

Insights from DoubleClick - Video advertising momentum

# The rise of viewer choice

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# Introduction

Not long ago, viewers organized their lives around the weekly TV schedule. These days they choose what and when they watch, and that's changing advertising. Giving viewers a choice — in the videos they watch and the ads they see — is proving to be a good thing for both publishers and advertisers. We're now seeing greater interest in skippable video ads, driven by the popularity of YouTube's TrueView in-stream format.

Some notes about the findings:

For audience drop-off rates, we compared skippable instream and standard instream ads on video content monetized by the DoubleClick Ad Exchange and the Google Display Network, during Jan-Mar 2013.

The audience drop-off rate analysis does not include video ads run on Google owned & operated properties, such as YouTube.

All analyses are based on instream video ads displayed within a video player, either as a pre-roll, mid-roll, or post-roll. Not included: overlays, text ads, or video ads played in rich media ad units outside a video player.

# Skippable Formats

**Skippable video ads** offer viewers the option to skip the ad. This changes the standard model of video advertising from forced viewership to viewership by choice, giving advertisers and publishers **incentives to deliver a better ad experience**. In our studies with skippable ads, we've seen that advertisers, publishers and viewers benefit from letting viewers decide which ads they want to watch.

- **TrueView in-stream video ads** are bought through AdWords for video, where advertisers pay on a cost-per view basis. TrueView in-stream ads allow the viewer to skip after 5 seconds with viewed ads adding to the advertiser's YouTube viewcount.
- **Other skippable ad formats** can be bought and sold on a CPM basis through Doubleclick for Publishers and the Ad Exchange.

# Everyone wins

## Advertiser

Skippable ads increase engagement

More advertisers began using skippable ads on the Ad Exchange in the past year. An earlier Google and Ipsos study found that people who choose to watch a skippable TrueView instream pre-roll are **75% more engaged** than users forced to watch a standard pre-roll\*. In addition, skippable ads scored higher in brand favorability and purchase intent. Advertisers who buy on a cost-per-view basis reduce wasted impressions since they don't pay unless their ad is watched to completion.

## Viewer

Viewers get a better experience

In another previous Google and Ipsos study, we found that **4 out of 5 viewers prefer TrueView** to standard in-stream ads+. Skippable ads deliver relevant experiences for users, enabling them to only watch videos that they choose, whether those videos are ads or content. Viewer-friendly experiences are more effective for advertisers and provide increased monetization for publishers. In general, viewers choose not to skip an ad 15-45% of the time.

## Publisher

Reduce video abandonment

Skippable ads — whether skipped or not — keep audiences on publishers' sites longer to watch more video overall. We found that **skippable ads deliver 50% more attention by reducing viewer drop-off rates** compared to standard in-stream ads++. Demand for skippable ads remains strong: in the latter half of 2012, the effective CPM for skippable ads grew at double the rate of standard in-stream ads.



Sources: \*YouTube TrueView Study, Google/YouTube/Ipsos, US, Jan 2012  
+YouTube Skippable Pre Roll Ads Research Study, Google/YouTube/Ipsos, April 2011  
++Skippable vs normal instream video ads for publishers (excl. YouTube) on the DoubleClick Ad Exchange & Google Display Network, March 2013

# What does this mean for me?

Today, viewers have a lot of choice in what to watch. Skippable video ads engage viewers, keep them around longer, and benefit both publishers and advertisers.

## ■ Advertisers:

### **Use skippable ads to find and reach engaged viewers.**

Once you know which audiences watched your video, you open other possibilities to connect with those users, including remarketing or storyboarding a continued message.

## ■ Publishers:

**Elevate the viewer experience.** Skippable video ads help you strike the right balance between ads and video content without sacrificing revenue or viewer experience. You can sell skippable ads to your largest advertisers through DoubleClick for Publishers, or access skippable formats on the Ad Exchange.



# Google's video solutions

## DoubleClick



Google's DoubleClick products provide ad management and ad serving solutions to companies that buy, create or sell online advertising. The world's top marketers, publishers, ad networks and agencies use DoubleClick products as the foundation for their online advertising businesses. With deep expertise in ad serving, media planning, search management, rich media, video and mobile, our DoubleClick products help customers execute their digital media strategy more effectively.

For more information, visit [www.google.com/doubleclick](http://www.google.com/doubleclick)

## DoubleClick Ad Exchange



DoubleClick Ad Exchange (AdX) connects the world's top publishers and buyers in a massive, transparent marketplace. For advertisers, agencies and ad networks, AdX makes it easy to reach target audiences at scale and across every device and format. And for publishers, AdX provides robust insights and controls, and it connects seamlessly with the DoubleClick for Publishers (DFP) ad management platform so it's easy to maximize revenue across all sales channels.

For more information, visit [www.google.com/doubleclick](http://www.google.com/doubleclick)

## YouTube



As the world's largest video platform, YouTube is where an entire generation is shaping what matters in content and culture today. By connecting brands, creators and over a billion users each month, YouTube provides a forum for creative expression, meaningful participation and unprecedented choice. Together, we are reinventing the way video is produced, distributed and consumed.

For more information, visit [www.youtube.com](http://www.youtube.com)

## Google Display Network



The Google Display Network reaches 80 percent of internet users worldwide, serving hundreds of billions of impressions to more than 500 million users each month – spanning just about everywhere around the globe. From mass media to niche sites, advertisers can find engaged audiences and achieve performance at scale through our innovative targeting technology. Using our tools, advertisers can build ads, measure results, optimize campaigns, and expand their advertising reach to specific audiences all over the web.

For more information, visit [www.google.com/displaynetwork](http://www.google.com/displaynetwork)