

## Новости интернет-рекламы

Январь, 1-15

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## ТРЕНДЫ .....

### Google Chrome запустит блокировщик рекламы в июле

<https://www.sostav.ru/publication/google-chrome-zapustit-blokirovshchik-reklamy-v-iyule-35142.html>

Функция будет автоматически отключать рекламу, не соответствующую стандартам Coalition for Better Ads

Функция блокировки нежелательной рекламы в браузере Google Chrome заработает по всему миру 9 июля этого года, сообщила компания Google в своем блоге.

Под нежелательными рекламными объявлениями подразумеваются все типы агрессивной рекламы в соответствии с инициативой Coalition for Better Ads. В этот список вошли всплывающие окна, занимающие более 30% экрана, самовоспроизведение видеорекламы с громким звуком, большие баннеры и объявления с обратным отсчетом времени. Блокировщик отключит рекламу на всех сайтах с крайне навязчивой рекламой, если они не примут меры по этому поводу в течение 30 дней с момента уведомления.

«Chrome усилит защиту своих пользователей и прекратит показывать во всех странах все агрессивные и навязчивые объявления на сайтах», — заявили в Google.

Google уже давно ведет борьбу с навязчивой рекламой. В настоящий момент данная функция доступна на территории США, Канады и Европы. Благодаря её тестовому использованию, две трети всех сайтов, которые когда-то не соответствовали рекламным стандартам, теперь «находятся в хорошем состоянии».

Напомним, по данным PageFair, доля пользователей в «Яндекс.Браузере», которые используют блокировщики, достигает 22%. Если посмотреть на глобальные цифры, рекламу блокируют около 15% интернет-пользователей.

### Time, effort and expertise impede targeted marketing

[https://www.smartbrief.com/original/2019/01/time-effort-and-expertise-impede-targeted-marketing?utm\\_source=brief](https://www.smartbrief.com/original/2019/01/time-effort-and-expertise-impede-targeted-marketing?utm_source=brief)

Most marketers see data as the primary impediment to targeted marketing -- and with good reason. Data can be unwieldy, challenging to collect and even more difficult to organize across channels.

Data presents very real challenges to marketers, but a recent survey by [Iterable](#) found that most respondents cited time, effort and expertise as the major roadblocks to their future plans for personalized marketing.

According to the study, 47% of respondents cited technical resources as being of primary concern, while 41% cited time as the major factor limiting personalization efforts. In contrast, only 24% of respondents chose data as their primary challenge.

We often forget that once the data is collected, the real challenges begin. How do you provide personalized marketing content that is profitable to the brand *and* valuable to customers?

The reality is that most people talk about personalization and their efforts to bring new strategies to fruition, but very few are good at executing it well. Issues usually occur as complexities increase. A welcome series is one thing, but product affinity becomes more problematic -- even Amazon can struggle at times, as it often displays similar products even after customers have bought their intended items.

Every added decision-point creates a layer on the next and chaos can ensue very quickly for personalization. It's best to move deliberately and map out friction points from the customer's perspective to keep experiences seamless.

#### Customer-journey mapping

Marketers can save time, energy and headaches by mapping out customer journeys. This can also save your entire program. Cue the eye rolls. But journey mapping is extremely valuable. It's not just a tool for user-experience zealots to pat themselves on the back and show their self-importance. The biggest issue brands encounter with personalization is unforeseen journeys that lead to very poor experiences for customers.

No matter where you are in the process from infancy to maturity, take an in-depth look at your journeys; my guess is you'll find some areas that could be causing friction with your customers. You simply need to look at things from their perspective and not as a numbers game.

Points of friction can be very bad for brands -- one of our most important goals in today's climate is showing value to customers for their willingness to give us data. Poor execution can either be seen as creepy or as if the brand simply doesn't value that customer.

The consequences are often long-lasting and highly detrimental. Merely mentioning Facebook these days brings an unintended shudder, whereas only a mere six months ago, Facebook was still a darling of the tech world. Safeguarding data is paramount, but using it cautiously, when it provides value, benefit and incentive, is just as important.

Keep it simple

Technology has a way of making marketers completely overthink everything. It also has a way of making us invest more time and energy into something we thought would help us save those resources.

Just because the ability to do something exists, doesn't mean we have to do it. Who said we have to go crazy with dynamic content, GIFs everywhere, product recommendations splashed on every email and 10 different channels spraying the same specific message to customers about why they didn't complete their carts?

Keep it simple; have a reason for your messaging. Don't just do it because it's cool, or because you're looking over your shoulder at a competitor, or because some agency is pushing you to try exciting new options. Marketers have a way of marketing... marketing. We drink the Kool-Aid too often instead of finding our inner customer and rationally thinking about an experience. Be picky: justify it to yourself and your program, and you'll not only find a more receptive customer, but you'll also save time and energy in the process.

Find a partner, not an agency

Perhaps the most important step any brand can take to overcome the challenges around personalization is finding a great marketing partner. Similar to a greedy stockbroker, so many agencies have a one-track mentality when it comes to growing their sales and they're always pushing "new" possibilities that will make them money, but may not be a great fit for your brand.

Don't get me wrong, agencies are full of smart people -- I work for one -- but too many have lost sight of their priorities. Great agencies provide great solutions, and they don't create the problems in the first place. Find a partner that not only provides expertise and a solution to your resource constraints, but that also values your success as much as you do.

## Personalization's future

Personalization has a bright future, but it faces an uphill climb. Those same issues that respondents to Iterable's survey said were pain points -- time, effort and expertise -- are also causing pain points for customers through bad experiences. The run-of-the-mill bad experience with a retailer usually means a lower opinion or losing a customer, but a bad experience with personalization triggers data privacy concerns or accusations. Because of the current climate with big tech, the stakes are much higher for all of us.

However, if we can maintain customers' trust while we test and learn how to provide better value, personalization can create great experiences for them to enjoy. Currently, marketers are struggling to maintain trust and show value. That needs to change for personalization to continue to grow and foster better customer experiences.

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## 3 Tips to Optimize Your Digital Ad Campaign

[https://www.smartbrief.com/original/2018/12/3-tips-optimize-your-digital-ad-campaign?utm\\_source=Brief&utm\\_medium=FeaturedContent&utm\\_campaign=Ad\\_v1](https://www.smartbrief.com/original/2018/12/3-tips-optimize-your-digital-ad-campaign?utm_source=Brief&utm_medium=FeaturedContent&utm_campaign=Ad_v1)

Advertisers often ask their SmartBrief account management team how to get the most out of their ad buys. *What images should I use? How much copy should I include? What's the most effective call-to-action? How many times can I show the same ad to an audience before fatigue sets in?*

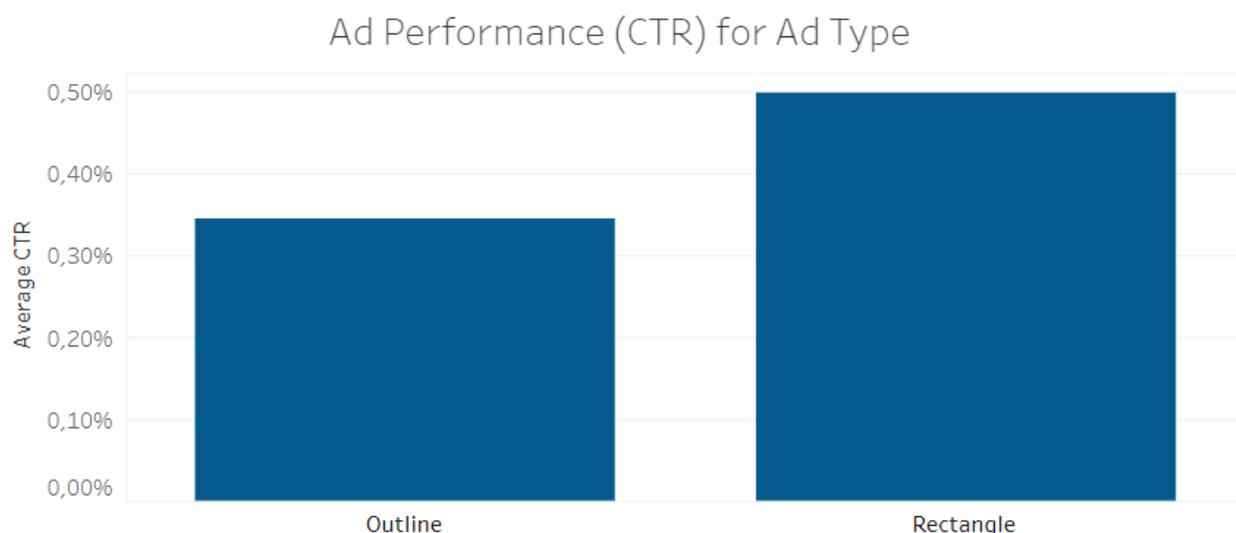
These questions can be hard to answer, but past performance data can offer some insights into how best to approach ad creation and campaign management.

SmartBrief serves roughly 3,000 unique ad creatives across its network each month. To help guide our advertisers in the ad creation process, we compiled more than a year's worth of data (and thousands of creatives) to bring you our [Advertising Media Kit](#). We've included a few of our favorite findings below.

## 1 – USE AN IMAGE

Determining what "type" of image drives strong performance is nearly impossible. However, it is clear that the presence of an image - any image - is a good thing. SmartBrief has two standard text units – one that features a 180x150 ad image (rectangle text ad) and one that does not (outline ad). When comparing performance between the two ad formats, we found that versions featuring an image performed nearly 50% better than those that did not.

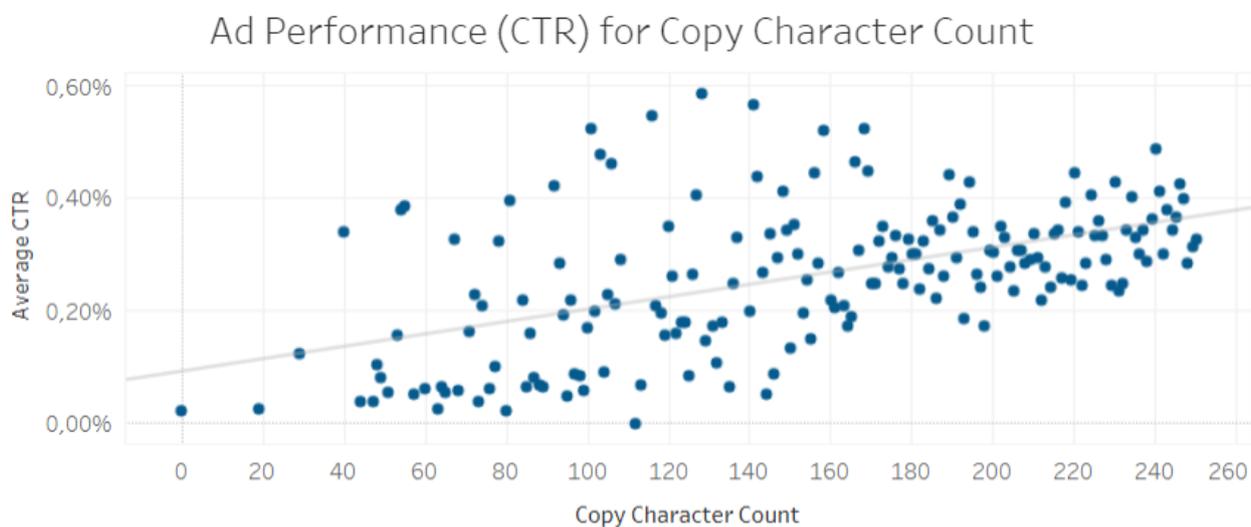
**Our advice?** Always use an image! Grab the reader's attention by utilizing bright colors and people's faces.



## 2 – MAKE IT COUNT

We found a significant relationship between ad copy length and click through rate (CTR). As the ad copy length increased, generally, so did the CTR. SmartBrief specs recommend 40 characters for the headline and 250 characters for the copy. However, the average SmartBrief ad has only 35.2 characters in the headline and 232.7 characters in the copy.

**Our advice?** While most advertisers fall short of the recommended character counts, we suggest making the most of the space available to you. Share with the reader as much valuable information as the space allows.

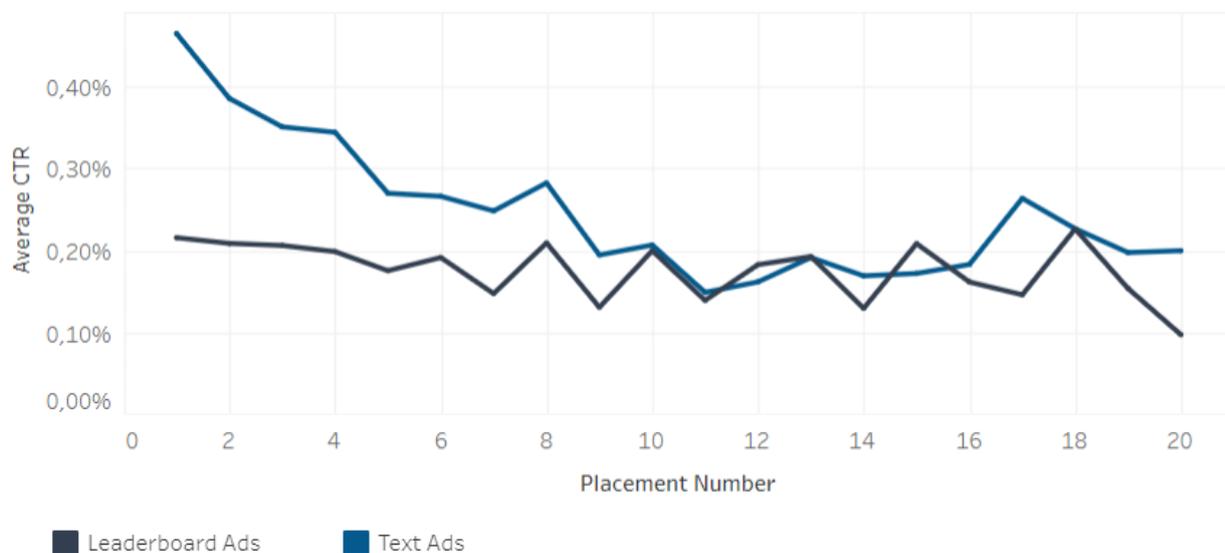


### 3 – KEEP IT FRESH

Content can often go stale if not refreshed frequently. For sponsorship placements, we found that creative fatigue can set in quickly. For each successive run of the same creative to the same audience, performance can drop 10 to 20%.

**Our advice?** Start with rotating 2 to 3 creative versions in your campaign. Be sure to replace the low performers with something new after a few runs.

## Ad Performance (CTR) for Repeat Creatives



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## 5 trends in smart home technology

[https://www.smartbrief.com/original/2019/01/5-trends-smart-home-technology?utm\\_source=brief](https://www.smartbrief.com/original/2019/01/5-trends-smart-home-technology?utm_source=brief)

Smart speakers and other smart home technology are all the rage going into 2019. But what type of smart devices do consumers really own? And aside from asking Alexa to tell jokes -- which is the number one request in my household -- how are consumers using this technology? The answers to these questions and more are here in the following five trends in smart home technology, with results analyzed from a recent Ripple Street Research consumer survey.

**Ownership will remain centered around speakers and watches, followed by thermostats/carbon dioxide monitors, security, lighting and outlets.**

Smart speakers are the most sought-after item. It's been projected that over 50% of US households will own a smart speaker after this holiday season. Our research shows that 25 to 35% of consumers currently own and are interested in smart speaker and watches -- many more than other devices like smart thermostats, carbon dioxide monitors, security systems, smart lighting and outlets. There appears

no current interest or need for all the fancy smart kitchen appliances. That will come, but not in the near future.

### **Men are far more likely to own and gift smart home devices.**

According to our research, men are three times more likely to own smart lighting and outlets, twice as likely to own smart speakers, thermostats, CO2 monitors and security systems and 67% more likely to own smart watches. Not only are they more likely to own a smart device themselves, but they're also more likely to give one: men are 50% more likely to gift a smart device this holiday season compared to women. There is a huge opportunity for brands in these categories to connect with female consumers, educate them about the utility of these products and create an experience that allows them to feel informed and comfortable enough to purchase.

### **Men and women discover smart home technology differently.**

Men are discovering new smart home products by reading blogs, articles, reviews and generally searching for information online. On the other hand, women are discovering smart home products primarily through recommendations from friends and family members. Women are twice as likely as men to discover a smart home product through friendly recommendations. With the complexity of most smart home products, the data suggests that men seek the advice of a professional prior purchase, whereas women look to those that know them best.

### **Speakers are still not used for communication and purchase.**

For all the talk about smart speakers changing the buying habits of consumers, most aren't interested in using them to make purchases -- or to talk to one another for that matter. The most common uses for these speakers are: listening to music, podcasts, etc. (94%), hearing weather forecasts (73%), setting alarms/reminders (58%) and asking fun questions (56%). Everything else these speakers can do is used by less than half their owners -- and only 29% use their smart speaker to make phone calls. As for making purchases? That's just a meager 20%, but we know that number is likely to grow quickly.

### **Consumers say they are concerned about privacy, but it doesn't impact likelihood to purchase a smart device.**

When specifically asked about privacy concerns, most consumers have them -- 84% to be exact. However, it doesn't appear these concerns are a deterrent to purchasing a smart device., For those who don't currently own one, only 20% cited privacy concerns as the reason why; most others cited price

(55%) and/or a lack of need (42%). As is the case with most technology these days, consumers are willing to ignore their privacy concerns as long as they see a need for the product.

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## Comscore and Nielsen are racing to become the one true cross-platform measurement provider

<https://digiday.com/marketing/comscore-nielsen-racing-become-one-true-cross-platform-measurement-provider/>

There is no Santa Claus. If there were, then by now advertisers and media companies would have gotten the complete cross-platform measurement product they've been clamoring for: "The one impression to rule them all, defined one way that fits everywhere," as described by Ed Gaffney, director of implementation research and marketplace analytics at GroupM. "Unfortunately it doesn't exist."

Industry executives continue to hold out hope that something at least approaching true cross-platform measurement is attainable. That hope is not unwarranted. After circling one another for years, the rivalry between Comscore and Nielsen to become the industry's chosen cross-platform measurement provider has heated up. In 2018, both companies appointed longtime advertising executives to be their respective CEOs — Comscore with Bryan Wiener and Nielsen with David Kenny — and steer them past the corporate blunders that have dogged each company in recent years.

In 2019, both companies plan to roll out new measurement tools to give advertisers and media companies an equal look at cross-platform video audiences, whether people are watching a show or see an ad on linear TV or a streaming videos service.

Comscore introduced Campaign Ratings in September to measure video ad delivery across traditional TV, connected TV, desktop and mobile for advertisers. Early in the first quarter of 2019, Comscore will

introduce a similar measurement product for media companies, which would be able to measure video content delivery using the same methodology as the ad product, said Comscore CEO Bryan Wiener. Nielsen, meanwhile, plans to syndicate data from its Total Content Ratings product, which measures video viewership across traditional TV and digital, to ad buyers, said Kelly Abcarian, svp of product leadership at Nielsen.

The two products signal how the two measurement companies coming from different backgrounds — Nielsen from traditional TV and Comscore’s from digital — are on a collision path.

“Where we are with cross-platform measurement is Comscore and Nielsen are sort of the only games in town from the traditional measurement side. They started from opposite directions, and cross-platform measurement is in the middle, and nobody’s made it into the middle yet,” said Jonathan Steuer, chief research officer at Omnicom Media Group.

Both companies racing to establish strengths in each other’s domain. Comscore is pressed to provide the in-depth person-based measurement that Nielsen’s panels provide, while Nielsen must aggregate more data to augment its panels and provide more minute measurement at the device level.

“Everything is queued up for something to happen,” said Steuer.

It has to because it needs to. For years, media companies ranging from NBCUniversal to BuzzFeed have argued that third-party measurement providers are unable to adequately assess the reach of their content — especially as that content spreads to even more platforms and places online. Similarly, advertisers have had to cobble together measurements from various providers to make their own calculations of who saw their ad and where.

Both media companies and marketers have been honest about the industry’s shortcomings, acknowledging that they are often trying to nail down a moving target as new platforms continue to pop up. They also recognize that both Comscore and Nielsen have dealt with corporate struggles — accounting issues at Comscore, a GDPR-related investor lawsuit filed against Nielsen and management upheaval at both companies — that may have detracted from their measurement businesses. Both companies “moved 20 percent of the way to the middle and stalled,” said Steuer.

“Because of our own self-imposed struggles and financial irregularities, nothing happened for years,” said Wiener, who spent 13 years as CEO and then executive chairman of Dentsu Aegis Network’s 360i. (Nielsen was unable to make its CEO David Kenny, the former Digitas CEO, available for an interview by press time.)

That's not to say that nothing at all has happened to improve cross-platform measurement in recent years. For example, both Comscore and Nielsen now measure OTT video viewing.

"While it's certainly not exhaustive or all-inclusive, it's there in a way that we didn't see in 2017," said Eric Cavanaugh, svp of digital marketplace intelligence for data sciences practice at Publicis Media.

The progress in measuring streaming video is indicative of the incremental progress that industry executives expect to see from Comscore and Nielsen in 2019, as opposed to something major such as a move away from panel-based measurement. "To switch that to anything different, that's a revolution that will be expensive and bloody," said Gaffney.

Such a switch is unlikely while Comscore and Nielsen each remain public companies with investors that may not take kindly to drastic moves. But it would also be largely unwelcome among ad buyers.

## AI Is Eating Advertising – And 2019 Will Be Critical For Getting It Right

<https://adexchanger.com/data-driven-thinking/ai-is-eating-advertising-and-2019-will-be-critical-for-getting-it-right/>

"*Data-Driven Thinking*" is written by members of the media community and contains fresh ideas on the digital revolution in media.

Today's column is written by Orchid Richardson, vice president and managing director of the Data Center of Excellence at the *Interactive Advertising Bureau* (IAB).

Lexus recently released the first ad written by AI – and it was surprisingly good. Was it a stunt? Sure.

But it's also a wake-up call about how AI is changing the very nature of advertising as we know it – and a preview of what's ahead in 2019.

Already, 95% of advertisers have terabytes upon petabytes of demographic data, including personal data, location information and interests they can use to target prospects they know almost nothing about. Artificial intelligence is a way to tame that data and take it to the next level.

A recent Deloitte study affirmed this outlook – and the ROI of AI for advertising.

In a survey of 1,100 US executives from companies considered to be early AI adopters, 82% report a positive return on their investment for their AI initiatives.

That's why I'm willing to posit that at least 80% of the digital media market will be using some kind of AI in advertising in 2019.

In the year ahead, we can expect smart algorithms that help brands and publishers find new audiences. We'll see AI that analyzes customer behavior to make smart recommendations based on attributes such as age, gender, location and millions of other data points. And we'll all start seeing unique web pages that are built on the fly just for us – a custom shopping catalog for one, compliments of AI.

Our industry is at the center of a seismic change in the ways people engage with the world around them. Up and coming direct-to-consumer brands in particular are built around data and leveraging it: They create value by creating a mutually beneficial, two-way relationship between the brand and the consumer, a relationship that throws off data that is vital to every part of the business. When machine learning and advanced algorithms are applied to these oceans of digital information, we can intimately understand the motivations of almost any consumer.

AI-powered conversational intelligence and voice-enabled platforms (hello, Alexa) are also radically changing our ideas of what digital marketing can do. It's a heady time.

But technology has a way of outpacing our ability to understand what is actually going on – and that's definitely the case with AI. As AI pervades the advertising ecosystem, we need a common vocabulary for what AI is, and what it's not. AI is used in programmatic advertising, but programmatic advertising is not AI. Retargeting looked like magic when it first arrived, but it's clearly not AI, either. In fact, as an industry we don't have a common vocabulary to define what AI is (and isn't) in marketing and how we should and shouldn't use it.

Now that ads are delivered through a medium marketed on the promise that it would be personalized to us, mass ads don't cut it anymore. Under GDPR regulations, for example, consumers are able to decide what information they share with companies. They trust this information will be used responsibly and in their best interest.

It's time to define in marketing and digital advertising how we use AI to make the ecosystem better, how we build better ad experiences, how we ensure brand safety and how we help buyers and publishers find better audiences. As AI evolves we need standards and guidelines for how to use it for practical

applications and for ethical applications. As smart as AI is, we need to be sure it's not inadvertently discriminating against people in ways that are not intended.

Make no mistake: The ethical challenges our industry faces with AI are far-reaching. The recent New York Times exposé about how app makers are harvesting unprecedented amounts of personal data is just the tip of the iceberg. Together we need to ensure we are all good stewards of AI so our entire industry can grow with it. This requires a set of guiding principles that helps govern how companies communicate and use consumer data.

We need standards and best practices for efficiency, effectiveness and real safety with how the industry operates. AI leaders all have a responsibility to keep our collective commons safe, secure and thriving.

AI will have a profound effect on how brands talk to consumers and will deliver better, smarter and more relevant conversations and experiences. Consumers will get better and more relevant ads that they actually want. Everybody wins. But only if we get it right.

*Follow IAB (@[iab](#)) and AdExchanger (@[adexchanger](#)) on Twitter.*

## 10 trends in digital content for 2019: Management is vital to success

Technology will transform managing and optimizing content archives from an overwhelming chore to a lucrative discovery and revitalization.

<https://marketingland.com/10-trends-in-digital-content-for-2019-management-is-vital-to-success-254631>

Today any organization working with content has a new responsibility – content accounting. As content has become the new currency, it's not enough for companies to create content and forget about it. Instead, content has costs associated with it that must be assessed along with the benefits.

Indeed, content management has become a discipline, a vital job for any organization. And, as such, it needs to be treated rigorously, not only viewed through a creative lens.

Let's drill down and examine the top 10 trends we believe will shape how organizations manage their digital content in 2019.

### 1. Content marketing moves beyond marketing for easier access

When content is viewed as an asset, it becomes costly to keep it tucked away in marketing. Instead, all parts of an organization – and its partners – need easy access. With 20 percent of every day on average spent looking for lost files, it's essential to have an organizational digital asset management (DAM) system. Add to that the fact that the cost to replace a single digital asset can easily exceed \$1,000 and a DAM system becomes a cost-saver. Other payoffs include enhanced collaboration, increased productivity, and in some cases additional revenue from the sale or licensing of content assets.

## **2. Growing video content leads to more metadata and automation**

As video becomes a primary method of brand expression, organizations will contend with more and larger video files and with an order of magnitude increase in storage required for video formats such as 4K. This will have a direct impact on how content is stored and used. Metadata strategies and automation will come to the fore in content management.

## **3. Privacy and security grow more important along with cloud storage**

It won't be adequate for digital content to be stored just anywhere. To meet compliance standards, it will need to be stored in known and verifiable locations. Cloud storage will be seen as a critical step toward achieving data security and a catalyst for companies moving other operations to the cloud.

## **4. Old content becomes new again**

As DAM systems decrease in cost, more companies will climb on the DAM wagon. A DAM solution will provide access to content users didn't even know they had. Expect to see old content in such formats as cassettes reformatted and reintroduced.

## **5. Analytics become more important**

The ever-increasing need to maximize the value of content is requiring new metrics to measure and evaluate it. Marketers will broaden their use of reporting from DAM systems to understand content ROI, including who is accessing content, what it's being used for, its costs and its revenues. This will provide a new level of accountability.

## **6. Content is optimized for new uses**

Evolving DAM systems will make content available for additional uses. Anyone who needs to access the content will be able to readily find, view and share it. For example, an archivist will be able to unearth and release a new set of Bob Dylan gospel recordings, as a client of ours did.

## **7. AI helps add context to enhance content**

Useful contextual data exists everywhere, but it takes smart technology to know where to look for it and to detect patterns and relationships too complex for people to perceive. This year will see more organizations using AI to move beyond mere files and folders, creating metadata about each piece of content to make it intuitively findable. Benefits will include richer search, deeper digital content links, automatic elimination of duplicate content and automated content extraction.

## **8. Move to the cloud accelerates**

With so many emerging opportunities to use and add value to digital content, the pace of migrating assets to the cloud will quicken. Data can be extracted and better used while content is uploaded to the cloud. And once it's there, cloud storage will enable faster processing, remote access as needed and future possibilities only now being developed.

## **9. New high-value uses of digital content emerge**

Every year brings new opportunities to engage with customers and the public in entirely new ways, and having digital content ready for those purposes provides a big advantage. We are seeing increasing experimentation with virtual reality, augmented reality and new methods for incorporating data outside mobile, desktop and big-screen platforms – think IoT.

## **10. Predictive asset management will improve bottom and top lines**

In the next phase of digital content management, forward-thinking organizations will take full advantage of AI to learn behaviors around supporting and automating collaboration for various users and their unique content needs. Predictive asset management will create sustainable value for digital content so it can be used internally or shared externally – even sold – to drive new revenue.

This will be the year organizations reframe their content as an asset on a massive scale. Tapping the power of AI, cloud storage and other technologies, users will transform managing and optimizing their mushrooming content troves from a dreaded, overwhelming chore to lucrative discovery and revitalization. Best of luck as you mine your content assets to the fullest in the new year.

## **What's on the adtech and martech horizon in 2019?**

[https://www.smartbrief.com/original/2019/01/whats-adtech-and-martech-horizon-2019?utm\\_source=brief](https://www.smartbrief.com/original/2019/01/whats-adtech-and-martech-horizon-2019?utm_source=brief)

2018 was a big year in the advertising tech and marketing tech arenas, filled with blockbuster acquisitions and rising new technologies, such as programmatic mobile buying which became mainstream.

So, what will be the big industry-defining trends in 2019? What trends will continue and what will drop off in the new year?

Here are my top predictions for 2019:

### **OTT/connected TV will come into its own**

Over-the-top television (OTT) and video streaming units (think Roku and Chromecast, for starters), along with connected TV apps such as Netflix, Amazon and Hulu have dramatically reshaped the television and video landscape. Once upon a time, software was eating the world. Now, it's video's turn.

Despite the incredible growth so far of OTT and connected TV, this is only the beginning. In 2019, expect both video outlets to be even more pervasive.

So, what does this mean for advertisers and marketers? Certainly, paid channels such as Netflix, HBO Now, etc. will continue to do well, but the majority of consumers are not willing to pay for more than two outlets/channels at a time. As such, I predict that both advertisers and OTT app publishers will invest further in seamless, effective advertising options in the next year.

“Ad-supported OTT will prove to be a strong contender for television advertising dollars as more and more viewers shift away from traditional television,” says Kedar Gavane, Vice President at Comscore. “Today, OTT delivers the best of TV with the capability to precisely target viewers down to the zip code level, and use factors like demographics, lifestyle and interests. More advanced analytics tools are enabling advertisers to target the right audience, buy the highest quality inventory and measure OTT campaign results more effectively.”

### **There will be greater accountability in advertising and adtech**

In Gartner's "2018 Hype Cycle for Digital Marketing and Advertising", we see mobile marketing analytics, ad verification and multitouch attribution as past the peak of inflated expectations and nearing the trough of disillusionment. Why is that?

To me, this all points to how everyone in the adtech space is looking for greater accountability, transparency and insights in regard to their spending and actions. According to Yory Wurmser,

eMarketer's principal retail analyst, this will be one of the biggest issues marketers must face head-on in 2019.

This is also why more brands will bring their efforts in-house in 2019, along with a greater focus more on cross-device and multitouch attribution. It also helps to explain why adtech that increases reach and revenue alongside transparency, like programmatic ad buying and unified ad auctions, will be increasingly prevalent in the new year too.

"The biggest issue in mobile marketing today is trust. As more and more companies enter the fray, with varying levels of technology and frankly, legitimacy, it becomes increasingly difficult for buyers to ascertain what is real and what isn't," says Mike Brooks, SVP of Revenue at WeatherBug. "That said, as more and more advanced types of fraud are being uncovered and taught to even the most basic buyers, the advertisers in the mobile space are going to optimize their spends toward partners they can trust to not perpetrate these schemes. I think this is finally the year where advertisers start talking with their money and moving it to people they trust and business models they understand."

### **5G will lead to unforeseen advances**

For both adtech and martech specifically, and really for the world at large, 5G has the potential to be immensely disruptive. Autonomous vehicles and drones could be the tip of the iceberg as far as potential applications are concerned. Its effects on society could defy imagination!

Think for a moment, about all the changes that came about as a result of 4G and LTE. Without it, there's no Uber, no WeChat and no Facebook -- at least, not in the way we consume them now. Truthfully, the entire app economy may not have taken off if we were all still relying on 3G.

I believe a similar shift will occur with a wider 5G rollout. Everyone -- including advertisers and marketers -- should prepare now for our upcoming digital out-of-home lives.

### **Tech will increasingly work the way we do, not the other way around**

Perhaps the most revolutionary feature of the iPhone was its touchscreen display. Simply by poking and tapping the screen, we can now do just about everything. It's so easy and intuitive to use, even for the less technologically savvy.

Unlike laptops and desktops, mobile devices cater to how we work naturally, as opposed to typing or using a mouse. Going into 2019, and beyond, expect more technology to cater to and center around how humans naturally interact with the world.

Voice is a prime example of this. Why type something out when you can speak it in less time? Voice communication is far more natural to us, and technology is really beginning to catch up. The same concept applies to computer vision and visual search, which Yory Wurmser thinks will really take off in 2019.

This is also why I think VR has a way to go. The headsets are currently too clunky and not as seamless as they need to be.

So, what does all this mean for adtech and martech specifically? One of the main reasons why we've seen so much consolidation in our space over the past few years is because companies realize they need greater resources and long-term support in order to fully develop these kinds of future-focused endeavors.

### **Data will become an even more valuable asset to marketers**

Data may have been the new oil since 2017, but that doesn't mean advertisers and marketers have yet to fully grasp its true value. Expect that to change though in 2019, as data-led initiatives become the norm.

Gartner thinks Data-Driven Marketing is five to 10 years away, but I predict it will arrive in force sooner than that. Laws such as GDPR in the EU and the California Consumer Privacy Act that took effect in 2018 show that governments are valuing advertising and marketing data just as much.

This will especially be true in the realm of artificial intelligence and machine learning. Through AI, brands will be able to better find the right audiences and offer them more effective ads, among many other use cases. Marketing will be propelled forward by AI in 2019.

### **Will I Be Proven Right?**

Of course, with any prediction, there's always a chance I will be wrong. However, regardless of what actually occurs in 2019, it's safe to say that disruptive change is afoot for the adtech and the martech space. Exactly how much and in what ways, only time will tell.

*Abhay Singhal is the co-founder and President of Advertising Cloud at InMobi.*

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## ВИДЕОРЕКЛАМА .....

### Nielsen Adds YouTube To Total Ad Ratings

<https://www.mediapost.com/publications/article/330163/nielsen-adds-youtube-to-total-ad-ratings.html>

Thanks to a newly expanded deal with Google, Nielsen is bringing YouTube mobile viewership figures to its cross-platform measurement solution, Total Ad Ratings.

YouTube ads will now be measured comparably alongside TV inventory, with Nielsen saying it will be the only solution that measures outside the household or beyond device activity.

Nielsen has measured YouTube before through its Digital Ad Ratings, and YouTube TV through its local ratings product.

The new agreement brings mobile viewing to the party, an advancement sought by advertisers looking to see whether their ads are reaching people on TV and mobile devices.

Nielsen is effectively bringing together its National Panel and Digital Ad Ratings product to provide a more holistic picture of TV and video viewership. The company says its newly revised solution will “offer the ability to compare the performance of ads delivered through TV and digital using comparable metrics based on real people and real data.”

It will measure de-duplicated viewing on TVs, computers, mobile devices, tablets, or any combination thereof.

True cross-platform measurement has been a long time coming. The expanded Total Ad Ratings is not completely inclusive, but it is a major step forward.

That dispute over measurement has been one of the sticking points in negotiations with CBS, which saw its contract with Nielsen lapse at the beginning of this year after the companies failed to reach a new agreement.

### What Will 2019 Bring For Video Advertising And Streaming Video?

<https://www.mediapost.com/publications/article/330197/what-will-2019-bring-for-video-advertising-and-str.html>

With 2018 in the rear view mirror, *Video Insider* decided to reach out to some of the smartest people in video advertising to try to figure out what this year will bring for the business.

Digital and streaming video continues to accelerate at a rapid pace, both in terms of consumer adoption, advertiser adoption, and technological change.

If the news that has already trickled out of the Consumer Electronics Show in Las Vegas is any indication, 2019 is already poised to be a big one for the world of video.

**Mark Zagorski, CEO of video ad platform Telaria:**

“How much of [the streaming video market] will become ad-supported, versus subscription-based, which is what we have today?”

We think that the ad-supported model is going to become *the* model for that business moving forward, not because it is self-serving -- obviously it is -- but because of the amount of subscription fatigue that is starting to set in when you have so many subscriptions and you only watch one program on each of these things. That is going to be a key part of how the ecosystem is going to change.

I think Amazon is probably the first one that is going to crack it because, having an ad-supported business, they know the business... There are many reasons for them to move to Long Island City, but I am sure one of the top five on that list is the fact that they wanted to be closer to the media/advertising community that will be powering their business going forward.”

**Andre Swanston, CEO of video management and intelligence platform TruOptik:**

“Back when MTV was on the rise the slogan was 'I want my MTV.' In 2019 I feel like imploring 'don't dumb down my CTV.' Linear TV is measured via ratings which estimates how many people watched a TV show. The only reason it matters is because it is an indicator of how many saw the advertisements that ran at that time. Every week, more and more households consume a greater percentage of their TV time-shifting to CTV.

And with CTV, a greater percentage of the shows -- no matter when they are watched -- will have different ads tailored specifically for that household. This means the old system of ratings for shows becomes less and less relevant as a metric for advertisers to gauge reach.”

**Mark Gorman, CEO of sales and analytics intelligence platform Matrix Solutions:**

"[2019 will bring] more paid content. Like everything in this world, when it works for one, everyone else thinks it will work for them.

Today, it is estimated that 75% of streaming video is accessed through four services -- Netflix, Amazon Prime, Hulu and YouTube. The first two are for pay/no ad services (though Amazon is pumping me full of promos) and the second two can be paid for/ad-free. We know everyone else, including my grandmother who has been dead for twenty-plus years, is rolling out and planning a paid service. Most, if not all, of them will fail. Viewers will begin to suffer Netflix fatigue."

**David George, CEO of video ad platform Pixability:**

"We'll see most marketers and agencies at minimum dipping their toes in OTT by trying YouTube campaigns on TV because that's an easy transition from what they're used to doing on YouTube itself. The leading-edge companies will take more significant leaps in trying multiple OTT channels, mostly for campaigns where views are the ultimate goal."

**Michael Beach, CEO of marketing analytics firm Cross Screen Media:**

"A SVOD provider (Netflix, Amazon, etc.) will offer some type of intro package that is monetized through targeted advertising. This is one of the factors keeping digital video spend down since so much of the viewing time is ad-free. For example, 45%+ of CTV/OTT viewing is on either Amazon or Netflix. If any of that shifts, then that will open up a huge amount of ad inventory."

**Pablo Hesse, CEO of OTT video infrastructure provider Teltoo:**

"What is happening, and what will happen in 2019, is more and more and more of these competitors -- the Disneys of the world and Comcasts of the world and so on -- are going to buy more and more assets in order to compete with Netflix, particularly with things like live sports, because that is a category that is missing in streaming."

**Tripp Boyle, senior VP, sales strategy & business development for the AI-driven advertising platform Connekt:**

"Consumers use and interact with TV much differently than they did five years ago, or even 12 months ago. There has been a rapid increase in the number of smart devices in the household today. In the U.S. alone, 75% of homes have at least one connected device.

Smart-home connectivity will continue to expand in 2019, leading to a new era of TV advertising in which consumers have the ability to engage with ads across various mediums like voice devices, TVs, mobile and more.”

## YouTube Premium remains small potatoes for video publishers

<https://digiday.com/media/youtube-premium-remains-small-potatoes-video-publishers/>

Even after a strong year of growth, YouTube Premium is still not delivering meaningful subscription revenue for video publishers.

The overall percentage of YouTube revenue generated by YouTube Premium views remains minuscule — typically in the single-digit percentages of overall YouTube revenues, despite year-over-year growth of more than 100 percent — according to sources at four different publishers that average at least 100 million views each per month on YouTube.

Sources did note that YouTube Premium viewership is rising: One source said that views from YouTube Premium rose 80 percent year over year, with revenue growing 120 percent; a second source said it saw 200 percent growth in views. Two other sources declined to share hard numbers, but confirmed that YouTube Premium viewership and revenue had grown in 2018. And yet, sources said YouTube Premium still accounted for an “insignificant” percentage of the money they made from the video streaming platform. Most of the money video publishers make on YouTube still comes from ads.

These signs of progress revive long-standing questions about the ad-free subscription service, which went through a number of dramatic changes in 2018, including a rebrand, a price increase and signals that it would move away from exclusive, subscriber-only content it once framed as one of its chief selling points.

“YouTube has always been trying to do the right thing, from the beginning,” said a source at one video-focused publisher with an average monthly YouTube view count in the nine figures. “It feels like they want to support the people on their platform. It [YouTube Premium] just hasn’t grown much.”

A YouTube spokesperson declined to comment on the balance between subscription and ad-supported revenue it paid out to publishers.

“By any measure, 2018 was a breakout year for YouTube Premium and YouTube Originals,” the YouTube spokesperson wrote in a statement. “We expanded YouTube Premium to 29 countries, launched over 50 scripted and unscripted shows, and collected eight Emmy nominations and over 30 industry awards. We will begin making all of our YouTube Originals ad supported to meet the growing demand of a more global fanbase. This next phase of our Original strategy will expand the reach of our YouTube Original creators, and provide advertisers with incredible content that reaches the YouTube Generation.”

Since it launched its subscription service nearly four years ago as YouTube Red, the streaming giant has never released a subscriber total. In late 2016, one year after YouTube Red launched, The Verge reported YouTube Red had amassed 1.5 million subscribers, with another million using it on a free trial basis.

Throughout its history, YouTube Premium has been dogged by questions about its identity: Is it a home for premium content, or just an ads-free version of its service? Or is it just a dressed up competitor to Spotify? Should I just shell out for YouTube TV, which also offers original programming from YouTube Premium?

More recently, some creators say YouTube has struggled to send clear signals about the kinds of premium programming it wants to make. “From an original programming perspective, there isn’t a clear direction in strategy,” Adam Wescott, a partner and executive producer at Select Management Group, told Digiday late last year.

YouTube monetizes its ad-supported and premium views differently: Ad-supported views are monetized based on cost-per-thousand views, or CPM, sold either through YouTube’s platform or directly by the publisher. YouTube Premium subscription revenue, meanwhile, is paid out based on the percentage of total watch time. YouTube takes a 45 percent cut of both kinds of revenue.

To date, YouTube Premium’s small subscriber base has not offered publishers further clues about what the YouTube Premium audience wants. Publishers get a clear view of what kinds of content regular YouTube viewers and YouTube Premium viewers are watching on their channels. In theory, separated view counts could deliver a valuable signal to publishers: Seeing that hundreds of thousands of YouTube Premium subscribers are watching a certain kind of video every month, for example, could influence programming strategy and create a kind of positive feedback loop, enabling publishers to create more content that generates more revenue than ad-supported content can.

Among the publishers contacted for this story, that volume does not currently exist. One source noted that the revenues generated by YouTube Premium views were low enough that it hadn't even bothered to figure out which type of view would be more valuable. "The things I focus on most are the things I can have the most influence on," a source at a third video-focused publisher said.

That lack of signal is frustrating some sources, who say they are more focused on creating content that can be sold to ad-free platforms. "Premium content and premium partnership are what we're leaning into the most," said a fourth source.

"The reason we're focusing on YouTube is not from a revenue standpoint," that source said. "It's from a user standpoint."

## Premium non-skippable video can offer brands stronger messaging opportunities, new study finds

<https://www.thedrum.com/news/2019/01/15/premium-non-skippable-video-can-offer-brands-stronger-messaging-opportunities-new>

Digital video is a strong driver of brand awareness but must be tailored to its environment for greater effectiveness.

This is according to a new GroupM study with Kantar, which evaluated the performance of the brand impact of in-context exposure to video ads across catch-up TV, in-stream short form, in-feed video, and UGC video environments for a popular haircare brand and a premium wine brand in a study with 2,460 participants at the end of 2018.

Exposure to video advertising in all tested formats showed significant improvements in brand awareness and one key difference observed was that viewers understood the significant key message of the wine brand in the premium context.

The findings also highlighted the importance of tailoring advertising assets to specific environments to front-load brand messaging in environments where ads may be skipped or ended prior to completion. In the study, premium non-skippable environments delivered stronger impacts on brand metrics, including key message takeaway.

“Historically, the digital industry has been guilty of focusing primarily on performance metrics. Most importantly, our new study proves that digital video can be effective in all environments,” said Venessa Hunt, the digital strategy and investment officer at GroupM.

“With the convergence of all media to digital in some form, it is important to remember the incredible strength that digital can bring to the brand building. This can be seen even more clearly when brands create fit-for-purpose assets or content designed for the specific platform and user experience. Never has it been so important to understand how and why consumers are interacting with their environments.”

“Another important factor highlighted, like in all mediums, is that the more time a consumer spends with a brand, the better the chance for message retention. In a climate where human attention is a scarce commodity and attention spans are dropping, marketers need to invest budgets where there is the biggest potential for their advertising to be seen, heard and emotionally engaged.”

## SOCIAL MEDIA & UNFLUENCERS .....

### Five Key Trends Shaping Influencer Marketing In 2019

<https://www.forbes.com/sites/dbloom/2019/01/01/influencer-marketing-top-trends-2019/#45aa04e6b255>

Influencer marketing was more prominent, more scrutinized, and at times more controversial than ever in 2018, thanks in part to privacy transgressions and other problems that dogged Facebook and other platforms. But as 2019 comes into view, brands and agencies in the business of influencer marketing must focus on several key trends if they want to succeed in a fast-evolving sector:

#### **Instagram Rules**

Facebook face-planted much of 2018, Google's YouTube had its own privacy problems, Twitter spent the year killing off an endless supply of fake accounts, and Snapchat veered uncomfortably close to running out of cash and street credit.

But amid that mayhem, influencer marketing continued to spread, the number of campaigns using influencers doubling in just a year, according to statistics from CreatorIQ, a data company that tracks campaigns involving about 5 million creators worldwide.

Nowhere did that growth hit more vigorously than on Facebook subsidiary Instagram, which was part of 93 percent of all influencer campaigns last year. That's about double the rate of Facebook and Youtube, which were roughly tied as second-most popular influencer-marketing platforms, said CreatorIQ COO Tim Sovay.

And celebrities are driving connection on Instagram in a big way. Just look at the top 10 new Instagram videos in November, according to Pex, a Los Angeles-based B2B firm focused on rights management and analytics.

Kylie Jenner, Cardi B and Lele Pons each had two of the month's ten most popular new videos on Instagram, each attracting millions of likes and tens of thousands of comments, according to Pex. Ellen DeGeneres and Dwayne "The Rock" Johnson had two more.

And Jenner didn't miss the chance to pimp her own brand of cosmetics, even to her own infant child, in the month's No. 1 video. Jenner is nothing if not a marketing machine, her video attracting 36 million views in the month (it's now up to 42 million), along with 7.7 million likes and 149,000 comments, according to Pex.

But Instagram also benefits by being Not Facebook, in many ways, even as it also benefits from Facebook's money and network of 2.2 billion users.

For one, many people put off by Facebook's endless string of recent scandals seem to perceive that Instagram neither collects nor misuses as much personal data. Add in Instagram's snackable photos and brief videos, and the company's savvy attention to its creators' needs (as compared to Snap's active antipathy), and you can see why Instagram is the place to be for brands and influencers these days.

### **Just one of the tools**

As brands and agencies become more at ease with influencer marketing, they're getting more sophisticated at integrating influencers into their broader digital campaigns, said Steve Ellis, CEO of WhoSay.com that Viacom bought a year ago.

"You really need to look at it as a creative extension to match up with your ideas as an advertiser," said Ellis, who is also Viacom's EVP of ad strategy and business development.

That means you can't give an influencer a crummy idea, or even poor-quality content, and expect them to redeem it with their audience.

"It's more about the idea," Ellis said. "The talent are part of the idea. Talent can't make a bad idea good. People don't have to pay attention to your bad idea."

Just as importantly, however, influencer marketing is about more than handing out an asset and telling an influencer to flog it to their fans.

"If you're basing the performance of your spend on the organic fan follower counts of talent and hoping for consistent ROI, you're not doing influencer marketing the right way," Ellis said. "Look at it as a creative execution, leveraging the talents and their creative skills to match with your idea or your message as an advertiser."

Instead, WhoSay "early on got involved deeply in premium creative assets because we watch them perform better," Ellis said. And on the back end, rather than relying on the vagaries of organic reach, tie those assets to paid advertising, cross promotion on other media and other marketing initiatives.

### **Going Nano**

No 2018 trend got more attention than the rise of the micro influencer and then, the nano influencer, very roughly defined as someone with a few thousand followers in a well-defined sector. Fees are less, the talent more pliable, and if one of them does something stupid, it won't metastasize into a brand-damaging P.R. debacle.

Plenty of big names are still signing big deals, but the market has shifted in a short time, said CreatorIQ's Sovay. In just the past year, the following of an average influencer in a deal dropped by half, to 500,000. It's a sign not so much of the rise of nano influencers as of the use of a far broader range of influencers.

"Now there's an opportunity to build an influencer network across thousands," said Neil Patil, Chief Commercial Officer for Tubular Labs, which tracks 5 billion videos and 13 million creators on Facebook, Instagram and YouTube. "In the next few years, our predictions are that that's really where the new war is, in the culmination of these influencer networks."

Tracking the output and performance of a network of hundreds or even thousands of influencers is far more complicated than tracking a few big names. And it's even more complex when you're also tracking your competition and your industry as a whole.

"You can't create a network unless you know how it may compare to your other competitors, how your brand is being represented," Patil said. "So that depth of knowledge is causing brands to say, 'These are

the people I'm going to work with.' But it's no longer what we've seen in the past, like, 'There's my list of 10 (influencers) right now.' (More recently), 'It's my list of 1,000,' and now we're seeing, 'It's my list of 10,000.'"

## **Going Long**

As companies and agencies become more adept at influencer marketing, they've also begun looking for longer-term relationships. Many influencers want that too, if it fits their own personal brand and the audience they've built over years.

"This way, influencers can convey a consistent message and grow their audience with the brand as opposed to one-off sponsorships," said Michelle Merino, a Los Angeles influencer-marketing consultant. "Lately, I've experienced an increase in brand requests for influencers to co-brand new product lines or introduce new brands altogether by being the face of the company."

Nordstrom partnered with Arielle Charnas to launch her fashion line Something Navy, which proved so popular it crashed the site in the first hour after it launched, Merino said. And Health-Ade Kombucha partnered with health and fitness duo Tone-It-Up for a popular co-branded flavor, Bubby Rosé.

Such deals, which look a lot like more traditional celebrity endorsements, can mean more security and continuity for influencers, but also more scrutiny and strings.

"In most cases, these type of deals are far more complex, with rigorous exclusivity terms, equity or rev share compensation models, and rely heavily on influencer authenticity," Merino said.

## **Reaching beyond reach**

Follower fraud became a major concern in 2018, moving beyond 2017's concerns about state actors manipulating elections to concerns that some influencers were manipulating follower counts to extract higher brand fees.

Several responses helped blunt those concerns.

First, the platforms spent much of 2018 rooting out and killing off untold millions of fake accounts.

Second, brands such as Unilever committed to never do business with people who bought fake followers.

Third, data companies got better at flagging potential problem influencers. CreatorIQ flags influencers with an unusual number of followers from unexpected countries; whether they had unexpected shifts in follower counts; and whether their posts receive a typical level of engagement.

Influencers also began sharing more of their first-party data, so brands could be assured how many people actually saw a post, and reacted to it.

"Because it's first party, you know the idea of true reach or true engagement rate has really become more accessible to brands and brand marketers," said CreatorIQ's Nate Harris. "That is finally putting influencer marketing at parity with other digital marketing channels that have been measurable to their true merits from the very beginning."

Brands also are relying far less on pure reach as a metric. It's essentially a leftover of TV's CPM measurement, counting total possible viewers who might have seen a post. More brands and agencies now know to rely on more sophisticated metrics, such as cost-per-engagement, that can be tied more directly to their return on investment.

That shift is surely a sign of the increasing sophistication of influencer marketing at the highest levels. Expect *that* trend to accelerate in 2019.

I'm a Los Angeles-based columnist, consultant, speaker, podcaster and consultant focused on the collision of tech, media and entertainment. I also host and produce the Bloom in Tech podcast.

In my long and winding career, I previously worked as an award-winning writer an...

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## MOBILE .....

### What's Behind the Sudden Growth of TikTok?

A powerful Chinese backer and celebrity shout-outs are helping the app make strides in the US

<https://www.emarketer.com/content/what-s-behind-the-sudden-growth-of-tiktok>

We've seen plenty of social apps rise and fall (Vine, Yik Yak, Meerkat, to name a few). But the short-form video app TikTok has a powerful owner and a concept that's catching on not only with young people, but also older generations in the US. Can it take on Facebook and the other big names of social media?

### What Is TikTok?

TikTok is the international version of Douyin, a popular short-form video app in China. Users can upload short, quirky videos of themselves to the app and share them with followers. ByteDance, the Chinese company that owns both apps, acquired US short-video app Musical.ly in 2017 and merged it with TikTok in August.

TikTok has been on a growth tear around the world, but its US performance has been especially notable. TikTok's US monthly active user audience grew by 30 million in the three months since the merger, and downloads were up 25% in the US and 20% worldwide, according to app tracker Apptopia.

Tracking by App Annie found that TikTok was the second most-downloaded app in the Apple App Store and Google Play as of November, among social, communication, photo and video apps. In June it ranked No. 7.

#### **TikTok App Ranking in the US and Worldwide, June 2018-Nov 2018**

	<b>US</b>	<b>Worldwide</b>
June	7	3
July	5	4
August	6	4
September	6	4
October	2	4
November	2	3

*Note: based on monthly iOS and Google Play downloads among social, communication, photo and video apps; represents activity on App Annie's platform, broader industry metrics may vary*

*Source: App Annie, Dec 17, 2018*

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www.eMarketer.com

Some of the uptick seen in the Apptopia and App Annie data can be attributed to the fact that Musical.ly users were automatically switched over to TikTok once that app shut down. But there are other factors, such as a promotional push by late-night host Jimmy Fallon, who used TikTok for a series of viewer challenges, including one where users could make a video of themselves rolling like a tumbleweed and then upload the video to the app.

Worldwide, TikTok rose to the No. 2 spot in app downloads in November 2018, according to SensorTower, behind WhatsApp and ahead of Messenger, Facebook and Instagram.

Though the app has natural appeal with teens, it's also catching on with people older than that. A recent article from The Washington Post detailed how nurses and members of the military have taken to the app, creating their own TikTok groups to share videos.

### **What Do We Know About TikTok's Chinese Version?**

In China, Douyin is very popular. In July it had 300 million monthly active users and 150 million daily active users, according to China Daily.

Parent company ByteDance has deep pockets and big ambitions to grow. In October, SoftBank and other investors poured \$3 billion in the company, according to Bloomberg. Subsequently ByteDance was reported to be raising over \$1 billion for its own investments in media and artificial intelligence (AI).

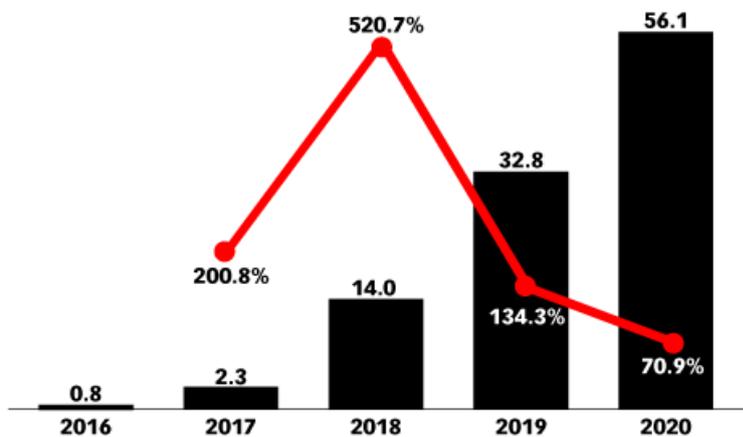
### **What About Advertising?**

TikTok has no paid advertising yet, but some brands have used it for influencer marketing campaigns or to publish their own videos. In the meantime, the app is making money in other ways—user spending on in-app purchases increased 275% between October 2017 and October 2018, to \$3.5 million, according to Sensor Tower. Users can purchase emoji and digital gifts to share with TikTok users during live streams.

Douyin does contain paid video ads and is part of a growing economy of short-form video apps that were expected to bring in an estimated RMB14 billion (\$2 billion) in marketing and advertising revenues in 2018, according to a forecast published by iResearch Consulting Group.

**Short-Form Video Platform Marketing Revenues\* in China, 2016-2020**

billions of Chinese yuan renminbi and % change



■ Short-form video platform marketing revenues\*

■ % change

Note: \*only include that from platforms classified as short-video (e.g., Douyin, Kuaishou, Weishi)

Source: iResearch Consulting Group as cited in company blog, Dec 13, 2018

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www.eMarketer.com

In another sign that TikTok may be on to something, Facebook recently launched a TikTok competitor called Lasso. Facebook's track record with me-too apps has been uneven, so it wouldn't be wise to read too much into Lasso. But it's definitely going to make sense to pay attention to TikTok in 2019.

## E-COMMERCE .....

### Instagram's e-commerce success is building with Stories

<https://marketingland.com/instagram-stories-the-future-of-e-commerce-254942>

Instagram's shoppable update for Stories earlier this year and a standalone IG Shopping app in development, it is well positioned to continue its journey into e-commerce.

Jon Kroopf on January 9, 2019 at 8:00 am

In addition to the big digital money makers like Amazon, Shopify, eBay and Alibaba, social media platforms have become one of the most effective vehicles for brands to drive e-commerce sales. The thing that kick-started it all? Creators.

The rise of influencer marketing has been sparked not only by the trust that consumers place in their favorite social superstars; findings that show 11 times the ROI of traditional advertising. This has resulted in the number of creator campaigns in 2018 more than doubling when compared to 2017.

Perhaps of the most effective social platforms for influencer marketing is Instagram, which is now being leveraged in roughly 93 percent of campaigns, according to CreatorIQ (my employer). And the top post format on the top platform? Instagram Stories, which have seen utilization grow by 60 percent in the last quarter for creator campaigns.

To put this in perspective, Instagram is currently being leveraged more than twice the second-most leveraged social platform, Facebook. Both Facebook and Twitter influencer marketing campaign volumes have dropped by 20 percent and 10 percent respectively in the last year.

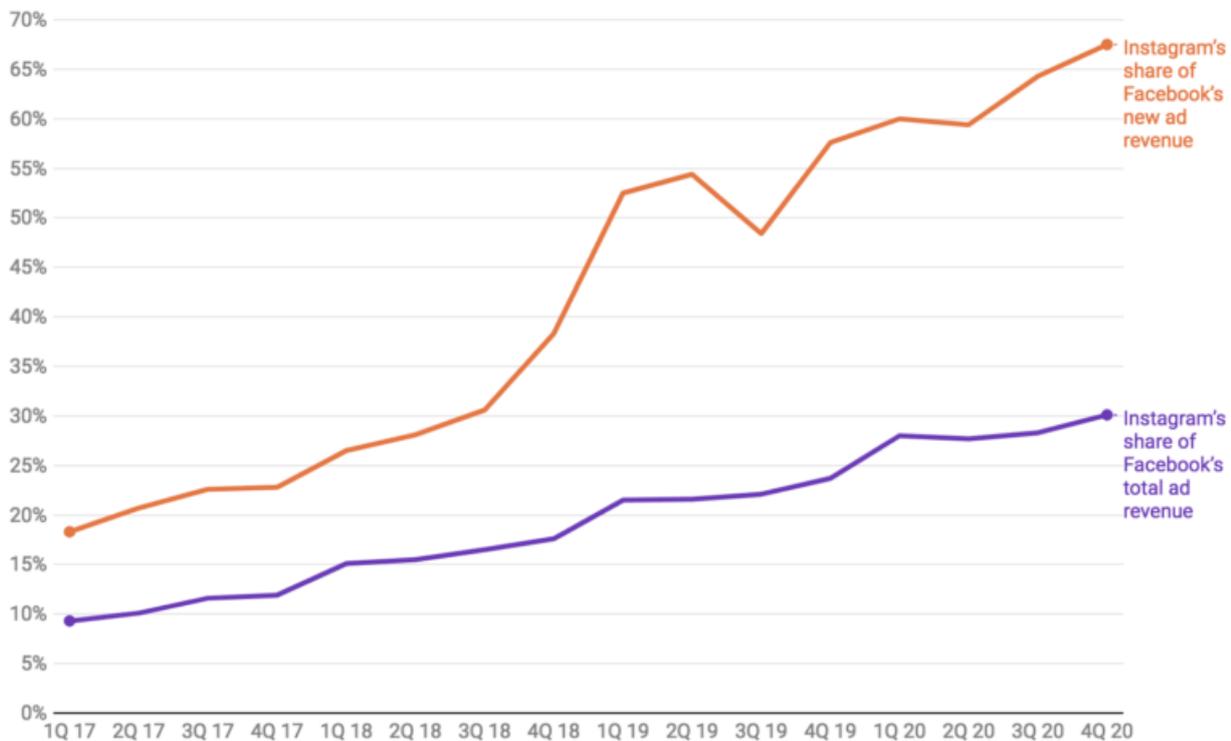
### **Instagram boom results in advertiser growth**

This was a big year for Instagram. Not only did the company surpass the 1 billion monthly active users milestone, but they've enjoyed a continued rise in the adoption of Instagram Stories. Although the Stories functionality is strikingly similar to the feature that propelled Snapchat to superstardom, Instagram Stories now boast twice as many daily users as Snapchat's service. The most promising thing about this feature from a brand perspective? The ability to link out or create shoppable videos.

Stories were the first native post format on Instagram that allowed links to be embedded directly. They also give brands the opportunity to sell products directly within the application, which is one of the big reasons that there are more than 2 million monthly active advertisers on Instagram. Instagram has become one of the premiere platforms for brands to show off their creativity, resulting in 80 percent of users following at least one brand.

Paired with a curated stream of inspiring content no matter the user's tastes, these features have resulted in Instagram becoming THE up-and-coming powerhouse in Facebook's product portfolio. In fact, Instagram is expected to account for 70 percent of Facebook's new revenue by 2020.

## Instagram’s estimated share of Facebook’s ad revenue and growth



Source: Andy Hargreaves, CFA, Equity Research Analyst with KeyBanc Capital Markets



### How this format is being leveraged

Stories are being leveraged by advertisers excited by the post format’s storytelling potential. When crafting Stories content, it’s essential that advertisers pay special attention to their audience. Banner blindness is commonplace among Instagram users, so authenticity and creativity are key to connecting through content. And the best way to make quality creative for the younger generation... is by leveraging the younger generation.

With most Americans exposed to around 4,000 to 10,000 ads each day, creators are one of the only remaining ways to spark a meaningful connection with consumers. Not only are creators trusted by their audiences, but they are accustomed to the formats of the platform. Instagram Stories provide a 15-second vertical video format that caters to the diminishing attention span of audiences – but they must be leveraged properly to tell an engaging brand story. Digitally-native creators have mastered the art form.

Stories disappear after 24 hours, an integral part of the appeal from a creator perspective. For creators (and the brands leveraging them), maintaining a strong semblance of authenticity is essential — and turning your feed into a wall of advertisements is an easy way to lose that authenticity. For brands, a

recent survey showed that 33 percent of respondents said their interest in brands or products grew after seeing them in Stories.

It didn't take long for Instagram Stories to catch on. They soon became an integral part of users' daily posting habits; as a result, Instagram started experimenting with native links. The first implementation was the "Swipe Up" feature, which was the first way to link out from Instagram natively within a post (i.e., not through "link in bio"). This has been wildly important for direct response brand advocacy campaigns and publications looking to finally utilize their Instagram social efforts for traffic.

With Instagram releasing its next iteration of shoppable features for Stories earlier this year, it is now easier than ever for users to purchase products without leaving the app. The shoppable functionality gives brands the ability to include shopping bag icon stickers on images of products, which then direct potential customers to additional information on those products.

### **The next steps for Instagram's social commerce success**

So, Instagram is obviously well positioned to continue its journey into e-commerce but how can the platform ensure that it doesn't push away consumers with advertising overload? One way is by siloing potentially "intrusive" content. The platform is already in the process of building a standalone app for shopping called IG Shopping, which will let users browse collections of products from merchants they follow and purchase them directly from the app.

With the company already testing the waters with other standalone apps like IGTV and Direct, the build-out for a dedicated shopping platform could prove immensely valuable for brands. If brand dollars eventually migrate over to IG Shopping, creators will most certainly play a role in bringing the customers. The only thing left for the social platform is to figure out how to siphon some of the purchasing power away from e-commerce powerhouses like Amazon and Shopify (which Facebook has already experimented with). If IG Shopping is as easy-to-use as its namesake, its highly-integrated e-commerce offering may give competing services a serious run for their money.

## **HOBOCI IAB GLOBAL .....**

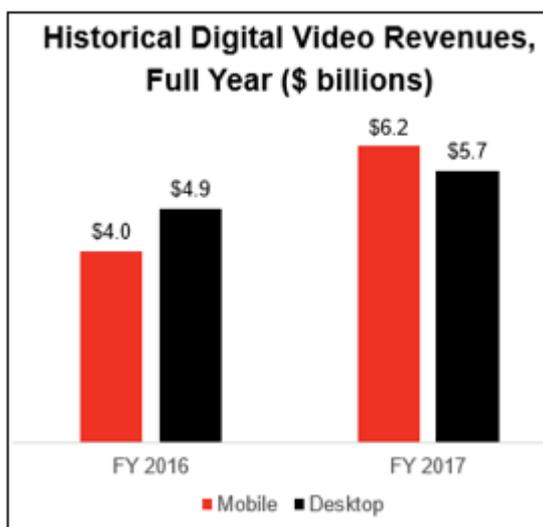
### **Video Everywhere: Examining the Latest Trends in the Video Marketplace**

<https://www.iab.com/news/video-everywhere-examining-the-latest-trends-in-the-video-marketplace/>

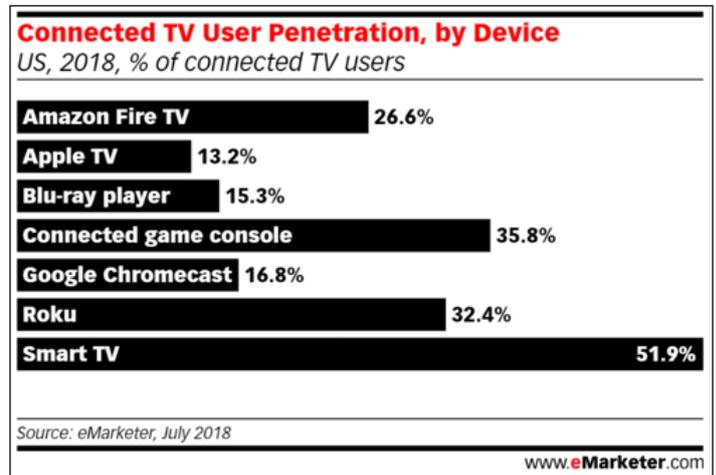
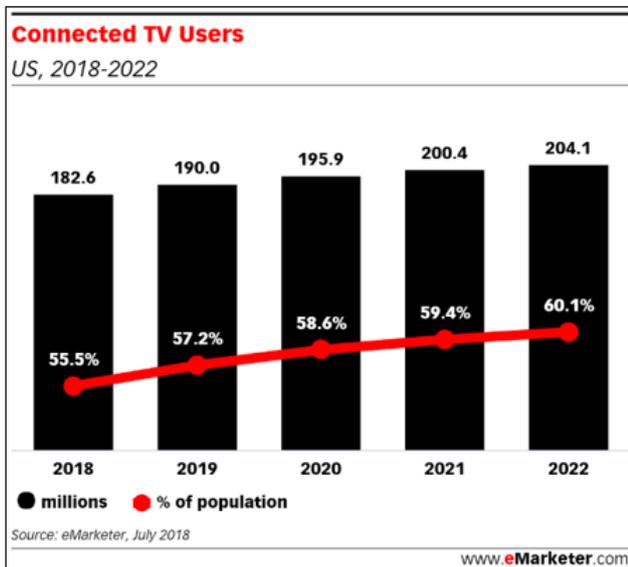
As the wheels of time turn, so too does the video advertising ecosystem. We are in the beginning stages of a transformative period in which video is becoming the most important and talked about form of advertising. It is changing not only how we use our smartphones, but also how we consume what we've traditionally called television. However, this evolution has made things fragmented and complex and it is in times like this that education becomes even more critical. Because of this, I'm excited to partner with IAB on the latest version of their Video Landscape Report . This report serves to simplify digital video while providing perspectives on the current state of the ecosystem by highlighting the opportunities, challenges, and emerging trends. It's an invaluable resource that both buyers and sellers alike should familiarize themselves with in order to stay up to date with the digital video marketplace.

The growth of digital video remains evident. Time spent with digital video continues to grow every year and as a result, so does digital video revenue. In the latest version of the report, we see three major trends emerging that are helping drive the growth of digital video.

**1. Mobile video is a dominant force.** Mobile video is taking a greater share of total digital video consumption. Recent eMarketer reports show that people are spending 38 minutes a day with digital video on mobile versus 24 minutes on desktop/laptop and 25 minutes with other connected devices. Mobile video is also serving as the primary driver of digital video ad revenue growth – outpacing desktop video revenue for the first time in 2017 hitting \$6.2 billion versus \$5.7 billion for desktop. It will be interesting to see how the availability of 5G speed will transform and facilitate delivery. 5G will help eliminate buffering and lag time and truly enable us to have video experience anywhere and everywhere.



Source: IAB Internet Advertising Revenue Report, FY 2017



**2. Reach continues to grow within the OTT/CTV universe.** U.S. connected TV users have reached 182.6 million in 2018 – comprising 55% of the US population. This is largely being driven by smart TV ownership, followed by connected game console and Roku ownership. This is an area that we believe will continue to grow and we are working to create an urgency about how we follow the consumer from traditional TV toward OTT. We want to refresh the way we invest in premium video and are placing a big emphasis on internal and client education about what the landscape is, how you access it, and best practices.

**3. With the rise of these consumer behaviors and new platforms, marketers are empowered to leverage creative innovation to develop one-to-one relationships with consumers.** We are encouraging our clients to test different ad formats. The specific ad formats will ultimately depend on the advertiser and the campaign goals. However, in general, I do feel excited about interactive ads. With interactive ads, you can start to move the needle from awareness to consideration. In our initial testing, we are seeing that interactive ads can command much more than 30 seconds of lean-in engagement. However, it's critical to approach measurement carefully for these new innovative video formats. Understanding the role of channel is paramount. Just because you can track conversion doesn't mean you should measure it that way, as that behavior may not be native to the platform. This is something to keep in mind as you measure the success of a campaign.

As for what's to come in 2019, I'm looking forward to see how new technology like voice search will impact the discoverability of content and how we will be able to personalize not only ads but content to enhance the consumer experience. The role of data and measurement will continue to evolve and is key

for us in understanding the behavior between different video opportunities, especially in OTT/CTV. Whatever comes next, the good news is video is on the rise. However, it will require cross-industry collaboration to help create guidance and standardization to address both the specific and far reaching needs of the many diverse constituents.

[View Full Report Here](#)

About the author

### **Francois Lee**

François Lee is Executive Vice President, Investment Director for Assembly one of two full-service media agencies within MDC Media Partners (MDCMP) the holding unit for MDC Partner's (NASDAQ: MDCA) media assets. Lee is responsible for the management and negotiation of multimedia assets on behalf of Assembly's clients. In addition, he leads investment strategy and oversees major media partnership relationships across accounts. Lee is also charged with the continuous training and development of Assembly's investment teams to ensure rapid response to new video innovations that provide first mover advantage for clients. During a 20-year career, Lee has held positions of increasing authority at some of the advertising and marketing industries most notably agencies. His background and expertise encompasses all media, with a strong foundation in video investment and extensive experience in direct response, digital, mobile, social, cinema, publishing, OOH and other advanced TV platforms. Lee is an active board member of the Interactive Advertising Bureau's (IAB) Video Advisory Board. Frequently called upon by the industry for his viewpoint, Lee has appeared at industry events covering video and television investment. He is also regularly called upon by journalists at the Wall Street Journal, Adweek, Mediapost and Digiday.com, among other publications, for his perspective on marketing trends. Lee earned his Bachelor of Arts in Finance from Boston College and studied at the German Swiss International School and St. Paul's College in Hong Kong.