

Новости интернет-рекламы

Июнь, 1-15

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АНАЛИТИКА И ИНТЕРВЬЮ.....

12 Key Takeaways (and the Most Worrisome Slide) From Mary Meeker's 2017 Internet Trends Report

<http://adage.com/article/media/10-takeaways-mary-meeker-s-2017-internet-trends-report/309214/>

Recode rightfully calls Kleiner Perkins Caufield & Byers partner Mary Meeker's annual Internet Trends Report "the most anticipated slide deck of the year." At Recode's CodeConference at the Terranea Resort in California this morning, PowerPoint groupies watched the influential analyst speed through the 355 -- yes, 355 -- slides in her preso. Click through the whole thing [here](#) and/or skim our marketer/media-centric fast take, below, on the more general front half of her deck. (For more about the internet in China and India, healthcare, the cloud, etc., dive into the second half of her deck at your leisure.)

The global smartphone is getting saturated (finally). Shipments of smartphones grew just 3% year-over-year in 2016 vs. +10% YOY in 2015 (slide No. 5).

Time spent using the internet on mobile devices ticked up again in 2016 to 5.6 hours, up from 5.4 in 2015. Desktop and laptop internet usage held steady at 2.2 and 0.4 hours, respectively (No. 9).

The best slide title of the day (for slide No. 10): "ONLINE ADVERTISING (+COMMERCE) = INCREASINGLY MEASURABLE + ACTIONABLE." Some particulars from this part of the preso:

Mobile advertising revenue grew 22% in 2016, eclipsing desktop ad revenue (No. 12).

Internet ad revenue is set to overtake TV advertising globally in 2017 (something that's already happened in the U.S.) (No. 14).

Google and Facebook have captured 85% of the growth in internet advertising (No. 15).

The most nervous-making slide title of the day (for slide No. 16): "Ad Measurability = Can Be Triple-Edged ... When Things Are Measured = People Don't Always Like What They See ... Users Don't Always Like Data Collected." Meeker cites high concerns among social media marketers about ROI (No. 17) and rising use of ad-blocking software (No. 18), but also makes a point of mentioning that leading online ad platforms, from Facebook to Google to Snap to Pinterest, are upping their game in terms of effective ad targeting and measurement (Nos. 20-27).

The visual web continues to grow in importance and sophistication: Meeker devotes one slide (No. 35) to a quote to make this point: "A lot of the future of search is going to be about pictures instead of keywords." --Ben Silbermann, Pinterest Founder/CEO, 4/17

Image-recognition (Nos. 41-45) and voice-activation (Nos. 46-48) are increasingly replacing typing, particularly on mobile.

An e-commerce "a-ha," as Meeker puts it: **package/parcel volume growth is up 9% YOY** (No. 65) as consumers increasingly turn to the likes of Amazon vs. brick-and-mortar stores; **YOY e-commerce growth (+15%)** also gets called out (No. 76).

Meeker pays a lot of attention to gaming (starting at No. 80) -- e.g., pointing out that **there are 2.6 billion gamers worldwide (vs. 100 million in 1995)** -- as well as esports (starting at No. 137), while diving into what all this interactive behavior means for consumer engagement.

Media disruption continues at a "torrid pace," with digital leaders transforming the marketplace by offering better user experiences and lower prices, while leveraging data and scale (starting at No. 151). The likes of Spotify and Netflix get shoutouts here, with one remarkable slide (No. 162) showing **how Netflix went from near zero to 30% of the U.S. home entertainment market in 10 years.**

Want more? [Keep reading!](#)

37% of consumers say ads placed next to offensive content impact brand perception

A new survey from The CMO Council reveals how negative ad experiences influence the way consumers think about brands.

<http://marketingland.com/37-consumers-say-ads-placed-next-offensive-content-impact-brand-perception-217504>

In March, Google faced a firestorm from brands after an investigation by The Times of London revealed Google Display Network and YouTube ads were being served up alongside extremist content.

At the time, a number of advertisers — first in the UK and then in the US — boycotted Google's ad network.

“Until Google can ensure this won’t happen again, we are removing our ads from Google’s non-search platforms,” said an AT&T spokesperson who confirmed the brand was very concerned its ads had possibly shown up alongside content promoting terrorism and hate.

In response, [Google increased its brand safety controls](#) within its ad platforms — but the situation put a spotlight on an issue that is now more relevant than ever: how the placement of an ad, and the content around it, could impact brand perception as much as the ad itself.

According to the newly released “How Brands Annoy Fans” survey from The CMO Council, 37.3 percent of 2,000 consumers polled said ads that appear next to objectionable content change how they think about the brand when making a purchase decision.

Ten percent said they would boycott the brand, and 9 percent said they would be vocal or complain, raising issue with the brand.



“The concern is that the sheer proximity to, or perceived association with, hateful, distressing or brand-contradictory content can undermine that brand, no matter how effective that ad is measured in isolation,” says The CMO Council.

The survey also asked participants about “fake and inappropriate news” and how it influences their content consumption. Seventy-five percent of the survey participants confirmed they were worried about the growing number of fake or biased news sites, and 60.4 percent said they are turning to more trusted content sources and channels.



Consumers ranked social media as the least trusted media source — after friends, television, search and newspapers.

At 88.4 percent, a large majority of the survey respondents said a negative ad experience may make them think differently about a brand or reconsider doing business with the brand.

When asked what would result in a negative ad experience, 19.2 percent defined it as an obnoxious or intrusive ad, 18.4 percent said discriminatory or hateful ads, 11.7 percent listed irritating or annoying ads, and 11.6 percent said ads that were racist or stereotype people.

Consumers rate the **MOST NEGATIVE** advertising experiences:

- 19%** Obnoxious or intrusive ads
- 18%** Discriminatory or hateful ads
- 12%** Irritating or annoying ads
- 12%** Ads that are racist or stereotype people



The CMO Council's survey, conducted in partnership with Dow Jones, polled 2,000 consumers across North America and the UK, with 81 percent of the participants from the US.

You can download the full report here: ["How Brands Annoy Fans."](#)

ADBLOCK

Google Chrome Will Automatically Block Annoying Ads

<http://adage.com/article/digital/official-google-chrome-ad-blocker/309238/>

Google's Chrome browser will soon come with preinstalled technology that will block the most annoying ads currently marring the web experience, the company confirmed on Thursday.

Publishers will be able to understand how they will be affected through a tool Google is dubbing "The Ad Experience Report." It will basically score a publisher's site and inform them which of their ads are "annoying experiences."

At the same time, Chrome will give publishers the option to force a choice on people running their own ad blocking software: whitelist the site so its non-annoying ads can display or pay a small fee to access the content ad-free.

The moves, which had been anticipated since word got out in April but hadn't been previously confirmed by Google, will impact the entire advertising ecosystem because Chrome is the most popular web browser for both desktop and mobile.

"We've all known for a while that the ad experience is a real problem, and that it's confused and angered users," Sridhar Ramaswamy, senior VP of ads and commerce at Google, told Ad Age. "We realized solutions like ad blockers punish everybody, including publishers who develop great content and are thoughtful about the ad experience they put on their site."

Google isn't calling its technology an ad blocker, instead classifying it as a "filter" that removes the ads that consumers hate most. These include popups, ads that flash quickly, change colors or force people to wait 10 seconds before accessing content on a publisher's page.

The effort to install such software on Chrome is a result of work by the Coalition for Better Ads, whose members include Google, Procter & Gamble, Unilever, WPP's GroupM, Facebook, Thomson Reuters, The Washington Post as well as the Interactive Advertising Bureau and the Association of National Advertisers.

In an effort to develop a Better Ads Standard and slow the spread of ad-blocking software, the Coalition set out to determine which ad formats were most at fault. It paid some 25,000 study participants in the U.S. and Europe to rate 104 different ad experiences on desktop and mobile. Chrome's "filter" is informed partly by the results.

The industry is particularly eager to keep ad blocking from taking off on mobile devices, where it has a 1% adoption rate, the way it already has on desktop computers, where the figure is 18%, according to Mary Meeker's 2017 Internet Trends report.

"We think getting ads right is really, really important to the future for the internet. We love the sources of information that makes the internet great," Ramaswamy said. "What's scary is ad blocking has been a big problem on desktop and has been a big problem for the last few years."

"Hopefully leading to a much better, much stable ecosystem for everybody," he added. "We are very excited about what we're announcing and doing here."

The option for publishers to charge for ad-free access is called Funding Choices.

"We want to provide consumers with choice," Scott Spencer, director of product management at Google, told Ad Age. "The publisher will get compensated either way and it will help explain to the consumer the value of advertising."

Users who opt to shell out to avoid ads will pay with their Google Play account, Spencer said.

Google said it expects to roll out the features in early 2018.

BRAND SAFETY

YouTube bans 'hateful' videos from making money via its advertising network

<https://techcrunch.com/2017/06/01/youtube-bans-hateful-videos-from-making-money-via-its-advertising-network/>

Following a backlash around brand advertising on controversial content, YouTube is making a move to clean up which videos are part of its ad network.

The Google-owned has updated the guidelines that govern which YouTube videos can run ads to prevent previous mismatches and assuage both its community of video makers and advertisers. High-profile YouTubers were up in arms last year after the website determined that some content of the more controversial end of the scale was not suitable for advertising following complaints from brands. The issue spilled over into 2017, after Disney and others cut ties with prolific YouTube star Pew Die Pie over his use of anti-Semitic content in some videos.

"We've heard loud and clear from the creator community and from advertisers that YouTube needs to broaden our advertiser-friendly guidelines around a few additional types of content," Ariel Bardin, YouTube VP of product management, wrote in a blog post.

Chiefly, the video site will not show advertising against "hateful" content that "promotes discrimination or disparages or humiliates an individual or group of people," it said. Also barred from running ads are videos that involve "family entertainment characters" engaging in inappropriate behavior, and those that carry messages that demean or are incendiary.

Here are the top level details in full:

Hateful content: Content that promotes discrimination or disparages or humiliates an individual or group of people on the basis of the individual's or group's race, ethnicity, or ethnic origin, nationality, religion, disability, age, veteran status, sexual orientation, gender identity, or other characteristic associated with systematic discrimination or marginalization.

Inappropriate use of family entertainment characters: Content that depicts family entertainment characters engaged in violent, sexual, vile, or otherwise inappropriate behavior, even if done for comedic or satirical purposes.

Incendiary and demeaning content: Content that is gratuitously incendiary, inflammatory, or demeaning. For example, video content that uses gratuitously disrespectful language that shames or insults an individual or group.

To be clear, videos that fall into the categories above will be able to exist on YouTube — so long as they do not infringe the site's terms and conditions — but the YouTubers behind them simply won't be able to monetize them via the site's advertising platform.

As is commonplace when dealing with user-generated content networks of serious scale, we'll have to wait and see how the policies are enforced to know the practical impact, but it is high time that YouTube took a firm stance on this issue — both for advertisers and content makers.

“While it's not possible for us to cover every video scenario, we hope this additional information will provide you with more insight into the types of content that brands have told us they don't want to advertise against and help you to make more informed content decisions,” YouTube's Bardin wrote.

PROGRAMMATIC

«Яндекс» будет таргетировать рекламу с помощью внешних поставщиков

<http://www.sostav.ru/publication/yandeks-budet-targetirovat-reklamu-s-pomoshchyu-vneshnikh-postavshchikov-27039.html>

Сервис "Аудитории" расширяет базу данных за счет новых источников

Компания подключила в рекламный сервис «Аудитории» сегменты внешних поставщиков данных. Такая возможность появилась при размещении медийной рекламы.

Data Management Platforms (DMP) и биржи данных – поставщики, которые предоставляют обезличенную информацию о пользователях, собранную из разных источников. Первоначально клиентам «Аудитории» стали доступны Aidata.me, Facetz, НПО «Аналитика» и Weborama. В «Яндексе» пообещали постепенно расширять список – сейчас на сервисе представлены 1500

сегментов. Они позволяют таргетировать рекламу на пользователей с нужным рекламодателю образованием, интересами, уровнем достатка и т.д. Также будет возможность использовать сегменты, которые рекламодатель применял на сторонних площадках.

«Подключение внешних провайдеров данных - финальный шаг в создании экосистемы для работы с данными в Яндекс.Аудиториях, — говорит Герман Царев, руководитель Яндекс.Аудиторий и Крипты. — Данные сейчас играют огромную роль, особенно в развитии programmatic-решений. Многие агентства и рекламодатели начинают строить собственные DMP для более эффективного управления рекламными кампаниями. Такие DMP мы тоже готовы подключать к нашей платформе».

Раньше рекламодатели имели возможность использовать только собственные данные и информацию «Яндекса».

Ads.txt Could Wipe Out a Legion of Programmatic Ad Players. That's Good

<http://adage.com/article/digitalnext/ads-txt-wipe-a-legion-programmatic-advertising-players-a-good-thing/309218/>

Ad tech is rife with shady characters. Until now, questionable behavior has frequently gone unchallenged. That's about to change.

The Interactive Advertising Bureau's Tech Lab has released a proposed standard called "ads.txt" that allows publishers to declare which businesses are authorized to sell their digital inventory. This lets the demand-side platforms, where buyers find inventory, to verify that the inventory for sale in ad exchanges comes from authorized sellers. As a contributor to this spec, I'm biased to its importance, but there's a good reason why this standard has been proposed and why publishers should welcome this.

The industry has made it all too easy for bad actors to participate in the programmatic ecosystem. It's like a party where the invite is distributed too widely. Everybody shows up to your house and you lose track of who is who. Inevitably, some bad actors wreck your house.

Today, it's easy for any shady entity to ask for a seat with ad exchanges and declare that they are authorized to sell inventory from any publisher, for example, the Wall Street Journal. While I expect exchanges to verify inventory legitimacy, this doesn't always occur. Whether or not that inventory is really from the Wall Street Journal is unknown, and that's how an advertiser is fooled.

There are numerous ways to generate bogus traffic -- and fraud prevention vendors can't identify all types. Traffic could be generated by unwanted browser add-ons or be intentionally mislabeled. A common technique is to intentionally buy low-viewability banners, insert a video player that loops ads, and supply this "video inventory" on a video exchange. There's nothing strange about impressions coming from 'wsj.com', and it seems like a great deal. Only later, if ever, does anyone realize they've been had. Meanwhile, The Wall Street Journal has been unfairly assumed to have low quality inventory and ends up on advertiser blacklists.

One simple lie can enable bad actors to get away with so much. Some exchanges reveal the name of the entity they received the impression from, and others do not. If an advertiser wants to scrutinize everything for fraudulent behavior, they must review detailed data that is not usually available as a standard report, and then make a judgment call as to whether they believe each of the selling entities is legitimate. With hundreds of different sources for a domain, this quickly becomes unmanageable. Even exchanges that have robust processes for ensuring legitimate inventory may unknowingly let in unverifiable inventory from suspicious ad networks.

The ads.txt spec is still in public review until June 19. That should be an ominous date for bad actors because if it becomes a standard, it stands to severely curtail their ability to make money in this way. There are ad marketplaces who make a living stretching the concept of what's acceptable. Advertisers, who are increasingly insisting that supply chains can be verified, will vote with their dollars and refuse to accept unverifiable inventory.

The beauty of ads.txt, and the reason it should gain adoption, is that any publisher can do it and there is so much to gain. It's a simple solution with no need for heavy development nor extra training nor additional capital. Publishers' ad ops teams simply produce a text file listing their account IDs on all of the programmatic platforms they sell on and upload it to their web server. They are presenting a clear signal for the buy-side to observe, funneling dollars to the publisher where they belong, instead of being absorbed by mystery intermediaries and fraudsters. If the majority of publishers get on board, the entire programmatic segment benefits from unprecedented transparency in knowing who exactly is allowed to operate in this space.

Some may be cautious about this new world where we all know who is selling what. I'd argue that this world is a lot better than an opaque one where ad buyers could be easily swindled. It is a straightforward mechanism to address an issue that hadn't yet had a good solution.

While ads.txt is in the public comment period, there will likely be more questions and concerns. Now is the time to share them, so all use cases can be considered and thorough implementation guidance can be

developed. There are many other improvements that can be made in this and other specifications to help solve related challenges. But this is an elegant way to address one big problem. So let's start here and begin the process of making the industry a better place.

ВИДЕОРЕКЛАМА

IMHO предложила клиентам платить только за реальные просмотры видеорекламы

Селлер запускает продажи нового продукта в рамках собственной Видеосети

<http://www.sostav.ru/publication/imho-predlozhila-klientam-platit-tolko-za-realnye-prosmotry-videoreklamy-27069.html>

Один из крупнейших продавцов интернет-рекламы в России IMHO запускает продажи нового продукта в рамках собственной Видеосети. Рекламодатели, покупая пакет "Viewability 100%", будут платить только за видимые показы онлайн видео-рекламы.

При расчете видимости показа используется стандарт видимости рекламы IAB/MRC. Верифицироваться данные о видимости будут при помощи Weborama и доступны для просмотра в личном кабинете WCM (Weborama Campaign Manager).

"Видеосеть IMHO состоит из премиального инвентаря, реклама размещается только в длинном лицензионном контенте – фильмах, сериалах и телепередачах. Показатель видимости на таком инвентаре 80-90%, говорит Любовь Ячкова, директор по Видеорекламе IMHO, – Мы готовы предложить нашим клиентам оплачивать только видимые показы и уверены, что данный продукт будет востребован".

"ПФО итогам первого квартала 2017 года средний рыночный показатель видимости рекламных роликов в формате in-stream составил 61%, это говорит о том, что более трети показов, оплаченных клиентом, конечный пользователь не видит. – говорит Виктория Игнатьева, директор по работе с клиентами Weborama Russia. – Изменить эту ситуацию коренным образом в рамках всего диджитал-пространства – задача утопическая, поэтому тем более актуальна возможность закупать 100% видимых показов для решения задач рекламодателя здесь и сейчас. Мы рады сотрудничеству с IMHO и единству в борьбе за качество рекламных продуктов для клиентов".

Размещение нового пакета будет сквозным по всей Видеосети ИМНО, с суммарным ежемесячным охватом, согласно оценке Mediascope, 20 млн. посетителей, включая популярные сайты Рунета: онлайн кинотеатры (Ivi.ru, TVZavr.ru, Tvigle.ru), сайты ТВ-каналов (Первый канал, ВГТРК, РЕН ТВ, Ю, "Звезда" и пр.).

Ранее о размещении видеорекламы с оплатой только видимых показов сообщали Яндекс и Gazprom-Media Digital.

СОЦИАЛЬНЫЕ СЕТИ.....

Welcome to the Age of Snapchat

Opinion: Snapchat offers a way for brands to get directly in touch with that much-coveted group, millennials

<http://www.adweek.com/digital/jenny-quan-cheetah-lab-guest-post-snapchat/>

The world of social media moves fast. Only seven years ago, we were proclaiming the “Age of Facebook,” and now, the social network faces a new challenger to its throne, Snapchat.

Snapchat has gone from strength to strength in the past year, rolling out its advertising platform and launching a successful initial public offering. While Facebook’s strength is by no means diminished, Snapchat is emerging as a worthy competitor for brands’ digital advertising dollars.

Snapchat’s appeal is clear: It offers a way for brands to get directly in touch with that much-coveted group, millennials.

According to Nielsen data, the percentages of users below the age of 24 for Facebook and YouTube are 23 percent and 17 percent, respectively. On their own, these look like respectable numbers—until one takes a closer look at Snapchat. 51 percent of Snapchat’s users are below the age of 24, based on Nielsen’s numbers.

A report by Cheetah Lab, Cheetah Mobile’s mobile internet and artificial-intelligence-focused research institution, shows a slightly lower percentage, 40.62 percent, but this is still far higher than YouTube (11.94 percent) or Facebook (10.9 percent).

Based on these numbers, it’s easy to see why advertisers believe that Snapchat will become one of the top players in the global mobile advertising market.

What is it exactly about Snapchat that makes it so appealing to the younger generation? Partly, it's the perception that Facebook is "just old people socializing"—a state that's hardly likely to appeal to an image-conscious teen.

Snapchat U.K. general manager **Claire Valoti** attributes the messaging application's popularity to the fact that "people use Snapchat to be their real selves," instead of projecting a carefully curated public image.

CEO **Evan Spiegel** has said in the past that Snapchat is "much more for sharing personal moments than it is about this public display," noting that it has "made it very hard for parents to embarrass their children."

Unlike on Facebook and Twitter, content on Snapchat can only be seen by the people who are given access to it, and only for a limited period of time. This considerably lowers the pressure for users to produce good content, encouraging them to post more frequently and therefore increasing the time they spend on the app.

Brands might have some difficulty channeling this sense of spontaneity for their Snapchat ads. Valoti says the most common advice she gives to advertisers is, "Just be yourself." People expect branded content to have the same level of candor that their own posts do, which leads to brands coming up with innovative campaigns to generate user activity.

Cheetah Mobile's report looks at one recent example of an innovative marketing campaign, carried out by the team behind the 2016 film *Miss Peregrine's Home for Peculiar Children*. While it used both Snapchat ads and traditional video ads to generate awareness, it also had director **Tim Burton** design special filters and lenses exclusively for use on Snapchat. These special features could be unlocked by scanning codes in movie theaters and on posters. Ultimately, the combination of the Snapchat campaign and traditional video ads helped to raise the movie's profile and generate ticket sales.

For Valoti, the success of the film's campaign boils down to the fact that the marketing team "really thought about what part Snapchat could play in the journey of promoting this film" and created content specifically for the platform, instead of relying on a wholesale approach.

In the report by Cheetah Lab, the researchers observe that one of the reasons for Snapchat's ascendancy "is that the company gives brands an opportunity to showcase more innovative advertising on mobile phones, creating ads that are more fun for younger users and put them in less passive roles."

Young people like Snapchat because it's fun—it's fun to play around with different filters and see what people would look like if they had a beard, or huge eyes, or a dog's nose. Cheetah's researchers also

noted the fact that Snapchat ads “are more customizable” and have interactive options that encourage user participation.

The biggest problem that Facebook has at the moment is that fewer users are using the site to share details about their lives; instead, people are increasingly using Facebook to share news and content from other sites. This means that checking Facebook no longer has the same immediacy it used to: If the only thing people are sharing is an article from The Wall Street Journal, then there’s no longer much of an incentive to spend time on your News Feed.

Snapchat, on the other hand, encourages people to share intimate details of their lives in the here and now. And the social media platform is totally dependent on people creating original content for it—a marked difference from Facebook’s model.

For brands, being on Snapchat offers a chance to connect with people in an authentic way, whether it’s through interactive ads or by creating content that appears spontaneous and unforced. As Facebook becomes more of a repository for outside content, Snapchat’s emphasis on original content will prove to be beneficial for advertisers, in more ways than one.

Jenny Quan is executive dean of Cheetah Lab.

Facebook says people can't stop looking at Facebook during TV commercials

<http://www.businessinsider.in/Facebook-says-people-cant-stop-looking-at-Facebook-during-TV-commercials/articleshow/59056034.cms>

Facebook has released new research telling you what you already know: You can't stop looking at your phone during TV commercials.

The social network examined the Facebook activity of a select group of users while they were watching the season premiere of a big TV show. During each commercial break, the group of 537 respondents starting using Facebook more.

Facebook has put together a chart detailing the usage spikes:

While 537 people are hardly a representative sample of its entire user base, and the survey is clearly self-serving for Facebook. The data is directionally compelling nonetheless. And should probably worry big TV

advertisers, who are already struggling to break through to consumers who are skipping through their ads using DVRs or avoiding ads entirely while streaming shows on services like Netflix.

The Facebook data would seem to beg for advertisers to try to work with Facebook somehow to sync their TV ads with mobile ads on Facebook.

You can read the full blog post here [blog post here](#).

For its part, Facebook is urging advertisers to rethink mobile advertising, but pushing out more short, attention-grabbing ads and releasing new ad creative more frequently.

"People aren't watching ads for as long as they used to, on any medium," wrote Mark Rabkin, Facebook's vice president of core ads. "TV spots that were designed for a captive audience struggle to hold attention on mobile and don't get watched all the way through."

MOBLE & МЕССЕНДЖЕРЫ

The state of mobile advertising

<https://digiday.com/marketing/state-mobile-advertising/>

The likes of Facebook, Google and Snap are driving the rapid growth of mobile advertising, which includes social, video, search and programmatic. Here's a look at the state of mobile advertising, based on industry reports and the takeaways for marketers.

The major takeaways

Mobile-based impressions and clicks are primary growth drivers for digital advertising.

Social video grew immensely in the U.S. last year.

Compared to Google, Amazon and Facebook, Snap is projected to experience faster mobile ad revenue growth in the U.S. from 2016 to 2019.

Google and Facebook still have the biggest market share in mobile advertising.

Mobile will remain a key driver of programmatic advertising's growth through 2018.

The key numbers

71 percent: The majority of overall internet consumption that will be mobile in 2017, according to Zenith Media.

\$80 billion: The size in 2016 of the global mobile advertising market, which is expected to grow by 31 percent this year, according to Magna Global.

\$215 billion: The size of the global mobile advertising market by 2021. This will represent 72 percent of total digital budgets, according to Magna Global.

\$2.1 billion: The size in 2016 of the social video market, which grew 140 percent year over year in the U.S., according to Magna Global.

\$770 million: The size of Snap's projected U.S. mobile ad revenue this year, up around 158 percent from last year. This will grow by 66 percent and 73 percent in 2018 and 2019, respectively, according to eMarketer.

\$18.9 billion: The size of Google's dominant share of the U.S. mobile ad market this year, followed by Facebook (\$14.4 billion) and Yahoo (\$1.3 billion), according to eMarketer.

\$24 billion: In 2017, programmatic mobile ad spend in the U.S. will grow 34 percent, from \$18 billion last year. By year-end, mobile will account for around 75 percent of the \$32.6 billion programmatic display ad market, according to eMarketer.

The agency view

Social video is a big driver for mobile advertising's growth, due to platforms like Periscope and Facebook, and Snap pioneered a short vertical video format that has been adopted by more and more publishers. But mobile growth is mainly driven by platforms — agencies never intend to spend big that way, so the potential of mobile advertising is largely unrealized, according to Travis Johnson, global president of mobile agency Ansible.

"Agencies are spending a lump sum on Facebook, for instance, but they never plan intentionally to carve out a budget for mobile," he said. "Their ad budget goes where the audience is, and most of Facebook's audience is on mobile."

Johnson also said that as social video is exploding, how advertisers fit into and further monetize live-streaming environments like Periscope and Facebook Live is unclear. And 10-second Snap videos pose a challenge for creative shops that get used to creating 30-second and 45-second video ads.

“What does a good Snap ad look like? Does it look more like a banner ad? Or does it look more like a video? I don’t think agencies have cracked the code,” he said. “In terms of advertising on Snap, measurement is one objection from advertisers, and pricing point is another. The entry point [of Snap advertising] is hundreds of thousands of dollars, which is very high for most brands.”

The challenge

Johnson also said a big hurdle in mobile advertising is that many companies haven’t yet optimized their own assets for mobile. “Lots of clients still have bad mobile website or app experience while spending all the money to drive their consumers there, frustrate them and make them leave,” he said.

To Tom Buontempo, president of social media agency Attention, the biggest challenge in mobile advertising, specifically with new ad formats and the explosion of video, is still cross-platform measurement. Because every platform — be it Facebook, Google or Snap — is creating its own walled garden, attribution continues to be a challenge, he said.

“I’d also expect Amazon to come on strong [in mobile advertising] in the near future as it fine-tunes its offering,” Buontempo said. “And I wouldn’t discredit the full ecosystems that cell carriers are creating with major content players they’re acquiring or partnering with.”

Partner Spotlight: Benjamin Dick, Director, Data & Ad Effectiveness at IAB, shares top takeaways for publishers and advertisers from IAB’s first Mobile Programmatic Town Hall

<https://www.mopub.com/2017/06/05/iab-mobile-programmatic-townhall/>

***Partner Spotlight** is a series on our blog where we hear directly from advertisers, agencies, DSPs, publishers, and partners about industry hot topics, challenges, predictions, and more. In this edition we interview Benjamin Dick, Director, Data & Ad Effectiveness at IAB.*

MoPub: IAB held its first “Mobile Programmatic Monetization” Town Hall, which invited participants to have a collaborative discussion around best practices and tactics for mobile monetization. What was the objective of the event?

Benjamin Dick: People in our industry love to joke about how it's always “the year of mobile,” but 2016 was truly a banner year for mobile revenue. IAB reported in our 2016 full year revenue report that revenue from mobile programmatic activity is finally just about on par with revenue generated from desktop activity.

That might seem odd given that mobile media consumption had long ago surpassed desktop. What makes up the gap, you ask? It's a combination of mobile clearing prices and the overall value of user sessions. On the first point, there are some differences between mobile web and in-app regarding yield, but broadly speaking the value of mobile impression opportunities in either environment are usually a fraction of desktop impressions. This is compounded by a second issue for publishers: the lower volume of impression opportunities per user's mobile session, compared to what is common in desktop.

IAB has a role to play in helping both the supply and demand side reach the full potential of mobile programmatic. Right now the goal is to simply start the conversation with relevant stakeholders and begin to document the business and technical aspects of the problems publishers are facing. We're confident that attention from IAB and industry members over the next 6-12 months will establish a strong foundation for substantive guidance and best practices in early 2018.

MoPub: What kinds of companies were represented?

BD: We wanted to hear from a diverse cross-section of the programmatic community and organized participation from advertisers, publishers, SSPs, and DSP.

In addition to educating ourselves on the core issues, we also wanted to build awareness of the friction around mobile programmatic monetization, its broader implications for the industry, and get people talking about it back in their respective offices. There are a lot of other topics that are (understandably) getting attention -fraud, fake news, etc - but this story seemed to be underrepresented.

MoPub: What did participants see as the biggest inhibitors of mobile revenue generation?

BD: Many operational and technical issues were raised. First, we know that re-targeting drives high CPMs in desktop programmatic. Since audience data and segmentation needs to be device-ID based in mobile environments, and retargeting pools are typically based on cookie IDs, it's harder for buyers to apply remarketing pools and decision against mobile impression opportunities. This addressability issue exists for prospecting tactics as well. Data partners have traditionally only made cookie-based segments available, and DSP / data partner integrations are still trying to catch up to include device-ID based segments, leaving buyers in an awkward position when it comes to mobile investment. Ultimately if buyers don't have good data to determine audience characteristics, they're not going to bid very high.

Additionally, a topic that emerges frequently in IAB working groups is the role of identity and cross device measurement. Developing a user-level view across devices will help the buy side tremendously when it comes to valuation of the impression given it will inform reach, frequency, recency and sequencing decisions. As probabilistic and deterministic cross device solutions become more commonly applied, we think this will naturally put upward pressure on publisher yields.

Location is also commonly decisioned against. However, not all publishers make quality data readily available for buyers to evaluate. Location accuracy can vary significantly (especially given the many different ways it can be sourced by publishers), making it a hard parameter to have confidence in as a buyer. Granular location signals that follow consumers around throughout their day represent a unique and powerful opportunity that has numerous tactical applications for buyers, and there's ample opportunity for publishers to take advantage of this information to increase the value of their impression opportunities.

Another important component for impression valuation is viewability signals. It's been just shy of a year since the guidelines on mobile viewability were finalized by the MRC. While supply partners are beginning to work with measurement companies, viewability signals are not available at scale in bid requests. This metric is table stakes for brand dollars and this money will not flow into mobile without support for viewability measurement.

Lastly, higher value ad formats – rich media, native, etc - are not as common in mobile environments relative to desktop. This is particularly obvious when you look at the percentage of overall impression opportunities made up of low-value 320x50 mobile banners.

All of these things impact mobile bid density - it's not even close to what we see in desktop environments. This can create a mismatch of supply and demand, and result in the downward pressure on mobile yields especially when 2nd price auction dynamics are taken into account. This also represents a significant opportunity and demonstrates the very real promise of mobile programmatic as a growing medium for the marketer message.

MoPub: In the short term, what should the supply side start to focus on?

BD: Publishers need to put their best foot forward and pass as much pertinent data as possible in order to allow buyers to make more informed decisions. Publishers also need to make sure they have a strategy to manage and control their data so they can balance short term gains (and associated data exposure) against the possibility of long-term commoditization of their data. Private marketplaces can be leveraged as a way to address “data sharing” in a safer way for publishers, while enabling more trust/brand safety for buyers. I'd also encourage publishers to regularly evaluate their technology partnerships and make

sure the solutions they have in place have strong roadmaps to account for the needs of buyers. Ensuring that buyers have access to the right data products, ad formats, and auction efficiencies will be paramount for publishers as media consumption continues to grow across screens and devices.

MoPub: What about the demand side?

BD: Advertiser mobile strategy needs to get smarter and start incorporating device ID based targeting. Many already do this, but the methods need to become more sophisticated, standardized, and scaled. Additionally, buyers should think more critically about the role that geo-location data can and should play in their mobile strategy, and start to look into data and measurement solutions that will allow them to activate against clean and accurate geo-location data. All of this will make them place more inherent value on mobile impression opportunities.

I'd also love to see more buyers embrace cross-device measurement & attribution solutions, and move away from last-touch measurement / optimization. If buyers start accounting for the incremental contributions of mobile impressions against their KPIs, the pendulum will naturally start swinging towards a broader mobile investment and higher individual impression valuations for publishers. Additional guidelines on attribution and cross screen measurement can be found at iab.com/attribution.

MoPub: What is IAB doing to continue the momentum and address the issues discussed?

BD: In addition to hosting additional town halls in our NYC and SF offices, we've incorporated mobile programmatic monetization content into annual programmatic and mobile conference agendas to continue putting these issues in front of the community to build momentum and a consensus on the need to address them

We also recently announced a new organizational structure for our data and programmatic groups that we think will better position us to tackle industry challenges like mobile programmatic monetization. As part of this new structure, we've announced the development of a dedicated "Selling Automation" committee, which will focus explicitly on publisher guidelines, standards, and best practices in the programmatic space.

Another committee that we'll be particularly focused on moving forward is "Identity and Audience Data," which will be a long-term moonshot project for the IAB intended to create device mapping standards. This committee will begin the process of coordinating and validating the many disparate identity services that are becoming available in the marketplace.

I encourage anyone who wants to contribute to IAB's selling automation or monetization projects to sign up for one of our new Data, Automation, and Measurement Committees. Mobile monetization issues will specifically be addressed within the "Selling Automation Committee", however there are five other groups available within the new structure that industry professionals can sign up for based on their particular interests.

Each committee will expose you to a diverse cross section of viewpoints and industry leaders. If interested in participating, please reach out to membership@iab.com.

INFLUENCERS

What influencer marketing really costs

<https://digiday.com/marketing/what-influencer-marketing-costs/>

A lot of people talk about influencer marketing, but few understand how it is priced.

Influencer costs can range from a couple of hundred to millions of dollars on one platform or across social networks, because of all the factors that go into it, including exclusivity, engagement rate, following size and usage rights.

"Pricing influencer posts is part art, part science," said Henry Langer, lead account manager for influencer search platform Hypr. "[In some cases,] terms such as CPM and CPC don't tend to apply."

While there isn't a well-developed pricing structure behind influencer marketing, we asked agencies, talent agents and social stars themselves about some general guidelines that brands can refer to when they write influencers a check for their endorsement deals on Instagram, Snapchat and YouTube.

Instagram: \$1,000 per 100,000 followers

Chelsea Naftelberg, associate director of content and partnerships for social media agency Attention, estimates how much her team should pay an Instagram influencer based on \$1,000 per 100,000 followers. Then she negotiates the deal from there, adjusting the price up or down based on other factors like engagement rate, campaign length and the client budget. "If I have a great brand offering, sometimes we will pay no fee because the influencer is excited about the product or experience," said Naftelberg. "Also, if you are working with a talent agent instead of directly with an influencer, expect to pay a little more to take their fee into account."

Langer thinks that brands can start with \$250 per Instagram post for social stars with less than 50,000 followers, then add roughly \$1,000 per 100,000 followers per post. For well-known celebrities, the price has to go much higher. Kim Kardashian, for instance, reportedly charges over \$250,000 for an Instagram photo.

Snapchat: Starting at \$500 per campaign in 24 hours

Audience size is not available on Snapchat, so social stars on the platform typically negotiate an endorsement deal based on active views. Since repeated views only count as one view and views are more intentional on Snapchat, rates on the platform could be higher than other networks, according to Snapchat influencer Cyrene Quiamco.

Quiamco shared the following rates given by brands and agencies based on conversations with roughly 35 Snapchat influencers in her circle. (View numbers are only valid for 24 hours.)

\$500 for 1,000-5,000 views

\$1,000-\$3,000 for 5,000-10,000 views

\$3,000-\$5,000 for 10,000-20,000 views

\$5,000-\$10,000 for 30,000-50,000 views

\$10,000-\$30,000 for 50,000-100,000 views

An anonymous influencer said that pricing often falls on the agencies. Shops specialize on Snapchat marketing typically pre-decide their budget per influencer and book social stars for content by bulk. The agency would sign them up for 20 campaigns with minimal turnaround time, for instance. And then after 20 campaigns, the agency will pick up a new round of social stars and continue the cycle.

“This is really taxing on the influencer but really helps the agency cut down on cost,” said the influencer. “The agency then upcharges each influencer campaign, sometimes up to 90 percent.”

YouTube: Roughly \$2,000 per 100,000 followers

Influencer pricing on YouTube is much more fragmented than that on Instagram and Snapchat because YouTube allows marketers to drill into specific audiences and video content requires much more effort than image- or text-based posts.

For YouTubers with more than 50,000 subscribers, marketers can add roughly \$2,000 per 100,000 followers per video, up until around 1 million subscribers, at which point a dedicated video could cost upwards of \$25,000-\$50,000, according to Langer.

“Super successful YouTubers like Bart Baker or The Gabbie Show could easily cross the \$100,000 mark,” he said.

Of course, that is just a general pricing guideline for influencer marketing on YouTube. For instance, a Redditor posted that a very popular YouTuber with a few million subscribers offered an endorsement deal for a rate of either \$17,600 for two to three talking points or \$22,000 with an additional description link in the video.

Adam Wescott, partner and co-founder for talent agency Select Management, said that pricing of endorsement deals on YouTube can run from \$200,000 to half a million per video, depending on if it is a 30-second brand mention, a customized promotion video or other format.

“Pricing is also based on subscriber count, time watched on the video and the industry the YouTuber is focused on,” said Wescott.

And a YouTuber like Gigi Gorgeous who has accumulated over 2 million subscribers can earn more than \$100,000 per video for dedicated brand integrations, he said.

НОВОСТИ IAB BELARUS

Лето, диджитал, пикник

<http://iab.by/glavnoe-digital-meropriyatie-leta/>

7-8 июля IAB Belarus зовет на первый в Беларуси digital-picnic на реке Исlochь.

Чем живет рынок digital-маркетинга? Какие проекты самые эффективные? Кто и как вкладывает деньги в интернет и мобильную рекламу? Бежим прочь от пыльных конференц-залов на реку, знакомимся с коллегами и узнаем секреты из первых рук!

Первый день — прокачка мозга.

Общаемся с представителями больших брендов Vkontakte, Mail.ru, Yandex, Viber. Узнаем, что изменится в онлайн-медиа и рекламе.

Зачем инвесторы вкладывают деньги в белорусские проекты, и что делать, чтобы получить инвестиции? – из первых уст от Zubr Capital Fund I.

Главные редактора онлайн-изданий с прогнозами, что станет с медиа через пару лет. Нишевые публишеры рассказывают, за счет чего они живее всех живых, и как можно развиваться и зарабатывать узкопрофильным медиа. Встречаемся с TUT.BY, Onliner.by, Наша ніва, Dev.by, Kyky.org, Myfin.by, marketing.by, 34travel.me, Probusiness.by.

Разбираемся, наконец, что там с нейронными сетями, искусственным интеллектом, виртуальной реальностью вместе с Samsung и One More World/CyberLIT.

Вечером digital-агентства и web-студии показывают самые крутые рекламные кейсы на Summer Creative Review 2017. Подать заявку на участие можно на сайте.

Смех от белорусского TO Stand-Up Union и вечеринка с лучшими минскими диджеями.

Спим в палатках, встречаем рассвет, и начинаем второй день.

Главные вопросы второго дня — как быть и умным, и здоровым, и успешным.

Утром совершим пробежку и поспорим с Александром Демидовичем (TUT.by), Богданом Коровцом (Astronim) и Дмитрием Гераниным (Av.by), как лучше снимать стресс: бегом или пивом.

Ксения Шуравко (Onliner.by) поделится секретами личной эффективности. Директора и HR-менеджеры ведущих сайтов и агентств, расскажут о том, какие люди нужны сегодня в digital, и кого они охотно наймут на работу.

Занимаемся йогой, муай-таем, бегаем, едим самую вкусную еду из фуд-траков, болтаем о глупостях и расспрашиваем спикеров о работе и жизни. И слушаем музыку. Как только все надоело — прыгаем в реку!

[Купить билеты](#) и узнать более подробную программу пикника вы можете на сайте digitalpicnic.by

За первый квартал 2017 года число пользователей Viber в Беларуси выросло на 10%

<http://marketing.by/novosti-rynka/za-pervyy-kvartal-2017-goda-chislo-polzovateley-viber-v-belarusi-vyroslo-na-10/>

Аудитория Viber продолжает активно расти. Число новых пользователей за первый квартал 2017 года выросло на 10% по сравнению с количеством новых пользователей в первом квартале 2016 года.

Большая часть пользователей сосредоточена в Минске: из столицы в Viber заходит 59% пользователей с белорусскими номерами. Второе и третье места занимают Витебск и Могилев: 9% и 7% пользователей мессенджера соответственно подключаются к Viber из этих городов.

Пик активности в приложении в Беларуси приходится на 20:00-22:59 по Минскому времени. Большинство белорусских пользователей Viber предпочитают Android — 84%, еще 12% заходят в Viber с iOS. На десктоп-версию Viber приходится 8% подключений пользователей из Беларуси. При этом один пользователь может заходить в свой аккаунт с нескольких устройств, например, с iPhone, Android-планшета и стационарного компьютера.

«Мы рады, что популярность Viber в Беларуси набирает обороты, и делаем все возможное для того, чтобы продолжать радовать белорусских пользователей стабильным безопасным сервисом. Мы активно развиваем Viber: за последние полгода было запущено много интересных функций, среди которых можно выделить короткие видеосообщения, секретные чаты, исчезающие сообщения, аудиостикеры и дополнения для чатов, благодаря которым легко найти, например, подходящий отель в Booking.com или ролик на YouTube в несколько кликов. А найдя – обсудить его тут же, в чате с другом или родственником», - заявила Яна Рожкова, PR-директор Viber в России и СНГ.

НОВОСТИ IAB GLOBAL

1 in 5 Smartphone Owners Worldwide Use Their Device Every 5 Minutes & Nearly Half of All Users Are Motivated to React to Ads after Seeing Them on Mobile

<https://www.iab.com/news/globalmobilerelease/>

IAB Global Research Shows Mobile Web Is Preferred for Functional Tasks and Utility, While Mobile Apps Are Favored for Entertainment and Social Activities

NEW YORK, NY (June 13, 2017) — Nearly two-thirds (63%) of smartphone users worldwide use their device every 30 minutes or more, and over a fifth (22%) tap into their phones every 5 minutes, according to the Interactive Advertising Bureau (IAB)'s "Always On – A Global Perspective of Mobile Consumer Experience," an in-depth survey of smartphone users compiled from 18 countries around the world. Respondents came from North America, South America, Asia, Europe, and Africa, and the majority of them, no matter their location, report that they access the internet via mobile web and mobile apps at least once a day (mobile web – 88% and mobile apps – 84%).

Awareness of advertising on both mobile web and mobile apps is high. Most smartphone users worldwide can recall seeing mobile ads within the first few days the ad was originally shown (90% on mobile web and 86% on mobile apps). Moreover, nearly half say that they took action after seeing mobile advertising, with the two platforms performing similarly in generating consumer response (45% on mobile web and 47% on mobile apps). These global averages are consistent with regional and country-by-country breakout findings.

The top consumer responses and reactions reported after seeing an ad on the mobile web or mobile apps are:

- Remembering the brand advertised
- Interacting with the ad
- Visiting the website of the brand advertised

Smartphone users worldwide report having seen improvements in ad load speed and creative quality on both mobile web and mobile apps over the past year. Those in Brazil, Russia, and South America noted the most progress in their mobile ad experiences. There were consistent concerns across the globe about increased quantity and intrusiveness of ads. However, smartphone users in Brazil and France saw moderate advancement with mobile advertising relevance.

The study shows that consumers from around the world access the internet via mobile web and mobile apps to engage in different types of activities—with use of mobile web leaning toward functionality and utility, whereas use of mobile apps is skewing toward entertainment and social. For example, search, purchasing a product or service, or booking a service online are predominantly mobile web functions. The mobile web environment is also clearly preferred when it comes to accessing information about educational/work, travel, and current events, among other topics. Mobile apps, on the other hand, are

avored for consuming entertainment content such as videos, movies, music, and gaming, and are also preferred for communications activities, including email, messaging, social networking, and making voice and video calls.

“These findings confirm the fact that omnipresent mobile usage is a worldwide phenomenon, which creates a tremendous opportunity for marketers,” said Anna Bager, Senior Vice President and General Manager, Mobile and Video, IAB. “Digital advertising is making an impact and motivating consumers to action, whether they access the internet via the mobile web or mobile apps.”

“While we have heard that digital technology has broken down borders, it is interesting to see real research that confirms that smartphone users around the world are in sync when it comes to mobile,” said Chris Kuist, Senior Vice President, Research and Impact, IAB. “The similarities we see in this study persist when it comes to the ways that consumers leverage the mobile web or apps—and marketers should take notice.”

The “Always On – A Global Perspective of Consumer Mobile Experience” study was released at the IAB Mobile Symposium. Complete findings are available for download at www.iab.com/2017globalmobileperspective.

Methodology

A 22-question survey was designed and fielded by OnDevice Research in 18 markets (Argentina, Australia, Brazil, Canada, China, Ecuador, France, Ireland, Italy, Japan, Norway, Russia, South Africa, Sweden, Turkey, the U.K., the U.S., and Uruguay) from April 21 – May 8, 2017. Two hundred adults, age 18+, were interviewed for each market. Respondents confirmed that they own and use a smartphone, and are aware of and use either the mobile web or mobile apps to access the internet on their mobile device.

This IAB research was conducted with the additional support of IAB Argentina, IAB Australia, IAB Brazil, IAB Canada, IAB China, IAB Ecuador, IAB France, IAB Ireland, IAB Italy, IAB Japan/JIAA, IAB Norway, IAB Russia, IAB South Africa, IAB Sweden, IAB Turkey, IAB UK, and IAB Uruguay.