

FOR IMMEDIATE RELEASE

AP BUZZ: Digital Video Advertising Enthusiasm Expands

NEW YORK – December 4, 2013 – According to the latest Video Advertising Convergence Report (VAC) from Advertiser Perceptions, enthusiasm for digital video ad spending continues to expand. Asked about their ad spending plans for the next 12 months, respondents signaled increases in Wave Two (as indicated by their net optimism) in two sectors: digital video and cable TV. While still high, buyer optimism for other digital ad types — interactive TV, digital search, digital display — declined from Wave One to Wave Two.

The study covered, among other topics, Spending Intentions, Allocation of Spending, Creative Options / Preferences, Benefits of Video Convergence, Allocation of Spending to Mobile, Audience Importance, Obstacles to Digital Video Advertising, Awareness of Digital Video Products, Format Use and Preferences, Importance of Ad Results, Usage of Digital Measurement Tools, and an Assessment of Digital Video Media Brand Leaders.

Digital Video Advertising Attitudes, Opinions & Preferences

Costs of Traditional TV vs. Online

“Digital video is another way to reach consumers with the TV spot and cost less than traditional TV. Therefore we will recommend that our client increase their spending on digital video.”

– Agency Professional

More Online Viewing

“As more content is viewed online, there is more available inventory to extend reach.”

– Marketing Executive

More Sophisticated Buying

“We’ll be allocating more of the media budget to programmatic buying of digital video advertising”

– Marketing Executive

Appreciation of the Medium’s Strengths

“Brand managers want the flexibility that it offers to specifically target users even as TV does the heavy lifting.”

– Agency Professional

Strong Results

“Video has strong ROI in the right environment”

– Agency Professional

- More -

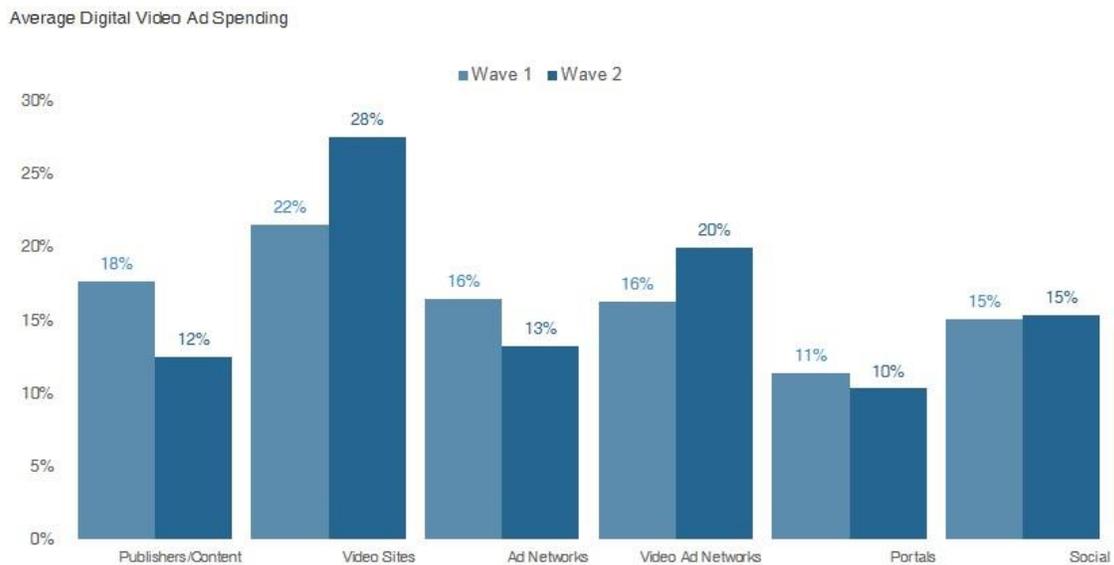
Advertiser Outlook for Digital Video Advertising by Digital Media Category

Digital media decision makers were asked what their digital video ad budget allocation will look like 12 months from now. Video sites and video ad networks were the only categories showing wave-over-wave increases. Publishers/content had the biggest decline in digital video ad budget allocation, followed by ad networks and portals. Social media digital video ad budget allocation was essentially flat.

The chart below illustrates these findings. More detailed findings are available to the press. Please contact us for a report briefing.

Advertiser Outlook for Digital Video Advertising by Digital Media Category Next Twelve Months Trend

Video Site and Video Ad Networks Growing Their Share of Digital Video Budgets



Q3a: Imagine that the digital video advertising budget for [your company's/your client's] biggest or most important product or service is a pie and each of these types of digital advertising is a slice. What share would you say will be allocated 12 months from now?
Base: Involved in Digital Media



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The Video Advertising Convergence Study (VAC) represents the plans and opinions of marketers and agencies from the largest advertisers across 16 advertising categories. The study builds a picture of what the people who move the market forward are thinking about video advertising convergence.

The second wave of this study addresses critical issues of how buyers are thinking about, using, and paying for digital video advertising, including:

- **Spending:** Budget growth, and where the money's coming from
- **Attitudes:** What digital video is used for, and how it compares to other formats
- **Decision Making:** The information buyers want, and obstacles to sales
- **Brands:** Perceptions of specific media brands involved with digital video

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About Advertiser Perceptions

Advertiser Perceptions is the world leader in providing the media industry with research-based advertiser insight and guidance necessary for strengthening brands and increasing advertiser satisfaction. We specialize in determining, analyzing and communicating what advertisers think - their plans, opinions and motivations. Our proprietary database of media decision makers is one of the largest in the world. The advertiser survey and questionnaire development process that we employ ensures optimal response. Singular focus and media industry expertise enables us to effectively analyze and accurately interpret the research that we conduct on behalf of our clients who represent many of the largest international media companies.

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