

Insights from DoubleClick - Video advertising momentum

More and more advertisers and publishers are jumping into digital video. In a rapidly changing landscape, who are the rising stars of video advertising?



Rolling out the red carpet for advertisers

Brand advertisers rule video share-of-voice

New advertisers are catching up

2 out of 5 of all video ads came from advertisers new to digital video.

68% of all video ads are from Automotive, Retail, Technology, and Consumer Packaged Goods.



Publishers are selling more

Video builds audiences and revenue

Digital video is a winner for News sites

x2 In-stream video ads doubled



x3 News publishers tripled video



It's primetime for programmatic video

Q: What's an ad exchange got to do with video?

A: On the DoubleClick Ad Exchange, advertisers, publishers, and networks can reach their audiences more efficiently and gain greater returns.



Retail and Automotive advertisers quadrupled programmatic video spend.



Programmatic video ad impressions tripled

Ads people choose

Viewer-friendly video ads

4 out of 5 viewers prefer skippable video ads over normal in-stream ads*.



Advertisers get better engagement

75% Viewers are **75% more engaged** when watching a skippable ad compared to a standard pre-roll +



More attention to publisher's content

50% Skippable ads deliver over **50% more attention** to publishers' videos by reducing viewer abandonment.



For the full research, download *Video advertising momentum* on: google.com/think

Sources:
 Google internal data from the DoubleClick ad management platforms, DoubleClick Ad Exchange & Google Display Network, 2013. Analysis does not include YouTube, or video ads displayed outside streaming video content.
 +YouTube TrueView Study, Google/YouTube/psos, US, Jan 2012
 *YouTube Skippable Pre Roll Ads Research Study, Google/YouTube/psos, April 2011