

Новости интернет-рекламы

Сентябрь, 1-15

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АНАЛИТИКА И ИНТЕРВЬЮ

Tipping Point For CPGs: 51% Of Grocery Purchases Now Influenced By Digital

<https://www.mediapost.com/publications/article/307238/tipping-point-for-cpgs-51-of-grocery-purchases-n.html>

Last year, 51% of grocery purchases were influenced by digital media or information somewhere along the path to purchase.

That represented a near-doubling, in a single year, of digital's influence within this sector, and brought it on par with categories such as health (51%) and apparel (56%), according to a new report from Deloitte. The report employs data from two surveys representative of the U.S. population, conducted late last year.

Fully 80% of shoppers surveyed have used a digital device to browse or research grocery products, tapping sources such as manufacturer and grocery retailer websites. More than three-quarters (77%) report using digital touchpoints such as recipe websites and blogs to drive awareness and find inspiration.

Nearly three in 10 (29%) report trying products based on online recommendations and reviews, seeking answers from blogs and social media posts alongside online product reviews and loyalty apps.

Not surprising, then, that mobile use among grocery shoppers is up nearly 10% versus last year, with 34% reporting that they use a smartphone to help choose brands during a shopping trip.

In fact, while 90% say that they consider a set of brands prior to arriving at the point of sale, more than half make the brand purchase decision at POS. (Also, ingredients are now as important as brand in purchase decisions, although both are still outranked by "value.")

Further, consumers who embrace digital options — such as on-demand local delivery, in-store coupons and instant rebates or mobile checkout — before or during a shopping experience convert 9% more often than those who don't.

Operational Transformation Required

For consumer products companies and retailers, all of this translates to increased urgency to deliver on consumers' digital, omnichannel expectations, according to Deloitte. And for most, that will require building "next-generation capabilities that drive the convergence of digital/physical marketing, the consumer/shopper, and online/offline purchases," conclude the analysts.

“Digital is expected to play an even bigger role in delivering the experiences that shoppers desire,” summed up Rich Nanda, principal, Deloitte Consulting LLP and U.S. consumer products corporate strategy and growth leader. “However, many consumer products companies and their retail partners have yet to take full advantage of the opportunity, potentially leaving money on the table.”

The gap between consumer expectations and current reality in grocery is clear in the finding that, despite digital’s influence on their decisions, just 33% of the shoppers said that digital makes grocery shopping easier, compared to 42% across other categories.

In some respects, retailers may have a natural edge over their suppliers: 41% of shoppers report using grocery retailers’ apps, compared to just 27% using consumer product companies’ apps. Still, this points to “ample opportunity for brands to innovate through digital technologies to deliver compelling grocery experiences,” notes the report.

To compete going forward, consumer products companies should “consider transforming how they operate day to day to become faster, more granular and more connected within a digital-first world,” concludes Deloitte. They need to “integrate and coordinate across their functional silos to align with a converged world where consumers can shop at any given moment and where the lines blur between digital and physical marketing, consumer and shopper, and online and offline purchases.”

The analysts also stress that digital and e-commerce “can provide new opportunities and new ways of working with retailers to drive brand engagement and accelerate organic growth. Many leading CP companies are working with retail partners to differentiate brands and create a competitive advantage by providing consumers convenient, curated, and integrated grocery shopping experiences.”

The report, “The Grocery Digital Divide: How Consumer Products Companies Can Deliver on the New Digital Imperative,” is free for download on Deloitte’s [site](#).

The data were gathered through Grocery Digital Divide and Grocery Experience surveys commissioned by Deloitte and conducted online by an independent research company Nov. 3 - 18, 2016. The surveys polled national samples of 2,011 and 2,027 random consumers, respectively. Data was collected and weighted to be representative of the U.S. Census for gender, age, income and ethnicity; and have a margin of error of 2%.

AD BLOCK.....

ADFOX Яндекса начинает эксперимент по обходу Adblock

Новая технология будет применяться к рекламным форматам, которые не раздражают пользователей

<http://www.sostav.ru/publication/adfox-yandeksa-nachinaet-eksperiment-po-obkhodu-adblock-28227.html>

Яндекс тестирует технологию разблокировки рекламы на площадках ADFOX, сообщается в блоге компании. Это решение позволит обходить блокировщиков баннерной рекламы вроде Adblock.

В рамках эксперимента на отдельных площадках будет производиться автоматическая разблокировка качественной рекламы. Однако это касается только баннеров фиксированных размеров, где нет звука и раздражающих пользователей элементов.

Кроме того, Яндекс предложил российскому профессиональному сообществу разработать стандарты качественной интернет-рекламы, которые бы учитывали интересы и пользователей, и площадок.

IAB Russia разработает стандарты качественной рекламы

Специалисты намерены бороться с программами, вырезающими все рекламные форматы без разбора

<http://www.sostav.ru/publication/iab-russia-razrabotaet-standarty-kachestvennoj-reklamy-28319.html>

На базе IAB Russia создана открытая рабочая группа, которая создаст российские стандарты качественной интернет-рекламы и предложит сценарии их внедрения до конца 2017 года, сообщается на официальном сайте Ассоциации.

По мнению издателей, главная угроза для рынка профессиональных медиа - рост проникновения программ, вырезающих все рекламные форматы без разбора. Поэтому «Яндекс» предложил создать список не рекомендованных к использованию рекламных форматов и разработать российские стандарты качественной рекламы.

В планах компании выяснить как люди воспринимают один и тот же рекламный формат в разных типах контента и каким рекламным форматом пользоваться удобнее. На основе этих исследований будут разработаны стандарты.

«Мы собираемся разработать стандарты непосредственно для России: максимально учесть специфику поведения пользователей, исторически сложившийся контекст и интересы площадок. Словом, сделать всё, чтобы улучшить пользовательский опыт и минимизировать потери рынка. Наша главная задача добиться баланса: чтобы площадки не использовали агрессивные и раздражающие форматы, а пользователи чувствовали себя комфортнее в интернете», - сообщил Леонид Савков, коммерческий директор Яндекса.

Разработку стандартов единогласно поддержали РБК, СТС Медиа, ИМНО, Weborama и другие члены IAB Russia. Обсуждение результатов исследования запланировано на октябрь. Сформированные и утвержденные стандарты IAB Russia планирует предложить использовать и в переговорах с Coalition for Better Ads, и с блокировщиками рекламы

Отмечается, что России нет в числе стран, для которых адаптирует свои правила международная Coalition for Better Ads — организация, которая уже составила список некачественных форматов для искоренения в сети на основе собственных исследований.

BRAND SAFETY & FRAUD

Facebook разработала стандарты безопасной для бренда рекламы

Соцсеть не хочет допускать ошибок YouTube, который теряет рекламные доходы из-за экстремистских и других нежелательных видео

<http://www.sostav.ru/publication/facebook-razrabotala-standarty-bezopasnoj-dlya-brenda-reklamy-28295.html>

Facebook выпустила стандарты рекламы и медиаконтента для издателей и брендов. Соцсеть не допускает показ рекламы и монетизацию контента, которые содержат насильственные и сексуальные действия над детьми, трагедии (такие, как стихийные бедствия, преступность и т.д.), насилие над людьми и животными, преступность и экстремизм, призывы к употреблению наркотиков и алкоголя и др.

В случае нарушения правил Facebook оставляет за собой право не показывать рекламу бренда и отказать издателю в монетизации контента.

Напомним, в марте этого года некоторые крупные бренды отказались от рекламы на YouTube из-за экстремистских видео. В результате конкурент Facebook начал терять рекламные доходы: в апреле на 25%, в мае на 22%, в июне на 32%.

Смотреть гайд https://www.facebook.com/facebookmedia/get-started/monetization_contentguidelines

Here's What P&G Has Learned Since Demanding Advertising Transparency 9 Months Ago

Marc Pritchard says companies are stepping up

<http://www.adweek.com/digital/heres-what-pg-has-learned-since-demanding-advertising-transparency-9-months-ago/>

COLOGNE, GERMANY—Nine months into P&G chief brand officer [Marc Pritchard's mandate](#) to clean up digital transparency, the company is beginning to see some signs that it's working. It's also tackling bigger issues like gender equality and corporate responsibility.

Pritchard presented a look at his five-point program during the closing keynote of Dmexco, [restating that the program](#) is about 60 percent complete and saying he believes it will be 100 percent complete by the end of the year. That means he likely will not need to act on his ultimatum of pulling ad spend from companies that do not abide by the rules he outlined in January, but he urged marketers to continue to hold partners accountable.

“To be clear, we all must stay diligent to get it done and keep the standards high going forward,” he said. “These are frankly commonsense steps, long overdue and necessary for a clean and productive media-supply chain.”

Pritchard began his keynote by talking about why P&G and other companies are asking for more to be done with their advertising while brands struggle to grow.

“Despite spending an astounding \$600 billion a year in marketing, our collective industries still aren't growing enough, holding stubbornly onto low, same-digit growth—you might say never has so many done

so much for so little,” Pritchard said. “We’re raising the bar on everything we do and especially brand building and using digital technology every step of the way.”

Cleaning up digital ads

Most notable among ad-tech and digital players are Pritchard’s qualms about third-party measurement, fraud, [viewability](#) and brand safety.

“The reality is that in 2017, the bloom came off the rose for digital media,” Pritchard said. “The reason is the substantial waste in what has become a murky, nontransparent, even fraudulent media-supply chain.”

Speaking of viewability, which measures whether people see ads, Pritchard said P&G has pushed out 30-seconds ads for digital for too long, “treating it like television.”

P&G’s data has shown that the average ad is viewed for 1.7 seconds and that only 20 percent of ads are viewed for two seconds, the minimum standard for viewability, according to the Media Rating Council. So, the company stopped spending money to run 30-second digital ads.

“What this did was raise a deeper question for us: If you look at it through the lens of the consumer, just how valuable are these ads?” Pritchard said. “We can make a two-second ad work, and we do, but surely we can do better than that.”

Pritchard said his company is working with Facebook, Instagram, Snapchat and WeChat to create short, interesting ads.

The CPG giant is also revamping its programmatic advertising to reduce waste, cutting down on frequency and only serving ads “when someone is receptive.” P&G’s previous efforts with programmatic saved \$200 million over five years but found that too few consumers were served repeat ads.

Pritchard called out some interesting work Pampers has done around artificial intelligence within Google searches. The first time a mom searches for information about pregnancy, for instance, she’ll be served info on the Pampers Rewards program. From there, answers to questions can include Pampers products, and consumers are served themed videos on Mother’s Day and Father’s Day.

Then there’s Amazon and Alibaba, which control a significant amount of ecommerce.

“We’re also teaming up with ecommerce players like Amazon and Alibaba so that we can use their unique consumer ID data and reach consumers precisely when they’re ready to buy,” Pritchard said. “This is

accelerating our ecommerce business, which is already \$3 billion, growing 30 percent a year, and eight of our ten categories are building market share. But what it's also doing is cutting waste by 20 percent and improving ROI four times.”

Brand safe cat videos

When YouTube's brand [boycott happened in March](#), P&G cut more than \$100 million in ads because it couldn't be sure they weren't running alongside objectionable content.

“This was one of the most unpleasant wake-up calls of 2017,” Pritchard said. “We have zero tolerance for ads running on inappropriate content.”

More interestingly, he said, “this little time-out caused us to look more closely at all of the content,” even popular cat videos.

“If you're watching a cat video, do you really want to see a toothpaste ad?” Pritchard said. “Now the conversation is shifting from brand safety to raising the bar on quality content for quality placements.”

For example, P&G is working with YouTube to find the best channels to advertise on, including YouTube's recently launched original programming.

Advertising for good

Pritchard spent the last portion of his keynote softening the blow on digital media companies a bit and calling on marketers to step up their efforts with sustainability, diversity and ethics.

“Digital technology has been the catalyst for enabling us to express our point of view far more effectively and far more broadly,” he said. “Online video has given us the freedom to tell more compelling stories and convey important messages that you can't do in 30 seconds.”

Take Always' ongoing #LikeAGirl campaign that champions equality and confidence. Now in its sixth iteration and with a small amount of paid media, the campaign has amassed 550 million views and 25 billion PR impressions. Moreover, 76 percent of consumers see the expression “Like a girl” as positive compared with 19 percent before the campaign launched.

“That's the transformational power that digital technology has given brands, the power for all brands to use their voice in advertising as a force for good and a force for growth,” Pritchard said.

PROGRAMMATIC

What is this programmatic thing? No, really, what is it?

http://www.mediacom.com/en/think/blog/2017/what-is-this-programmatic-thing-no-really-what-is-it?_cldee=bWFyaWVjbGFyZUBpbWVkaWEtcm0uY28udWs%3d&recipientid=lead-dcc31e1d1484e711bc24005056b001fd-bbfbe8251542412592902d90708ccdfc&utm_source=ClickDimensions&utm_medium=email&utm_campaign=BLINK%20newsletter%20-%20Oct%202016%20EXTERNAL&esid=4d3052d7-5391-e711-bc24-005056b001fd&urlid=5

MediaCom's Willie Pang demystifies one of the industry's biggest buzzwords

Over the weekend, I read Professor Mark Ritson's opinion piece on the flaws of Programmatic. His depiction of the 'channel' as being a dodgy \$7 bill was, in my humble opinion, a step too far in demonising what is perhaps the most important technology shift in the media industry. Yes, Mark's sensationalism makes for a captivating fiction read, but to me, it's a little bit of the blind leading the blind.

By sitting idly and politely, it strikes me that the digital leaders (people and organisations) in the industry are hoping that detractors like Professor Ritson will simply 'lose interest' or that the industry will roll on and their arguments will simply become irrelevant.

The truth is that there is genuine confusion amongst marketers and it's into this knowledge vacuum that the grenades are being lobbed and amplified. In an attempt to demystify it so that everyone can arrive at their own evaluations from the same set of understanding, let's start with this:

What is this Programmatic thing? No, really, what is it?

Let's start with what it isn't. It isn't a 'channel'. It isn't another line on a media schedule that sits below things like 'search', 'video' or 'affiliates'. It isn't a type of 'inventory' (i.e. it's not a new type of online banner).

It's also not particularly new. Google (more accurately, probably Overture) was arguably the first, way back in 1998-ish, to allow marketers to buy their inventory (links in the search results page) through an online bidding system. Put simply, the broad definition is that it's a different method of buying media placements.

We, as the buyers, have access to live data on any given piece of inventory and can evaluate how much we want to pay for it. We decide based on a number of factors, including the audience, context, quality, commercial intent, or new or known customers, for example. It's no different to deciding what TV, radio or outdoor ad we'd like to buy, except that you can make a decision in a matter of milliseconds.

Let me make this unequivocally clear, and if you have any doubts, stroll on over to the broadcast TV networks and ask them. Every media placement across every medium will be bought programmatically over the next three to five years. Yes, that's every TV spot, every radio ad, every print ad, etc. Some of it will be real-time, matched to an individual user (ah, the dream of the true one-to-one conversation), while some of it will simply be smarter systems helping to make the buying and tracking easier.

So why is everyone so confused and scared, or both?

For a couple of different reasons. The first is cost. Professor Ritson's somewhat outlandish example of 25 cents in the dollar going to actual media is a way of fuelling the mistrust. Can this happen? Yes. Should it happen? No. Another truth is this: if I was inexperienced or negligent, I could buy a magazine ad for three times what everyone else is paying. Mr or Mrs Marketer, if you really are spending \$3 on technology for only \$1 of media placements, please call me, I'll help you to find out why.

The 'why' is important. One of my all time favourite movie scenes is from Brad Pitt's *Moneyball*. It tells the story of an American coaching luminary, Billy Beane, who helped the Oakland A's revolutionise the way professional sports teams invest in constructing their squads through statistical analysis. In the conversation, Billy asks his scouting team "what's the problem?" and after a series of "same crap, different year" responses, he realises, "you're asking all the wrong questions".

And folks, we're asking the wrong questions.

Rather than pull out a spurious set of self-serving statistics to demonstrate that the 'right' percentage is 10%, 15%, or 25%, I'll reframe the question to be about proportionate value.

The point of programmatic is that every target audience set, down to an individual, can be valued based on his or her worth to me, as the marketer. If I'm in the market for a new car tomorrow, you can bet your bottom dollar that car brand X will pay significantly more to speak to me today than what sports brand Y would be willing to.

Finding me TODAY costs money

It takes technology, and people, and smarts, to make it possible. You need to find someone that might be me, triangulate it with other data sources until you're pretty darn sure, then pick the right moment, in the right context, to give me the right message.

That's a little bit cliché, but look at it this way: It took me 16 seconds to type this paragraph and in that same period of time, you will have made millions of decisions on whether you've found me or not and whether I'm ready to buy your car tomorrow. Millions.

Which leads me to the second reason for confusion. It works a little like a treat for marketers who sell a widget. If you can track a response back to a purchase, online or physical, then you'll spend as much or as little on the technology as dictated by the return. But industry pundits guess that 60% of marketing investment – some \$8 billion in Australia – is spent in driving awareness and consideration.

Marketers who are tasked with building brands over time or driving behavioural change are asking themselves “can't I just do the same thing I've always done?”. As a result, with a little fear mongering from the ill-informed, it's easy to arrive at the conclusion that it's all cost and no benefit. See Billy Beane's statement above.

Advanced FMCG brand leaders are moving from just reach-based planning to 'intelligent reach'. I'm a big believer of Byron Sharp's teaching on the importance of speaking to all buyers, in particular, light buyers in a category. And buying programmatically supercharges this.

It means that we can talk to all buyers with a message, a piece of content or an experience that they might actually give a shit about. The human logic is irrefutable, right? We can certainly talk to everyone but let's take advantage of the capability to Professorive real personalisation.

Professor Ritson does raise a good question here. What should we be willing to pay and how do we measure success? In developing this framework, we are then able to get smarter in deciding which one-to-one conversations we value most and then maximise the returns of the technology investment. I won't even start on the benefits of using this data to improve the customer experiences we deliver, and the impact on product design, more on this another time.

It's convenient to drag in other important issues, like viewability and fraud, for instance, but this is not a fruit salad. We absolutely should only pay for ads that are actually seen by a real human. But it's not a problem for programmatic. If anything, programmatic is the tool that helps make it better, more accountable. You can buy an ad on Foxtel programmatically today and it has absolutely nothing to do with a video ad you see on your Facebook feed.

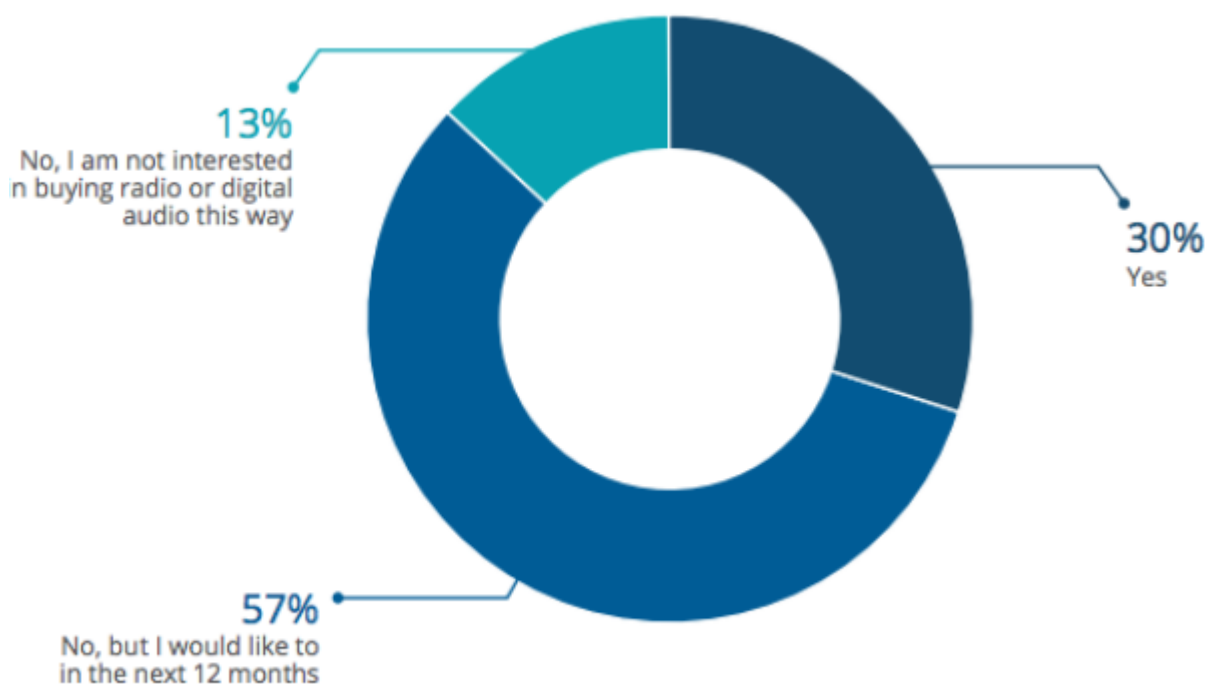
My challenge to our marketing luminaries is to work with the digital and technology community to help co-create solutions to make it better. And to dispel the myths and make it work for all brands. There is no silver bullet, but I'm certain that trying to make one to shoot one another with is not quite the right approach.

Professor Ritson, the analogy may be more accurately presented as thus: programmatic is not a dodgy \$7 bill, it's Apple Pay.

DIGITAL AUDIO

Ad Execs Bullish On Programmatic Radio, Digital Audio Too

<https://www.mediapost.com/publications/article/306856/ad-execs-bullish-on-programmatic-radio-digital-au.html>



Source: WideOrbit

The percentage of ad buyers who buy radio and digital audio advertising via programmatic technology will nearly triple in the next 12 months, according to a survey of advertising and media-buying executives and radio industry professionals fielded recently by media technology firm WideOrbit.

Among those ad execs currently buying radio programmatically, 100% said they will either increase or maintain the amount of radio ads they buy that way over the next 12 months.

The survey -- which had nearly 9,000 respondents -- was conducted in April but is being released this morning by WideOrbit, a company whose roots began in trafficking media buys, but which itself is increasingly becoming a programmatic platform for transacting them.

Among the study's key findings is that 87% of ad execs and media buyers plan to buy radio programmatically over the next 12 months. That's three times the percentage -- 30% -- who said they currently buy radio that way. Only 13% said they have no interest in buying radio or digital audio programmatically.

Podcasters Woo the Media at Third IAB Podcast Upfront in NYC

<http://www.streamingmedia.com/Articles/Editorial/Featured-Articles/Podcasters-Woo-the-Media-at-Third-IAB-Podcast-Upfront-in-NYC-120376.aspx>

With revenues soaring to \$220 million this year and popular series becoming mainstream sensations, times have never been better for podcasters.

Podcasting will pull in \$220 million in revenues this year, up 85 percent from the year before. That stat, courtesy of PriceWaterhouse Coopers, was read by Randall Rothenberg, president and CEO for the Interactive Advertising Bureau (IAB), this morning at the start of the IAB's third annual Podcast Upfront.

A gathering for top podcast producers to show their wares to eager marketers, the event provided a snapshot of a medium whose time has come. Nearly a quarter of the U.S. population listens to podcasts at least monthly, Rothenberg said, and the audience is especially young and mobile.

"We feel we're growing a marketplace for the best storytelling on earth," Rothenberg said.

"Its closeness is what touches us and compels us to listen," added Kai Falkenburg, first deputy commissioner at the Mayor's Office of Media and Entertainment in New York City.

The popularity of podcasting with audiences and advertisers might come as a surprise to anyone who's heard the same tired Squarespace read over and over, but led by companies like Time Inc., Gimlet, and Public Media Marketing, podcasting is clearly communicating with listeners. Westwood One presented fresh research showing 5 percent of U.S. adults are heavy podcast listeners, 15 percent have listened in

the last week, and 24 percent listened in the last month. Those heavy listeners tend to be young, male, and have an above-average income. They're also heavy viewers of streaming platforms like Netflix, Amazon, and Hulu.

The most popular podcast genres are news, comedy, and pop culture, Westwood One finds.

While ad revenues are increasing for podcasts, they don't seem to have reached everyone involved. Comedians Jon Gabrus and Lauren Lapkus appeared during the Midroll Media segment to talk up their upcoming podcast "Raised by Television." "Between us we have six podcasts, so we're bringing in about ten grand a year," Gabrus joked.

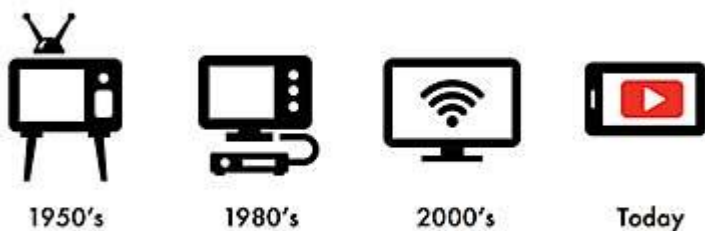
ВИДЕОРЕКЛАМА

IAB Releases Guide to Digital Video Advertising, a Must-Download

<http://www.onlinevideo.net/2017/09/iab-releases-guide-digital-video-advertising-must-download/>

Consider this a must-download for anyone working on online video advertising.

The Interactive Advertising Bureau (IAB) today released its first-ever [Guide to Digital Video Advertising](#), an incredibly instructive PDF and website for marketers of all levels and experience. In a nod to the fast-paced changes facing the industry, the IAB plans to update the Guide ever six months.



This first Guide is 116 pages, and includes helpful overviews on the video advertising landscape, types of video technology, and viewer measurement. Naturally, there are sections on mobile advertising, programmatic sales, and addressable TV. The Guide wraps up with a look at challenges currently facing the industry, such as fragmentation, latency, measurement, and ad blocking.

“Digital video has seen skyrocketing growth—driving \$9.1 billion in U.S. advertising spending in 2016 alone, a 53 percent year-over-year rise from \$5.9 billion in 2015. IAB and the members of the Video Center’s board recognize that easy-to-access information and education is critical to promoting the continued evolution and growth of digital video,” notes Anna Bager, senior vice president and general manager for mobile and video at the IAB. “This guide will serve as a one-stop-shop for insights that will help brands, agencies, publishers, and other stakeholders navigate the complicated video landscape to better tap into its strong benefits and highly engaged audience.”

Unsure how VAST differs from VPAID? The Guide has a section on that. Not clear on the need for a multi-platform campaign or how to measure viewers across screens? The Guide has it covered. It even helps marketers migrate from Flash to HTML5.

“The Guide to Digital Video Advertising reminds us that the path to a higher-quality user experience starts with education, ensuring everyone in the industry understands the landscape, the processes, and roles of both buyers and sellers involved in delivering video advertising and content to the consumer,” writes Dan Brackett, CTO for Extreme Reach, and Jarred Wilichinsky, vice president for video monetization and operations at CBS Interactive, in a blog post.

The IAB’s Digital Video Committee created the Guide with input from 27 member companies. It’s a free download (no registration required) and a fantastic roadmap to the industry as it stands today.

FAQ: Addressable TV & the convergence of digital video and TV ad buying

A look at the state of cross-device media buying and the challenges and opportunities that lie ahead.

<https://martechtoday.com/addressable-tv-state-cross-device-ad-buying-203737>

The line between TV and digital video is blurring. Increasingly, TV is becoming a digital ad buy, with the ability to automate data-driven buying decisions to target audiences. As video on demand and streaming gains viewer share and content producers seek distribution across platforms, ad buying across channels and devices is becoming a more singular process.

With this shift, TV ad buying is undergoing a rapid evolution away from a one-to-many to a one-to-one addressable, audience-based and cross-screen approach. It’s moving away from Gross Rating Points (GRPs) and Cost per Point (CPP) metrics for reaching broad demographic targets and toward audience

targets. Using programmatic trading technology and first- and third-party data to target audiences, the ability to buy TV spots in concert with digital is finally becoming a possibility.

What does the TV ad-buying landscape look like?

As with any emerging technology, definitions can vary and cause more confusion than guidance. For the purposes of this article, we are looking at traditional linear TV versus addressable buying options. That essentially breaks down into three buckets:

Traditional linear TV

With traditional linear TV ad buys — against scheduled cable and broadcast TV programming — one ad is delivered to many consumers, either nationally or locally, through broadcast affiliates or satellite. Ads are bought on a contextual basis against broad demographic targets set by Nielsen GRPs, such as men ages 25-34. Ads are bought in advance — often in upfronts.

Addressable linear TV

Marketers can target specific households using data provided by broadcaster set-top boxes (STBs) and other data providers. Here operators have deployed technology on their set-top boxes to let different homes see different ads. Most major satellite and broadcast television companies have deployed addressable linear TV capabilities. Nearly 50 million US households are now addressable via enabled set-top boxes from Comcast, Time Warner Cable, AT&T and other distributors.

Addressable over-the-top & connected TV

Connected TV is simply any TV screen that connects to the internet through an over-the-top (OTT) streaming device like Apple TV, Google Chromecast, Roku or Amazon Firestick or a game console. Smart TVs connect natively. In the US, half of WiFi-enabled households stream over-the-top (OTT) content from services like Netflix, Hulu and Amazon for one hour and 40 minutes a day on average, according to [comScore](#).

“What’s most exciting in smart/connected TV is that it is most closely aligned with traditional digital capabilities,” said Tore Tellefsen, VP of TV solutions at [dataxu](#). “We think the real opportunity is taking digital audiences and activating them on OTT. The technology and plumbing is there for real-time decisioning.”

There is the possibility for real-time ad buy decisioning on what to serve and display to the consumer on the other side.

Dataxu's OneView cross-device graph enables advertisers to take mobile and online video campaigns and execute them on OTT. Advertisers can also measure OTT performance using the same metrics they use for digital and mobile. "It's fundamentally changing what's possible on TV. We're leveraging the same digital audiences and data about their consumers and existing customers and go find them on smart TVs," said Tellefsen.

What about programmatic TV?

Here we refer to programmatic TV as a buying method that uses STB data to inform audience targeting using in-market, HHI (household income), household status and other attributes beyond Nielsen GRP proxy data and may use software to automate the trading process.

While programmatic provides better audience insights than GRPs, the drawback compared to addressable is that ads can still reach viewers outside of the audience specifications. There is less waste than a traditional TV buy, but there's still waste. Only addressable enables advertisers to make one-to-one connections. Buying addressable also doesn't necessarily mean automated or programmatic processes are employed; much is still done manually.

How big is the market?

In short: not big, but growing.

Videology, which offers a platform for buying addressable TV and video advertising, says 25 percent of impressions on the platform used first-party data (from marketers) for targeting in the [first half of 2017](#), up from 16 percent in 2016. From Q1 to Q2 this year, addressable linear TV ad spend increased 150 percent on the Videology platform. In the first half of 2017, the number of advertisers that ran a campaign exclusively on connected TV (CTV) rose 21 percent over all of 2016. More than half of campaigns ran with a CTV component, and 90 percent took a cross-screen approach.

What are the major challenges?

Technology enablement, including automation, and communication friction across digital and television teams are just a couple of the barriers to addressable TV and cross-device and cross-platform media buying growth.

Scale challenges

The fraction of TV ad spending that goes to addressable TV is still tiny but growing. [eMarketer](#) expects addressable TV ad spend to break the \$2 billion mark in the US in 2018, up from roughly \$900 million in 2016. That's just 3 percent of all TV ad spend, however.

Historically, just two minutes of ad time allocated to local TV stations and cable operators per hour is available for addressable buying. Distributors are beginning to open up addressable inventory on network and national cable programming, however.

Measurement challenges

Another concern is a lack of measurement standards and benchmarks across all the various platforms and publishers.

In February, the Media Rating Council [accredited Nielsen's Digital in TV Ratings](#) that measures TV content viewing on computers and mobile devices.

In March, comScore rolled out [OTT Intelligence](#) that measures US household viewing of OTT content. The service "provides a single-source view of dozens of OTT content providers including Netflix, Amazon, Hulu, and YouTube. Reported measures include household reach, audience size and demographics, along with a variety of usage metrics."

Measurement providers in the space include [TVision](#), [mParticle](#) and [Tru Optik](#), which, with Kantar Millward Brown, provides OTT ad-to-offline purchase reporting.

Encroachment by Facebook & Google

The threat posed by digital giants getting into TV, of course, depends on your perspective, but both Facebook and Google are shaking up the status quo.

Last fall, [Facebook confirmed](#) it is testing ad delivery on internet-connected TV platforms like Roku and Apple TV via its Audience Network. Buying through Facebook gives buyers a way of targeting audiences uniformly across those streaming providers, in a way that is not possible by going direct. Facebook has begun [licensing content and developing original content](#) and debuted [Watch, its new video hub](#), in August, to compete head-on with other streaming services.

YouTube is Google's biggest and most powerful tool for luring TV dollars to digital. This spring, Google introduced a new skinny bundle, [YouTube TV](#), in five markets. Google also announced earlier this year that DoubleClick Bid Manager will plug into several SSPs for a [linear TV ad spot beta](#) that will allow advertisers to buy TV ads and compare performance across TV and digital on the platform.

What's next, near future?

"There will be a continued rise and spread of consumption on connected TVs and smart TVs, and not just via skinny bundles," says Tellesfen, "but large content companies are going to have their own apps — like Disney pulling content from Netflix for their own apps for OTT. They want the direct connection to consumer. This push by the industry is a game changer for legacy content owners who've always distributed content through others and now have opportunity to connect directly."

If there is appetite for parties to work together to open up addressable to national broadcast, it could mean an explosion in addressable inventory, added Tellesfen.

Addressable is not just for TV. "As soon as you say multi-device, people think desktop, tablet, phone — but we have to think beyond that. It's our car, our refrigerator, our TV, it's out-of-home with IP-driven billboards. There is a massive convergence happening right in front of our eyes," said Michael Priem by phone. He's founder & CEO at [Modern Impact](#), an advertising firm in Minneapolis specializing in omnichannel marketing and traditional advertising for brands like Samsung and Best Buy.

Priem says this convergence and the proliferation of opportunity is changing the way clients approach rich media production budgets. They want to be able to curate creatives around audiences — including 360-degree product shots and segments for streaming audio. "We think about video in advance, even in an e-commerce perspective," he said.

"You need audience-based data in order to drive outcomes, and that's finally available," said Brian Katz, VP of advanced TV insights and strategy at [Eyeview](#), a platform that can distribute video content across television, desktop, mobile and Facebook. "Brands can finally buy households instead of programs and dayparts using data, which is a huge step forward. This is a great time for brand marketers to include Addressable TV in a cross-screen campaign with digital video, and based on our conversations with those marketers, we think there will be some experimentation in this area during the September scatter market."

ABOUT THE AUTHOR

Ginny Marvin

As Third Door Media's paid media reporter, Ginny Marvin writes about paid online marketing topics including paid search, paid social, display and retargeting for Search Engine Land and Marketing Land. With more than 15 years of marketing experience, Ginny has held both in-house and agency management positions. She provides search marketing and demand generation advice for ecommerce companies and can be found on Twitter as @ginnymarvin.

Facebook all set to invest \$1bn on original programming in its show platform, Watch

<http://www.thedrum.com/news/2017/09/09/facebook-all-set-invest-1bn-original-programming-its-show-platformwatch>

After Apple, Facebook might be next to spend \$1bn on original programming over the next year to drive more engagement according to a Wall Street Journal report.

Facebook will aim to produce content on its newly launched platform for shows, Watch, which has already debuted with an eight-episode documentary series about Real Madrid.

Facebook has been upping its game with video recently with its largest bid of \$600m to win the digital streaming rights of IPL which it subsequently lost to Star India.

The social media platform has a long way to go to match up to Netflix, which beat subscribers expectations with a jump to 104 million globally, while Amazon's success can be judged from the fact that it posted revenues of £19.5bn this year.

Meanwhile, Disney also recently announced it is pulling its content from Netflix in order to roll out a streaming platform of its own.

MOBLE & МЕССЕНДЖЕРЫ

Reaching consumers in the mobile moment with programmatic display

<http://www.thedrum.com/opinion/2017/09/07/reaching-consumers-the-mobile-moment-with-programmatic-display>

IAB's latest advertising stats have shown that mobile ad spend has increased 50.8% year-on-year, with ads on mobile making up a massive 38% of overall digital ad spend.

Consumers are becoming increasingly mobile-connected; rather than simply being used as a research channel, mobile is growing as the device used to make purchases, which opens up a range of exciting and creative opportunities for advertising tactics to be used that are unique to mobile.

The very personal nature of the mobile device allows brands to create a one-to-one experience, giving the opportunity to engage with users on a personal level. We take a look at some of the formats and tactics that can form your programmatic display approach on mobile.

Formats for mobile

Mobile provides a totally different user experience from desktop, meaning it's crucial for creative assets to be developed with mobile delivery in mind. It's important to understand the contexts in which different channels on mobile are used, and provide the best format to suit that environment and audience motivation.

Technological advances such as the rise of 4G coverage have changed the way audiences consume media, and therefore given advertisers the opportunity to reach audiences in ways which simply weren't possible before.

Native

Native ads are a popular choice for mobile display as they blend into their environment and don't obstruct the user experience, it's perhaps why native display advertising has increased 28% year-on-year.

Often, native formats are in-stream ads, such as those shown in a Facebook feed, but native ads are also those which are shown in the right context, i.e. next to relevant content. Native ads often generate a higher lift than traditional display ads.

Video

Video ad spend is now the fastest growing format, up 56% year-on-year, and it's not hard to see why. The popularity of video has given rise to a realm of new targeting possibilities, using audience and contextual data points to create an immersive brand experience.

Epiphany's recent consumer research found that 23% of UK consumers watch video on their smartphone on a daily basis, with 28% of 25 to 34-year-olds using video to research a future purchase, indicating its key role in the path to purchase. From social video to pre-roll, each video format caters to different audiences and contexts.

Location based targeting

Display advertising on mobile opens up a whole host of opportunities that aren't available on desktop, due to the amount of data that can be gathered on an audience and fed back into the campaign. Take for example location data, people are most likely to use their mobile whilst on the move, whether that's scrolling through social media whilst on their daily train commute, or further researching a product they might be looking at in-store.

Using location data, brands can deliver timely and highly-relevant creative ads to encourage a user along a certain path. For example, with geo-fencing, brands can set a perimeter around a certain location and therefore target users with a mobile ad whilst they're in the vicinity of a competitor's store.

Finding the right moment

Advertising on mobile provides the opportunity to target a user with highly relevant content at precise moments where they are most likely to engage. With 70% of people using mobile devices whilst watching TV, there is a huge opportunity here for brands to increase frequency and engage users.

For example, brands can target users on their mobile with an ad at the same time as their TV ad is going out, maximising the impact of the brand's message. Google's research has also found that 2 in 3 consumers use their mobile to look something up that they've seen in a TV ad, providing an opportunity to serve personalised and consistent creative to users who search straight after your ad has gone out.

Using geo-data, it's also possible for brands to target individual users at events or in particular moments; such as a concert, a sporting event or even just a shopping centre. By preparing creative beforehand, brands can also be reactive to moments – such as someone scoring a goal during a football match, to target individuals watching this with relevant and personalised ads on their phone.

Furthermore, brands can use mobile-specific signals like device make, model and phone carrier to target specific users. For example if you're advertising an iPhone app, you'll want to ensure you target only iPhone users.

Programmatic audio

Epiphany's latest consumer behaviour research revealed that 50% of 18 to 24-year-olds use their mobiles to play music everyday, but this isn't just a trend confined to the younger audiences. Nearly 80% of digital radio is consumed on mobile devices, and popular streaming services like Spotify and Apple Music have boosted the growth of the music industry this year.

Because individuals are unlikely to be listening to anything else whilst streaming music, radio or podcasts; audio gives brands the ability to advertise to a captive audience, who are likely to sit through the ads.

Audio advertising gives way to a wealth of customer data, too. With mobile devices and apps holding so much consumer data, audio advertisers are able to accurately measure the quantity of consumers who hear their ads, their demographic information and potentially, insights into what they do online post-listening

What to consider now

Format should be determined by the objective: Reaching your audience at different stages demands different approaches - the format should be determined by the objective and the audience, for example, if your objective is brand-building, video ads work well as they encourage engagement without a specific call-to-action.

Overlay data: Don't forget that advertising on mobile opens up a vast array of new opportunities to overlay data such as location data and TV schedules, allowing you to serve ad creative that is highly-relevant and optimised to that moment.

Creative matters: Finding the right audience and the right moment is half the battle, serving content and creative that actually serves a purpose and engages the user is crucial. Again, this creative should be driven by the objective of the ad.

For brands, the key to reaching their audience is to become truly relevant and add value to the everyday moment in their customer's lives; these moments are increasingly on mobile. To discover more about how to develop your mobile marketing strategy across all channels, download our free guide [here](#).

Engagement with Instagram Videos Is Surging

And smart publishers are capitalizing on the trend

<https://www.emarketer.com/Article/Engagement-with-Instagram-Videos-Surging/1016454>

Savvy publishers are finding success on Instagram with video, a format the social media platform added to its app back in 2013 in a move that seemed revolutionary at the time—and still may prove to be.

According to new data from social media analytics firm NewsWhip, photos are typically still generating higher engagement levels than videos among Instagram users. (NewsWhip counted a “like” or a comment as engagement, which it also called a “content interaction.”)

But engagement numbers for videos posted to top media publisher accounts worldwide increased by 53% year over year in May, surpassing the 46% growth rate seen for photos over the same timeframe.

Some news and media organizations appear to be taking note of video’s appeal among Instagram users, and a select few have been adding such content at a furious pace. Sports Illustrated, for example, posted just eight videos to its Instagram account in May 2016, but upped that figure to 325 this May. ESPN, for its part, more than doubled its number of Instagram videos over the same period.

Leading News & Media Publishers on Instagram Worldwide, Ranked by Number of Videos Posted, May 2016 & May 2017

	May 2016	May 2017
Bleacher Report	432	479
Sports Illustrated	8	325
ESPN	101	249
BBC News	140	154
Complex	121	148
People Magazine	13	122
Fox News	101	119
Thrasher Magazine	103	100
Time	7	68
Inked Magazine	33	63

Note: English-language content only

Source: NewsWhip, “What You Need to Know About Instagram,” Aug 22, 2017

230449

www.emarketer.com

Sports-focused site Bleacher Report outpaced any other publisher by posting 479 videos on Instagram in May 2017. The Turner Broadcasting System-owned site seems to have figured out a winning formula for driving engagement on the platform.

NewsWhip found that Bleacher Report logged more than 74.5 million content interactions in May—more than 10 times the second-place finisher, Fox News, among the platforms it examined. BuzzFeed News also saw an impressive improvement in its content interaction figures, with engagement levels increasing by 687% between May 2016 and May 2017.

Number of Content Interactions on Posts from Select News & Media Publishers on Instagram Worldwide, May 2016 & May 2017

thousands and % change

	May 2016	May 2017	% change
Bleacher Report	22,144.6	74,505.1	236%
Fox News	1,401.2	7,318.7	422%
BuzzFeed News	346.2	2,725.5	687%
Time	554.4	2,441.4	340%
CNN	937.7	2,407.7	157%
Today Show	843.4	2,109.0	150%
BBC News	1,144.0	1,879.0	64%
The Economist	596.4	1,011.8	70%
ABC News	258.4	649.8	152%
Reuters	320.9	422.2	32%

Note: includes "likes" and comments on content published during given month; English-language content only

Source: NewsWhip, "What You Need to Know About Instagram," Aug 22, 2017

230450

www.eMarketer.com

There's an obvious reason for the spike in the number of videos posted to these media properties' Instagram accounts: Publishers have increasingly been turning to video ads to bolster their bottom lines. According to a forecast from Dentsu Aegis Network, worldwide ad spending on digital video will jump 25.4% next year.

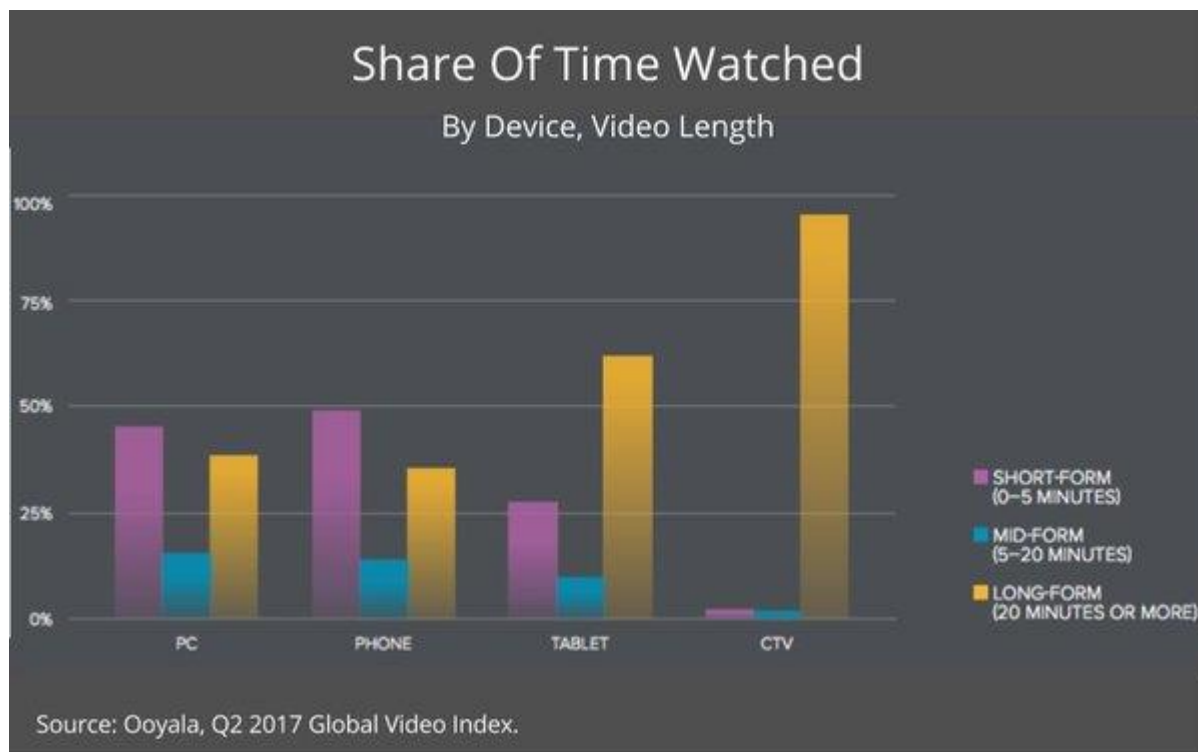
The trend of increased social video advertising is reflected in sentiments expressed by those overseeing ad budgets. An April survey of marketers in the US carried out by cloud-based video creation company increase spending on Instagram video ads over the coming year.

Instagram has also done its part to encourage spending on its video ads. In February 2016, the Facebook-owned property extended the maximum length of video ads to 60 seconds, up from 30 seconds, to give advertisers more leeway with their creative. And in January of this year, Instagram opened up its Stories sharing feature to full-screen, autoplaying video ads for the first time.

—Rahul Chadha

Mobile Video Growth Begins To Flatten, Long-Form Content Continues To Trend

<https://www.mediapost.com/publications/article/307270/mobile-video-growth-begins-to-flatten-long-form-c.html>



Video consumed on mobile devices may be flattening out, according to the latest installment of a global video consumption tracking study released today by Ooyala.

While mobile viewing continues to be a key driver of over-the-top (OTT) video consumption, its growth was essentially flat in the second quarter of 2017, according to the Global Video Index.

In terms of format, the report also finds that a trend toward longer-form content — videos 20 minutes or longer in duration — continues to be the trend and now represents the majority of time spent watching video across all screens, with mobile devices being the platform of choice versus personal computers.

“Much of that is due to the increasing amount of premium content that services are now making available to all devices,” the report notes, adding: “As longer content becomes more prevalent, an increasing number of users — across all demographics — are as comfortable watching longer form content on smaller screens as they are watching it on big screens. And they’re simply watching more content in general. Not

surprisingly, inverse trends affecting television are also the case. The report found that time spent watching video via connected TVs fell to 96% vs.98% in the first quarter.

More Proof Advertisers Investing Less In Desktop

<https://www.mediapost.com/publications/article/307310/more-proof-advertisers-investing-less-in-desktop.html>

by **Laurie Sullivan** @lauriesullivan, September 14, 2017

Every third advertiser belongs to the Internet and Telecom industry, based on 2 billion impressions of 2,000 major advertisers on the Google Display Network in the five categories analyzed, according to recent data.

SEMrush aggregated the data to analyze trends in the GDN to help advertisers make better decisions. The numbers, part of its [Display Advertising report](#), were published earlier this week in a blog post.

Advertisers using GDN most often were divided into five industry categories: Internet & Telecom, Retail, Software, Education, and Web Services.

Internet and Telecom websites such as social networks, search engines, advertising providers use GDN most -- about 32%, according to the data. Retail followed with 11%, Software, 10%; Education, 10%; and Web Services, 8%.

Advertisers clearly made less of an investment in desktop display ads so far this year. Overall, SEMrush identified 15% on desktop, 15%, mobile on Android; 19%, mobile on Apple; 20%, tablet on Android; and 21%, tablet on Apple.

Breaking down the industries analyzed, software advertisers still target desktop in their campaigns more than any other device at 28% and almost ignore iPhone owners at 6%, per the findings.

Retail strongly focuses on iPad users, at 31%. Advertisers from the Education sector do not seem to have a strong preference, as impressions are distributed evenly across devices, from 16% to 23%.

When it comes to images and HTML ads, the four industries do not overwhelmingly use HTML, despite the push toward the technology. HTML only takes a bit more than half, 54%, of the market share, with standard media ads that include static or animated images at 46%.

Retail and Education dominate the use of standard media ads at 68% and 65%, respectively.

The Global Mobile Report

http://www.comscore.com/Insights/Presentations-and-Whitepapers/2017/The-Global-Mobile-Report?utm_campaign=GLOB_REG_SEP2017_WP_GLOBAL_MOBILE_REPORT_2017&utm_medium=email&utm_source=comscore_elq_EMEA_REG_SEP2017_WP_GLOBAL_MOBILE_REPORT_2017&elqTrackId=da6e095909b9436893e97797e67063aa&elq=511693e625b24f4fbbdd8444404fb5ff&elqaid=5800&elqat=1&elqCampaignId=3652

Earlier in 2017, our Mobile's Hierarchy of Needs report demonstrated that many mobile-led behaviours can align with the human needs established in Maslow's famous paper.

With the addition of new markets, this report expands on those findings to provide a global snapshot of the mobile ecosystem. In *The Global Mobile Report*, comScore uses mobile and multi-platform data from 14 markets (USA, Canada, UK, France, Germany, Italy, Spain, Argentina, Brazil, Mexico, China, India, Indonesia and Malaysia) to highlight demographics, content categories and brands that are shaping the mobile ecosystem as a whole.

Key topics covered in this report include:

Mobile devices and apps' growing and dominant share of total digital time

How and where mobile only audiences are changing patterns of digital consumption

The implications of 'mobile first' behaviours and category leaders in Retail, Social Networking, News and other key categories

The concentration of global app markets, and user behaviour around their 'most essential' apps

App download habits and areas of growth within overall app consumption

DOWNLOAD REPORT

<http://www.comscore.com/layout/set/popup/Request/Presentations/2017/The-Global-Mobile-Report?req=slides&pre=The+Global+Mobile+Report>

E-COMMERCE

Facebook updates its shoppable Collection ads to mirror print catalogs

Ads using Facebook's lifestyle templates can feature full-width photos with tagged products and maps to nearby store locations.

<https://marketingland.com/facebook-updates-shoppable-collection-ads-mirror-print-catalogs-223827>

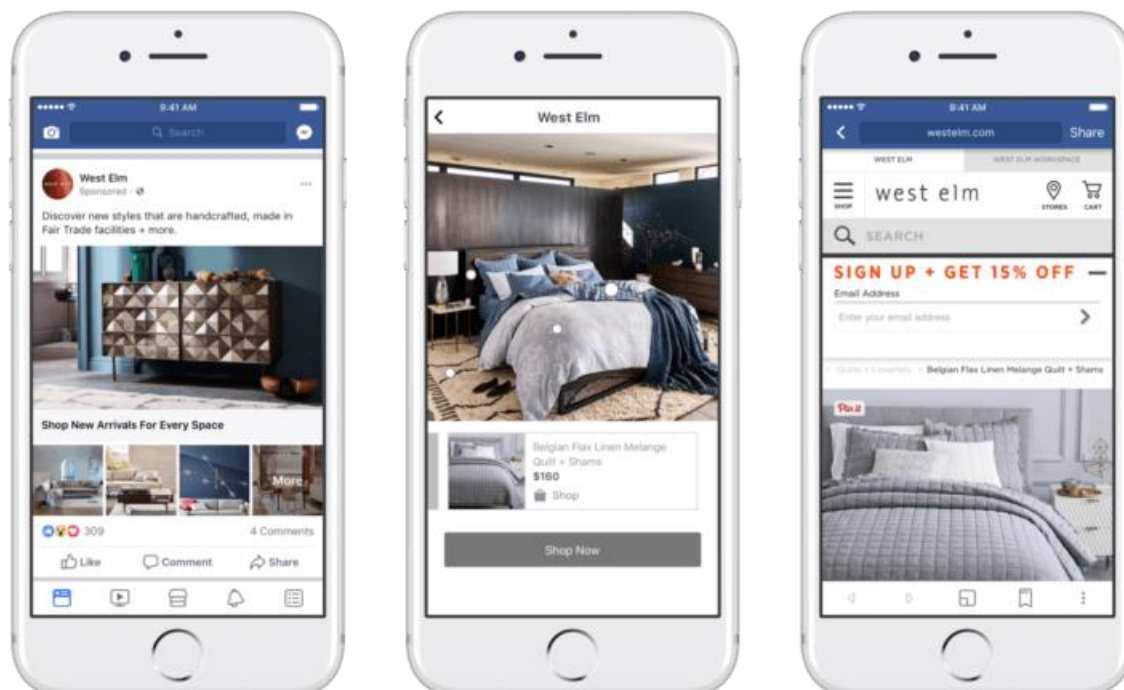
Facebook is updating the shoppable Collection ad format introduced in March to combine the look of a print catalog with the interactivity of a digital ad.

On Monday, Facebook announced a new option for its full-screen, mobile-only Collection ads called "lifestyle templates." Brands can use the updated format to refashion their ads from a typical product gallery into more of a showcase that can link to a brand's e-commerce site and include a map of its nearby brick-and-mortar store.

While Facebook is only testing the new ad template with roughly a dozen brands such as J. Crew and West Elm, the company plans to make the ad format available globally in October; Collections remain limited to running on Facebook, not Instagram or Facebook's Audience Network ad network, according to a company spokesperson. And it's not the only move Facebook is making to earn a spot atop marketers' lists heading into the holiday shopping season. Facebook has also been testing a way for brands to target ads to people who have visited their brick-and-mortar locations.

If the original Collection aesthetic mirrored the product listing grids on an e-commerce site, the new template adopts the magazine-like look of a print catalog and digitizes it. The ads can feature multiple full-width images supplemented with text and carousels calling individual items included in a photo. And those product listings can include a product's name, price and call to tap on the entry to open the corresponding product page on the retailer's site.

To make people more aware which products are available for purchase, Facebook will tag those items in an image with a white dot that people can tap to display the corresponding entry in the clickable carousel below the photo. That may sound very similar to Pinterest's "Shop the Look" feature. It is. It's also similar to Instagram's Shopping feature that was introduced last year and became more widely available this year.



Facebook's catalog-esque lifestyle template can include photos with products tagged for people to tap.

Advertisers are currently responsible for tagging the products in their photos, according to a Facebook spokesperson. It will be interesting to see whether Facebook eventually automates the process using its computer vision technology, [as Pinterest has done](#).

НОВОСТИ IAB BELARUS

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Webcom – это группа компаний, включающая в себя различные направления: поисковый маркетинг (контекстная реклама и seo-продвижение сайтов), медийная реклама, продвижение в социальных сетях, консалтинг, аналитика, обучение, копирайтинг.

В команде Webcom Group – 125 сотрудников, среди них более 40 сертифицированных специалистов контекстной рекламы, а также собственные сертифицированные тренеры Google (1 из 5 в Беларуси) и Яндекс (5 из 8 в Беларуси).

Свой бизнес Webcom доверили свыше 2500 клиентов из компаний различных сфер и уровня: от малого до крупного бизнеса.

17-летний опыт и экспертиза Webcom позволили создать собственный образовательный центр – «Академия Webcom». Академия Webcom выпустила более 5300 специалистов интернет-маркетинга. И ежегодно Webcom проводит международную конференцию по интернет-маркетингу и продажам “Неделя Байнета”, где собираются эксперты из России, Украины, Ирландии, Швейцарии, Польши и других стран.

НОВОСТИ IAB GLOBAL

IAB Digital Video Guide: A Compendium of All Things Video (For Novices and Ninjas Alike)

<https://www.iab.com/news/iab-digital-video-guide-a-compendium-of-all-things-video-for-novices-and-ninjas-alike/>

In a media landscape that continues to be transformed by the confluence of technological innovations and consumer behavior shifts, one thing is clear, the general notion of a video consumer is in the midst of a rewrite. Based on a recent IAB study, the “big screen” video experience is changing rapidly as 56% of consumers’ TVs are now IP-connected and as 54% of those viewers are now spending more time watching non-linear content, including digital video. And on the small screen, as the “march towards mobile” continues, there’s exciting growth and advertiser demand (145% YoY increase in mobile video ad spend). It’s no wonder then that publishers and advertisers of all stripes are pivoting towards the use of sight, sound, and motion as powerful means of connecting consumers with brands across platforms. However, with all this growth comes both challenges and opportunities.

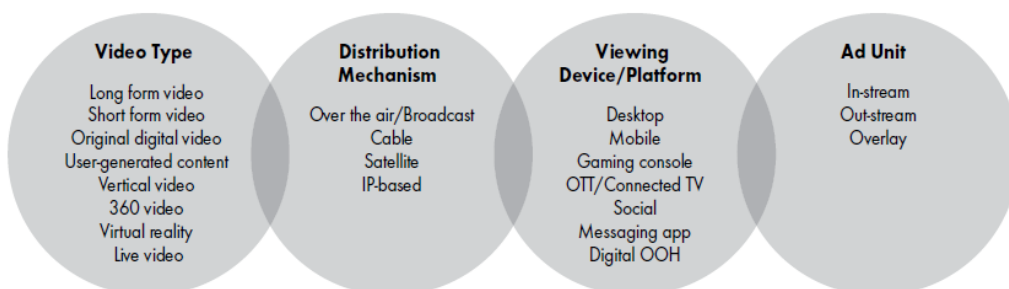
Given our vantage point, serving as members of the IAB Digital Video Center of Excellence Committees and Board, we see a wide range of perspectives on how best to navigate this frontier of internet-delivered, on-demand disruption that we call “TV Convergence.” With a goal of providing best practices and advice on “all things video,” the Video Center and its members have developed a **Guide to Digital Video Advertising** that offers tools, tips, and guidance for publishers, marketers, and brands to understand video in its multiple current and emerging forms. Available as both website and companion PDF document, the guide addresses key topics and themes as outlined below and, given the speed of change in this space, will be updated on a semi-annual basis.

Digital Video Advertising Opportunities



The Changing Faces of Video in a Complex Ecosystem

The term video is perceived through varying yet overlapping frameworks and lenses



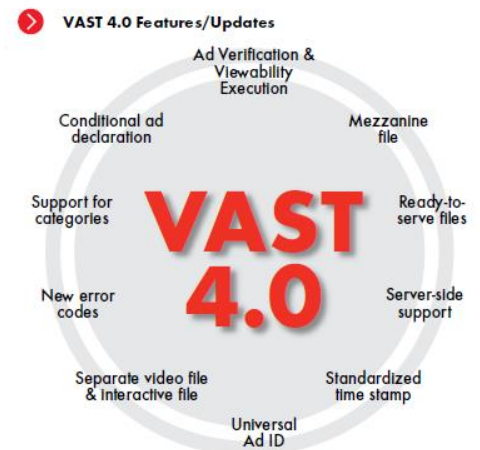
Source: IAB Video Landscape Report



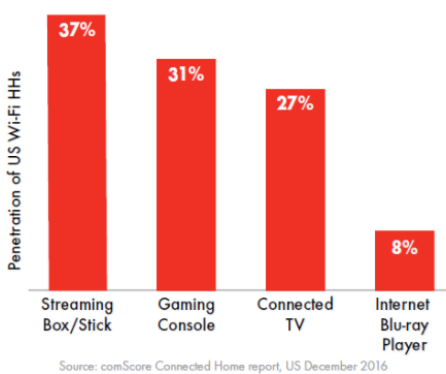
Recognizing that the video advertising industry is perceived through various overlapping frameworks, the guide maps the various content sources and delivery mechanisms in terms of market and audience size and offers insights on which formats are seeing the most growth, what works today, and what’s trending for the future, such as vertical video, 360-degree video, VR (Virtual Reality), and AR (Augmented

Reality).

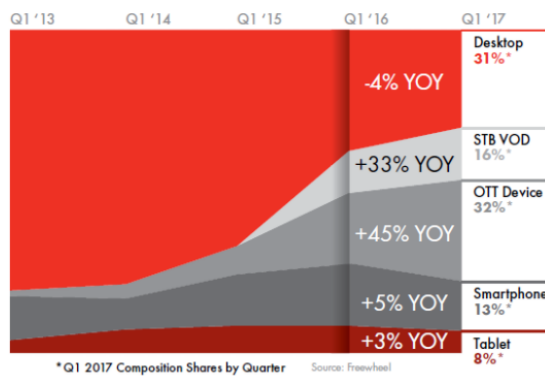
The Video Ad Tech Overview chapter examines and explains in layman’s terms the different technologies and standards– such as VAST (Digital Video Ad Serving Template) and VPAID (Digital Video Player Ad Interface Definition) –used to serve ads. It also offers links to practical checklists for executing and launching campaigns, including how to migrate from outdated Flash formats to standard browser-based HTML5 video.



Connected Home Devices:
Penetration of US Wi-Fi Households



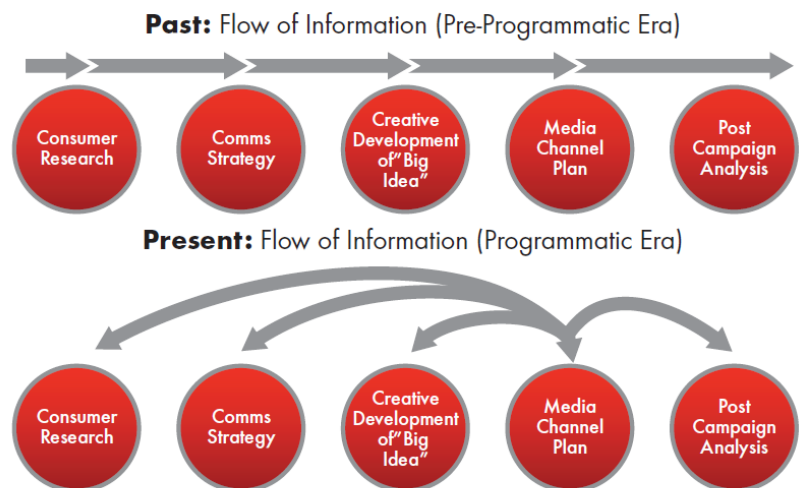
Ad View Composition and Growth by Device, U.S., Q1 2013 - Q1 2017



In The New TV chapter, the key message for “big screen” video advertisers is that you need to be in OTT (Over-The-Top Video) if you’re going to stay visible and relevant with on-demand, cord cutting/cord shaving

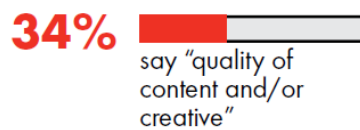
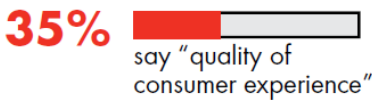
consumers (see stats below on OTT device penetration and ad delivery by device).

As the chapter on **Audience, Data and Measurement** points out, back in the “Mad Men” era of advertising, data flowed in a linear and highly front-loaded process that often centered on magnifying a “big idea.” In today’s world, driven increasingly by automation, real-time decisioning and performance, there is now a much more decentralized flow of data that originates in the media platform and goes to various teams in no particular order.

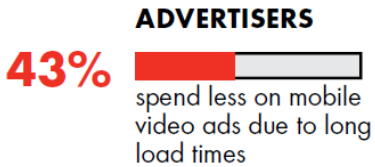


Source: IAB Programmatic Video

➤ Top challenges for Advertisers for Mobile Video



Long Load Times Are a Turn Off



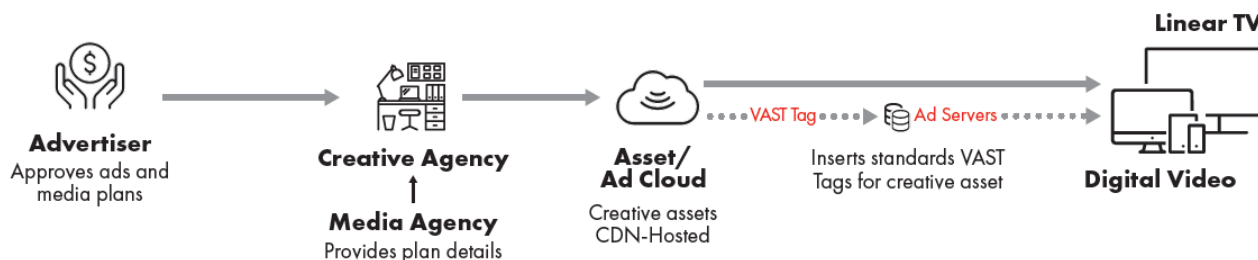
The chapter on **Mobile Video** highlights the fact that while the “year of mobile” finally arrived in 2016 (when mobile advertising spend surpassed that of desktop), the gap between time spent in mobile and ad spend in mobile is still painfully wide. For advertisers, a key obstacle to increased spend is the lack of a quality mobile video user experience

(exacerbated by slow load times). At the same time, publishers know that placing multiple viewability tracking pixels required by advertisers, can bog down the mobile app user experience. To help build trust between buyers and sellers and streamline verification, industry players are working together with IAB to establish an open source viewability SDK. By making available a single tracking SDK, buyers and sellers can see the same metrics while consumers experience fewer slow-loading ads.

Challenges in the Digital Video Space (and Efforts Underway to Solve Them).

With an eye towards a more efficient future marketplace, the guide’s closing chapter focuses on what works today and what needs improvement in areas such as measurement, reporting, and workflow. While video-based media is increasingly being transacted on data and can occur in milliseconds using techniques such as real-time bidding, getting the right creative to serve on the right device is still often a manual process that contradicts the entire premise of technology-driven digital advertising. The guide points to metadata-related efforts like Universal Ad-ID, which is helping streamline workflow and reporting, as well as centralized, cloud-based asset management (illustrated in the diagram below). In today’s world, there are redundancies because files are housed locally on various publisher and agency systems. Simplified workflows, like the one described below, are helping streamline publisher-agency communications, reducing “missing file” errors while providing all players in the ecosystem access with the original asset source.

> Sourcing and Deploying Creative Assets in a Cross-Screen World



By offering a one-stop shop of information on digital video advertising in all its complexity, the Guide to Digital Video Advertising reminds us that the path to a higher-quality user experience starts with education, ensuring everyone in the industry understands the landscape, the processes and roles of both buyers and sellers involved in delivering video advertising and content to the consumer. As the old saying goes: “If you want to understand someone’s point of view, try walking a mile in their shoes.” As it turns out, going for that walk is a lot easier with a map in hand.

About the author

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Dan is the CTO of Extreme Reach. He leads innovation and development with a customer-centric revision cycle, growing our industry-leading platform with new capabilities every two weeks. With over 15 years of experience in systems architecture, application design and development of leadership, Dan is known for developing transformative advertising technology solutions.

About the author

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As Vice President of Video Monetization and Operations at CBS Interactive, Jarred is responsible for maximizing the monetization of video advertising inventory across CBS Interactive with a particular focus on working closely with the CBS Digital brands' sales and distribution execs to drive forward sales strategy and optimize inventory, pricing and campaign execution. Since 2006 Jarred has focused on video ad strategy and execution across CBS Interactive.

ПОЛНЫЙ ГИД ПО ССЫЛКЕ

<https://video-guide.iab.com/>

IAB Europe Launches New Push Against EU Privacy Proposal

<https://www.mediapost.com/publications/article/307169/iab-launches-new-push-against-eu-privacy-proposal.html>

The Interactive Advertising Bureau Europe has launched a new initiative opposing the EU's proposed privacy rules, which would require companies to obtain consumers' consent before collecting a host of data.

The proposed ePrivacy Regulation could take effect as early as next May. If adopted by EU lawmakers, the new regulation would require companies to obtain explicit consent from consumers before collecting their personal data -- including tracking cookies, MAC addresses and other data that identifies particular devices. The proposed rules also would prohibit companies from requiring consumers to accept tracking cookies in order to access content.

The IAB Europe*, which late last week unveiled a **new website** opposing the proposed regulation, argues that they could cause "up to half of the digital advertising market" to disappear.

"The latest research and econometric analysis shows that, without the use of data in advertising, the role of the internet would be fundamentally diminished within Europe," the IAB Europe says on its new site.

The group argues that attempts to curb digital advertising would harm online publishers, apparently on the theory that publishers won't be able to replace lost ad revenue by charging consumers for content. The IAB specifically says that a recent survey it commissioned from GfK shows that 88% of Europeans say they would use the web "far less" if they had to pay.

"Only 1% of online users say they would pay and not change their online activity if all of the sites and apps they visit required payment," the IAB Europe writes.

The organization also contends that digital advertising contributes 526 billion Euros (equivalent to \$629 billion) to the EU's economy. That figure includes what the IAB Europe terms "ripple effects" from a much **smaller amount** spent on online ads -- 41.8 billion Euros (\$50 billion) in 2016.

Not everyone agrees with the IAB Europe's assessment that digital ads contribute \$629 billion to the economy. "It's classic make the number as big as you can make it, and scare the bejesus out of people," says Jason Kint, CEO of the online publishers group Digital Content Next.

That organization **argues** that the ePrivacy Regulation "should require transparency and consumer consent in cases where consumer data will be collected and used across multiple contexts."

Kint also points out that not all forms of digital advertising would be affected by the proposed ePrivacy rules. He adds that there are ways to target ads other than by tracking users' behavior across the web. For instance, publishers can target ads contextually -- meaning based on the editorial content on pages -
- or based on the information collected directly from subscribers.