

# Shaping Digital Landscape Video

Sarah Hassanin (TVN)  
Sandra Wee (Ikon)



# Agenda

- » Market overview
- » TVN Research into Light TV Viewers
- » Best Practices
- » Innovation



# The Market



**11m** Unique Viewers

**1b** Videos

On average, viewing habit

**95** Videos

**9** Hours



# The Future of TV, Now.



7.8m



8.3m



7.3m



# Internet TV: Not just Gen-Y

Percentage of TVN viewers  
who have 2 or more children in  
the home.

55%



# Light TV Viewers Growing

Percentage of people who say that they watch less than 2 hours of TV a day

69%



# Motivations to Watch

% of people say they watch Internet TV because its convenient. 30% say its because there are less ads

65%



# TV Everywhere!

Preferred way of consuming  
Internet Television after PC

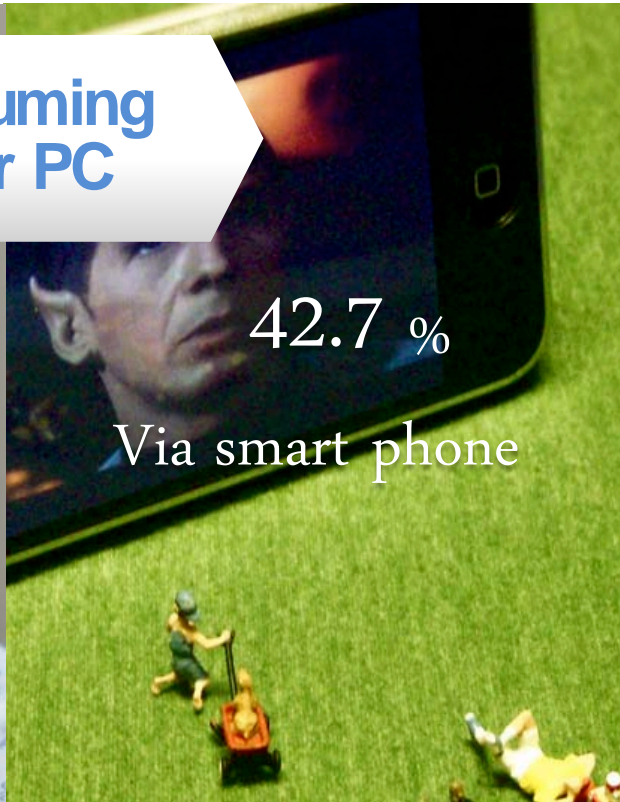
50%

Via internet connected  
TV



42.7%

Via smart phone



25%

Via tablet device



# Recipe for success with digital video

Digital video is in it's infancy so guidelines are necessary



# 1. Utilize data to buy granular segments



Conversations with smaller, more qualified audiences



# 4. TV & Digital are better together

## Ad Recall Among US Premium Online Video vs. TV Viewers, December 2009

% of respondents

### General recall



### Brand recall



### Message recall



### Likeability\*



■ Online video

■ TV

Note: ages 18-49; \*like "a lot" or "somewhat"

Source: Nielsen IAG, "Premium Online Video Measurement 2008-09" as cited in company blog, April 19, 2010

## Ad Recall that Had the Greatest Lift Among TV and Online Video Viewers vs. Only TV Viewers, December 2009

% of respondents

### TV ad general recall



### TV ad brand recall



### TV ad message recall



### TV ad likeability\*



■ TV and premium online video ■ TV only

Note: ages 18-49; \*like "a lot" or "somewhat"

Source: Nielsen IAG, "Premium Online Video Measurement 2008-09" as cited in company blog, April 19, 2010

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www.eMarketer.com

Plan 'video' not by distribution channel

Source: e-marketer, 2011



# 5. Understand the market place

- **Catch Up Long Form**
- **'Premium' Long/ Short Form**
- **Ad Networks**
- **Ad Exchanges**

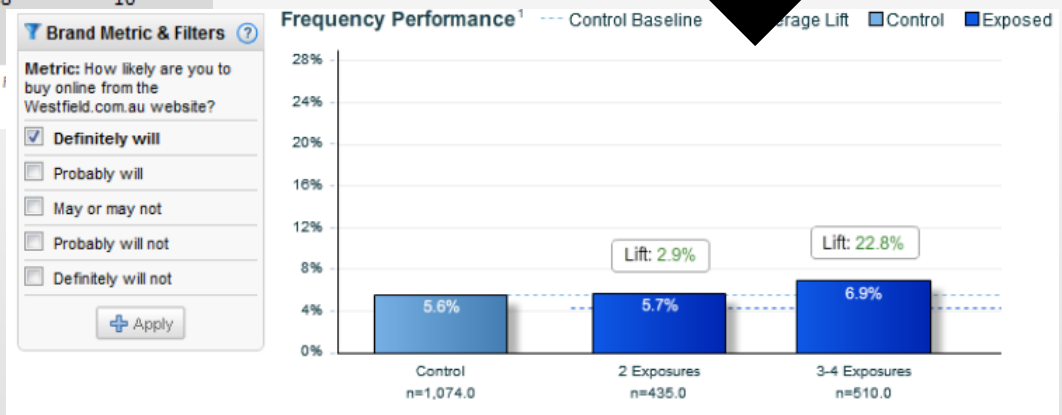
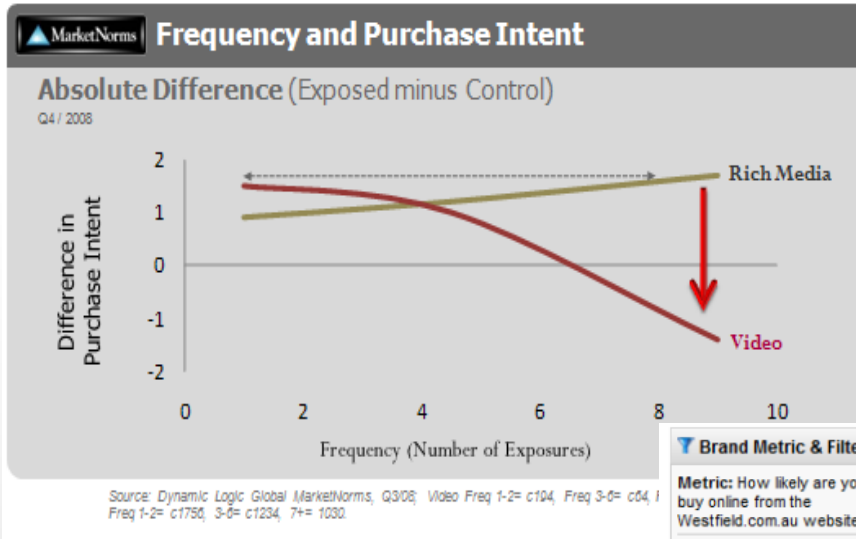


## 6. Know where your ads are going

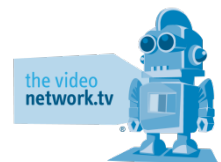
1. Buy from publishers that offer full transparency
2. Use pre-emptive tools so your ads run as booked
3. Run ad verification to show activity



# 7. Frequency Capping is Essential



Start at 3, then assess each client's frequency rate





# 10. Get the KPI's Right



Go beyond traditional TV metrics and start to look at engagement metrics

# A Recap

1. Use data to run profiles
2. TV & digital are better together
3. Understand the market place
4. Know where your ads are going
5. Frequency capping is essential
6. All video should go through an ad server
7. Get the KPI's right



A field of dark grey umbrellas with one colorful rainbow umbrella in the center. The rainbow umbrella is the focal point, standing out against the monochromatic background. The text 'Digital Video Formats and Innovation' is overlaid on a yellow rounded rectangle in the lower-left quadrant.

## Digital Video Formats and Innovation

# TVN Ad Format Showreel (2min)



# Hot Spotting

Bow Detail Dress - \$169



Buy it!

▶ Myer

0:22 - 1:04



James O'Connor Stats

Position: Utility Back, Height: 180cm, Weight: 88kg, Born: 5 July, 1990, Super 14 Team: Western Force 2008

Buy Tickets



Australian Rugby

0:23 - 2:58



# Competition

350 Names & Slogans | Create a custom can | Share it virtually

## Get together and share a **Coke**

Check out our other TV COMMERCIALS

Coke has always been part of people coming together. And now, for the first time ever, Australians can find, create and share cans of Coke customized with the names of the people who matter to them.

**Win \$50,000** to share with others. 4 big cash prizes to be won!  
FIND OUT MORE

Make your own **Coke Me!** Featuring your friends  
CHOOSE YOUR CAST NOW

# Expandable game



Rollover to expand



Loading bar



Expanded state



Interactive state

Interactive video format to include branch locator



Australian Red Cross **BLOOD SERVICE** close X

Do something special. Make an appointment 13 14 95

FIND A DONOR CENTRE BY CLICKING ON THE MAP.

-OR- BY POSTCODE

Postcode  GO

VISIT US AT:  
DONATEBLOOD.COM.AU

00:09 / 00:30 [227]

Music Marketplace

AUrocksteady   
0  0 

# Video on X Box



## 2011 and Beyond



1. Video content will become social with increased functionality around social content sharing tools
2. Video content will become more interactive where consumers can tag, share, shop and be entertained all at the same time
3. Despite some challenges with the speed of the 3G network, Video will be mobile-ized this year. According to Nielsen, consumers in the US spent 3 hrs and 37 mins watching video on mobile in the first half of 2010. The number of mobile viewers grew by 43% to 22 M from 15.3M in the same time period the year before.
4. Video on gaming consoles will provide an added layer of interactivity. Kinect Shop has just launched.
5. With the emergence of new internet enabled TVs, 5% of all video ads will be served to an Internet enabled TV device.

