



# **IAB Video Advertising Spend Report**

## 2019 Digital Content NewFronts

April, 2019

Commissioned  
Partner:



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## NEW FOR 2019

IAB is committed to reporting and analyzing how the DTC Brand Economy is impacting the industry overall—from innovations to go-to-market strategies, from product delivery to ad delivery, from customer acquisition to audience targeting and optimization, from revenue to media measurement, and more.

As part of that commitment, this report includes a breakout of Direct to Consumer Brands (note: direct-to-consumer brands include DTC Brands—i.e., brands that are digitally native and follow the stack-your-own supply chain business model<sup>^</sup>).

For more information on DTC Brands please visit:  
<https://www.iab.com/direct-brand-economy/>

# Digital Video Ad Spend: Executive Summary

Ad spend in Digital Video continues to accelerate, with advertisers reporting that they expect to spend, on average, \$18M in 2019—nearly 25% over last year.

And the growth is occurring in all categories—with Media & Entertainment reported at +75% and Fashion/Apparel at +45% since 2018.

## Areas driving spend increases:

- Original Digital Video content— ODV now averages \$9.3M (up 31% y/y); although advertisers consider ODV “essential”, the spend on this content type is still challenged by “quality of content”
- Advanced TV— Nearly 60% of advertisers report that they will increase their budgets for ATV this year, primarily because they find OTT to be beneficial in delivering tough to reach audiences
- Mobile and Desktop have reached parity in spending, with nearly two-thirds of the total digital video spend allocated evenly across the two devices
- Programmatic— Growth in digital video programmatic spending is expected to rise +4% year/year, now reaching 53% overall
- This year’s report also includes spend among direct to consumer marketers (DTC). While this is only 17% of the total sample size for this report, we can see, directionally, that DTC marketers expect to allocate more than 50% of their digital spend on digital video advertising (a +50% y/y increase)

**Note: NewFronts presenters have a clear advantage capturing advertisers' spend.** Buyers expect to allocate 43% of their digital video budgets at this time.

# Methodology

## 350 Online Interviews Conducted

**Survey Fielded:** February 18 - March 1 2019

**Total Sample:** N= 350 Marketer and Agency decision-makers in the following sectors:  
Automotive, CPG, Fashion & Apparel, Finance, Home Furnishings Media & Entertainment, Retail, Telecommunications

**Note:** Sample has changed from previous IAB Video Ad Spend reports with the inclusion of Direct to Consumer (DTC) marketers

**New for 2019:** Direct to Consumer Marketers are now included and comprise 17% of the total sample.  
DTC data should be used directionally only.

Also new this year, sample now includes Fashion & Apparel, Media & Entertainment and Home Furnishings advertising decision makers

**Note:** Data falling below the stable threshold are noted for directional purposes and to be used directionally only

**Qualification:** Involved in Digital Video Advertising Decision-Making (categories as per above); \$1M+ Total Annual Ad Spend; must have at least a modest understanding of the Digital Content NewFronts

Throughout the report '**Original Digital Video Content**' refers to programming (not advertising) that is professionally produced specifically for digital/online consumption and is ad supported. **For additional Taxonomy**, please refer to the last page of this presentation.

# Key Highlights

## Digital Video Growth

- Advertisers plan to spend nearly \$18 million on Digital Video in 2019, on average (up from \$14M in 2018)
- Nearly 3 in 4 buyers are planning to increase their digital video ad spend in next 12 months
- Advertisers will spend 25% more on digital video than they did last year (~50% more than 2 years ago)
- Nearly two-thirds of digital budgets are allocated to video—with Mobile and Desktop video evenly allocated

## DTC Brand Trends

- DTC Brand ad buyers expect to spend more on their brand's digital video advertising, increasing their investment at higher pace than Incumbent marketers, an increase of more than 50% from last year
- 78% of DTC Brands plan to increase their ad spend on digital video in the next 12 months
- DTC Brands are deeply invested in digital video and are much more likely to increase their Advanced TV and OTT spend
- Original Digital Video spending by DTC brands is expected to substantially increase in 2019
- DTC Brand advertisers are more likely than Incumbent brands to report the Digital Content NewFronts as very influential on their ad spend decisions

**NOTE:** For definitions, please see **Taxonomy** page in the Appendix of this deck

# Key Highlights

## Original Digital Video (ODV) Spending & Trends

- Buyers plan to spend on average \$9.3 Million on Original Digital Video this year.
- Continued growth: Year after year, we see Advertisers continuing to increase their spending on Original Digital Video. This year is no different with spending growing by 31% from last year.
  - DTC marketers report that 2019 will be a year of significant spend increases in ODV
  - Advertisers report that content quality is the top differentiator when identifying ODV partners

## Digital Content NewFronts: Impact and Importance

- The NewFronts have a substantial influence on Original Digital Video advertising spend decisions for 84% of advertisers
- 8 in 10 advertisers agree that their attendance at the 2018 NewFronts resulted in increased spending on Original Digital Video content
- More than half of attendees report that the NewFronts resulted in greater spending throughout the year
- 43% of Advertisers' ODV budgets will be allocated at the NewFronts. NewFronts presenters have a clear advantage capturing advertisers' spend.

**NOTE:** For definitions, please see **Taxonomy** page in the Appendix of this deck

# Digital Advertising Trends

**Native Advertising** continues to grow with just over half of Advertisers reporting an increase in their spend in 2018 compared to 2017

**Social Media** is having a significant effect on Advertisers' attitudes regarding budget allocation: 7 in 10 advertisers currently use influencers in their digital video advertising; another 9% plan to in the next year

- The new ad formats advertisers plan to increase their use of include Vertical Video Ads\*, Stories\*\*, and Shoppable Video Ads\*\*\*

**Advanced TV** spend expected to grow significantly

- 59% of buyers plan to increase their Advanced TV spend in the next 12 months

**OTT spend to increase significantly**

- Half of buyers plan to spend more on OTT this year while 44% plan to maintain spend, despite disagreement over the definition of OTT (half consider OTT to be video on TV screens, half don't)
- OTT is valued for the ability to deliver hard to reach audiences, followed by ability to better optimize ad campaigns in the future with relevance. Price, measurement and lack of scale are reported drawbacks

**Multi Platform Buying**

- More than 8 in 10 advertisers agree that a unified multi-platform buying solution (TV + digital video) is important

**NOTE:** For definitions, please see **Taxonomy** page in the Appendix of this deck



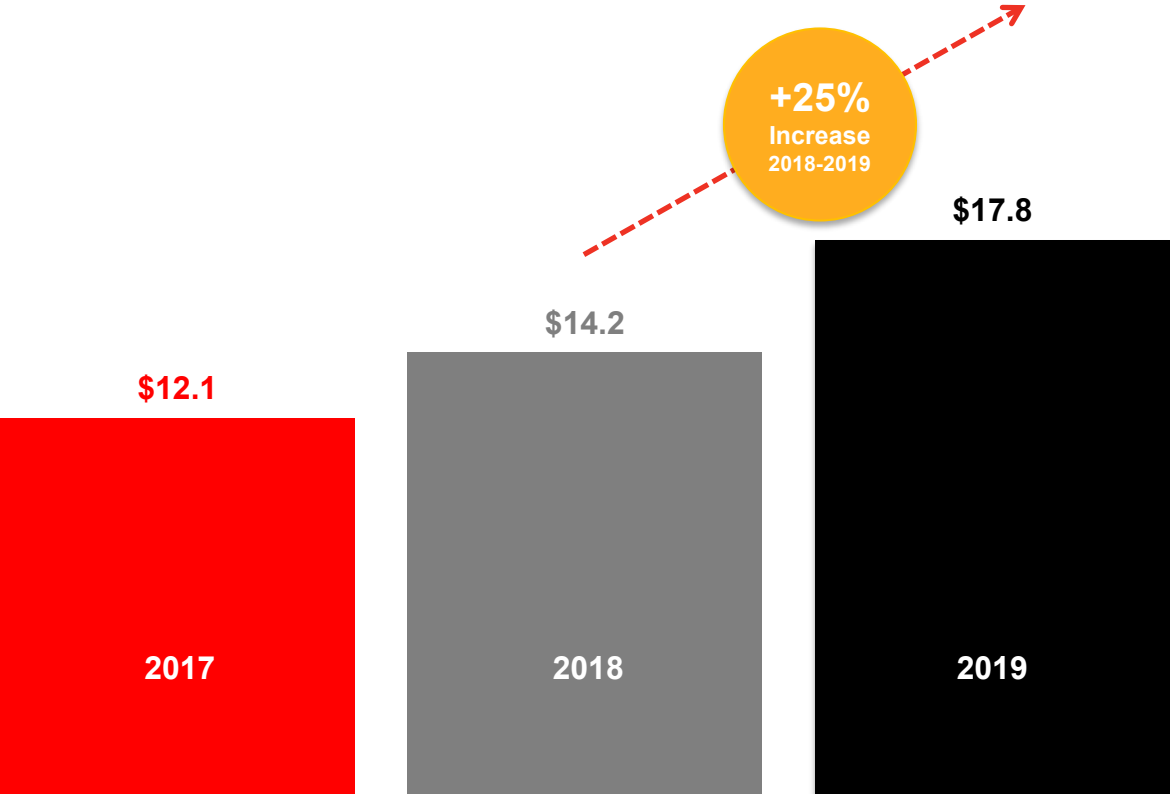
# Digital Video



# Advertisers will spend nearly \$18 million, on average, on digital video advertising in 2019—a 25% increase since 2018

Average Dollar Amount Spent on Digital/Mobile Video Advertising—3 Year Trend (in millions)





● = % Change in Digital/Mobile Video Dollar Spend 2018 – 2019







Q15: Previously you said your company will spend [INSERT RANGE] on digital video (desktop and mobile) in 2019. We'd like to get a bit more detail on that and prior year's spending. To the best of your knowledge, what exactly was that spending amount in 2017 and 2018? What do you anticipate spending in 2019?  
Base: Total Respondents

# Video ad spend has grown across all verticals, particularly in Media & Entertainment and Fashion

2019 Average Dollar Amount Spend in Millions on Digital/Mobile Advertising by Market Sector

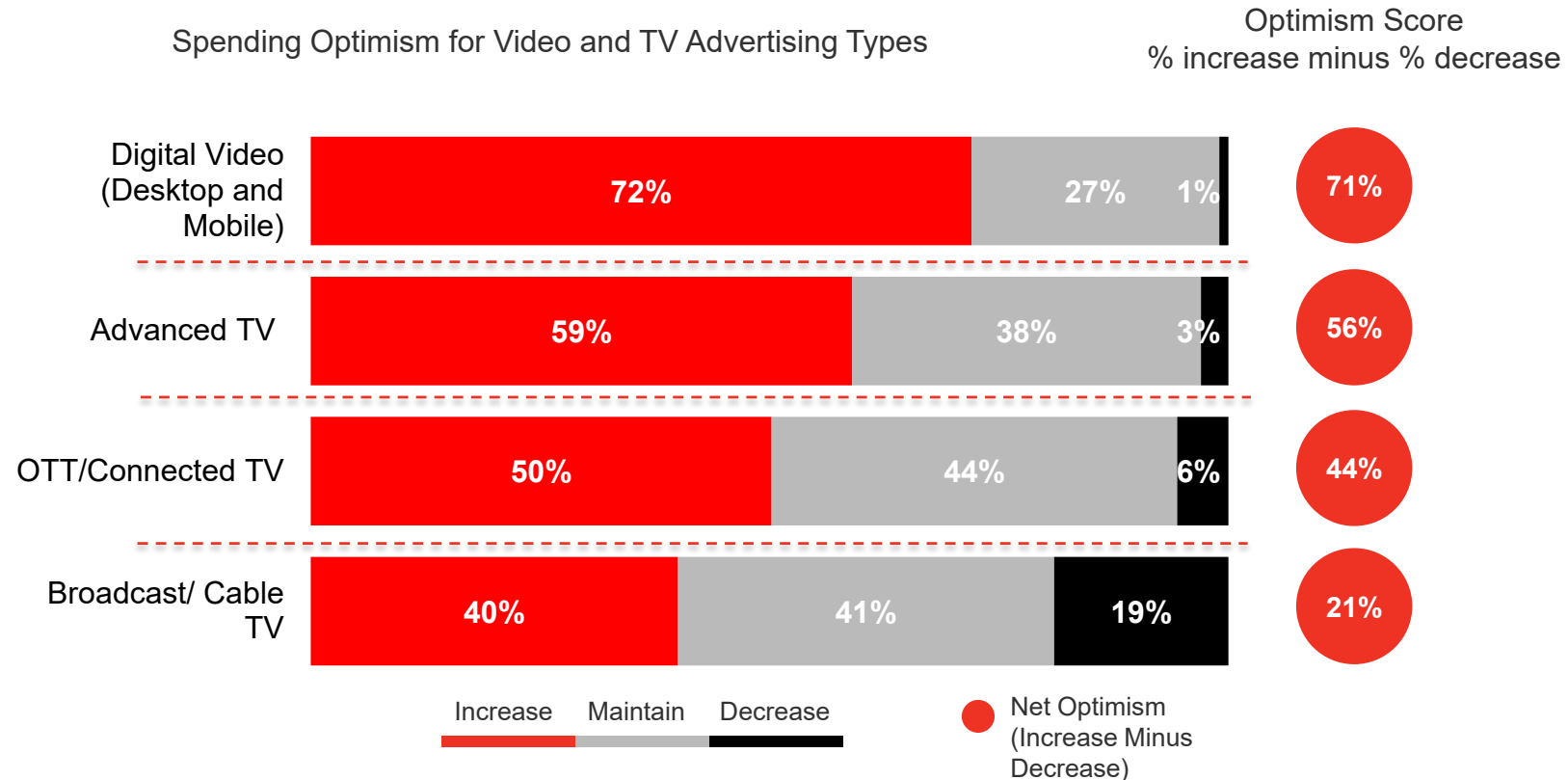
|  | Est. Ad Spend | Change since 2018 |
|--|---------------|-------------------|
| TOTAL  | \$17.8 M      | +25%              |
|  AUTO                 | \$18.9 M      | +15%              |
|  FASHION/<br>APPAREL  | \$22.5 M      | +45%              |
|  FINANCIAL           | \$15.3 M      | +12%              |
|  HOUSEHOLD<br>GOODS | \$10.5 M      | +2%               |

|  | Est. Ad Spend | Change since 2018 |
|--|---------------|-------------------|
|  FURNITURE/<br>APPLIANCES | \$19.4 M      | +20%              |
|  MEDIA &<br>ENTERTAINMENT | \$15.6 M      | +75%              |
|  RETAIL                   | \$23.4 M      | +24%              |
|  TELECOM                | \$19.0 M      | +10%              |

Q15: Previously you said your company will spend [INSERT RANGE] on digital video (desktop and mobile) in 2019. We'd like to get a bit more detail on that and prior year's spending. To the best of your knowledge, what exactly was that spending amount in 2017 and 2018? What do you anticipate spending in 2019?

Base: Total Respondents

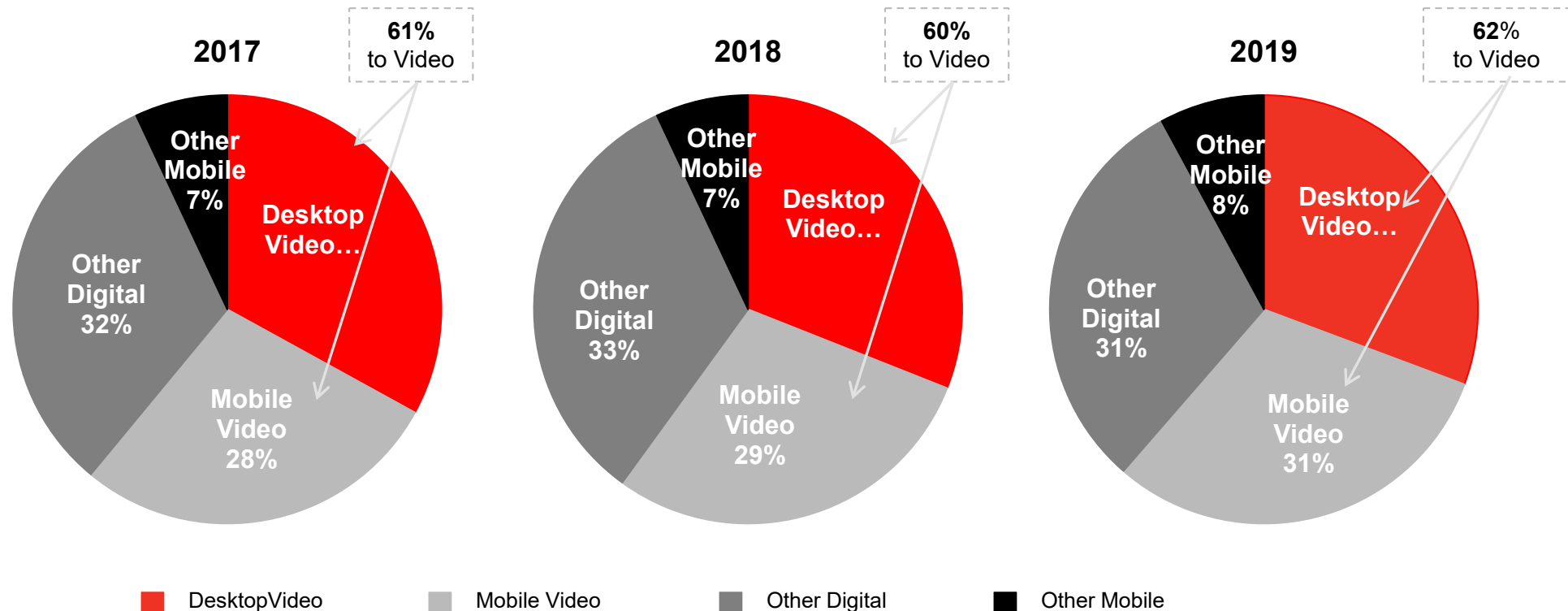
# Nearly 3 in 4 buyers are planning to increase their digital video ad spend in next 12 months



Q10: In the next 12 months, would you expect the amount of [your company's/your clients'] spend on the following types of advertising to increase, stay the same or decrease?  
Base: Involved in Media Type

# Nearly two-thirds of digital budgets are allocated to video—with Mobile and Desktop video reaching parity

Digital Spend Allocation: Video vs. Other Non-Video—3 Year Trend; Average Percent

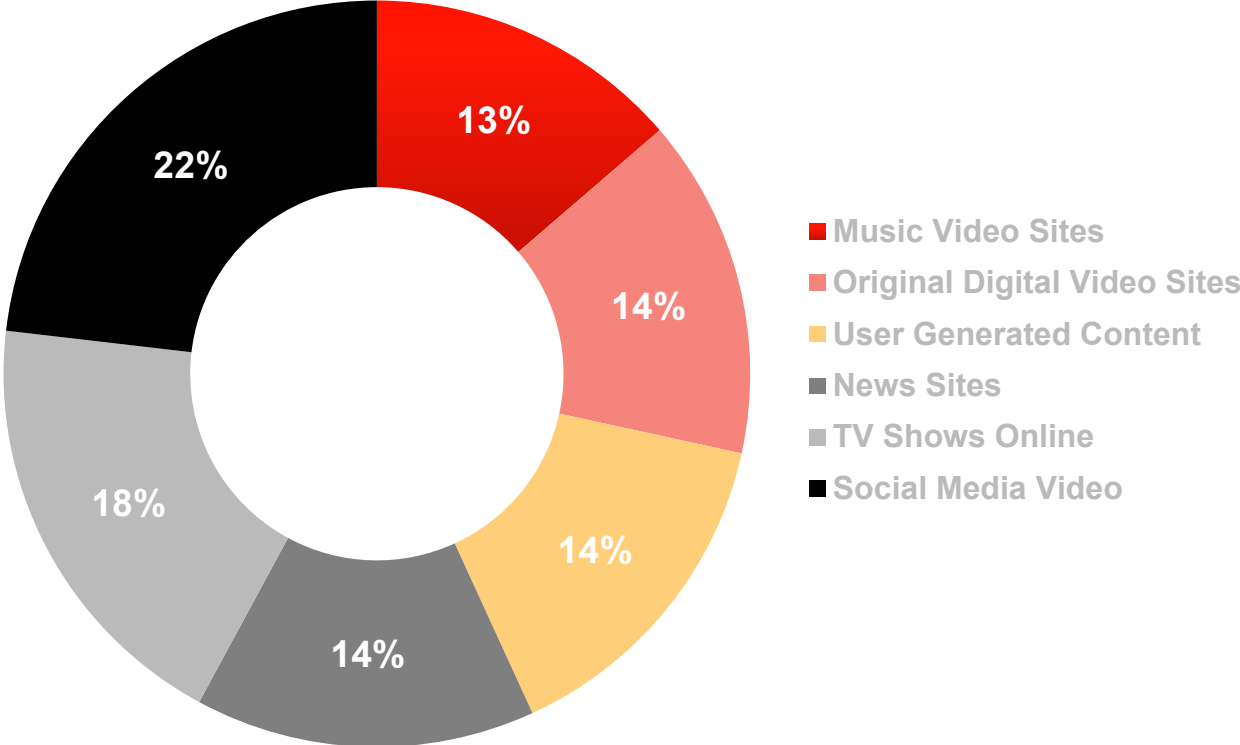


Q25: Thinking about your overall digital ad spend, for [your company's/your client's] biggest or most important product or service in the [MARKET SECTOR] market sector, what share of spending was allocated to each of the following advertising formats in 2017 and 2018? What share do you anticipate allocating to each in 2019?

Base: Respondents Involved in Digital Video and Digital Display

# Digital Video Content: Buyers are allocating more than 75% of their spend outside of social space

Average Percent Digital Video Budget Allocations to Each Channel

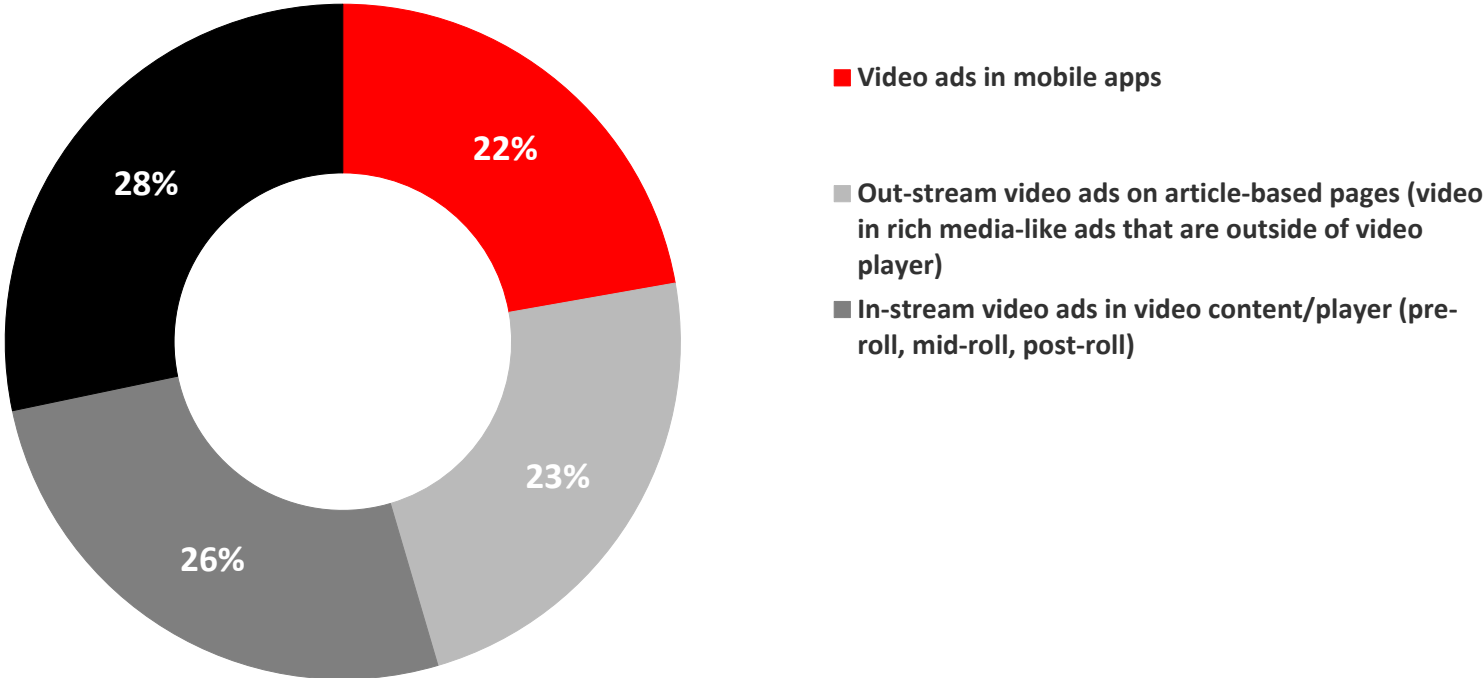


Q30: Imagine that the digital video (desktop and mobile) advertising budget for [your company's/your client's] biggest or most important product or service in the [MARKET SECTOR] market sector is a pie and each of these types of digital /mobile video advertising is a slice. What share do you anticipate allocating to each slice in 2019?

Base: Total Respondents

# Video Ad Formats: Digital video budgets are evenly distributed across video ad formats

Average Percent Allocation to Each Digital Video Allocations to Video Ad Format



Q35: What percent of your digital video (desktop and mobile) budget for [your company's/your client's] biggest or most important product or service in the [MARKET SECTOR] market sector is spent on:  
Base: Total Respondents

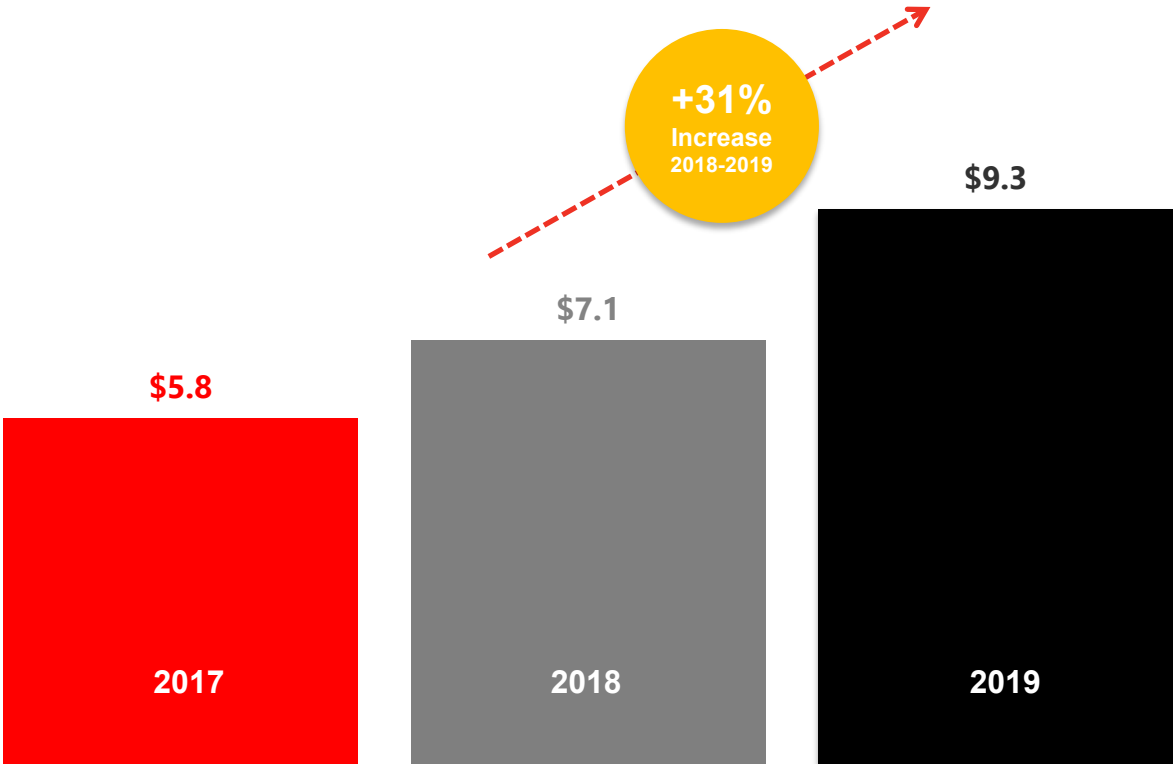


**Original Digital Video**

# Annual spend on original digital video (ODV) up 31% from last year

Average Dollar Amount Spent on Original Digital Video - 3 Year Trend (in millions)

● = % Change in Digital/Mobile Video Dollar Spend 2018 – 2019



Q15: Previously you said your company will spend [INSERT RANGE] on digital video (desktop and mobile) in 2019. We'd like to get a bit more detail on that and prior year's spending. To the best of your knowledge, what exactly was that spending amount in 2017 and 2018? What do you anticipate spending in 2019?

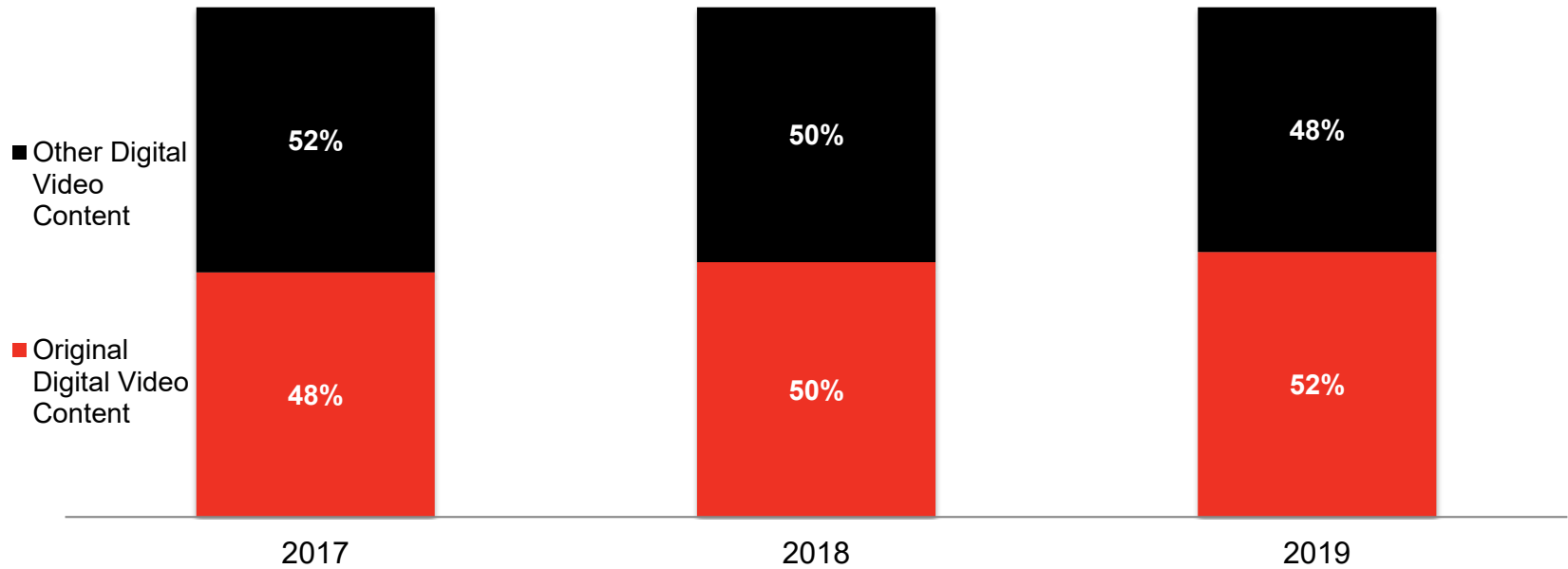
Q85: What portion of your total digital video (desktop and mobile) advertising budget for [your company's/your client's] biggest most important product or service in the [MARKET SECTOR] market sector was spent advertising on each type of content in 2017 and 2018? And what do you anticipate those shares will be in 2019?

Base: Total Respondents



# ODV has gained a small incremental share of overall digital video budgets

Average Percent of Digital Video Budget Allocated to Original Digital Video vs. Other Video—3 Year Trend

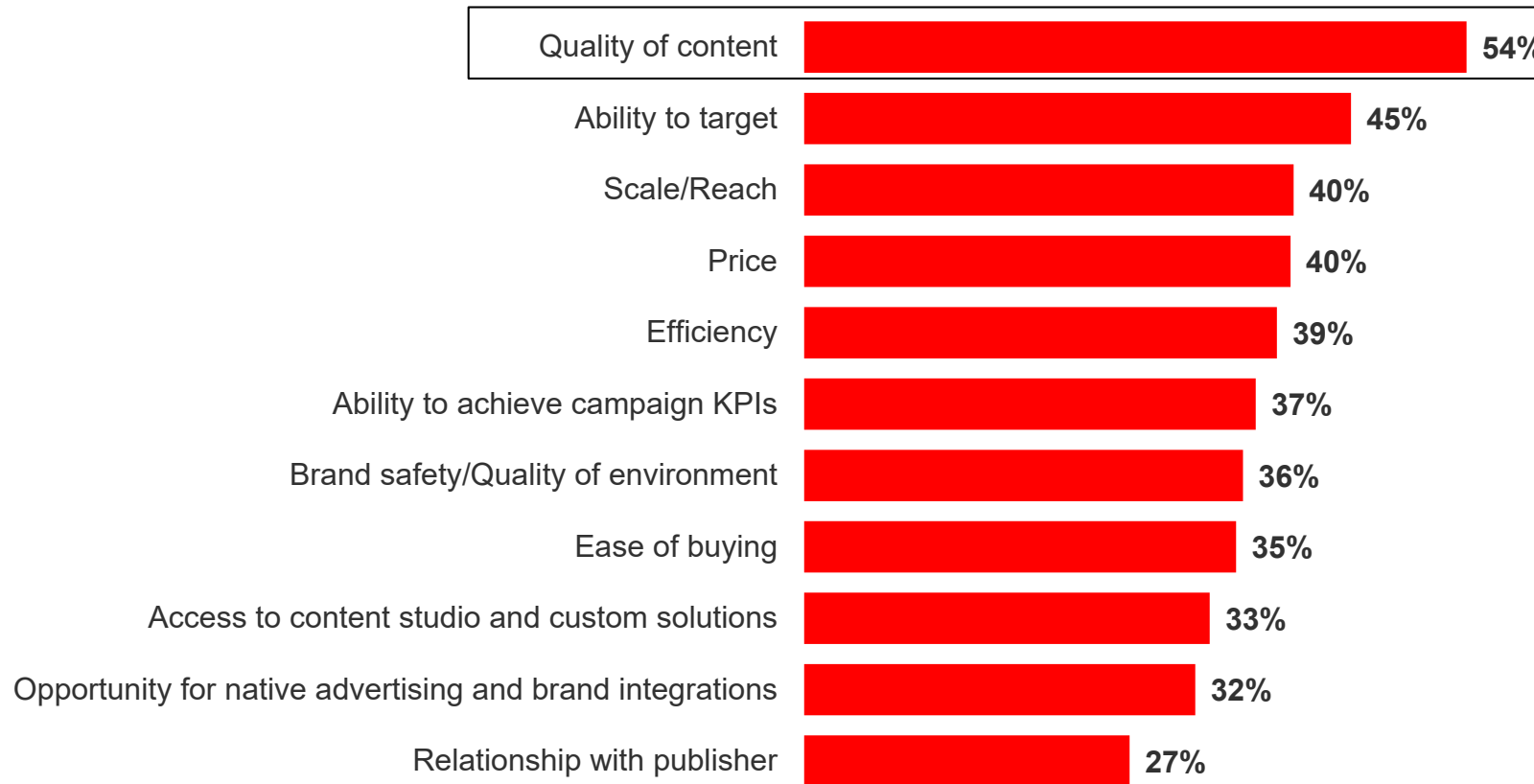


Q85: What portion of your total digital video (desktop and mobile) advertising budget for [your company's/your client's] biggest most important product or service in the [MARKET SECTOR] market sector was spent advertising on each type of content in 2017 and 2018? And what do you anticipate those shares will be in 2019?

Base: Total Respondents

# Quality of content is the most important criteria when choosing between ODV media brands/publishers

Most Important Selection Criteria When Deciding Between Brands; Respondents Who Allocated Spending at the 2018 NewFronts

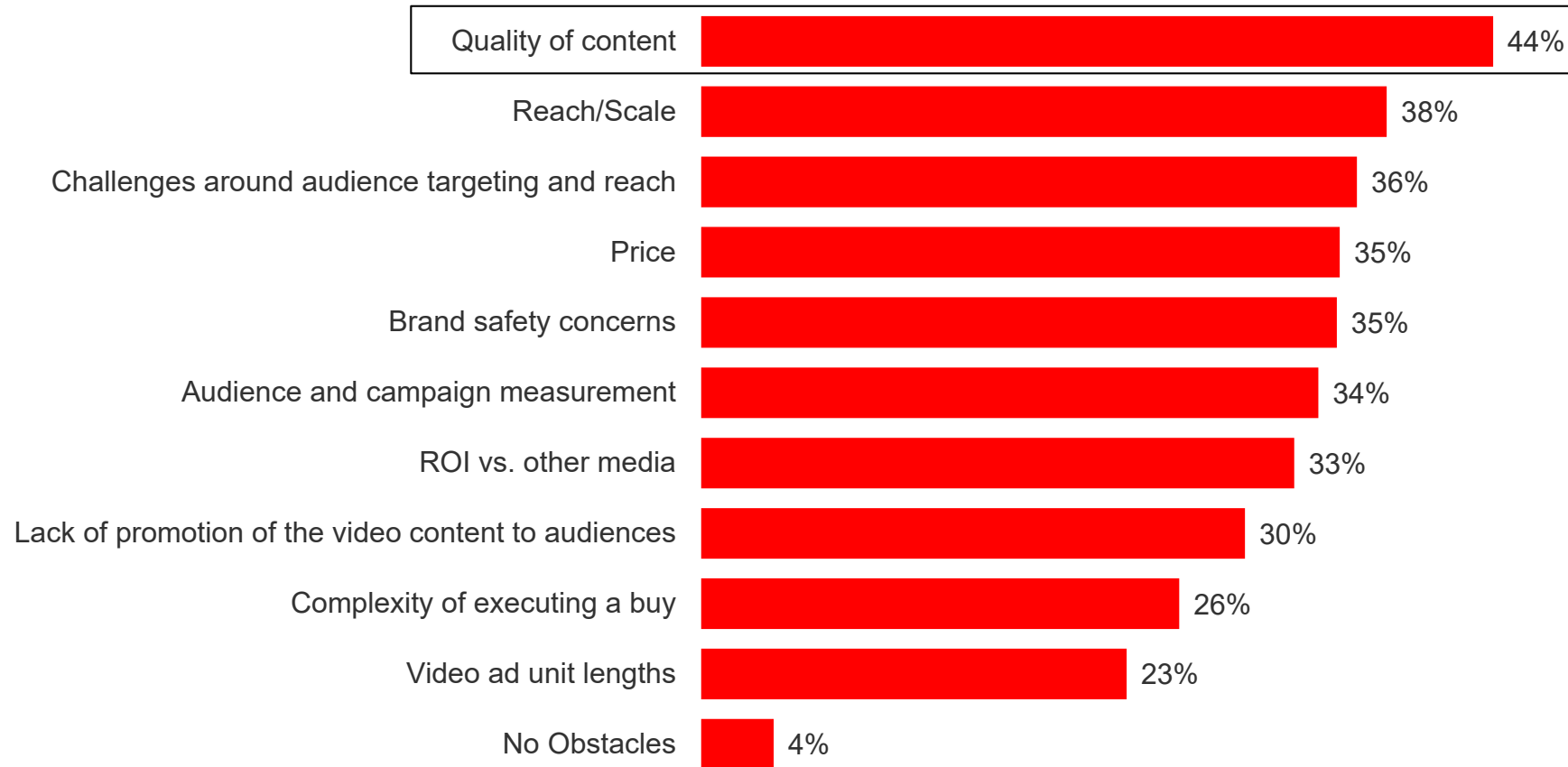


Q130: Thinking about your digital video spending on original digital video with media brands/publishers that participate in the NewFronts, please select the most important criteria you consider when deciding on which media brand(s)/publishers to advertise with.

Base: Respondents Who Allocated to Spending at the 2018 Digital Content NewFronts

# Quality of content is also the top obstacle preventing increased spend on ODV advertising

Biggest Obstacles to Spending More on ODV Advertising



Q145: What do you view as the biggest obstacles to spending more on original digital video advertising (i.e. the type of video content presented at the NewFronts)?  
Base: Total Respondents

# ODV's role in Advertiser's media plans

Agree Somewhat/Completely

**89% agree:**

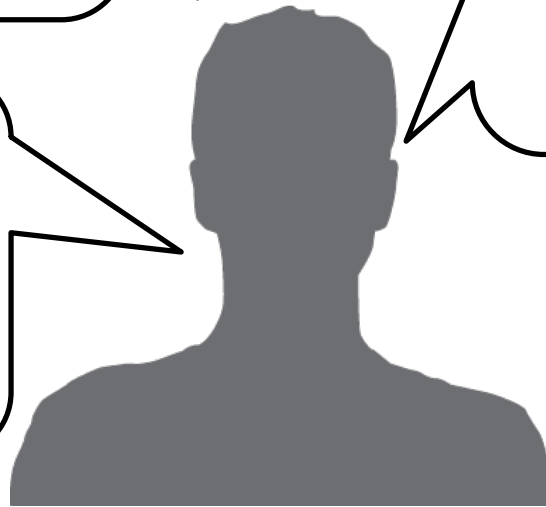
My investment in original digital video programming will grow and make up a larger share of my advertising.

**89% agree:**

Advertising on original digital video programming is an essential part of my company's/my client's media buy.

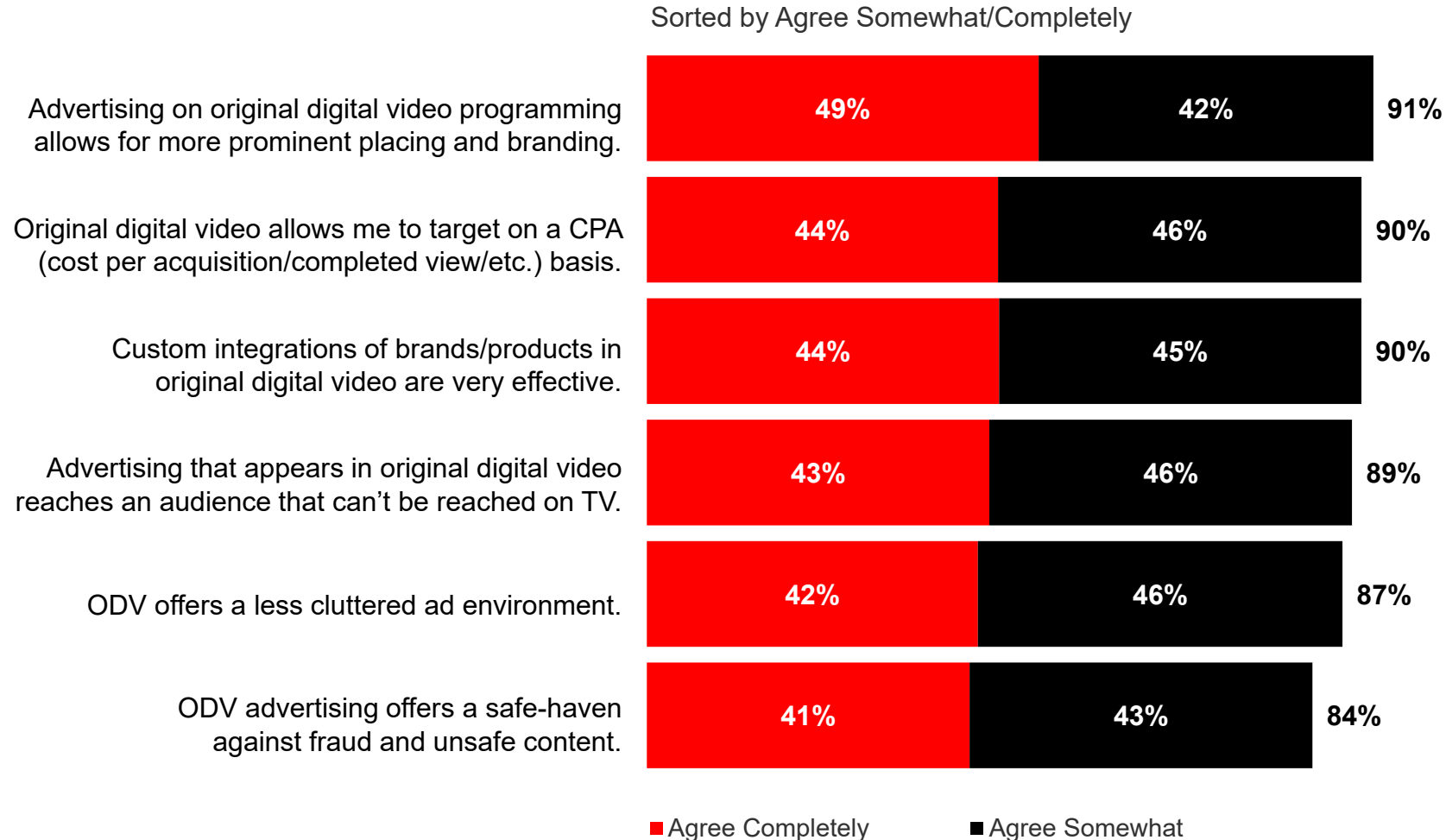
**87% agree:**

Original digital video advertising is as important as TV advertising for my media plan.



Top 2 box: Q135: To what extent do you agree with each of these statements about original digital video advertising?  
Base: Total Respondents

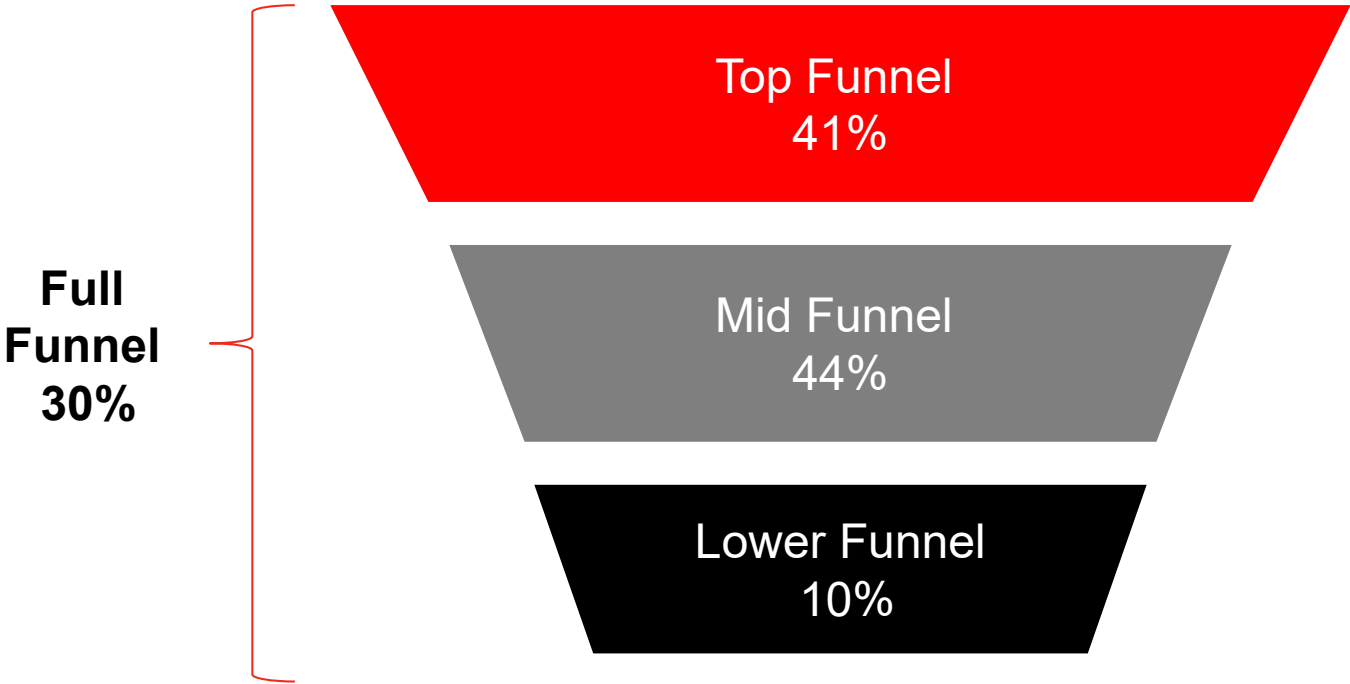
# ODV praised for it's ability to: allow for more prominent placement; target on CPA; provide more effective custom brand integrations



Q135: To what extent do you agree with each of these statements about original digital video advertising?  
 Base: Total Respondents

# Advertisers use ODV primarily to achieve top and mid-funnel objectives

Original Digital Video Across the Funnel



Q140: For which types of campaigns would you include original digital video advertising on the media plan?  
Base: Total Respondents

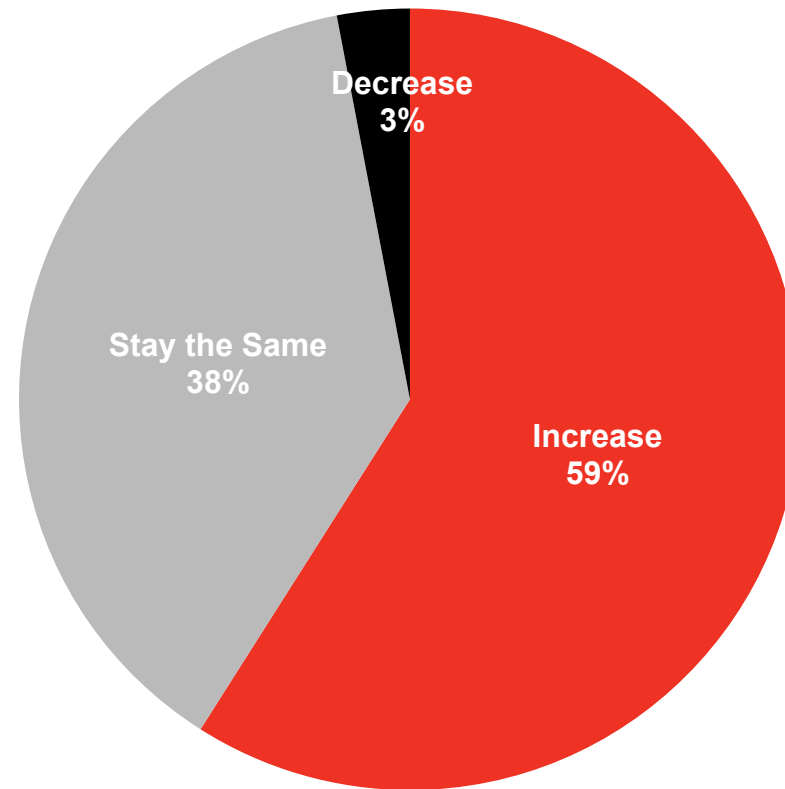


# Advanced TV

Includes Over-the-Top Video (OTT ): Addressable Video ATV

# 59% of ad buyers plan to increase their Advanced TV spend in the next 12 months

## Advanced TV<sup>^^</sup> Ad Spend Plans in next 12 mos.

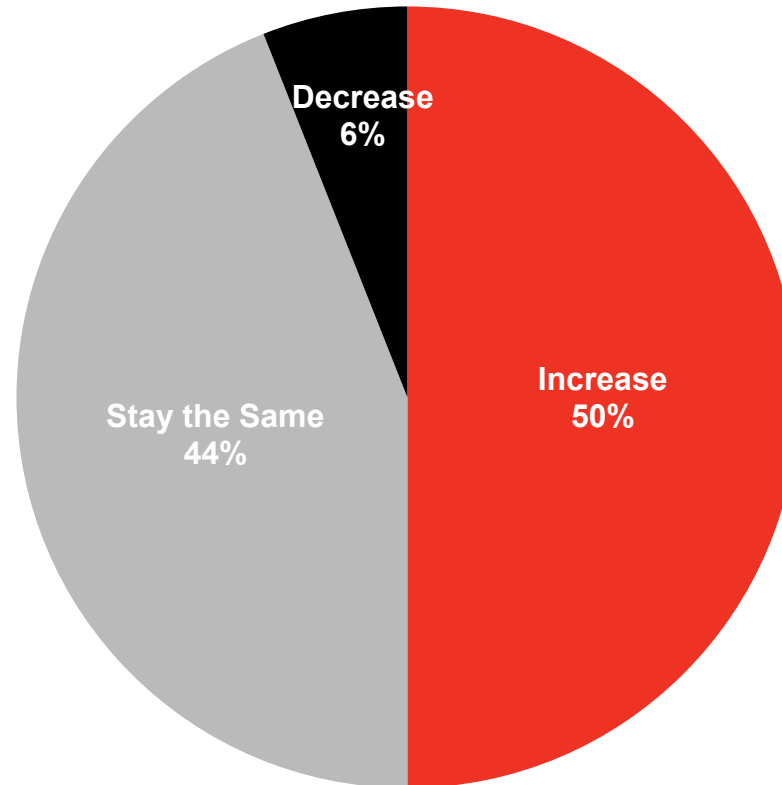


**^^Advanced TV:**  
Any TV content that is delivered outside of traditional linear television model; encompasses both data-enabled and addressable TV advertising (i.e., Addressable Linear TV, Connected TV, Over-the-Top TV (OTT))



# Half of all ad buyers plan to increase their OTT ad spend in the next 12 months

**OTT Ad Spend Plans**  
in next 12 mos.



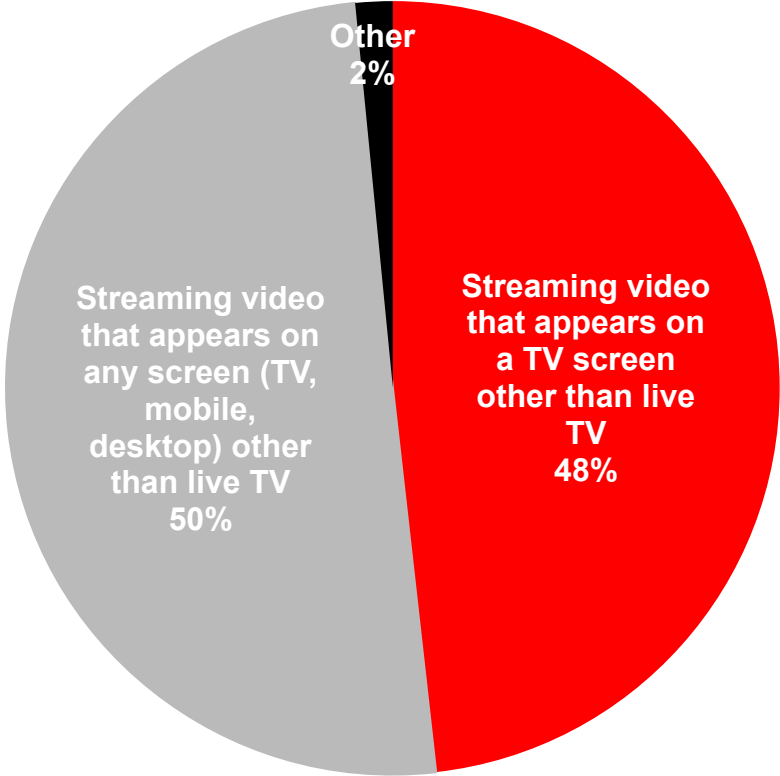
**OTT:** For the purposes of this survey, OTT refers to television content delivered through the Internet and viewed on the TV screen either via Smart TV or external device, such as Roku, AppleTV or gaming console

Q10: In the next 12 months, would you expect the amount of [your company's/your clients'] spend on the following types of advertising to increase, stay the same or decrease? (For the purposes of this survey, we're defining OTT as television content delivered through the Internet and viewed on the TV screen either via Smart TV or external device, such as Roku, AppleTV or gaming console).

Base: Involved in Media Type

# Advertisers are split as to how to define OTT: 50% say “video specifically on a TV screen” vs 48% “video appearing on any screen”

Definition of OTT

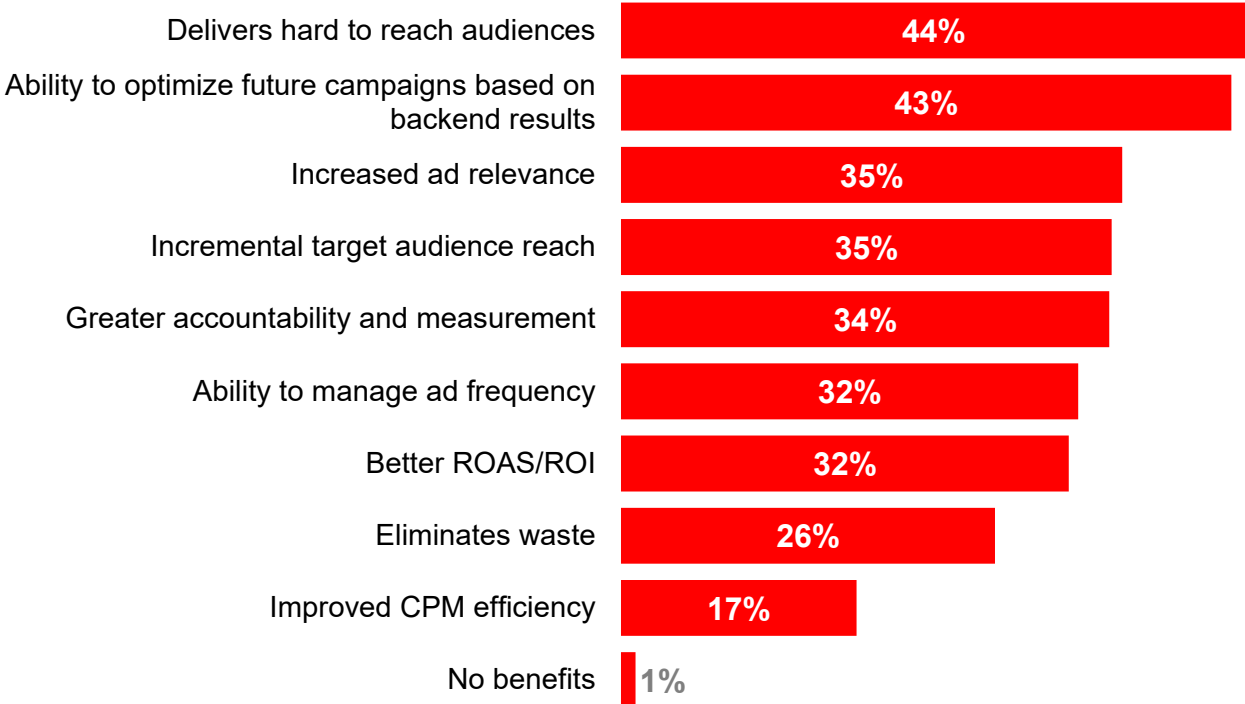


**OTT:** For the purposes of this survey, OTT refers to television content delivered through the Internet and viewed on the TV screen either via Smart TV or external device, such as Roku, AppleTV or gaming console

Q175: Which of the following best describes how your company defines OTT (over-the-top) video for ad buying purposes?  
Base: Total Respondents

# Audience reach and campaign optimization are top benefits of OTT advertising

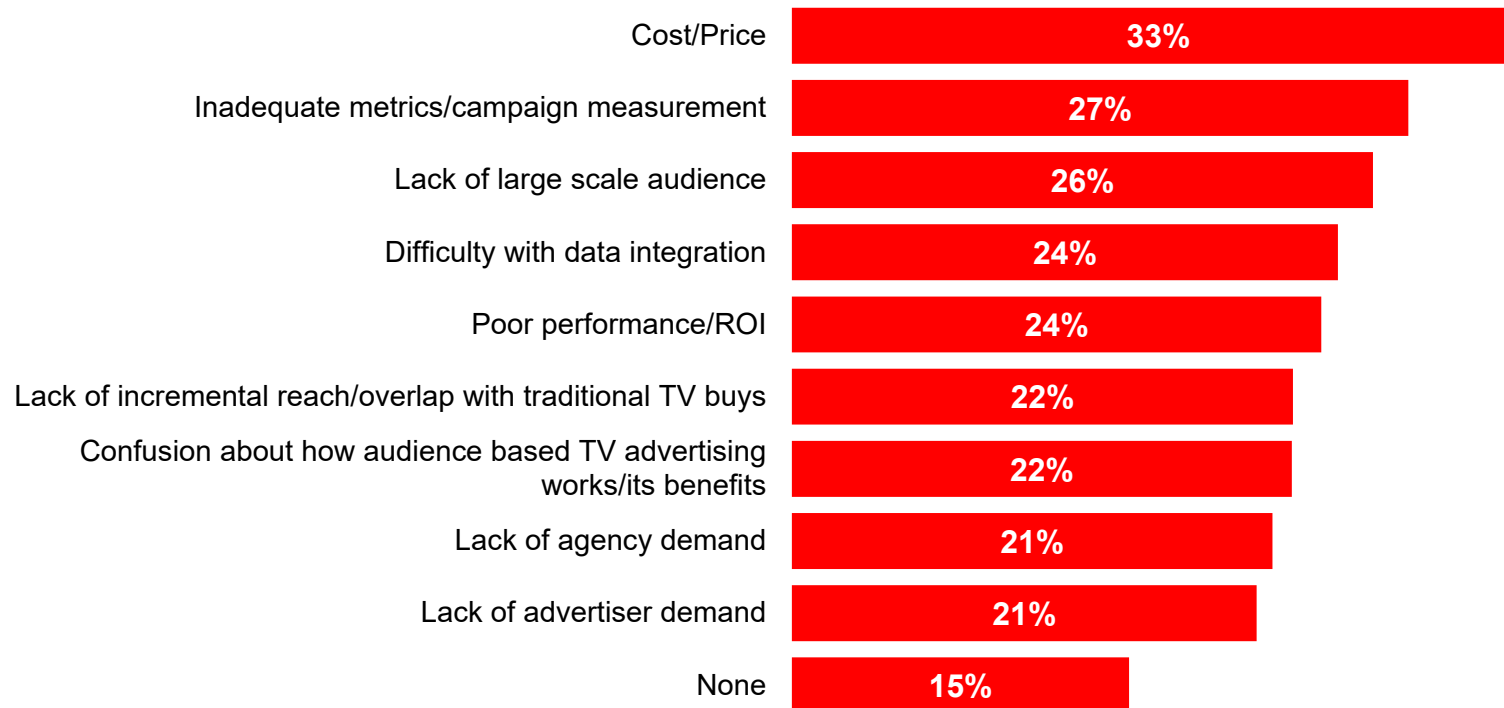
Benefits of OTT Advertising, Ranked Top 3



Q180: Please rank the top 3 benefits of OTT advertising.  
Base: Total Respondents

# Factors inhibiting advertiser investment in OTT are varied; cost is the primary obstacle

Factors Inhibiting OTT Advertising Investment

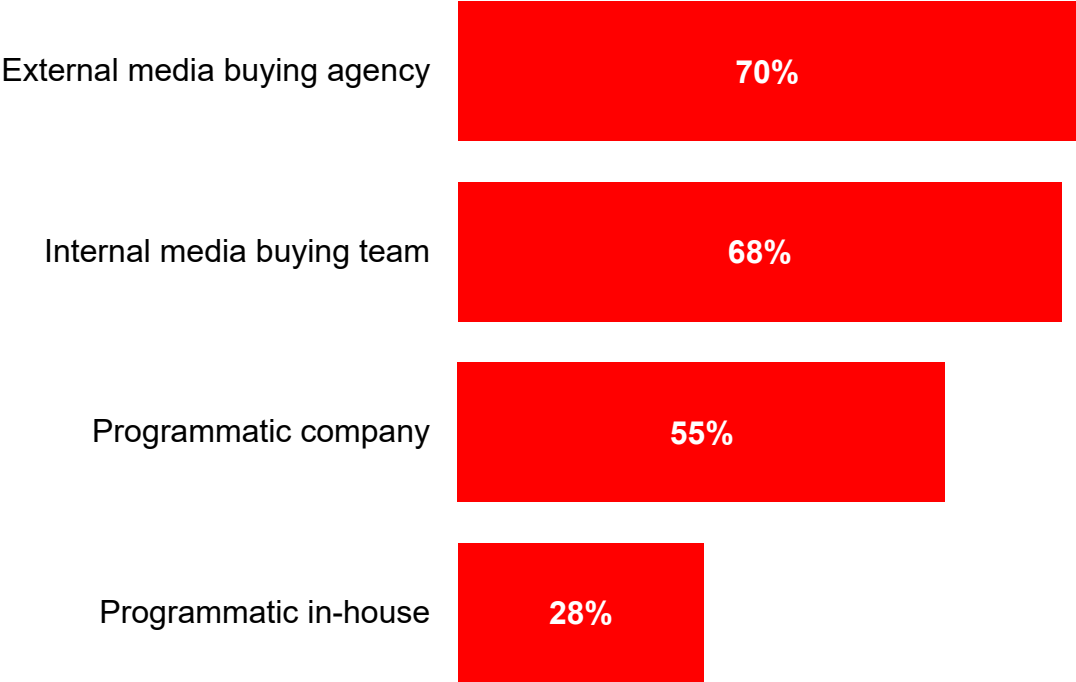




# Programmatic Video

# Marketers use a mix of methods to buy their video advertising, relying on both external agencies and their internal teams

How Marketers Buy Digital Video

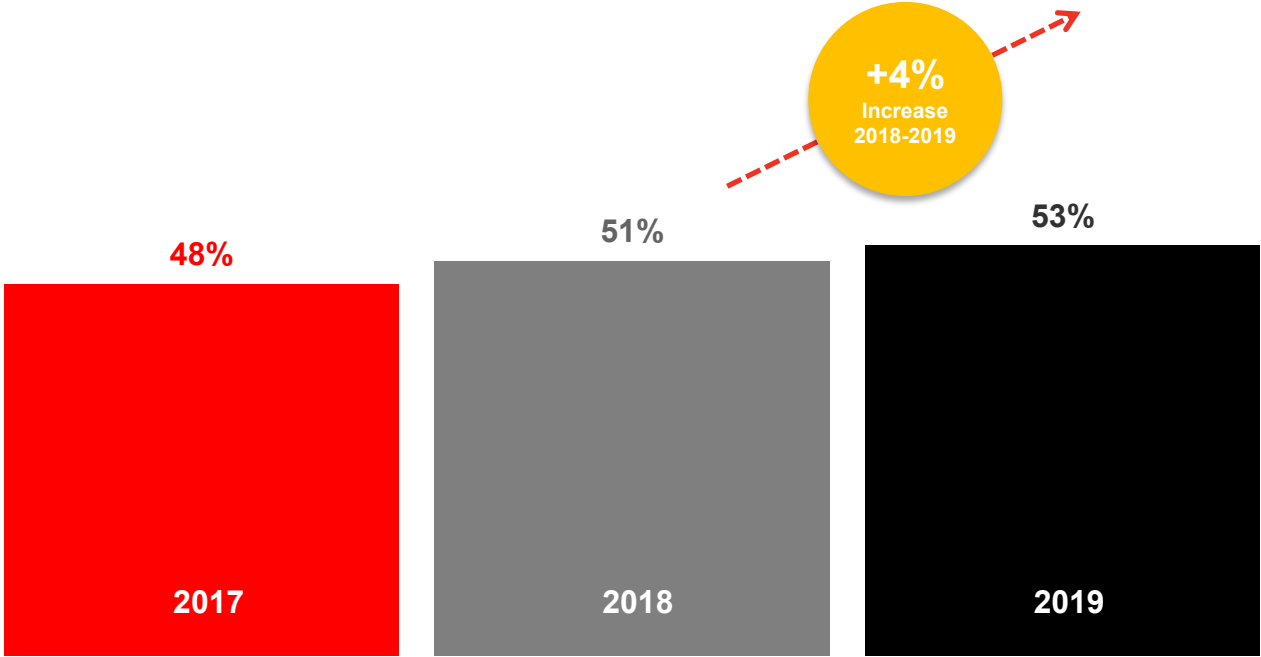


Q65: Which of the following do you use to buy video advertising?  
Base: Marketers

# Advertisers plan to allocate half of their digital video spend on programmatic buys in 2019

Average Percent Share of Digital Video Budgets Spent Programmatically —3 Year Trend

● = % Change in Digital/Mobile Video Dollar Spend 2018 – 2019



Q70a/b/c: What share of your company's digital video (desktop and mobile) ad spending, if any, was bought via programmatic companies (i.e. DSPs, SSPs, RTB) in 2017 and 2018? What share do you anticipate allocating to programmatic in 2019?  
Base: Total Respondents

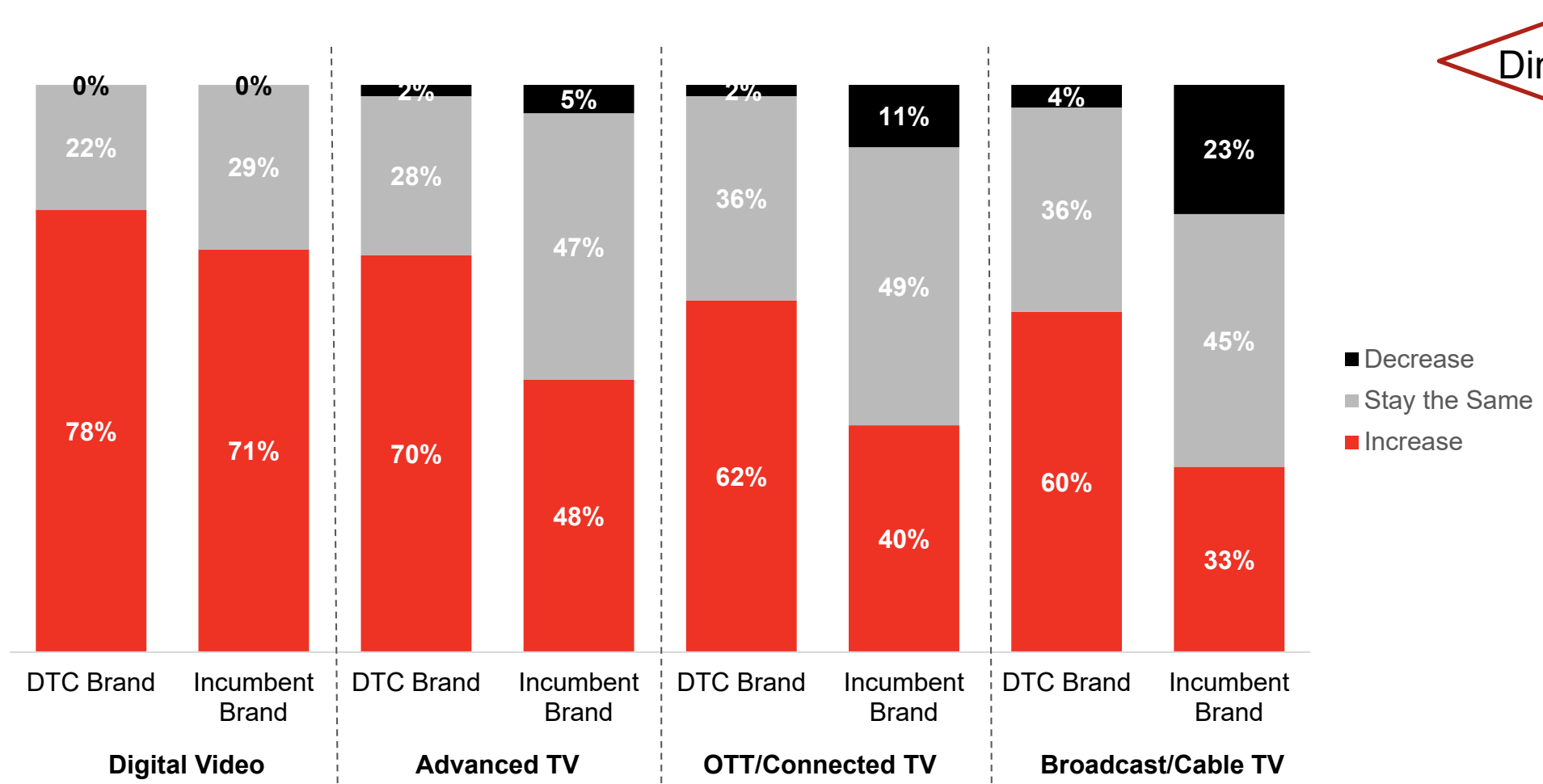


# DTC Brands

^For more information on the DTC Brand Economy, please go to <https://www.iab.com/direct-brand-economy/>



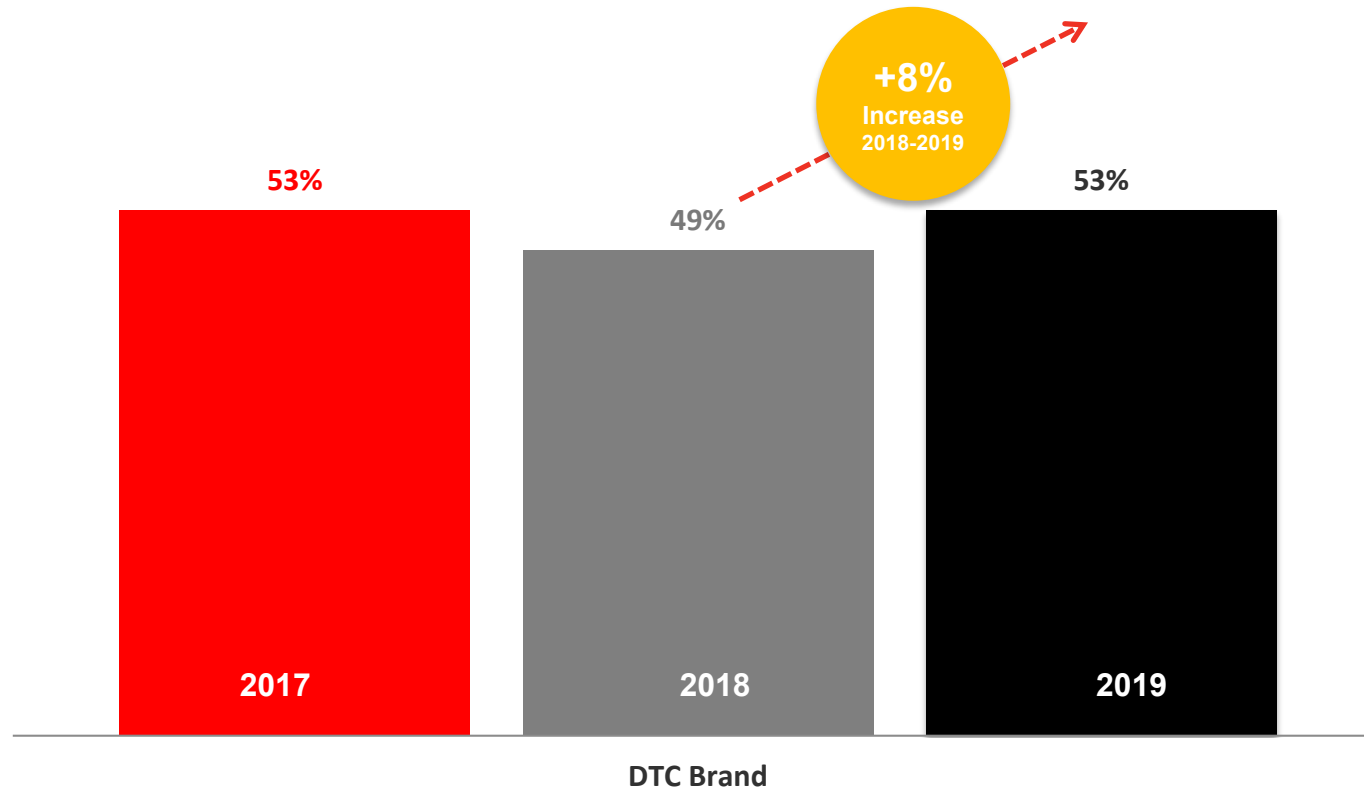
# 78% of Direct-to-Consumer (DTC) marketers plan to spend more on digital video in the next 12 months (vs. incumbents); DTCs also more likely to increase spend across types



Q10: In the next 12 months, would you expect the amount of [your company's/your clients'] spend on the following types of advertising to increase, stay the same or decrease?  
 Base: Involved in Media Type (Sample of DTC with min \$1M in Ad Spend)

# DTC brands expect a 50%/y/ spend increase on digital video advertising—and plan to allocate more than 50% of that spend at the NewFronts

Share of Digital Video Dollars Tied to the NewFronts by Marketer Type, Average Percent



Q45a/b/c: What share of your digital video/mobile video advertising dollars was allocated as a result of the Digital Content NewFronts two years ago (Spring 2017)? Last year (Spring 2018), and this year (Spring 2019)?

Base: Total Respondents (Sample of DTC with min \$1M in Ad Spend)

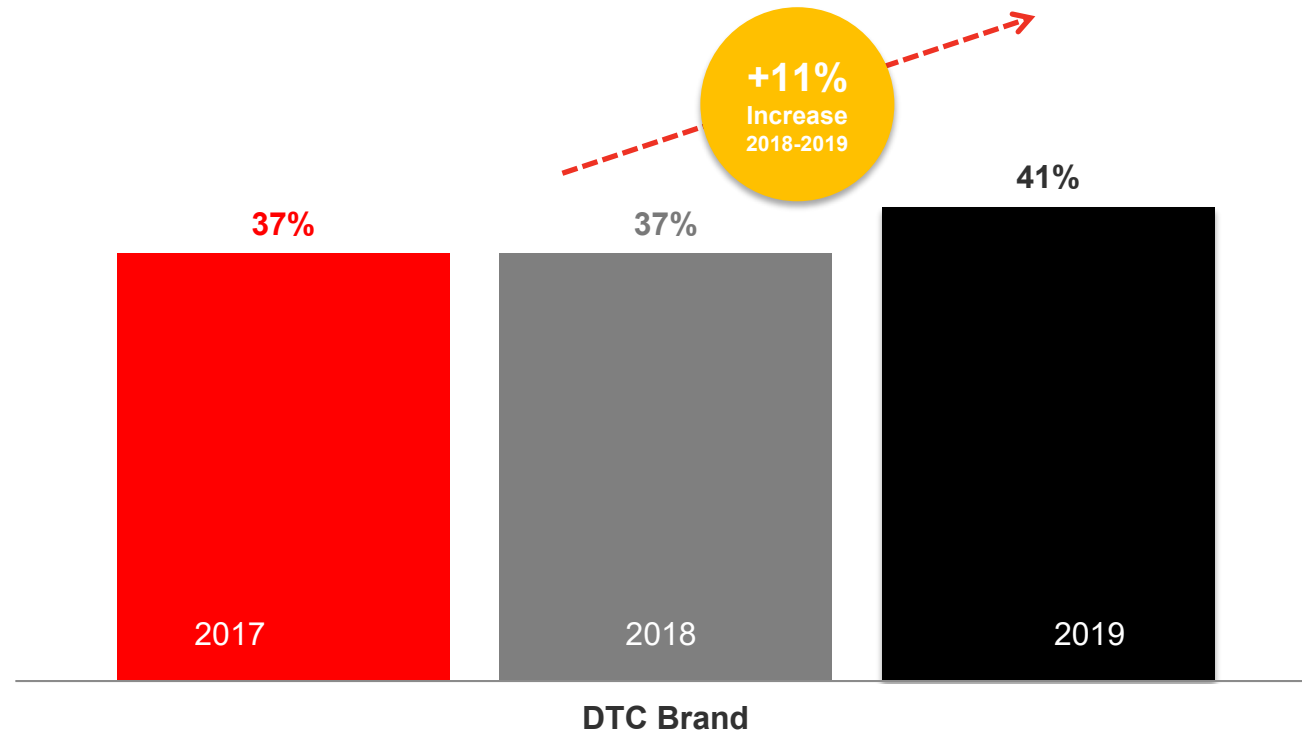
# DTC brands expect to increase spend on ODV by 59% y/y, and plan to allocate 41% of their original digital video advertising at the NewFronts

Average Percent of Original Digital Video Dollars Tied to NewFronts - 3 Year Trend (in millions)

● = % Change in Digital/Mobile Video Dollar Spend 2018 – 2019

Directional

**87% agree:**  
Original digital video  
is very effective for  
advertising direct to  
the consumer.



Q95a/b//c: What share of the dollars for advertising spending on professionally produced original digital video programming/content was committed as a result of the Digital Content NewFronts two years ago (Spring 2017)? A year ago (Spring 2018)? What share do you anticipate allocating to each this year (Spring 2019)?

Base: Total Respondents (Sample of DTC with min \$1M in Ad Spend)

# Why are DTC marketers allocating more of their budgets at the 2018 Digital Content NewFronts? *In Their Own Words...*

**“My company is shifting the way it allocates advertising budget, and the Digital Content NewFronts has proven to be helpful in determining what strategy to adopt moving forward. This year, we have saved budget to allocate based on best practices shared at that time.”**

- Marketer, C-Level, CPG, DTC

**“We are becoming better acquainted and educated about the process and players.”**

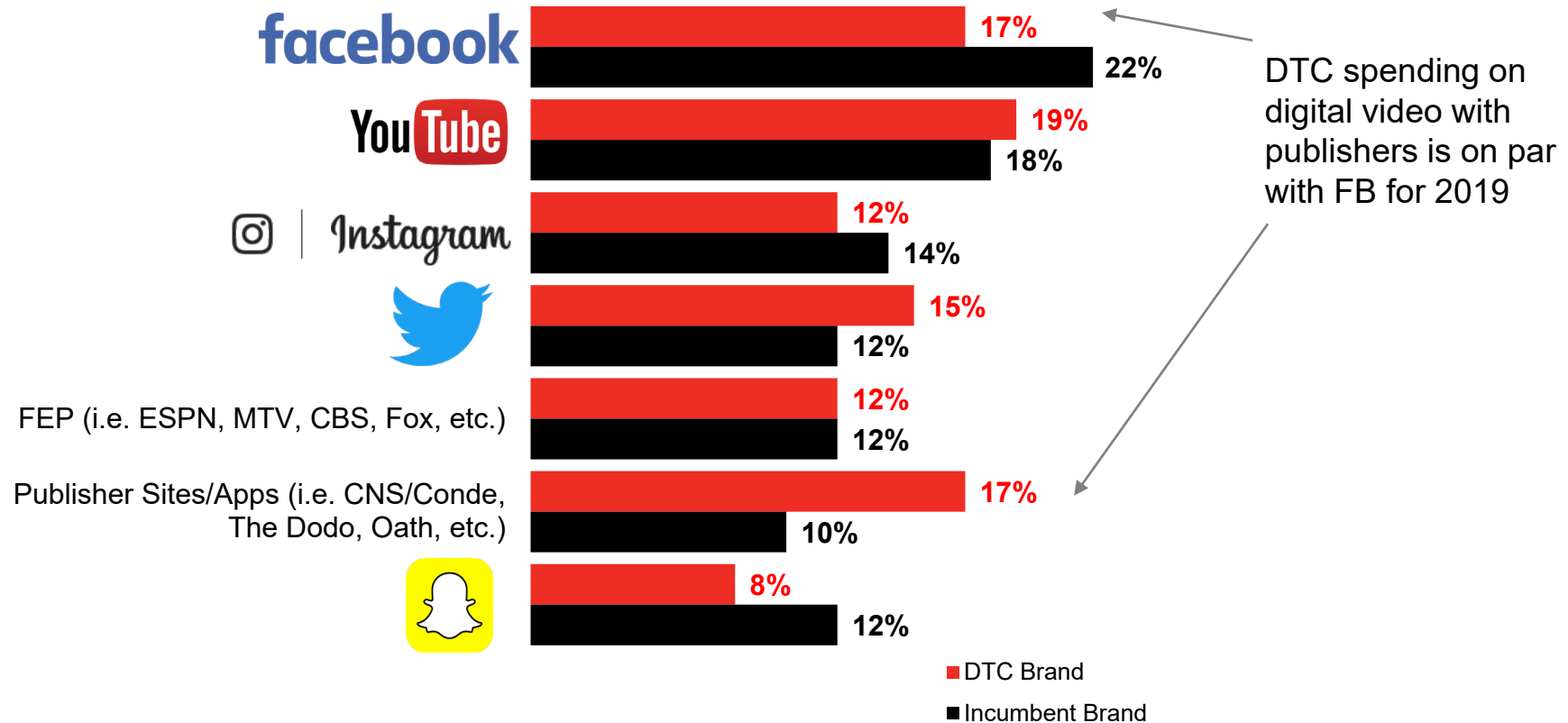
- Marketer, C-Level, Fashion/Apparel, DTC

**“Our business depends on this type of advertising, it has a high ROI.”**

- Marketer, Director, CPG, DTC

# DTC Brands are more likely to spend with publishers; they are ahead of incumbents in their commitment to allocate digital video beyond the leading social site

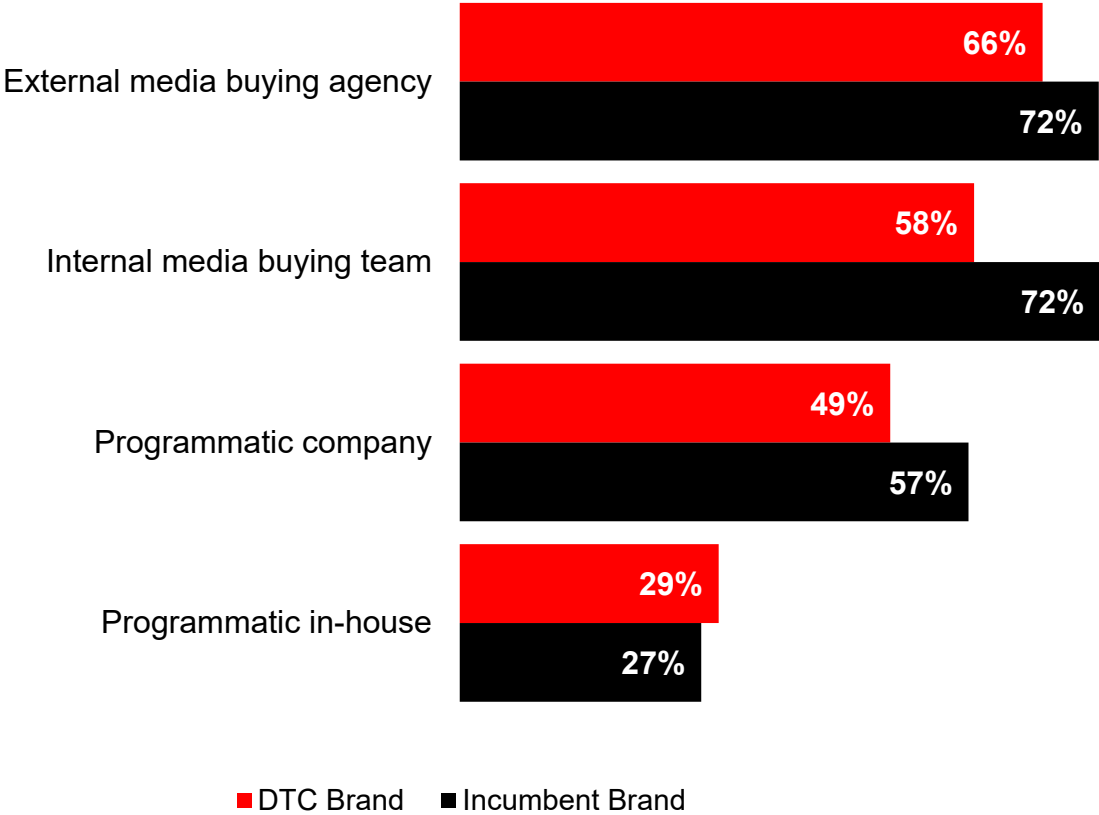
Average Percent Digital Video Allocation to Each Brand  
(Sorted by Total)



Q40: What % of your digital video (desktop and mobile video) for your [company's/client's] biggest or most important product or service in the [ASSIGNED MARKET SECTOR] is spent with: ?

Base: Total Respondents; Sample of DTC with min \$1M in Ad Spend

# How Marketers Buy Digital Video: DTC vs. Incumbent Brands







Q65: Which of the following do you use to buy video advertising?  
Base: Marketers (Sample of DTC with min \$1M in Ad Spend)







# Video Advertising Trends

# NewFronts particularly impacts the ODV spend of Automotive, Furniture/Appliances and Fashion/Apparel advertisers

2019 Average Anticipated Commitment to Original Digital Video as a Result of the NewFronts by Market Sector

|  | Est. Ad Spend | Change since 2018 |
|--|---------------|-------------------|
| TOTAL  | 41%           | 12%               |
|  AUTO                 | 49%           | 25%               |
|  FASHION/<br>APPAREL  | 45%           | 14%               |
|  FINANCIAL           | 29%           | 11%               |
|  HOUSEHOLD<br>GOODS | 37%           | 13%               |

|  | Est. Ad Spend | Change since 2018 |
|--|---------------|-------------------|
|  FURNITURE/<br>APPLIANCES | 46%           | 13%               |
|  MEDIA &<br>ENTERTAINMENT | 43%           | 16%               |
|  RETAIL                   | 40%           | -7%               |
|  TELECOM                | 42%           | 9%                |

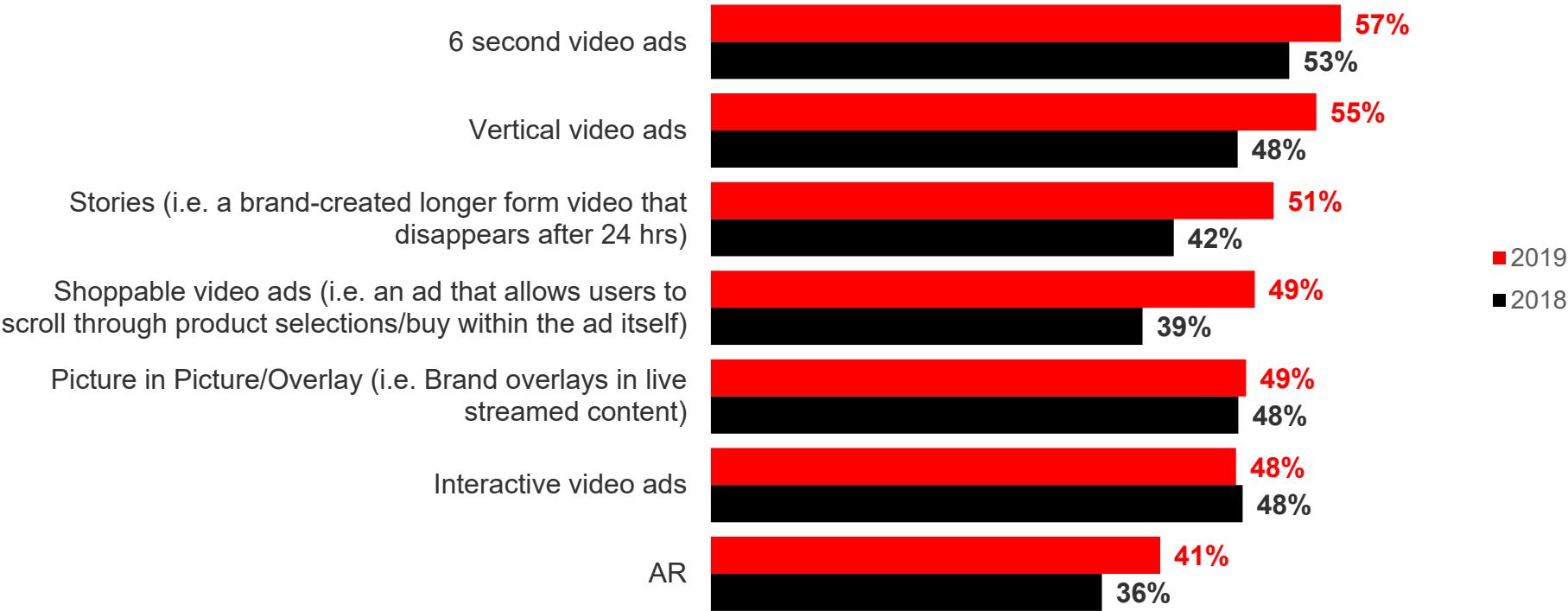
Q95a/b//c: What share of the dollars for advertising spending on professionally produced original digital video programming/content was committed as a result of the Digital Content NewFronts two years ago (Spring 2017)? A year ago (Spring 2018)? What share do you anticipate allocating to each this year (Spring 2019)?

Base: Total Respondents



# Advertisers have embraced new video ad formats in the past year and plan to significantly increase their use of stories and shoppable ads in 2019

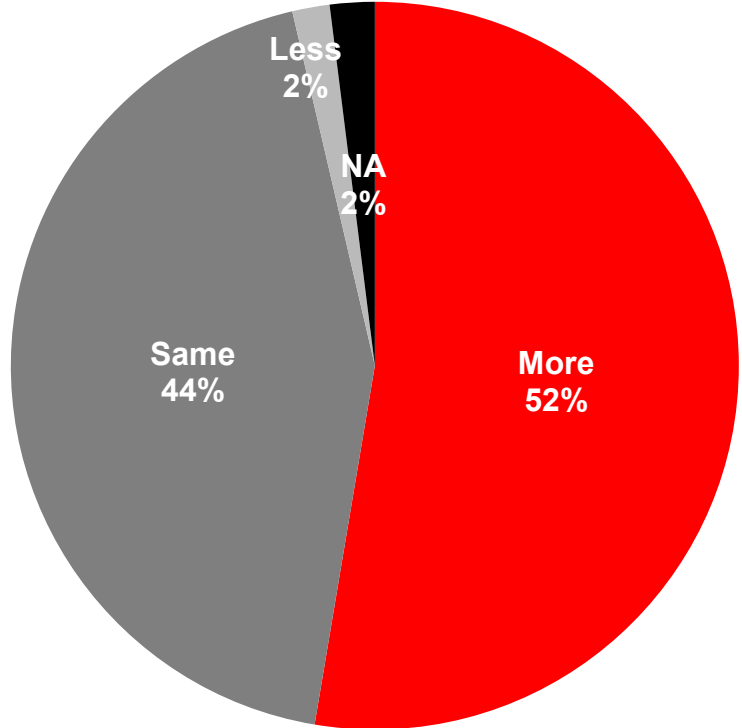
Video Ad Formats Purchased in 2018 and 2019



Q160: Which of the following video ad formats have you used in campaigns in 2018 and which do you plan to use in 2019?  
 Base: Total Respondents

# Half of advertisers increased their advertising on native video in the past year

Native Video Advertising in Original Digital Advertising - 2017 vs. 2018

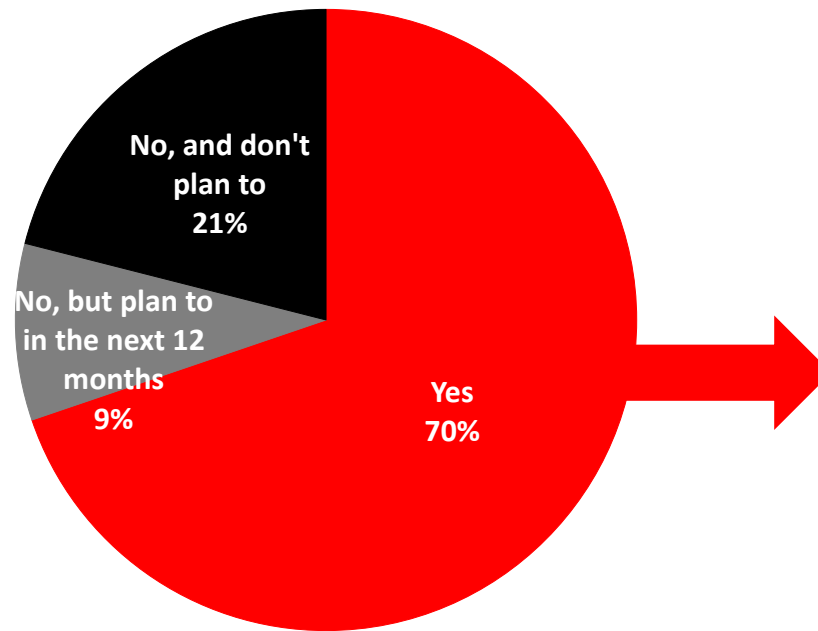


Q120: Did you spend more/same/less on native video advertising (e.g., brand integrations/product placement within a video, paid video ad with FTC disclosure), etc.) in original digital advertising in 2018 compared to 2017?  
Base: Allocated Advertising on ODV (the type showcased at NewFronts) in 2018

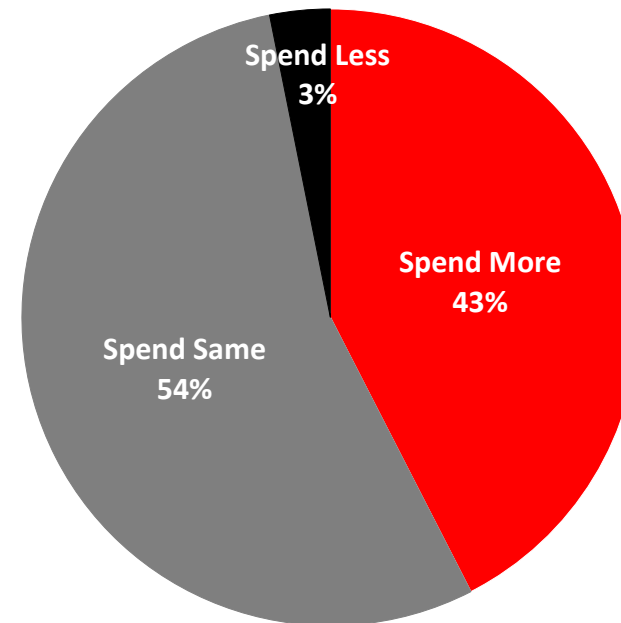
# 7 in 10 Advertisers currently use influencers in their digital video advertising and 4 in 10 plan to increase their spending with influencers in 2019

## Digital Video With Influencers

Advertise in Digital Video with Influencers



Digital Video Advertising with Influencers Spend Optimism



51% of DTC brands plan to spend more with Influencers

Q150: Do you advertise in digital video (desktop and mobile video) with influencers (celebrity and/or paid social media product/brand endorsers)?

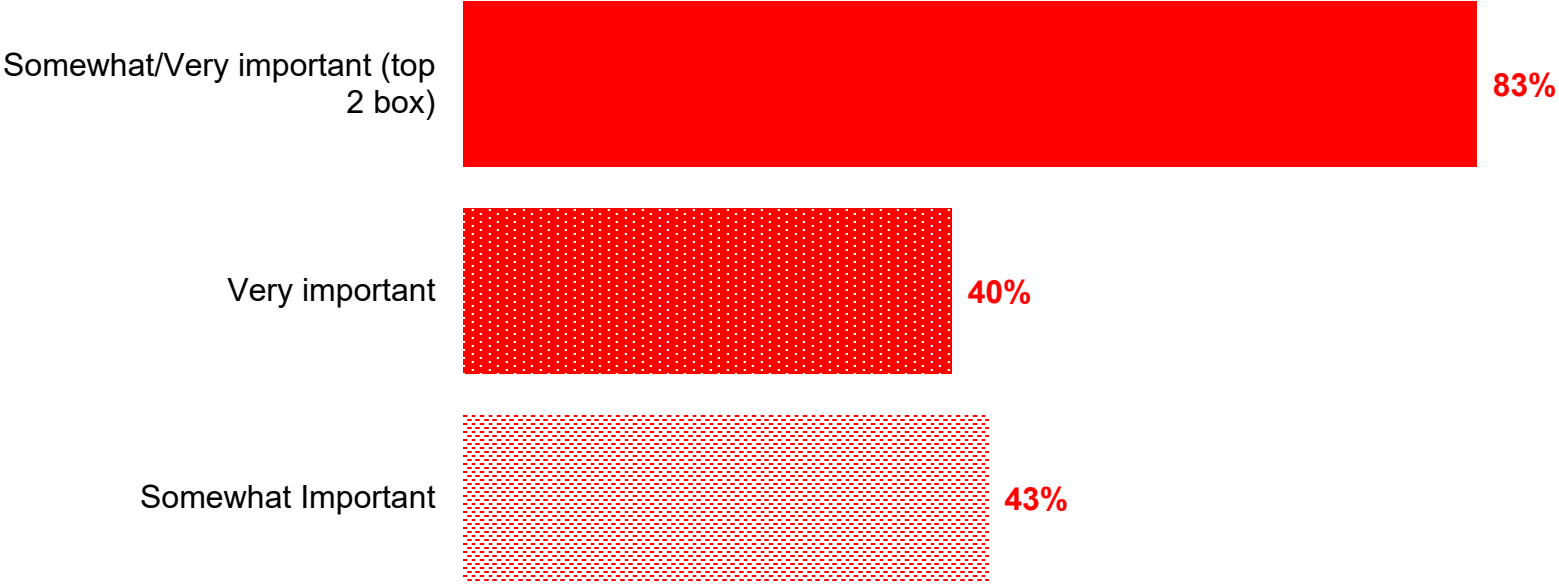
Base: Total Respondents

Q155: Do you plan to spend more, same or less on digital video (desktop and mobile video) advertising with influencers in 2019?

Base: Respondents who Advertise in Digital Video (Desktop and Mobile video) with Influencers

# More than 8 in 10 Advertisers agree a unified multi-platform buying solution (TV + digital video) is important

Importance of a Unified Multi-Platform Buying Solution (TV + Digital Video)



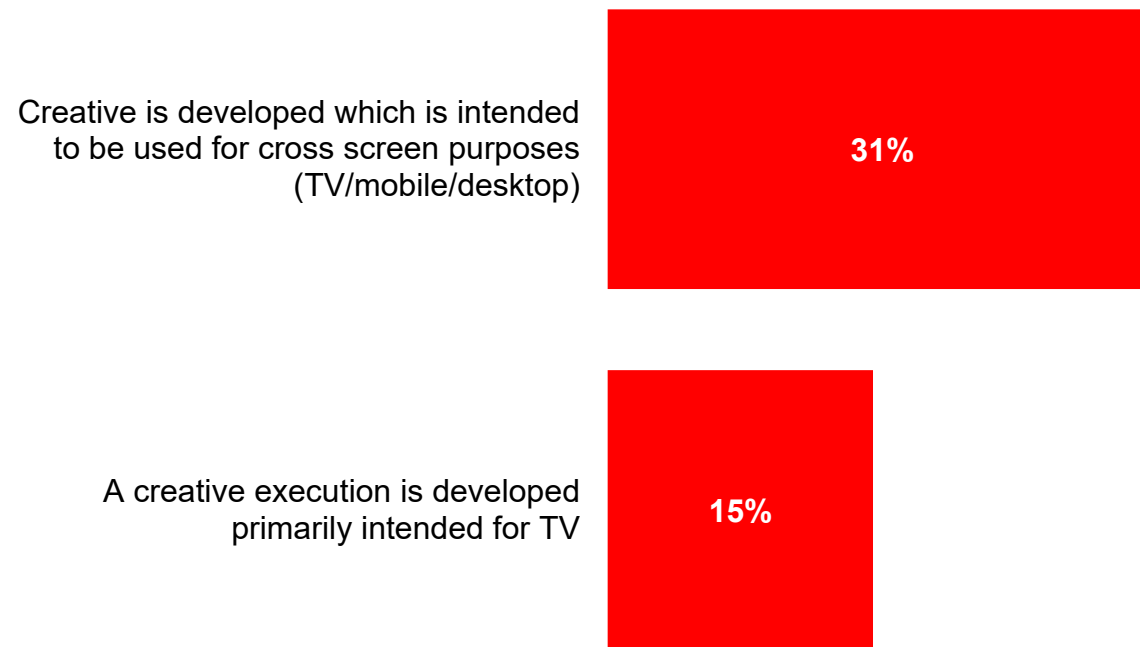
Q170: Hardware devices, such as TV's DVD/Blu-ray players, set-top boxes, and video game consoles are becoming increasingly "internet ready" (include the ability to watch digital "internet" video directly on your TV).

With the above statement in mind, how important is it that the publishers/ad networks/DSPs that you work with offer a multi-platform solution that includes both Incumbent TV and digital video (desktop and mobile video) under one media buy?

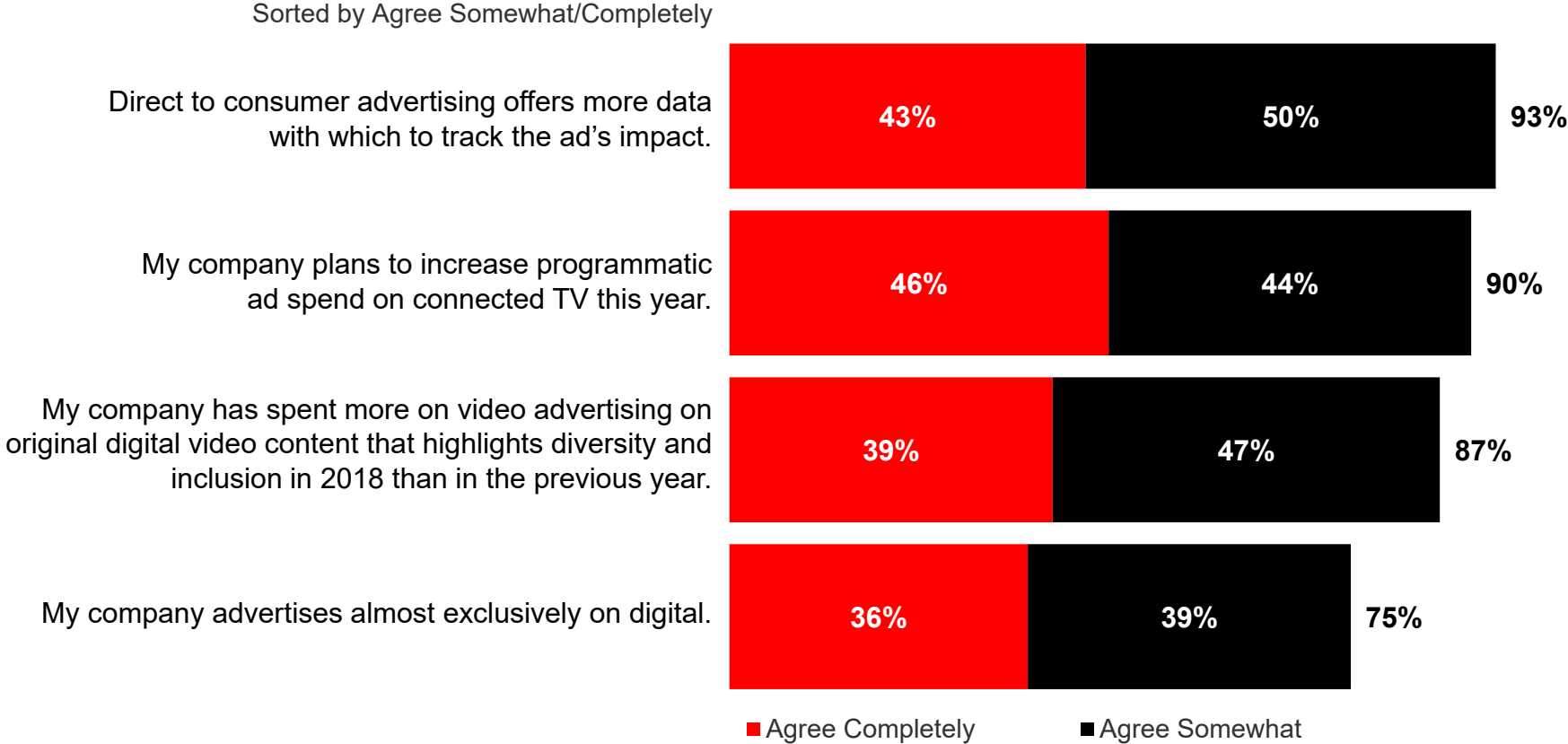
Base: Total Respondents

# “One size fits all” is over. Roughly one third of buyers say video creative is developed for cross screen purposes

How Creative for a Digital/Mobile Video Campaign Is Typically Developed



# Advertisers are embracing industry trends, e.g., recognizing the benefits of DTC advertising and the potential opportunity of investing more in programmatic CTV



Q165: How much do you agree with the following statements?  
Base: Total Respondents

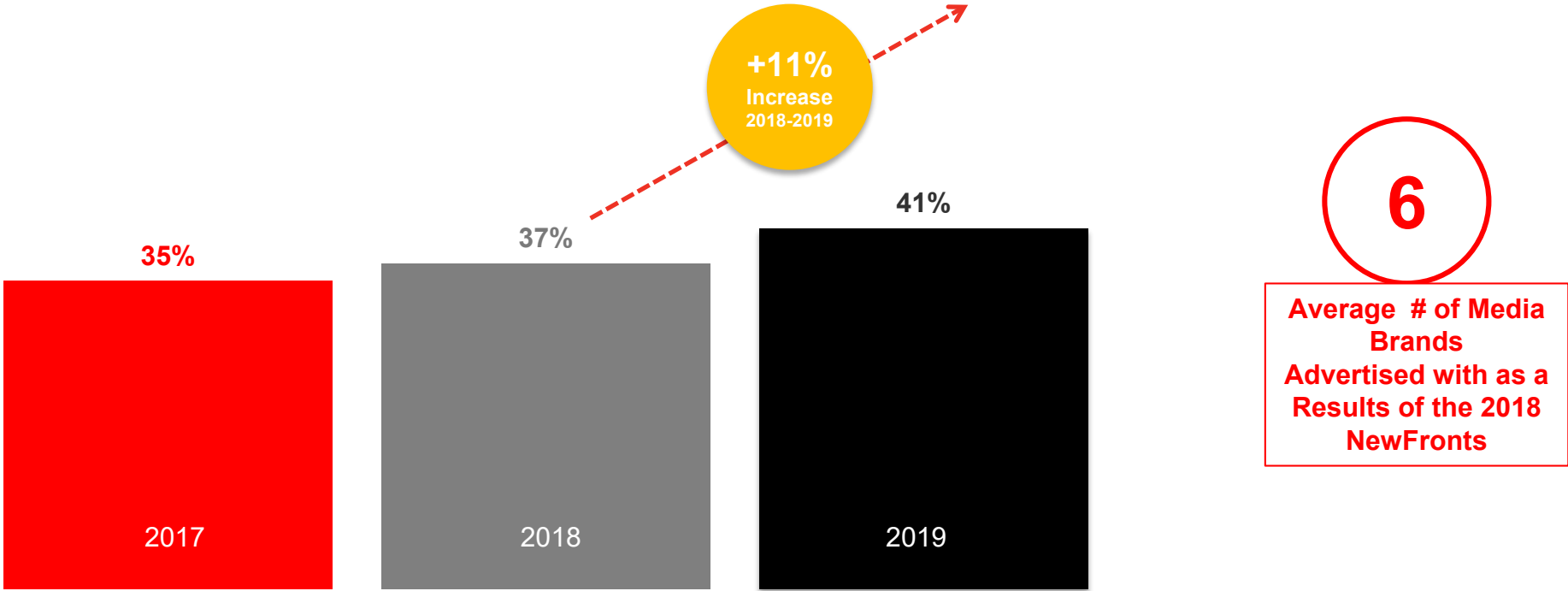


# Impact of the NewFronts on Digital Video Spending

# 41% of Advertisers' original digital video budgets will be allocated at the NewFronts

Average Percent of Original Digital Video Dollars Tied to NewFronts - 3 Year Trend (in millions)

● = % Change in Digital/Mobile Video Dollar Spend 2018 – 2019



Q95a/b//c: What share of the dollars for advertising spending on professionally produced original digital video programming/content was committed as a result of the Digital Content NewFronts two years ago (Spring 2017)? A year ago (Spring 2018)? What share do you anticipate allocating to each this year (Spring 2019)?

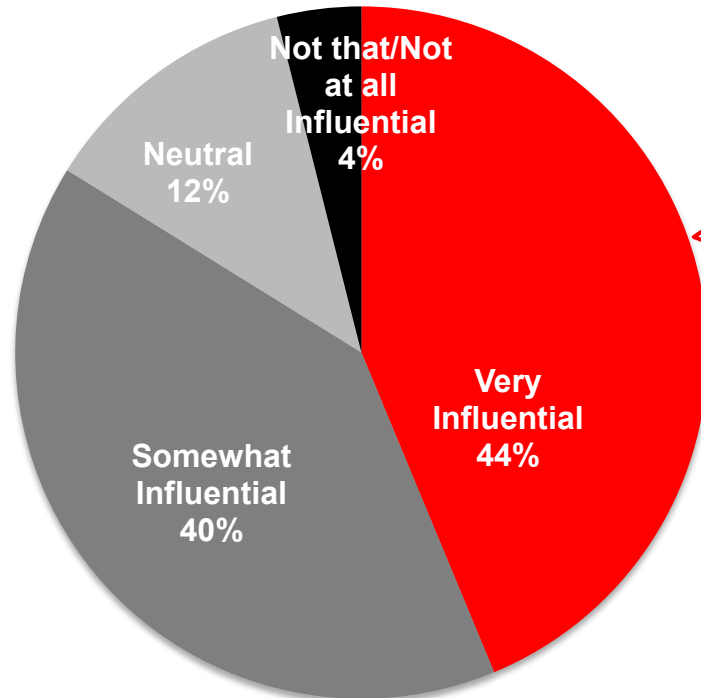
Base: Total Respondents

Q100: How many publishers that offer Original Digital Programming did you advertise with as a result of attending the 2018 Digital Content NewFronts? Base: Attended 2018 NewFronts



# 84% of Advertisers say attending the NewFronts influences their advertising spend

NewFronts Influence on Ad Spend



## NewFronts Influence on Advertising on Original Digital Programming Content

“More understanding and familiarity led to increased usage..”  
*(Agency, VP+, Home Furnishings)*

“Identified new publishers and networked with other agencies doing similar advertising.”  
*(Marketer, C-Level, CPG, Direct to Consumer)*

“Provided more guidance on what brand safe inventory to run on.”  
*(Agency, Director, CPG)*

“Waning ratings and rising prices in the TV sphere are causing many advertisers to look online for a more fruitful and cost effective market; Digital Content NewFronts provides such a platform.”  
*(Agency, VP+, Retail)*

**Also of note: 52% of DTC brands say the NewFronts is very influential**

Q105: How did the 2018 Digital Content NewFronts affect your advertising on original digital programming content?

Base: Respondents who Attended 2018 NewFronts

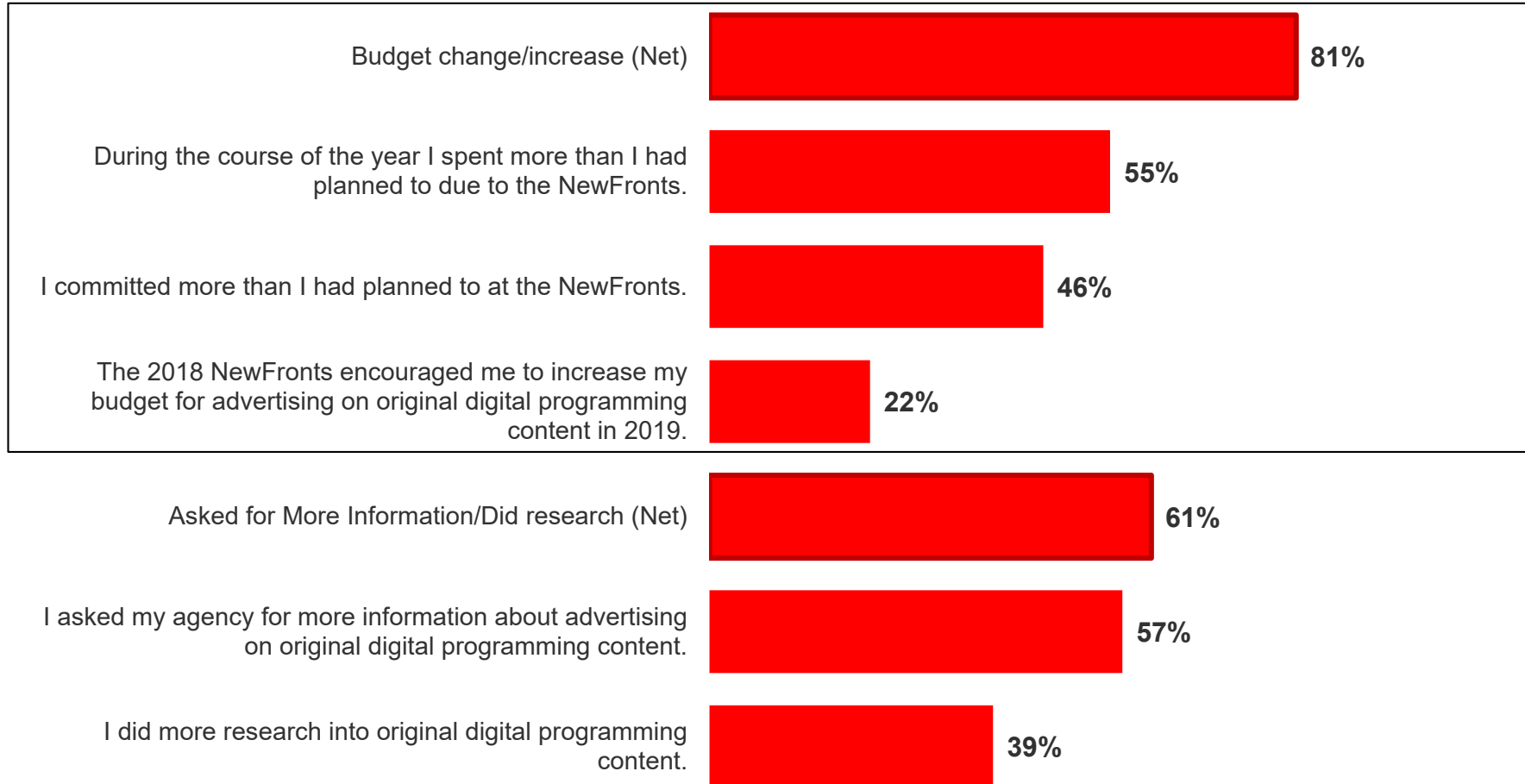
Q110: In your opinion, how much influence does attending the NewFronts have in how/where you spend advertising dollars?

Base: Respondents who Attended Any Digital Content NewFronts

# 8 in 10 Advertisers increased their ODV budget as a result of attending the 2018 NewFronts

55% spent more than planned over the year. 46% spent more than planned at the NewFronts

Impact of 2018 Digital Content NewFronts on ODV Advertising



# Reasons for planning to allocate more on digital video during the 2019 Digital Content NewFronts



**We are becoming better acquainted and educated about the process and players.**

- Marketer, C-Level, Fashion/Apparel, DTC

**My company is shifting the way it allocates advertising budget, and the Digital Content NewFronts has proven to be helpful in determining what strategy to adopt moving forward. This year, we have saved budget to allocate based on best practices shared at that time.**

- Marketer, C-Level, CPG, DTC

**Because it is a great way to reach a larger target audience.**

- Marketer, Director, Media & Entertainment

**Generate more leads. Boost revenue. Increase engagement. Appear on top sites. Reach target audiences.**

- Agency, Director, Home Furnishings

**More premium content being presented in the NewFronts.**

- Agency, Director, CPG

**More and more consumers are turning to mobile video for news, information and entertainment, and we need to be where they are. Fewer and fewer are getting their information from TV, radio or print.**

- Marketer, Director, Media & Entertainment



*See accompanying file of open ends for full listing of verbatim responses.*












Q50: You anticipate allocating more on digital video (desktop and mobile) advertising during the 2019 Digital Content NewFronts than you allocated as a result of the 2018 Digital Content NewFronts. Would you explain why?

Base: Respondents who Anticipate Allocating More During the 2019 Digital Content NewFronts



# Appendix

# Average Percent Digital Video Allocation to Each Brand by Market Sector

|   |  Automotive |  Fashion/<br>Apparel |  Financial |  Consumer<br>Goods |  Furniture/<br>Appliances |  Media &<br>Entertainment |  Retail |  Telecom |
|---|--|---|---|---|--|--|--|---|
| <b>facebook</b>   | 21%  | 16%   | 20%   | 24%   | 18%  | 19%  | 17%  | 20%   |
|    Instagram | 12%  | 12%   | 11%   | 13%   | 14%  | 17%  | 15%  | 12%   |
|              | 10%  | 11%   | 6%  | 11%   | 9%   | 9%   | 11%  | 16%   |
|              | 12%  | 18%   | 13%   | 14%   | 11%  | 13%  | 11%  | 13%   |
| <b>You Tube</b>   | 17%  | 16%   | 20%   | 15%   | 24%  | 17%  | 24%  | 16%   |
| <b>FEP</b>  | 14%  | 11%   | 16%   | 12%   | 11%  | 13%  | 10%  | 12%   |
| <b>Publisher<br/>Sites/Apps</b>   | 13%  | 16%   | 14%   | 11%   | 14%  | 12%  | 8%   | 10%   |

Q40: What % of your digital video (desktop and mobile video) for your [company's/client's] biggest or most important product or service in the [ASSIGNED MARKET SECTOR] is spent with: ?

Base: Total Respondents

# 57% of increased digital video budget is from new expanded budget

Percent Indicating Shift of Funds Away From Advertising Types (Multiple Response)

**72%**  
Will Increase Spending on  
Digital Video Advertising in  
the Next 12 Months

Shifting Funds Away  
from Any TV (net)  
71%

|                              |                          |                      |                      |                         |                        |
|------------------------------|--------------------------|----------------------|----------------------|-------------------------|------------------------|
| 57%                          | 47%                      | 41%                  | 35%                  | 35%                     | 26%                    |
| Overall Expansion of Budgets | Broadcast TV Advertising | Cable TV Advertising | Non-Video Ads Online | Advanced/Interactive TV | Neither Digital nor TV |

Q10: In the next 12 months, would you expect the amount of [your company's/your clients'] spend on the following types of advertising to increase, stay the same or decrease?

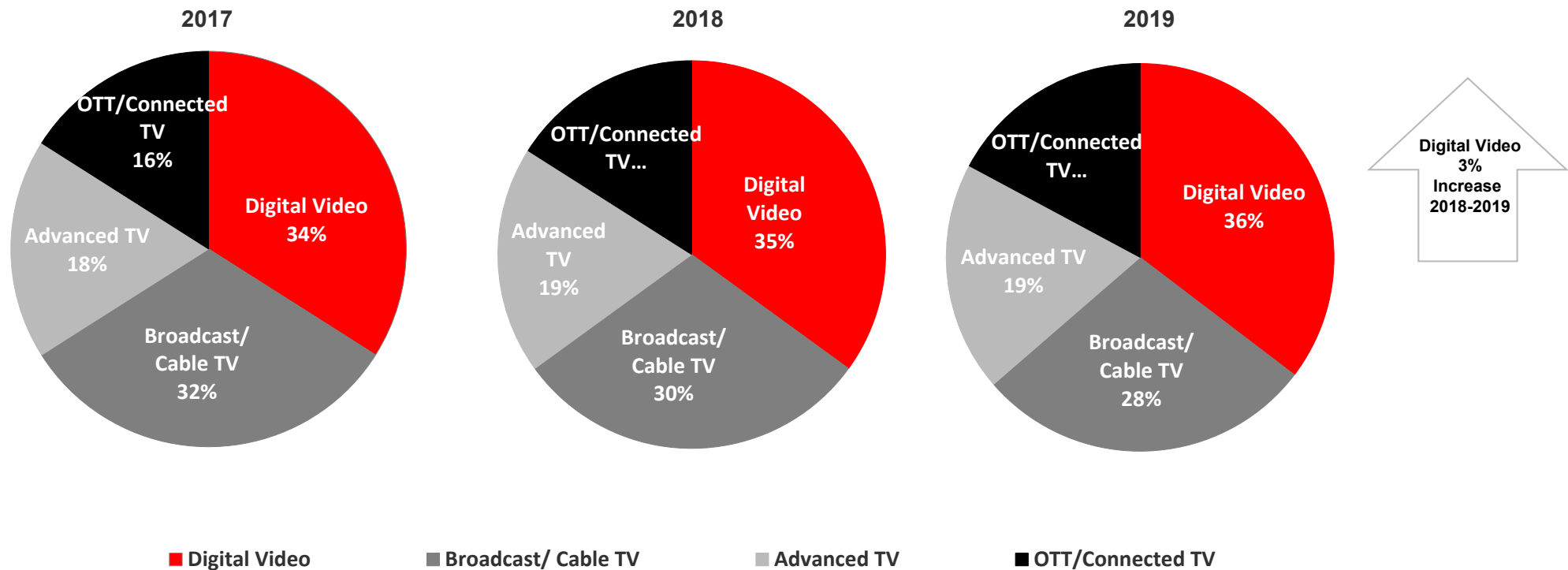
Base: Involved in Media Type

Q20: You mentioned that your spending on digital video (desktop and mobile) advertising will increase in 2019 compared to 2018. Where will the funding come from for the increasing digital video advertising spend?

Base: Respondents Whose Digital Video Advertising Will Increase in 2019

# Digital video allocation ticked up over past 2 years

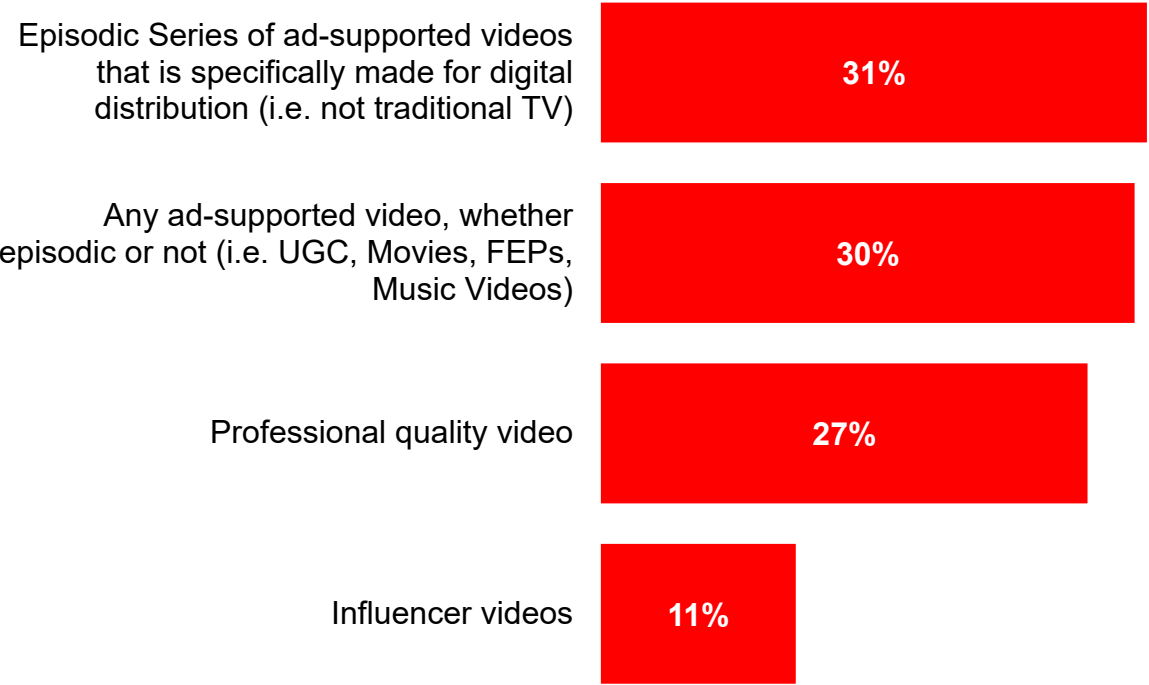
Spend Allocation to Video and TV Advertising Types, Average Percent



Q5: Imagine that the TV and digital video/mobile video advertising budget for [your company's/your client's] biggest or most important product or service in the [MARKET SECTOR] market is a pie and each of these types of advertising is a slice. What share of spending was allocated to each in 2017 and 2018? What share do you anticipate allocating to each slice in 2019?  
 Base: Involved in Both TV and Digital Video/Mobile Video

# Ad supported video, including episodic series, best describes ODV

Characteristics Best Describing Original Digital Video (ODV)



Q80: Which of the following characteristics do you feel best describe Original Digital Video (ODV)?  
Base: Total Respondents



# Overall expansion of advertising budgets will be the primary source of funding for increased original digital video spend

Percent Indicating Shift of Funds Away From Advertising Types (Multiple Response)

**+31%**  
 Projected Increase in ODV  
 Spending 2018 - 2019

Shifting Funds Away  
 From TV (net)  
 Total: 61%





|                              |                      |                          |                          |                                     |  |                                 |
|------------------------------|----------------------|--------------------------|--------------------------|-------------------------------------|--|---------------------------------|
| 53%                          | 35%                  | 29%                      | 27%                      | 24%                                 | 23%                                    | 12%                             |
| Overall Expansion of Budgets | Cable TV Advertising | Broadcast TV Advertising | Other Online (Non-Video) | Advanced/Interactive TV Advertising | Other (Non-Digital/Non-TV) Media Types | Other Digital Video Advertising |





Q90: You mentioned that your advertising spending on professionally produced original digital video programming/content will increase in 2019 compared to 2018. Where will the funding come from for the increasing original digital video programming content advertising spend?  
 Base: Respondents Whose Original Digital Video Advertising Will Increase in 2019

# Spending on ODV advertising increased across all verticals over the past 2 years

Retail and Fashion/Apparel Advertisers Are the Biggest Spenders on ODV Advertising; Media & Entertainment and Fashion/Apparel are the faster growing sectors

2019 Average Dollar Amount Spend in Millions on Original Digital Video Advertising by Market Sector

|   |                     | Change since 2018 |      |
|---|---------------------|-------------------|------|
|   | TOTAL               | \$9.3 M           | +31% |
|    | AUTO                | \$10.0 M          | +24% |
|    | FASHION/<br>APPAREL | \$12.2 M          | +60% |
|   | FINANCIAL           | \$8.3 M           | +19% |
|  | HOUSEHOLD<br>GOODS  | \$4.3 M           | +2%  |

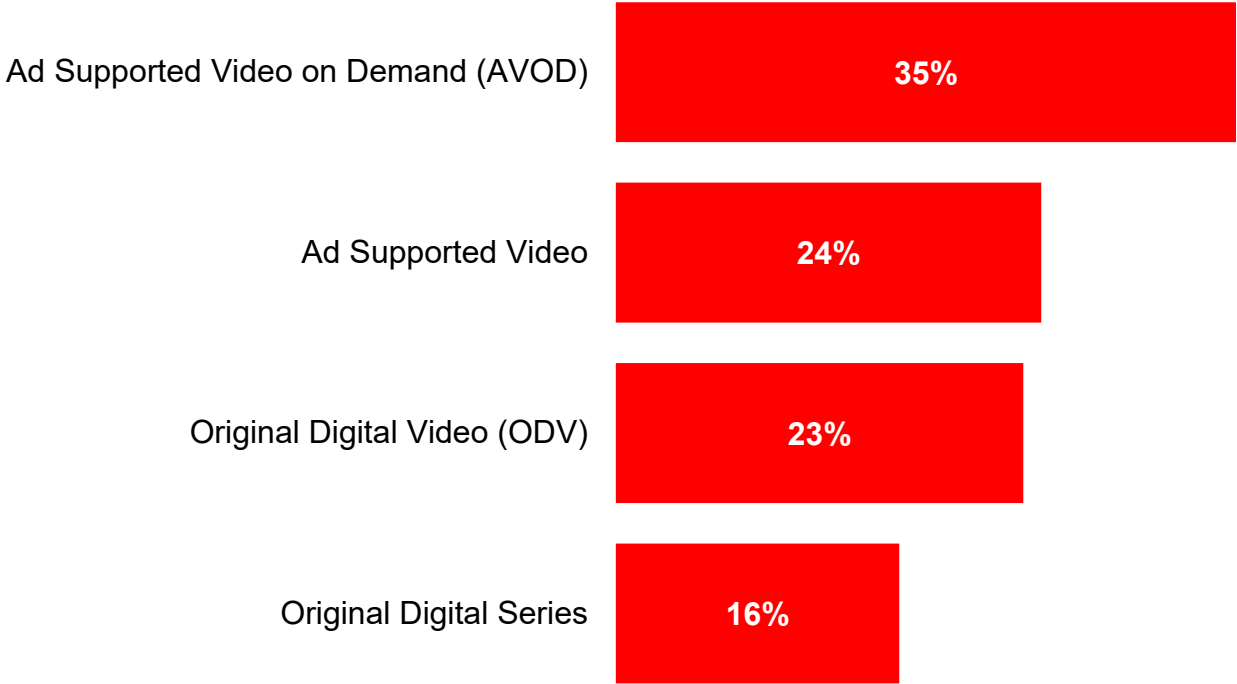
|   |                          | Change since 2018 |      |
|---|--------------------------|-------------------|------|
|    | FURNITURE/<br>APPLIANCES | \$10.4 M          | +23% |
|    | MEDIA &<br>ENTERTAINMENT | \$8.4 M           | +93% |
|    | RETAIL                   | \$12.6 M          | +17% |
|  | TELECOM                  | \$10.5 M          | +19% |

Q15: Previously you said your company will spend [INSERT RANGE] on digital video (desktop and mobile) in 2019. We'd like to get a bit more detail on that and prior year's spending. To the best of your knowledge, what exactly was that spending amount in 2017 and 2018? What do you anticipate spending in 2019?  
Base: Total Respondents

Q85: What portion of your total digital video (desktop and mobile) advertising budget for [your company's/your client's] biggest most important product or service in the [MARKET SECTOR] market sector was spent advertising on each type of content in 2017 and 2018? And what do you anticipate those shares will be in 2019?

# Although there is not a majority consensus, Advertisers are more likely to use AVOD to describe professionally produced ad supported video content





Terms Describing Ad Supported Video Content that Is Professionally Produced for Online







Q75: Which term do you use to describe ad supported video content (not advertising) that is professional produced specifically for digital/online consumption?  
Base: Total Respondents

# Across all market sectors at least half of digital video buys will be bought programmatically

Average Percent Share of Digital Video Budgets Spent Programmatically by Market Sector

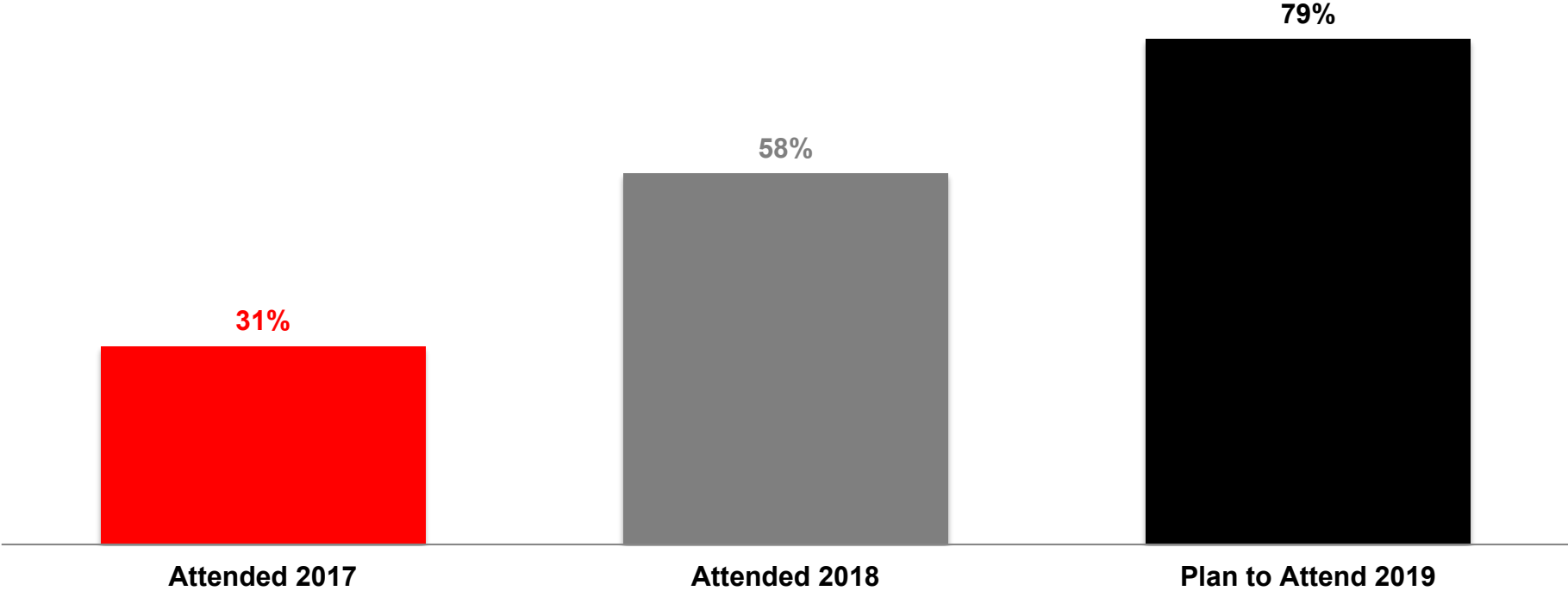
|   |                     | Change since 2018 |     |
|---|---------------------|-------------------|-----|
|   | TOTAL               | 53%               | 4%  |
|    | AUTO                | 50%               | 8%  |
|    | FASHION/<br>APPAREL | 56%               | 10% |
|   | FINANCIAL           | 54%               | 7%  |
|  | HOUSEHOLD<br>GOODS  | 50%               | 0%  |

|   |                               | Change since 2018 |     |
|---|-------------------------------|-------------------|-----|
|    | FURNITURE/<br>APPLIANCES      | 51%               | -6% |
|    | MEDIA &<br>ENTERTAIN-<br>MENT | 51%               | 5%  |
|    | RETAIL                        | 55%               | 0%  |
|  | TELECOM                       | 54%               | 8%  |

Q70a/b/c: What share of your company's digital video (desktop and mobile) ad spending, if any, was bought via programmatic companies (i.e. DSPs, SSPs, RTB) in 2017 and 2018? What share do you anticipate allocating to programmatic in 2019?  
Base: Total Respondents

# Nearly 8 in 10 Advertisers will attend the 2019 NewFronts

Digital Content NewFronts Attendance 2017 - 2019

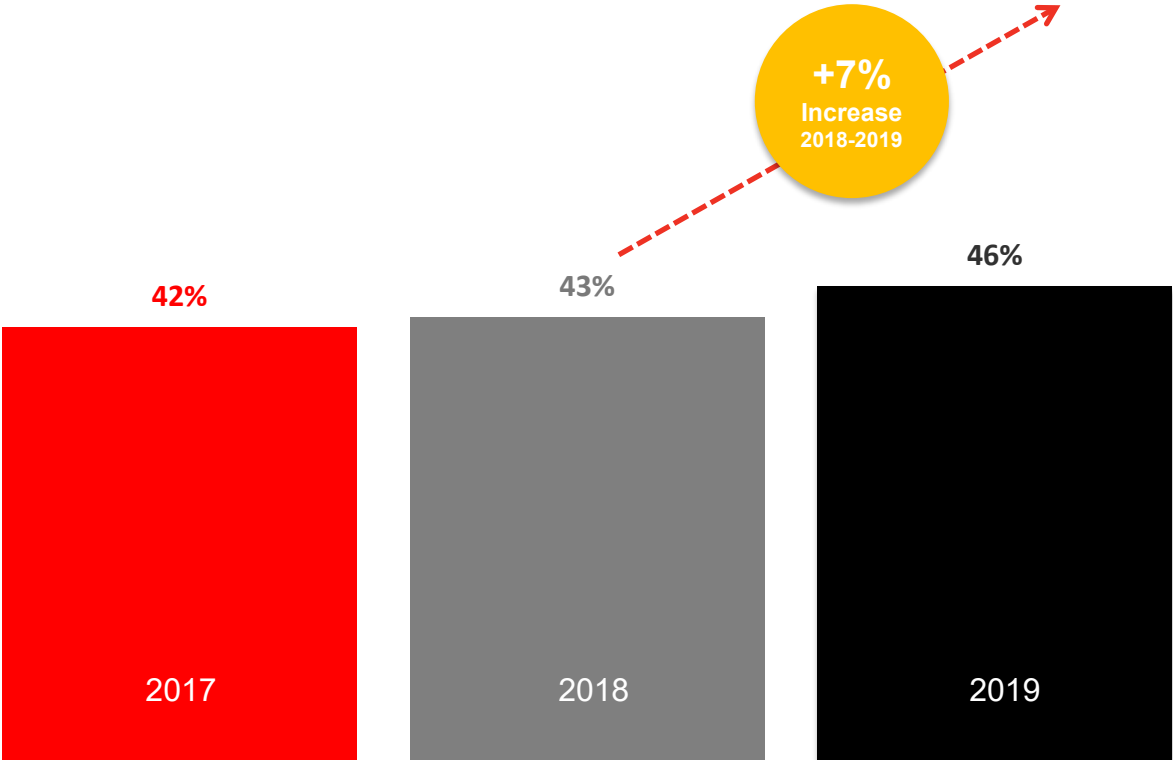


S35b: Which Digital Content NewFronts have you attended/do you plan to attend?  
Base: Total Respondents

# Advertisers project allocating 46% of digital video ad dollars at the 2019 NewFronts

Share of Digital Video Dollars Tied to the NewFronts, Average Percent

● = % Change in Digital Video Dollar Tied to NewFronts 2018 – 2019











Q45a/b/c: What share of your digital video/mobile video advertising dollars was allocated as a result of the Digital Content NewFronts two years ago (Spring 2017)? Last year (Spring 2018), and this year (Spring 2019)?

Base: Total Respondents

# Automobile and Retail sectors anticipate allocating 50%+ of their DV budget as a result of NewFronts

Share of Digital Video Dollars Tied to the NewFronts by Market Sector, Average Percent

|   |                     | Change since 2018 |     |
|---|---------------------|-------------------|-----|
|   | TOTAL               | 46%               | 8%  |
|    | AUTO                | 52%               | 3%  |
|    | FASHION/<br>APPAREL | 48%               | 2%  |
|   | FINANCIAL           | 41%               | 12% |
|  | HOUSEHOLD<br>GOODS  | 35%               | 15% |

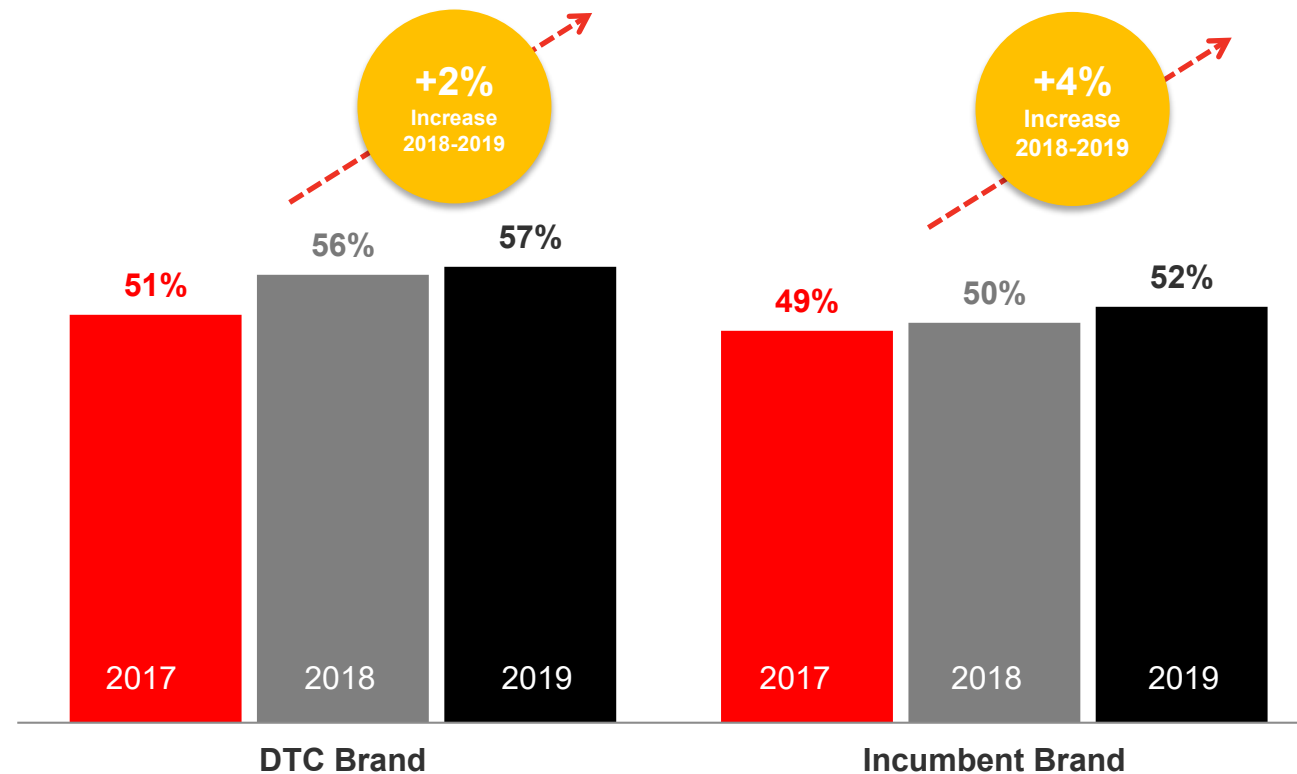
|   |                               | Change since 2018 |     |
|---|-------------------------------|-------------------|-----|
|    | FURNITURE/<br>APPLIANCES      | 49%               | 0%  |
|    | MEDIA &<br>ENTERTAIN-<br>MENT | 44%               | 14% |
|    | RETAIL                        | 50%               | 1%  |
|  | TELECOM                       | 49%               | 16% |

Q45a/b/c: What share of your digital video/mobile video advertising dollars was allocated as a result of the Digital Content NewFronts two years ago (Spring 2017)? Last year (Spring 2018), and this year (Spring 2019)?  
Base: Total Respondents

# DTC brands allocate a slightly greater share of their digital video spend programmatically than Incumbent brands

Average Percent Share of Digital Video Budgets Spent Programmatically by Marketer Type

● = % Change in Digital/Mobile Video Dollar Spend 2018 – 2019



Q70a/b/c: What share of your company's digital video (desktop and mobile) ad spending, if any, was bought via programmatic companies (i.e. DSPs, SSPs, RTB) in 2017 and 2018? What share do you anticipate allocating to programmatic in 2019?

Base: Total Respondents



# Taxonomy

**Original Digital Video Content:** Refers to programming (not advertising) that is professionally produced specifically for digital/online consumption and is ad supported

^ **DTC Brands:** Brands that are digitally native, sell direct to consumer, and use a stack-your-own supply chain business model

\***Vertical Video Ads:** Digital video ads that are displayed in portrait mode and shot in portrait and/or landscape mode (9:16 aspect ratio), rather than the widescreen format (16:9 aspect ratio) normalized by movies and television. Vertical video ads are typically delivered on mobile devices (which has the optimal aspect ratio to fit and fill the entire screen)

\*\* **Stories:** Mobile-first, swipeable, brand-created longer form video, vertical video montages initially popularized by Snapchat and now used by billions of consumers across Instagram, WhatsApp, Snapchat, Facebook, Facebook Messenger and other platforms—disappears after 24 hours

\*\*\* **Shoppable ads:** Interactive ads designed to connect consumers with products/services/merchants within the ad itself

^^**Advanced TV:** Any TV content that is delivered outside of traditional linear television model; encompasses both data-enabled and addressable TV advertising (i.e, Addressable TV, Data Enabled Linear TV, Over-the-Top TV (OTT))

**Addressable TV:** The ability to deliver different ads to different households watching the same program, allowing advertisers to focus on ad relevance and impact

**Over-the-Top (OTT) TV:** Digital Video Content that is transported (streamed) through the internet onto a connected device (laptop, smartphone, tablet, or Connected TV (CTV))

**Additional Related Description:**

**CTV** is a television that's connected to the internet (connected TV is one devices through which that **OTT** content can be consumed)

# Respondent Snap Shot

| Profile of Respondents (N=350)                 | Total |
|--|-------|
| Agency   | 40%   |
| Marketer (net)                                 | 60%   |
| Incumbent brand                                | 43%   |
| DTC brand                                      | 17%   |
| Senior (VP+) job title                         | 54%   |
| Mid (Director) job title                       | 40%   |
| Junior job title                               | 7%    |
| Digital video (desktop and mobile) advertisers | 100%  |
| TV advertisers                                 | 80%   |
| Advanced TV advertisers                        | 72%   |
| Plan to attend 2019 NewFronts                  | 79%   |

| Market Sectors        |     |
|-----------------------|-----|
| Automotive            | 11% |
| Fashion/Apparel       | 12% |
| Financial Services    | 13% |
| Household Goods       | 13% |
| Furniture/Appliances  | 18% |
| Media & Entertainment | 12% |
| Retail                | 11% |
| Telecommunications    | 11% |

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# Thank You

 **Susan (Sue) Hogan**  
sue@iab.com

 **Andy Sippel**  
Andy.Sippel@AdvertiserPerceptions.com