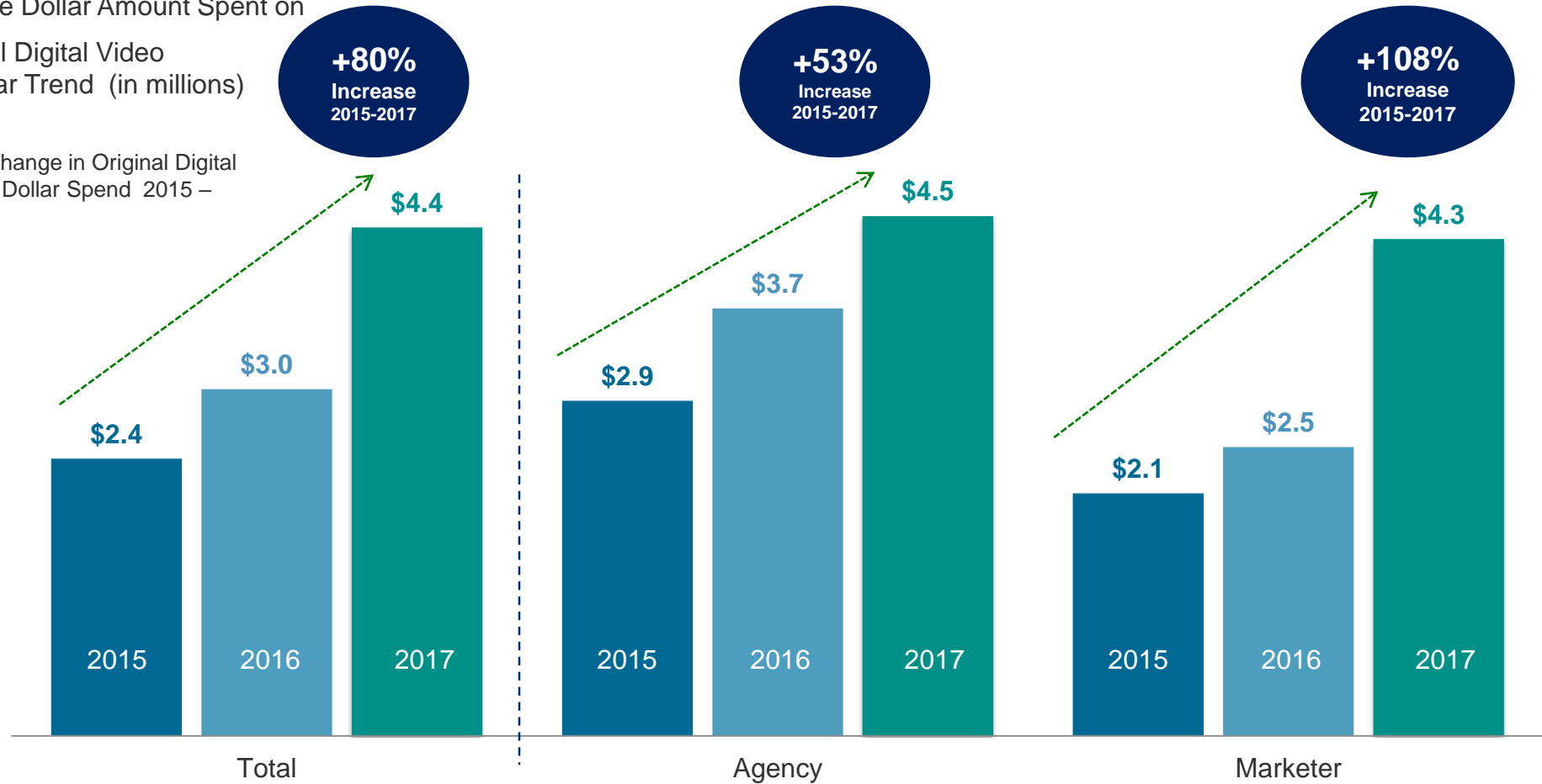
Q145 What portion of your total digital video advertising budget for [your company's/your client's] biggest most important product or service in the [INSERT ASSIGNED MARKET SECTOR] market was spent advertising on each type of content in 2015 and 2016? And what do you anticipate those shares will be in 2017?

Base: Total Respondents

Annual Average Spend on Original Digital Video Advertising Has Nearly Doubled Over 3 Years

Average Dollar Amount Spent on Original Digital Video —3 Year Trend (in millions)

● = % Change in Original Digital Video Dollar Spend 2015 – 2017



Q143. Previously you said your company will spend [INSERT RANGE] on digital video/mobile video in 2017. We'd like to get a bit more detail on that and prior year's spending. To the best of your knowledge, what exactly was that spending amount in 2015 and 2016? What do you anticipate spending in 2017?

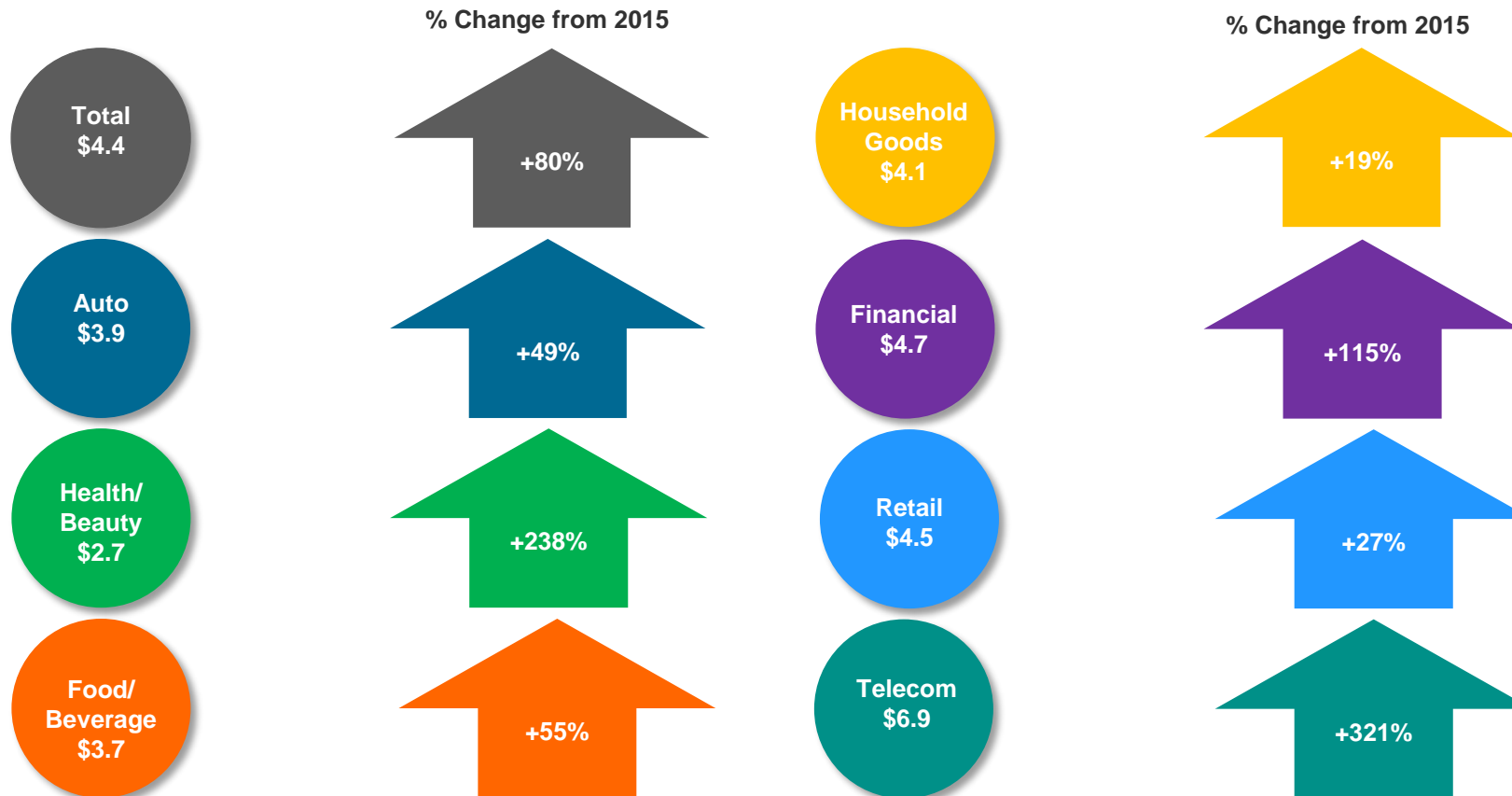
Q145 What portion of your total digital video advertising budget for [your company's/your client's] biggest most important product or service in the [INSERT ASSIGNED MARKET SECTOR] market was spent advertising on each type of content in 2015 and 2016? And what do you anticipate those shares will be in 2017?

Base: Total Respondents

Spending on Original Digital Video Advertising Increased Across ALL Verticals Over the Past 3 Years

2017 Average Dollar Amount Spend in Millions on Original Digital Video Advertising by Market Sector

Telecom Advertisers Are the Biggest Spenders on ODV Advertising followed by Financial and Retail



Q143. We'd like to get a bit more detail on that and prior year's spending. To the best of your knowledge, what exactly was that spending amount in 2015 and 2016? What do you anticipate spending in 2017?

Q145 What portion of your total digital video advertising budget for [your company's/your client's] biggest most important product or service in the [INSERT ASSIGNED MARKET SECTOR] market was spent advertising on each type of content in 2015 and 2016? And what do you anticipate those shares will be in 2017? **Base:** Total Respondents

Overall Expansion of Advertising Budgets and TV Budgets are the Primary Sources of Funding for Increased Original Digital Video Spend

Percent Indicating Shift of Funds Away From Advertising Types (Multiple Response)

+80%
Projected Increase in ODV
Spending 2015 - 2017

Shifting Funds Away
From TV (net)
Total: 66%

53%	40%	38%	28%	26%	24%	15%
Overall Expansion of Budgets	Broadcast TV Advertising	Cable TV Advertising	Advanced/ Interactive TV	Other Online (Non-Video)	Other (Non-Digital/ Non-TV) Media Types	Other Digital Video Advertising

Shifting Funds Away from Cable TV
Agency 25%
Marketer 47%

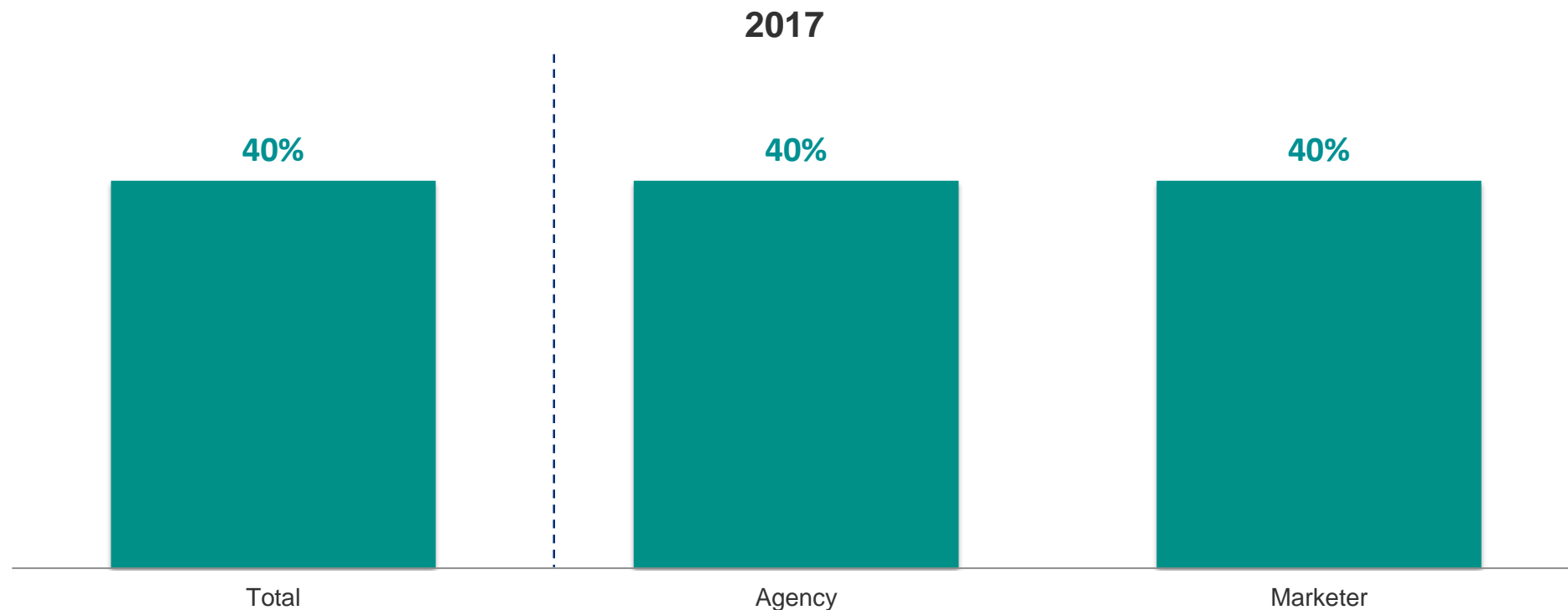
Q150 You mentioned that your advertising spending on professionally produced original digital video programming/content will increase in 2017 compared to 2016. Where will the funding come from for the increasing original digital video programming content advertising spend?

Base: Respondents Whose Original Digital Video Advertising Will Increase in 2017



40% of Advertisers' Original Digital Video Budget Will be Allocated at the NewFronts

Average Percent of Original Digital Video Dollars Tied to NewFronts

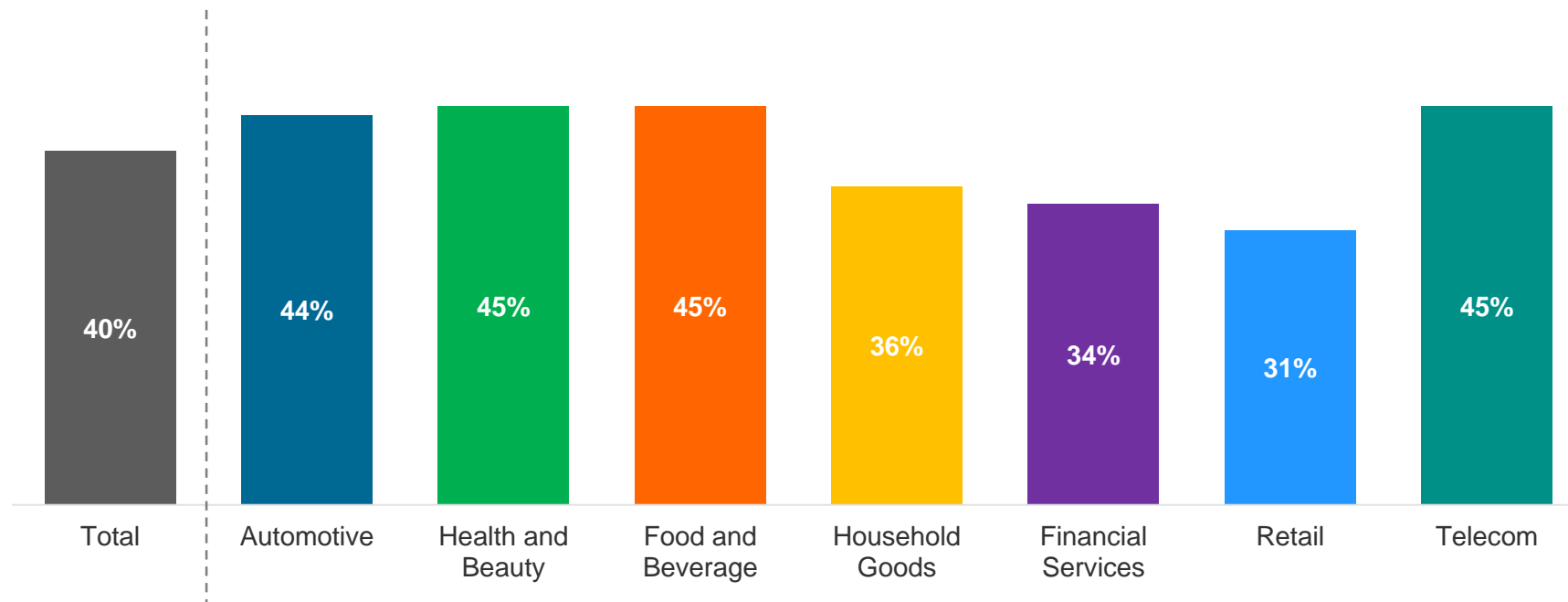


Q155c What share of the dollars for advertising spending on professionally produced original digital video programming/content do you anticipate allocating to each this year (Spring 2017)?

Base: Total Respondents

4 out of 7 Key Market Sectors Allocate Nearly Half of their Original Digital Video Budgets During the NewFronts

2017 Average Percent Allocation of Original Digital Video Dollars Tied to the NewFronts

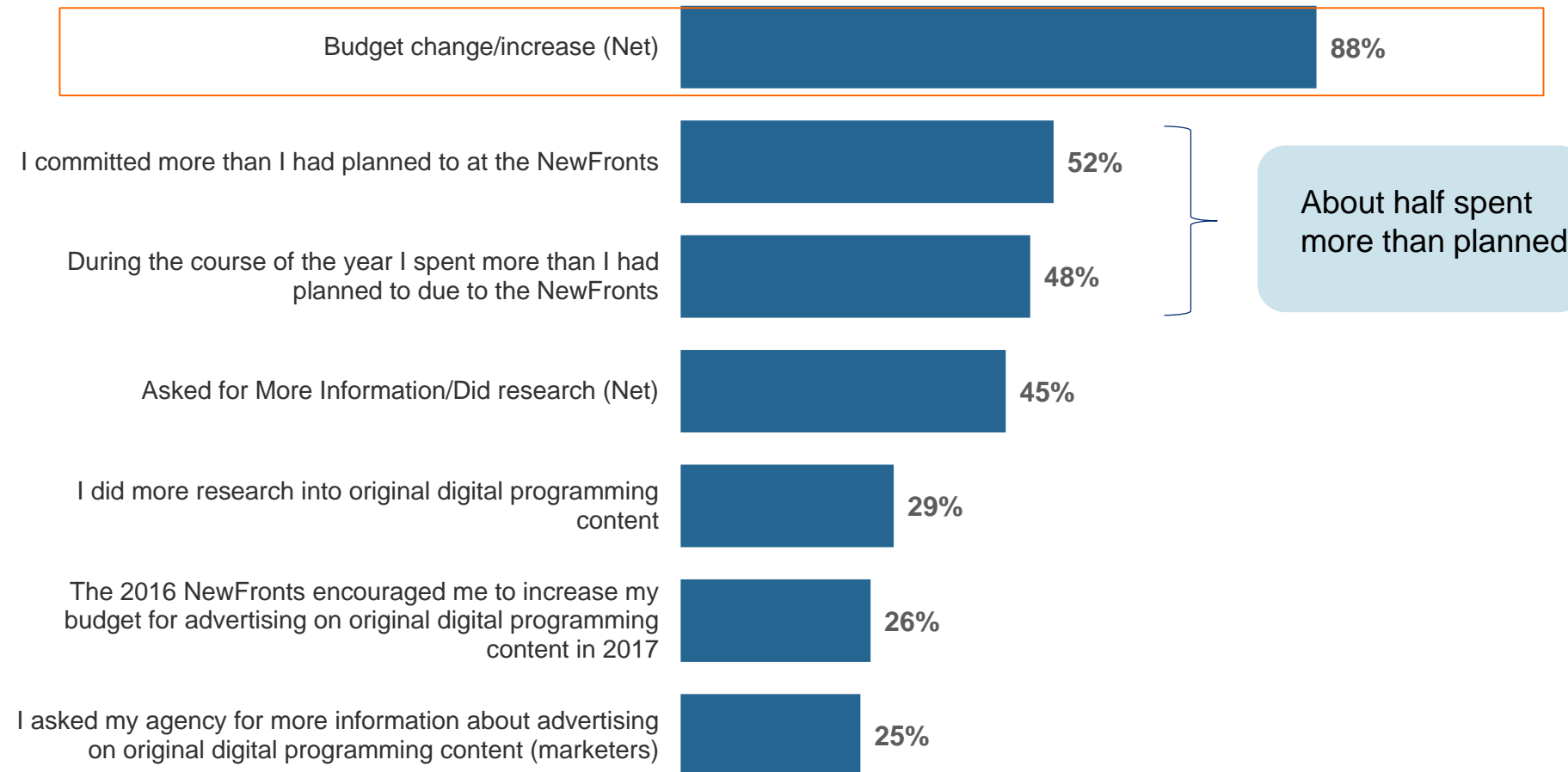


Q155a/b/c What share of the dollars for advertising spending on professionally produced original digital video programming/content was committed as a result of the Digital Content NewFronts two years ago (Spring 2015)? A year ago (Spring 2016)? What share do you anticipate allocating to each this year (Spring 2017)?

Base: Total Respondents

Nearly 9 in 10 Advertisers Increased their Original Digital Video Budget as a Result of Attending the 2016 NewFronts

Impact of 2016 Digital Content NewFronts on ODV Advertising



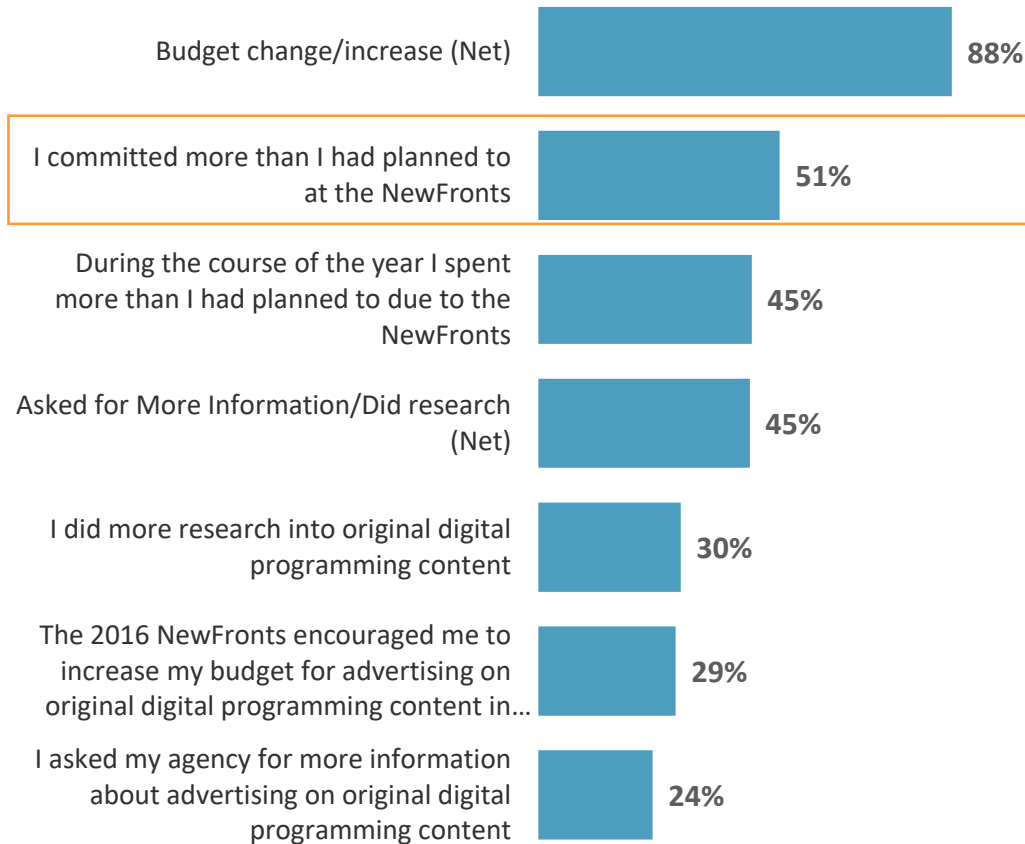
Q163b In which of these ways did the 2016 Digital Content NewFronts affect your advertising on original digital programming content?

Base: Respondents who Participated in 2016 Digital Content NewFronts

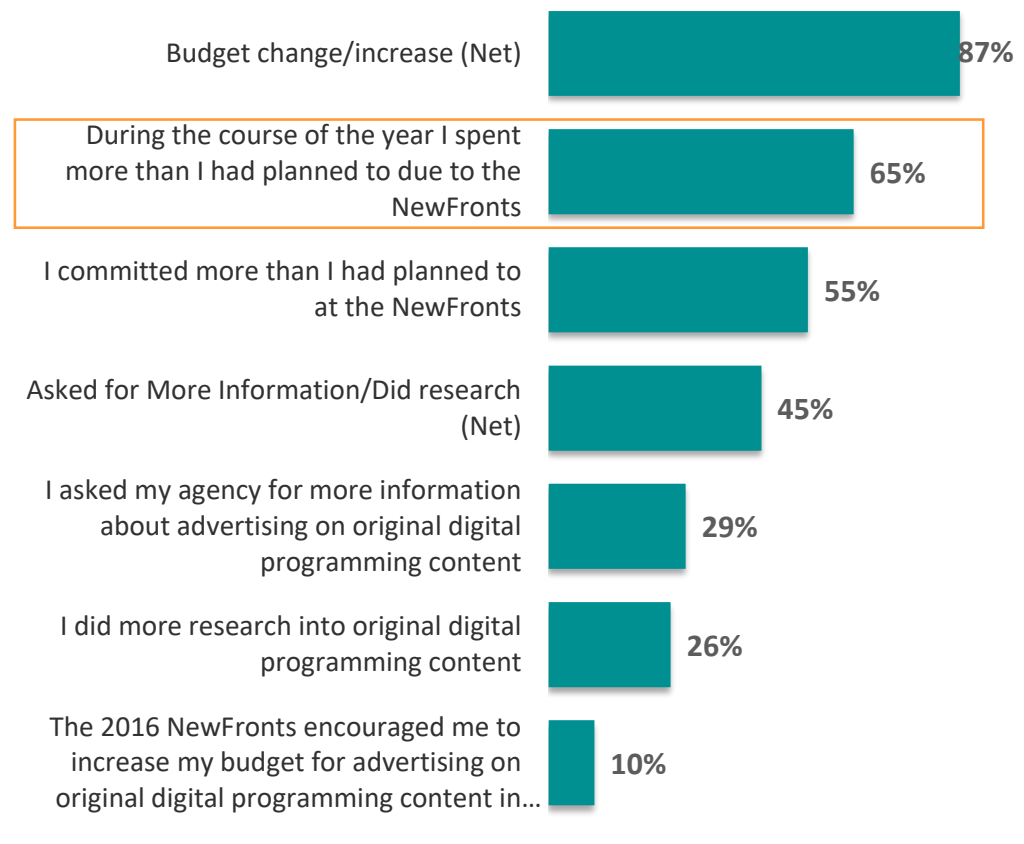
Attending the NewFronts Increases Original Digital Video Spend; Digital Focused Buyers Committed More than Planned at the NewFronts, TV Focused Buyers Spend More Throughout the Year

Impact of 2017 Digital Content NewFronts on ODV Advertising—by Buyer Type

Digital Primary



TV Primary



Q163b In which of these ways did the 2016 Digital Content NewFronts affect your advertising on original digital programming content?

Base: Respondents who Participated in 2016 Digital Content NewFronts

Reasons for Allocating MORE at the 2017 Digital Content NewFronts

Reserve Content/Quality Content

“Digital is more important each year. So we **need to get the best content locked.**”
(Marketer VP+, Telecommunications, TV Primary)

“More **quality content offerings** expected.”
(Marketer, C-Level Telecommunications, TV Primary)

Results

“We are receiving **better conversions** through this channel.”
(Marketer, VP+, Health & Beauty, Digital Primary)

“With the evolving market trends of today, **more sales are generated from digital advertising than in the past.** That is what causes us to increase our spending so that we keep a **strong presence of market share.**”
(Agency, VP+, Financial Services, Digital Primary)

Maturation of Digital Video

“We feel digital video ads are the best way to attract new customers **as digital avenues are the future.**”
(Agency, VP+, Retail, Digital Primary)

“Nowadays it is **very important to be promoted through social networks** therefore we designates a higher percentage for this year.”
(Marketer, VP+, Telecommunications, Digital Primary)

“Now the **growing number of mobile videos watched per day has significantly increased. People's dependency on mobile videos made our revenue hike.** Thus we have planned to utilize it to expand our core model.”
(Agency, Director/Supervisor, Retail, Digital Primary)

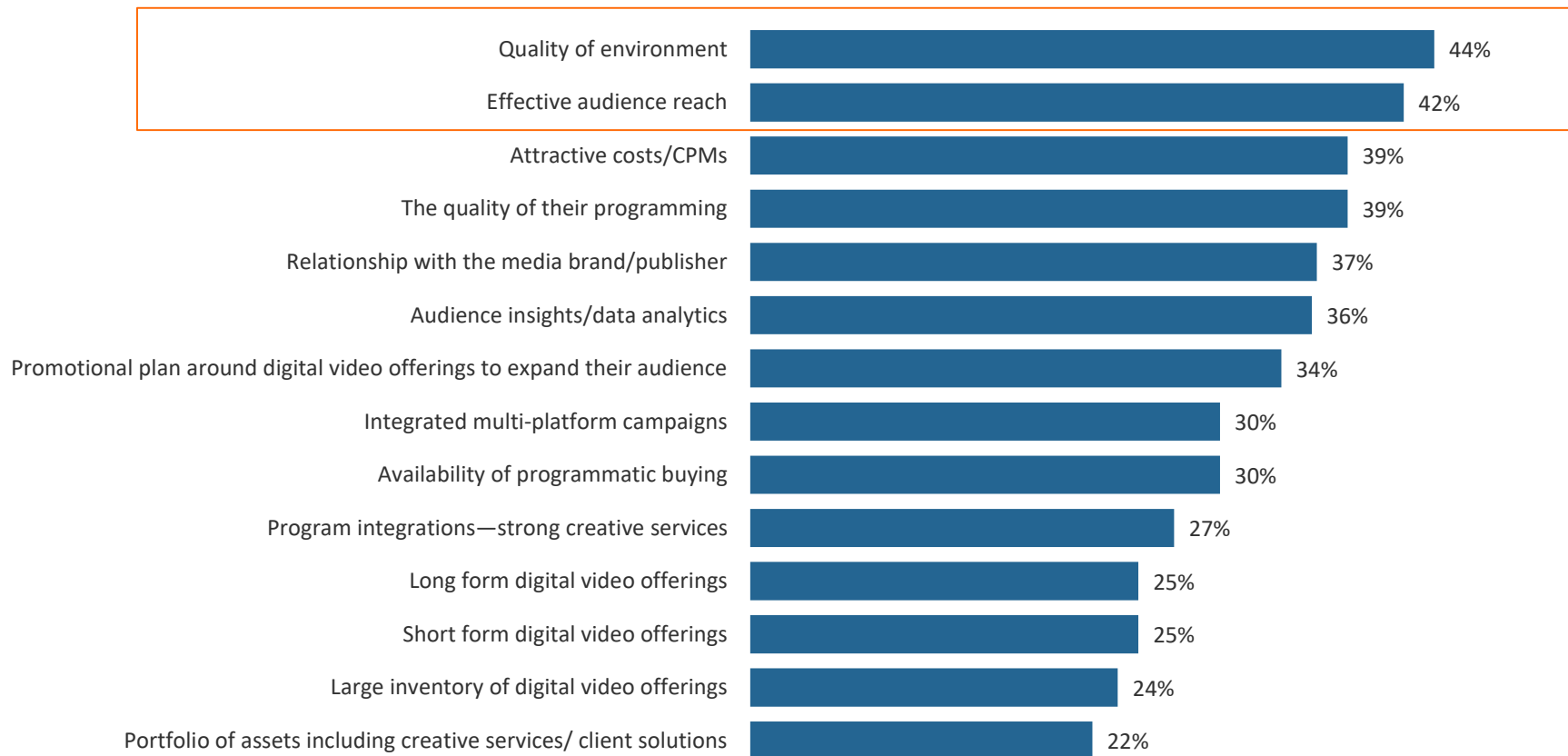
Q137b You anticipate allocating more on digital video advertising during the 2017 Digital Content NewFronts than you allocated as a result of the 2016 Digital Content NewFronts. Would you explain why?

Base: Respondents who Anticipate Allocating More During the 2017 Digital Content NewFronts



Quality of Environment and Audience Reach Are the Most Important Criteria When Choosing Between ODV Brands

Most Important Selection Criteria When Deciding Between Brands; Respondents Who Allocated Spending at the 2016 NewFronts

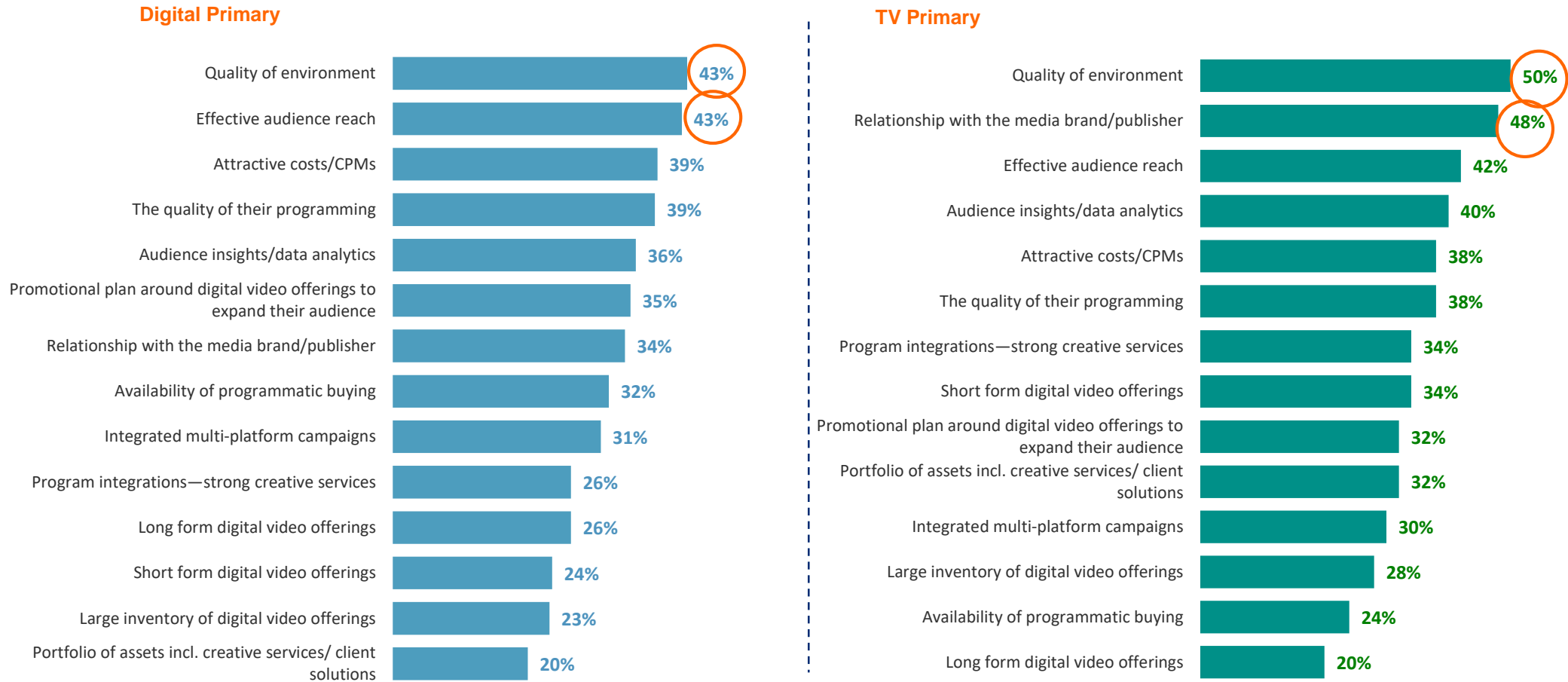


Q164a. Thinking about your digital video spending on original digital video with media brands/publishers that participate in the NewFronts, please select the most important criteria you consider when deciding on which media brand(s)/publishers to advertise with.

Base: Total Respondents Who Allocated to Spending at the 2016 Digital Content NewFronts

In addition to Quality of Environment, Digital Primary Buyers Focus on Reach, While TV Primary Buyers Lean More towards Established Relationships

Most Important Selection Criteria When Deciding Between NewFronts Publishers; Sorted by Total

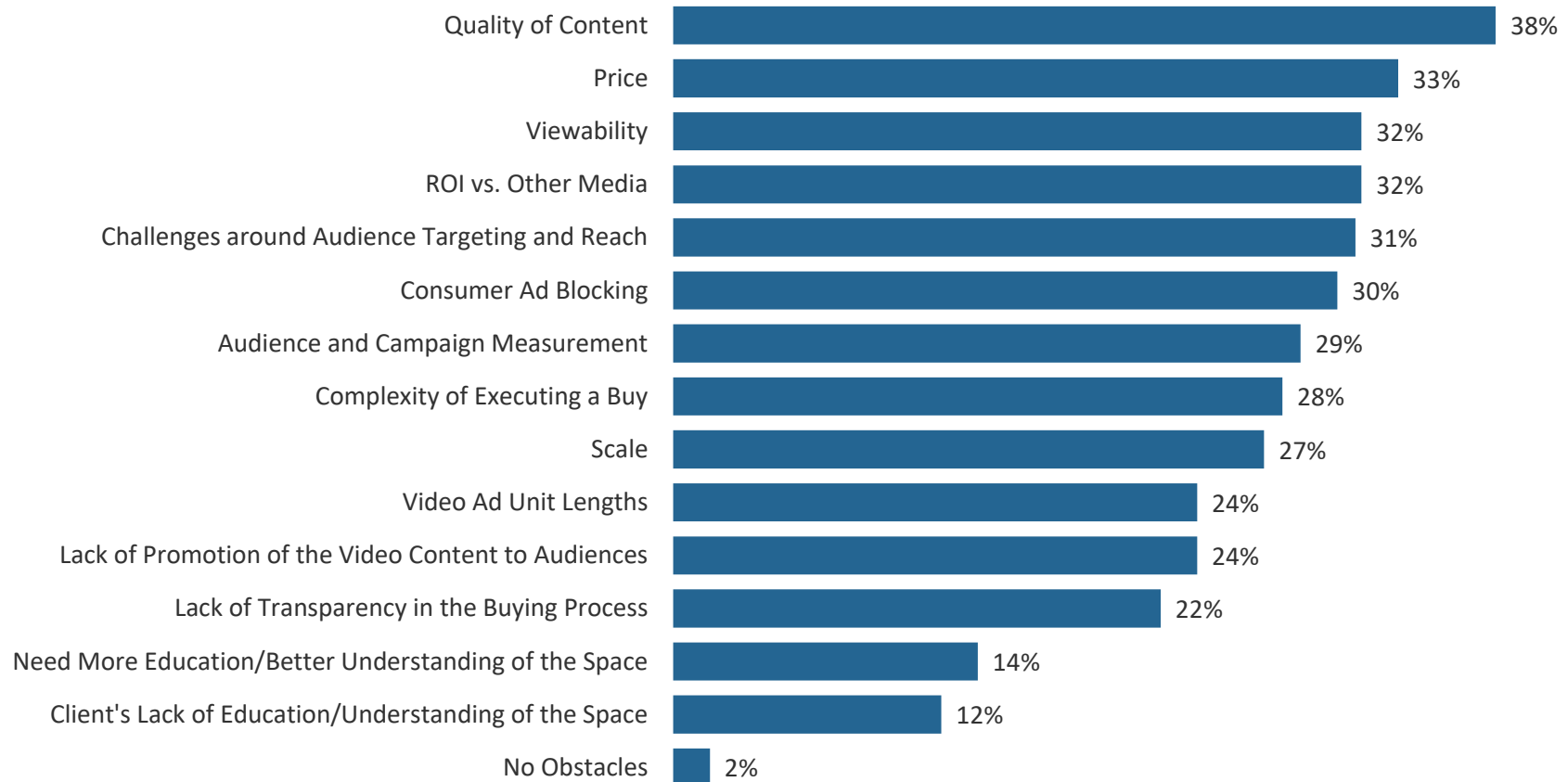


Q164a. Thinking about your digital video spending on Original Digital Video with media brands/publishers that participate in the NewFronts, please select the most important criteria you consider when deciding on which media brand(s)/publishers to advertise with..

Base: Total Respondents Who Allocated to Spending at the 2016 Digital Content NewFronts

Quality of Content Is the Biggest Obstacle Preventing Increased Spending on Original Digital Video Advertising

Biggest Obstacles to Spending More on ODV Advertising



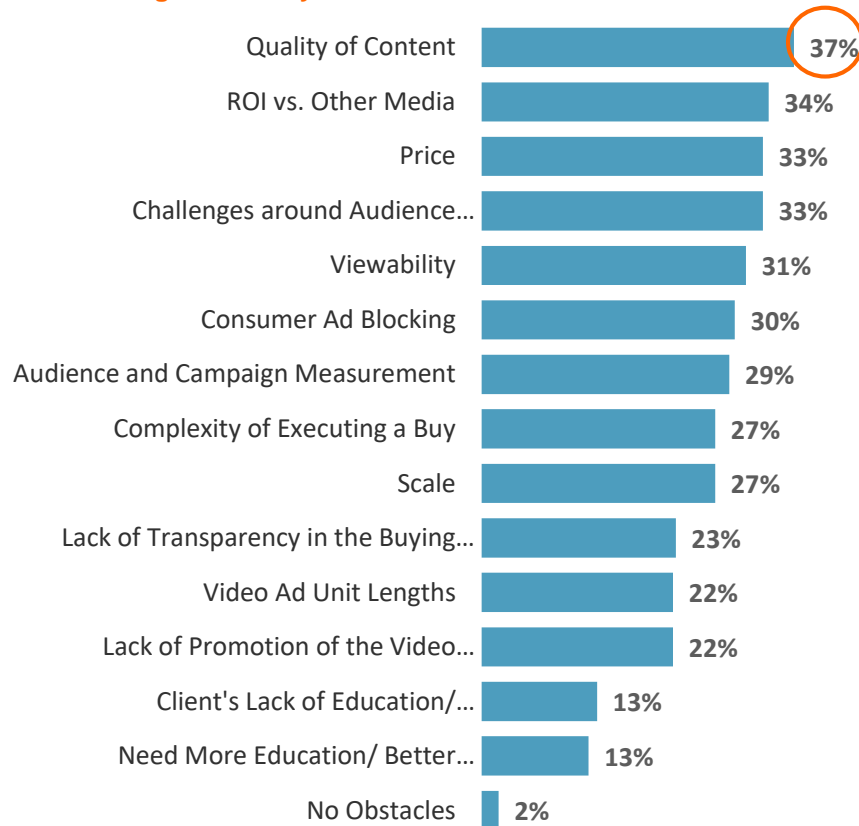
Q166. What do you view as the biggest obstacles to spending more on original digital video advertising (i.e. the type of video content presented at the NewFronts)?

Base: Total Respondents

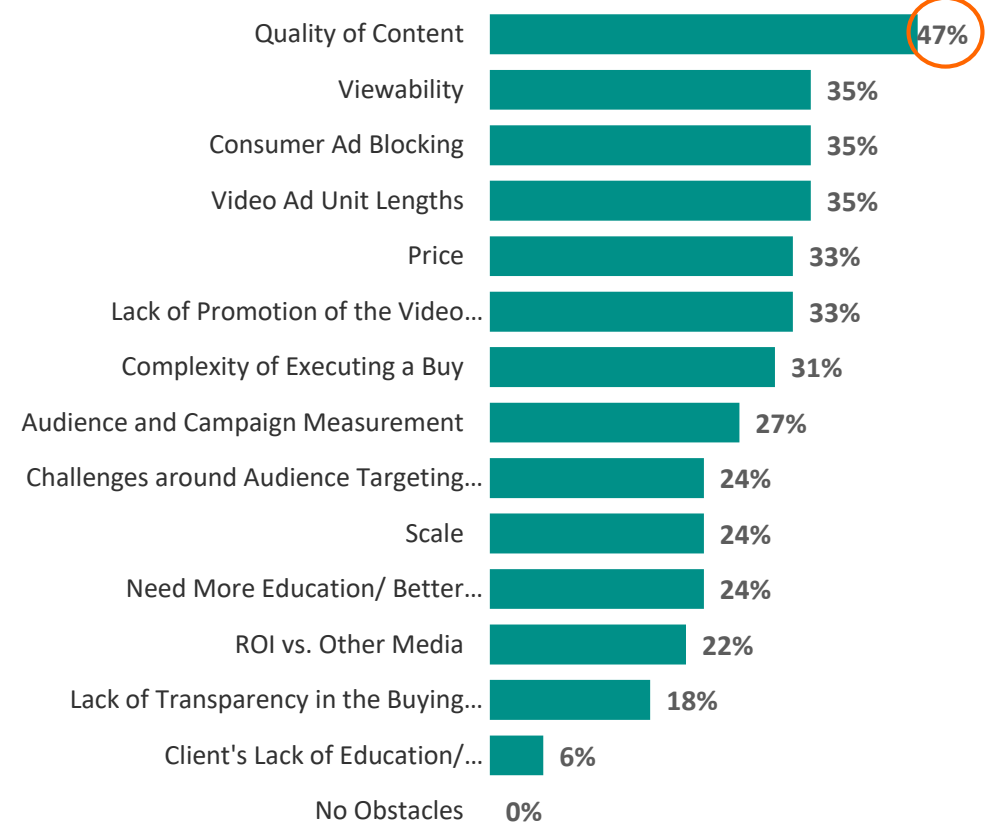
Quality of Content Is a Greater Concern to TV Primary Buyers when Spending on Original Digital Video

Biggest Obstacles to Spending More on ODV Advertising—By Buyer Type; Sorted by Total

Digital Primary



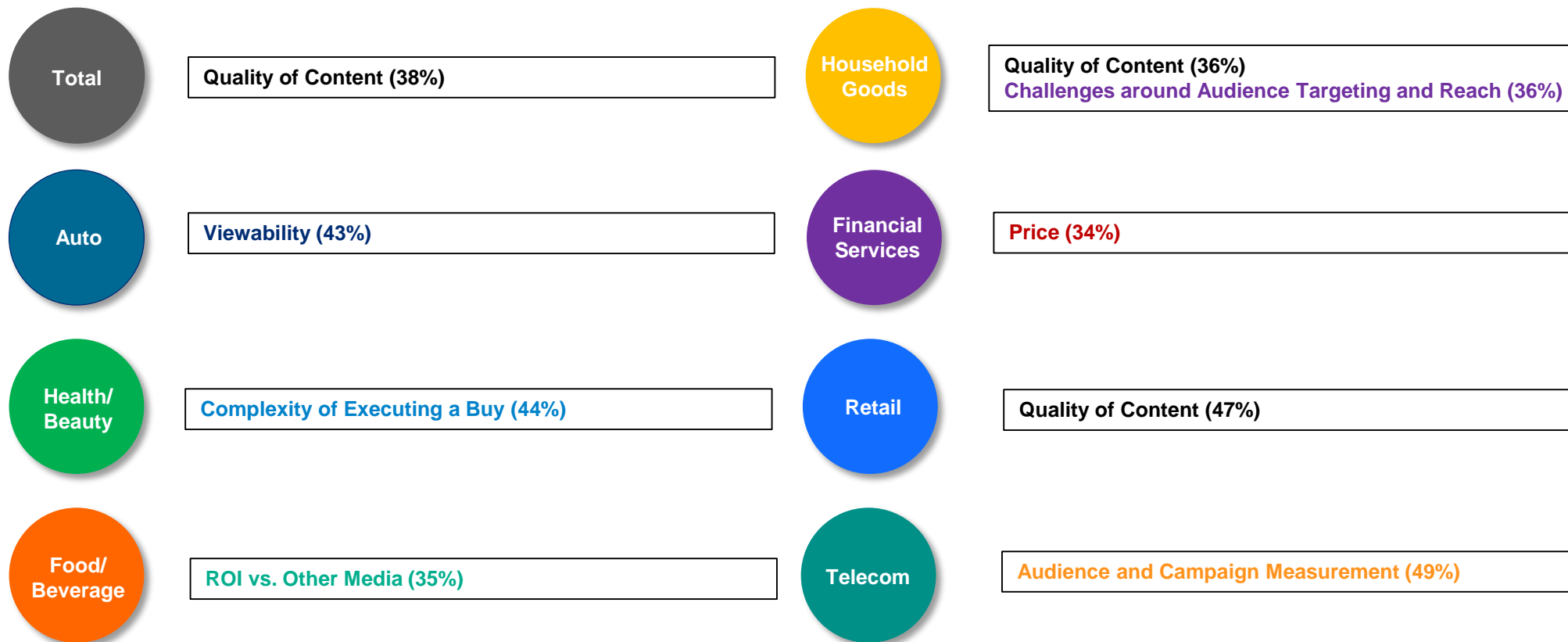
TV Primary



Q166. What do you view as the biggest obstacles to spending more on original digital video advertising (i.e. the type of video content presented at the NewFronts)?

Base: Total Respondents

Biggest Obstacles to Spending More on ODV Advertising Vary By Market Sector



Q166. What do you view as the biggest obstacles to spending more on original digital video advertising (i.e. the type of video content presented at the NewFronts)?

Base: Total Respondents



Agencies Are More Likely Than Marketers to Feel ODV Advertising is More Engaging Than TV Commercials

3 in 4 Advertisers Agree that Original Digital Video Advertising Reaches an Audience that Can't Be Reached on TV and Will Become as Important as TV Programming

Sorted by Agree Somewhat/Completely

Percent of Respondents	Total		Agency		Marketer	
	Agree Completely	Completely/Somewhat Agree	Agree Completely	Completely/Somewhat Agree	Agree Completely	Completely/Somewhat Agree
Advertising that appears in original digital video reaches an audience that can't be reached on TV	30%	75%	31%	75%	30%	75%
Original digital video programming will become as important as original TV programming within the next three years	28%	75%	31%	77%	26%	73%
Advertising that appears in original digital video is more engaging than TV commercials	29%	71%	29%	76%	29%	66%
Ads that appear in original digital video are more effective than ads in other digital video content	29%	68%	29%	71%	28%	66%
Original digital video advertising is less likely to be blocked	25%	63%	27%	64%	24%	63%

Q165. To what extent do you agree with each of these statements about original digital video advertising?

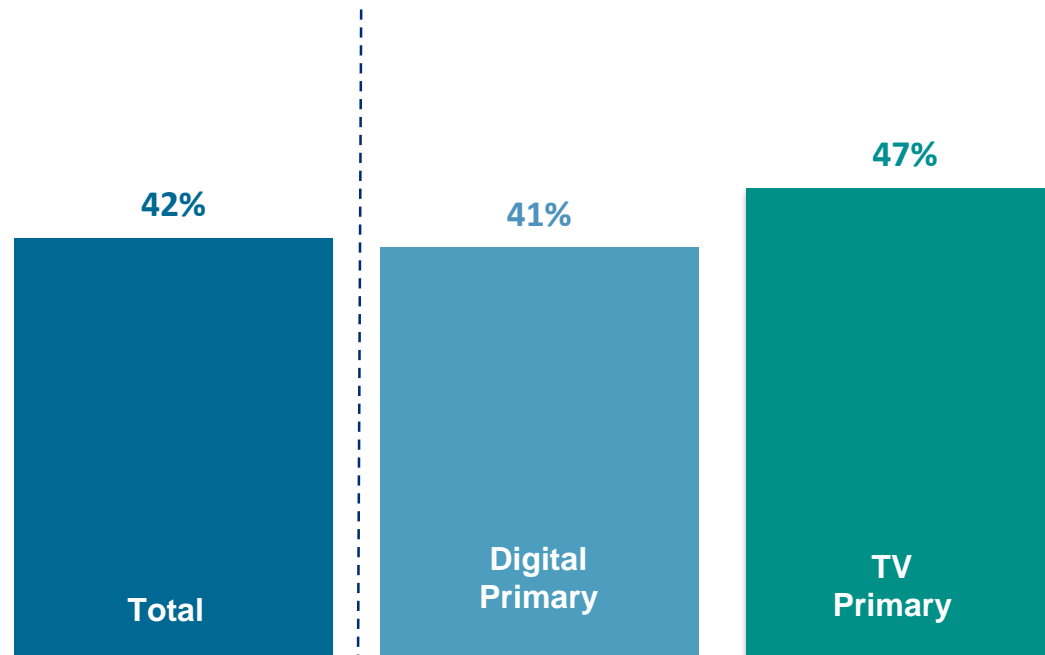
Base: Total Respondents

A person is sitting on a concrete ledge, wearing a white long-sleeved shirt, dark pants, and white sneakers. They are holding a smartphone in both hands and looking at the screen. The entire image is overlaid with a semi-transparent teal color.

Native Advertising

42% of Original Digital Video Advertising Dollars Goes to Native Advertising

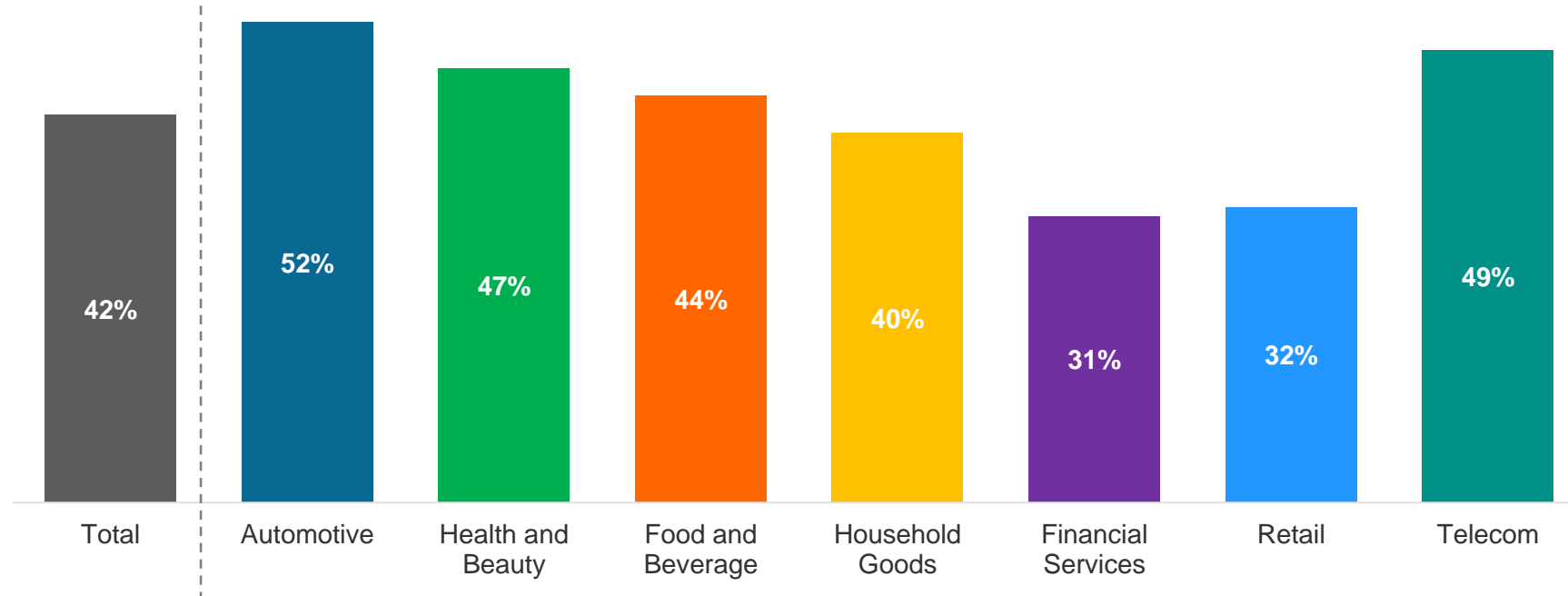
Share of Original Digital Video Ad Dollars Allocated to Native Advertising



Q164 What percent of the ad dollars you spent in 2016 on professionally produced original digital video programming/content was spent on native advertising?
Base: Total Respondents

Automotive and Telecom Sectors Allocate About Half of their Original Digital Video Ad Dollars to Native Advertising

2016 Average Percent Share of ODV Ad Dollars Allocated to Native Advertising—by Market Sector



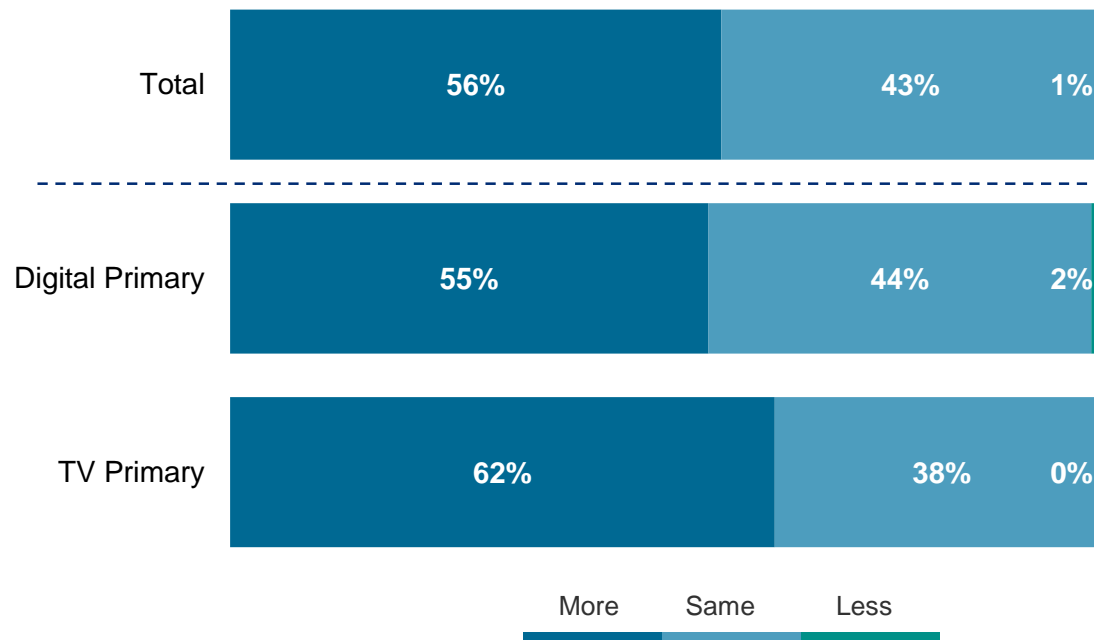
Q164 What percent of the ad dollars you spent in 2016 on professionally produced original digital video programming/content was spent on native advertising?

Base: Total Respondents



YOY More than Half Increased their Original Digital Video Advertising Allocation to Native

Change in Original Digital Video Ad Dollars Allocated to Native Advertising Since 2015



Spent More on Native Advertising

Agency: 63%
Marketer: 50%

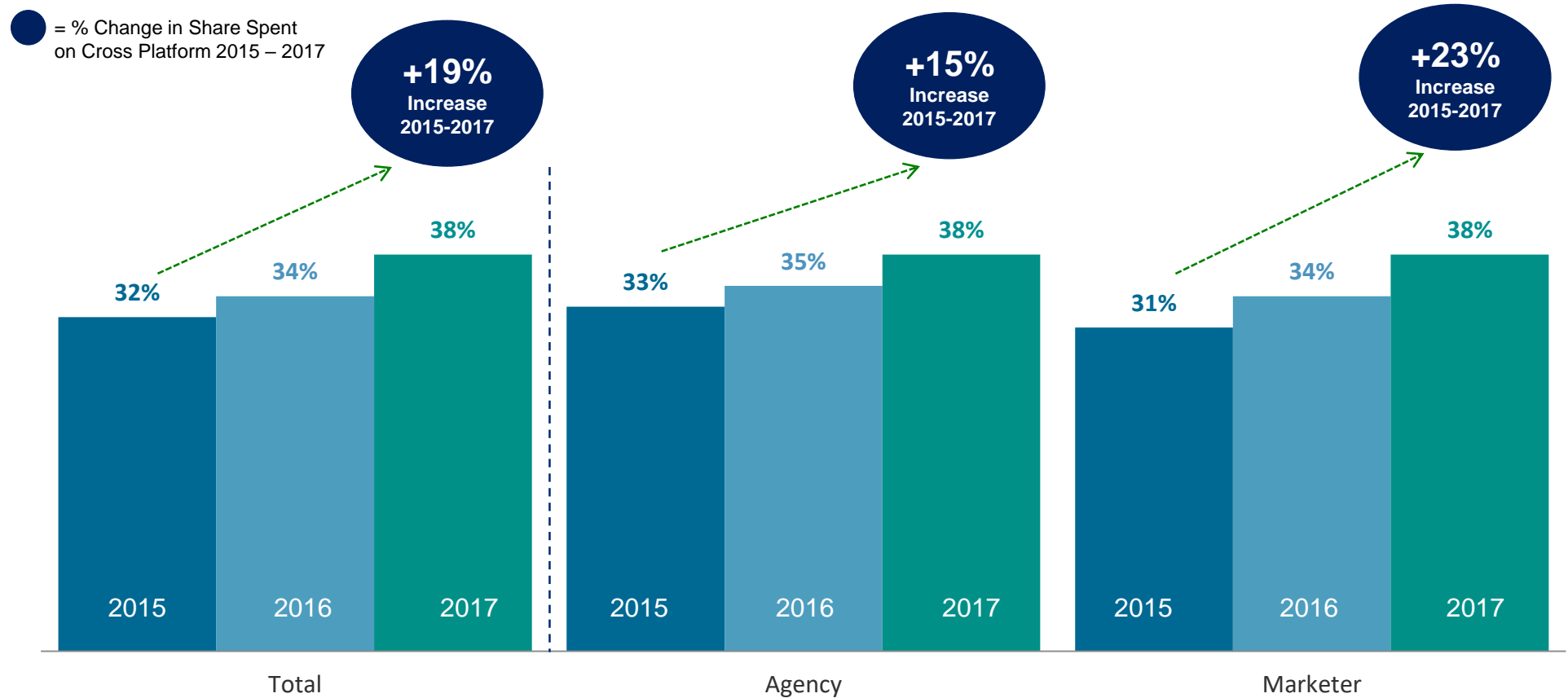
Q164b Did you spend more/same/less of your professionally produced original digital video programming/content budget on native advertising in 2016 than in 2015?

Base: Total Respondents

Cross Platform Video

More than 1/3 of Advertisers' 2017 Budget Will Be Spent on Cross Platform (TV + Digital Video) Buys

Average Percent Share of Ad Budgets Spent on Cross-Platform—3 Year Trend

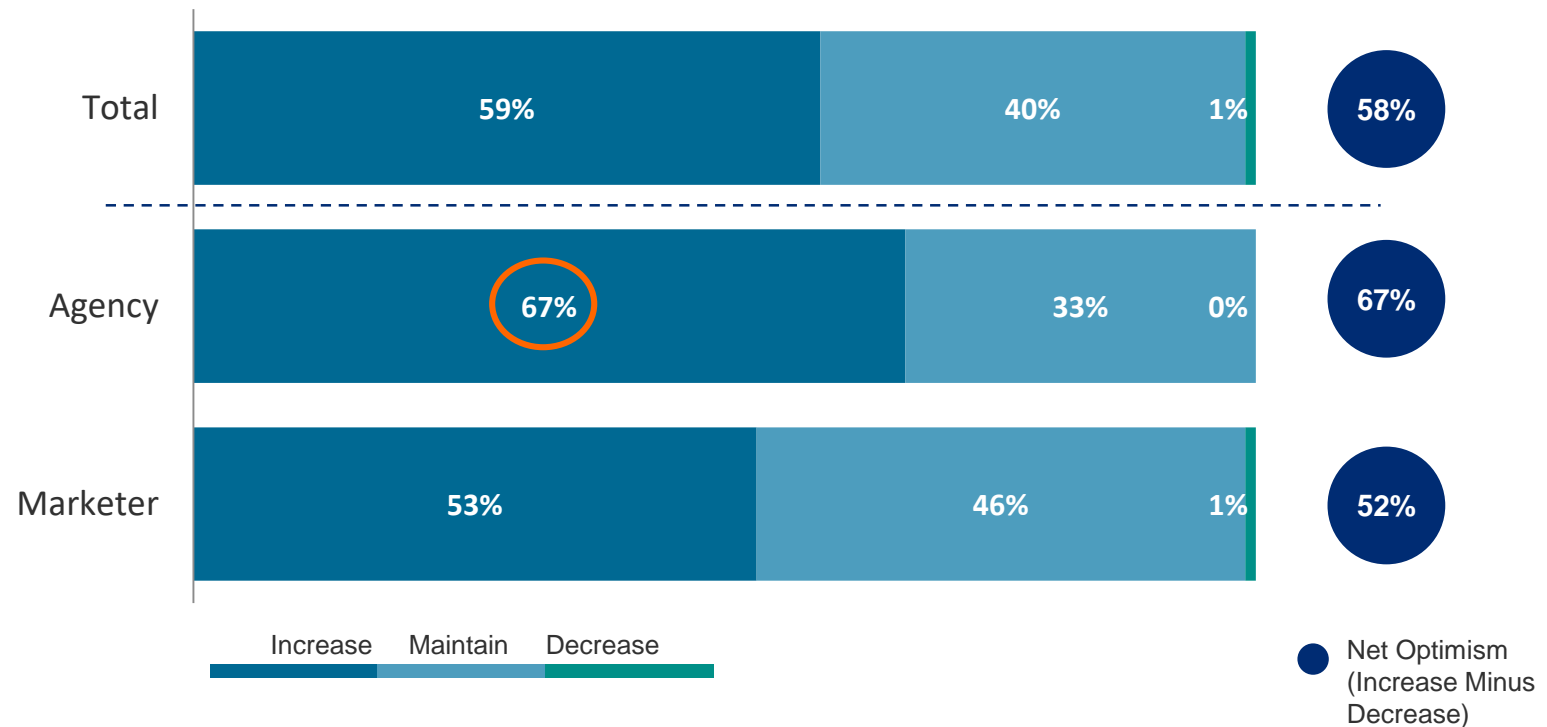


Q180a What share of your advertising budget was spent on cross-platform buys (TV and digital video from the same programmer/TV network) in 2015? In 2016? And what share do you anticipate spending in 2017?

Base: Total Respondents

Cross-Platform Spending Will Continue to Grow in 2017, Driven by Agencies

Change in YOY Spending on Cross-Platform—2017 vs. 2016



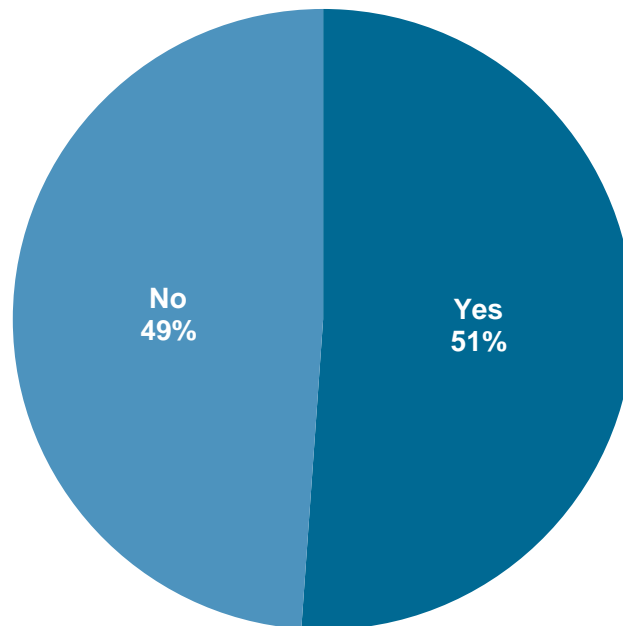
Q180c. You said in 2017 you anticipate spending [FILL IN % FROM Q180a_3]% of your advertising budget on cross-platform buys. Thinking about dollars (as opposed to share of budget) you anticipate spending in 2017, would this be an increase, the same amount, or a decrease compared to dollars spent on cross-platform in 2016?

Base: : Total Respondents Who Anticipate Spending More on Cross-Platform Buys

A photograph of four young adults (two men and two women) sitting together and smiling while taking a selfie with a smartphone. The image is overlaid with a semi-transparent teal filter. The text 'Video Advertising Trends' is centered over the image in a white, bold, sans-serif font.

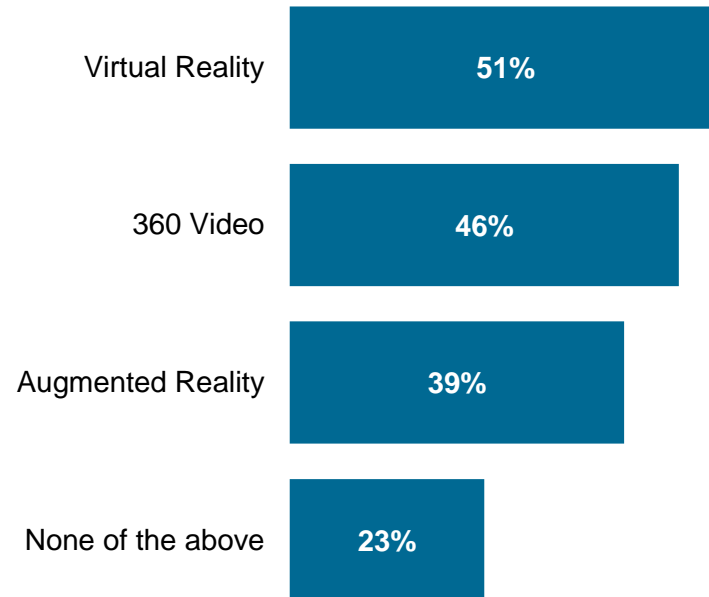
Video Advertising Trends

1 in 2 Purchased Vertical Video Ads in 2016

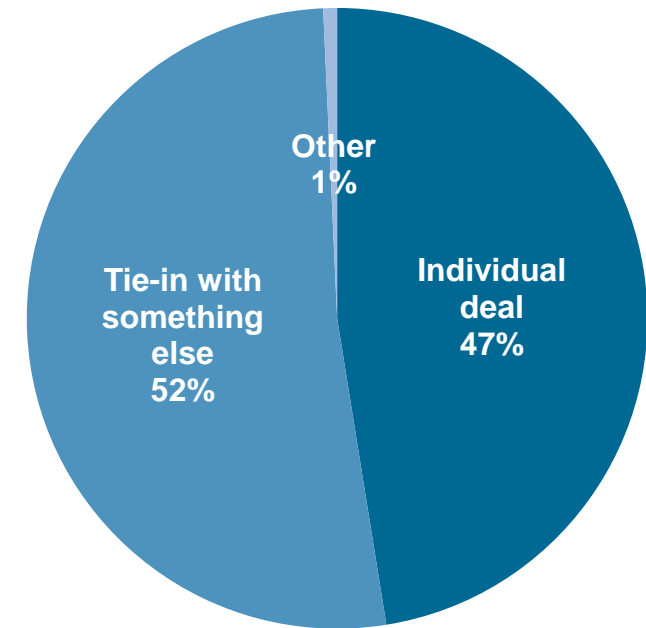


More than 3 in 4 Intend to Buy Either Virtual Reality, 360 Video or Augmented Reality Advertising in the next 12 months

Advertising Formats Intend to Buy Next 12 Months



Method of Buying These Formats



Intend to Purchase Augmented Reality Agency: 32%
Marketer: 46%

Purchase Individually TV Primary: 64%
Digital Primary: 44%

Tie-In with Something Else TV Primary: 36%
Digital Primary: 55%

Q185 In the next 12 months do you plan to buy advertising in any of the following formats?

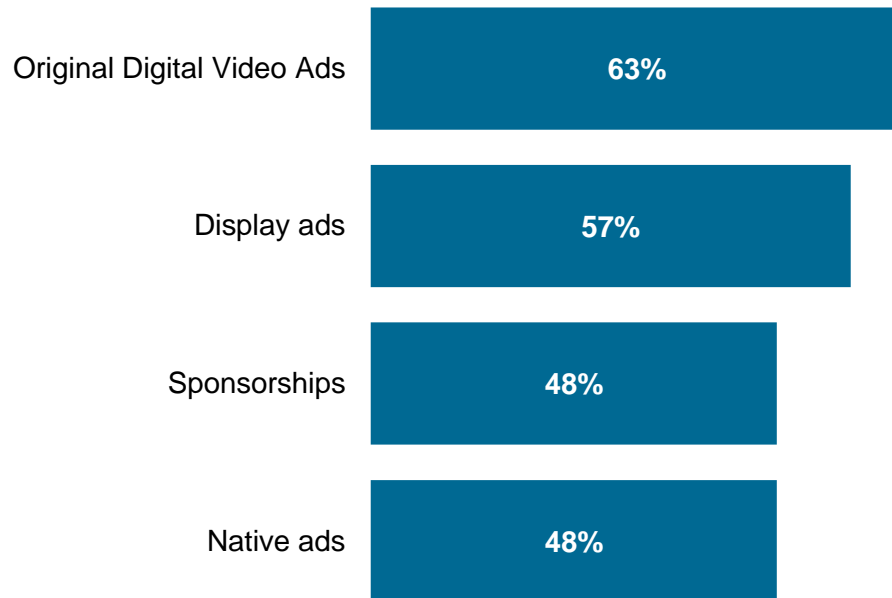
Base: Total Respondents

Q186 How will you buy Augmented Reality, Virtual Reality, 360 Video advertising formats?

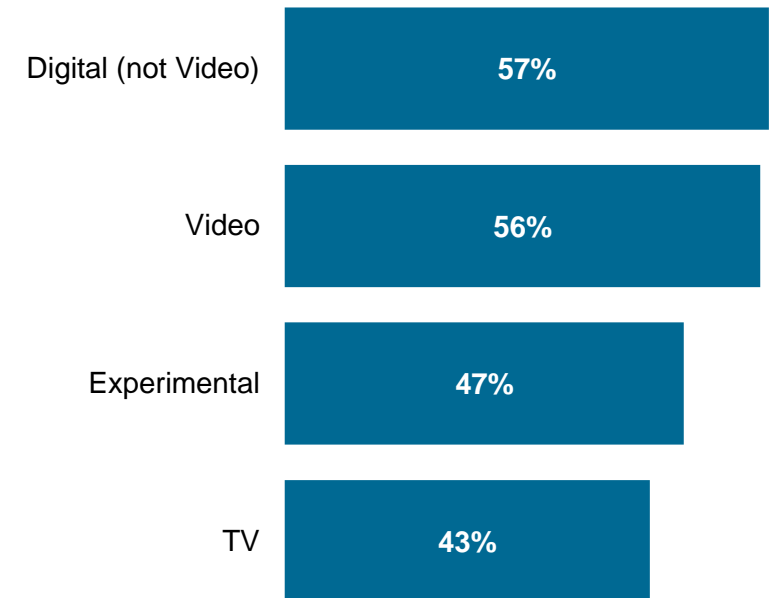
Base: Total Respondents Who Intend to Buy Any Listed Formats

Advertisers Anticipate Placing Original Digital Video Ads in their Augmented Reality, Virtual Reality & 360 Video Buys; Funds Will Come from Multiple Budget Sources

Types of Advertising Most Likely To Purchase



Budget Funding These Buys



Q187 Which types of advertising will you buy in Augmented Reality, Virtual Reality, 360 Video?

Q188 Which budget will fund your Augmented Reality, Virtual Reality or 360 Video purchase?

Base: Total Respondents Who Intend to Buy Any Listed Formats



More Than 3 in 4 Agree the 2016 NewFronts Encouraged Advertisers to Plan VR / 360 Degree Advertising

Sorted by Agree Somewhat/Completely

Percent of Respondents	Total		Agency		Marketer	
	Agree Completely	Completely/Somewhat Agree	Agree Completely	Completely/Somewhat Agree	Agree Completely	Completely/Somewhat Agree
The 2016 NewFronts encouraged me to investigate/actively plan ways to incorporate VR or 360 degree video advertising into our ad platform line up *	34%	77%	35%	77%	33%	77%
VR and 360 degree video advertising offer more engaging ad environments than standard digital video	33%	71%	32%	69%	34%	73%
I believe consumers will be quick to adopt and immerse themselves into VR and 360 degree video ad experience	29%	69%	30%	68%	28%	70%

Agree (Net) “consumers will be quick to adopt and immerse themselves into VR and 360 degree video ad experience”

TV Primary: 82%

Digital Primary: 67%

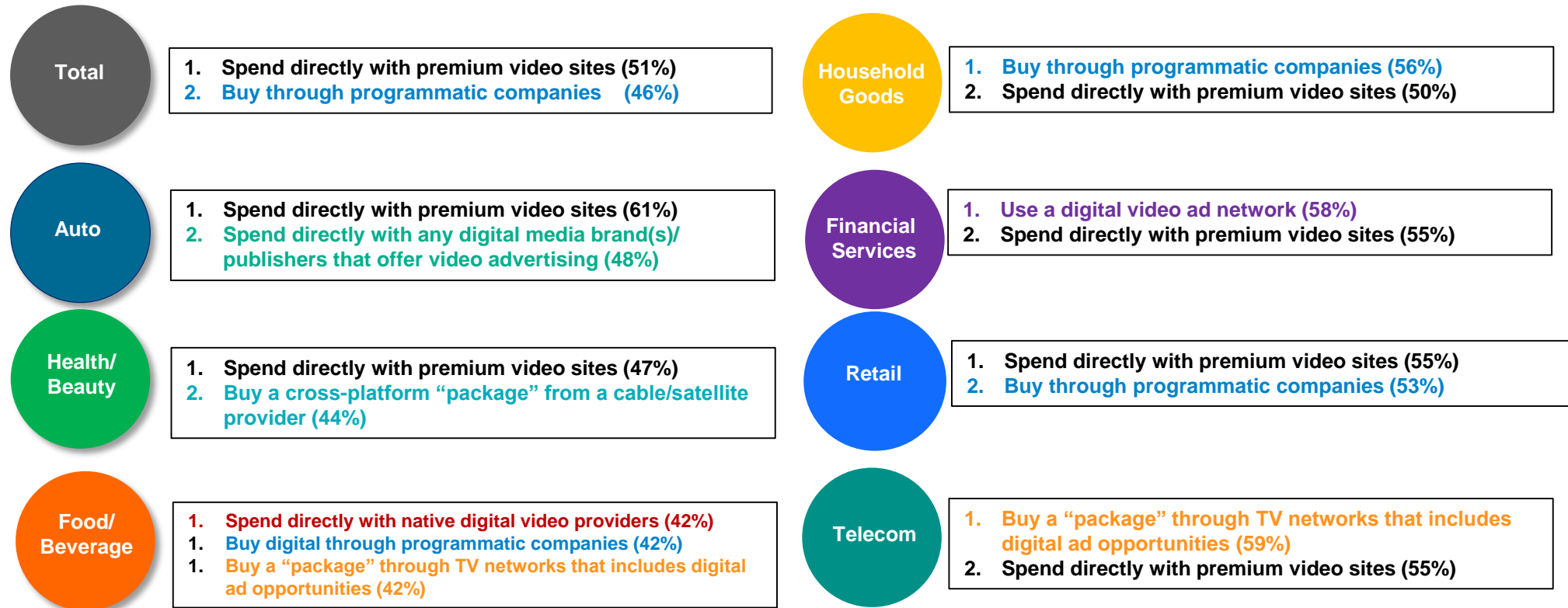
Q184. To what extent do you agree with each of these statements about Virtual Reality and 360-degree video advertising?

Base: Total Respondents * Participated in 2016 Digital Content NewFronts

Programmatic Video

Spending Directly with Premium Video Sites Is Wide Spread among Nearly All Market Sectors

Percent of Buyers Who Use This Method to Buy Digital Video; Top 2 Methods by Market Sector



Q175: Which of these digital video advertising options do you currently use?

Base: Total Respondents

Share of Digital Video Ad Spend Bought Programmatically Will Continue to Grow in 2017

Average Percent Share of Digital/Mobile Video Ad Spend Bought Programmatically—3 Year Trend

● = % Change in Share of Digital Video Advertising Bought Programmatically 2015– 2017



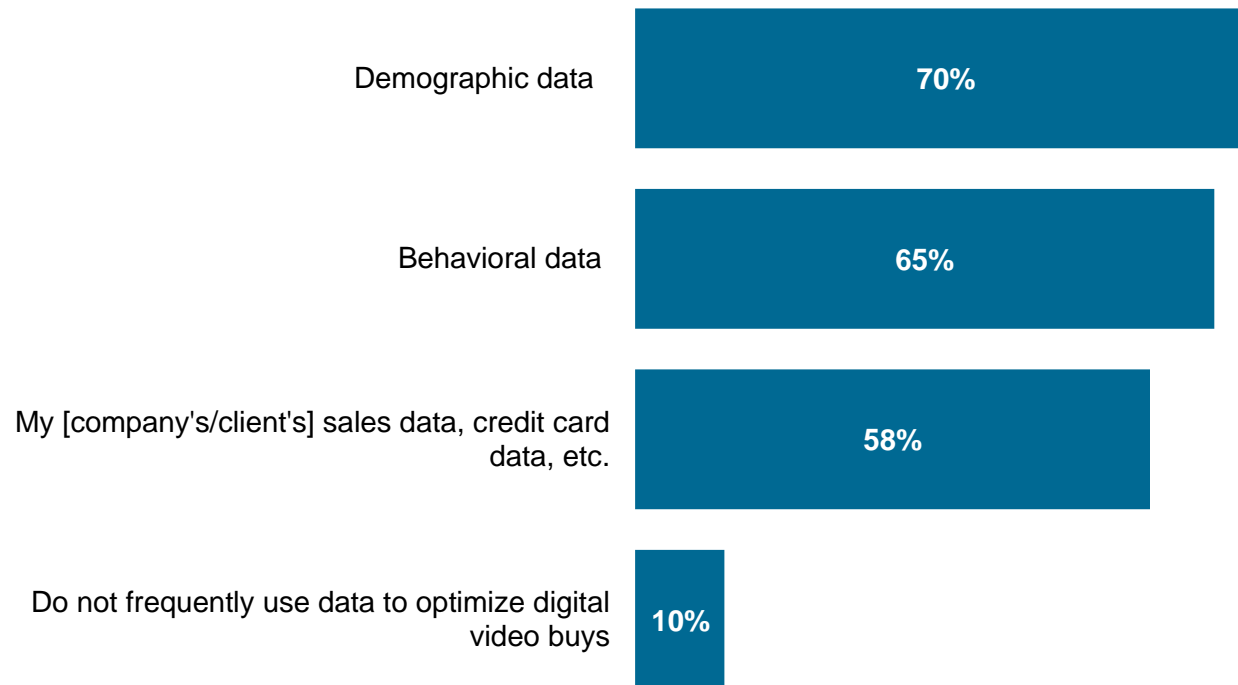
Q131. What share of your company's digital video/mobile video ad spending, if any, was bought via programmatic companies (i.e. DSPs, SSPs, RTB) in 2015 and 2016? What share do you anticipate allocating to programmatic in 2017?

Base: Total Respondents



Advertisers Use Multiple Data Sources to Optimize their Digital Video Buys, Primarily Demographic and Behavioral Data

Sources Used to Optimize Digital Video Buys



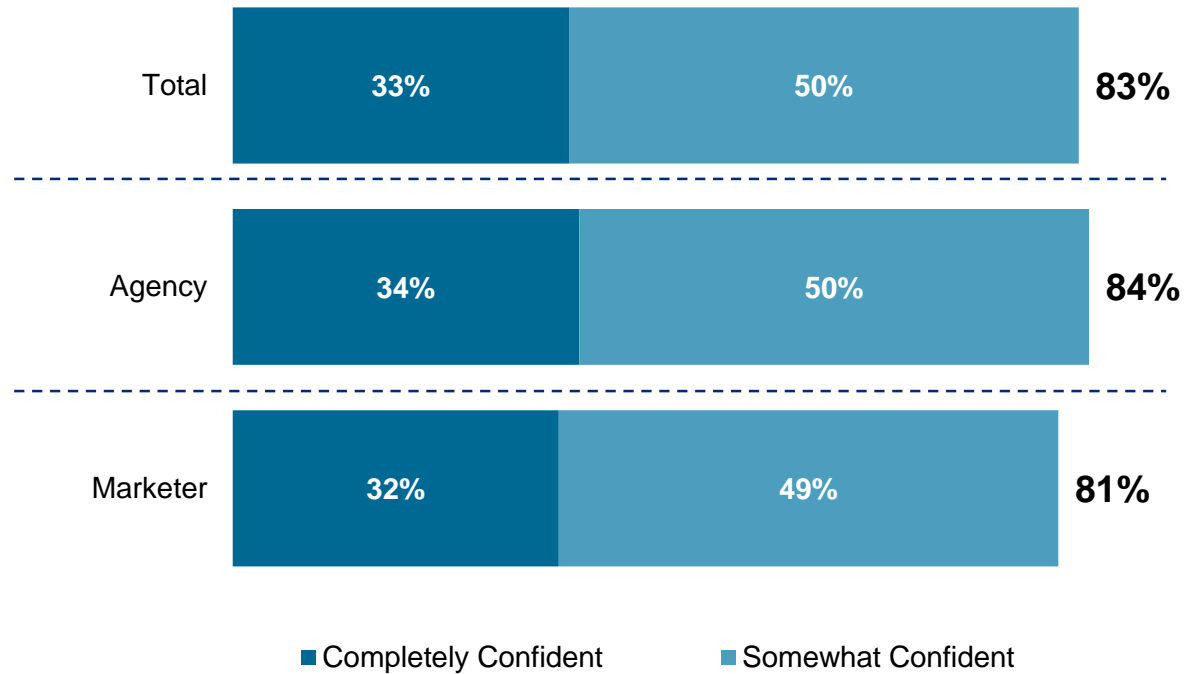
Use Demographic Data
TV Primary: 49%
Digital Primary: 73%

Q142a Which of the following data sources do you frequently use to optimize your digital video buys?

Base: Total Respondents

Confidence in 3rd Party Data Accuracy Is High

Confidence in 3rd Party Data Accuracy



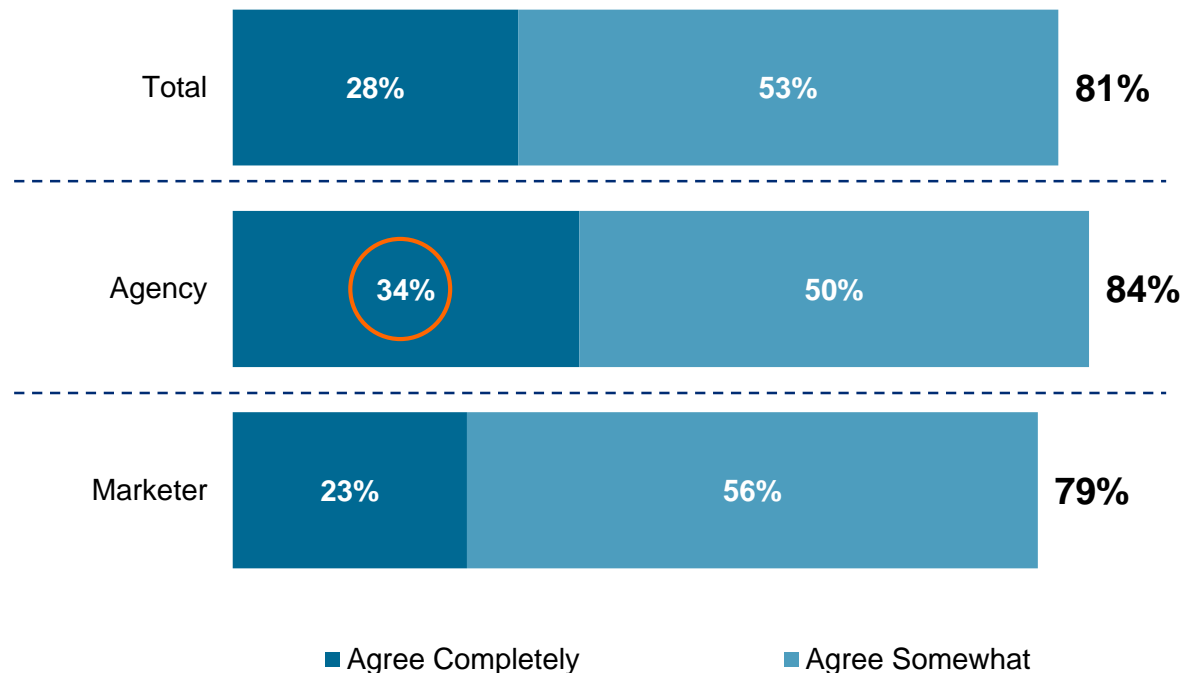
Q142b How confident are you in the accuracy of the 3rd party data you use to optimize your digital video buys?

Base: Total Respondents Who Use Demographic/Behavioral Data

8 in 10 Agree that an Independent Measurement Audit Influences their Decision to Work with a Media Brand

Agreement with Following Statement:

Knowing that a media company has undergone an independent measurement audit (i.e. MRC accreditation) influences my decision to work with them



Q142 How much do you agree with the following statement?

Base: Total Respondents



Questions:

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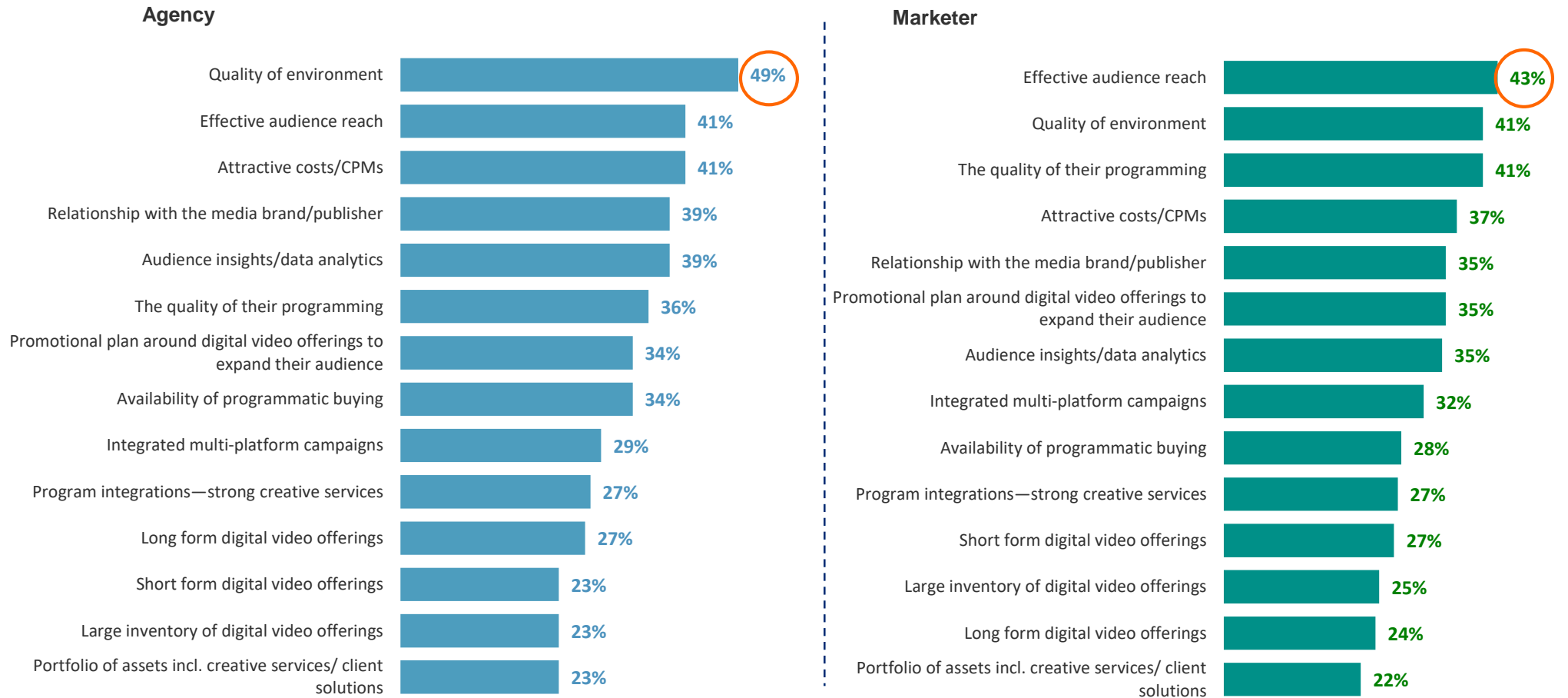
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iab.

When Selecting an ODV Publisher, Agencies Focus on Quality of Environment, while Marketers Consider Reach Most Important

Most Important Selection Criteria When Deciding Between NewFronts Publishers; Sorted by Total

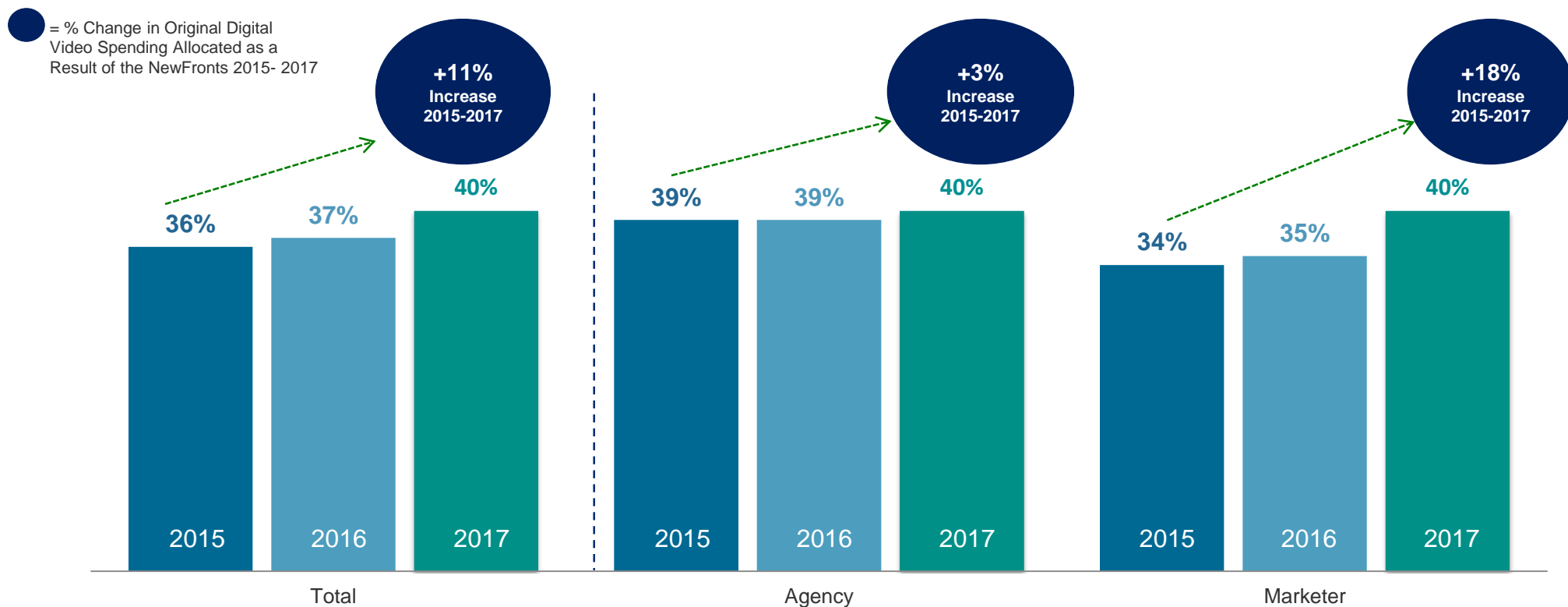


Q164a. Thinking about your digital video spending on Original Digital Video with media brands/publishers that participate in the NewFronts, please select the most important criteria you consider when deciding on which media brand(s)/publishers to advertise with..

Base: Total Respondents Who Allocated to Spending at the 2016 Digital Content NewFronts

40% of Advertisers' Original Digital Video Budget Will be Allocated at the NewFronts

Average Percent of Original Digital Video Dollars Tied to NewFronts—3 Year Trend



Q155a/b/c What share of the dollars for advertising spending on professionally produced original digital video programming/content was committed as a result of the Digital Content NewFronts two years ago (Spring 2015)? A year ago (Spring 2016)? What share do you anticipate allocating to each this year (Spring 2017)?

Base: Total Respondents