

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

Published

December 2016

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 "SNL" 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,

think with 

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:

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



THE RESEARCHER:
Sherrill Mane,
IPSOS US

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



THE CREATOR:

Adam Abramson,

The Late Late Show with James Corden

“Whether people see a clip on TV at 12:38 a.m. or on YouTube 10 days later, we’ve learned that people are wedded to great content, not the device they watch it on.

Our content is authentic to James and embodies the same kind of traits that make a lot of YouTubers successful: interactivity, authenticity, repeatability, and shareability.”

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