

U.S. TV & VIDEO MARKET AT-A-GLANCE

Q4 2017

TELEVISION INSIGHTS

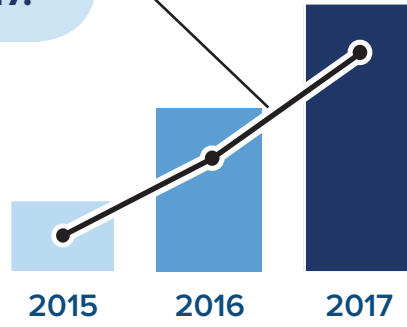
Growth of Advanced TV

Spending on linear TV campaigns in the Videology Platform grew 9x from 2015 to 2017.

9x

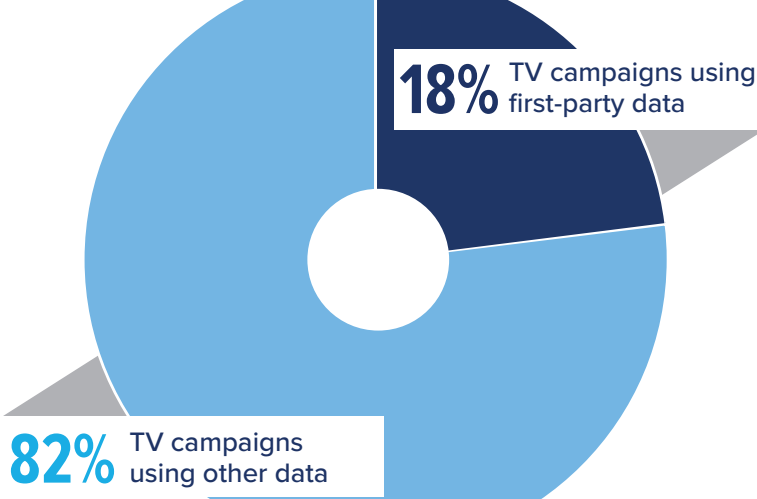
year-over-year growth from 2015 to 2017.

Spending Growth

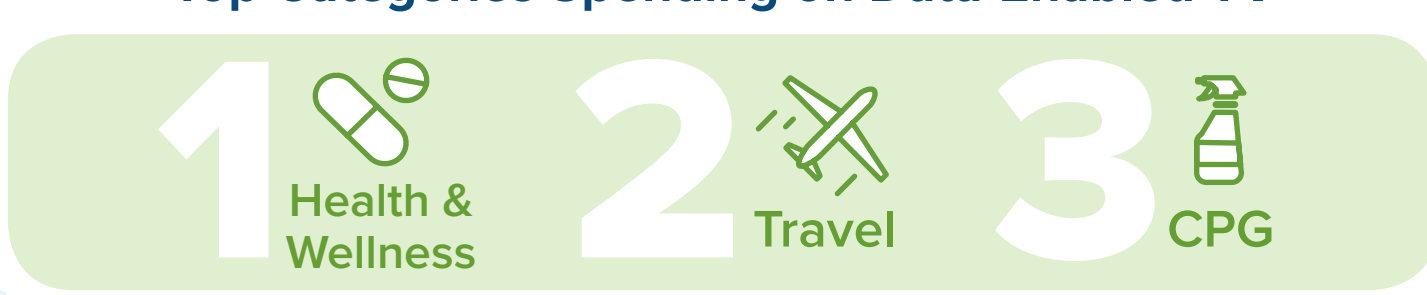


TV Campaigns Using First-Party Data

In 2017, nearly 20% of campaigns using digital targeting for TV imported their own first-party data.

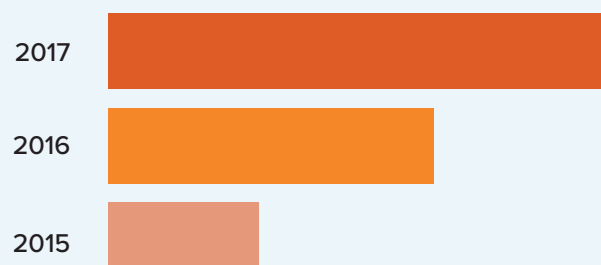


Top Categories Spending on Data-Enabled TV



Connected TV Ad Requests

Ad requests for Connected TV have grown over the last two years. Since 2015 there has been a +175% increase in the amount of ad requests for CTV.

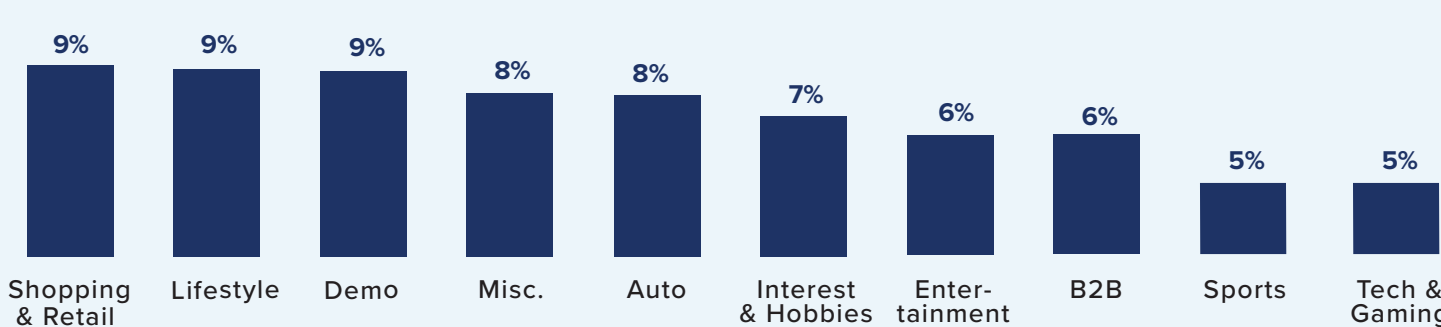


+230%

The amount of impressions running exclusively on CTV grew by over 200% from last quarter.

Connected TV Behavioral Segments

CTV campaigns running Behavioral segments tended to use Shopping & Retail and Lifestyle. Other top segments were Demo and Auto.



Top Devices Running CTV Ads



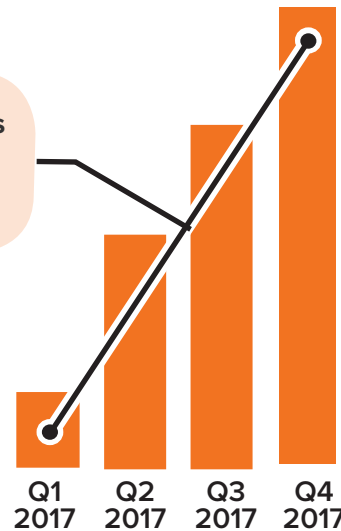
DATA INSIGHTS

Growth in First-Party Digital Targeting Data

There was huge growth in digital video campaigns using first-party data in 2017, growing 15X from the beginning of the year.

15x

growth in campaigns using first-party data in 2017.



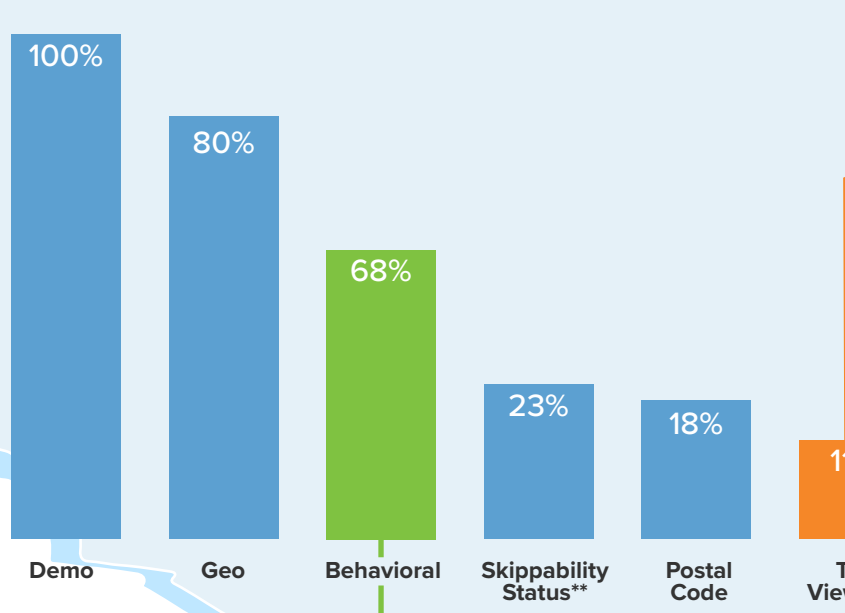
Top Categories Using First-Party Data



DIGITAL VIDEO INSIGHTS

Campaign Targeting (Percent of Total Campaigns*)

Most campaigns utilized Geo targeting during the quarter, followed by Behavioral and Skippability Status.

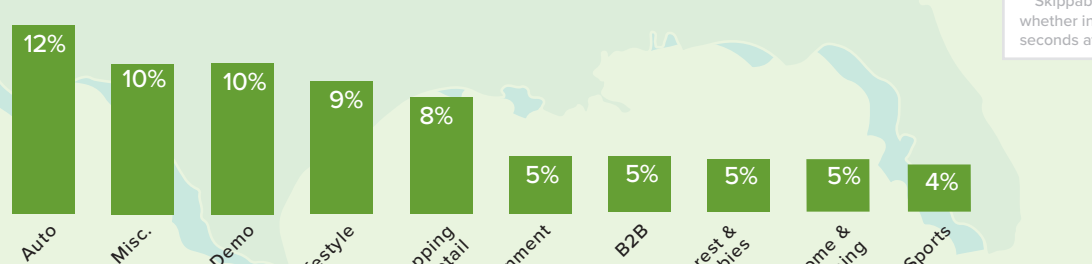


Top 10 TV Viewing Segments Used for Digital Marketing

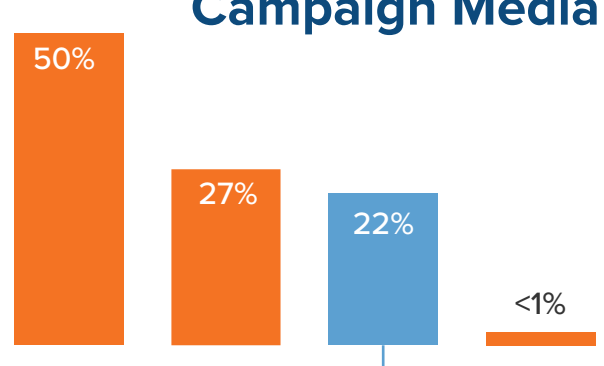


Digital Video Behavioral Segments

Most campaigns running Behavioral segments used Auto, followed by Demo segments. Other top segments were Lifestyle and Shopping & Retail.



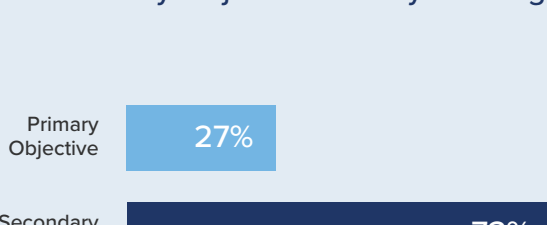
Campaign Media Metric Objectives



The majority of campaigns that ran with an objective chose View-Thru-Rate (VTR). Click-Through-Rate was the second highest at 27%, while just under one-quarter chose Viewable Rate.

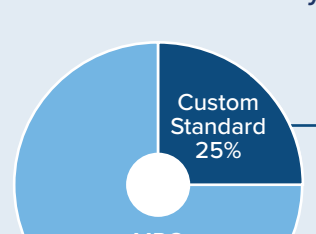
Viewability

Viewability Objective Priority Ranking



The majority of advertisers used Viewability in conjunction with another campaign objective.

Viewability Standards

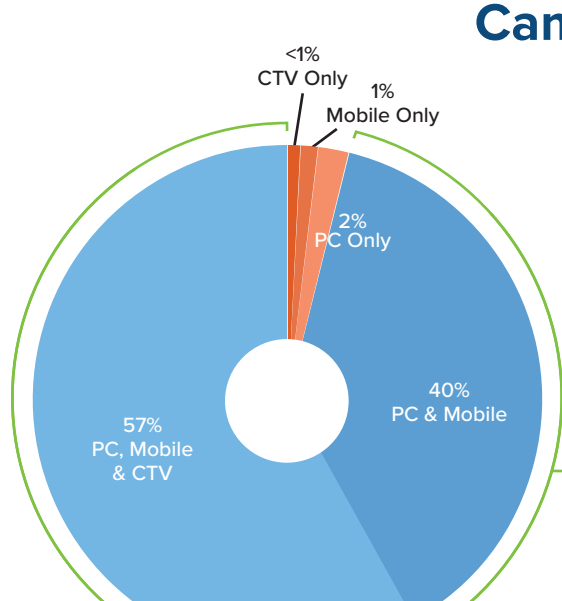


Custom Standard
A brand's or agency's custom selection of requirements to determine if an ad is viewable, often more stringent than the MRC standard.

MRC Standard
50% of pixels on screen for at least two consecutive seconds.

Among advertisers who chose viewability, the majority of them opted to use the MRC standard to verify the KPI.

Campaigns by Device

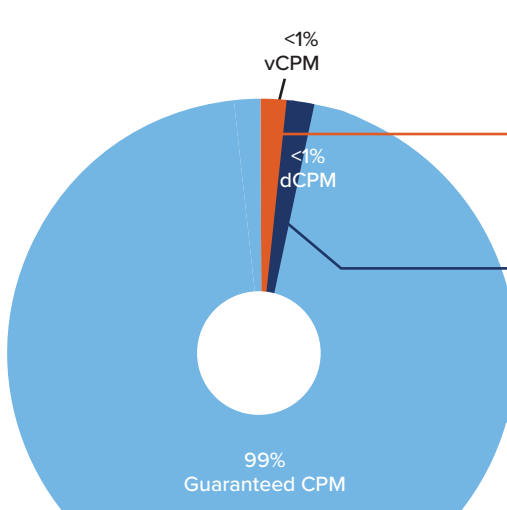


OVER 97%

of campaigns ran across multiple screens, with 60% of those containing a CTV component.

Programmatic Buy Type

Nearly all advertisers bought campaigns on a TV-like basis (Guaranteed CPM), with a sprinkling of buys on Cost Per Completed Views (CPCV) and viewable cost per thousand (vCPM).



vCPM
Using this pricing model, advertisers are only charged for impressions that are deemed viewable by Videology or a third-party measurement vendor of their choice.

dCPM (Dynamic CPM)
Using this pricing model, advertisers have a flexible, variable cost offering that allows for CPM control throughout the course of a campaign across both auctioned and upfront-procured inventory.

Guaranteed CPM
Using this pricing model, advertisers are guaranteed reserved inventory and fixed pricing, meaning they will know the cost of a campaign and the volume associated with that cost, before it is ever launched.

Ad Duration

Advertisers opted for more 15 second ads in Q4 2017, which resulted in a 40% dip in the amount of 30 second spots.

