

Новости интернет-рекламы

Март, 1-15

Содержание

Тренды	3
Ad Block	4
Brand Safety	8
Видеореклама	9
Социальные медиа	21
Mobile	23
Новости интернет-рекламы Беларуси	27
Новости IAB Global	27

ТРЕНДЫ

Amazon's ad growth poses no immediate threat to the digital duopoly, says analyst

<https://www.thedrum.com/news/2019/03/04/amazons-ad-growth-poses-no-immediate-threat-the-digital-duopoly-says-analyst>

Amazon's advertising growth poses no immediate threat to Facebook and Alphabet, according to new research, which indicates that growth will augment rather than undermine the likes of Facebook and Alphabet.

A rapidly expanding digital advertising market will leave plenty of room to accommodate a new big beast according to Jefferies analyst Brent Thill, with the sector expected to grow from around 50% of all advertising today to 60% by 2022.

As a key player in this expanding pool Amazon is expected to benefit commensurately with Thill confidently predicting that its ad revenues will grow at a compounded annual rate of 35% between 2018 and 2022 to hit \$33bn.

Thill said: "We do not believe that market share will be taken at the expense of Facebook and Google, which should each grow as a percentage of digital advertising spend through 2022. We believe Facebook, Google and Amazon will take share from smaller players as well as an incremental share from the offline-to-online transition."

Despite the growing importance of the sector to its bottom-line Amazon does not divulge its advertising income specifically, instead of rolling it into an 'other' category, which totaled \$10bn in 2018. The bulk of this is thought to arise from advertising however with the equivalent top-line figure for 2022 expected to come in at \$36bn.

Over the next four years the combined market share of Amazon, Facebook and Alphabet is predicted to increase from 65% to 72% by Jefferies.

New Vizio-Led Addressable Ad Group Develops Standards For Smart TV

<https://www.mediapost.com/publications/article/333076/new-vizio-led-addressable-ad-group-develops-standa.html>

A major new industry-wide addressable advertising consortium, called Project OAR (Open Addressable Ready), has formed. It is led by smart TV manufacturer Vizio, along with eight TV-media companies.

Those companies include Disney's Media Networks, Turner, Xandr, Comcast's FreeWheel and NBCUniversal, CBS, Discovery, Hearst Television, and AMC Networks.

Vizio's TV ACR (automated content recognition) data company, Inscope, is also part of the group, which has a footprint of 10 million smart TV and connected devices.

The group is dedicated to the development and deployment of a new, open standard for addressable advertising on connected/smart TVs. Specifically, OAR is looking at "a direct dynamic ad-management pathway between content owners and TV devices."

OAR will seek "a technical means to better monetize every TV impression through segment-based audience targets and addressable insertion.

"TV programmers reach a massive and passionate audience, but have lacked the precision targeting of digital," stated Mike Dean, senior vice president, advanced advertising and automation, CBS.

Jodie McAfee, senior vice president, Inscope, stated the new "standard" will form a baseline for ad delivery, impression verification and privacy compliance.

The consortium aims to have a working product by this spring, with full deployment targeted for early 2020. Vizio has made an initial pledge to deployed the product on its opt-in footprint of connected TVs.

AD BLOCK

What are marketers' options for handling ad blockers?

<https://martechtoday.com/what-are-marketers-options-for-handling-ad-blockers-231504>

Revisit your revenue model to creatively adapt to users who are increasingly embracing ad blockers. It's time to try whitelisting and native advertising.

Content is king but it doesn't funnel money directly into your bank account (it takes time). Ads do.

Every marketer, given their choice, could sell ads on their page if people would let them.

Unfortunately, that choice is increasingly shifting to users through their use of ad blockers.

A recent survey from Visual Objects outlined the three main reasons people use ad blockers:

Limit interruptions

Increase control over online experience

Avoid irrelevant ads

Marketers need to take these reasons into accounts when considering how they plan to structure their site's online advertising to respond to users who increasingly embrace ad blockers.

Ad blockers are growing, putting pressure on marketers

The number of people using ad blockers is growing.

Recent research illustrates the adoption of ad blockers among online users:

40 percent of people had used an ad blocker in the past month, mostly on desktop (PageFair, 2017)

Three-fourths of people engage in at least one form of regular ad blocking (Deloitte, 2018)

As popular awareness of ad blocking increases across all platforms, marketers are put in a bind: how to balance their duty to earn meaningful engagement and maintain revenue without sacrificing user experience.

Revisiting how to advertise online

Historically speaking, people generally have willing to put up with ads if they get a fair trade-off – that is, relevant, quality content.

In the same historical sense, it's been marketers' jobs to identify the threshold of what audiences are willing to endure to view their content.

The balance of this game, of course, is to not push it too much with ads so that people bounce off your site.

Ad blocking, though, uproots those trends.

This sounds scary – and it is, but it's simply reality. Given this, marketers should take this circumstance as an opportunity to revisit their online revenue model and creatively adapt to users who are increasingly embracing ad blockers.

Consider the following approaches to sustain online ad revenue:

1. Ask for whitelisting

Asking ad blockers users to consider whitelisting your site is a transparent method to address the problem that doesn't require you to change how your advertising model.

Ads do not bother everyone, particularly if they are embedded on web pages that they value. These users deem ads "acceptable," and are willing to endure advertising to consume their desired content.

While this approach recognizes an issue people have with online ads – the lack of control over their online experience – it doesn't address the core issue people have with online ads: limiting interruptions.

This approach, then, means taking a loss in ad revenue. There will be some users who are not willing to sacrifice the user experience of ad-less free content if they have a choice.

2. Block your content

Blocking your page content in exchange for allowing ads is aggressive, but can be effective for sites with high demand for their content.

Recent trends in subscription-based services suggest that there is a market of people willing to pay to access content.

This seems like an enticing option since you aren't asking your customers to explicitly pay for anything, rather to accept being exposed to ads.

Spotify is the latest high-profile example to experiment with this strategy when it updated its terms of service to block ad blockers.

The low risk of users allowing access to ads, though, doesn't mean blocking ad blockers is a strategy without risk. Not every company is Spotify.

For some companies, the risk of users bouncing off as soon as they hit a content wall is simply too high.

3. Consider new forms of advertising

Native advertising is an alternative to banner or pop-up ads in your site. Native ads aren't always blocked by ad-blocking software and don't stick out as much as other forms of online advertising.

They can, however, sacrifice the integrity of your site without proper disclosure – you need to be very transparent about the content on your site is advertorial and which is not.

You also need to be very intentional about the ads you choose to include. Native advertising is a very selective game: the content needs to be as relevant to your audience as the content on your page.

If you embed native advertising that your users consider irrelevant – you validate their existing complaint that online ads are irrelevant or annoying.

Marketers need a plan to address ad blockers

Ad blockers are not going away. The worst thing you can do is be unprepared for the potential impact they can have on your user experience.

For marketers who are tasked with balancing online revenue with high-quality engagements online, this means thinking critically about your options.

The three options listed above all have benefits, granted you approach them with diligence. Study how you can use them most effectively to maintain online ad revenue.

BRAND SAFETY

Google took down 2.3 billion bad ads, 1 million ad accounts in 2018

<https://marketingland.com/google-took-down-2-3-billion-bad-ads-1-million-ad-accounts-in-2018-258468>

The number of removed ads was down, but banned advertiser accounts nearly doubled from 2017.

Google took down 2.3 billion “bad ads” in 2018, according to its annual report on actions it took to address policy violations on its ad platforms.

That’s about a million fewer ads than it removed in 2017. However, the ad giant said the number of advertiser accounts it terminated last year nearly doubled from the previous year to nearly one million.

Sectors targeted for clean up. For-profit bail bond services, addiction treatment services, third-party tech support, ticket resellers, cryptocurrency and some local services such as garage door repair topped the list of sectors Google focused on in 2018.

It banned bail bond ads effective July 2018 and restricted ads for addiction treatment services to those certified by LegitScript (after suspending them in 2017). Thirty-one new policies went on the books to address abuses by the other industries listed.

On the publisher front. Some 734,000 publisher and app developers were removed from its ad network, and ads were removed entirely from nearly 1.5 million apps, Google said.

In 2017, Google added the ability to identify and remove ads from specific web pages that violate its publisher policies, rather than removing ads from an entire site. With that technology, coupled with manual reviews, the company said it removed ads from more than 27 million pages that violated its policies last year.

The spread and monetization of fake news and misinformation has been a focus for the platforms — and lawmakers — for more than two years now. Google added new policies in 2017, and highlighted its efforts in this year’s report, noting it took down ads on roughly 1.2 million pages, 22,000 apps and 15,000 sites for violating policies around misrepresentative, hateful or low-quality content.

Google also launched election ads policy in the U.S. ahead of the midterm elections last year and created a political ads transparency report to provide more information about who bought election ads. It said it verified nearly 143,000 election ads in the U.S.

Why you should care. Bad actors impact every aspect of the digital ecosystem. For good advertisers, they can affect campaign performance and brand safety. Many YouTube advertisers would argue the company still has work to do in policing its own backyard. As the dominant leader in digital advertising, Google is the primary gatekeeper of how and which types of ads appear online.

It's also regularly updating its ad policies, which can sometimes catch up good actors. On Thursday, Google announced the launch of a new Policy manager to help advertisers navigate policy decisions and restrictions in their accounts.

ВИДЕОРЕКЛАМА

Видеореклама 2019: поговорим о трендах с ИМНО и IAB Russia

Николай Киселев, IAB Russia и Любовь Ячкова, ИМНО — о развитии глобального и локального рынков digital видео

<https://www.sostav.ru/publication/videoreklama-2019-pogovorim-o-trendakh-s-imho-i-iab-russia-35980.html>

Онлайн-видеореклама демонстрирует самый динамичный рост из всех сегментов рекламы в интернете из года в год. 2019-й не станет исключением: по прогнозам Zenith, в 2018 году глобальный рынок digital видео покажет рост на 19%, а в 2019 и 2020 годах — на 17%, достигнув отметки в \$43 млрд.

Что интересного будет на глобальном и локальном рынках digital видео? Об этом Sostav рассказали Николай Киселев, председатель комитета по Digital Video IAB Russia, и Любовь Ячкова, руководитель отдела видеорекламы ИМНО .

— Крупные интернет-холдинги занимаются созданием телесериальных проектов, телеканалы расширяют свое присутствие в интернете, «традиционное» телевидение становится интерактивным. Что еще нас ждет в этом году?

Николай Киселев: Самый заметный тренд — рост потребления профессионального видеоконтента через интернет. Фраза о том, что «если тебя нет в Интернете, ты не существуешь» становится более чем актуальной для производителей видео. Мы продолжаем смотреть телевизор, но все чаще — с экрана ноутбука или смартфона. Сейчас аудитория онлайн-видео в нашей стране насчитывает по данным Mediascope 80 млн человек — и это из 90 млн пользователей интернета. Это сопоставимо с охватом традиционного телевидения.

— Что это дает рекламодателю?

Любовь Ячкова: Преимущества работы с такой аудиторией для рекламодателя очевидны, и мы видим то, как это работает на примере Видеосети ИМНО, которая охватывает более 1/3 всей аудитории онлайн-видео. Во-первых, вы получаете качественный контакт с аудиторией, поскольку это «осознанное», а не фоновое смотрение: пользователь готов потратить больше времени на просмотр того, что ему действительно интересно. Во-вторых, люди устали от видео плохого качества на «серых» ресурсах с рекламной врезкой внутри. Контент в хорошем качестве, на проверенных площадках привлекает все больше аудитории, при этом компании-рекламодатели не несут репутационных рисков.

— Если увеличивается количество видеоконтента, то должно увеличиться и время на его потребление. Насколько оно изменится?

Николай Киселев: По глобальным прогнозам, Zenith, в этом году время, проведенное в интернете составит уже 170,6 минуты в день. Безусловно, не все время в интернете приходится на просмотр видео, но к 2022 году на долю онлайн-видео по данным Cisco Systems будет приходиться более 82% всего интернет-трафика — это в 15 раз больше, чем в 2017 году. От страны к стране эти показатели отличаются: к 2020 году в США этот показатель составит 162 минуты в день, а в России потребление аналогично таким странам, как Китай и Великобритания: 101–105 минут в день.

Любовь Ячкова: Да, увеличение объема и разнообразия видеоконтента влечет за собой увеличение времени, которое проводит пользователь за просмотром онлайн-видео. На основе данных от площадок, с которыми мы работаем (сайты телеканалов — «Первый», ВГТРК, «Ю», «Муз ТВ», «Звезда», ТВЦ, онлайн-кинотеатры Megogo, TVZavr и Tvigle и площадки издательского дома Independent Media, Hearst Shkulev, а также «Киноафиша» и «7 Дней» на всех платформах — desktop, mobile и Smart TV), в прошлом году зрители потратили в среднем 96 минут в день на просмотр видеоконтента, в 2019 году это время составит уже 102 минуты, а к концу 2020 года — 126 минут.

— Можно ли говорить о том, что рост потребления онлайн-видео произошел за счет Smart TV?

Николай Киселев: В том числе за счет Smart TV. Тренд, который громко заявил о себе в прошлом году и за которым скрывается большой потенциал. Сегодня Smart TV совмещает преимущества, которые имеет эфирное ТВ (вовлеченность аудитории прямых эфиров телепрограмм) и digital (развернутая отчетность по итогам рекламной кампании). В прошлом году по данным J'Son&Partners был продан 21 млн устройств, из которых к интернету подключено порядка 16 млн приемников. На одно устройство в среднем приходится 2,4 человека, то есть потенциальный охват всех устройств — 38 млн человек.

Любовь Ячкова: Иными словами — из 80 млн человек, смотрящих видео онлайн, теоретически каждый второй может смотреть Smart TV. Мы видим, что, например, у нас охват устройств Smart TV вырос на 40% (до 8 млн ТВ-приемников) в 2018 году по сравнению с 2017-м. Динамика в целом на рынке будет замедляться, но при этом Smart TV остается самой быстрорастущей платформой для онлайн-видео. По данным исследования, проведенного J'Son&Partners в конце прошлого года по заказу ИМНО, по итогам 2019 года в России будет 25 млн Smart TV, а к концу 2020 года их число приблизится к 30 миллионам.

Люди устали от видео плохого качества на «серых» ресурсах с рекламной врезкой внутри. Контент в хорошем качестве на проверенных площадках привлекает все больше аудитории, при этом компании-рекламодатели не несут репутационных рисков.

— Есть мнение, что видео проникнет во все уголки интернета, в том числе в «традиционные» онлайн-медиа.

Николай Киселев: Это еще один тренд, о котором много было сказано в прошлом году, но который еще не набрал полную силу. 81% глобального бизнеса использует видео в качестве инструмента продвижения в интернете. Опросы показывают, что зрители запоминают 95% информации, просматривая видео, и всего лишь 10% — прочитывая текст. Увеличение потребления видео требует нового инвентаря. Формат размещается в статьях популярных новостных и тематических ресурсов, доля мобильного инвентаря на этом формате составляет в среднем 70%. Больше половины профессионалов в области брендов говорят, что такой формат лучше оптимизирован для мобильных устройств, чем, к примеру, in-stream ролики, а поскольку доля пользования мобильным интернетом сейчас весьма высока, это очень привлекательно, как для издателей, так и для рекламодателей.

Любовь Ячкова: Если говорить про «традиционные» медиа, то крупные издательские дома добавляют видео разделы на свои ресурсы, что позволяет им не только удерживать аудиторию, но и привлекать новую за счет качественного и актуального видеоконтента. Например, издательские дома Independent Media и Hearst Shkulev размещают видео с советами по фитнесу, диетам, макияжу, кулинарными советами, в том числе от популярных блогеров. Рост сегмента out-stream видео в 2019 году будет выше, чем in-stream, и составит порядка 30–35%. Этот сегмент даст рекламодателям новый инвентарь и доступ к новой качественной аудитории. Например, out-stream, который входит в нашу сеть, с 2018 года позволил увеличить охват сети до 42 млн человек на всех платформах.

— **Вы говорите про новый инвентарь, которого становится больше за счет добавления новых форматов и новых площадок. Вопрос аудита инвентаря становится острее, поскольку сложнее становится контролировать всё размещение и этот вопрос часто поднимается рекламодателями. Где гарантии качественного проведения кампании?**

Николай Киселев: Да, все так. С каждым годом все больше рекламодателей очень внимательно следят за качеством видеоинвентаря, используя различные верификаторы для проверки многих параметров, основные из которых — Viewability и Fraud. Есть бенчмарки, определяемые и принятые индустрией; кроме того, крупные зарубежные рекламодатели используют бенчмарки, установленные головными офисами. Онлайн-кинотеатры активно ведут борьбу с пиратами уже не первый год, плееры с пиратским контентом заменяются на плееры с лицензионным контентом онлайн-кинотеатра. Плеер, к примеру, могут забрать несанкционированно или установить некорректно. Глубинное слияние ТВ с интернетом сделает аудит еще более всеобъемлющим, как со стороны правообладателей, так и со стороны площадок.

Любовь Ячкова: Мы на своей стороне контролируем партнеров, которые берут контент для дистрибуции. Инвентарь проходит через фильтры, составленные на основе данных MOAT по Viewability и Fraud, фильтры обновляются 2 раза в неделю. Также ежемесячно весь инвентарь проходит аудит верификатором Adloox. Помимо этого, мы еженедельно вручную осматриваем все домены, прошедшие через фильтр. Это делается для проверки окружения плеера и контентного наполнения площадок.

— **Вы сказали про «слияние ТВ с интернетом». Это значит, в числе прочего и то, что увеличится пересечение аудитории, которая смотрит и ТВ, и видеоконтент в интернете. Как рекламодателю «поймать» своего потребителя с оптимальной частотой?**

Николай Киселев: Да, новая головная боль рекламодателей — это оптимизация охвата и исключение пересечения аудитории по крупным видеоигрокам и «достраивание» эфирного ТВ-охвата в digital-средах. Потребители профессионального видео используют все платформы: desktop, mobile, Smart TV и площадки — сайты ТВ-каналов, продюсерских центров или YouTube. «Поймать» определенное количество раз своего потребителя и не надоест ему своей рекламой — задача порой сложная, и каждый решает ее по-своему. На российском рынке это может быть реализовано за счет использования модели BigTV, которая сегодня оперирует данными о потреблении профессионального видеоконтента в десктопе и эфирном ТВ.

Любовь Ячкова: В прошлом году мы создали продукт Video Jet — кросс-площадочное решение на базе Видеосети IMHO и YouTube-каналов с ТВ-контентом: мы «видим» все площадки внутри сети, что позволяет нам оптимизировать охват. Такие кросс-площадочные решения позволяют упростить поиск нужной аудитории и планирование кампаний в будущем.

Рано или поздно все рекламные сообщения будут персонафицированы — это лишь вопрос времени на развитие машинного обучения и искусственного интеллекта.

— Помимо частоты показа важно еще и что показывается потребителю. Насколько востребован адаптированный креатив?

Николай Киселев: Рано или поздно все рекламные сообщения будут персонафицированы — это лишь вопрос времени на развитие машинного обучения и искусственного интеллекта. В прошлом году доля рекламодателей, которые таргетируют свои рекламные кампании не по соц-дему, а по аудиторным сегментам выросла в два раза: с 20% в 2017-м до 40% — в 2018-м. В 2019 году более половины всех рекламодателей перейдут на аудиторные сегменты.

Любовь Ячкова: На практике это говорит о том, что персонафикация способствует росту количества кликов (CTR), а также высокому коэффициенту конверсии (CVR). У наших агентств-партнёров есть кейсы, в которых создавались разные креативы одной кампании, чтобы точнее «ударить» в цель: например, один и тот же продукт по-разному адаптировался для пользователей Android и iOS, мужчин и женщин, а также владельцев кошек или собак. Мы строим собственные аудиторные сегменты с помощью DMP Weborama, что позволяет использовать максимальную емкость инвентаря по каждому сегменту.

— Сейчас на первое место выходит скорость принятия решений. В том числе и по корректировке рекламных кампаний. Хайп порой бывает негативным. Насколько оперативно можно внести изменения или вообще остановить кампанию?

Любовь Ячкова: Да, сейчас возможность быстрой корректировки хода кампании, улучшения настроек и параметров «в реальном времени» будет одним из ключевых преимуществ для любого рекламодателя или медийного агентства. У нас для этих целей есть IMHO Tradind Desk — личный кабинет, где в онлайн-режиме агентство видит данные по всем рекламных кампаниям: период, объем, охват, досмотры, CTR. До конца первого квартала этого года в клиентских кабинетах будут также доступны данные по Viewability и Fraud на основе верификации Adloox по каждой рекламной кампании, проведенной на Видеосети IMHO.

Эльвира Сафаева, директор по работе с клиентами Weborama Eastern Europe and Central Asia :

Непрекращающийся рост потребления видеоконтента стал в последние годы одним из ключевых факторов, которые формируют новые подходы к коммуникации брендов с пользователями. Мы также наблюдаем положительную динамику в использовании сторонних поведенческих данных издателями и брендами относительно стандартных таргетингов по социально-демографическому портрету аудитории. Широкое знание о потребителях позволяет переходить на персонализированную коммуникацию, в том числе и в видеоформатах. Причем такая коммуникация все чаще не подразумевает создания специальных креативных материалов, а становится возможной благодаря нарастающей автоматизации процесса сборки рекламного сообщения.

Are audiences ready for longer content on social media?

<https://www.prdaily.com/are-audiences-ready-for-longer-content-on-social-media/>

Social platforms are making plays for more advertiser dollars, but should brand managers jump on the opportunity? A new report from eMarketer offers some guidance.

By Michael Del Gigante

March 1, 2019

Just a few years ago, video on these platforms was all about the short and sweet. Creators were told to focus mainly on “snackable” pieces that could be consumed quickly.

Today, the hot new thing is long-form video. Last year, Facebook reportedly spent up to \$1 billion on lengthier content and Google dedicated hundreds of millions of dollars to original YouTube programming.

Twitter has invested heavily in live video streams, especially from sports leagues. Snapchat now has shows from major media companies and Instagram got into the game last year with its IGTV offering.

Why are social platforms pushing shows and other long-form content? Are consumers watching? Are advertisers interested? Is social set to dethrone television and platforms like Netflix in the coming years?

Recently, eMarketer published an in-depth report examining these questions.

Here are five key questions answered by the data:

1. Why are social media companies focused on longer content?

In part, because over the past few years this type of content has been proven to work online.

According to ThinkNow Research data cited by eMarketer, some 61 percent of adult Americans say they now watch shows on Netflix, 33 percent on Amazon Prime Video, and 24 percent on Hulu. This demonstrates that a sizable share of people have become used to watching lengthier digital pieces.

More important, watching online video, especially on mobile devices, is becoming central to the lives of consumers. The report from eMarketer estimates that 84 percent of internet users will be frequent watchers of digital video content by 2021 and 83 percent will be using mobile devices to watch video content. This means that there will be an increased demand for digital video in the coming years.

Digital* and Mobile** Video Viewer Penetration in North America, by Country, 2016-2021

	2016	2017	2018	2019	2020	2021
Digital video viewer* penetration (% of internet users)						
US	80.3%	81.1%	81.8%	82.6%	83.2%	83.8%
Canada	76.4%	77.2%	77.7%	78.2%	78.7%	79.3%
North America	79.9%	80.7%	81.4%	82.1%	82.7%	83.4%
Mobile video viewer** penetration (% of digital video viewers)						
US	73.7%	77.4%	79.8%	81.3%	82.3%	82.5%
Canada	61.5%	65.5%	68.0%	69.5%	70.7%	71.6%
North America	72.5%	76.3%	78.7%	80.2%	81.2%	81.5%

Note: *internet users of any age who watch streaming or downloaded video content via any device at least once per month; **mobile phone users of any age who watch streaming or downloaded video content via mobile phone (browser or app) at least once per month

Source: eMarketer, Jan 2018

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www.eMarketer.com

2. Does money have something to do with the shift?

Social networks aren't diving into long-form video simply because they see a potential for engaging audiences. The larger opportunity, at least from a business perspective, is to garner a larger share of advertising dollars.

According to IAB data, as cited by eMarketer, half of agency and marketing professionals plan to increase their spend on social media videos in the near future and 40 percent plan to increase their spend on TV shows online.

Expanding into long-form video solves two problems for the platforms. It opens up additional inventory for brands looking to advertise via video on social media and it entices marketers looking to advertise via online TV shows.

Expected Change in Digital* Video Ad Spending According to US Agency and Marketing Professionals, by Channel, March 2018

% of total

Social media



TV shows online



User-generated content



Original digital video sites



News sites



Music video sites



■ Increase ■ Maintain ■ Decrease

Note: numbers may not add up to 100% due to rounding; *includes mobile
 Source: Interactive Advertising Bureau (IAB), "2018 Video Ad Spend Study: 2018 Digital Content NewFronts" conducted by Advertiser Perceptions, April 30, 2018

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www.eMarketer.com

3. Are consumers willing to watch longer content on social media?

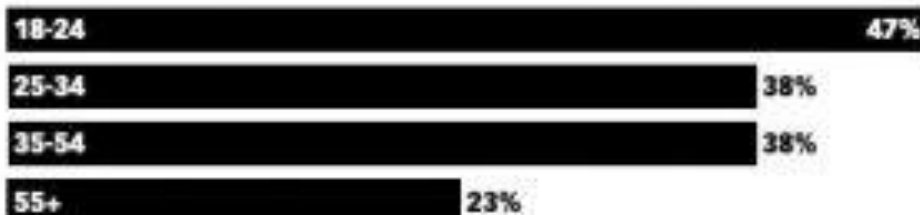
The shift to long-form video clearly makes sense for the social platforms, but is it actually what audiences want? After years of being conditioned to expect short clips on various networks, are people open to lengthier content on platforms like Facebook?

The answer appears to be—at least right now—that younger audiences are much more ready for this shift than older audiences.

According to a Shareablee survey cited by eMarketer, some 47 percent of social media users in the US ages 18–24 say they would watch their favorite television shows on social media. This compares with 38 percent of social media users ages 25–54 and just 23 percent of social media users age 55+.

US Social Media Users Who Would Watch Their Favorite TV Shows on Social Media, by Age, Nov 2017

% of respondents in each group



Note: agreed with the statement, "I would watch my favorite TV shows on social media if they were available"

Source: Shareablee, "State of Social TV 2018," July 3, 2018

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www.eMarketer.com

4. Are longer videos on social media already seeing success?

According to a Cowen and Company survey, 51 percent of U.S. social media users now watch video on Facebook. Forty-eight percent watch on Instagram, and 30 percent watch on Twitter.

The status of long-form pieces is harder to discern. A Morgan Stanley AlphaWise survey, as cited by eMarketer, found that 40 percent of U.S. Facebook users age 16 and older say they now view Facebook Watch content weekly. However, a Raymond James survey found that three-quarters of US Facebook users say they never view Facebook Watch content.

Frequency with Which US Facebook Users Use Facebook Watch*, March 2018

% of respondents

Daily

3%

2-3 times a week

5%

Once a week

5%

Once every 2 weeks

2%

Once a month or less

9%

Never

75%

Note: n=389 ages 18+; represents low sample size; numbers may not add up to 100% due to rounding; *the separate tab from the News Feed where Facebook videos can be watched

Source: Raymond James, "Facebook Usage Survey," March 27, 2018

236957

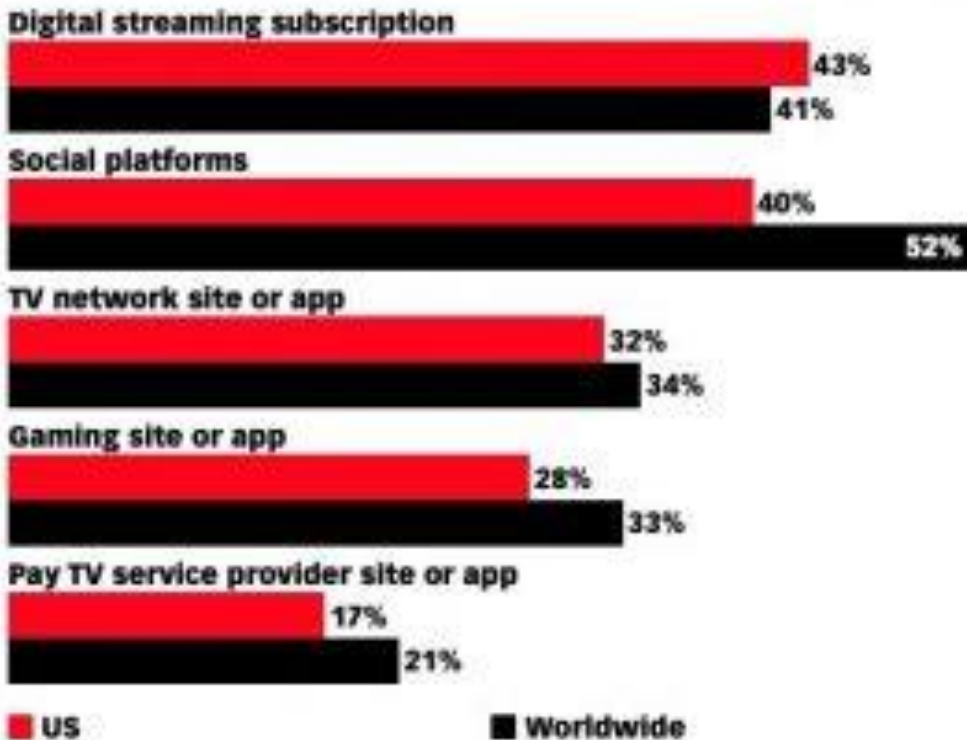
www.eMarketer.com

5. What is the long-term future for longer videos on social media?

Given that long-form pieces on social media are relatively new, the more pessimistic estimates on current viewing behavior could very well be correct. It's very likely that audiences have not yet fully embraced this sort of content.

However, that doesn't mean that they won't. An IAB survey, as cited by eMarketer, found that while only 40 percent of US consumers now stream live video on social media platforms, 52 percent of consumers worldwide do so. There might be a gap between current behavior in America and what audiences are open to.

Sources from Which Live Streaming Video Viewers in the US vs. Worldwide Stream Live Video, May 2018
 % of respondents



Note: ages 18+
 Source: Interactive Advertising Bureau (IAB), "Live Video Streaming - A Global Perspective" conducted by On Device Research, June 13, 2018

238956

www.marketer.com

The key takeaway for marketers is that while longer video on social media may experience some growing pains in the short-term, it's primed to be hugely important in the future. There are number of underlying factors—ongoing shifts in audience behaviors, the rise of younger consumers, increasing advertiser demand, etc.—which indicate that the shift toward lengthier pieces on social media is here to stay.

Though shows on social may not be fully there yet, they likely will become very big, very soon.

Michael Del Gigante is the founder of MDG Advertising, a full-service advertising agency with a leading reputation for developing effective branding strategies. A version of this article originally appeared on the MDG blog.

Digital Video Ads Drive Incremental Reach

<https://www.mediapost.com/publications/article/332712/digital-video-ads-drive-incremental-reach.html>

When it comes to video advertising, TV is still king, but digital video is growing fast.

According to Nielsen, digital video advertising is driving significant double-digit incremental reach, particularly when it comes to reaching consumers age 18-49 years old. The Nielsen data showed that digital campaigns drove 16% incremental reach among consumers in this key adult demo.

The combination of TV and digital drove the most incremental reach, improving reach by 18% among viewers 18-34, and 16% among viewers 35-49.

Nielsen found that 12% of the 18-34 audience was only reached through digital components of a campaign, compared to 5% of viewers 35-49. Younger consumers are significantly more likely to only get brand messaging through digital.

Connected TV continues to grow, per Nielsen's data, with CTV devices delivering an incremental reach of 3% on top of traditional linear TV, among viewers 18-49.

Despite the growth in digital, the Total Ad Ratings data still suggests traditional TV is king, driving 8X as many impressions as digital. Over time those metrics are shifting.

The data comes from Nielsen's cross-platform measurement solution, Total Ad Ratings. This is the first time the company is sharing insights from that product.

Total Ad Ratings launched in 2012, and seeks to bring together the TV currency data with the company's digital currency data.

«Яндекс» запустил робота для поиска и удаления из выдачи пиратских ссылок

<https://ruvod.com/yandeks-zapustil-robota-dlya-poiska-i-udaleniya-iz-vydachi-piratskih-ssylok/>

«Яндекс» разработал программного робота для удаления ссылок на пиратский контент из поисковой выдачи. Об этом пишут «Ведомости» со ссылкой на представителя компании.

Робот ищет страницы, схожие с теми, что попали в реестр сайтов с пиратским контентом, созданный в рамках меморандума о борьбе с пиратством. Более детально описать принципы работы новой системы анализа пиратских страниц представитель компании отказался.

Финансовый директор «Яндекса» Грег Абовски отметил, что робот нашёл уже несколько миллионов страниц с пиратским контентом. В ближайшее время компания отправит список правообладателям, и если они сочтут, что система работает корректно, то «Яндекс» рассчитывает в апреле начать удалять такие страницы из выдачи.

Крупнейшие российские медиахолдинги, онлайн-кинотеатры и продюсеры подписали меморандум с интернет-компаниями в ноябре 2018 года. «Яндекс» и другие поисковики согласились во внесудебном порядке удалять из результатов поиска ссылки на страницы с нелегальными копиями фильмов и сериалов, которые им присылают правообладатели.

К середине марта «Яндекс» удалил из поиска более 100 тыс. ссылок, уточнил представитель компании. Всего в пиратском реестре около 130 тыс. ссылок, рассказали изданию сотрудники двух медиакомпаний, у которых есть доступ к этому списку.

СОЦИАЛЬНЫЕ МЕДИА

Can Instagram's 'Swipe Up' Feature Drive Sales?

Nearly half of marketers say influencers have increased revenues

<https://www.emarketer.com/content/can-instagram-s-swipe-up-feature-drive-sales>

Influencer marketing is a growing tactic for building brand awareness and driving consumer engagement. But according to a study by Influencer Intelligence and Econsultancy, just 12% of US and UK marketers strongly agree that influencers have increased revenues.

Another 33%, however, "somewhat agree" that influencers have driven revenues, indicating some mixed, but encouraging, success with this marketing strategy.

How Have Influencers Supported UK and US Digital Marketers' Marketing Strategy?

% of respondents, Aug 2018

	1	2	3	4	5
1 Strongly agree					
2 Somewhat agree					
3 Neither agree nor disagree					
	4	2	3	4	5
Influencers have helped build brand awareness of a product launch/campaign	43%	43%	10%	2%	2%
Influencers have increased consumer engagement	32%	47%	13%	5%	3%
They've made marketing messages more relatable	28%	52%	12%	5%	3%
Influencers and their audiences provide valuable feedback to help us improve product/service	15%	36%	28%	18%	3%
Influencers have helped restore a level of trust among our customers	13%	47%	30%	7%	3%
They have increased revenue generation	12%	33%	40%	11%	4%
They've not yet had an impact on our marketing strategy	5%	19%	22%	34%	20%
Influencers have had negative impact on our brand reputation	1%	7%	22%	33%	37%

Note: in the past 12 months

Source: Influencer Intelligence in association with Econsultancy, "Influencer Marketing 2020," Nov 14, 2018

244453

www.eMarketer.com

The new "swipe-up" feature in Instagram Stories, which allows influencers to direct followers to a separate page where they can buy products, likely contributes to this mixed success.

"The ability to link out from Stories provides significant advantages when it comes to lower-funnel marketing objectives," said eMarketer principal analyst Debra Aho Williamson.

The swipe-up feature both directly drives purchases and provides a valuable measurement tool for brands and marketers. Instagram is the most popular platform for influencer marketing in nearly every country, but before swipe-up was introduced, the platform didn't allow web links. They are still not permitted in the feed.

"We are being pushed a lot more [by clients] to think about tracking influencer activity back to performance and back to sales," said Ross McCormack, associate director of strategy at Socialyse.

Swipe-up and other features could make this type of tracking possible. But right now, influencer marketing still lags behind other tactics like social media, online advertising and content marketing in

having the biggest effect on buyer behavior, according to a survey of UK and US marketers conducted by OnBrand and Bynder.

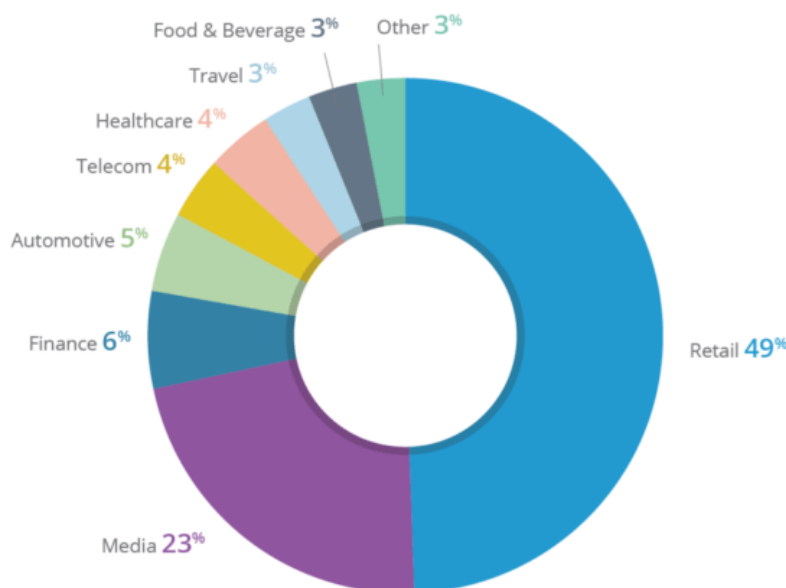
MOBILE

Retailers spent nearly 50% of mobile ad dollars in second half of 2018

<https://marketingland.com/retailers-spent-nearly-50-of-mobile-ad-dollars-in-second-half-of-2018-258037>

The retail industry's share of mobile ad spend increased from 35% during the first half of 2018 to 49% in the second half, according to Smaato's recent report.

Amy Gesenhues on March 5, 2019 at 12:15 pm



Mobile ad spending share by advertising vertical in second-half of 2018, based on Smaato customer data.

Retailers accounted for 49 percent of mobile ad spend share during the second half of 2018, according to a recent report from the mobile ad solution Smaato. Based on global publishers and advertisers on Smaato's platform, the report looked at mobile ad trends across six industries: retail, media, automotive, healthcare and food and beverage.

Retailers take the biggest piece of the pie. Among the six industries, retail advertisers' share of mobile ad spend jumped from 35 percent during the first half of 2018 to 49 percent by the end of the year. Retail

advertising's mobile ad share was more than double that of the media industry which came in second with 23 percent share. (Media and retail advertisers did spend on mobile video in roughly equal measure.)

Online retail marketplaces such as Amazon, Walmart were the biggest spenders in the retail category, accounting for 28 percent of all mobile ad spend across sectors.

Smaato said the jump in retail mobile advertising in the second half of the year was to be expected with the holiday shopping season.

"Smaato's global demand is extremely diverse and includes advertisers from every vertical," said Smaato's president Arndt Groth in an email to Marketing Land, "This increase in retail ad spending is likely a similar trend throughout the mobile advertising industry, especially given the huge shopping holidays in H2 2018, including Black Friday, Cyber Monday, and Singles' Day."

Cyber Monday spend exceeded Black Friday. Smaato's data revealed Cyber Monday mobile ad spend exceeded what was spent on Black Friday for the first time ever. Also, when comparing Cyber Monday ad spend to the average daily ad spend during November, Smaato saw a slight increase in 2018 versus 2017, up 22 percent to 26 percent.

Retailers' share of U.S. mobile ad spend on Cyber Monday last year was ten points higher than the overall ad spend during the second half of 2018. "With retail e-commerce sales on Cyber Monday up 17 percent over last year, it is no surprise that retailers are increasing their mobile advertising budgets for this online shopping day," writes Smaato in their trends report.

Why you should care. Retail advertisers are taking the lead in mobile advertising, which means marketers and advertisers for smaller retail brands must be more savvy in their mobile strategy, and more efficient with their mobile ad dollars, to compete with large-scale brands and e-commerce sites. With online shopping reaching record-breaking heights, and Amazon's continued lead among competitors, retailers will need to think critically about their mobile advertising efforts.

4 Emerging mobile marketing trends for CMOS

<https://www.chiefmarketer.com/4-emerging-mobile-marketing-trends-for-cmos/>

Mobile marketing and advertising are about to change dramatically thanks to the rollout of 5G networks. In fact, because of this transformative technology, there will be 25 billion global IoT connections by 2025, tripling the current number while providing marketers with richer data sets.

That statistic was just one of many intriguing revelations at the recent Mobile World Congress (MWC) in Barcelona, Spain. While the mobile era is definitely here—by the end of 2019, mobile ads will represent 72 percent of all U.S. digital ad spending—it is about to shift directions at breathtaking speed due to 5G. With that in mind, here are four emerging, mobile marketing trends CMOs should have their eye on to prepare for the next decade of business.

5G is finally upon us

This year, AT&T is rolling out 5G in around a dozen U.S. metro areas. By 2025, 5G will account for 50 percent of Americans' digital connections as consumers switch over from the internet in favor of the newer technology. And at MWC, a bevy of 5G-enabled phones debuted. There's going to be more data with 5G, but as importantly, the data should be actionable.

The 5G revolution will require an elaborate system of cell sites that will be located around shopping districts, malls, and other areas. This level of connectivity will likely make locational intelligence richer.

5G will also encourage people to do more on their phones because it will be nearly seamless to download bigger files like full movies. This emerging situation probably means more ad sales for mobile marketing apps, which can also help brands better understand the customer journey. It's powerful to know that 18-to-34-year-olds on the East Coast tend to visit Dunkin, then play Angry Birds, then hang out on Instagram and Snapchat. Ultimately, 5G will make location an even more powerful signal for big-budget mobile advertisers such as Taco Bell and HotelTonight.

Automotive is becoming a mobile channel

BMW made waves at MWC by introducing gesture control and gaze recognition to its vehicles. Called Natural Interaction, here is how BMW's system works: If you are talking while driving or unable to use the voice AI system for another reason, you can use hand gestures or your gaze to turn down the music volume, open the sunroof, adjust air vents, etc.

Natural Interaction gives customers options and eschews the idea that voice communications are going away in the digital era. How, when, where and why we use our voice or hand gestures or gaze recognition will likely be a reflection of our personalities and habits.

Down the road a few years, the data is going to be fascinating, and it will inform marketers on what kind of ads or content to serve up in cars. Perhaps interstate drivers and riders will prefer display ads that involve hand gestures or gaze calls-to-actions (“POINT TO BUY NOW”) so everyone can continue enjoying the movie, ballgame or music. Perhaps they won’t mind being interrupted at certain junctures of the ride. We’ll find out.

Mobile retail goes beyond the smartphone

5G will also mean tons more smart screens in public places, especially in stores. These experiences will represent the next step forward from how the smartphone changed our shopping behavior. Consider that 71 percent of store shoppers already employ their phone to navigate aisles, compare prices, read product reviews and pay for their items.

Chinese e-commerce giant Alibaba offers a glimpse into next-generation CX with its virtually-enhanced dressing rooms. You can not only virtually “try on” clothes without changing out of the ones you walked in wearing, but you can also use the touch-screen, VR mirrors to zero in on the right shirt, pant or dress size. Then, with a couple of taps on the mirror or vocal commands, you can purchase the items for home delivery. These kinds of experiences will become commonplace in the next decade and will even be tested on smartphone apps because of 5G. The blurring of offline and online retail continues.

Ethics take center stage

It’s an exciting time. Artificial intelligence-powered data is constantly making algorithms smarter which should bolster consumers’ lives and businesses’ bottom lines.

But brands need to build an ethical data culture in-house and with their data partners; marketers need to power the customer experience responsibly and with as much transparency as reasonably possible. The potential for backlash around AI and data is real during the 5G era.

At the same time, because of advances around the mobile CX, the role of CMO has never been more interesting. We get to steer our industry at an inflection point. With voice, gesture and gaze tech combined with actionable, AI-infused data, we are going to offer customers more relevance than ever. And, how we go about doing it will be even more important.

Brian Czarny is the svp of marketing at Factual.

НОВОСТИ ИНТЕРНЕТ-РЕКЛАМЫ БЕЛАРУСИ

Digital 2019 Belarus

<http://www.infopolicy.biz/?p=11460>

<https://www.slideshare.net/DataReportal/digital-2019-belarus-january-2019-v01>



НОВОСТИ IAB GLOBAL

2019 Outlook for Data

<https://www.iab.com/insights/2019-outlook-for-data/>

Marketers, publishers, marketing service providers, and technology developers expect their spending on data and data-related services to increase in 2019, according to “The Outlook for Data 2019: A Snapshot Into the Evolving Role of Audience Insight” the fourth annual benchmarking report conducted on behalf of the IAB Data Center of Excellence released today by the IAB and research and consulting firm Winterberry Group.

This report will help practitioners benchmark their own practices and provide perspective on rapidly evolving industry priorities and developments, helping stakeholders plan their future initiatives.

[Download the Report](#)