

**FOR IMMEDIATE RELEASE**

## Advertisers Move Quickly Toward Television and Digital Video Hybrid Solution to Achieve Their Media Strategy Objectives

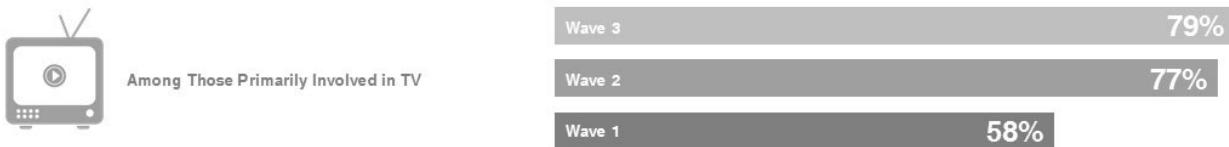
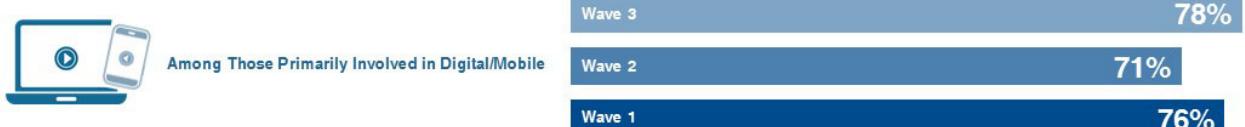
*Nearly 80% of Advertisers say they pursue multi-platform solutions seeking balance between traditional TV and digital video offerings.*

**NEW YORK – February 25, 2015** – More advertisers are pursuing multi-platform solutions in the next 12 months, according to the new Video Advertising Report released by [Advertiser Perceptions](#). Nearly 8 in 10 advertisers agree that they cannot have tunnel vision when it comes to media decisions. The need to expand focus beyond their primary media silos — TV and Digital — is being recognized. The combination of assets delivered by a digital/ mobile campaign plus the reach that broadcast and cable TV add provides the balance now required by most media decision makers.

### Importance of Multi-platform Solution Including TV and Digital Video Under One Buy

Over Three-Quarters of Advertisers Consider Multi-Platform Solutions Important for Media Brands, Ad Networks and DSPs to Offer Importance Among TV Advertisers Has Increased from Two Years Ago

Percent Rating Extremely/Somewhat Important / Base: All Respondents involved in Digital Media



 Advertiser Perceptions®

### Allocation of Digital Video Advertising to Mobile is Increasing Rapidly

A larger piece of digital video advertising budgets are moving from the desktop to mobile platforms. More than one-third of digital video ad budgets are being spent on mobile. That's up from 19% a year ago. And the number of advertisers increasing their digital video mobile spend is up, as well. Growing from less than half to nearly 60% over the past year.

*more*

# Allocation of Digital Video Advertising to Mobile

Allocation of Budget to Mobile Advertising Is Increasing Rapidly

## Allocation of Digital Video Advertising to Mobile

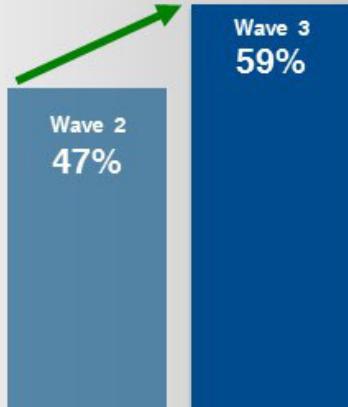
Percent of Respondents



Base: Total Respondents

## Have Increased Allocation to Mobile from Previous Year

Percent of Respondents



 Advertiser Perceptions®

Additional report findings are available to the press by contacting Frank Papsadore, Vice President, Marketing, at 508-888-1208 or [Frank.Papsadore@PerceptionsGroup.com](mailto:Frank.Papsadore@PerceptionsGroup.com).

## About the Video Advertising Report, Wave Three

The Video Advertising Report (formerly Video Advertising Convergence Report) looks at how advertisers are dealing with the convergence of television and digital video advertising. The report measures the significant changes in media buying, and where the industry is heading in the next 12 months.

## About Advertiser Perceptions

When it comes to gaining knowledge and clarity about what advertisers think, nothing compares to what Advertiser Perceptions delivers. We are the world leader in providing media company executives with the research-based advertiser insight and guidance necessary for producing superior advertiser experiences, strengthening media brands, improving advertiser satisfaction and increasing advertising sales. We specialize in determining, analyzing, communicating and applying what advertisers think — their plans, opinions and motivations.

Our proprietary database and panels of media decision makers are large and responsive. The advertiser survey and questionnaire development process that we employ is proven and ensures optimal response. 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 most of the largest media companies in the world.

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