

3 Industry Leaders on Adapting Media Planning for How People Watch Video

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Topics

Video

One question: “How should brands adapt to the blurred lines between TV and online video?” Three answers: from a researcher, a media agency executive and a digital creator. Here’s how they’re grappling with and adapting to the new age of modern video consumption.

Think about the watercooler moments that have defined our culture over the last few months: the Summer Olympics, the presidential debates and the inevitable “Saturday Night Live” responses. For a lot of those key cultural moments, people probably don’t even remember where they first saw them – was it live? Streaming? On a smartphone? At work on a laptop?

People don’t think or care about the platforms and devices when they’re watching video – they just want to watch content they love, where and when they want.

At our ninth Firestarters event, a series for the agency strategy and planning communities to discuss the industry’s pressing questions, we talked about the blurring of where video consumption happens and how strategies to reach viewers can keep pace. Three industry experts weighed in on this question:

think with 

"How should brands adapt to viewer behaviour where lines are blurred between online video and TV content?"


Click through the slides below to see the unique perspectives of a researcher, an agency exec, and a creator.



THE RESEARCHER
Sherrill Mane,
IPSOS US

"It's time for planners to stop thinking of smartphones as phones, and more like personalised TVs.

More than 90% of viewers tell us they watch YouTube on a mobile device at home – sometimes in the living room, often in the bedroom.¹ And the most popular time to watch YouTube on the TV and on a mobile device is primetime."²



THE AGENCY EXEC:
Stacey Stewart,
Universal McCann

"The idea of video neutral planning and buying is that we buy the way people watch.

At Universal McCann, we've integrated TV and digital teams so investments are grouped by media behaviour, not by screen or platform. The teams manage TV and digital properties and have the freedom to shift media within new categories like 'premium', 'continuity' and 'live'."



Planners, buyers and strategists are knee-deep in 2017 planning conversations with your agency's clients. Now is the perfect time to make bold challenges that'll result in bold changes.

Keep in mind as you go about this process that the audience you're trying to reach is already video-neutral, and there are simple, proven ways you can buy and plan for the way they're watching. Success in the new digital era will come when we bring creative, data and media together to embrace these blurred lines.

Sources

¹ Google/Ipsos Connect, YouTube Cross Screen Survey, US, n=1,621 consumers 18–54 who watch YouTube at least once a month, July 2016.

² Google/Ipsos Connect, YouTube Cross Screen Survey, US, n=662 consumers 18–54 who watch YouTube on television at home, and n=221 consumers 18–54 who watch YouTube on mobile devices at home, July 2016.